



UI CASE STUDY – *Department of the Interior*

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User Interface Analysis



Proto Persona

Alison (Ali) Watson

Age: 39

Behavioral Demographics

- Teacher
- In a long-term partnership
- Dog owner
- Lives in Boulder, CO
- An organized planner
- Organic and natural
- Vegetarian
- Minimalist
- Helps to run a community garden
- Recycling is her jam
- Loves volunteering to clean up parks, streams, roads, etc.
- Advocate/leader for climate control
- Loves photography, hiking, and camping



Pain Points

- Official information isn't always easy to find
- Lots of blog posts to sort through
- Sometimes hard to find specific information
- The photo/multimedia area of the DOI website is confusing
- Lots of text and big pictures, but the text sometimes gets lost
- Sometimes hard to get connected in the ways she would like

Potential Solutions

- Make a more beautiful, clear and accessible blog
- Make it easier to pinpoint specific blog posts
- Make the pictures stand out as the focal point but make the text more readable (right now too much text, too wide on the screen)
- Fix the photo section and make photos stand out more (update needed)

Goals & Needs

- Wants to read the latest blog posts on the DOI blog and share them with her classroom
- Wants to find out and remain informed about what the DOI is currently doing
- Wants to read articles about cool new locations she hasn't visited
- Wants to look at beautiful pictures of USA lands



User Path – Wireflows

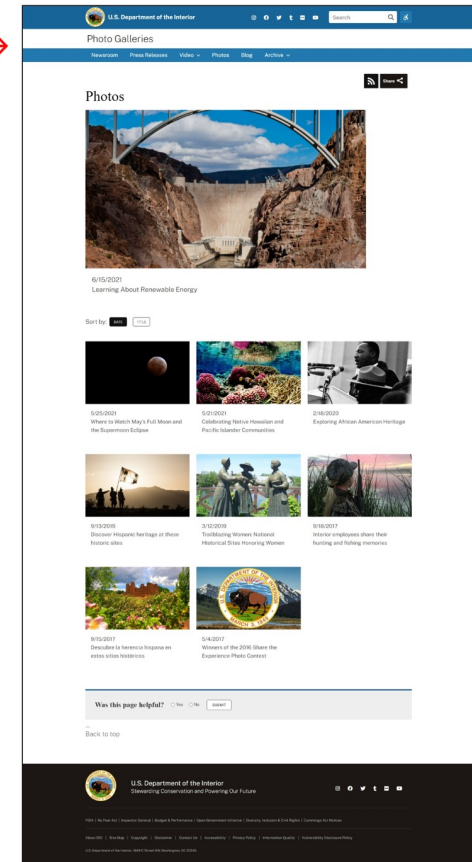
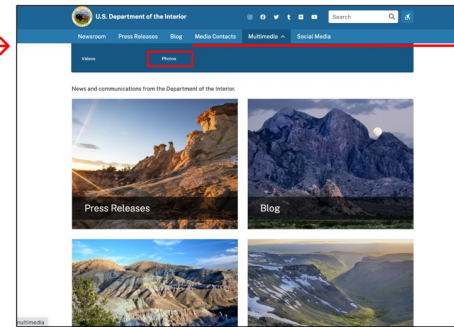
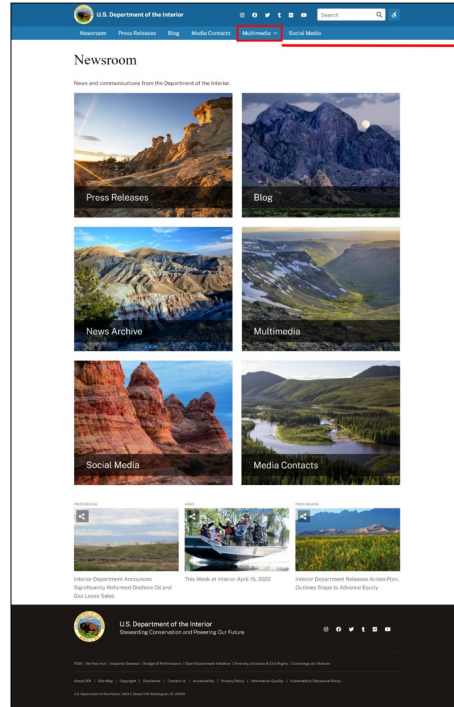
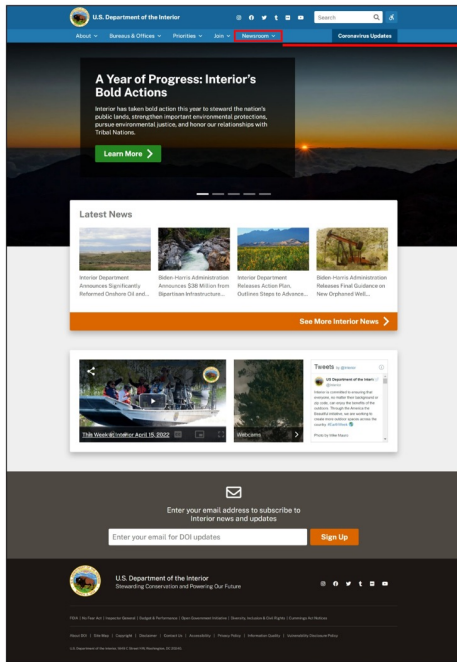
Wireflow for viewing photos:

User clicks on Newsroom

User views Newsroom page
& from there hovers over
Multimedia

User clicks on Photos

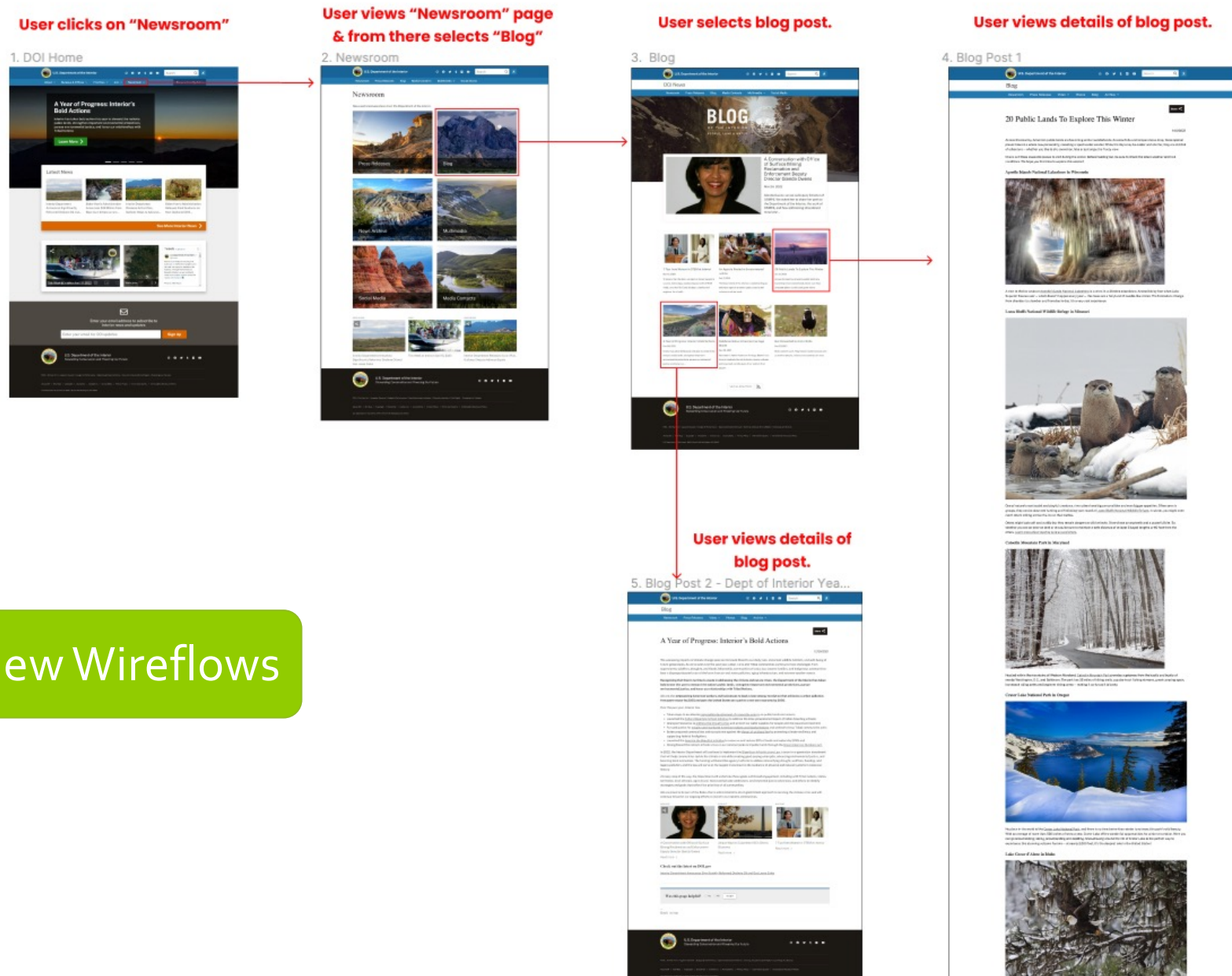
User views photos



Click Here to View Wireflows



User Path – Wireflows (continued)

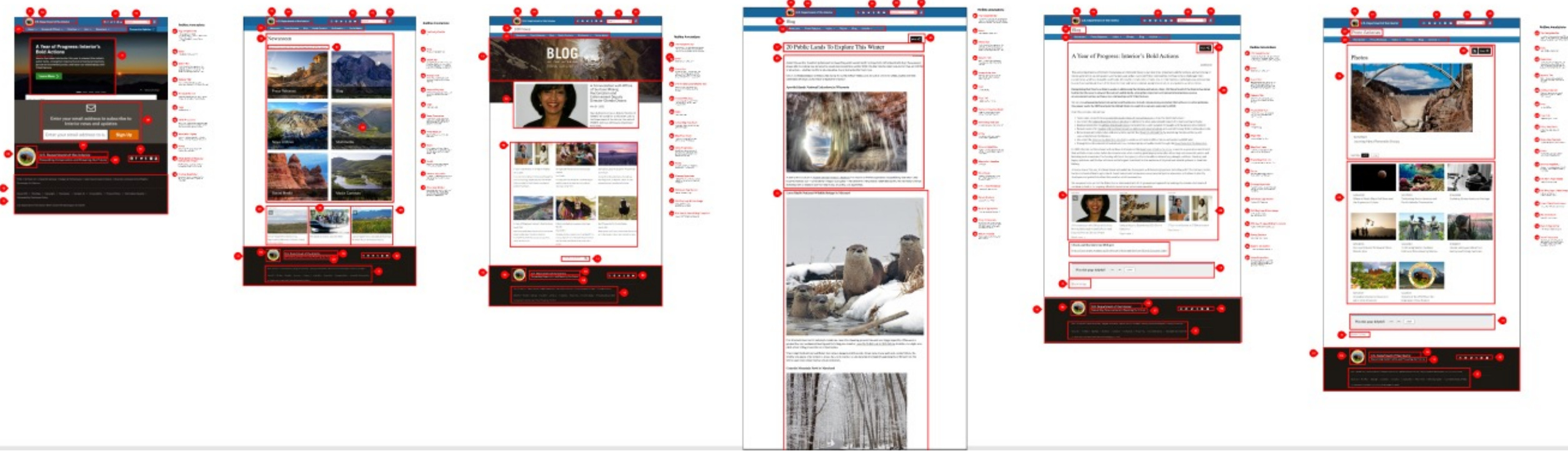


Click Here to View Wireflows



Annotations

Annotations



Click Here to View Annotations



Heuristic Evaluation – Guerilla Testing Pain Points

Major Pain Points:

- the top navigation is sort of jumpy
- main blog page only shows a few articles, need better navigation here
- Found a different pathway to photos that leads to a different place
- Would like to be able to read about locations of interest first instead of seeing all
- blog sorting options don't work very well
- website doesn't make clear what it does
- There should be an introduction to DOI in case a visitor didn't know DOI's purpose
- Feels strongly about having to change url to find
- need a search bar for blog only
- make it easier to read
- User did not notice the lack of LATCH & organizational schemes in the dropdown menus of the top navigation
- Doesnt list lands with numbers just picture in a long list
- Difficult to read the text on blog posts
- Hard to scan through the blog post
- Confusing to understand what they do from first glance at main page
- No idea what the DOI is even after looking through the website
- formatting is inconsistent on blog posts
- Confusing to try to find the photos section
- maybe have search go right to page instead of multiple options
- Text heavy posts (w no pictures) can be far less appealing than posts with pictures

