Reimagined:

Introducing a new USA.gov and USAGov en Español

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USAGov creates and organizes timely, needed government information and services and makes them accessible anytime, anywhere, via your channel of choice.

Established in 1970 to distribute government consumer publications

Today

- USA.gov and USAGov en Español

- USAGov Contact Center (phone and web chat)

- Public Engagement / Outreach Channels (social media and email)

- Within TTS Solutions, part of the Public Experience Portfolio (along with vote.gov and Search.gov)

New sites launched in April 2023

FDLP Academy 2023
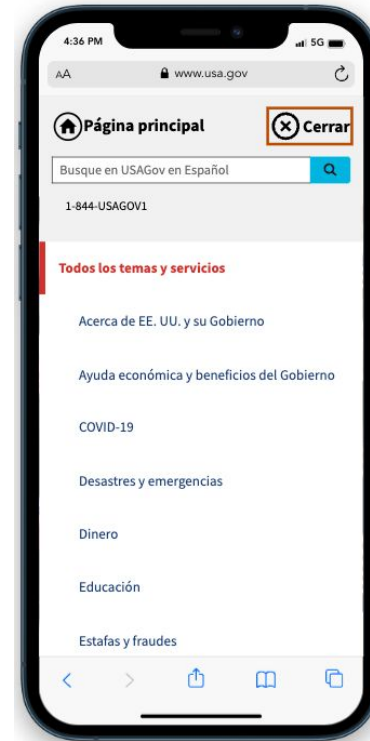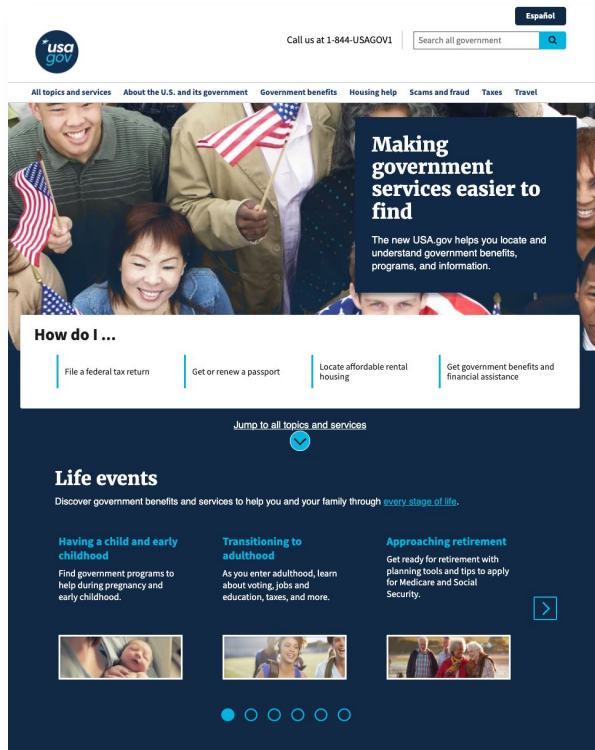
Key opportunities

- **Redefining content scope -** focusing on top tasks based on users' needs (one user intent per page)

- **Improving content findability and reducing duplication -** shaping how the content is organized and labeled to facilitate user navigation and SEO

- **Offering new ways to present content -** exploring interactive elements to help people find their answers more quickly

- **Reducing page length -** especially problematic for mobile users

Human-Centered Design is a creative problem-solving process that begins with understanding human needs and ends with innovative solutions to address those needs.

New approach to content

- **Human centered -** based on qualitative and quantitative data (survey comments, usability tests, contact center interactions)

- **Actionable -** use design system that includes buttons, process lists, tables to deliver on user needs

- **Interactive -** developed tools that allow users to find their elected officials or determine where to report scams

- **Iterative -** continue to apply user feedback to drive future improvements

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USAGov content design process

Cross functional teams

Deep dive into data to learn about audience and intents

Develop prototypes

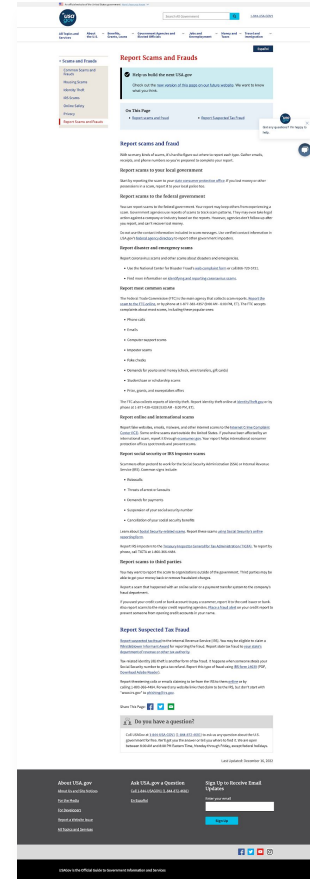Cross functional teams

Data informed our decisions

We saw …	So we decided on …
Increased mobile visits Increased page length/time spent on page	Shorter pages with fewer links
Survey comments -- disappointed/not finding what they need or expected	Page titles that don't over-promise Simpler writing with easy-to-find information like: ● More structured content ● Actionable visual cues
Increase web traffic, contact center calls/chats, and searches about reporting scams and contacting elected officials - determined as top tasks for USAGov users.	2 interactive tools: ● Wizard to help users report scams ● Form to help users find their elected officials

