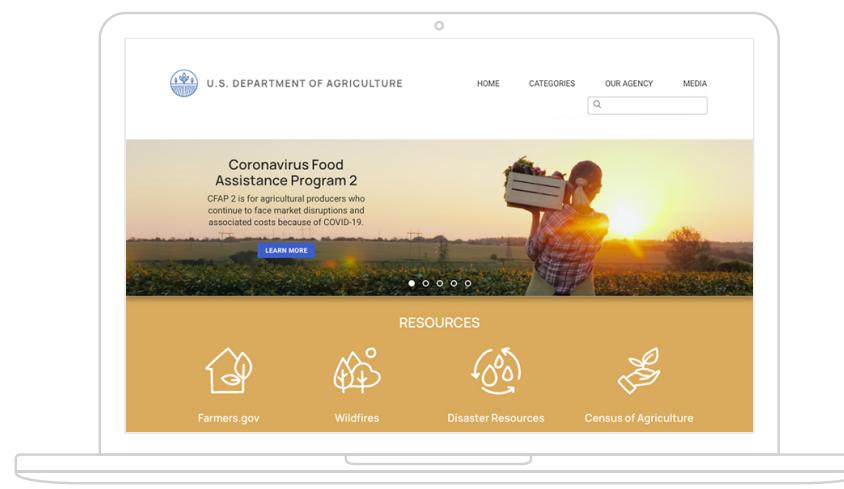


Jill Whalen
UI/UX Designer

USDA Website Redesign

- My role: Information architecture, User research, Wireframes, Prototyping, UI design
- Team Effort
- Programs used: Adobe XD, Invision, Figma, Miro



Problem to solve

- Excessive amount of categories
- Excessive number of pages
- Outdated branding

Goals

The goal was to improve the user experience by reducing the amount of categories listed in order for users to quickly find what they're searching for.

Target organization

Men and women working in the agriculture industry between the ages of 30-50 years old.

How we came to proposed solution

We consolidated the menu items and the amount of categories under the Topics section, therefore reducing the number of pages.

How our solution solved the problem

Users were able to navigate the site quickly and find what they were searching for within 5 seconds.

Challenges we faced

- Deciding how we were going to consolidate the categories. A bit of agriculture research needed to be done.
- Deciding how much blog content was necessary to keep.

Final results

The original 19 categories were consolidated into 7 categories. This reduced the number of pages and an improved user experience in regards to searching for information.

What I learned

- Previous research on the site being redesigned goes a long way.
- The project was heavy on information architecture, we learned different ways to consolidate information.