[Click Here](#) to View Complete Heuristic Evaluation (Miro Board)

[Click Here](#) to View Heuristic Evaluation Checklist (Excel File)

[Click Here](#) to View [Usability](#) Test Plan, Notes & Recordings

[Click Here](#) to [View](#) Color Accessibility Tests



Heuristic Evaluation – Color Accessibility Testing

Color Palette that Passed Accessibility Tests



Contrast Ratio that Passed Accessibility Test



Color Blind Safe that Passed Accessibility Test



All Color Palettes Tested that Failed



All Color Accessibility Contrast Ratio Tests that Failed



All Color Blind Safe Tests that Failed



[Click Here to View Complete Heuristic Evaluation \(Miro Board\)](#)

[Click Here to View Heuristic Evaluation Checklist \(Excel File\)](#)

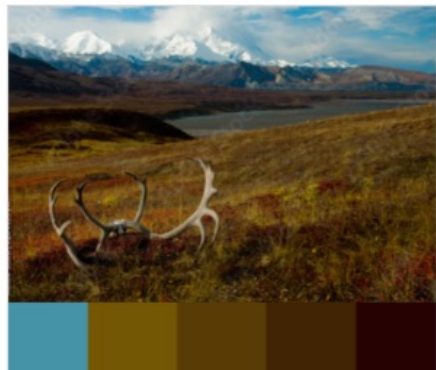
[Click Here to View Usability Test Plan, Notes & Recordings](#)

[Click Here to View Color Accessibility Tests](#)



Moodboard

Click Here to View Moodboard



Heuristic Evaluation – Findings

Findings on why to redesign the navigation on www.doi.gov

- There is no LATCH or legible sequencing of the top or bottom navigations. There's no rhyme or reason appearing. We can redesign it to be more logical to the user.
- The navigation appears to be set up more for the DOI government employee/representative and not the typical web visitor in mind.
- They should feature the public lands and parks more prominently in the navigation versus the various government bureaus & agencies. The navigation should reflect the beautiful photographs of the public lands that appear throughout the website.



Heuristic Evaluation – Findings (continued)

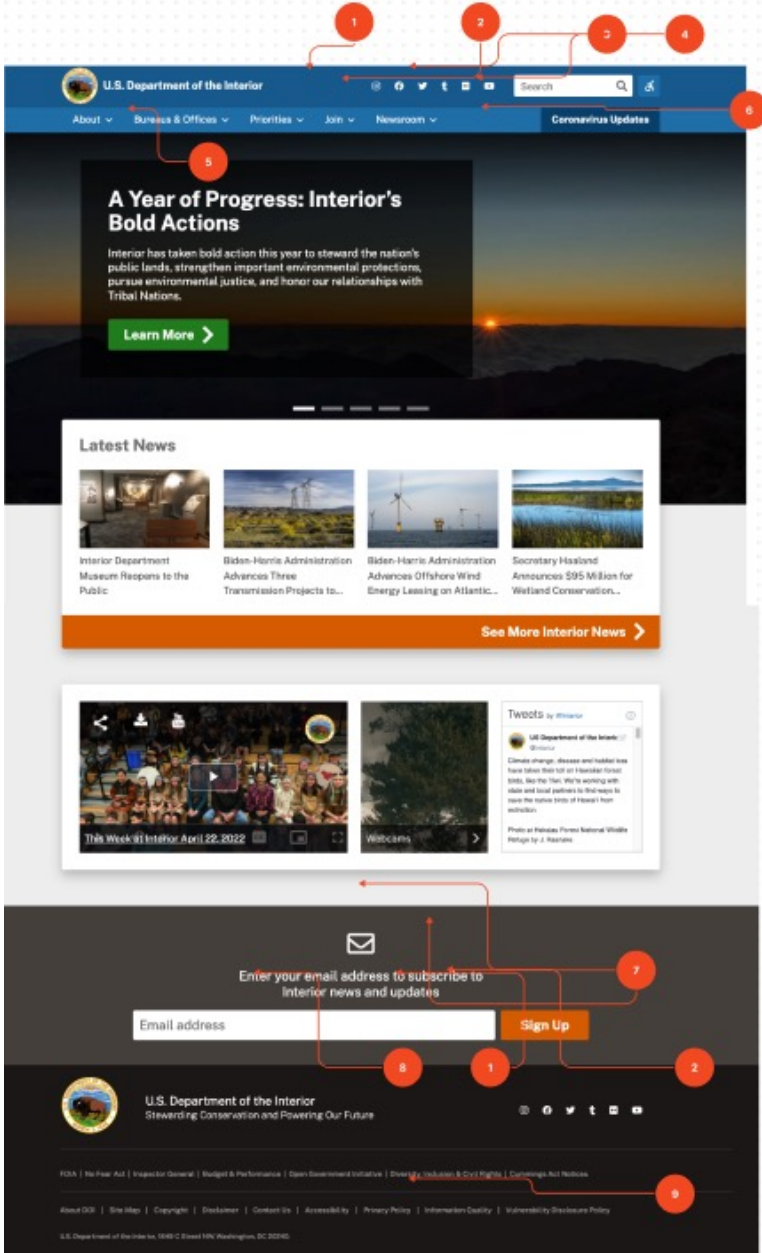
Findings on why to redesign the navigation on www.doi.gov

- The text in the footer is way too small with little contrast. I am certain it wouldn't pass accessibility requirements
- The “join newsletter” chunk is WAY too big. This shouldn't be so prominently placed in this manner
- “Contact Us” should be placed more prominently
- We can organize the navigation content in a more logical/intuitive orientation.



