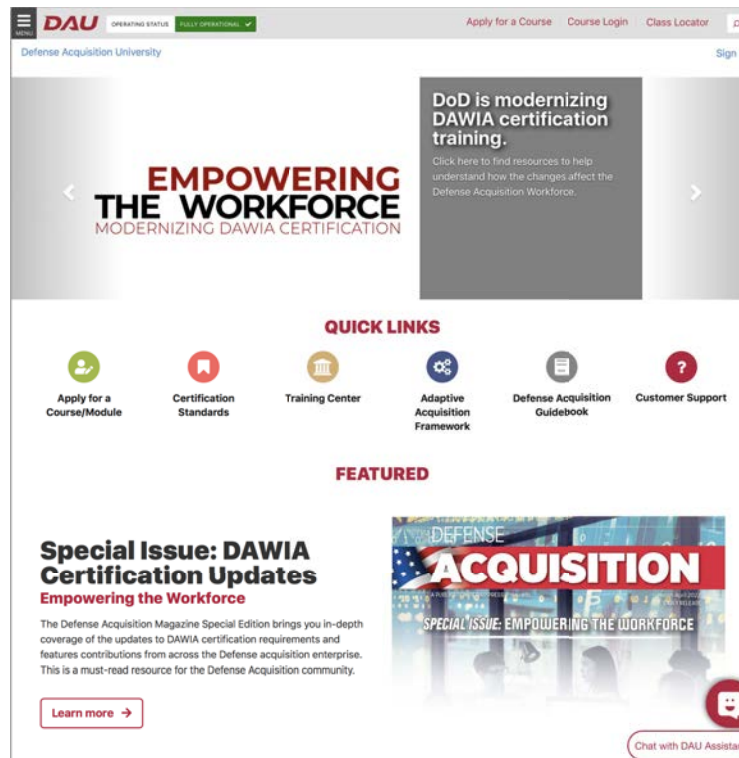


# MAKE THIS BETTER



**WHO ARE WE  
DESIGNING FOR?**



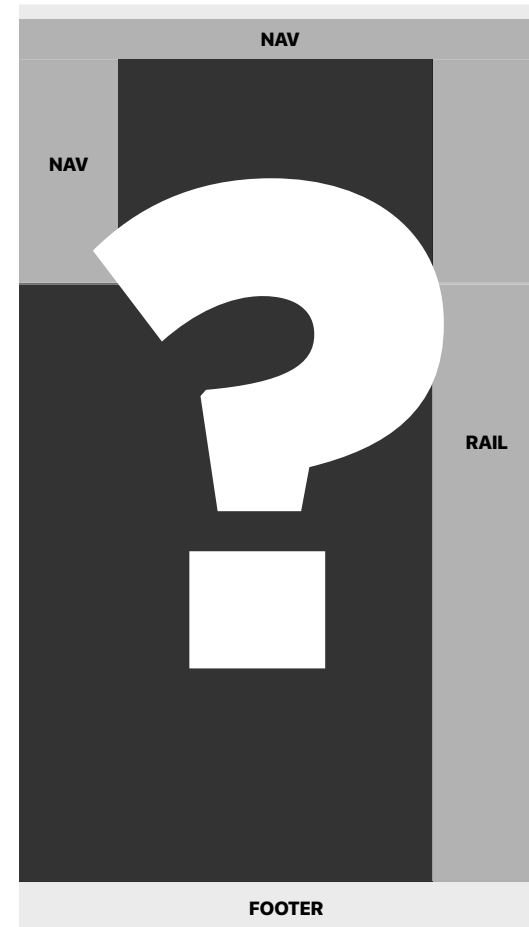
# WHO ARE WE DESIGNING FOR?

## QUESTIONS:

- / Does the information architecture make sense?
- / What is our grid structure?
- / What is our navigational strategy?

