

RESPONSIVE WEBSITE REDESIGN

- CASE STUDY

This report shows four weeks of UI research that evaluates the Department of Agriculture. Each design component is coupled together into a case study 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.

PROJECT OVERVIEW

THE PROBLEM:

There are too much information on the website it would be better if their information was organized better on the website.

THE SOLUTION:

The homepage has a few topics listed but could have a slider of images that include all the topics to click on.

MY ROLE: UI designer (Individual Project)

TOOLS: FIGMA, ADOBE XD



User Interface Analysis

LYNETTE SLAPE

Homework 8



Derek Brown

Age: 60

Gender: Male

Occupation: Farmer

Location: Pennsville,
New Jersey

Marital Status: Married
for 50 Years

Archetype: Milking Cows

Bio:

Derek is a dairy farmer he is up at 5 A.M to milk the cows. He works hard running his farm and gets his hands dirty picking corn from his corn crop. The farm consists of sheep and pigs and works many tireless hours making sure they are taking care of everyday. He is in the process of seeking to find resources that include helps similar to food stamps.

Goals:

Derek's goal is to improve the herd health by 2022 and creating a better cooling system for the milk. In order to do this Derek wants to sign up for extra resources on the Department of Agriculture website.

Pain Points:

Since the pandemic Derek's food supply has been not as great so he needs to sign up for food stamps in order to make sure his herd is in better health.

Brands:



Friendly

Busy

Stubborn

Patient

User Scenario:

Derek wants to find new resources to help him with feeding his herd ever since the pandemic the food stock for them has been slim so Derek seeks to sign up for food stamps and find some more help on <https://www.usda.gov>.

Olivia says, “The trending topics are not all highlighted on the front page so the user needs to go search for it.”

Second Interview - Olivia:

1. Who would you say the user of this website is?

Answer: Americans, farmers.

2. What would you think the user needs or is looking for while viewing this website?

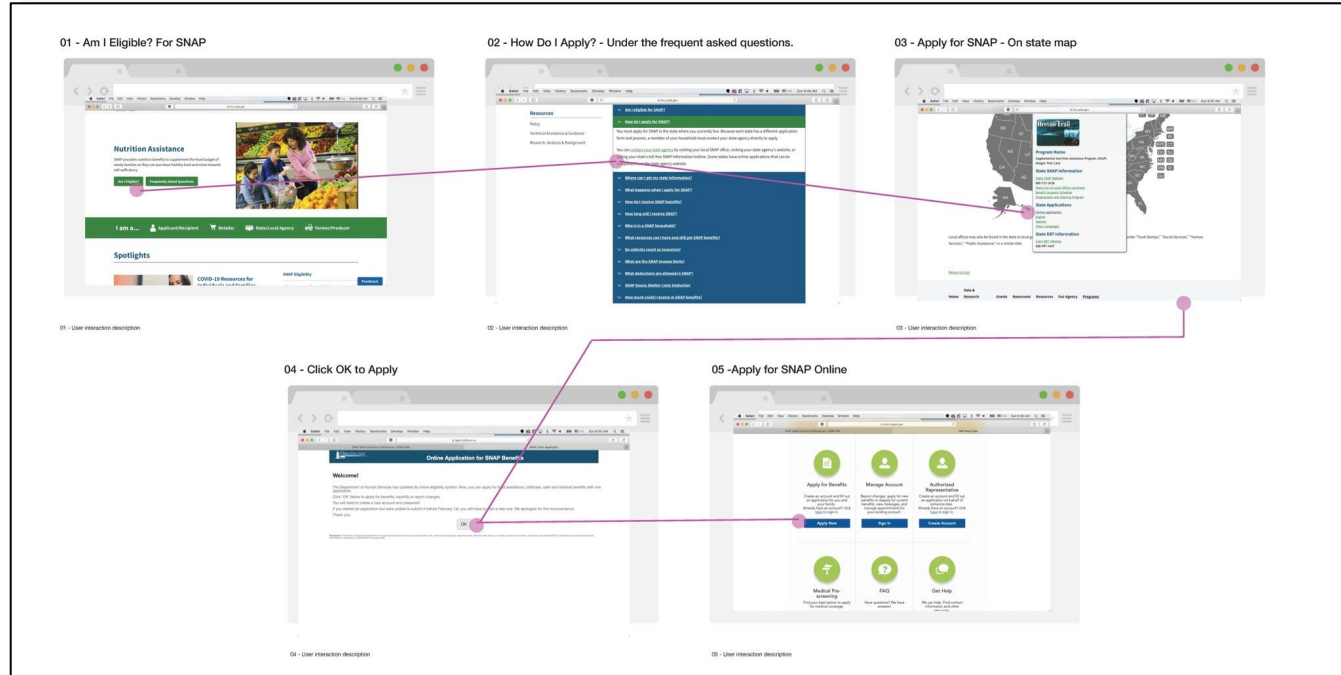
Answer: Information resources for farmers, nutrition, forest fires, or learning about agriculture.

3. What are the pros and cons navigating the amount of information on this site?

Answer: Trending topics and so on, not everything is highlighted on the front page so I need to go search for it.

