

PROJECT OVERVIEW

THE PROBLEM:

The website for the city of Pine Island is difficult for users to navigate due to the overly complex menu systems.

THE SOLUTION:

Website redesign with a focus on information architecture and navigation usability.

MY ROLE: UX/UI Designer

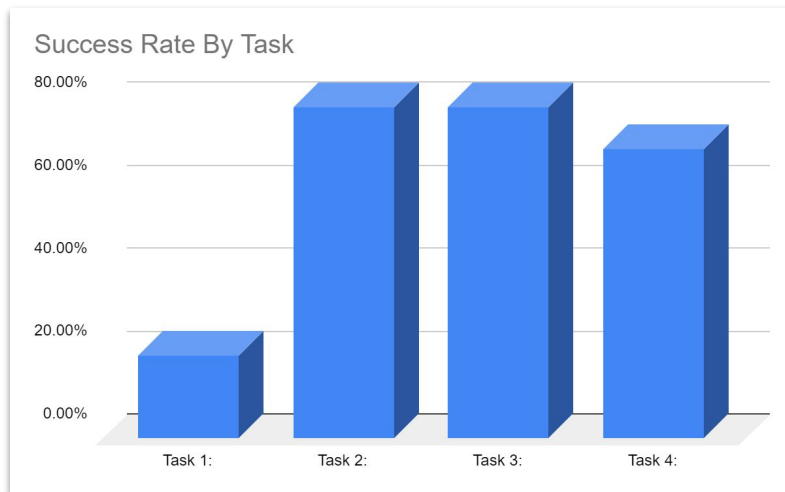
TOOLS: Figma, Adobe XD, Usabilityhub



Navigation Usability Testing

- “There are so many options, I feel like its too much.”
- “Id probably just use the search bar because things aren’t categorized well”
- “I can’t find it!”

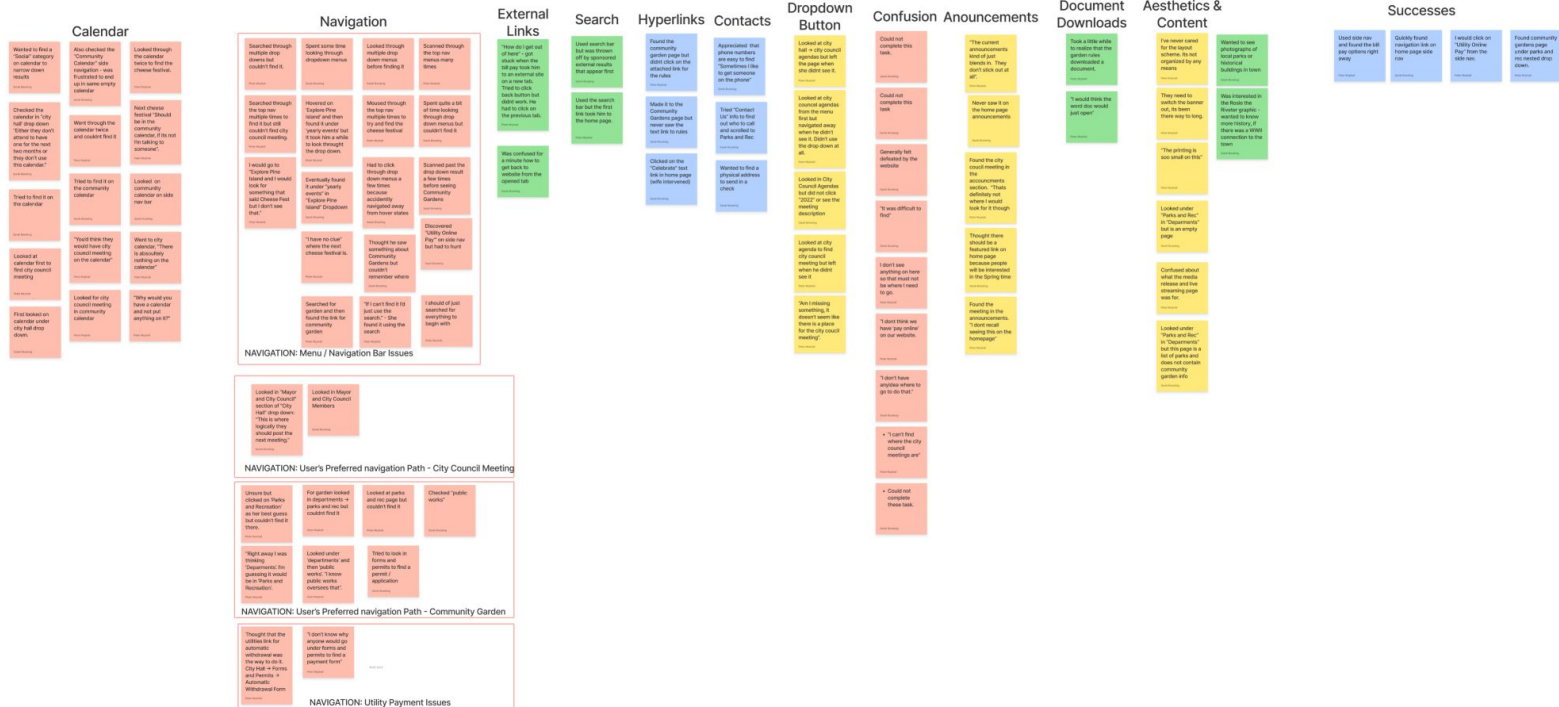
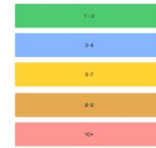
20-80%
Success Rate