## AREAS OF FOCUS:

- / Navigation Techniques
- / Footer Techniques

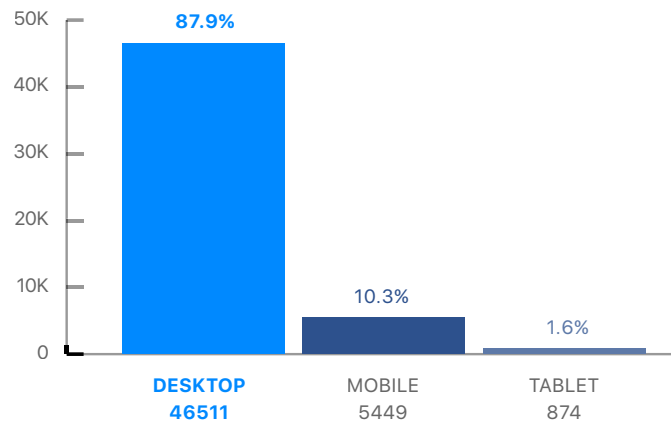


*Hypothetical Page Structure*

# WHO ARE WE DESIGNING FOR?

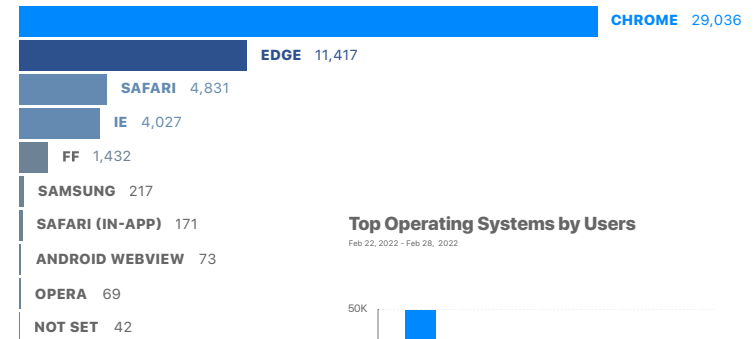
## Top Device Category by Users

Feb 16-22 2022



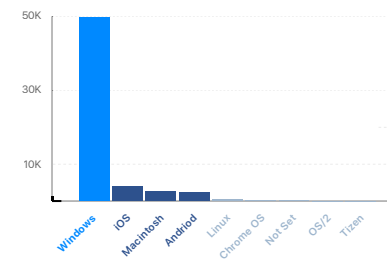
## Top Browser by Users

Aug 18 - 24, 2022



## Top Operating Systems by Users

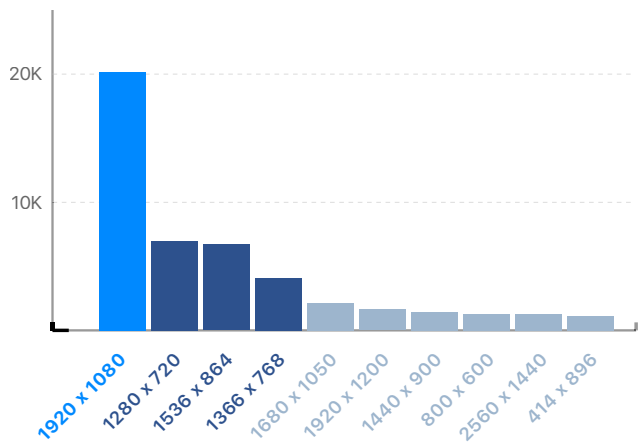
Feb 22, 2022 - Feb 28, 2022



# WHO ARE WE DESIGNING FOR?

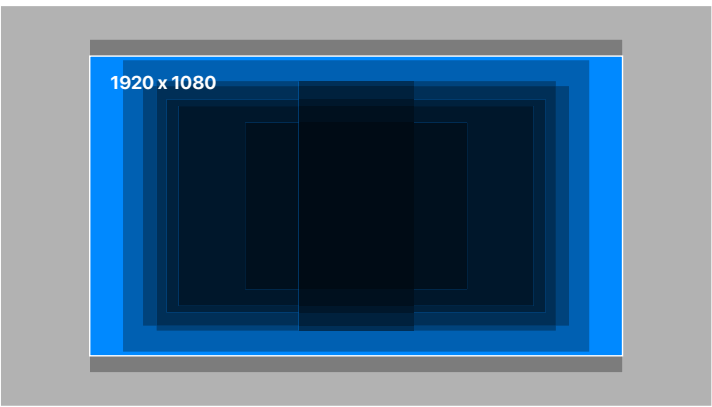
## Top Screen Resolutions by Users

Feb 22, 2022 - Feb 28, 2022



## Top Screen Resolutions by Users

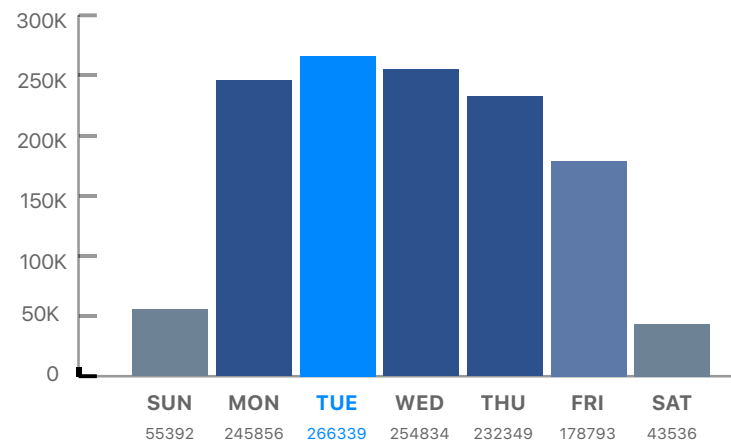