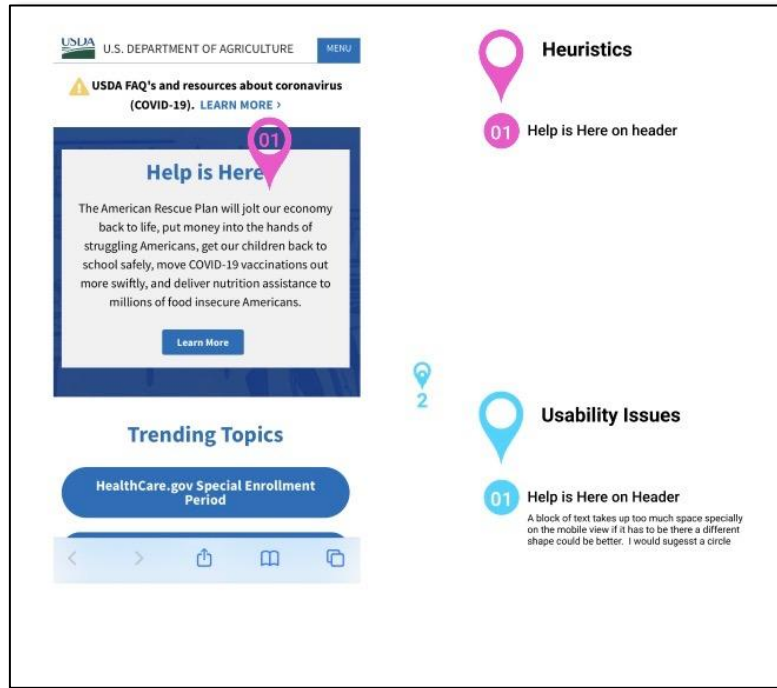
5. If this website information was narrowed down in a responsive website design. What do you think should be the main components of information found in each page on the site?

Answer: Main components should be topics on the menu, trending topics, features, and contact us.



User wants to apply to online SNAP application:

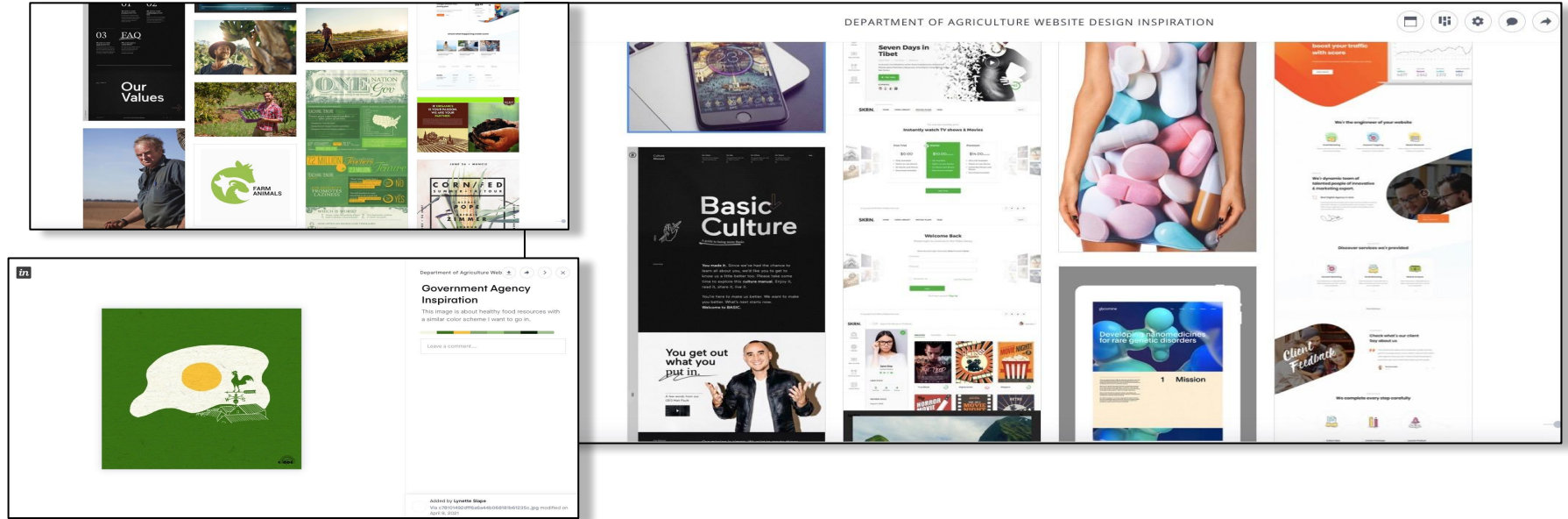
As Derek visited the website there was a button for food stamps but the user needed to go through too many steps to sign up he thought it should be easier or at least a number to call.



Problem: The block of text takes up too much room maybe if it was a different shape such as a circle. The rectangle could be more transparent right now it is hiding the header.

Heuristic Evaluation/user flow annotation Web Link:

<https://drive.google.com/file/d/1uH4J9ljoBSPMmvmaEac-Ge77c3CTZzpL/view?usp=sharing>



MoodBoard: <https://projects.invisionapp.com/boards/9H423QVDWU2/>

This mood board shows in the provided link show UI inspiration, and government agency inspiration with color as well as layout design.

Responsive Design

LYNETTE SLAPE

Homework 9

After giving two individuals I interviewed tasks that include navigating the topics on the Department of Agriculture website on both desktop and mobile. They both seem to answer the same question that includes, 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 dropdown menu seems fairly simple to them.