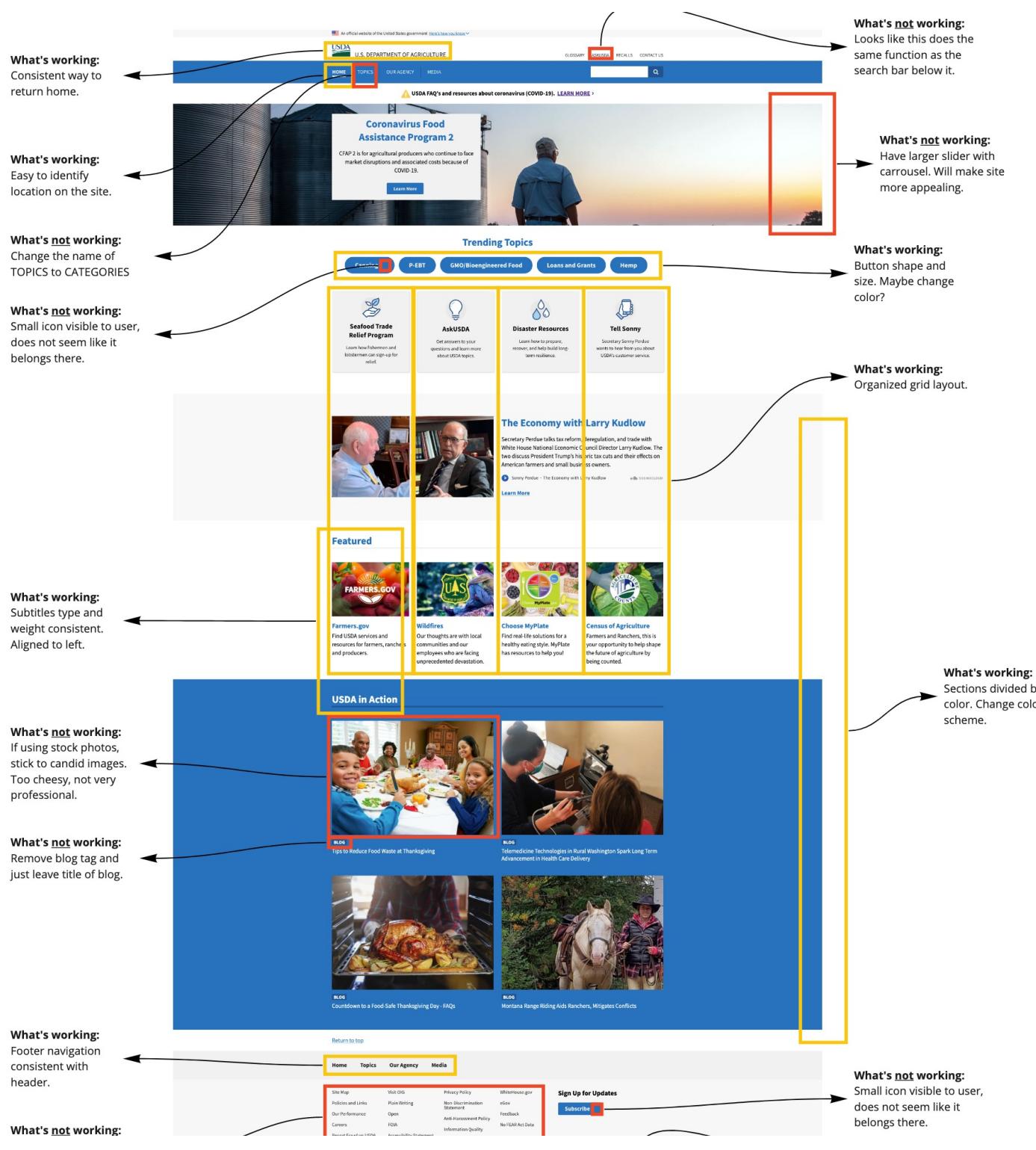
USER PERSONA

Samantha Rodriguez | Farmer
Canyon Lake, Texas

User Persona

We referred to the user persona, Samantha Rodriguez, throughout the entire product development process.