Feb 22, 2022 - Feb 28, 2022



# WHO ARE WE DESIGNING FOR?

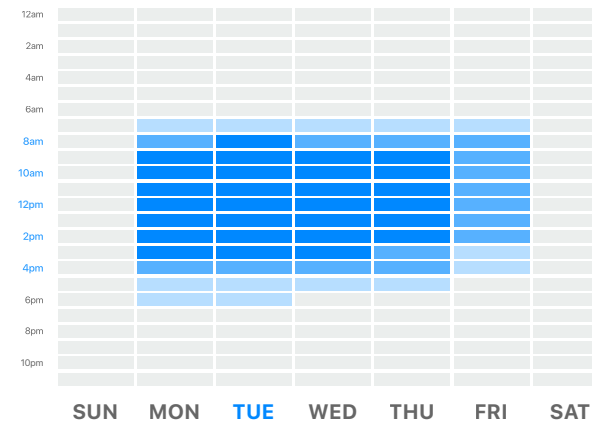
## Top Day of Week by Users

Aug 1, 2021 - Jan 31, 2022



## Users by Time of Day

Aug 1, 2021 - Jan 31, 2022



# WHO ARE WE DESIGNING FOR?

## Acquisition Channels

Feb 16-22 2022

### ORGANIC SEARCH



### REFERRAL



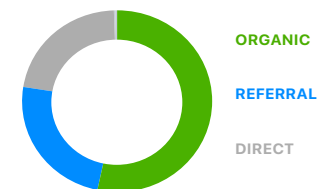
### DIRECT



### SOCIAL



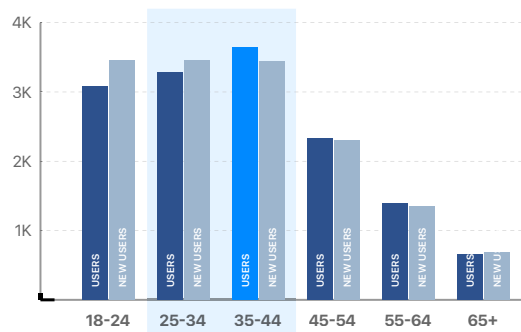
### EMAIL



# WHO ARE WE DESIGNING FOR?

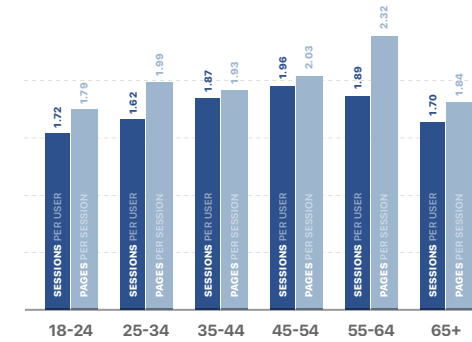
## Female Audience: Users vs. New Users

Jan 29, 2022 - Feb 27, 2022



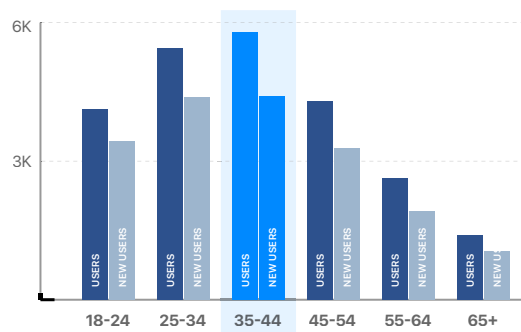
## Female Audience: Sessions per User vs. Pages per Session