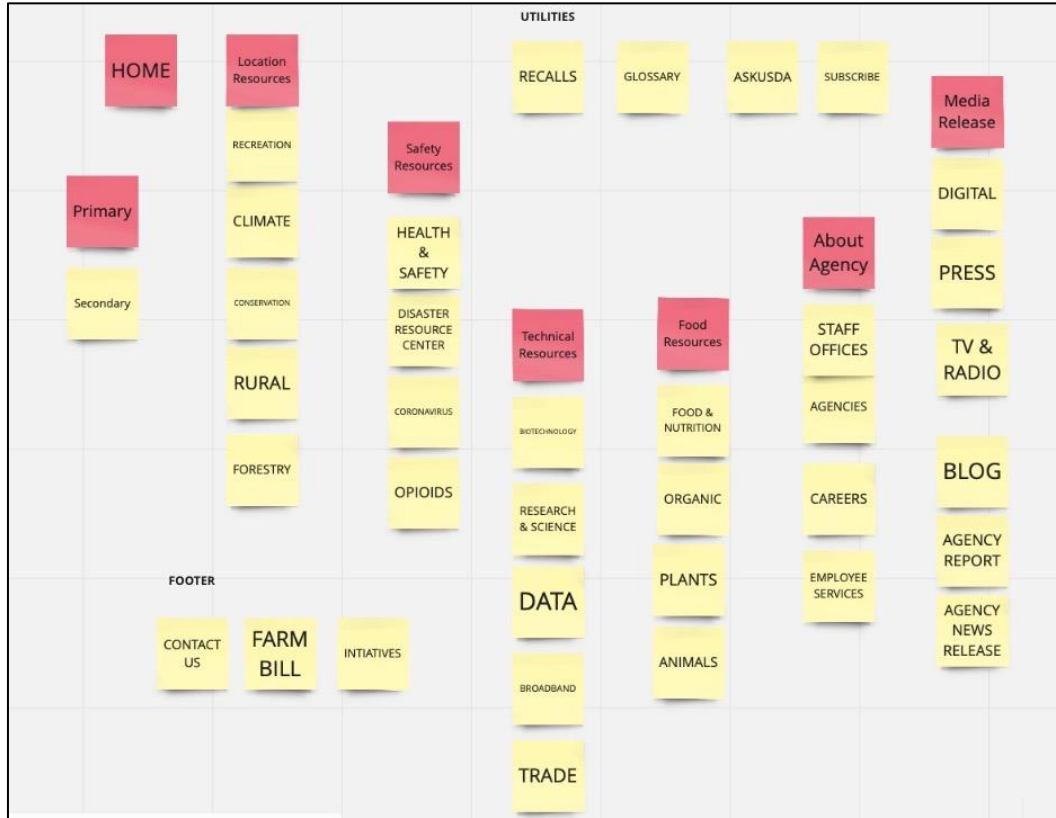
INTERVIEW ONE:

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”

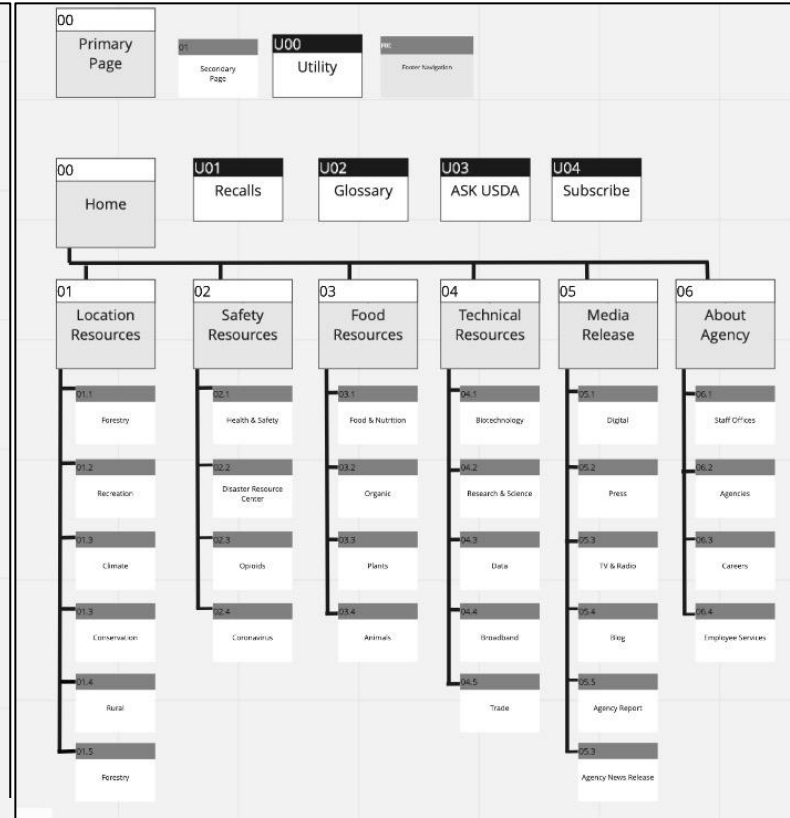
INTERVIEW TWO:

Olivia says, “I don't mind all the topics in a long list on the scroll down menu navigation it seems simple enough and easy to navigate in both desktop as well as mobile.”