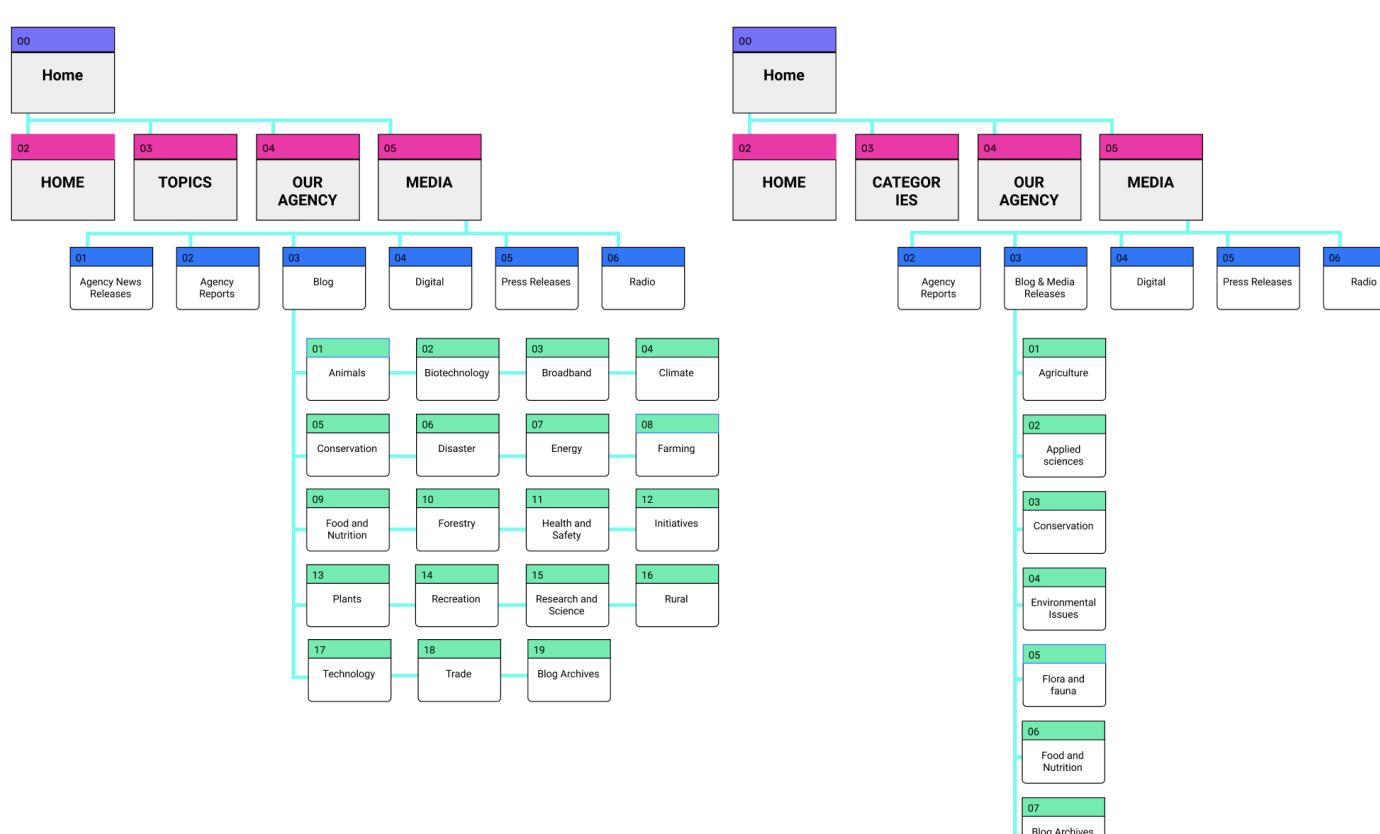
- We focused on the user personas' needs, goals, and motivations to design and categorize the website.
- We reflected back on our user persona specifically during card sorting, user scenario, story board and user journey map.



