



Project Overview

THE PROBLEM:

The U.S. Department of the Interior website contains inconsistent, overwhelming, & ambiguous navigation

THE SOLUTION:

Redesign with modern & intuitive UI

MY ROLE:

UI Designer

TOOLS USED:

Figma

Design Process

DISCOVER

- ❖ Current UI Analysis
- ❖ Heuristic Evaluation
- ❖ Accessibility

DEFINE

- ❖ User Persona
- ❖ User Testing & Analysis

IDEATE

- ❖ Card Sorting
- ❖ Site Mapping

DESIGN

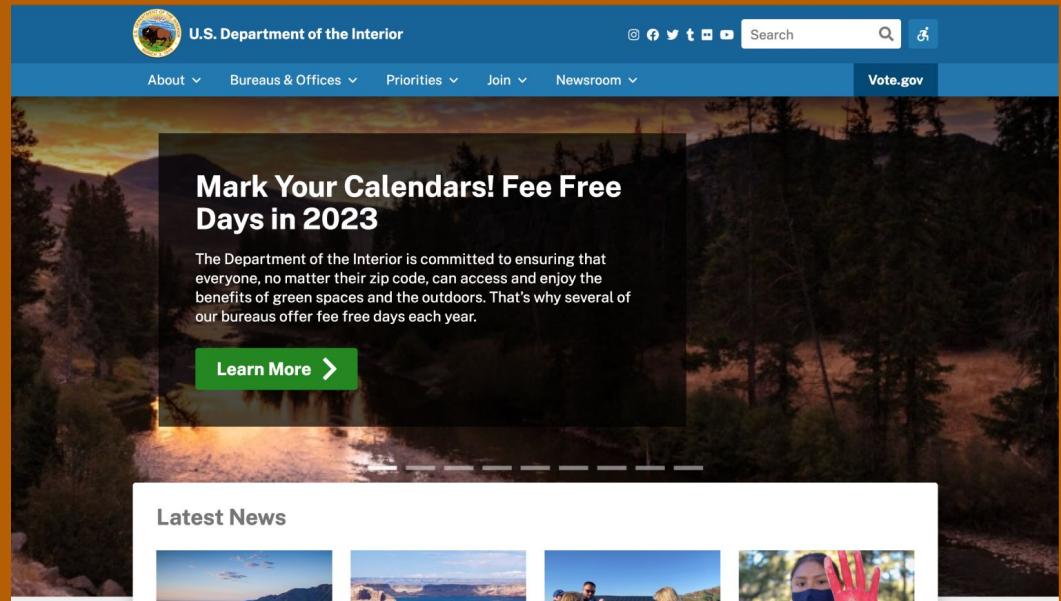
- ❖ Mood Board
- ❖ Color Scheme & Typography
- ❖ Wireframing
- ❖ Prototyping

REFLECT

- ❖ Challenges
- ❖ Takeaways
- ❖ Next Steps

Current UI Analysis

- ❖ The color scheme is moderately successful, but should be **more natural** to reflect the ethos of the DOI
- ❖ Hero image carousel was not animated and displayed **no pertinent information** beyond the first slide
- ❖ **No mission statement** or value proposition above the fold
- ❖ “Subscribe” call to action was uninspiring
- ❖ No representation of Indigenous Americans on the homepage



Accessibility & Heuristics

- ❖ All text passes Web Content Accessibility Guidelines with a AAA rating
- ❖ Bottom navigation is clunky and contains too many links, navigation is confusing overall
- ❖ Accessibility features were well-placed and very functional
- ❖ Heuristics were mostly great on the homepage, but the design of the secondary & tertiary pages wasn't consistent



User Persona



DAMIAN LEE

BIO

- ❖ Air Force Veteran in his late 20s
- ❖ General Contractor, Single
- ❖ Used GI Benefits to get an Ecology Degree from the University of Wyoming

GOALS

- ❖ To find employment within the DOI
- ❖ To give back to his community
- ❖ To contribute to conservation of the environment

FRUSTRATIONS

- ❖ Hasn't been able to utilize his degree
- ❖ Finds DOI website difficult to navigate; cannot find good information on open positions or how to apply