CARD SORTING - NAVIGATION:



NEW SITE NAVIGATION:

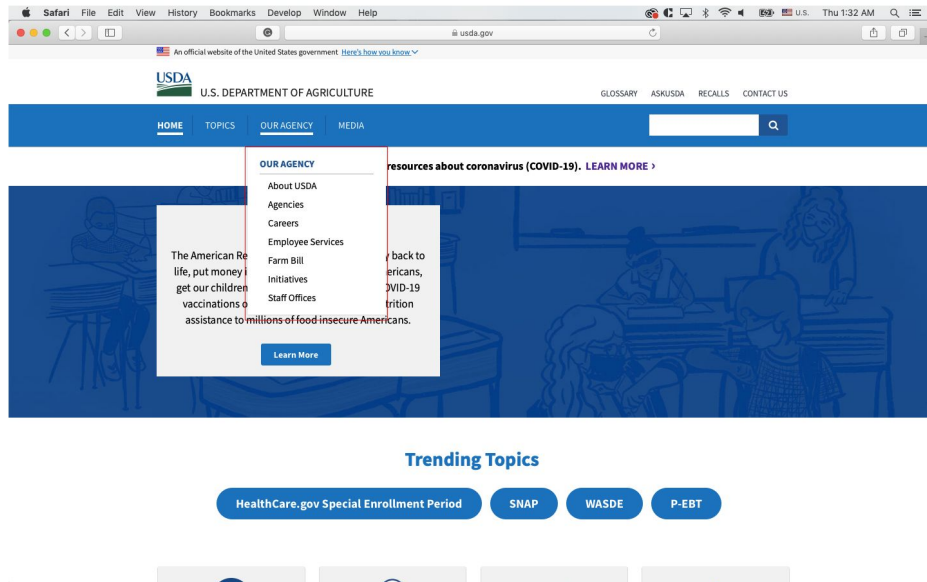


MIRO BOARD:

https://miro.com/app/board/09J_1JwY6OM=



OUR AGENCY TAB ON THE MENU BAR:



Our Agency Tab

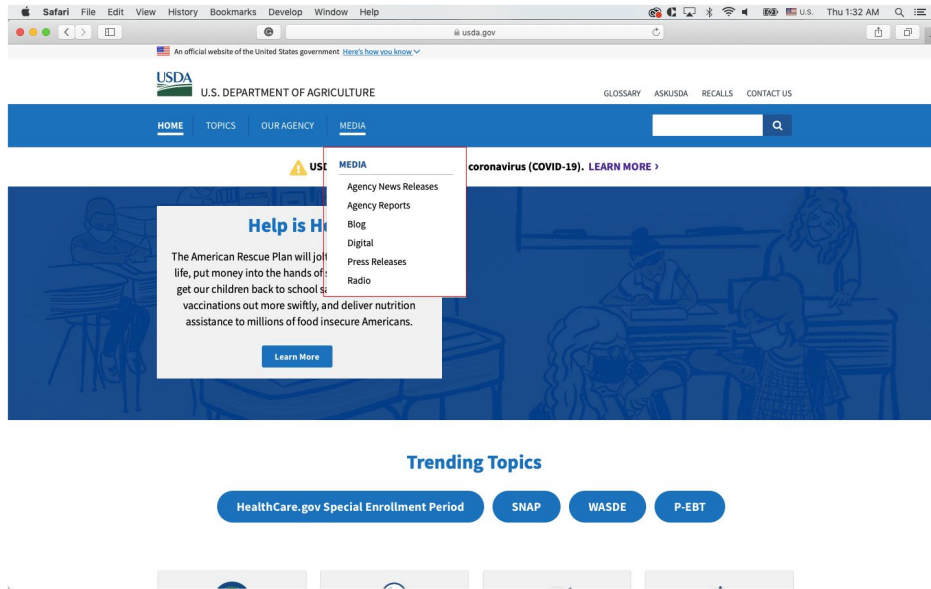
This tab should have one click going to a page with all the agencies on it and instead of a scroll down menu tab. Each agency, about, and staff agency should be on one page after one click so the user can see all of them at once.

It would help if every tab could be one click on the menu navigation leading to the a page that shows all the agencies on one page.

HOMEPAGE NAVIGATION REDLINE:

https://drive.google.com/file/d/1o_UxWc8bepacsoagtSVIa6oRUPqzXYcc/view?usp=sharing

MEDIA TAB ON THE MENU BAR:



Media Tab

A lot of the features underneath this tab is mostly social media so they should be grouped together on one page after one click.

It would help if every tab could be one click on the menu navigation leading to the a page that shows all the agencies on one page.