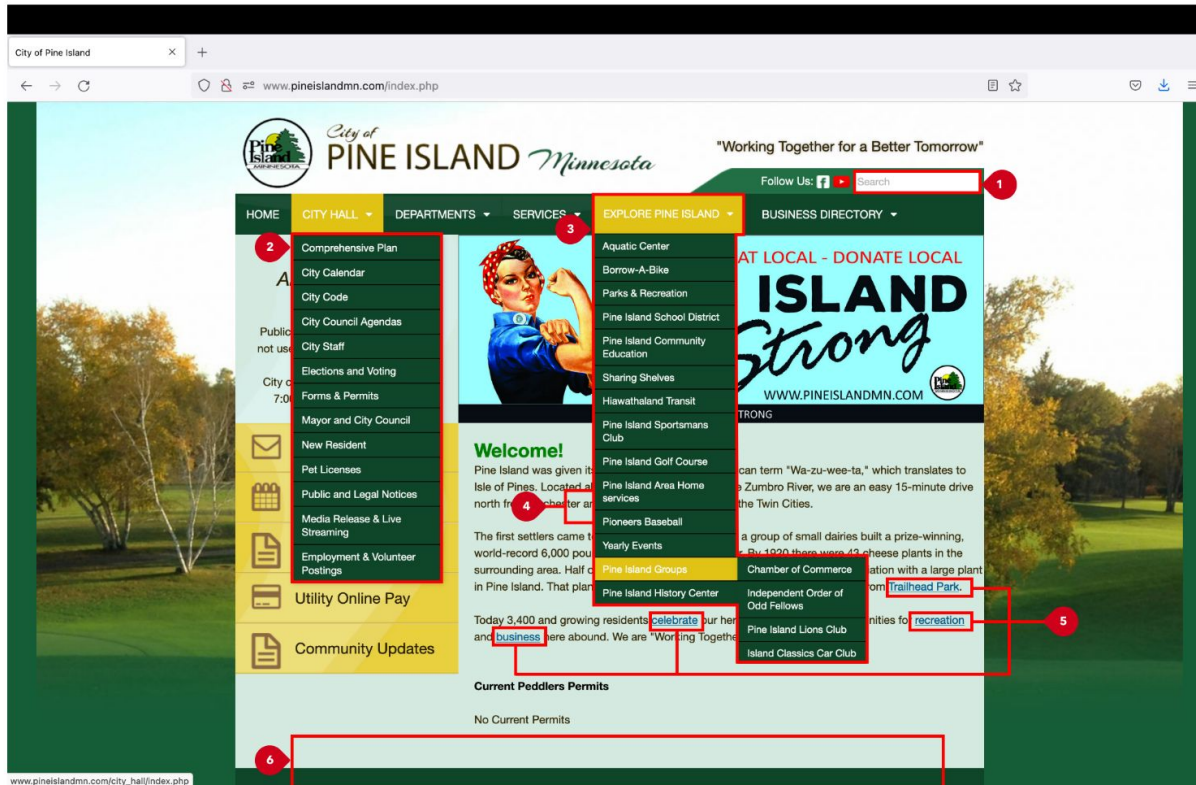
Affinitizing Test Results



Frequency of Response



Navigation Redlining



ANNOTATIONS

1. Search bar

Search bar UI is inconsistent with standard search bar. Include iconography and increase size.

2. Inconsistent use of organizing menu items

The list of menu items appears to be organized alphabetically but some of the items are out of order, the list needs a consistent organization scheme so it does not confuse the user.

3. Complex dropdown menus

- The drop down menus are too large and takes the user a long time to scan and find what they are looking for.
- Often they can't find what they are looking for.
- Text is small and hard to read.
- User often made mistakes clicking on the wrong menu option

4. Miscategorized menu items

Several menu items are miscategorized throughout the menus. This adds to the visual clutter and confusion.

