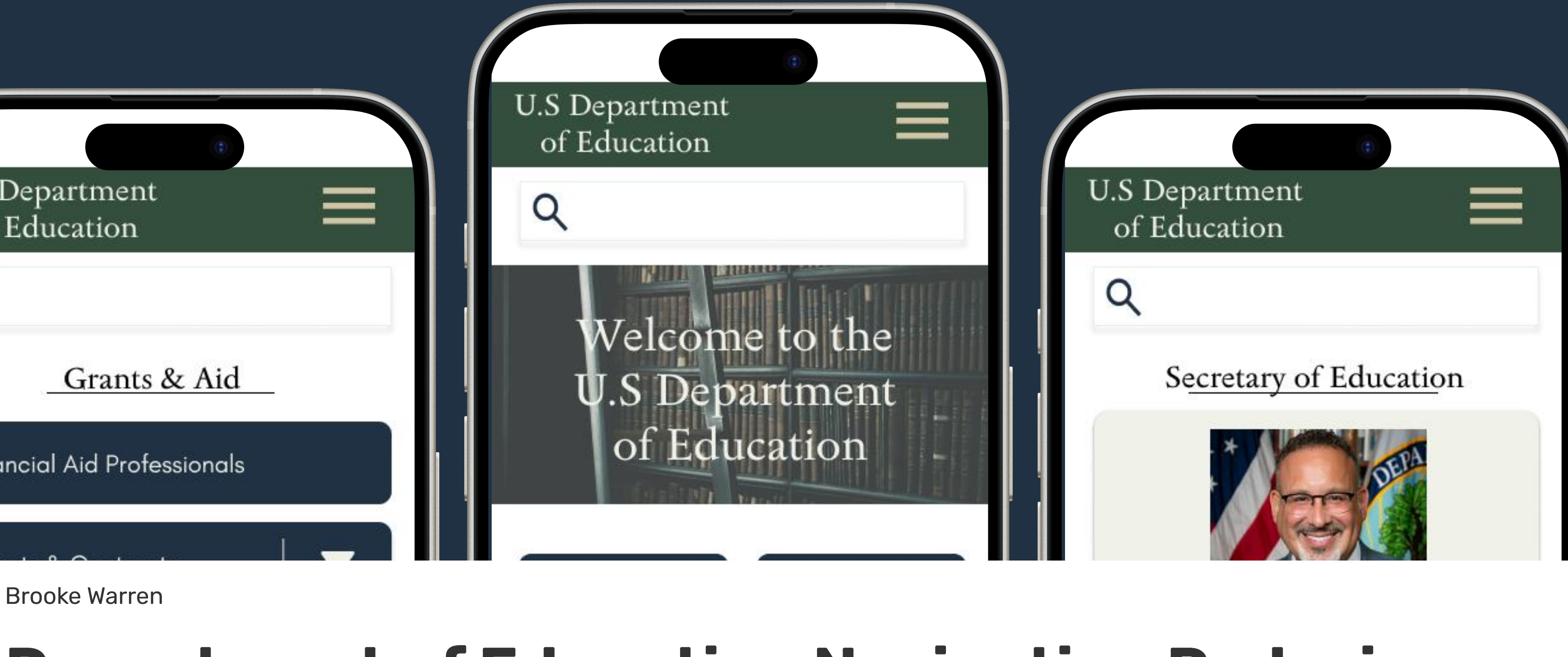


Department of Education Case Study

X



Brooke Warren

Department of Education Navigation Redesign

Project overview: In this redesign, I focused on improving the navigation. Additionally, I reevaluated who the website should be built for and modernized the aesthetics to a more polished, professional style.

ROLE/TEAM

User Research was conducted with Laura Jacobson. The remaining design work was completed independently.

