



IA and UI Navigation Prototype of HealthyPeople.gov

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Homework 9

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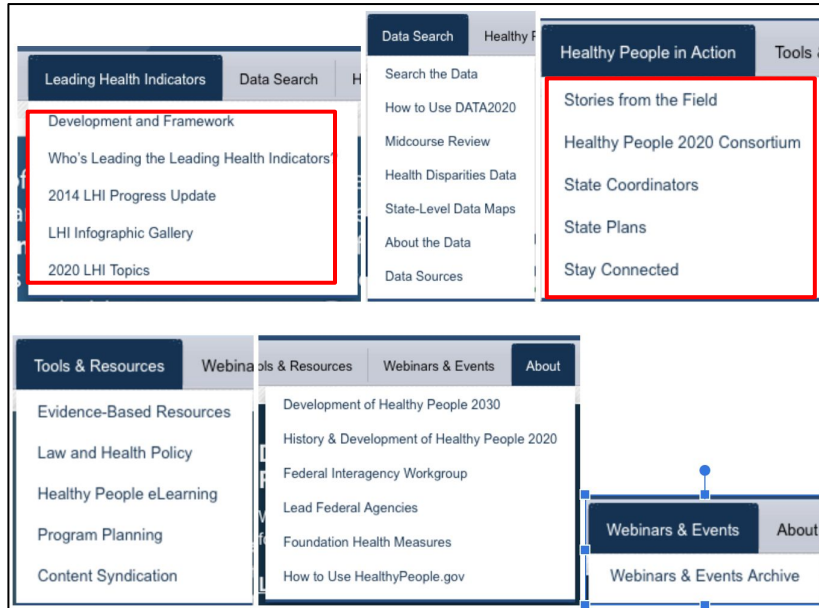


HealthyPeople.gov “navigation” heuristic evaluation



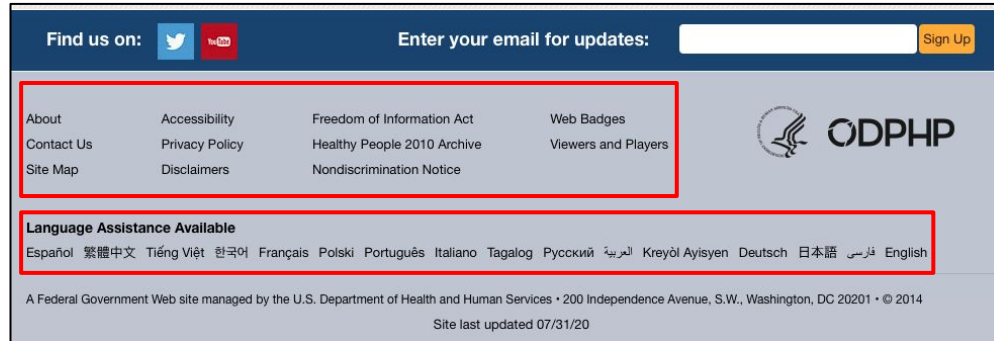
1. With so many links the pages can easily become overwhelming. (**Heuristic: Aesthetic and minimalist design**)
 - *We would like to simplify or combine some of the information to reduce the amount of buttons and links. What we noticed is that on the main page, there were over 20 buttons and links, which can be confusing for first time users.*
2. The site is narrowly focused on the expert user and their goals. It does little in the way of helping users that are looking for guidance. (**Heuristic: Match between system and real world**)
 - *We would like the site to help average users utilize the site with common language (folksonomy) to help the everyday users know how to use the site.*
3. Search button has lack of prediction recognition when typing or recall (**Heuristic: Recognition rather than recall**)
 - *The search button doesn't have a prediction recognition search. By having a recognition, it would help the users find what they are looking for within the site.*
4. Some of the main navigation tabs could be separated out and placed directly into the body of the site and represented with a short descriptive title. (**Heuristic: Flexibility and efficiency of use**)
 - *In an effort to make the navigation more user friendly and help users locate the important features of the site we would move these features in a clear and concise way to the main page.*