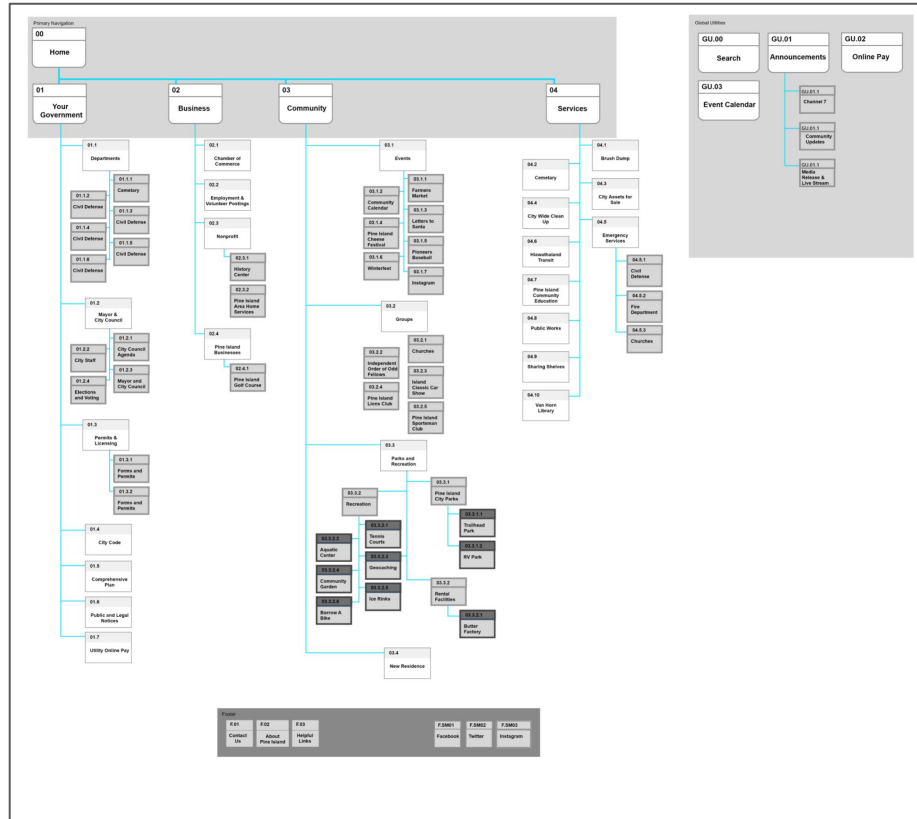
5. Unpredictable clickable text links

There is an overuse of clickable links that convolute the website. The links are also not very contextually obvious and are unnecessary. There are many other links within the body of several other pages as well as the home page. Featured links or frequently searched topics should be reorganized, possibly within footer.

6. No footer navigation

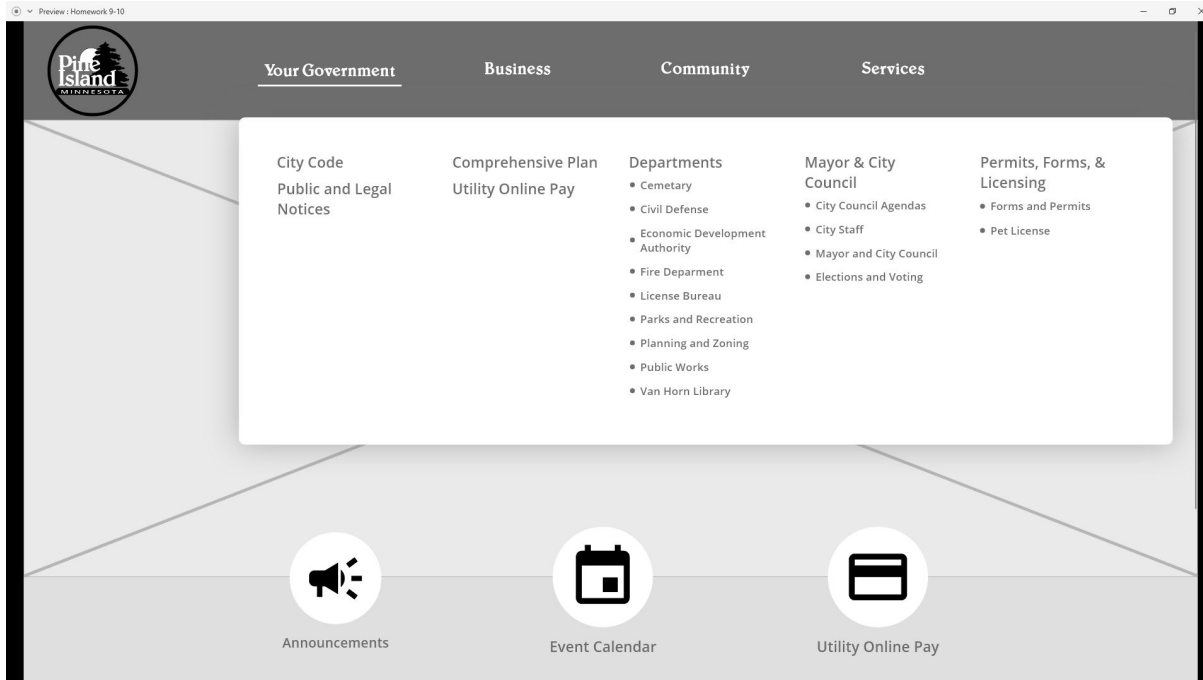
May want to consider adding a footer navigation to remedy some of the heavy top navigation as well as the overused hyperlinks.