Feedback from Usability Tests

Overall, users felt the navigation was fairly intuitive with some significant design, usability, and verbiage critiques

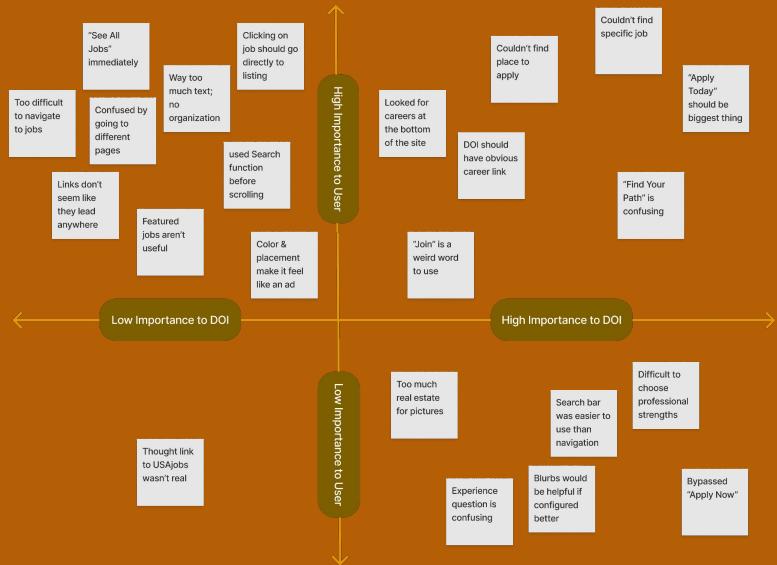
SPECIFIC FEEDBACK:

- ❖ “Pictures take up too much real estate”
- ❖ “The webcams are so interesting! They should be higher priority”
- ❖ “Why are the pictures so blurry and warped?”
- ❖ “I figured ‘Join’ meant they were asking me for money”
- ❖ “You’d think ‘This Week at the Interior’ would be more accessible”
- ❖ “Why do they still refer to it as ‘Indian Affairs?’”



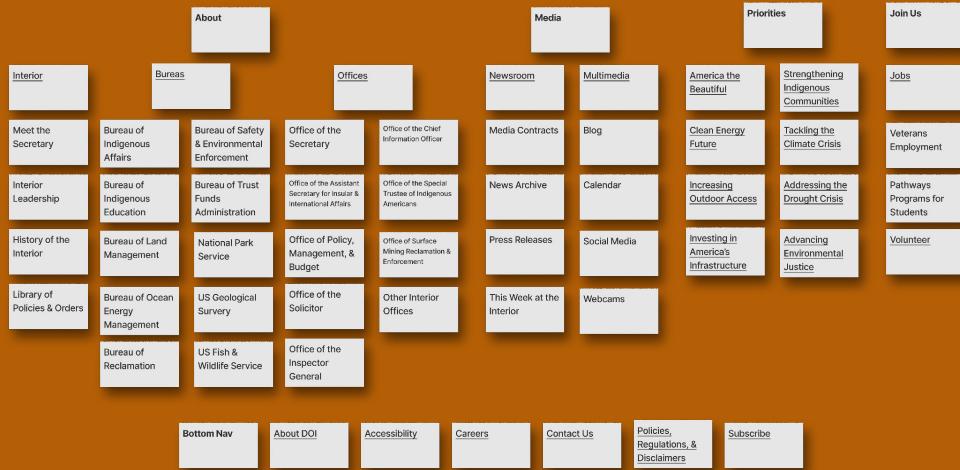
Testing Analysis

- ❖ When given the task to apply for employment within the DOI, only 20% of users were able to successfully navigate to USAjobs.com without intervention
- ❖ Most users expected a “Careers” button in the bottom navigation, and resorted to using the search bar over the primary navigation