Jan 29, 2022 - Feb 27, 2022



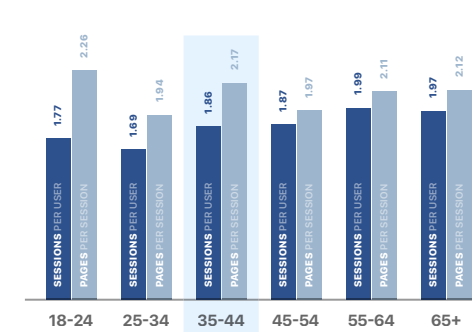
## Male Audience: Users vs. New Users

Jan 29, 2022 - Feb 27, 2022



## Male Audience: Sessions per User vs. Pages per Session

Jan 29, 2022 - Feb 27, 2022

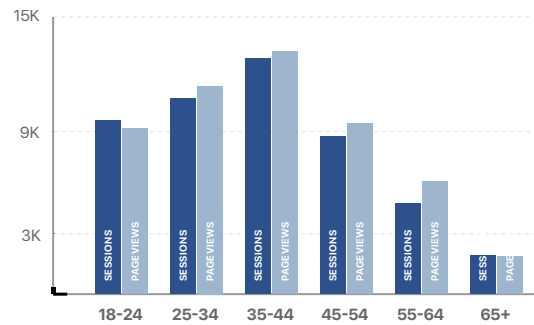




# WHO ARE WE DESIGNING FOR?

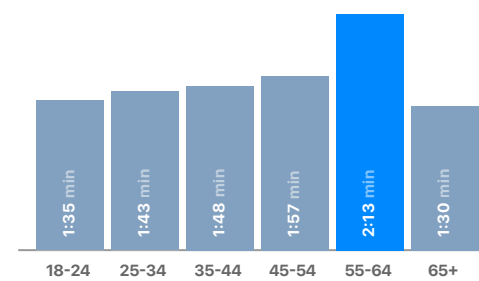
## Female Audience: Sessions vs. Pageviews

Jan 29, 2022 - Feb 27, 2022



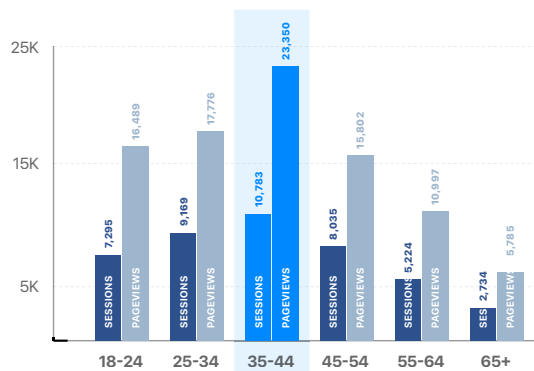
## Female Audience: Average Session Duration

Jan 29, 2022 - Feb 27, 2022



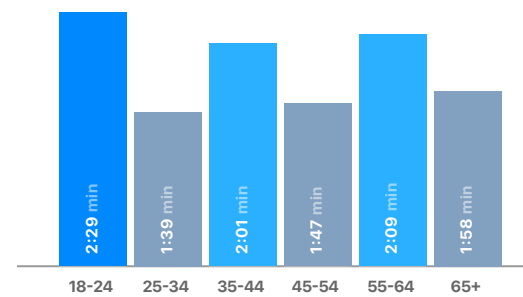
## Male Audience: Sessions vs. Pageviews