TOOLS

Figma
Google Suite
Pen/Paper

CLIENT/DATE/DURATION

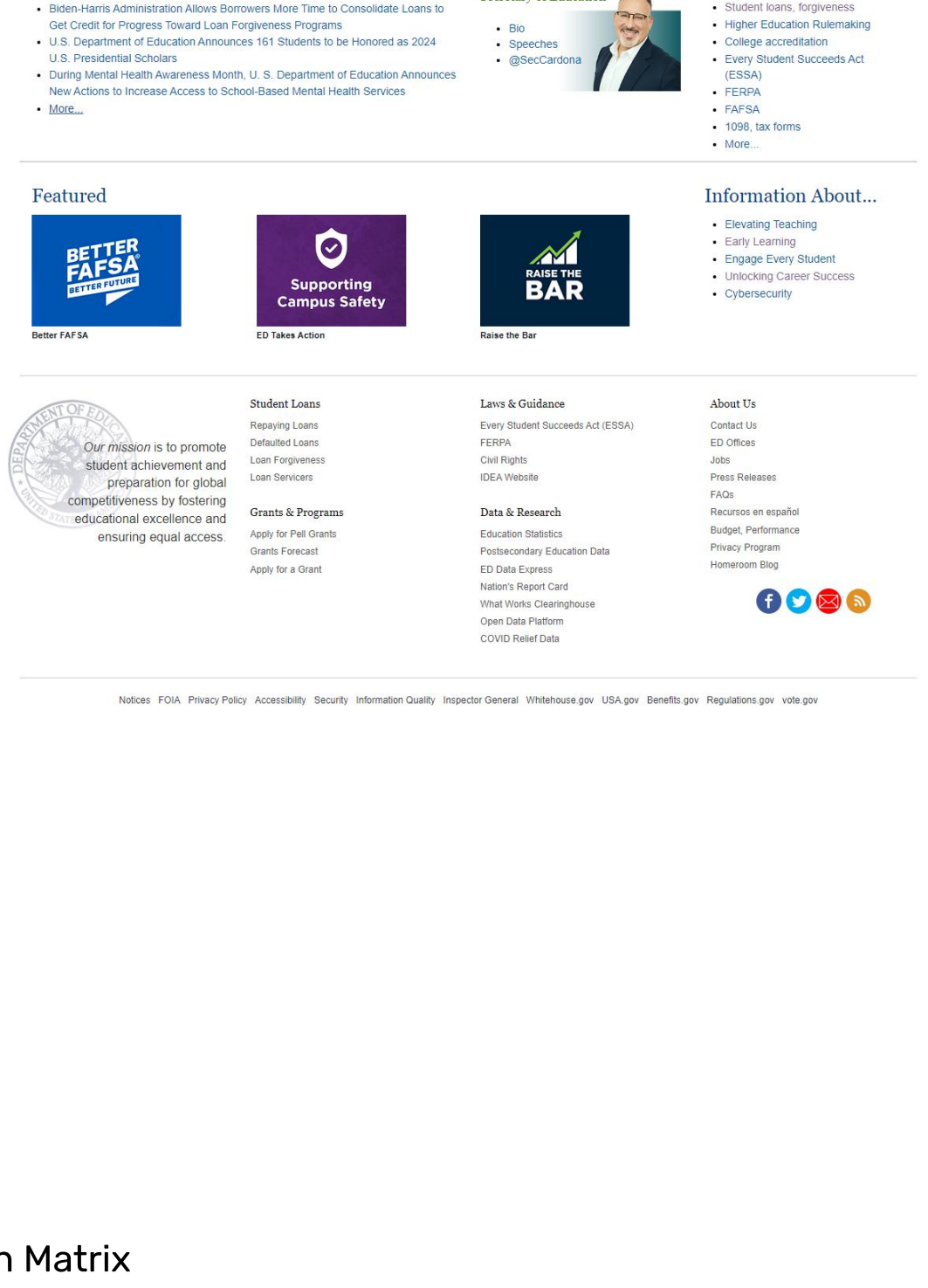
4 weeks project

The Challenge or Problem Statement

The Department of Education website was difficult to navigate because of hierarchy issues and the graphics lacked purpose.

Pain Points:

- Redundancies in content
- Lack of consistency in styling
- Broken links
- Search function was easy to find, but results were hard to navigate