HOMEPAGE NAVIGATION REDLINE:

https://drive.google.com/file/d/io_UxWc8bepacsoagtSV1a6oRUPqzXYcc/view?usp=sharing

Information Architecture

LYNETTE SLAPE

Homework 10



U.S. DEPARTMENT OF AGRICULTURE

Q Search

SUBSCRIBE

Home

About Agency

Media Release

Agriculture Resources

ASK USDA

Recalls

Glossary

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

LEARN MORE

Trending Resources

HealthCare.gov Special Enrollment Period

Marketplace coverage & Coronavirus

Loans and Grants

Resource for
rural owners

SNAP

Supplement
Nutrition
Assistant

WASDE

The World Agricultural
Supply and Demand Estimate

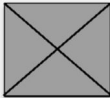
P-EBT

State Guidance
on Coronavirus

Agriculture Resources



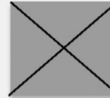
Animals



Biotechnology



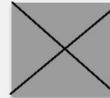
Broadband



Climate



Conservation



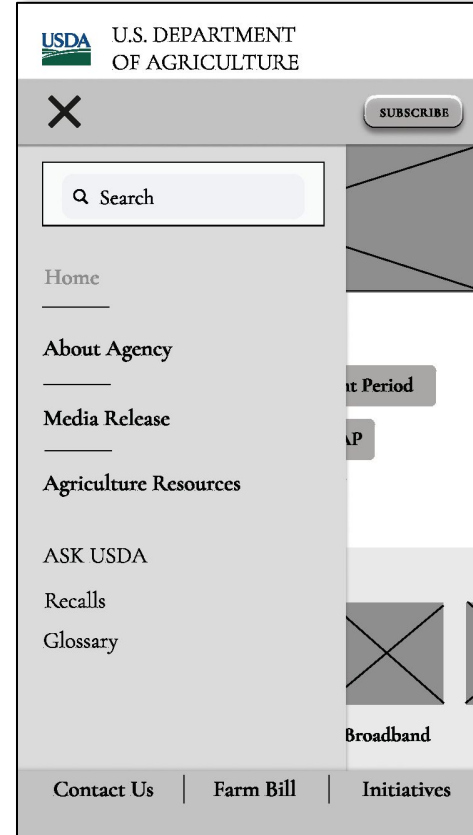
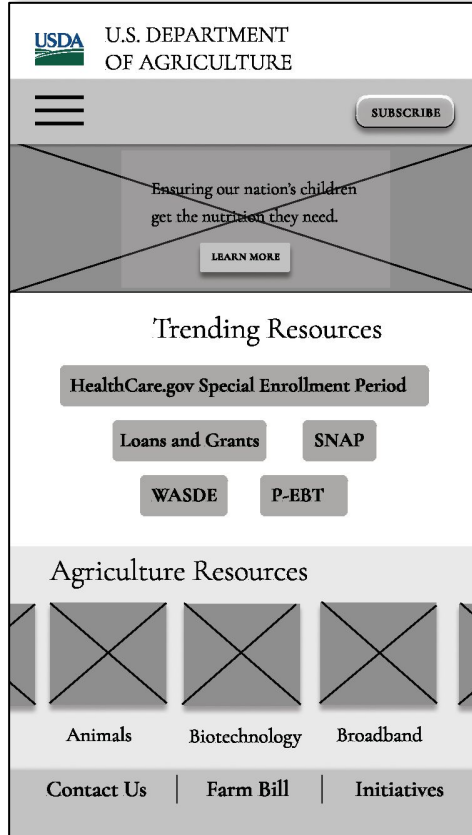
Data



Contact Us

Farm Bill

Initiatives



CLICKABLE
PROTOTYPE



U.S. DEPARTMENT OF AGRICULTURE

Q Search

SUBSCRIBE

Home

About Agency

Media Release

Agriculture Resources

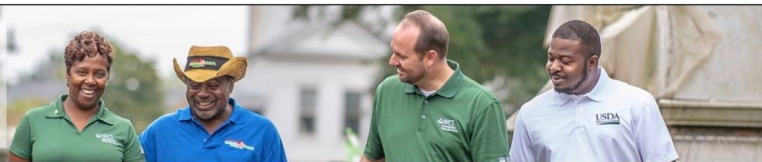
ASK USDA

Recalls

Glossary

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

LEARN MORE



Trending Resources

HealthCare.gov Special Enrollment Period

Marketplace coverage & Coronavirus

Loans and Grants

Resource for
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Supplement
Nutrition
Assistant

WASDE

The World Agricultural
Supply and Demand Estimate

P-EBT

State Guidance
on Coronavirus

Agriculture Resources



Animals



Biotechnology



Broadband



Climate



Conservation



Data



Disaster



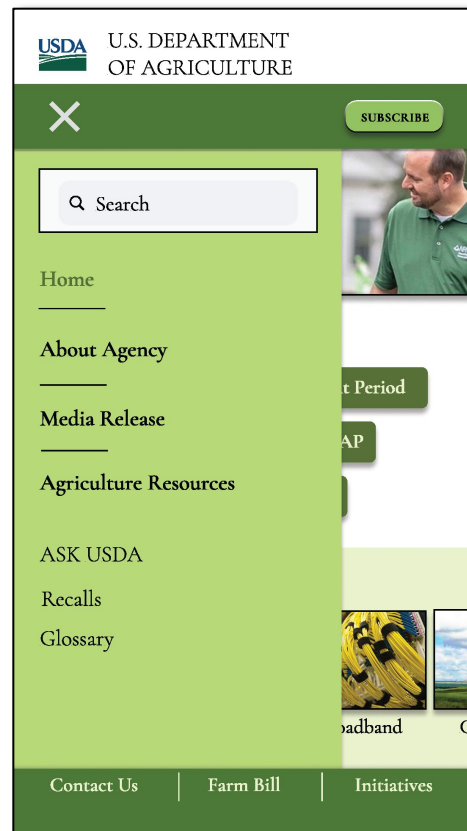
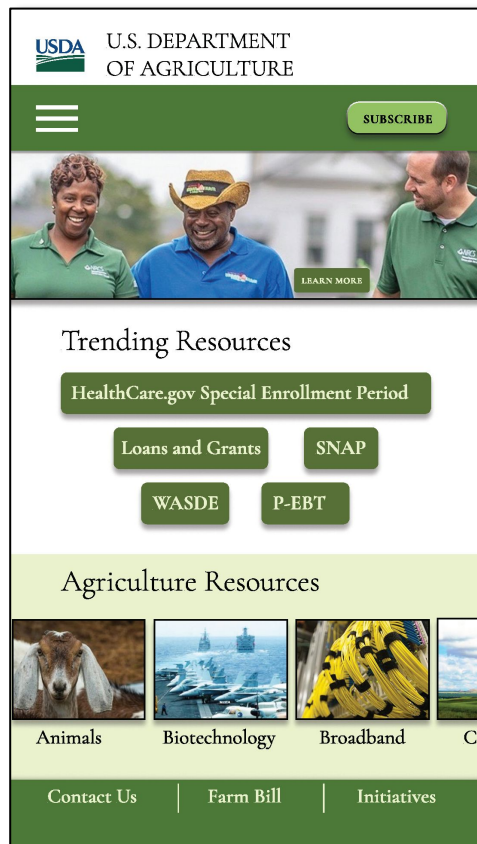
Food & Nutrition