Heuristic Evaluation

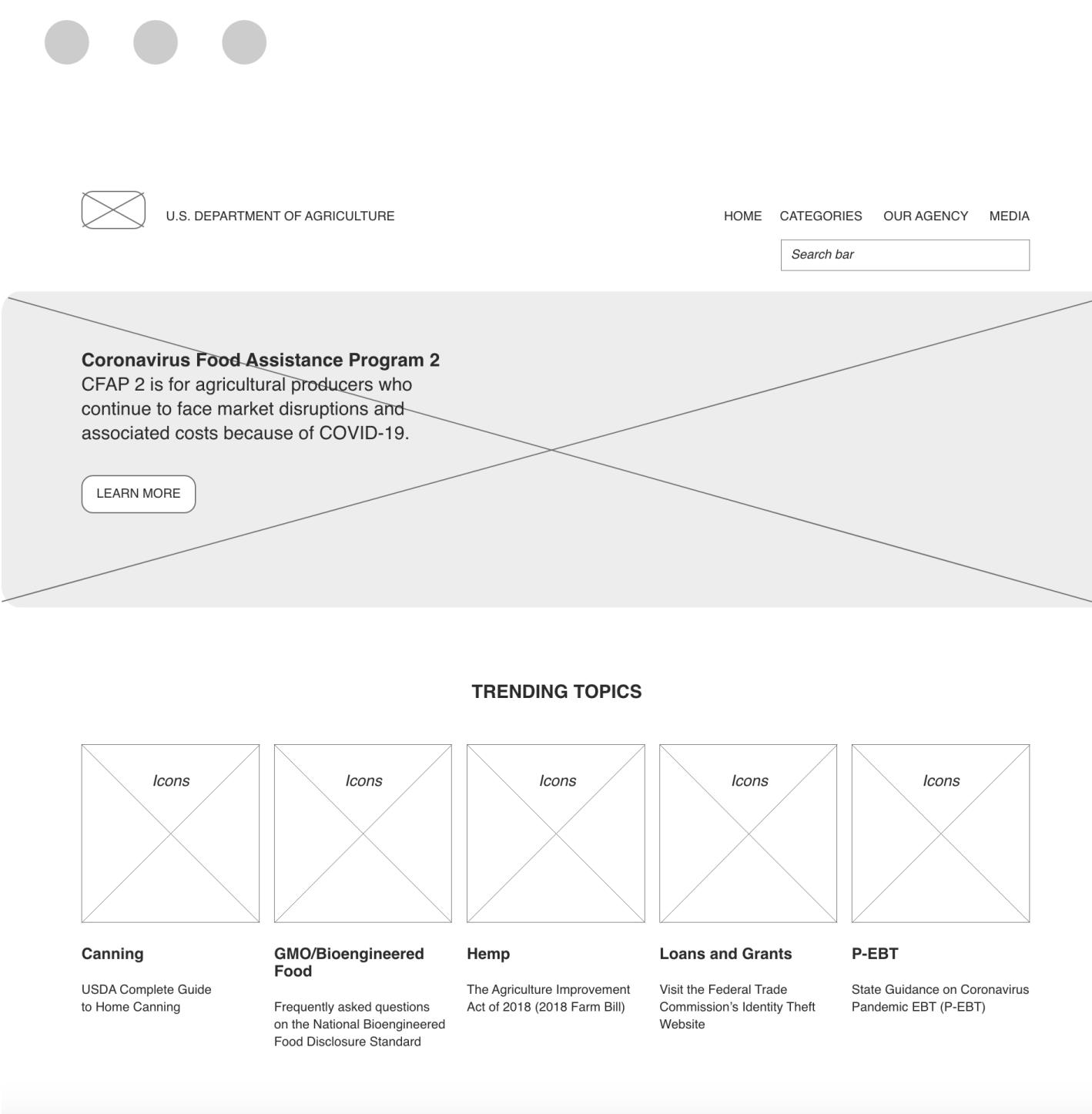
We conducted a Heuristic Evaluation checklist rating each of the following categories and wrote our notes in a shared miro board.

- Appearance/aesthetics
- Content
- Navigation
- Efficiency/functionality



Version 1 & version 2 for the blog page (Blog & Media Resources).

Narrowed down by consolidating menu items and categories.



Mid-Fi Wireframes

- We focused our testing on the categories to ensure it was simplified enough.
- Wireframes designed and prototyped in Adobe XD.
- 4 iterations

RESOURCES

AskUSDA Get answers to your questions and learn more about USDA topics.	Disaster Resources Learn how to prepare, recover, and help build long-term resilience.	Seafood Trade Relief Program Learn how fishermen and lobstermen can sign-up for relief.	Tell Sonny Secretary Sonny Perdue wants to hear from you about USDA's customer service.

Farmers.gov Find USDA services and resources for farmers, ranchers and producers.	Wildfires Our thoughts are with local communities and our employees who are facing unprecedented devastation.	Choose MyPlate Find real-life solutions for a healthy eating style. MyPlate has resources to help you!	Census of Agriculture Farmers and Ranchers, this is your opportunity to help shape the future of agriculture by being counted.

