

EPA website Redesign

United States Environmental Protection Agency



EPA Purpose

Users visit the EPA's webpage to learn about what steps both the national and local American governments are taking to educate, regulate, and promote the health of the environment and the American people.

Future UI Goal

- Clear and Goal for all age of people to be able to navigate.
- Should keep the interest of users so they feel they want to explore and learn more.

The Problem

Overwhelming amount of information make it difficult to navigate around the website

My Role

UX/UI designer

Tools

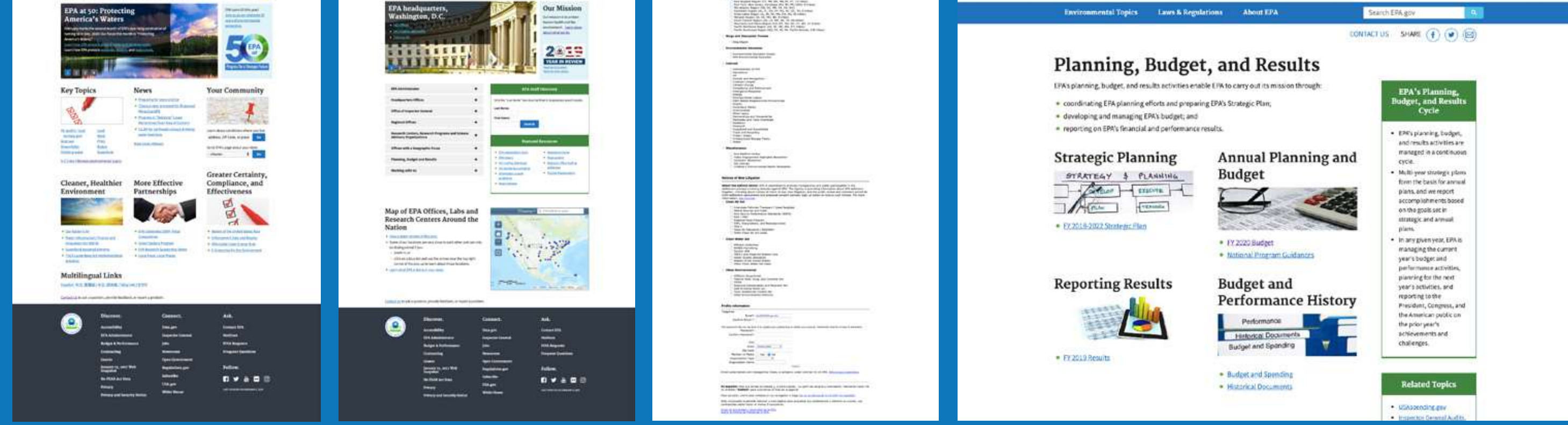
Adobe XD - Illustrator - Miro

Research: Assessing the current EPA website

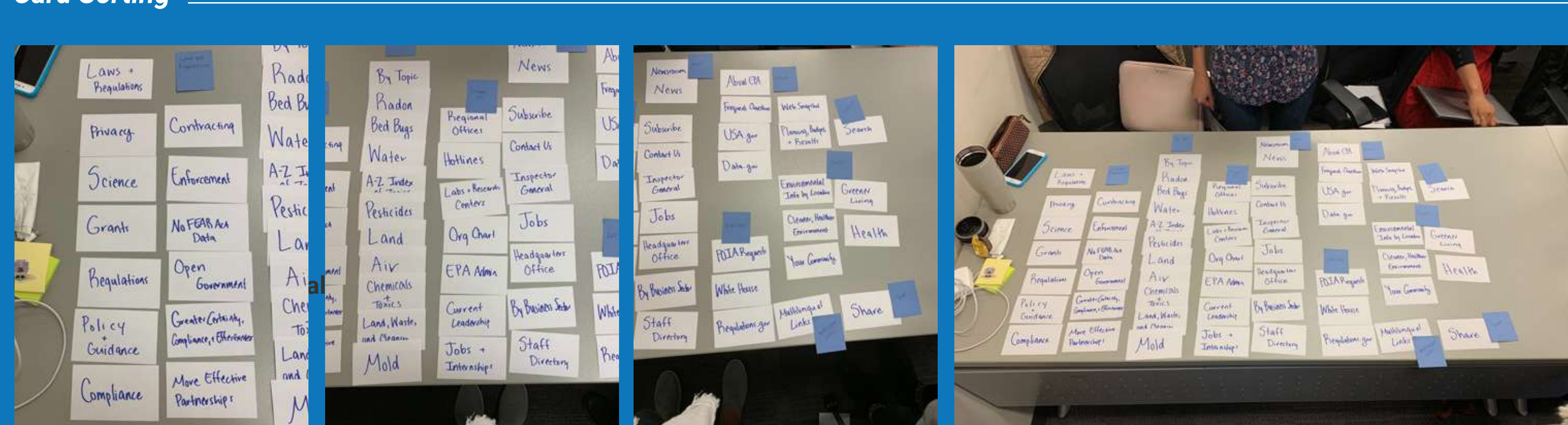
With the help of 2 other designers, a website brand audit was conducted to assess the current brand direction. We did the card sorting to invent the navigation of the items. The goal was to become familiar with the website's current structure and brand identity.