HealthyPeople.gov “navigation drop down list” heuristic evaluation



1. Felt that some of the pages do not group concepts into consumable chunks. They very frequently overload the user with information without giving context. **(Heuristic: Consistency and standards)**
 - *Some of the links on the home page would link to the same page and weren't labeled the same. This could cause some confusions for first time users and cause frustration which can determine if the users would return to the site or not.*
2. Site is extremely dependent on the browser back button. **(Heuristic: User control and freedom)**
 - *Having a paper trail for going back to previous sites can be helpful for the users. We also want to create a freedom control system where the users feel that they are in more control of what they are searching on our page.*
3. Some areas it is hard to tell if you have changed a content area or some where deeper within the same topic. **(Heuristic: Match between system and real world)**
 - *Some links would lead the users to certain pages that are similar to another page but have different information. They had a Tobacco page and a Tobacco Use page. Again, we would like to do is create a more consistency and less redundancy of topic and pages to lessen any confusion for our users.*

HealthyPeople.gov “footer navigation” heuristic evaluation

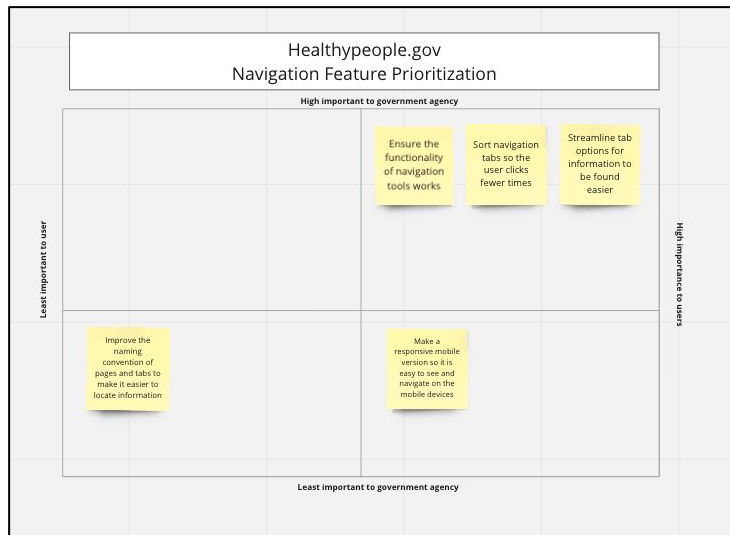


1. Language Assistance available is not listed on each page. (**Heuristic: Consistency and standards**)
 - *Have the option available throughout each page of the website as it is not presented.*
2. The footer navigation buttons could be reduced. (**Heuristic: Aesthetic and minimalist design**)
 - *Ideally what we would like is to have each topic be grouped together and collapsable.*
3. There is no help feature on the site to assist users with knowing how the site is used or provide feedback. (**Heuristic: Help and documentation**)
 - *A FAQ, and a ticket system would be helpful to provide on this website.*

[Click here to view HealthyPeople.gov heuristic google documentation](#)

HealthyPeople.gov navigation usability testing

Task 1: Find the page titled Tobacco Use using the navigation bar to move around the website



Click here to view [Navigation usability testing](#)

Pain Points

“Happy, then frustrated when informed that this is not the page that needs to be found - Tau

“Unexpected navigation functions - needs a skeuomorphic design” - Julia

Opportunities

“Improve the titling of pages and tabs to make it easier to locate information” - Tau

“Improve navigation bar so the user clicks fewer times” - Julia

Task 2: Find and click on TU-11.1 Objective using the navigation bar to move around the website

