Department of Treasury l Bureau of Fiscal Service User Testing Analysis

➢ **We had a total of 6 testers**
- Mostly aged 21
- All are seniors in college, with one entering a 5th year for a Masters
- All interns at Booz Allen Hamilton
- 4 out 6 preferred the same design option

➢ **This audience visits the following websites:**
- Social media sites like Facebook & YouTube
- Their email apps
- Amazon & Macys
- New sites like CNN, NY Times
- Reddit
- Stumble Upon

➢ **How they described their favorite design choice:**
- Images sized naturally
- Spaced better
- Less busy
- Less constrained
- Boxes look smooshed
- Better option
- ○
- Boxes with different sizes are great
- Overwhelming
- Less Boxes
- Bigger boxes
- Easier to understand
- More organized
- Too much going on

busy
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What matters to you when looking at websites?

Besides the categories (content, visuals, navigation, colors, search, finding info fast) that were on the questionnaire, here are some insightful feedback:
- o Readability
- o Clarity & feeling
- o An invitation to use rather than overwhelmed
- o Well-organized
- o Proper organization
- o Not too much going on.

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

- o *The half cut off map is distracting*
- o *Do not know what gross overlays are, inconsistent punctuation, don't like EPA title and styling*
- o *Option A, varying sizes*
- o *Uniform boxes vs varying sizes of boxes, govt hierarchy box is a little boring, wish it looked cooler, maybe a faded picture in the bkgrd*
- o *Govt hierarchy viz is overwhelming but does a good job showing how complicated the govt is*
- o *Most people do not know what 'Analytics' is*
- o *Spell out acronyms*
- o *Number the questions, typo in Q5, typo in Option B left box, more space to write*
- o *Really liked page C*
- o *May be interesting to see stories on the top and data on the bottom. Like how some story titles are bolded and highlighted,*
- o *I love how the text overlays the visuals and gives you a peek into what you will be seeing. The 'How this Tool is made' box is phenomenal to me.*

And the winner is….
Version B!

USASPENDING.gov

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 TOOL**
All-in-one view of
26,652
federal contracts.

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

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

📰 **DATA STORY**
Treasury partners with the
OMB
on agency budget findings.

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

Department of State is the origin of
$2,705,963,697 in transfers to other agencies
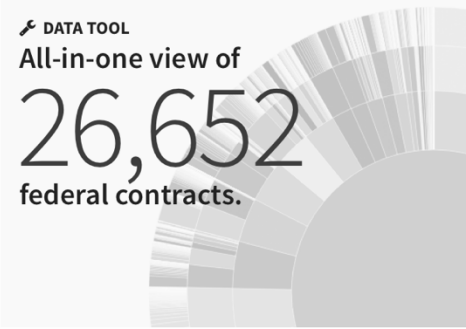
📰 **DATA STORY**
Object class vs. Budget function, we have looked at the differences.

🔧 **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, Speci
○ 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, D
○ International Conferences and Con

Department of State ○

Other Resources on Federal Spending

USASpending.gov is an official website of the U.S. Government

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

Do!

- ✓ Keep it simple
- ✓ Clean up the copy writing
- ✓ Do have numerical stats pop out of headlines
- ✓ Do have a relevant & valuable detail pages such as version C

Do not!

- ✗ Overwhelm the viewer
- ✗ Over engineer the layout

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