Jan 29, 2022 - Feb 27, 2022



## Male Audience: Average Session Duration

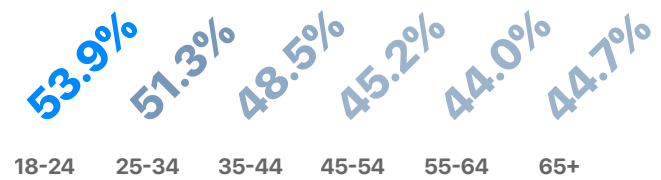
Jan 29, 2022 - Feb 27, 2022



# WHO ARE WE DESIGNING FOR?

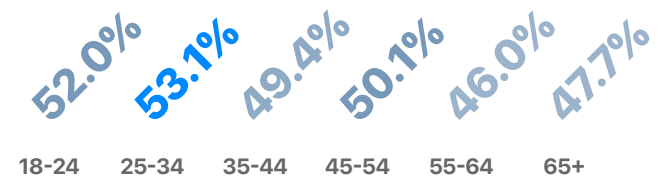
## Female Audience: Bounce Rate

Jan 29, 2022 - Feb 27, 2022



## Male Audience: Bounce Rate

Jan 29, 2022 - Feb 27, 2022



# LEVERAGE THE KIT

## US WEB DESIGN SYSTEM



The screenshot displays the U.S. Web Design System (USWDS) website. The top navigation bar includes links for 'How to use USWDS', 'Design principles', 'Components', 'Design tokens', 'Utilities', 'Templates', and 'About'. A search bar and buttons for 'Read website standards' and 'Download' are also present. The main content area features a hero section with the text 'A design system for the federal government.' and 'We make it easier to build accessible, mobile-friendly government websites.' Below this, there are buttons for 'Get started' and 'Why use USWDS?'. The 'Components' section is highlighted, showing a list of components on the left and a detailed view of the 'Components' section on the right. The 'Components' section includes a search bar, a list of 44 components found, and a grid of component cards with descriptions and examples.

**Components**

USWDS components are simple and consistent solutions to common user-interface needs.

**Find a USWDS component**

Filter by name and keyword

44 components found

See the [packages](#) section to learn how to import only the components your project needs.

Accordion	Alert	Banner
An accordion is a list of headers that hide or reveal additional content when selected.	An alert keeps users informed of important and sometimes time-sensitive changes.	Banners identify official websites of government organizations in the United States. They also help visitors understand whether a website is official and secure.
<b>Breadcrumb</b> Breadcrumbs provide secondary navigation to help users understand where they are in a website.	<b>Button group</b> A button group collects similar or related actions.	<b>Button</b> A button draws attention to important actions with a large selectable surface.
<b>Card</b> Cards contain content and actions about a single subject.	<b>Character count</b> Character count helps users know how much text they can enter when there is a limit on the number of characters.	<b>Checkbox</b> Checkboxes allow users to select one or more options from a list.