Report a scam tool

Report a scam tool

Defining the problem:

- The page content is complex

- Plus the page is long and pretty dense

- And the user could be in an emotional state

Building the tool

Testing a mobile prototype with a user
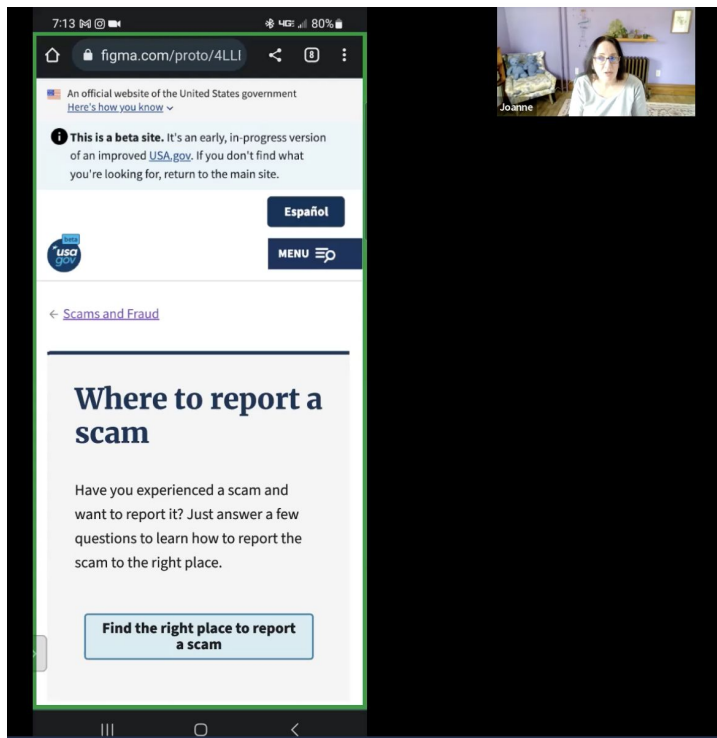
Moderator: "Do you prefer the shorter screen, to the point or do you feel like that little bit of extra information would be helpful?"

User: "To a person in this situation I think less is more. If you're having to look through too much information, you start getting a little confused and you even start panicking. The shorter version is right to the point and let's me know what needs to be handled"

What we learned from the scams wizard usability testing

1

Participants highlighted the emotional stage and stressful times when experiencing a scam.

2

By removing unnecessary wording and creating a cleaner wizard, the participants felt calmer.
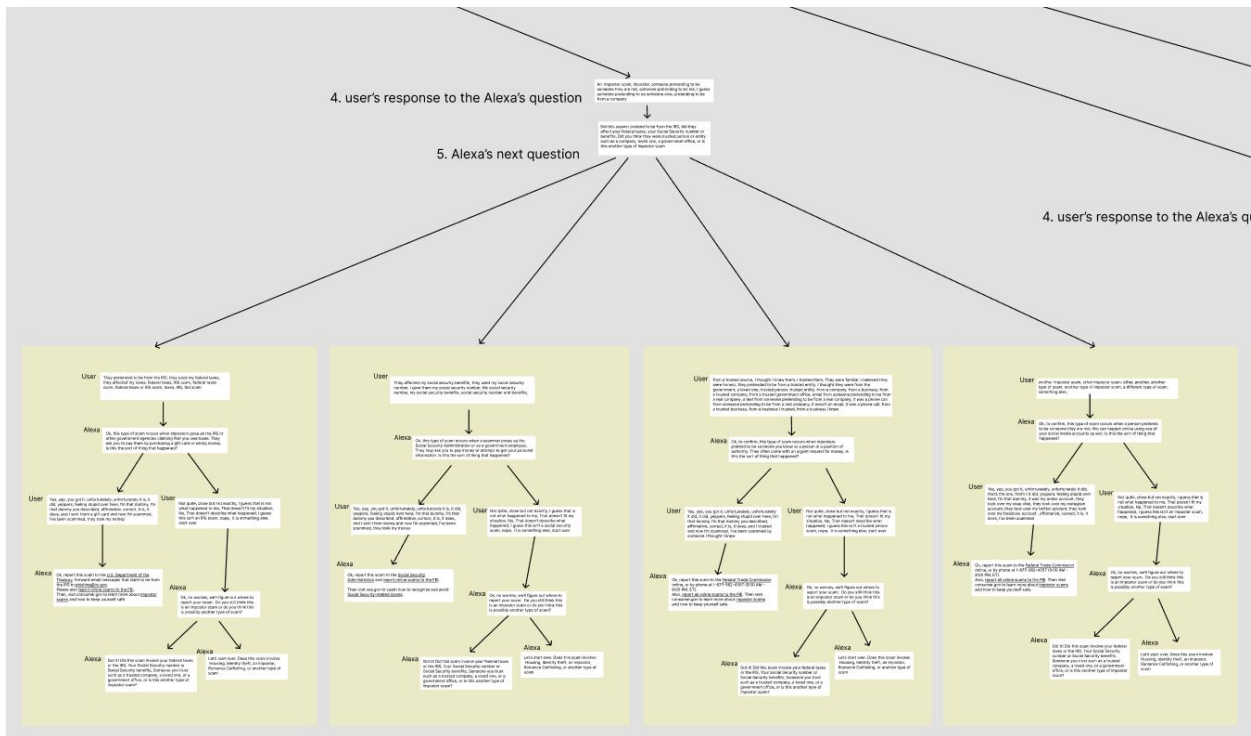
3