Heuristic Evaluation – Wireflow & Annotations

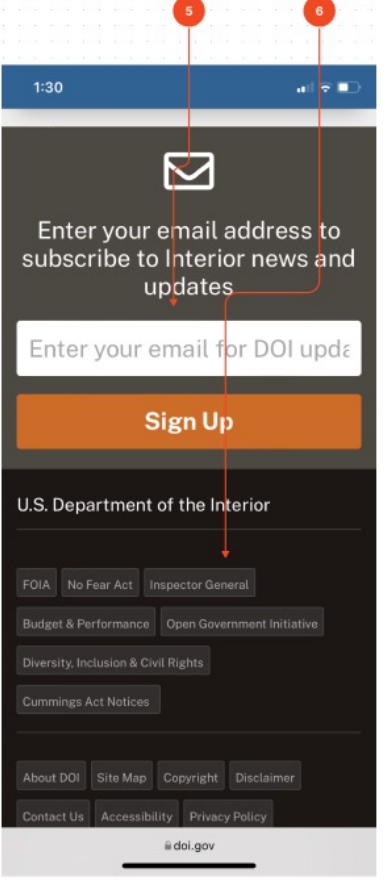
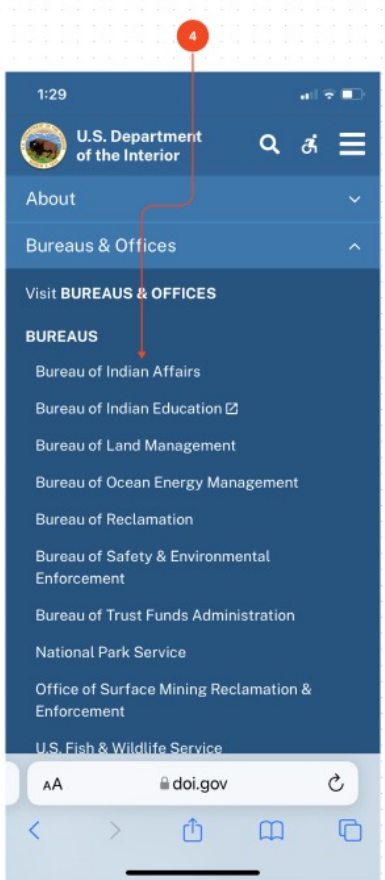
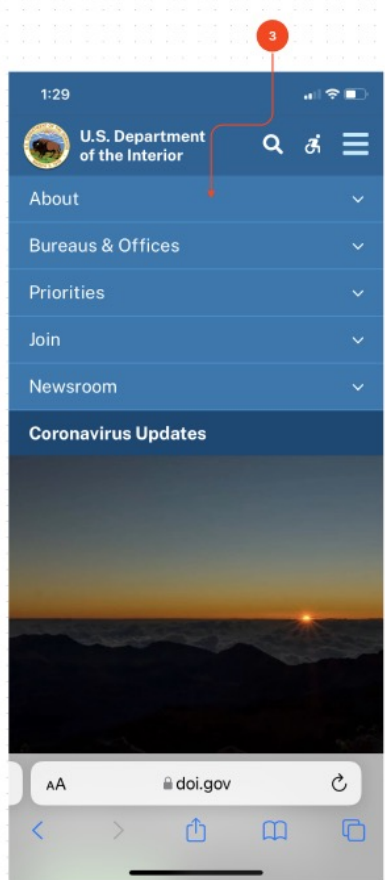
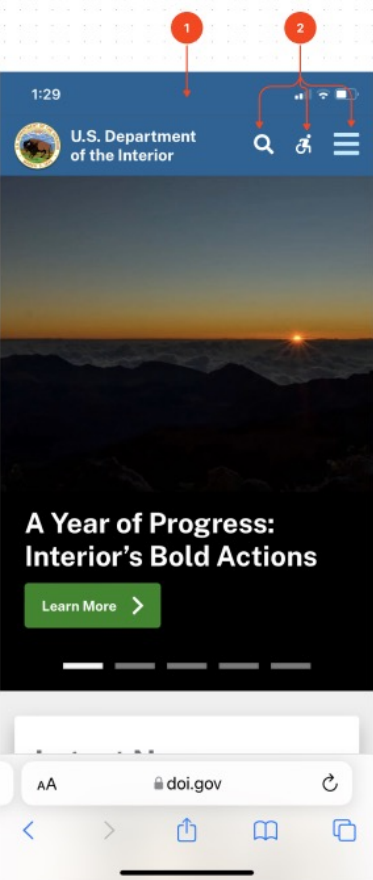
Click Here to View Wireflows



- 1 Social media icons legible & easy to find
- 2 What is this social media icon for? Link is broken
- 3 Search window easy to find, it's often at top right in most websites
- 4 The accessibility icon too close to the search bar. It appears to be part of the same component rather than two separate components/tools.
- 5 These drop down menus are overwhelming with way too many links to read through. Business & Offices is way to big.
- 6 Coronavirus Updates in prominent placement, it pops out.
- 7 This 'Join Newsletter' chunk takes up WAY too much real estate on the page
- 8 Why is mission statement/tagline placed here rather than top of web page?
- 9 This text is WAY too small and hard to read. Doesn't pop off page against that brown color



Heuristic Evaluation – Wireflow & Annotations (mobile)



- 1 Somehow the text and icons pop off this small screen better than on the website
- 2 The separation of these icons makes them pop better on this mobile screen than on website
- 3 Dropdown hamburger menu is nice. Very prominent.
- 4 There are WAY too many links in the collapsible dropdown menus. You have to scroll down to read all of them. "Bureaus" selection has WAY too many links.
- 5 This "Join Newsletter" chunk takes up WAY too much real estate on the page
- 6 Why are there boxes around these words? Are they supposed to be buttons. I looks like bibliography citations or as if you spell-checking something not onscreen links.