New Site Map

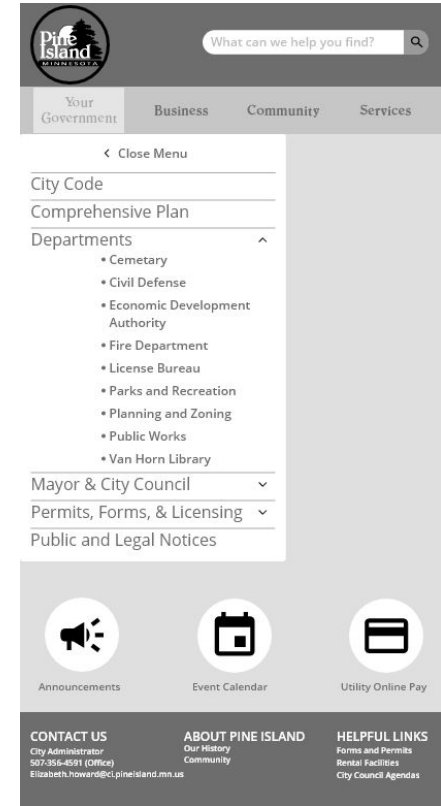


[Figma Design Link](#)

Lo-Fi Clickable Prototypes



[Desktop Design Link](#)



[Mobile Design Link](#)

