Grants.gov Redesign

January 5, 2011

tmpgovernment
THE DIGITAL BRAND AUTHORITY

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Agenda

- Introduction
- Current Website
- Usability Results/Recommendations
- Site Architecture
- Wireframes
- Redesign
- Advantages
- Next Steps

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Introduction

Is Grants.gov starting to look dated?

Sites older than 2-3 years need a re-evaluation.

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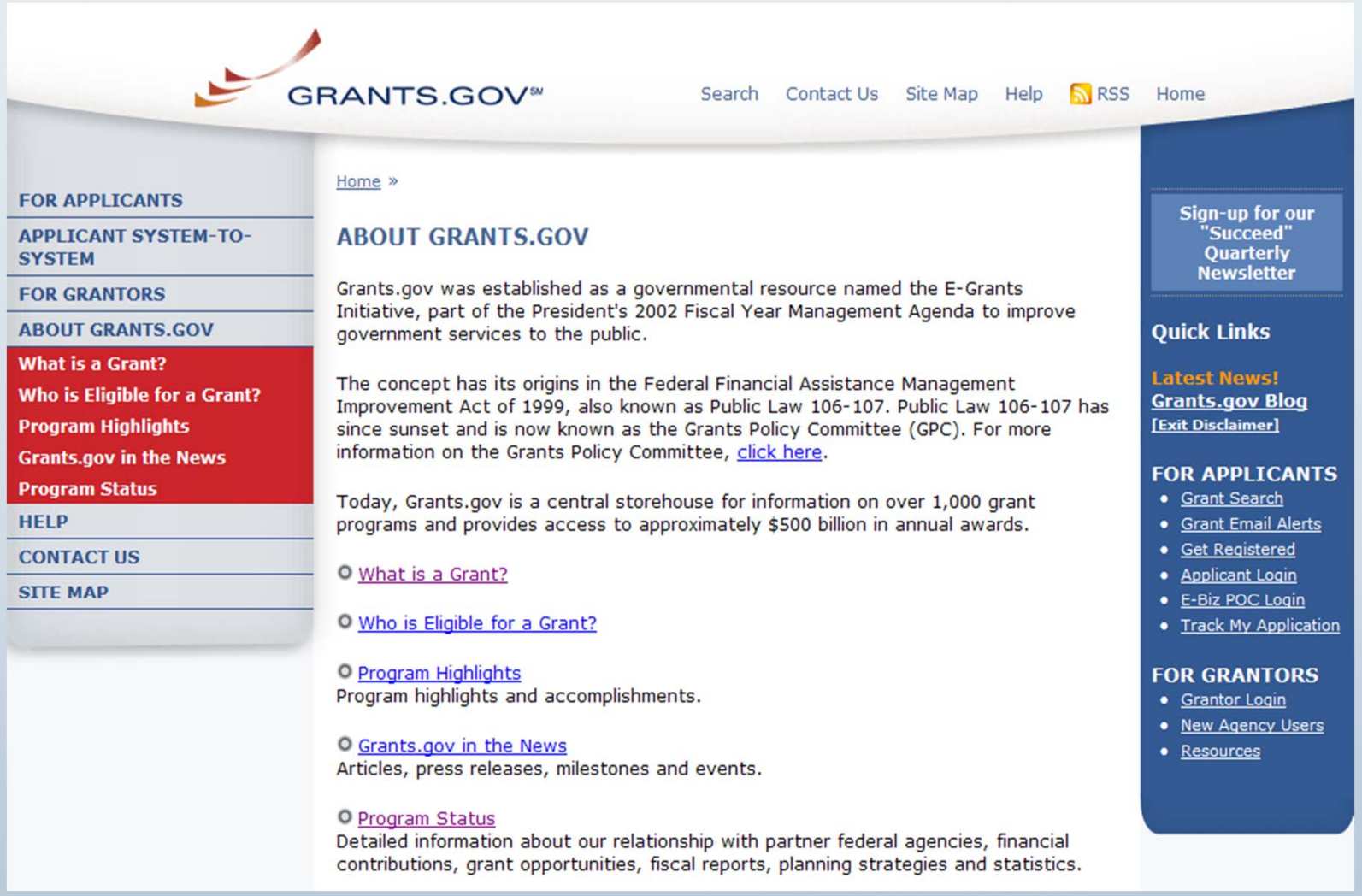
Current Website

Home page.