Contact Us

Farm Bill

Initiatives

CLICKABLE
PROTOTYPE

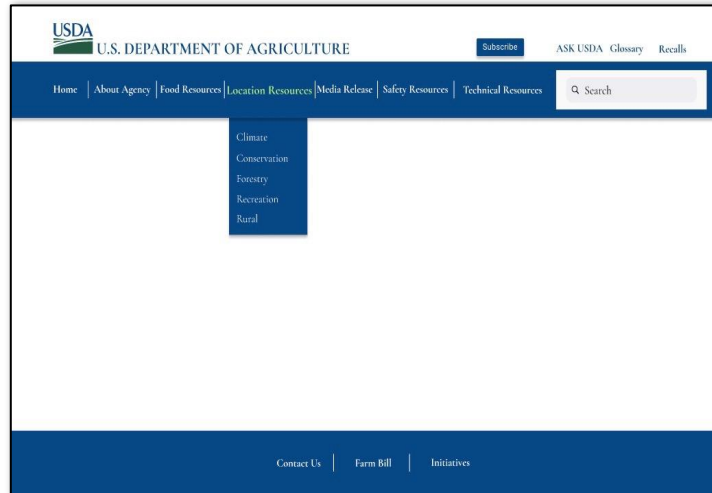


In the first design of the homepage the color blue was taken from the logo designed for the navigation of the homepage.

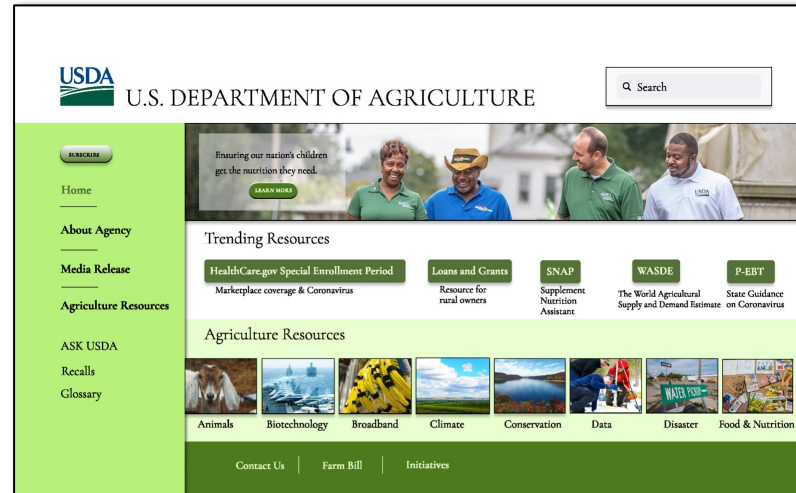
In the final design of the homepage I began to add contrast and hierarchy in the homepage with different shades of green.

HOMEPAGE ITERATION:

BEFORE:



AFTER:



Task:

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.

Question:

Is the redesign of the topics more intuitive to you now seeing the difference or is the original a better deal for you as a user?

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.”

UI STYLE TILE : Department of Agriculture Re-Design

Date: 5/01/21

UI STYLE DIRECTION

The Department of Agriculture website redesign is designed to give the user a more organic visual feel by bringing in a few shades of green. Everything important to the Department of Agriculture is seen on the homepage in an image slider that include the agriculture resources formally known as topics. The menu navigation seen on the left side discarding the dropdown menu. The user make one click on the page in the navigation that leads to a that page.