THE ECONOMY WITH LARRY KUDLOW

The Economy with Larry Kudlow
Secretary Perdue talks tax reform, deregulation, and trade with White House National Economic Council Director Larry Kudlow. The two discuss President Trump's historic tax cuts and their effects on American farmers and small business owners.

[Sonny Perdue - The Economy with Larry Kudlow Audio](#)

[LEARN MORE](#)

Blog and Media Releases
[The U.S. Capitol Christmas Tree Arrive in DC](#)

Blog and Media Releases
[Science is Saving the Mangrove Forests](#)

Blog and Media Releases
[Don't Forget Your Thanksgiving Food Safety Steps](#)

Blog and Media Releases
[There's No Place Like the Peabody Home](#)

Meg Miller, executive director of the Peabody Senior Care Home in Franklin, N.H., was elated to hear that the beloved facility was approved for a \$26 million loan from USDA Rural Development's Community Facilities Direct Loan and Grant Program.

Additional Resources

Accessibility Statement	No FEAR Act Data	USA.gov
Anti-Harassment Policy	Open	Visit OIG
Careers	Our Performance	WhiteHouse.gov
eGov	Plain Writing	
Feedback	Privacy Policy	
FOIA	Report Fraud on USDA	
Information Quality	Contracts	
Non-Discrimination	Site Map	
Statement		

[GLOSSARY](#) [RECALLS](#) [CONTACT US](#)

Follow us

[Email address](#)

UI STYLE GUIDE

UI STYLE: USDA Website Redesign

12/14/2020

UI STYLE ADJECTIVES Clean Helpful Serious Modern Authoritative Rational	BRAND LOGO — Logo on white UNITED STATES DEPARTMENT OF AGRICULTURE — Logo on dark UNITED STATES DEPARTMENT OF AGRICULTURE	COLOR PALETTE — Base Colors #1F4CA6 31/76/166 #2059BF 38/89/191 #1FAA6 31/90/166 #D9E339 217/159/89 #99623B 153/98/54 — Primary Colors — Secondary Colors
MANROPE semibold 42 pt	MANROPE semibold 32 pt	IMAGES SAMPLES — Candid stock imagery
MANROPE semibold 32 pt	ROBOTO Regular 32 pt	USDA blue overlay over images when mouse hovers over.
BUTTON STYLE — Buttons will switch colors when mouse hovers over. NORMAL NORMAL	FORM STYLE — Users will type in email in box. <input type="text"/>	ICONS — Use with secondary colors only.
NAVIGATION STYLE HOME CATEGORIES OUR AGENCY MEDIA		

Redesigned UI Style Guide

Once we tested the usability, we started designing the final screens in Adobe Xd.

- New branding visual style: Corporate, serious, modern
- Site redesigned for a mobile and desktop platform.

U.S. DEPARTMENT OF AGRICULTURE

[HOME](#) [CATEGORIES](#) [OUR AGENCY](#) [MEDIA](#)

Coronavirus Food Assistance Program 2
CFAP 2 is for agricultural producers who continue to face market disruptions and associated costs because of COVID-19.

[Learn more](#)

Canning USDA complete guide to home canning.

Resources

- Ask USDA**: Our answers to your questions and more about USDA family.
- Disaster Resources**: Learn how to prepare, recover, and help build long-term resilience.
- Seafood Trade Relief Program**: Learn how fishermen and lobstermen can sign up for relief.
- Tell Sonny**: Secretary Sonny Perdue wants to hear from you about USDA's customer service.

Farmers.gov: Find USDA services and resources for farmers, ranchers, and producers.

Wildfires: Our thoughts are with local communities and our employees who are facing unprecedented devastation.

Choose MyPlate: Find real-life solutions for a healthy eating style. MyPlate has resources to help you!

Census of Agriculture: Farmers and ranchers, this is your opportunity to help shape the future of agriculture.