Click Here to View Wireflows



Usability Test – Card Sorting

Category	Items	Count
Home	Contact Us Coronavirus Updates	2 items
About	About Interior History of the Interior	2 items
Initiatives	Addressing the Drought Crisis America the Beautiful Clean Energy Future Investing in America's Infrastructure Great American Outdoors Act Pathways Program Strengthening Indian Country Tackling the Climate Crisis Wildland Fire Preparedness	9 items
Indian Affairs	Bureau of Indian Affairs Bureau of Indian Education Office of the Special Trustee for American Indians	3 items
Moved to Third Level of Navigation	Bureau of Land Management Bureau of Reclamation Bureau of Trust Funds Administration Bureau of Safety & Environmental Enforcement Office of the Secretary Office of the Chief Information Officer Office of the Inspector General Office of the Assistant Secretary for Insular & International Affairs Office of Policy, Management & Budget Office of the Solicitor Office of Surface Mining Reclamation & Enforcement Other Interior Offices	12 items
Land Management	Bureau of Ocean Energy Management National Park Service U.S. Geological Survey U.S. Fish & Wildlife Service	4 items
Organization	Bureaus & Offices Interior Leadership Meet the Secretary Past Secretaries	4 items
News	Newsroom Blog Media Contacts Multimedia Press Releases Social Media	6 items
Join	Jobs Veterans Employment Volunteer	3 items
Site Map/Move to Footer	Resources A-Z Employees (FB Page) Library of Policies and Orders Vulnerability Disclosure Policy	4 items
Misc. or Redundant (Not Using)	home page Priorities Join	3 items

[Click Here to View Usability Tests](#)

[Click Here to View Card Sorting & Site Map](#)

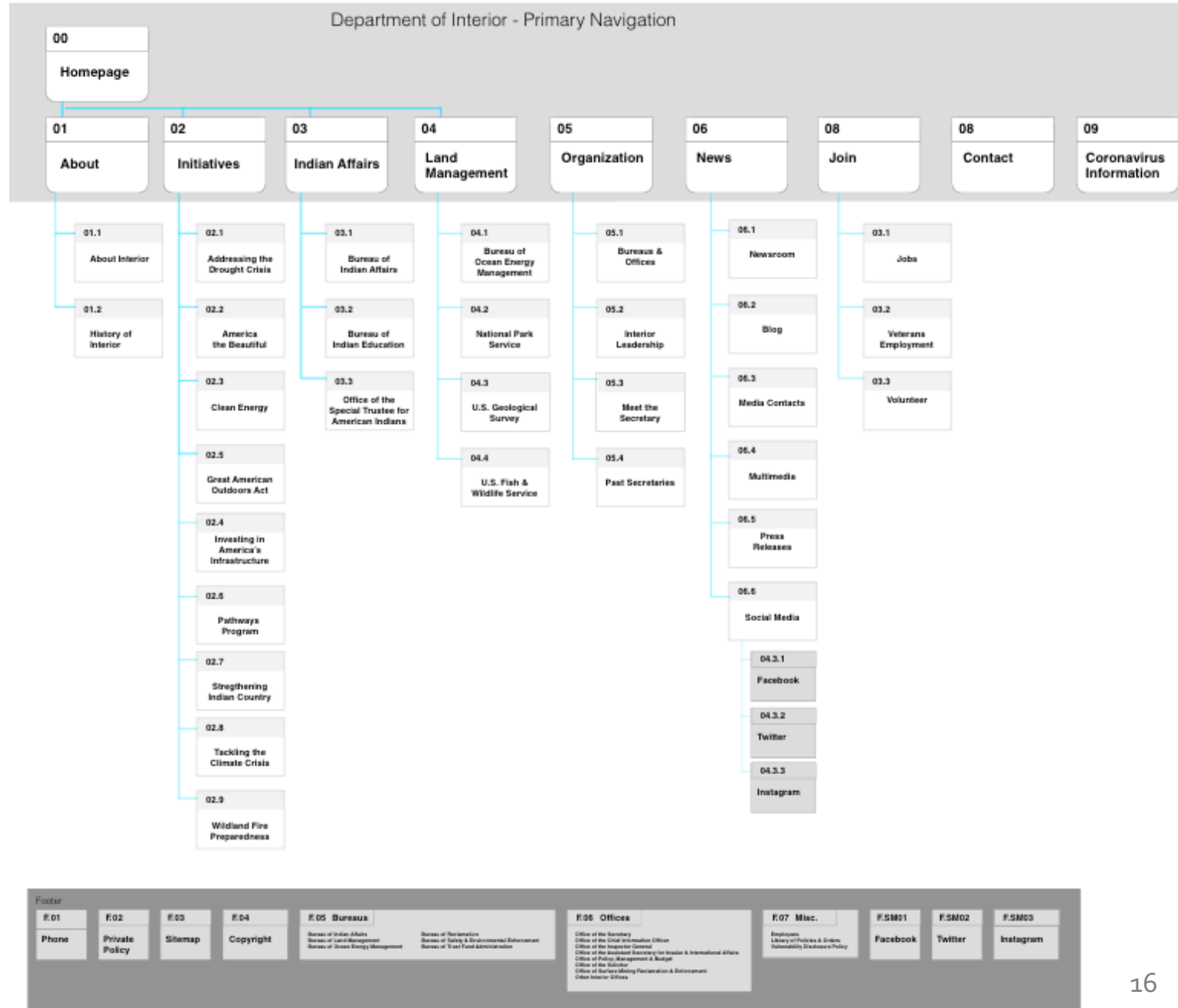


Usability Test – Site Map

Click Here to View [Usability Tests](#)

Click Here to View [Card Sorting Iterations](#)

Click Here to View [Site Map](#)



