

# UX/UI CASE STUDY - GOVERNMENT AGENCY REDESIGN

By Lynette Slape

# EXECUTIVE SUMMARY

In the redesign of the Department of Agriculture. One thing that was needed was showing all the topics on the homepage in a image slider. This report shows four weeks of UI research that evaluates the Department of Agriculture. Each design component is coupled together showing various user research that includes wireframes, a proto-persona, new site navigation with card sorting, and clickable prototypes that demonstrate the homepage redesign of the Department of Agriculture. My role & responsibilities were listing every topics in a image slider on the homepage for a cleaner, crisper layout with a little visual appeal with a image slider.

# GOVERNMENT AGENCY REDESIGN

## PROJECT SUMMARY

In the redesign of the Department of Agriculture. One thing that was needed was showing all the topics on the homepage in a image slider.

## MY RESPONSIBILITIES

- Listing every topics in a image slider on the homepage
- A cleaner, crisper layout with a little visual appeal with a image slider.
- A few different ways to get to the topics and had them laid out in a few different ways.

### U.S. DEPARTMENT OF AGRICULTURE

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Ensuring our nation's children  
get the nutrition they need.

LEARN MORE

The Department of Agriculture provides leadership on food, agriculture, natural resources, rural development, nutrition, and related issues based on public policy, the best available science, and effective management.

We have a vision to provide economic opportunity through innovation, helping rural America to thrive; to promote agriculture production that better nourishes Americans while also helping feed others throughout the world; and to preserve our Nation's natural resources through conservation, restored forests, improved watersheds, and healthy private working lands.

Learn More about Agriculture Resources:



Animals | Biotechnology | Broadband | Climate | Conservation | Data | Disaster | Food & Nutrition | Forestry | Health & Safety | Water | Wildlife

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#### AGRICULTURE RESOURCES

Learn More about agriculture resources below:

##### Animals



Animal health related resources, including animal diseases, animal management, and animal health research.

##### Biotechnology



USDA supports the safe and appropriate use of science and technology, including biotechnology, to help meet agricultural challenges and consumer needs of the 21st century.

##### Broadband



Reliable and affordable high-speed internet e-Connectivity is fundamental for economic activity throughout the US.

##### Climate



The changing climate presents real threats to U.S. agricultural production, forest resources, and rural economies. USDA is taking

##### Conservation



USDA recognizes that conservation by farmers, ranchers and forest owners is critical to

##### Data



USDA has several agencies that perform research to provide analysis and statistics, including the Economic Research Service

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# GOVERNMENT AGENCY REDESIGN

## MOBILE PROTOTYPE

In the redesign of the Department of Agriculture. One thing that was needed was showing all the topics on the homepage in a image slider on desktop and mobile so the user does not need to go hunt for topics or use the search bar as much.

## GOAL

The goal for the mobile was to have all the topics on the homepage in an image slider just as the desktop version.

## MY ROLE & RESPONSIBILITIES

Write a brief description of your responsibilities.

- Listing every topics in a image slider on the homepage
- A cleaner, crisper layout with a little visual appeal with a image slider.
- A few different ways to get to the topics and had them laid out in a few different ways.

## TIMELINE

A timeline of three weeks.



# PROJECT DETAILS

Each design component is coupled together into a case study showing various user research that includes and the process of my design in a three-week time frame.

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## 01. WHAT I DID

## 02. THE PROCESS

## 03. USER RESEARCH & FINDINGS

## 04. IDEATION DESIGN

## 05. USABILITY TESTING &

## FINDINGS

## 06. INTERACTIVE PROTOTYPE

## 07. COMPLETE CASE STUDY

In this research project, I planned and conducted 3 interviews with individuals from class, and a couple individuals I know one who has used the website before to look up grant forms for his business.

Jarin says, One click should take the user to the enrollment process would be best.

Nino says there is not enough information about what the user is clicking on.

Nino says, The columns should use up more space and be more cohesive.

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This is the direction I was going at the beginning of this project started with the limited color scheme. I started by constructing a navigation and footer.

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In this research project, I planned and conducted 3 interviews with individuals from class, and a couple individuals I know one who has used the website before to look up grant forms for his business.