THE ECONOMY WITH LARRY KUDLOW

The Economy with Larry Kudlow
Secretary Perdue talks tax reform, deregulation, and trade with White House National Economic Council Director Larry Kudlow. The two discuss President Trump's historic tax cuts and their effects on American farmers and small business owners.

[Listen now](#)

U.S. DEPARTMENT OF AGRICULTURE

[HOME](#) [CATEGORIES](#) [OUR AGENCY](#) [MEDIA](#)

BLOG & MEDIA RELEASES

[USA](#) > [BLOG AND MEDIA RELEASES](#)

Agriculture **Flora and Fauna** **Food and Nutrition** **Applied Sciences**

Supporting Agricultural Innovation by Bridging the Digital Divide
Posted by Chad Lupe, USDA Rural Development Administrator of Rural Development
Sep 02, 2020

Changing the Narrative on Bats and Rabies
Posted by Gail Klein, APHIS Legislative and Public Affairs
Dec 04, 2020

Good Samaritan Act Provides Liability Protection For Food Donations
Posted by Jean Buzby, USDA Food and Waste Liaison
Aug 13, 2020

Automation Helps Solve Specialty Crop Challenges
Posted by Sara Delheimer, NIFA-funded Multistate Research Fund Impacts
Aug 28, 2020

The Fox Canyon Water Market: A Market-Based Tool for Groundwater Conservation Goes Live
Posted by Havaala Schumacher, NRCS Program Analyst
May 11, 2020

Ventura County, California, is an agricultural powerhouse. In 2017, its revenues from agriculture were an estimated \$2.1 billion. It also faces extraordinary population pressure, with nearly 450 people...

[CONTINUE READING](#)

Potential Future Increases in Intense Precipitation Events and Implications for Agriculture
Posted by Sameer Joshi, David Brown, Jürgen Garbrecht, and Phil Busey, USDA-ARS Grazinglands Research Laboratory and Southern Plains Climate Hub
Sep 03, 2019

Additional Resources **Accessibility Statement** **Follow us**

U.S. DEPARTMENT OF AGRICULTURE

[HOME](#) [CATEGORIES](#) [OUR AGENCY](#) [MEDIA](#)

AGRICULTURE

[USA](#) > [BLOG AND MEDIA RELEASES](#) > [AGRICULTURE](#)

LATEST POSTS

Supporting Agricultural Innovation by Bridging the Digital Divide
Posted by Chad Lupe, USDA Rural Development Administrator of Rural Development
Sep 02, 2020

Advances in technology, automation, and remote sensing is a transforming macro movement in space exploration, agriculture, and other industries. USDA is leading the way in making sure that our nation's public lands and waters are well-managed and protected.

In Conversation with WhiteHouse.gov Senior Advisor, USDA Office of Communications
Posted by Sandra "Sandy" West, USDA Office of Communications
Aug 22, 2020

USDA is proud to share stories of success in agriculture, including today's featured story, featuring Sandy West, USDA Forest Service Region 3 Deputy Director.

[Read more](#)

Agriquote
In Conversation with WhiteHouse.gov Senior Advisor, USDA Office of Communications

Sandra "Sandy" West
Sandy West is a Senior Advisor in the USDA Office of Communications. She leads the agency's communications strategy for the agency's Office of Communications.

[Read more](#)

U.S. DEPARTMENT OF AGRICULTURE

[HOME](#) [CATEGORIES](#) [OUR AGENCY](#) [MEDIA](#)

Coronavirus Food Assistance Program 2
CFAP 2 is for agricultural producers who continue to face market disruptions and associated costs because of COVID-19.

[LEARN MORE](#)

Resources

- Farmers.gov**: Find USDA services and resources for farmers, ranchers, and producers.
- Wildfires**: Our thoughts are with local communities and our employees who are facing unprecedented devastation.
- Disaster Resources**: Learn how to prepare, recover, and help build long-term resilience.
- Census of Agriculture**: Farmers and ranchers, this is your opportunity to help shape the future of agriculture.

Canning USDA Complete Guide to Home Canning.