# DESIGN TRACKS

CURRENT AREAS OF FOCUS

## PAGE STRUCTURE

Grid, responsiveness, breakpoints, and more

## NAVIGATION HEADER

Consolidated nav items, navigational display, and more

## NAVIGATION FOOTER

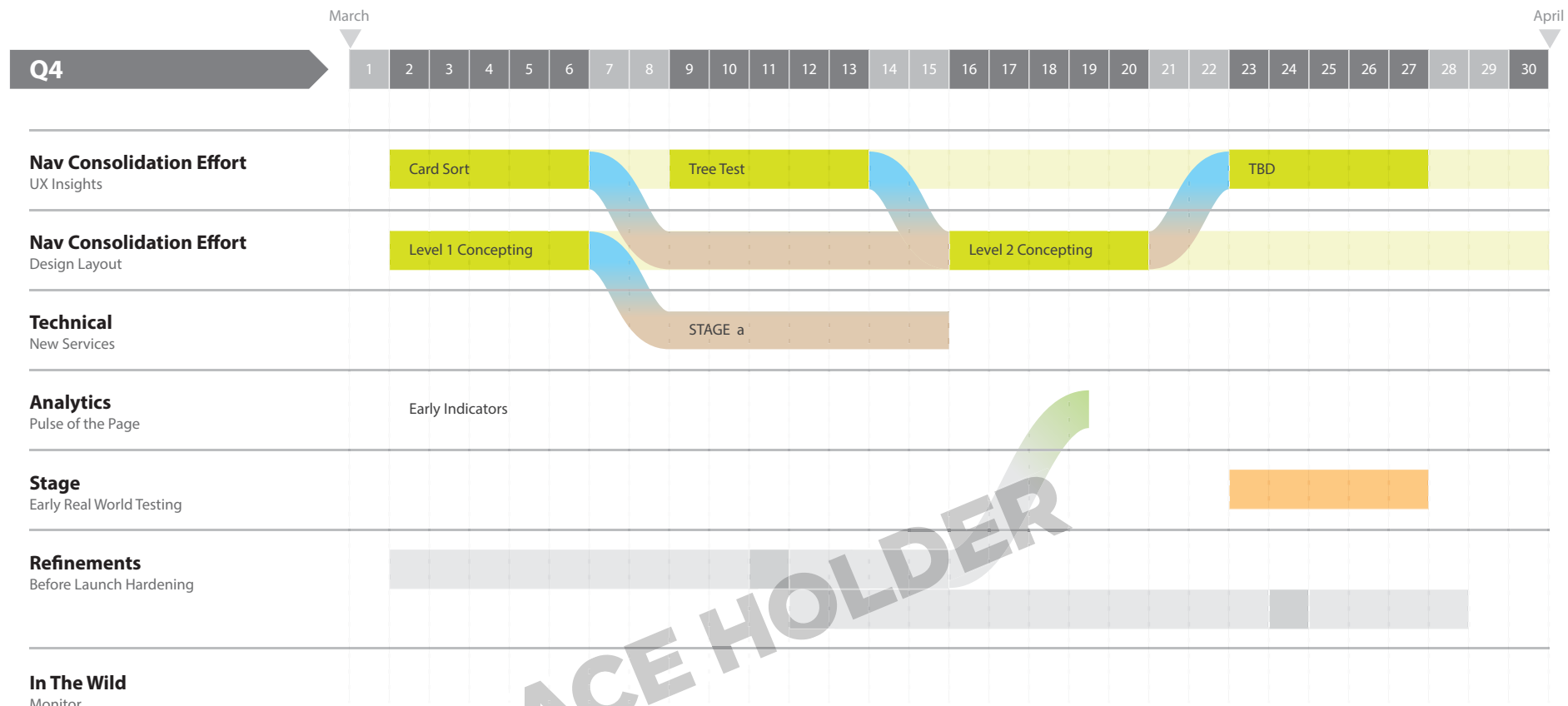
Objects within the footer, relationship to top nav, and more