Nino says the website users are people who have questions about food, farmers, wildfires, and census resources.

**Dan says,** "he has used the site before to explore possible grants for the orchards in Yakima the website navigation seems useful and simple in both desktop including mobile"

**Olivia, says:** "I like the improvement you did on the Home Screen with the side scroll bar. It's easy to access. When you click The Agricultural Resources button, that looks nice too. But having it on the Home Screen is a great idea."



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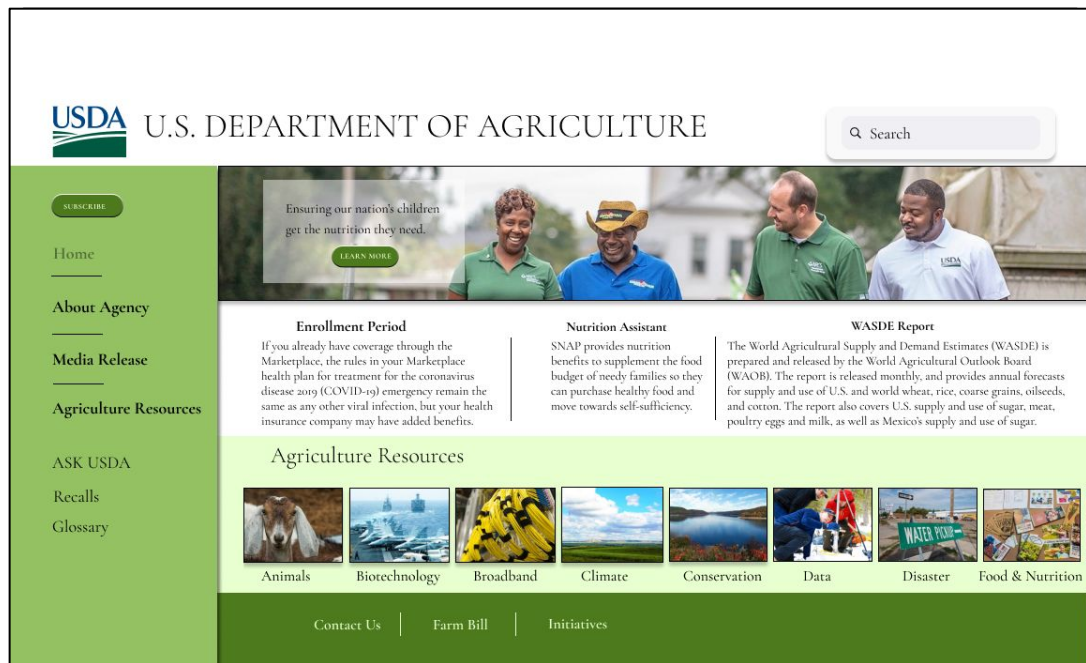
**04. IDEATION DESIGN**

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Another stage of the project was finding another color scheme that shows more definition. I built out the agriculture resource topics in a image slider on the homepage.

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## USABILITY TEST PLAN DASHBOARD

<b>AUTHOR</b> Lynette Siape		<b>CONTACT DETAILS</b> lynettesiape@yahoo.com		<b>FINAL DATE FOR COMMENTS</b> 5/15/21	
<b>PRODUCT UNDER TEST</b> What's being tested? What are the business and experience goals of the product?  The USDA's website redesign is being tested. The majority of the website contains agriculture resources.	<b>TEST OBJECTIVES</b> What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?  The goals was to navigate the topics on the Department of Agriculture website on both desktop and mobile. Who are the main users of the website to be farmers? They both agreed that they don't mind the long list of topics in the drop down menu seems fairly simple to them.	<b>PARTICIPANTS</b> How many participants will be recruited? What are their key characteristics?  Two to Three individuals are recruited who are part of the class. Also, one is a Mom of two.	<b>TEST TASKS</b> What are the test tasks?  1. Scroll through the Agriculture Resources topics in the vertical image slider on the homepage page. 2. Scroll through the Agriculture resources after clicking on the Agriculture page on the navigation menu from the homepage to scroll.	<b>RESPONSIBILITIES</b> Who is involved in the test and what are their responsibilities?  I involve a few individuals I know. Their responsibilities are pin pointing pros and cons of prototype.	<b>LOCATION &amp; DATES</b> Where and when will the test take place? When and how will the results be shared?  These test take place over zoom and the results will be shared on the due date of this project.
<b>BUSINESS CASE</b> Why are we doing this test? What are the benefits? What are the risks of not testing?  The USDA's website contains a lot of information. The benefit is to better organize their info.					
<b>EQUIPMENT</b> What equipment is required? How will you record the data?  The equipment used is zoom one great feature it has is recording the participates.					
<b>PROCEDURE</b> What are the main steps in the test procedure?  <div><div>Interview a few people on Zoom.</div><div>Give them a scenario for the task to explain.</div><div>Ask them to look over the website with a task.</div><div>Record them while they share their screen</div><div>Watch how well they handle your tasks.</div><div>Ask them questions about those tasks.</div></div>					