Ask USDA: Get answers to your questions and learn more about USDA topics.

Choose MyPlate: Find real-life solutions for a healthy eating style. MyPlate has resources to help you!

Seafood Trade Relief Program: Learn how fishermen and lobstermen can sign up for relief.

Tell Sonny: Secretary Sonny Perdue wants to hear from you about USDA's customer service.

THE ECONOMY WITH LARRY KUDLOW

The Economy with Larry Kudlow
Secretary Perdue talks tax reform, deregulation, and trade with White House National Economic Council Director Larry Kudlow. The two discuss President Trump's historic tax cuts and their effects on American farmers and small business owners.

[Listen now](#)

Science is Saving the Mangrove Forests
Mangrove forests along the coasts in the Asia-Pacific region provide building materials for traditional houses, shelter fish and wildlife, protect communities from tsunamis and typhoons, and store more carbon than any other forested ecosystem in the world.

Don't Forget Your Thanksgiving Food Safety Steps
Thanksgiving is one week away – the pressure is on! Cooking this special meal does not have to be intimidating.

There's No Place Like the Peabody Home
Meg Miller, executive director of the Peabody Senior Care Homes in Franklin, N.H., was honored to hear that the Peabody Senior Care Homes have been approved for a \$24 million loan from USDA Rural Development's Community Facilities Direct Loan and Grant Program.

Blog and Media Releases

The U.S. Capitol Christmas Tree Arrive in DC
For 50 years, the arrival of the U.S. Capitol Christmas Tree has brought enormous excitement to the workers who deliver the tree across the country.

Additional Resources

- Accessibility Statement**
- No FEAR Act Data**
- USA.gov**
- Open**
- Visit OIG**
- Careers**
- Our Performance**
- WhiteHouse.gov**
- eGov**
- Plan Writing**
- Feedback**
- Policies and Links**
- FOIA**
- Information Quality**
- Non-Discrimination**
- Statement**
- Glossary**
- Recalls**
- Contact Us**

Follow us

[Twitter](#) [Facebook](#) [Email](#) [YouTube](#) [Instagram](#) [RSS](#)

Sign up for updates

GLOSSARY **RECALLS** **CONTACT US**

U.S. DEPARTMENT OF AGRICULTURE

[HOME](#) [CATEGORIES](#) [OUR AGENCY](#) [MEDIA](#)

BLOG & MEDIA RELEASES

[USA](#) > [BLOG AND MEDIA RELEASES](#)

Agriculture **Flora and Fauna** **Food and Nutrition** **Applied Sciences**

Supporting Agricultural Innovation by Bridging the Digital Divide
Posted by Chad Lupe, USDA Rural Development Administrator of Rural Development
Sep 02, 2020

Changing the Narrative on Bats and Rabies
Posted by Gail Klein, APHIS Legislative and Public Affairs
Dec 04, 2020

Good Samaritan Act Provides Liability Protection For Food Donations
Posted by Jean Buzby, USDA Food and Waste Liaison
Aug 13, 2020

Automation Helps Solve Specialty Crop Challenges
Posted by Sara Delheimer, NIFA-funded Multistate Research Fund Impacts
Aug 28, 2020

The Fox Canyon Water Market: A Market-Based Tool for Groundwater Conservation Goes Live
Posted by Havaala Schumacher, NRCS Program Analyst
May 11, 2020

Ventura County, California, is an agricultural powerhouse. In 2017, its revenues from agriculture were an estimated \$2.1 billion. It also faces extraordinary population pressure, with nearly 450 people...