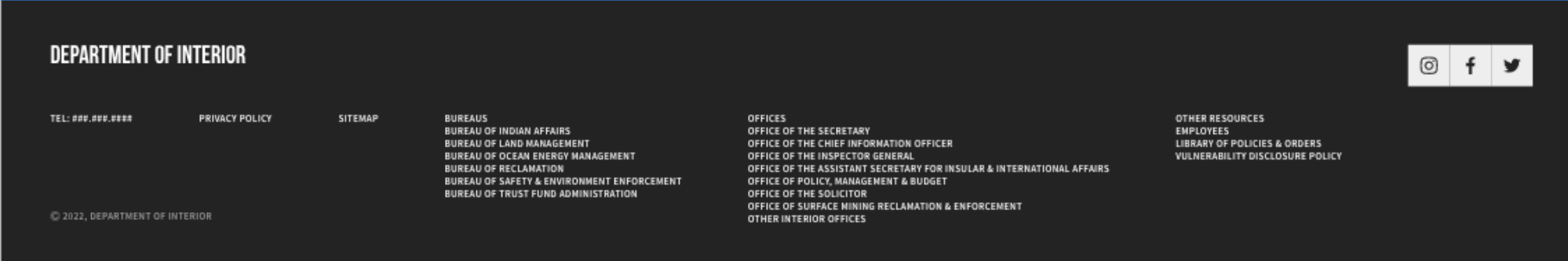
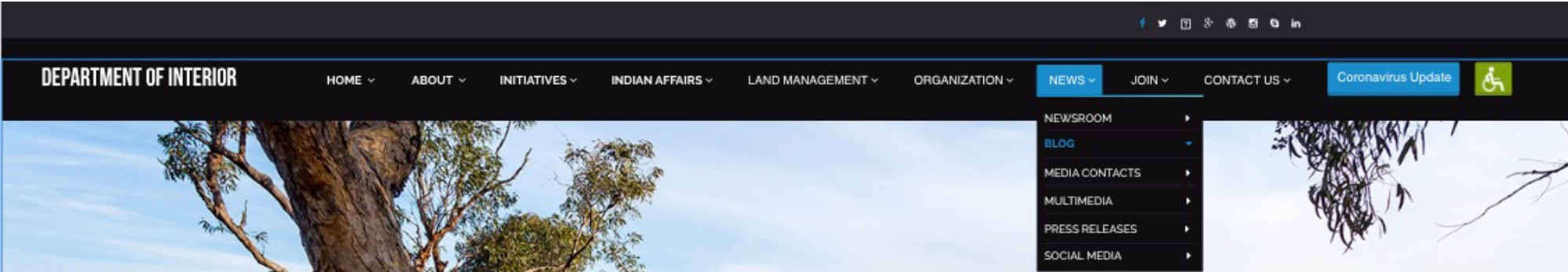
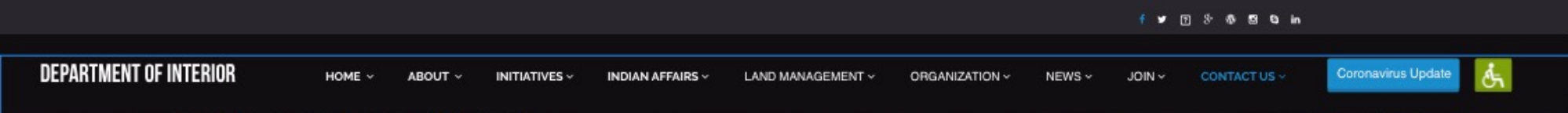
Objectives

Findings on why to redesign the navigation on www.doi.gov

- Creating and iterating header and footer navigation components for both web & mobile.
- Wireframing a homepage navigation system both for web & mobile.
- Creating a clickable prototype for website and its navigation.
- Running 5-second usability tests of said prototype.
- Applying visual design elements to a homepage mockup using your UI Style Guide.



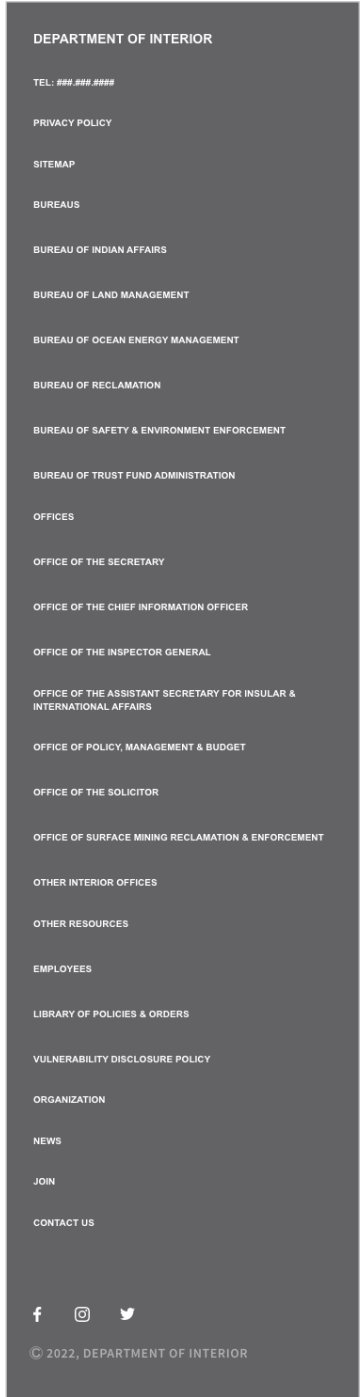
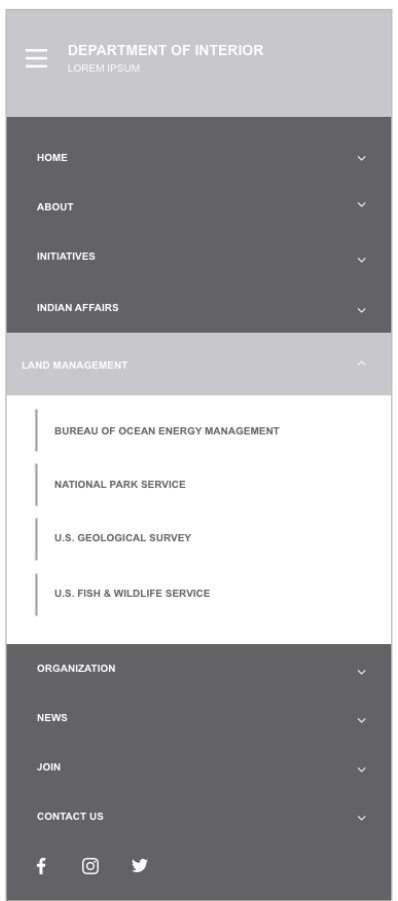
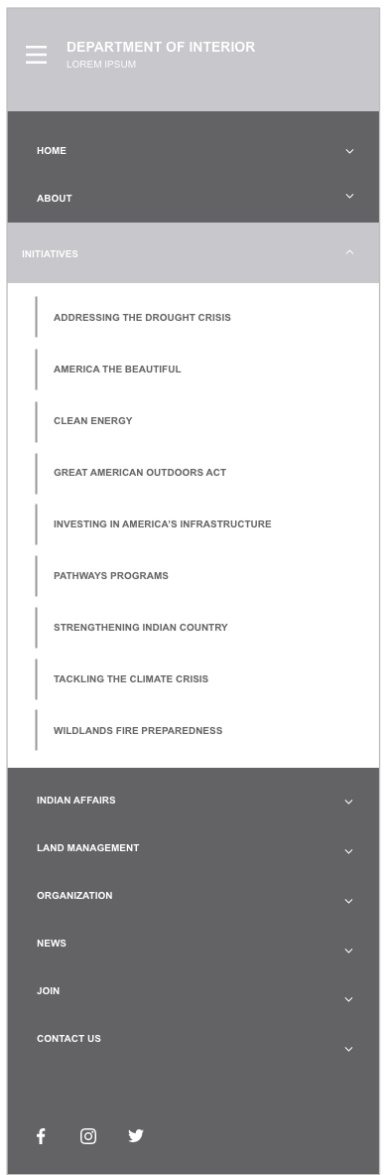
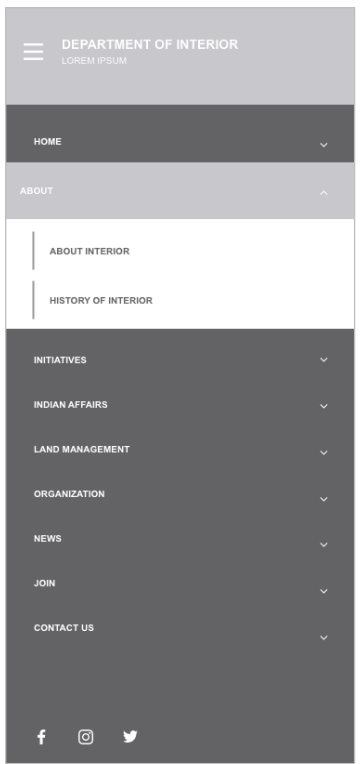
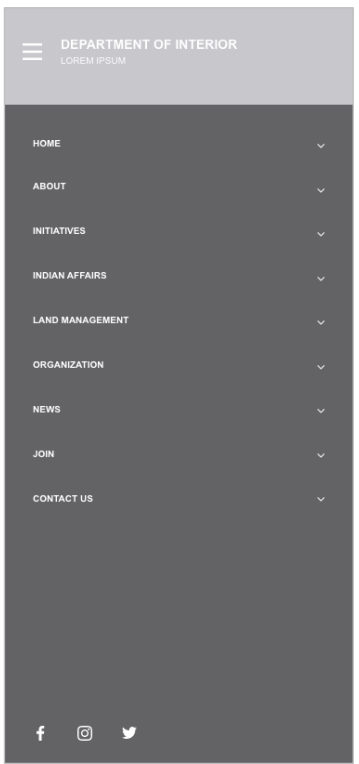
Header Navigation – Web