With user testing, we informed which part of the site is more complicated for the users.

Current Website



Card Sorting



Rebrand: Defining New Structural & Visual Rules

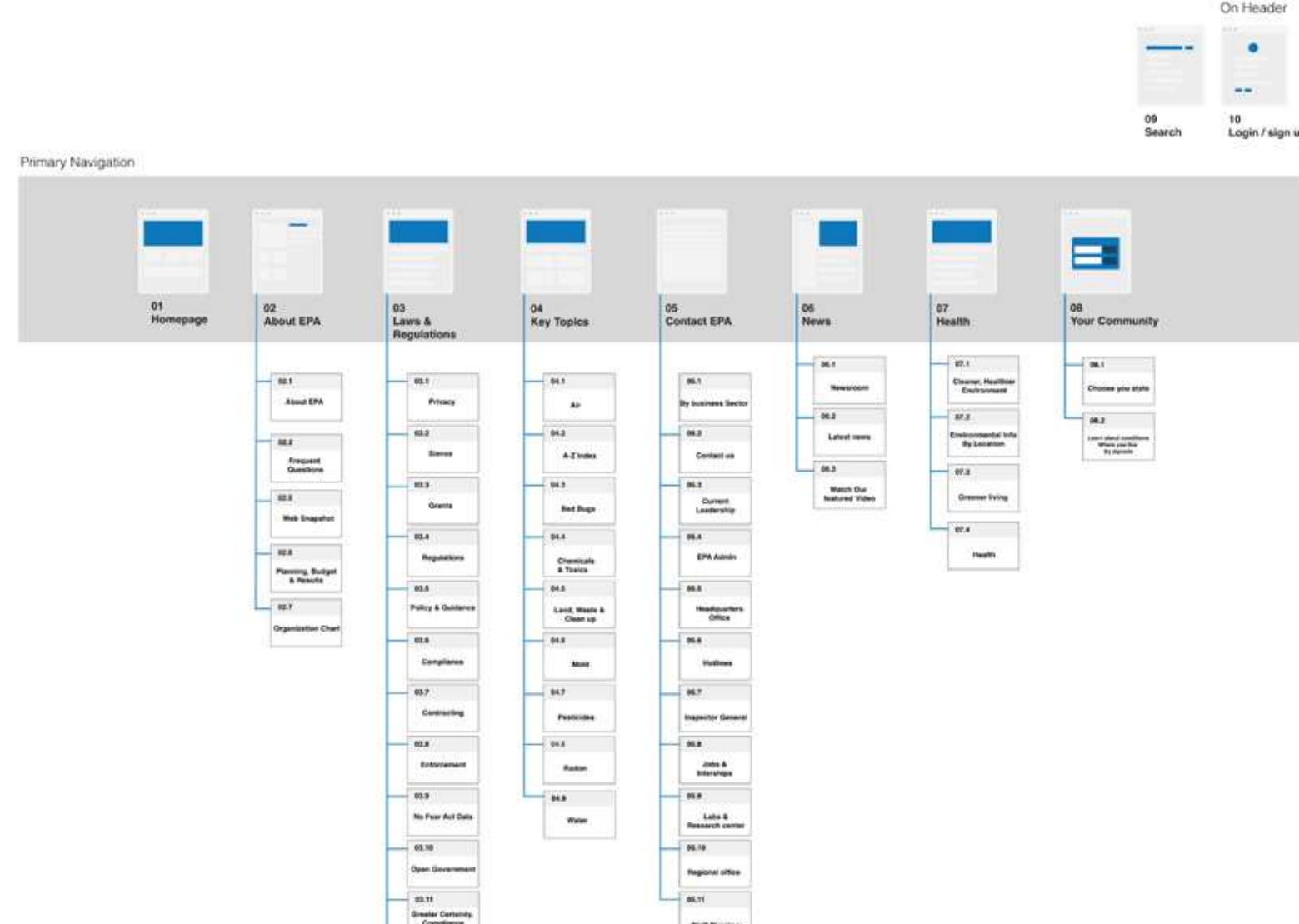
My Approach

Based on the user test we understand that the EPA website is cluttered and crowded and by the huge amount of data and links, it makes the user be overwhelmed and confused.

The homepage is unsettled and it seems that it has no specific grid. In some pages, the user has difficulty to recognize how to get back to the home page.

New Site Map

I identified the content patterns by the result of the card sorting. I made new groups and made the new categorize. I tried to make a site map to have a good structure and navigatable. I also notified that I need more white space on each page.



Brand Voice Characteristics

Characteristic	Description	Execution
Accessible	We want our users to have access to accurate information sufficient to effectively participate in managing human health and environmental risks.	<ul style="list-style-type: none"> - Organized information - Forms with relevant images - Enough white space to prevent users be overwhelmed - Bold fonts for topics - Enough leading between lines
Trustworthy	We set national standards that states and tribes enforce through their own regulations.	<ul style="list-style-type: none"> - use of blue colors - Round shape in icons, forms and buttons - Accurate information
Educational	We identify and try to solve environmental problems. To learn even more, we share information with other countries, private sector organizations, academic institutions, and other agencies.	<ul style="list-style-type: none"> - Links to other articles - Bright and relevant images - Specific forms
Efficient	Epa tries to effectively give accurate information about environment and healthcare.	<ul style="list-style-type: none"> - Positive verbs - comprehensive language. - Interesting information

Redesign Solution UI Style Direction

The mission of EPA is to protect human health and the environment. The UI of the website tries to reflect health, nature, energy and clarity. This website has much more contents than pictures so, we try to have more white space and also usage of light colours with medium contrast to help the user to easily navigate the data.