[CONTINUE READING](#)

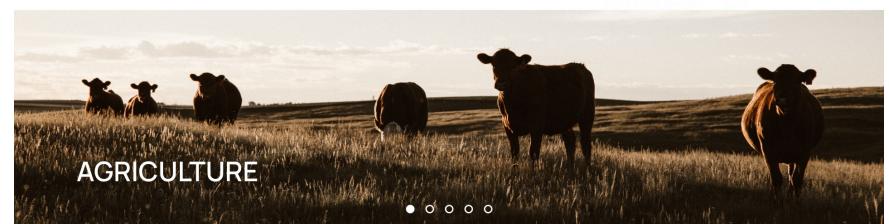
Potential Future Increases in Intense Precipitation Events and Implications for Agriculture
Posted by Sameer Joshi, David Brown, Jürgen Garbrecht, and Phil Busey, USDA-ARS Grazinglands Research Laboratory and Southern Plains Climate Hub
Sep 03, 2019

Additional Resources **Accessibility Statement** **No FEAR Act Data** **USA.gov** **Open** **Visit OIG** **Careers** **Our Performance** **Plan Writing** **Feedback** **Policies and Links** **FOIA** **Information Quality** **Non-Discrimination** **Statement** **Glossary** **Recalls** **Contact Us**

Follow us

[Twitter](#) [Facebook](#) [Email](#) [YouTube](#) [Instagram](#) [RSS](#)

Sign up for updates



USDA > BLOG AND MEDIA RELEASES > AGRICULTURE



Supporting Agricultural Innovation by Bridging the Digital Divide
Posted by Chad Lape, USDA Rural Development
Administrator of Rural Utilities Service
Sep 02, 2020

Advances in technology, automation, and remote sensing is a cross-cutting macro movement in science impacting agriculture outlined in the USDA Science Blueprint (PDF, 2.6 MB). The Science Blueprint guides USDA's science priorities for the next 5 years, building from past success ...

[READ MORE](#)

In Conversation with #WomeninAg: Sandra "Sandy" Watts
Posted by Tommasina Brown, Special Assistant,
USDA Office of Communications
Aug 22, 2020

USDA is proud to share stories of women in agriculture who are leading the industry and helping other women succeed along the way. In this blog, we feature Sandra "Sandy" Watts, USDA Forest Service Region 3 Deputy Regional Forester in Albuquerque, New Mexico ...

[READ MORE](#)

A Look at America's Family Farms
Posted by Christine Whitt, Resource and Rural Economics
Division, Economic Research Service
Aug 07, 2020

The more than 2 million farms in the U.S. vary greatly in size and characteristics. For example, annual gross revenue can range from as little as \$1,000 to more than \$5 million ...

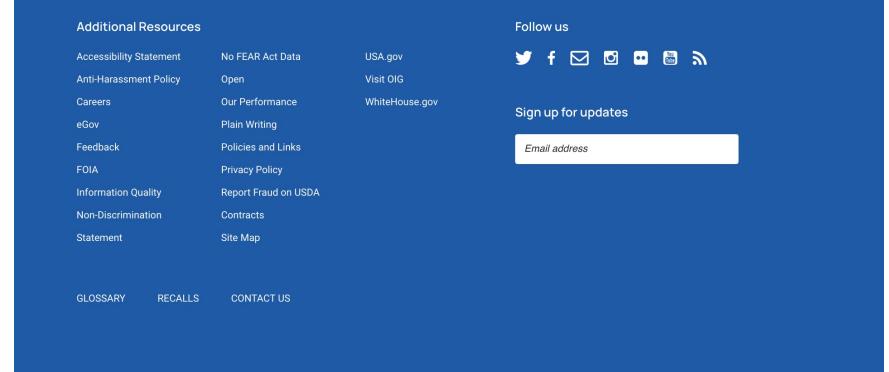
[READ MORE](#)

USDA Continues to Implement Program Changes to Benefit Farmers
Posted by Undersecretary Bill Northey, USDA
July 10, 2020

Earlier this week, I was honored to meet with members of the National Association of Farm Broadcasters here at USDA headquarters. These women and men, many with decades of broadcasting and farm experience ...

[READ MORE](#)

1 2 3 4 5 6



4
Iterations

100%
User satisfaction



Jill Whalen
UI/UX Designer

SEE MORE OF MY WORK:

[CONTACT](#)[RESUMÉ](#)