Click Here to View Prototype



Header Navigation – Mobile



Click Here to View Mobile Navigation Prototype



Style Tile

Click Here to View Style Tile & Style Guide

Click Here to View User Tests



UI STYLE TILE : Title

UI STYLE DIRECTION

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UI Style Adjectives

Clean **Technological**
Modern **Bauhausian** **Swiss Design**

Typography

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Headline (DIN Bold 48 pt)

Sub-headline - (DIN Demi 24 pt)

Headline (Times New Roman Bold 48 pt)

Sub-headline - (Time New Regular 24 pt)

"This is a how you would stylize a meaningful quote"
- Author

(DIN Light Italic 18 pt)

Typography Body Copy

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[This is a regular link](#)

(DIN Reg 14 pt)

BRAND LOGO

— Logo on white — Logo on dark

DEPARTMENT OF INTERIOR

DEPARTMENT OF INTERIOR

Button States

BUTTON DEFAULT

BUTTON DEFAULT

BUTTON DEFAULT

+ BUTTON ICON DEFAULT

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BUTTON DEFAULT

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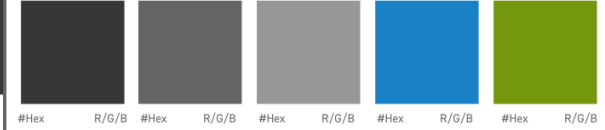
+ BUTTON ICON DEFAULT

