Department of Treasury | Bureau of Fiscal Service User Testing Analysis

➢ **We had a total of 18 testers**
   - o Mostly aged 21
   - o Seniors in college
   - o All interns at Kearney & Co.
   - o 94% preferred the same design option

➢ **This audience visits the following websites A LOT:**
   - o Amazon
   - o YouTube
   - o Google
   - o Gmail
   - o Facebook
   - o New sites like CNN, NY Times
   - o Reddit
   - o Bleacher Report
   - o And 1 loan wolf visits bodybuilder.com

➢ **How they described their favorite design choice:**
   - o Easier
   - o Easy
   - o Navigate
   - o Clear
   - o Cluttered
   - o Organized
   - o Cleaner

What matters when you look at websites?

- **78%** of the testers said **finding the information fast** is the most important thing that the look for when on a website
- **50%** said **navigation**
- **44%** said **content**
- **17%** also mentioned the following: **simplicity, colors, visuals**

What is not important or interesting to you on this design? In their own words...

- *Articles not organized by title*
- *Too rectangular, add some graphs to make the site seem more alive*
- *Looks identical to Windows 10*
- *Interesting but overwhelming*
- *Data tool images are boring and not very interesting*
- *Not a fan of window panes, even though it's a trend these days*
- *Lack of color*
- *Header and Footer need refinement*
- *Too many words on photos, too rectangular, headings*
- *Stock photos*
- *No color*
- *Not sure what I am diving into, what's the big picture*
- *Only 8 stories, show 1-2 more, add a 'next page' option*
- *Option A, too confusing*
- *Object Class vs. Budget Function, I honestly don't know what that means*
- *The layout, everything fits perfectly into a rectangle*

And the winner is….
Version B!

USASPENDING.gov

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Analytics ▾   Explore the Data ▾   Developers ▾   Search for anything… 🔍

Check out our data analysis of US spending.

📰 **DATA STORY**
A look at how the SBA helps small busineeses thrive.

📰 **DATA STORY**
The EPA contains gross outlays in the following categories….

📰 **DATA STORY**
Treasury partners with the

OMB

on agency budget findings.

📰 **DATA STORY**
Object class vs. Budget function, we have looked at the differences.

🔧 **DATA TOOL**
All-in-one view of

26,652

federal contracts.

🔧 **DATA TOOL**
Small Business Adminstration loans and grants data from 2012 to 2017

🔧 **DATA TOOL**
Department of State funding by agency.

Department of State is the origin of $2,705,963,697 in transfers to other agencies

🔧 **DATA TOOL**
An in depth visualization of our government hierarchy.

○ East-West Center, State
○ Eastern Europe Student Exchange
○ Economic Support Fund, Funds Ap
○ Educational and Cultural Exchange
○ Fisherman's Protective Fund, Spec
○ Fishermen's Guaranty Fund, State
○ Foreign Military Financing Program
○ Foreign Service National Defined C
○ Foreign Service National Separatio
○ Foreign Service Retirement and Dis
○ Global Health Programs, State
○ Global HIV/AIDS Initiative, State
○ Global Security Contingency Fund,
○ H-1B and L Fraud Prevention and D
○ International Center, Washington, I
○ International Conferences and Con

Department of State ○

Other Resources on Federal Spending

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Foreign Assistance
IT Dashboard
Bureau of the Fiscal Service
Data.gov
Congressional Budget Office

Do!
- ✓ Simplify the layout
- ✓ Be interesting but not overwhelming
- ✓ Separate a data tool from a data story
- ✓ Find way to make stories and tools look different, they looked too similar, suggestion was to list out the data tools, forgo visuals.
- ✓

Do not!
- ✗ Clutter the page
- ✗ Have fake looking photos
- ✗ Be repetitive – remove the word Data

Recommendations & Next Steps:

Although this group of testers is not within our target audience. Their feedback is valid and relevant to good and basic website usability practices.

Action Item:

- ❑ Create alternate wireframe options addressing the feedback
- ❑ Retest with a more relevant target audience