Pain Points

“Tabs are not named appropriately for the real world” -Julia

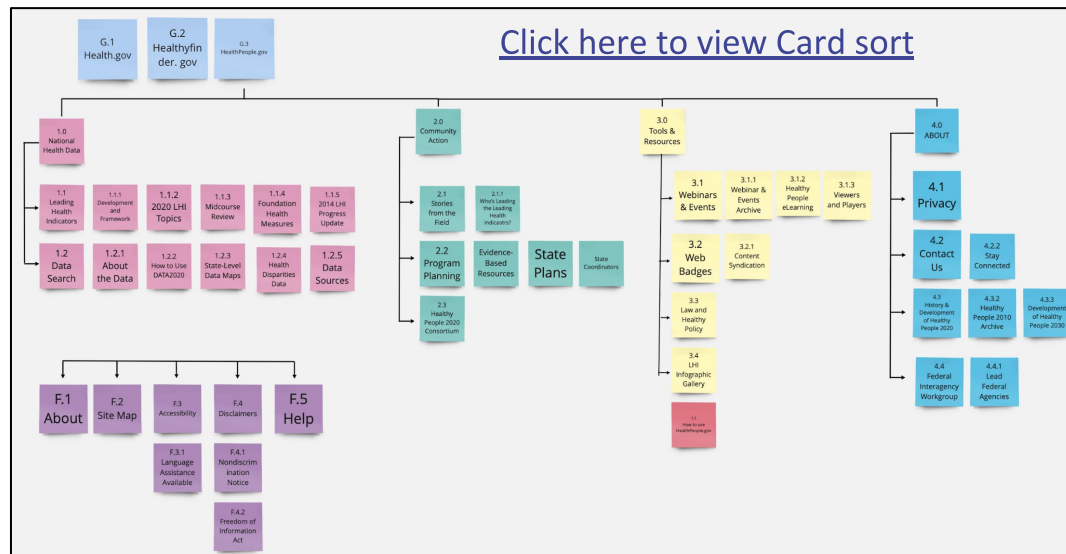
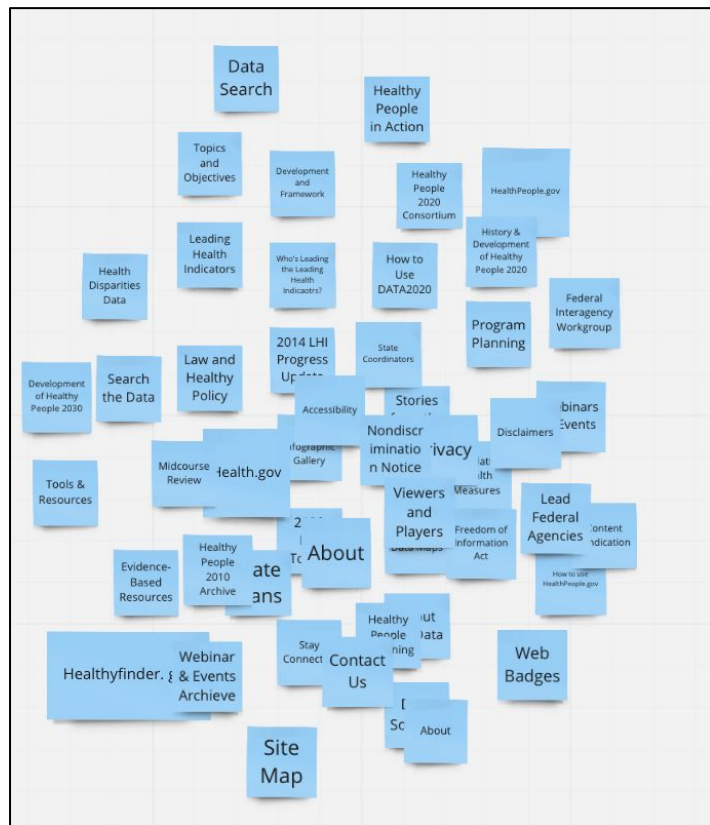
“Navigation needs an intuitive structure” -Tau

Opportunities

“Ensure functionality of navigation tools works” - Julia

“Improve the titling of pages and tabs to make it easier to locate information” -Tau

