UI/UX Case Study

Victoria

Building a Stronger Victoria: Jobs, Skills & Industry for the Future

Problem Statement

The previous DJSR website suffered from a cluttered layout, inconsistent navigation, and poor accessibility, which created a fragmented and frustrating user experience. Users ranging from job seekers and small business owners to internal government staff—struggled to locate relevant information efficiently. This fragmentation led to high bounce rates, reduced engagement, and a diminished perception of trust and credibility.

Possible Solution

The redesigned DJSR website introduces a clean, user-centered interface supported by streamlined navigation, an intuitive information hierarchy, and accessible design standards. By leveraging modular components, plain-language content, and mobile-first responsiveness, the new platform enhances service discoverability, improves user satisfaction, and ensures inclusivity for all Victorians accessing government services online.

Target Audience

- Job Seekers
- Small to Medium Business Owners
- Industry and Innovation Professionals
- Creative Sector Workers
- Regional and Metropolitan Citizens
- Government Staff & Partners

The Approach

The redesign followed a user-centered, accessibility-first approach to create an intuitive and inclusive digital experience. Wireframes were developed in Figma, and a modular design system was developed for consistency and scalability. Collaboration across teams ensured iterative improvements based on user feedback and data.

My Role

UX Strategy | User Research | Information Architecture | Interaction Design | Design Systems | UI Design | Prototyping | Wireframes | Accessibility Design | Responsive Design | User Testing | Cross-Functional Collaboration

Website Design: Challenges & Limitations

UI/UX Challenges

- **Legacy Content Overload** - Migrating and reorganizing dense, inconsistent content from multiple departments was time-consuming and complex.
- **Outdated & Inaccessible UI** - The old design lacked visual hierarchy, used low-contrast elements, and failed to meet accessibility standards.
- **Fragmented Navigation** - Poorly grouped top-level menus and overwhelming homepage content created confusion and drop-offs.
- **Maintaining Government Identity** - Balancing a professional, authoritative look with a more modern, user-friendly aesthetic was a critical challenge.
- **Cross-Department Consistency** - Aligning over 10 linked sites under a unified design system required coordination across teams and platforms.

UI/UX Enhancements

- **Modern Design** - Clean typography, ample white space, consistent colors, and human-focused imagery create a fresh, professional look.
- **Improved Content Structure** - Card-based layouts and clear visual hierarchy make content easy to scan and understand.
- **Streamlined Navigation** - Simplified top navigation with direct action labels enhances discoverability and user flow.
- **Responsive & Accessible** - Fully optimized for mobile with scalable sections, touch-friendly design, and improved accessibility compliance.

Key Redesign Features

Feature	Old Design	New Design
Visual Design	Dull, corporate, low contrast	Bright, professional, friendly
Layout	Boxed, dense	Spacious, clean grid
Navigation	Overwhelming top nav	Streamlined, categorized search
Accessibility	Lacked contrast and sizing	WCAG-aligned, readable fonts
Mobile Experience	Minimal responsiveness	Fully responsive, mobile-first
Content Presentation	Text-heavy, static	Visual-driven, interactive cards

Design Thinking Process

The design thinking process began with empathizing with users through research and identifying key pain points. We then defined core problems, ideated solutions, prototyped key layouts, and tested with real users for feedback. This iterative approach ensured the final design was user-focused, accessible, and effective.

Empathize — Understood user needs through research, interviews, and behavioral analysis.

Define — Identified key user pain points and prioritized challenges from research insights.

Ideate — Brainstormed and sketched wireframes focusing on usability, clarity, and accessibility.

Design — Created low to high-fidelity wireframes and interactive mockups in Figma.

Test — Check Usability Testing and insight improvements

Define Phase

Anna

Age	27
Education	Bachelor in Comm
Status	Single
Occupation	Job Seeker
Location	Melbourne

Personality

Determined | tech-savvy

Brief Story

Anna was recently laid off and is actively looking for new opportunities through government support. She often browses on her phone but finds the content overwhelming, with unclear eligibility details and jargon-heavy pages. She longs for a simple, supportive experience that helps her move forward confidently.

Goals

- Find relevant training programs or apprenticeships
- Secure stable employment in the marketing or public sector

Frustations

- Job-related information is scattered across multiple pages
- Overwhelmed by jargon and lengthy descriptions

Needs

- A clear path to government-funded training
- Tools to match her skills and interests based on industry, location, and experience level
- Clear eligibility criteria and application steps for training and employment programs
- Mobile-optimized content, since she often browses job sites on her phone

Motivations

- Wants to regain financial stability and build her career
- She wants to feel confident that she's investing in navigating these services to real find opportunities. She's driven by a desire to build a stable life that aligns with her skills.

Malcolm

Age	43
Education	Business Admin
Status	Married
Occupation	Business Owner
Location	Bendigo

Personality

Practical | Self-reliant

Brief Story

Malcolm runs a café in regional Victoria and is seeking funding to upgrade his kitchen. He's busy and time-poor, and is deterred by confusing layouts, repeated information, and unclear grant application steps. He wants a quick, no-fuss way to explore support options and take action.

Goals

- Apply for government grants to upgrade kitchen equipment
- Understand business regulations and support initiatives

Frustations

- Too much technical language; unsure where to start
- Confused by outdated links and duplicate content

Needs

- A clear and simple way to check eligibility for grants
- Step-by-step guides or FAQs for small business owners
- A mobile-accessible site with minimal clutter, so he can check details on the go.
- Trustworthy, up-to-date content that helps him make informed decisions without legal jargon.

Motivations

- Wants to grow his business while staying compliant and financially stable.
- Feels open to government support, but only if the process doesn't slow him down or confuse him.
- Feels motivated to support his community, hire more locals, and stay ahead of compliance rules.

Empathy Map

Says
- "I just want clear, simple steps."
- "This site is too confusing and time-consuming."

Thinks
- "There must be an easier way to find what I need."
- "Am I even eligible for this? I'm not sure."

Does
- They scan pages quickly, click out of frustration, and often bounce.
- They rely on search engines or peers to find direct links (instead of navigating manually.

Feels
- Frustrated, overwhelmed, and discouraged during an already stressful time.
- Hopeful but uncertain — they want to move forward, but feel stuck online.

Typography & Colors

Font Used

Roboto

ABCDEFGHJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

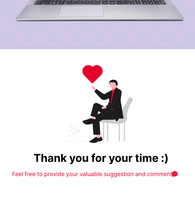
Roboto font is a elegant and modern sans serif font. It is very neat and clean. It have more readability and variety of options. That's why I used this font.

Roboto Bold	**Roboto Medium**
Roboto Regular	Roboto Light

Color Used

Primary Color	Secondary Color	Text Color	Text Color	BG Color
#012169	#E40028	#1E1E1E	#595959	#C8C8C8

Visual Design



Thank you for your time :)

Feel free to provide your valuable suggestion and comment