Goals

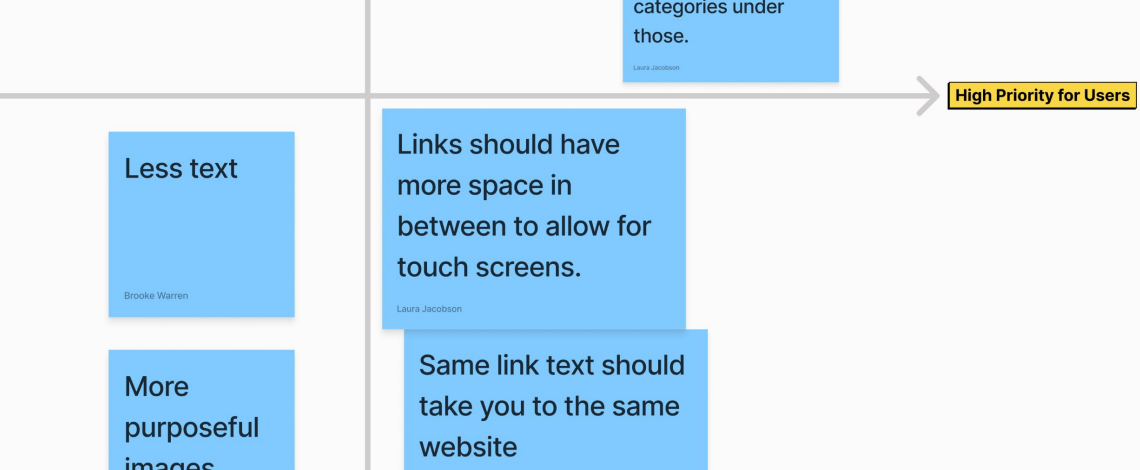
Goal 1: Redesign of the hierarchy to allow for ease of navigation

Goal 2: Mature design to represent the Government Agency

Goal 3: Create a clear user path

Usability Testing

Feature Prioritization Matrix



Research & Analysis

In the user interviews and feature prioritization, navigation hierarchy and

User Comments

Objective	Identify pain points when searching for school district data on the Department of Education website.
Target Users	Middle-aged professionals
Questions to be Answered	Is the user able to locate the high school report card and dropout/completion rate data on the website? What pain points does the user experience when navigating the website?
Task 1	Successfully download the 2019 Science National Report Card
Task 2	Locate the high school dropout and completion data for 2005-2006