## EVERY 3RD DAY

2 days heads-down, 3rd day surface and share

# DESIGN TRACKS

WHERE WE ARE





Flat / Single Level

## NAVIGATIONAL STUDY



AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

[HERE'S HOW YOU KNOW](#) ▾

# DAU

DEFENSE ACQUISITION UNIVERSITY

## Training Center

About DAU

Events



Getting Back-to-Basics

Help Desk

Mission Assistance

Research & Library

Resources

PROS

CONS

# NAVIGATIONAL STUDY



**DAU**

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**Continuous Learning**

Functional Areas

Get College Credit

iCatalog Home

About DAU

**Events**



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## Training Center

Course Login

Continuous Learning

Policy and Guidance

Creditable Activities

### Activities & Assigning Points

Point Values

Tracking Points

Training Courses

Publishing

Functional Areas

Get College Credit

iCatalog Home

About DAU

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Tree View / Fixed Triangle

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▸ Get College Credit

▸ iCatalog Home

▸ About DAU

▸ Events



▸ Getting Back-to-Basics

▸ Help Desk

▸ Mission Assistance

▸ Research & Library

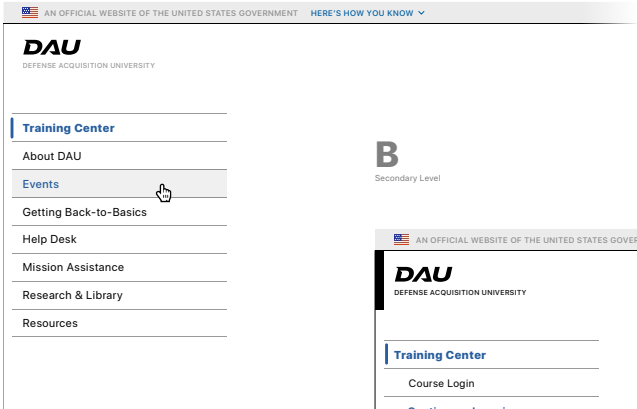
▸ Resources

PROS

CONS

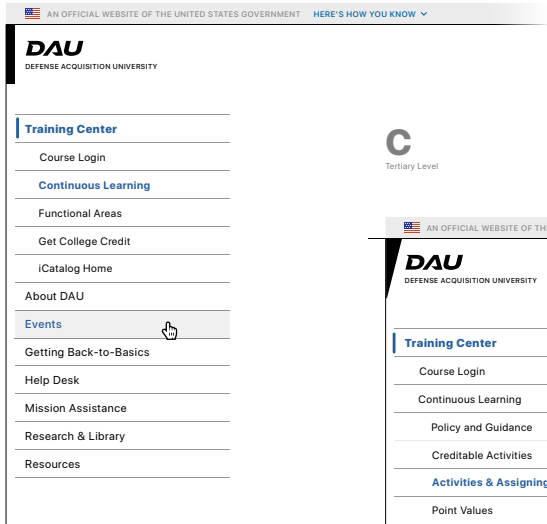
A

Flat / Single Level



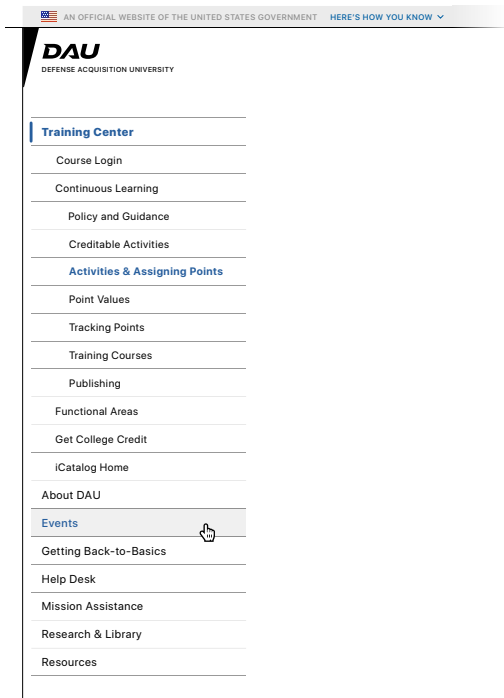
B

Secondary Level



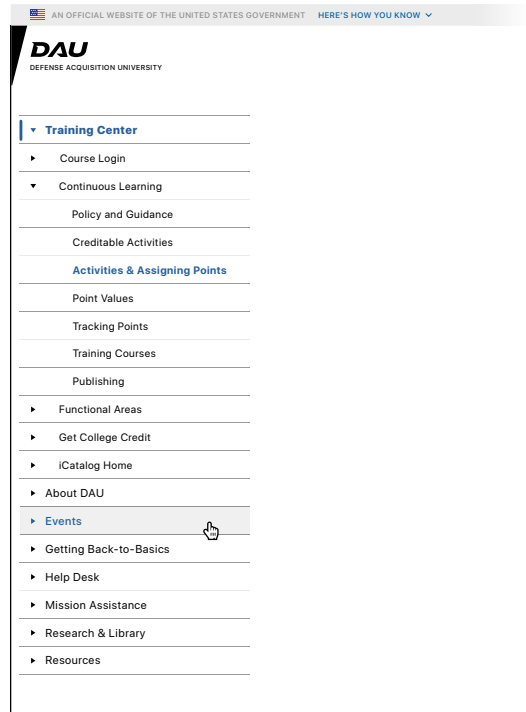
C

Tertiary Level



D

Tree View / Fixed Triangle



# NAVIGATIONAL STUDY

10/1/2018

10/1/2018

10/1/2018

10/1/2018

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Apply for a Course / Module


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Rapid Deployment Training

Defense Acquisition Leadership


Sr. Service College Fellowship

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## **NEXT STEPS**

ALIGNMENT WITH UX

CONSOLIDATION OF NAVIGATIONAL ELEMENTS (IA ITSELF)

## **OPEN ITEMS**

DIRECTIONAL SIGN OFFS

TESTING (EXISTING TOOLS?)

ANALYTICS INTEGRATION SUPPORT