UI Style Adjectives

Clean Crisp Progressive
Cohesive Minty Fresh

Typography

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam

Headline (Comorant Garamond Light 36 pt)
Sub-headline - (Comorant Garamond 24 pt)

Headline (Comorant Garamond Bold 24 pt)
Sub-headline - (Comorant Garamond Bold 24 pt)

"Design is not just what it looks like or feels like. But how it works."
- Steve Jobs

(Comorant Garamond Light 18 pt)

Typography Body Copy

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Nisi elita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit

(Comorant Garamond Reg 14 pt)

BRAND LOGO



USDA U.S. DEPARTMENT OF AGRICULTURE

Iconography



COLOR PALETTE



Button States



Loans and Grants



Button Styles



Image: Education Services #0001

Interaction Design

LYNETTE SLAPE

Homework 11

UI STYLE TILE : Department of Agriculture Re-Design

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Headline (Commaront Garamond
Light 36 pt)

Sub-headline - (Commaront Garamond 24
pt)

Headline (Commaront Garamond
Bold 24 pt)

Sub-headline - (Commaront Garamond Bold
24 pt)

"Design is not just what it looks like or feels like. But how it works."
- Steve Jobs

(Commaront Garamond Light 18 pt)

Typography Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit

(Commaront Garamond Reg 14 pt)

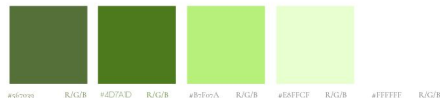
BRAND LOGO



USDA U.S. DEPARTMENT
OF AGRICULTURE

COLOR PALETTE

Base Colors



Primary Colors



Secondary Colors



Button States

Loans and Grants

SUBSCRIBE

SUBSCRIBE

Q Search

Image Slider - Agriculture Page

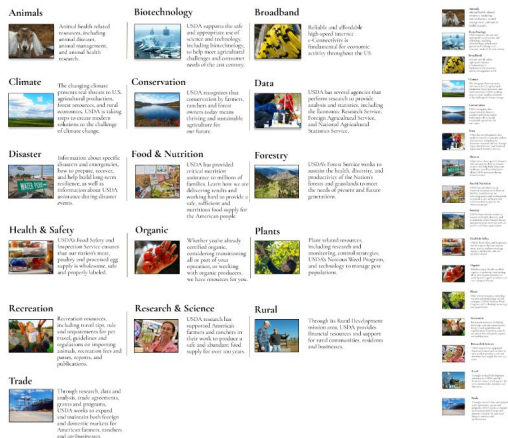


Image Slider - Homepage



ITERATE
RESPONSIVE
HOMEPAGE
WIREFRAME
ON DESKTOP
WITH
NAVIGATION:

MacBook - 13



Homepage



Topic Page



About Agency



Homepage



Topic Page



About Agency



Media Release Page



MacBook - 14



MacBook - 17



Media Release Page



MacBook - 15



MacBook - 16



ITERATE RESPONSIVE HOMEPAGE WIREFRAME ON MOBILE WITH NAVIGATION:

iPhone 8 - 1



Homepage - mo...



Homepage nav - ...



Topic Page - mo...



Topic Page nav - ...



Media Release - ...



Media Release n...



About Agency - ...



About Agency n...



Media Release - ...



Media Release n...



Desktop Redesign



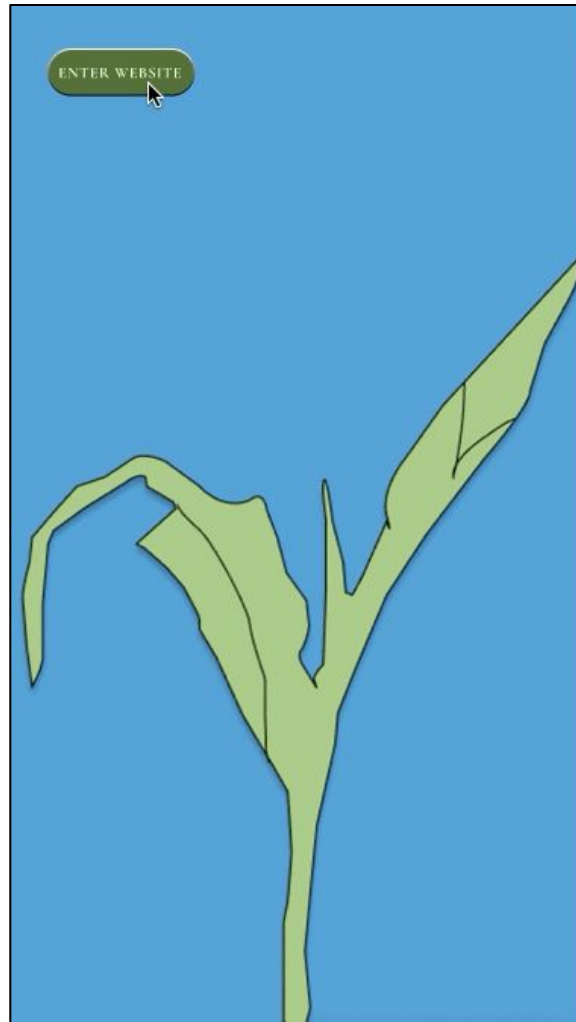
Prototype:

<https://www.figma.com/proto/PAmUHTRLuklqh01msa3ksS/New-Government-Agency-Desktop-Expanded?scaling=contain&page-id=0%3A1&node-id=71%3A127>

Mobile Redesign

Prototype:

<https://www.figma.com/file/mfHwt8QdNiBzqYoYEIrfIk/New-Government-Agency-Mobile-Expanded>