Confusing Menu

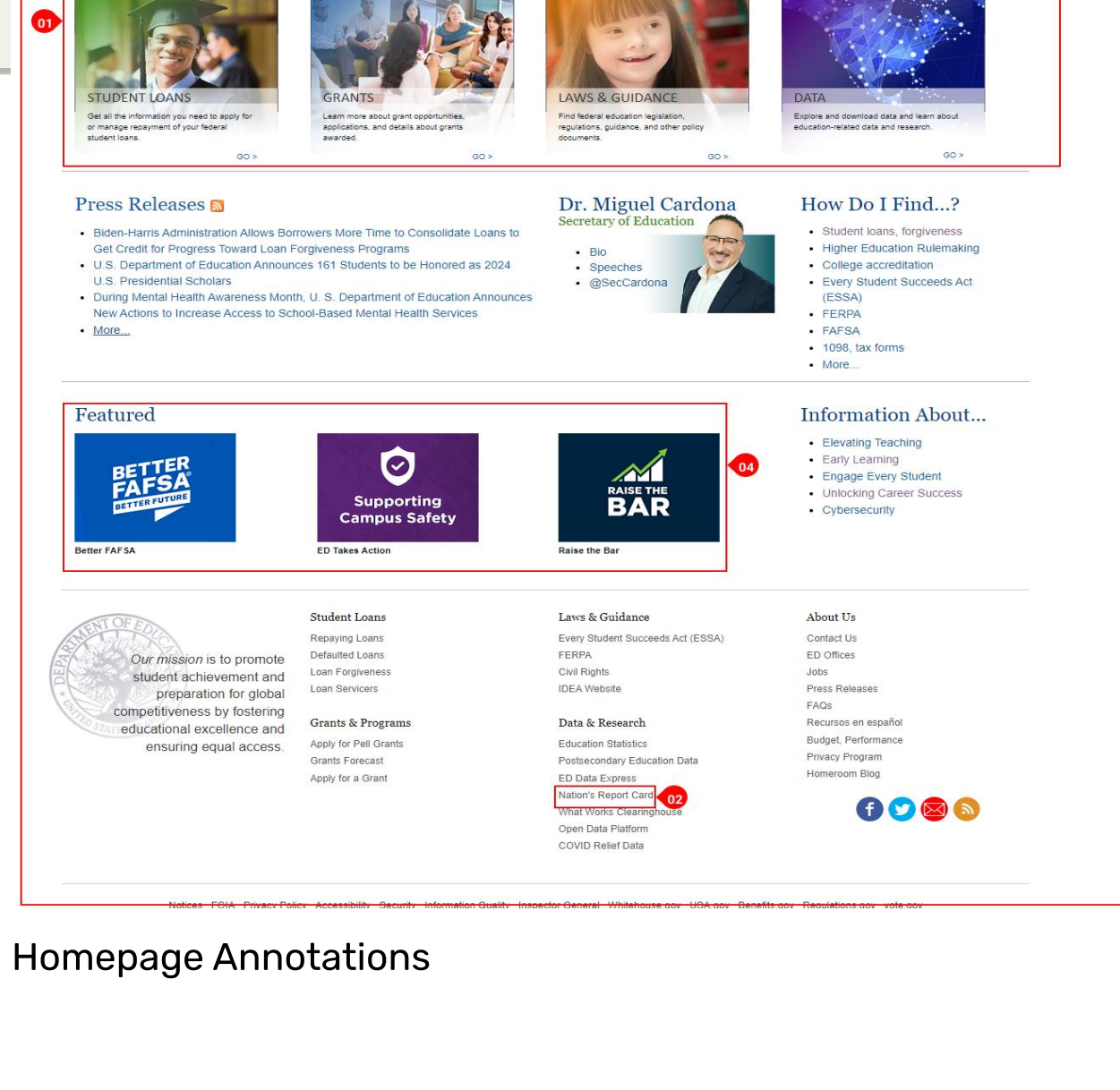
Search results unclear

Dense with too much text

Too word and confusing

Links with same text go to different sites

Overwhelmed



Homepage Annotations

- 1. **Lack of Consistency**
Font and color is different in these cards than any other spot and they don't seem to fit.
- 2. **Confusing Links**
While the National Report Card link would work, it's not clear what the page is actually taking you to. It's a different page than the same link text on the Data page.
- 3. **Minimalist Design**
While the design is present, it's almost too minimal. Too much space is used and all the text is very thin and similar.
- 4. **Spacing**
Too much space between the buttons. Also, lack of consistency with the rest of the page.
- 5. **Hierarchy**
More stacked dropdown menus under each button so they could see what is on each page since the headings are so broad.

User P

Gregory Jones
graduation a



Age: 55
Occupation: School Superintendent
Relationship Status: Married
Children: Three Kids, aged 28, 25, and 21