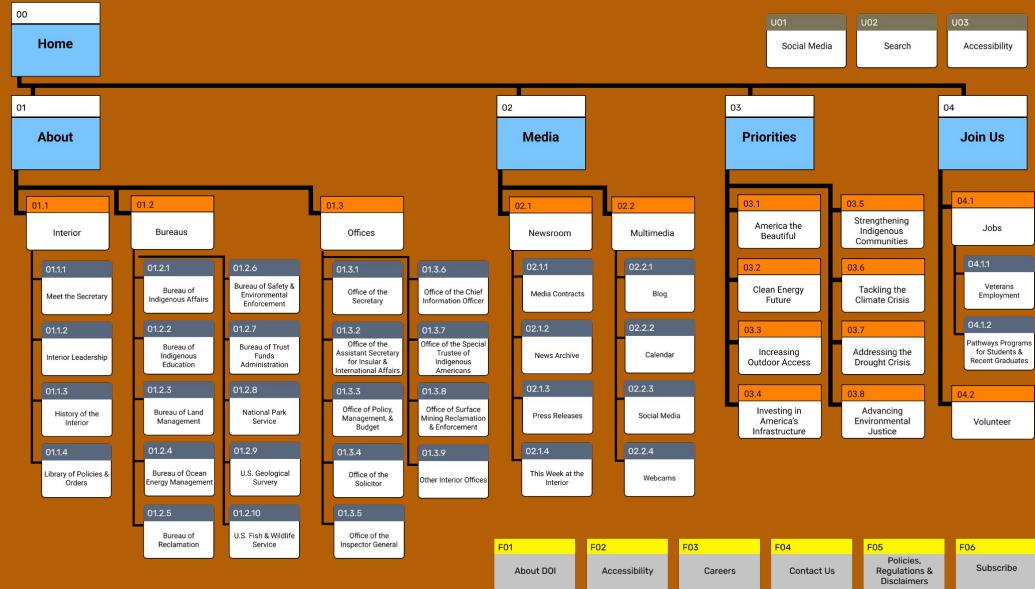
Card Sorting

- ❖ Based on feedback from user testing, I chose to move Bureaus & Offices into the “About” dropdown menu to clean up the navigation
- ❖ I changed “Newsroom” to “Media” and fleshed the dropdown menu out to include more interesting and dynamic content to further engage users
- ❖ I changed the “Join” dropdown menu to “Join Us” as a call to action
- ❖ I cleaned up the bottom navigation, putting all Policies, Regulations, and Disclaimers together and adding a “Career” button



Site Mapping

- ❖ The utility navigation was very successful, so I made no changes to it
- ❖ I updated every mention of “Indian” to “Indigenous”



Mood Board

- ❖ My main source of inspiration was the **existing DOI seal**. I chose my color palette based on the colors within it, with slight tweaks to the saturation and hue to give them a more **natural feel**
- ❖ I wanted to allow the **natural beauty of our National Parks** to shine through
- ❖ I felt inspired by the **texture of traditional Navajo textiles**
- ❖ I chose **Merriweather** as my primary font because it felt sturdy and traditional, speaking to the **significance of a government institution without feeling stuffy or old-fashioned**



Proxima Nova
a clean, sophisticated sans serif font
in thin, light, regular, semibold, bold, extra bold, and black



Merriweather
Light • Regular • Bold • Black • Italic



Typography & Color Palette

TYPOGRAPHY

H1 - Headline

(Merriweather Bold 44 Pt)

H2 - Subhead

(Merriweather Regular 24 Pt)

BODY COPY

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(Lao Sans Pro Regular 12 Pt)