Most participants prefer the scams wizard because is intuitive, clear, simple, and useful.

Adapting for voice interface

Conversation design

Contact elected officials

Contact elected officials tool

Find and contact elected officials

Get the names and contact information for the people who represent you on the federal, state, and local levels.

Information about elected officials is provided by the Google Civic Information API. USAGov does not guarantee the accuracy of results.

Enter your physical address in the form below in order to get a list of elected officials at the federal, state, and local levels.

Please complete the fields below. **All fields are required.**

Street address

City

State

ZIP code

We will never sell your personal information. Learn how USA.gov protects your privacy.

Find my elected officials

Finding state representative on current USA.gov

Too many steps

1   [USA.gov Contact Elected Officials](#)

2   [Congress.gov State Legislature Websites](#)

3   Choose Georgia

4   [Georgia General Assembly](#)

5   House of Representatives [top nav]

6   [All Representatives](#)

7   List of Georgia House of Representatives

Participants were confused about which representative was in their district (Atlanta, GA)

There are 14 representatives for Atlanta, GA, but participants:

- Didn't have a clear understanding that they were represented by only one of these people

- Were unable to determine which person represented them, because they didn't know their voting district number

- Three participants tried to figure out their voting district number, but were unable to learn it

	Roger Bruce	Democrat	61	Atlanta
	Park Cannon	Democrat	58	Atlanta
	David Dreyer	Democrat	59	Atlanta
	Becky Evans	Democrat	83	Atlanta
	Stacey Evans	Democrat	57	Atlanta
	Scott Holcomb	Democrat	81	Atlanta

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Participants preferred using the Contact Elected Official tool

- Liked all the contact information offered in the accordions

- Correctly identified their state representative:
  - 1 of 9 participants on current USA.gov
  - 9 of 9 participants on beta.usa.gov

- Identified their representative **57% faster** than without the tool. Participants **saved 5:09**

"This is way better, much easier to find the information I was looking for. It was a no brainer really it wouldn't get any easier than that this… a lot of good information here if you want to go contact this individual."

Tour of the websites

Let's start with the homepage: [usa.gov](usa.gov)

New elements on content pages

- **SNAP** [button]

- **How to get a Social Security card** [process list]

- **Job training** [accordions]

Guiding through directories

- **<u>Federal agency directory</u> -** pick an agency

- **<u>State government directory</u> -** pick a state

Highlighting key life moments

- Main navigation page: **usa.gov/life-events**

- Example: **Transitioning to adulthood**

Promoting the new websites - reintroducing USAGov

- Included an active shift to self promotion, showing the audience what they can expect from **USA.gov and USAGov en Español**

- Shifting to first-person language **("we, us, our")**, rather than the standard outside-looking in, second-person narrative ("you, your")

- Created a phased, goal-oriented approach starting with beta sites in fall 2022:
  - **Raise awareness**
  - **Gather feedback**
  - **Take action**
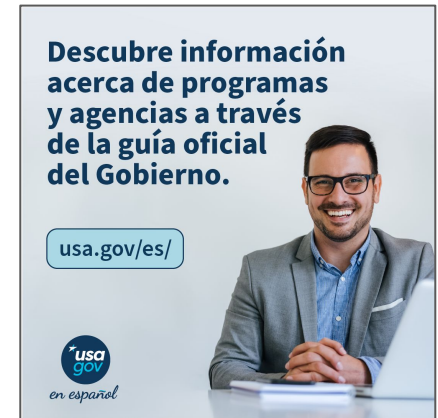
Promoting the new websites - still your guide

- Create once, repeat many approach - adapting messages **across social media platforms**, email marketing, and in English and Spanish

- Focus on top tasks and action-oriented language - **shift from "we" to "you"** back to what people expect from USAGov

- Adapt to data
    - **Website search terms**
    - **Contact center inquiries**
    - **Social media trends**

Questions?

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