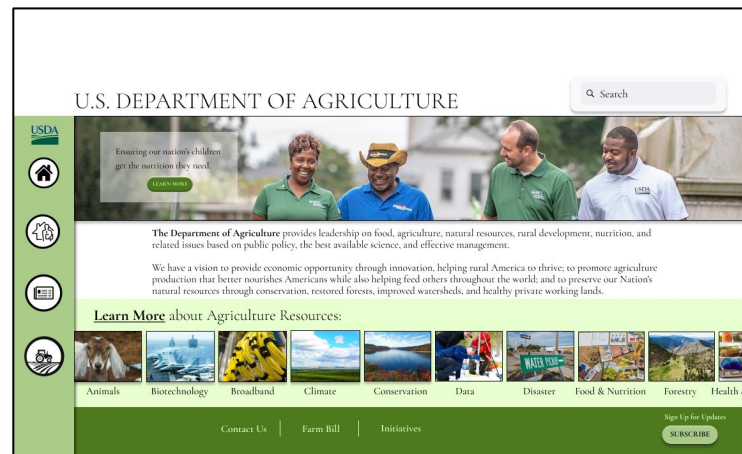


ITERATE HIGH-FIDELITY MOBILE HOMEPAGE PROTOTYPE BASED ON USABILITY TESTS:

Old Version:



New Navigation:



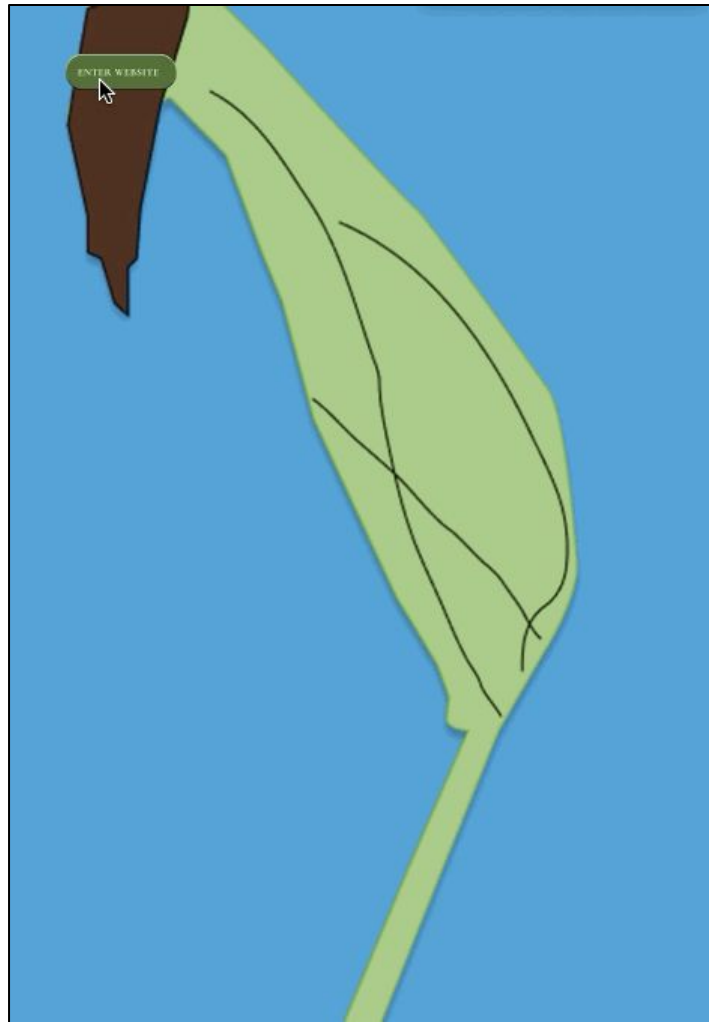
New Navigation:

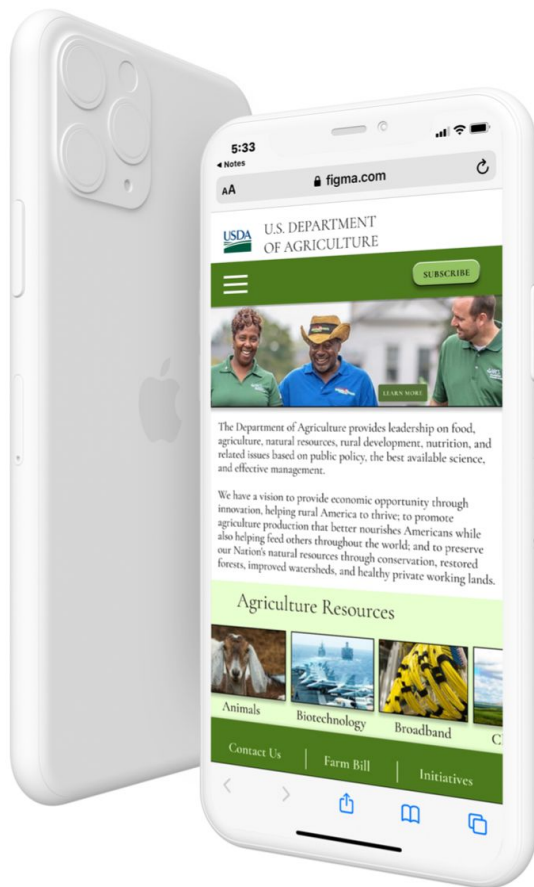


Ipad Redesign

Prototype:

<https://www.figma.com/proto/vsTO2L7bNUO6OO3AbWcHwn/New-Government-Agency-IPad-Expanded?node-id=34%3A123&scaling=contain&page-id=0%3A1>





Final Takeaway:

My takeaway from this assignment 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.