COLOR PALETTE

Base Colors

- Blue #0677BD
- Dark Blue #13608B
- Green #54B848
- Orange #EF8A45
- Green #231F20

Secondary Colors

- Blue #4799C8
- Green #76C66D
- Orange #F2A16A

BRAND LOGO

Primary Logo: EPA United States Environmental Protection Agency

Secondary Logo: EPA United States Environmental Protection Agency

Black & White: EPA United States Environmental Protection Agency

BUTTON STATES

Normal

Hover

Focus

Pressed

Disabled

ICONOGRAPHY

Icons for social media (Instagram, Twitter, LinkedIn, Facebook), user profile, phone, location, home, globe, and email.

BUTTON STYLE

Input field with search icon

Play button

TYPOGRAPHY

The font that we used for the EPA website is "Forma DJR Display". This is a sans-serif font and we used it for clarity and legibility.

Headline

Forma DJR Display - Bold 50pt

Sub-Headline

Forma DJR Display- Regular 40pt

Body Text

Forma DJR Display- Regular 20pt

IMAGE SAMPLES

Images showing hands holding seeds, a person working at a desk, a small green plant growing in soil, a doctor with a stethoscope, and people in a modern office.

Wireframing & low Fidelity Prototyping

Based on the user testing I realized that the login/sign-up is not recognizable for them so, I decided to place the button on the header of the pages and fix the position of them to make it easy for utilization. Also, I made a button for choosing a state on the home page to make it more defined. Because this website has many contents I tried to have more white space to make it easier for the user to find and view data.

High Fidelity Prototyping

Reflection

Challenge

- In primary and secondary navigation, this website had many data. It was challenging to make them clear and consistent.
- How to have good navigation.
- How to design pages to make them more organized and clear.

Opportunities for growth

- This website doesn't have many contents but it references the user to many links. maybe working on content can be a good idea.
- According to the user, most of them prefer to use mobile devices So, it's a good opportunity for us as a UX/UI designer to work on the responsive web and other screen sizes and platforms for this website.

Link to Prototype:

<https://xd.adobe.com/view/879d448e-6a2b-49e3-7811-0ec0e0b752e5-f1ac/>