

Ed.gov Redesign - Preliminary Research and User Stories

1. APPROACH

- a. 2 weeks of agile sprint to redesign the website Information Architecture. Prioritize the needs of Teachers, apply students, and parents seeking resources.
- b. Use content strategy around UX and plain language
- c. Use the best features of the US Design System kit.
 - i. Ensure responsive web design with featured links and iconography
- d. Create User Stories that identified key pain points of the current user experience and prioritized design improvements.
- e. We created User Stories based on three personas: parent, K-12 Teacher, and a graduate student applicant.

Notes

- Data.Analytics.gov - Stats
 - Top Domains: www2.ed.gov, eric.ed.gov, nces.ed.gov, ed.gov
 - Top Pages:
 - CARES Act: Higher Education Emergency Relief Fund
 - ERIC - Search Results
 - NCES Kids' Zone Test Your Knowledge Home
 - Top Downloads:
 - CARES Act: Higher Education Emergency Relief Fund
 - [www2.ed.gov / grantsgovsubmittipsheerf.pdf](http://www2.ed.gov/grantsgovsubmittipsheerf.pdf) = 1,053
 - CARES Act: Higher Education Emergency Relief Fund
 - [www2.ed.gov / guidancetoapplyforheerf.pdf](http://www2.ed.gov/guidancetoapplyforheerf.pdf) = 531
 - CARES Act: Higher Education Emergency Relief Fund
 - [www2.ed.gov / studentfaqs515.pdf](http://www2.ed.gov/studentfaqs515.pdf) = 501

User Personas

Name	Location	Occupation	Age	Descriptors
Heber Rodriguez	Florida	Parent - Full-time analyst	31	<ul style="list-style-type: none">• Co-parents a 2-year-old child. His partner also works from home. However, Heber will go back to onsite travel for work in the later part of the year.• Invested in daycare services post COVID-19 Pandemic as the local county begins to open businesses up.• Wants to jumpstart programs for pre-kinder students.• They are concerned with risk and gaps if having to implement home-schooling in the future.
Aisha Thompson	Georgia	Teacher - Junior High / Middle School	41	<ul style="list-style-type: none">• Has been teaching for the last decade and taking on more school administrative duties.• Hearing concerns from the local faculty council on safety measures for summer and fall classes for post-COVID-19 reopening.• Her student population has taken on more students with identified disabilities.
Kendall Chan	Virginia	Applying Graduate Student - Bio Chemistry Studies Major	28	<ul style="list-style-type: none">• Knows more of FAFSA website for go to resources for Loan Information.• Has very little familiarity with resources that Ed.gov provides.• Unaware of CARES Act and also other resources that is linked by Ed.gov for post-secondary education.• Current post-graduate search has high criteria on financial aid due to COVID-19 restrictions.

User Stories - Current Journey on ed.gov					
Persona	Step 1	Step 2	Step 3	Step 4	Step 5
Heber Rodriguez	Wants to find primary education resources for COVID-19	On primary homepage - frustrated from page scroll to COVID 19 button	Lands on page: https://www.ed.gov/corona-virus?%3F=	Unsatisfied with results in search. Leave site after 3 mins	
Aisha Thompson	Researching additional resources for student disabilities	On primary homepage	Uses search tool for resources from IDEA and other possible materials	Lands on page: https://www2.ed.gov/offices/OSERS/Policy/IDEA/explore	Save results in email due to the concern of search being accessible to colleagues
Kendall Chan	Sourcing guides for Student Loan Financing	On primary homepage	Leaves after 2 mins of not being able to get to any Student Loan page	Goes on Google Search and heads over to FAFSA website to restart search	