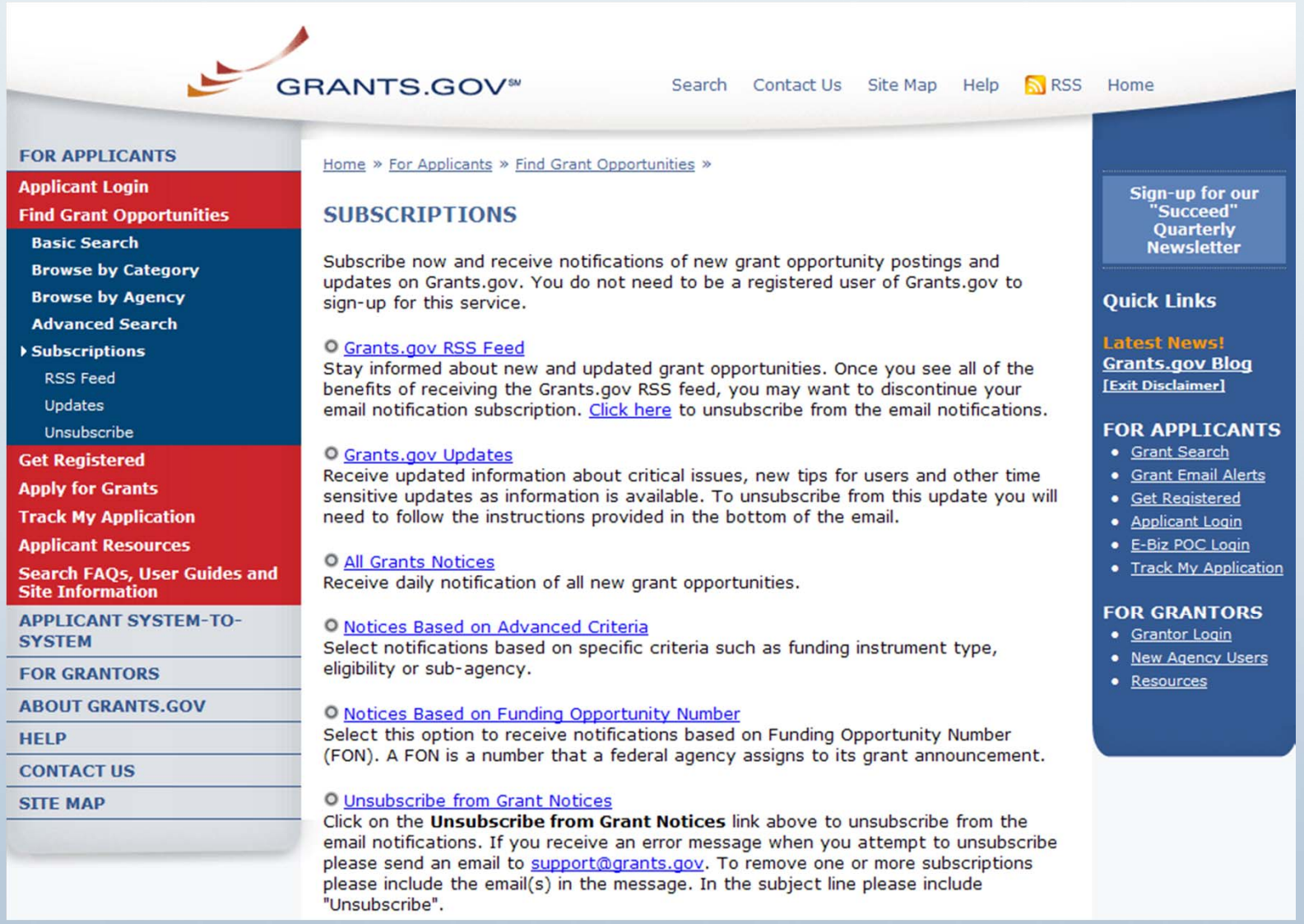
Current Website

Interior page with static content.