Card Sorting HealthyPeople.gov



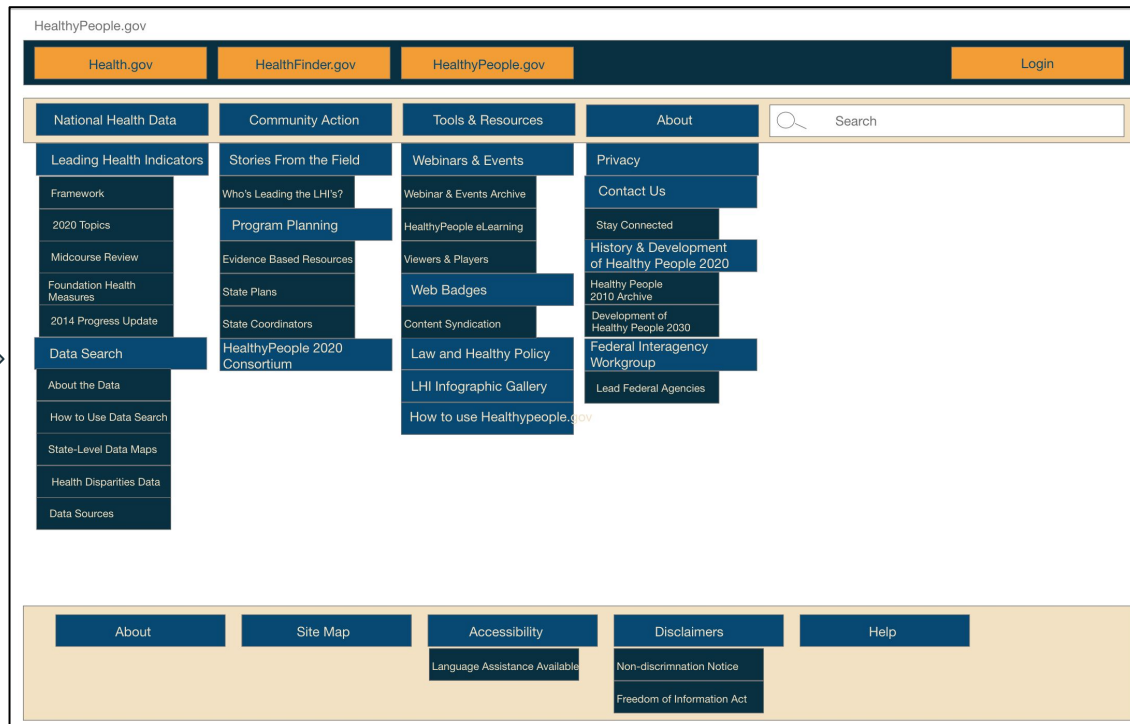
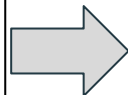
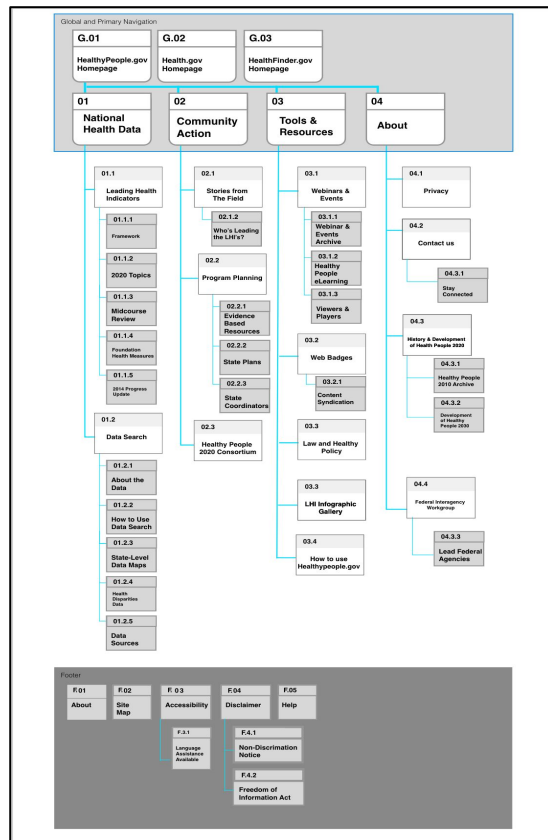
Card sorting is a UX research method in which study participants group individual labels written on notecards according to criteria that make sense to them. This method uncovers how the target audience's domain knowledge is structured, and it serves to create an information architecture that matches users' expectations.

Based on our usability test, we want to create:

1. An intuitive structure and user friendly when navigating HealthyPeople.gov
2. Improve and simplify title name for tabs and pages
3. Lastly, re-organized tabs/pages to reduce user clicking

HealthyPeople.gov updated map navigation mock-up

Site Map Image



HealthyPeople.gov interactive XD



Our final product is a more simplified navigation bar from 6 to 4 buttons. We also collapsed, organized, and reduced the number of topics on the footer. We also removed a lot of random information and placed 3 simple images to create a minimalistic main page. Our goal is to offer a more welcoming, modernized and user-friendly website that would give a more simple message on what HealthyPeople.gov offers.

Click here to view [HealthyPeople.gov new navigation](#)