The Usability Test Plan Dashboard is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License: Attribution: [www.userfocus.co.uk/dashboard](http://www.userfocus.co.uk/dashboard)

User tests are done with zoom interviews recording each individual while giving them a scenario while they go through each task given. I ask a few questions to get the idea of their thought process dealing with the website.

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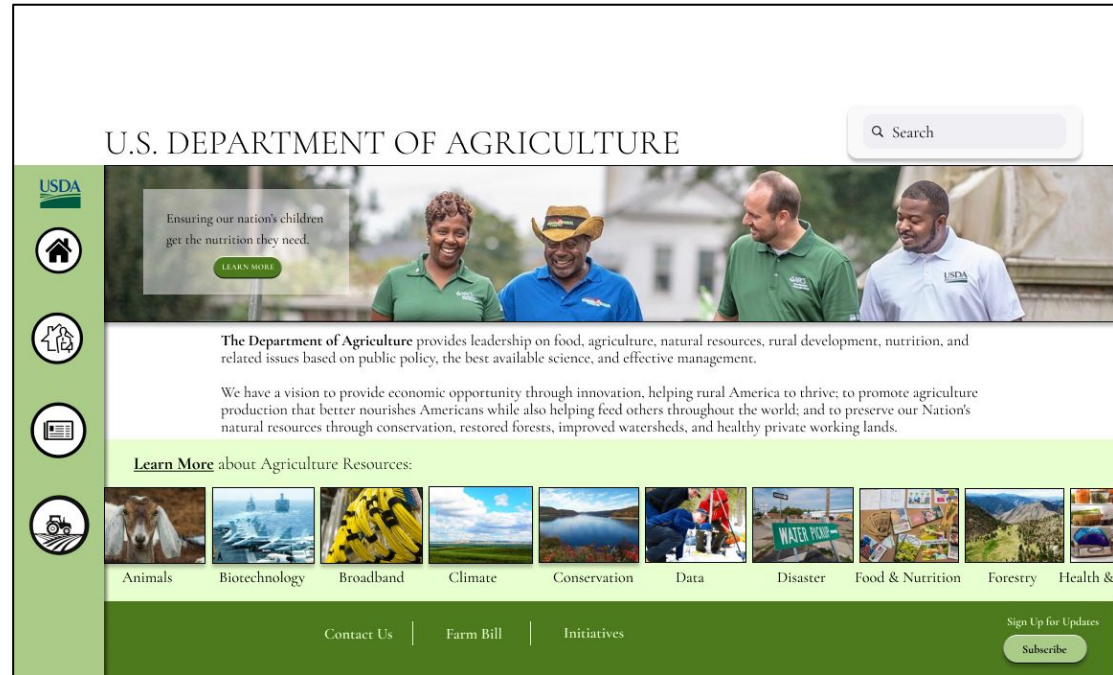
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This was the final design of the homepage at the end of the three weeks time frame. The design was improved with more white space and not as cramped as before.

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**My takeaway** from this case study is the majority of government agencies websites are the same with a lot of information and with some more organization of the information on the website it would be easier to navigate and more helpful to the user.

A few users interviewed did not have a problem with the original website navigation but when they saw my redesign of the homepage that include all the topics in a image slider on the homepage they thought that was helpful.

A lot of users do not know something is a problem until someone fixes a problem resulting in the user being more happy than before.

[READ THE CASE STUDY](#)