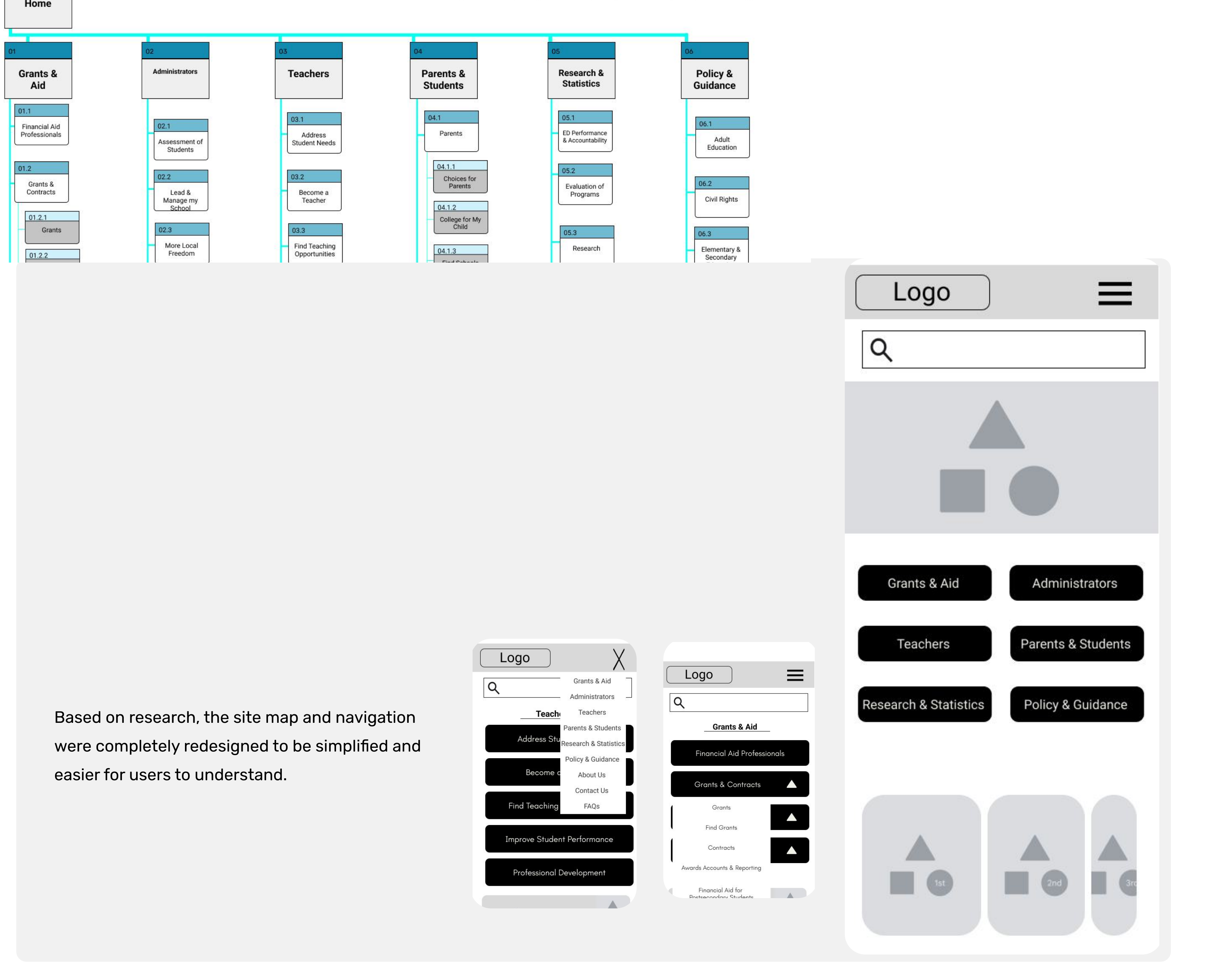
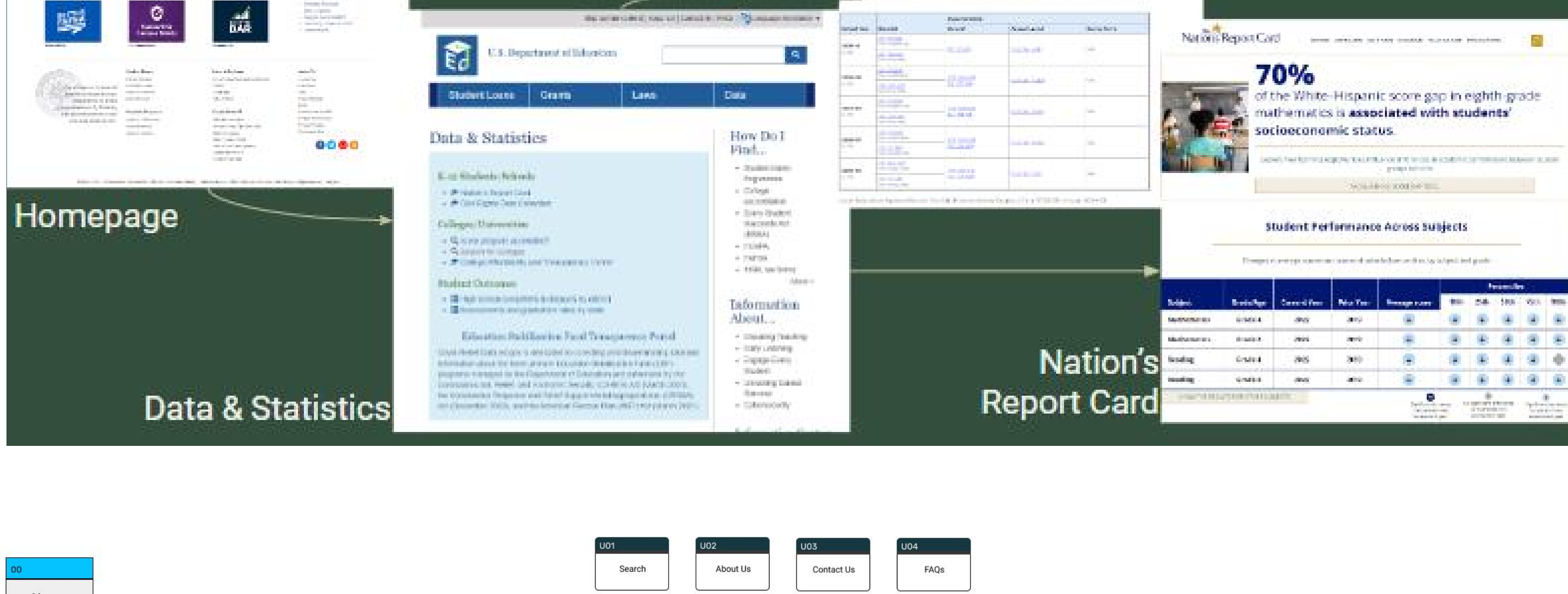
Gregory is passionate about education. He has been working in education for 32 years, working his way from teacher to administrator to Superintendent. He wants to do everything he can to help the students in his district succeed.