COLOR PALETTE

PRIMARY COLOR



#176398 23/59/152

SECONDARY COLOR



#3D4837 61/72/55

TERTIARY COLOR



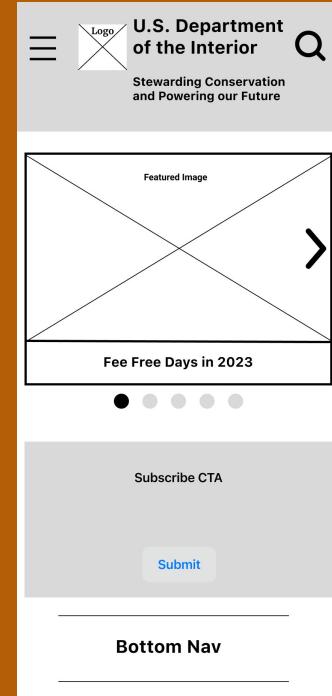
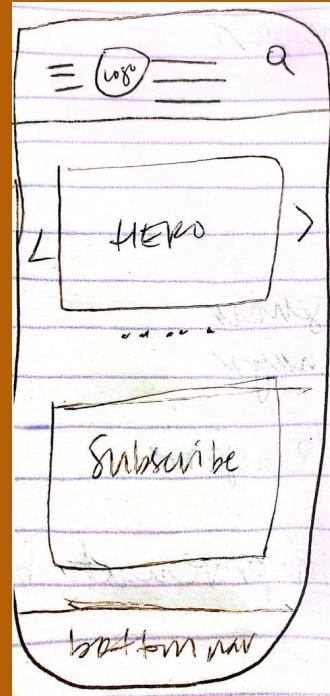
#FFDB00 255/219/0

*“This Is A How You Would
Stylize A Meaningful Quote”
- Author*

(Merriweather Light
Italic 18 Pt)

Sketches + Wireframes

- ❖ I added the **mission statement to the headline** so users would have an immediate understanding of the DOI's purpose
- ❖ I made the Subscribe CTA more dynamic
- ❖ I kept the same initial screen for the hero image carousel, but made the **content more relevant**
- ❖ **100% of the users tested reported that the navigation felt intuitive**
- ❖ Most iterations were aesthetic in nature



Mobile Prototype

- ❖ [View Figma board](#)
- ❖ [View clickable prototype](#)

The image displays a mobile prototype of the U.S. Department of the Interior website across three main sections: a desktop view, a mobile view, and a navigation menu.

Desktop View: Shows the full website layout with the header "U.S. Department of the Interior" and "Stewarding Conservation and Powering our Future". It features a large image of a moose in a forest, a "Fee Free Days in 2023" card, a "This Week at Interior" card with two people, and a "Webcams" card showing a colorful geyser.

Mobile View: Shows a simplified version of the website. It includes a large image of a moose, a "Fee Free Days in 2023" card, and a "Subscribe" form asking for an email address with a "Sign Up" button.

Navigation Menu: Shows a dark sidebar with a search bar at the top. The menu items are "About", "Media", "Priorities", and "Join Us", each with a dropdown arrow indicating more options. Below the menu are social media links for YouTube, Facebook, Twitter, Instagram, and TikTok.

Desktop Prototype

- ❖ [View Figma board](#)
- ❖ [View clickable prototype](#)

The screenshot shows the desktop prototype of the U.S. Department of the Interior website. The header features the department's name and tagline "Stewarding Conservation and Powering Our Future" above a navigation bar with links for About, Media, Priorities, and Join Us. The main content area has a large background image of a red rock archway. Three call-to-action boxes are overlaid: "Fee Free Days in 2023" (moose photo), "This Week at Interior" (two people photo), and "Webcams" (geothermal pool photo). A sign-up form for email newsletters is present, along with social media links and footer links.

U.S. Department of the Interior
Stewarding Conservation and Powering Our Future

About ▾ Media ▾ Priorities ▾ Join Us ▾

U.S. DEPARTMENT OF THE INTERIOR MARCH 3, 1849

Fee Free Days in 2023 This Week at Interior Webcams

Enter your email address to subscribe to Interior news & updates

Enter Email Address Sign Up

U.S. Department of the Interior

About DOI • Accessibility • Careers • Contact Us • Policies, Regulations, & Disclaimers

Reflections

CHALLENGES

- ❖ This was my first Responsive Web Design project as a UX/UI Designer, so navigating that was an interesting challenge

TAKEAWAYS

- ❖ Discerning and maintaining brand identity is paramount to a successful redesign project

NEXT STEPS

- ❖ I would love to continue designing every secondary and tertiary pages
- ❖ The DOI social media is delightfully irreverent, I would like to see the website be its equivalent