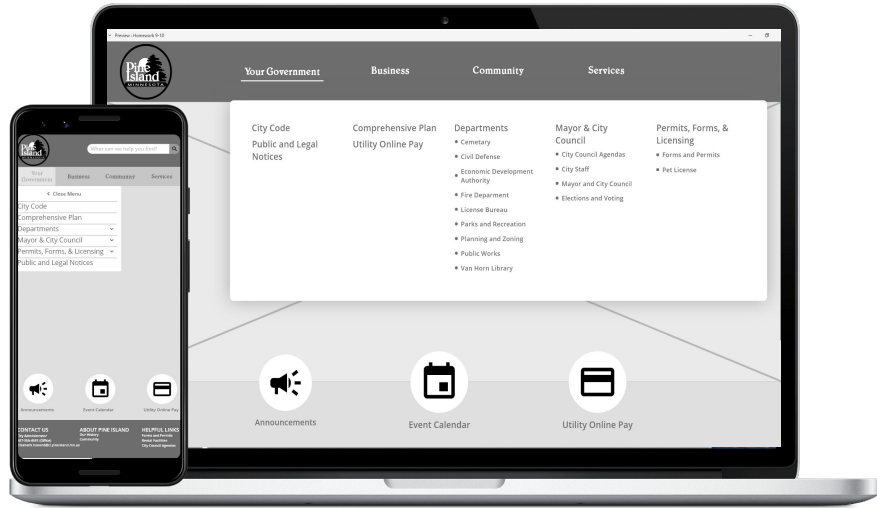
Testing the new navigation design



Initial success rate

20-80%

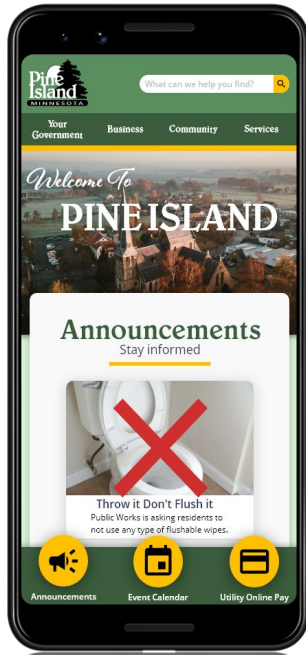
VS



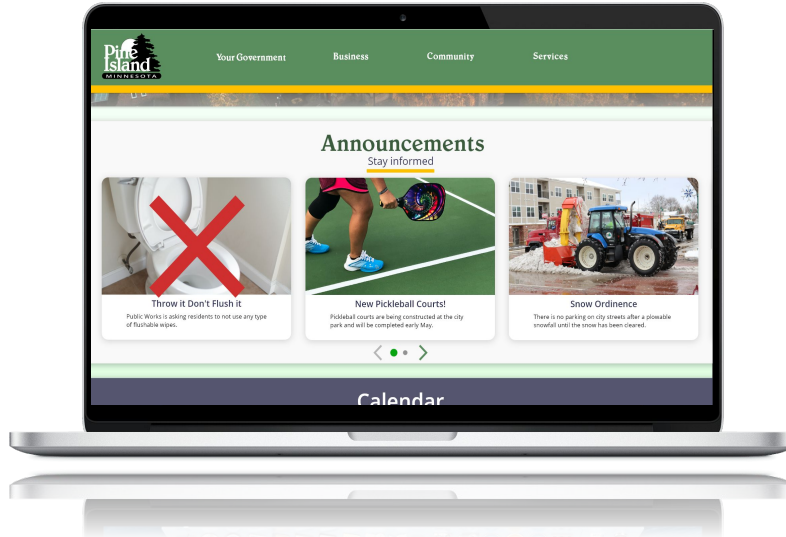
Success rate after
redesign

60-100%

Hi Fidelity Responsive Prototype



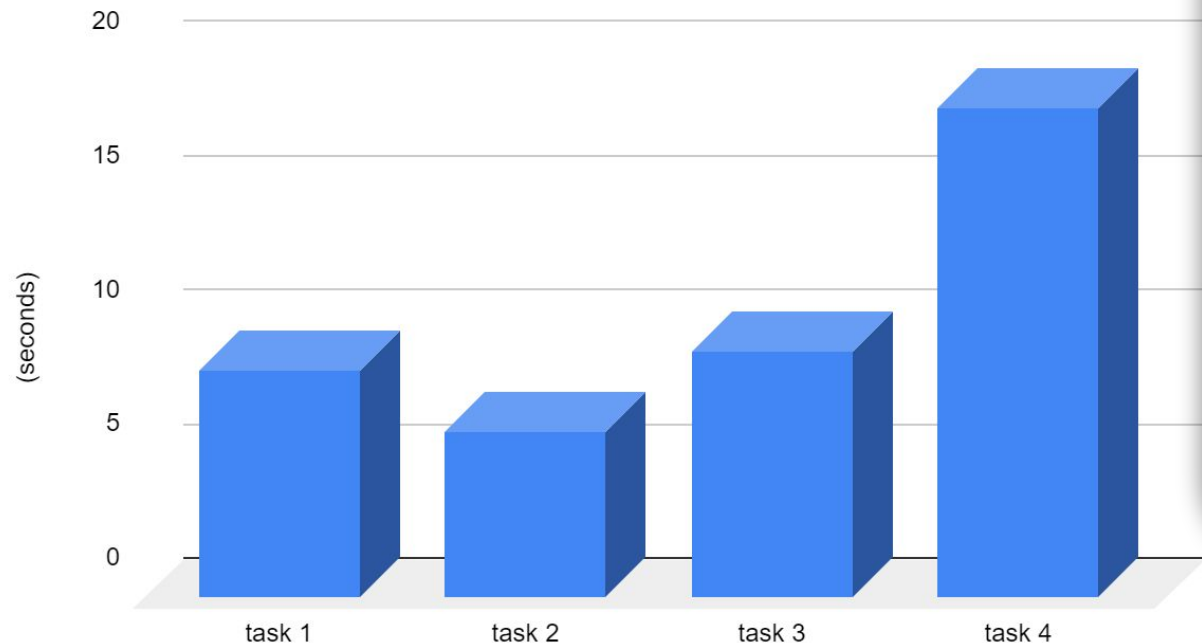
[Mobile - Design Link](#)



[Desktop - Design Link](#)

Final Phase of Testing

Avg. Time to Complete By Task (seconds)



100%
Completion Rate!

0:07 sec
Avg. Time to
Completion!

5 Second Test

8

Participants

What is the purpose of the page?

What was your impression of the design?

What are the main things/elements you can recall?

What are the main things/elements you can recall?

“Vibrant, Clean and easy to navigate”

“Pleasing, good simplicity”

“Welcome, government, landscapes, buildings”

“Pine Island Welcome”