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COLOR PALETTE

— Base Colors



Date

COLOR GRADIENT



ACCORDIANS

ITEM 1 +

ITEM 2 +

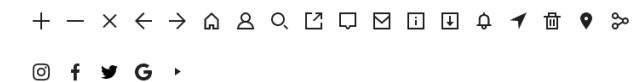
ITEM 1 -

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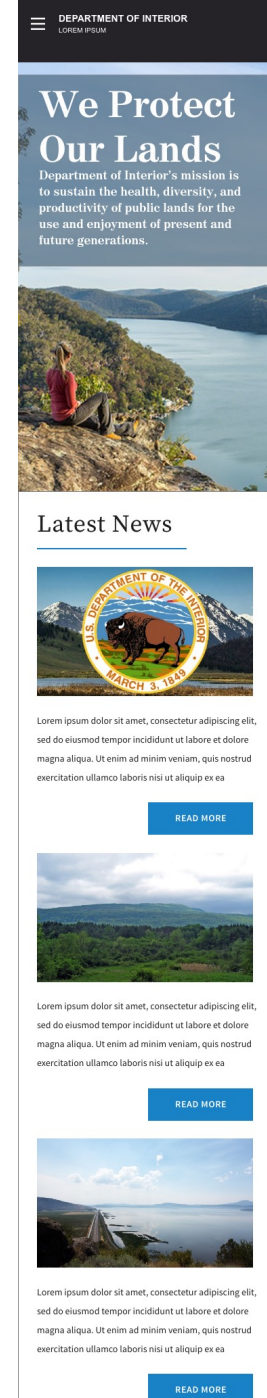
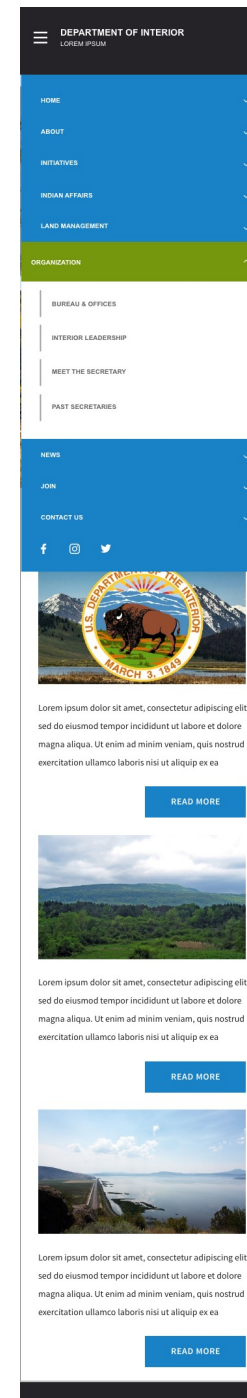
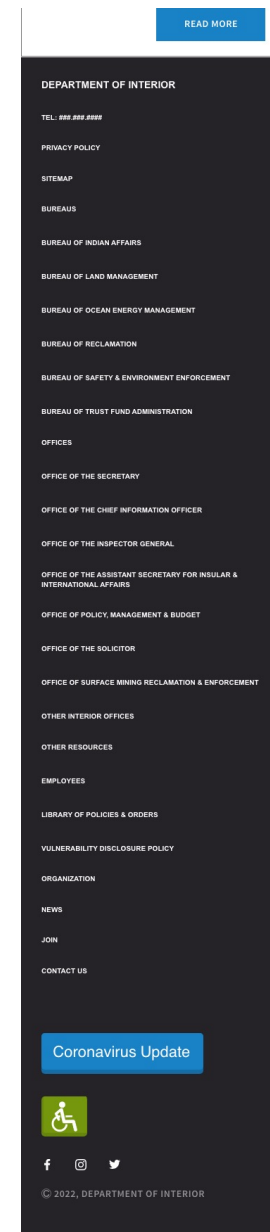
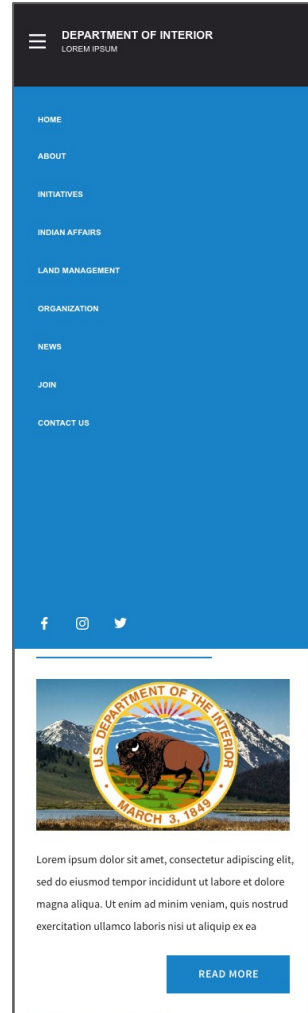
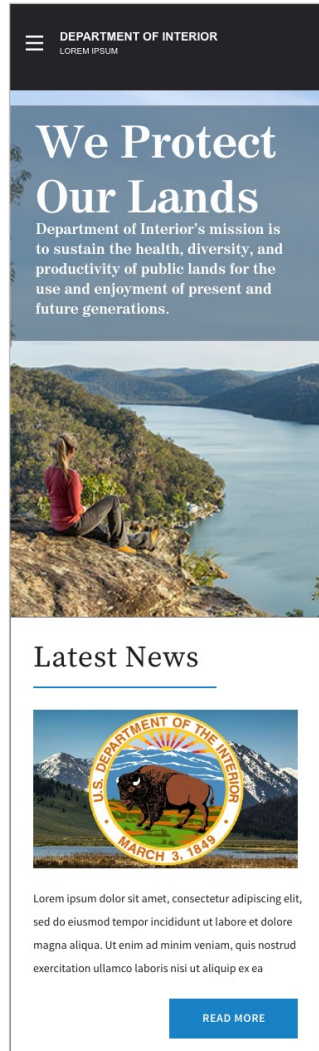
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ICONS

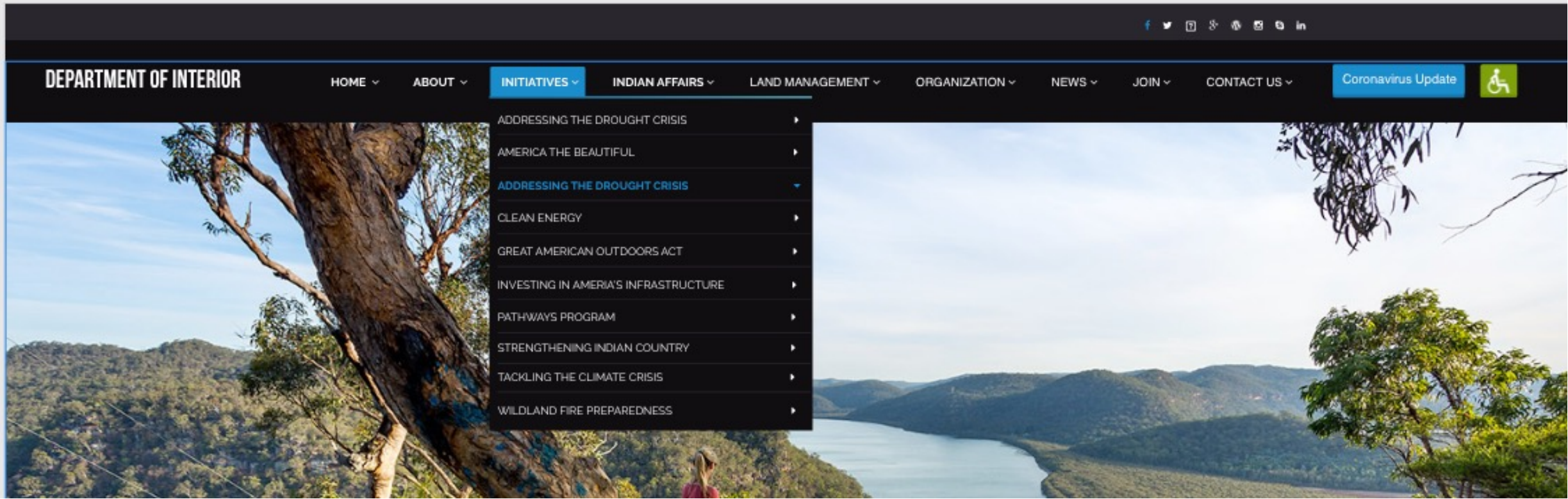


Header Navigation – Mobile High Fidelity



Click Here to View High Fidelity Mobile Navigation Prototype

DOI.gov Navigation Redesign & Prototype



[Click Here to View Navigation Prototype](#)