Including

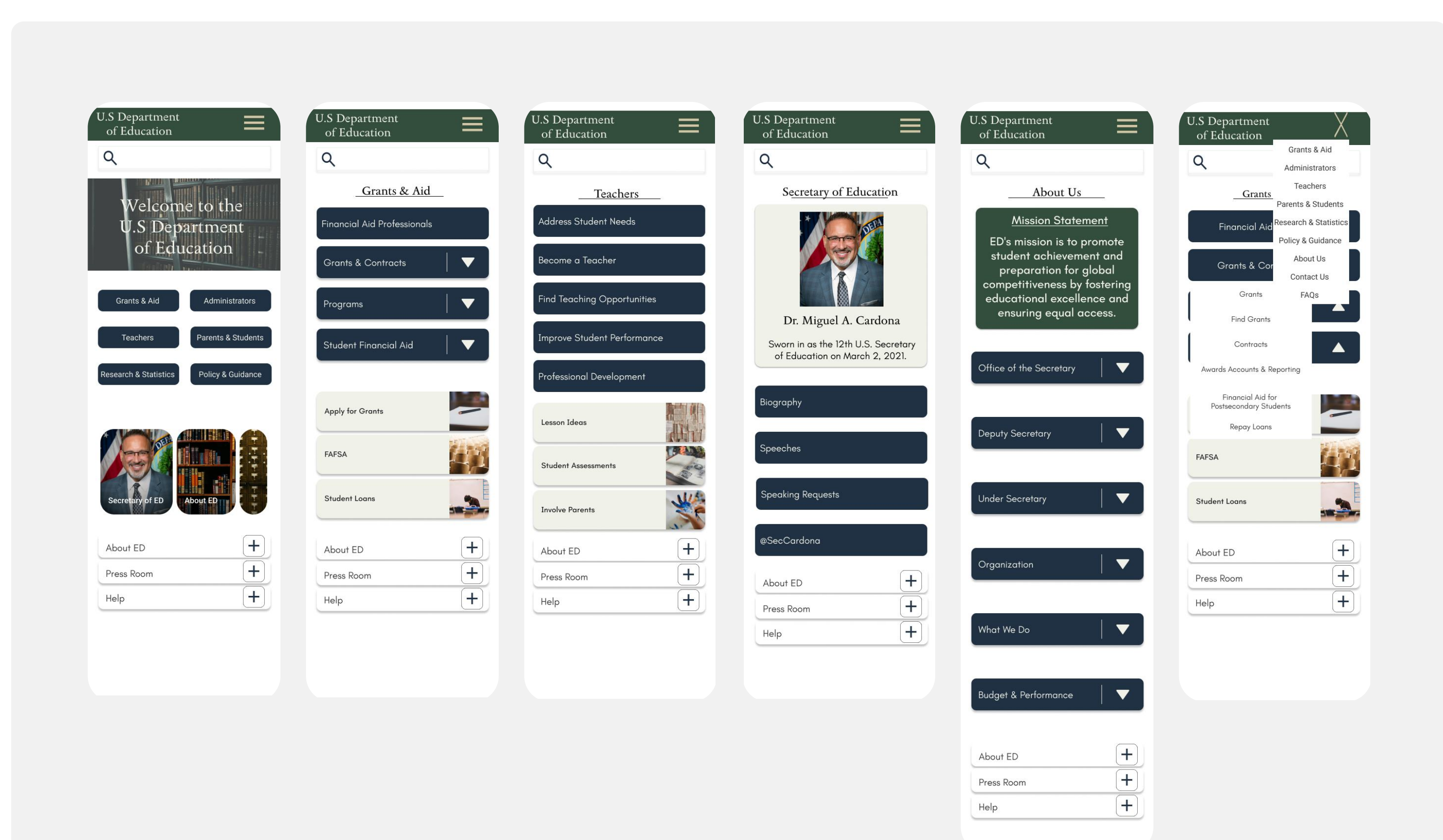
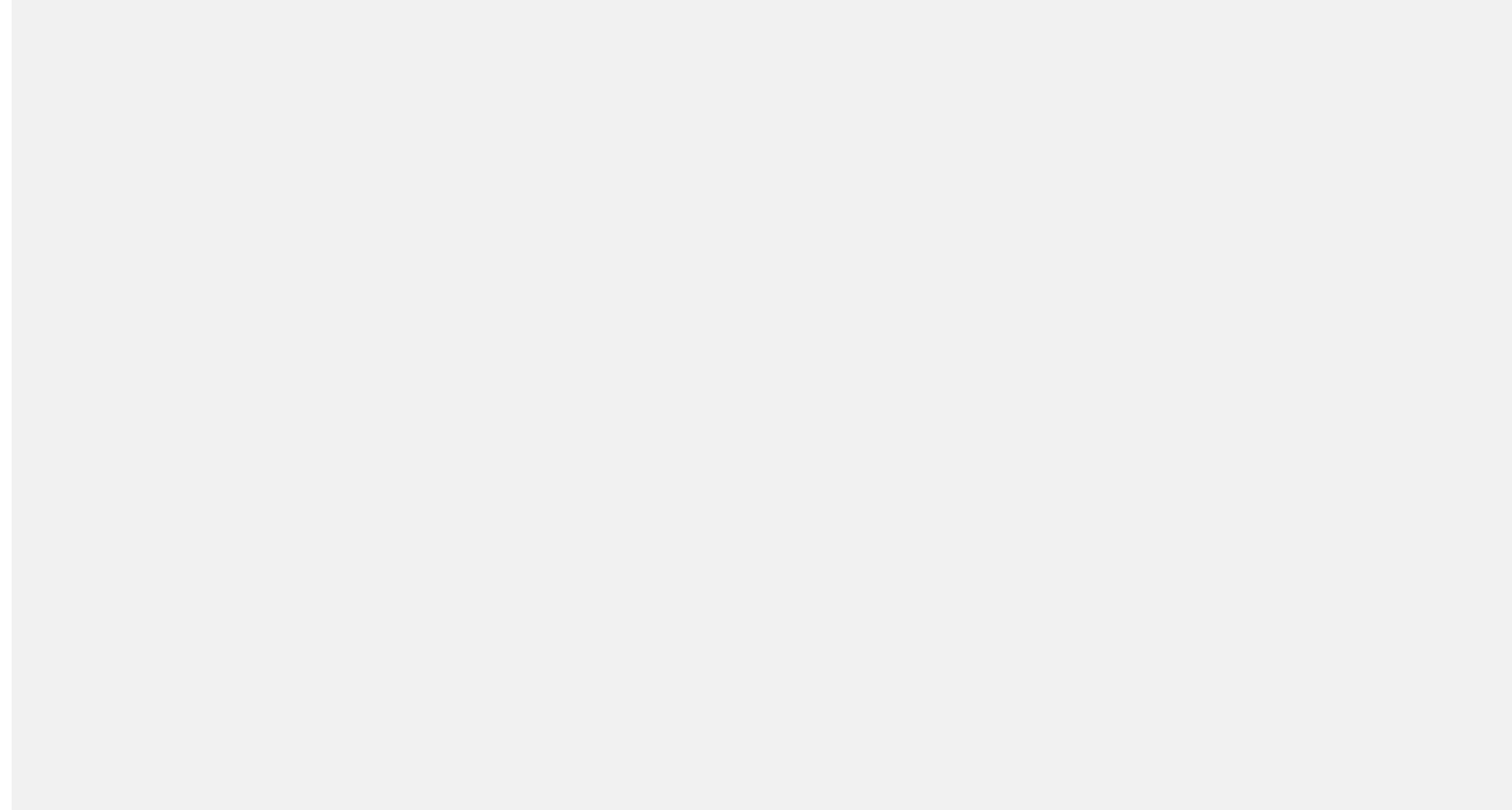
- Goals and Needs:**
- To keep up to date with new policies from the Department of Education
 - Find education statistics for his school district
 - Needs a quick and streamlined experience because his time is limited

- Pain Points:**
- Busy schedule leaves him little time to search the website
 - Dept of Ed website is difficult to navigate and information is lengthy
 - Gregory feels annoyed when he is looking for the new information from the Dept of Ed, but it is difficult to find on their website.

User Flow

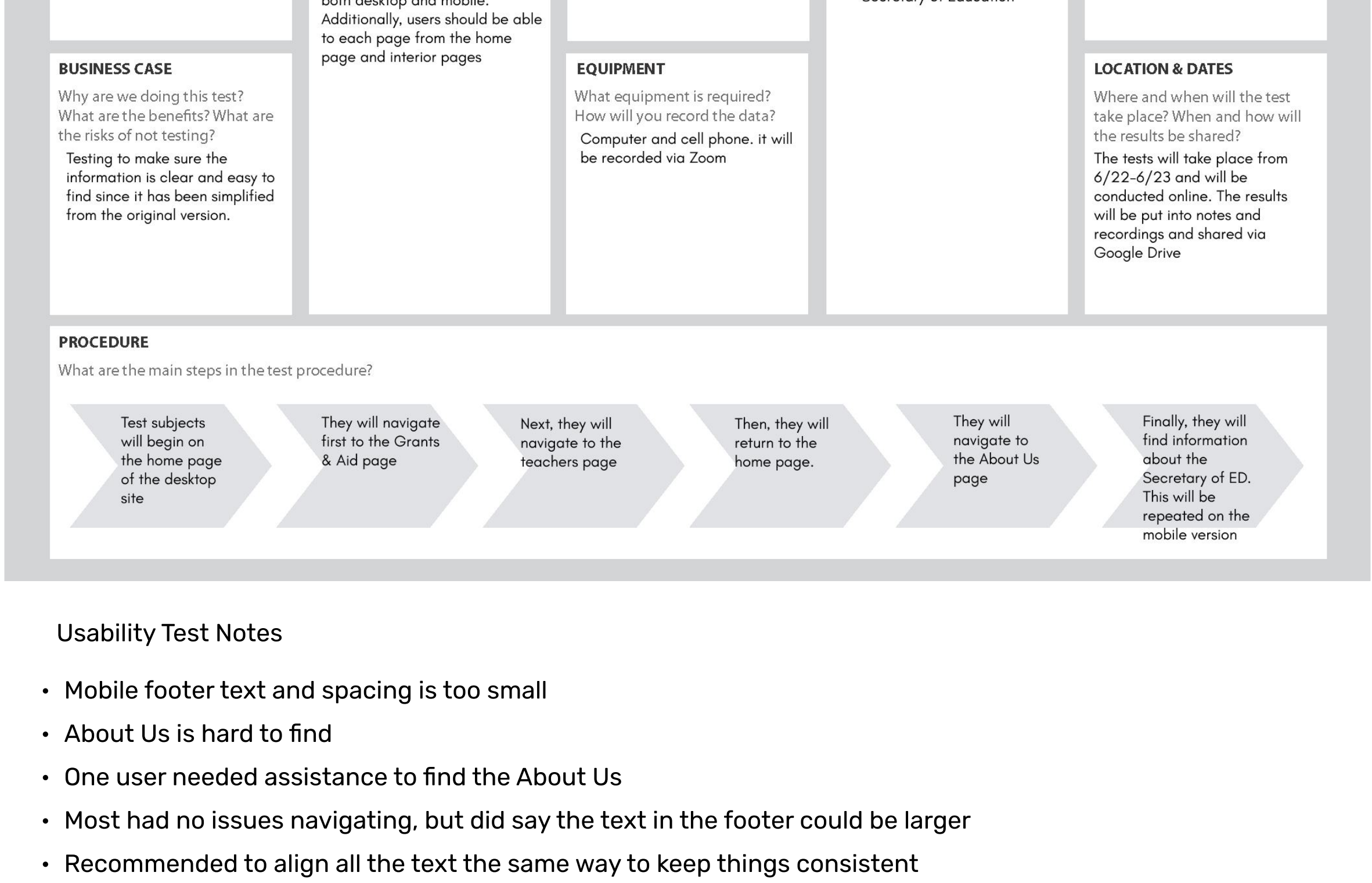


Visual Design & Prototype



<https://www.figma.com/proto/Mu7eIUlrZBAHVN6SB4mS/Agency-Desktop-Prototype?page-id=0%3A1&node-id=83-847&viewport=1116%2C-700%2C-248&t=bnHZchbKIWYDN0Bq-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=83%3A847&show-proto-sidebar=1>

Test: Validation, Usability, Feedback



Usability Test Notes

- Mobile footer text and spacing is too small
- About Us is hard to find
- One user needed assistance to find the About Us
- Most had no issues navigating, but did say the text in the footer could be larger
- Recommended to align all the text the same way to keep things consistent

Challenges & Conclusion

1. Drop Down Navigation on Desktop

Became too redundant and testing showed that users did not like using them. Instead, buttons were used and drop downs were installed on the secondary pages.

2. Text size

The initial text sizes ended up being too small for users and had to be increased, sometime significantly. Next time text size will be tested early on so it is adequate.

In conclusion, this case study points to the importance of an accurate navigation that is easy to use. Doing thorough user testing often is the key to making sure that navigation and heuristics are accurate, simple, and thoughtfully designed.