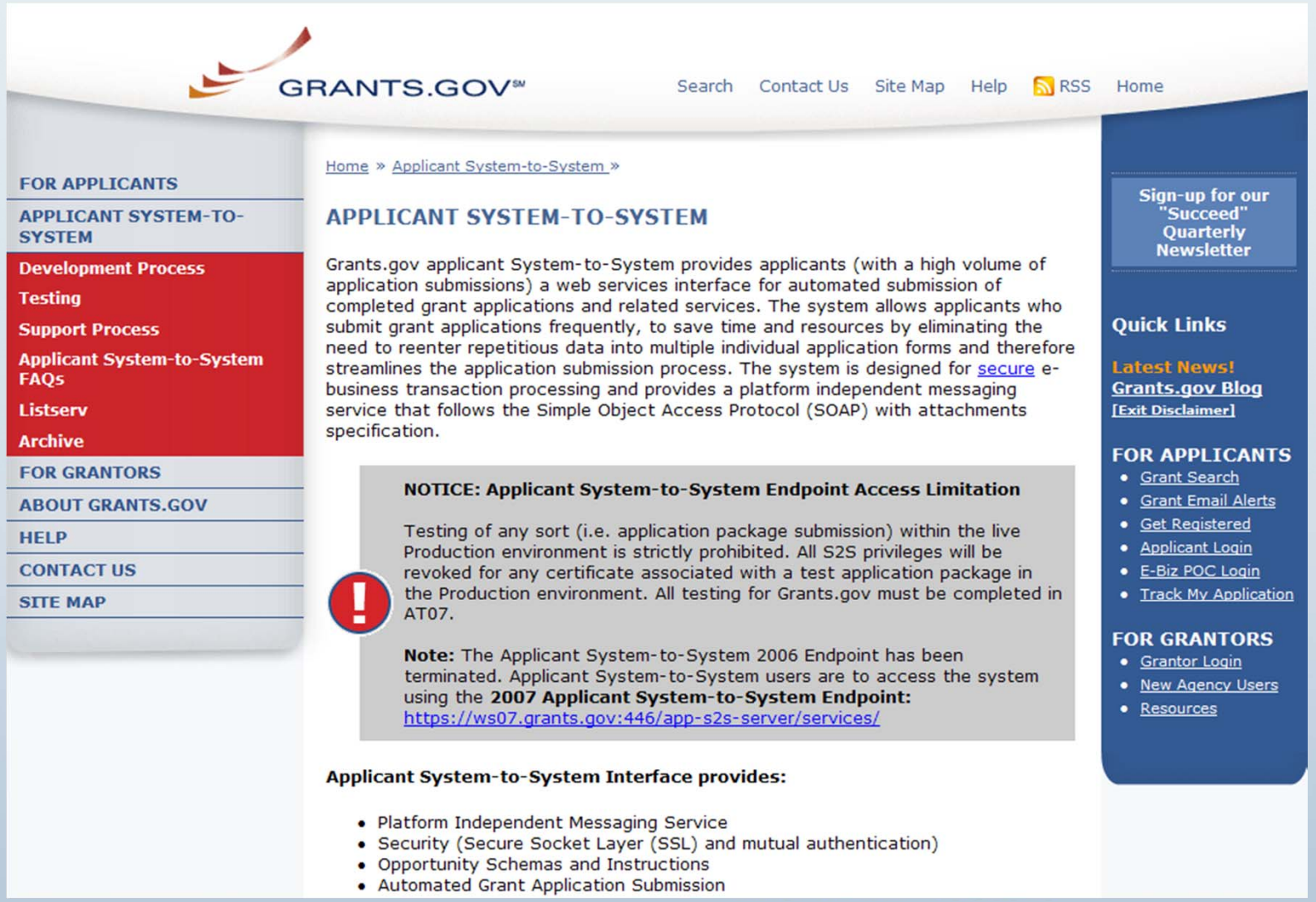
Current Website

Interior page: Subscriptions (dynamic content).



Current Website

Interior page: Applicant System-to-System.



Usability Study

July 30 – 31, 2007

Phase 1: Content Usability Findings

- Part I of a multiple phase usability study to determine how current and prospective users of Grants.gov interact with the site.
- Identify how quickly and easily users navigate key functions, features and content.
- Determine content areas and features of interest to users.
- Assess areas in need of adjustments including navigation, design functionality, content, layout, copy and terminology.
- Provide recommendations to optimize user experience and streamline technical development.

September 11-12, 2007

- **Phase 2: Registration Usability Findings**

October 9-10, 2007

- **Phase 3: Submitting an Application Usability Findings**

October 29-30, 2007

- **Phase 4: Agency Users Usability Findings**

November 13-15, 2007

- **Phase 5: Paper prototype testing**

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Content Usability Findings

Applicant & Agency Users

- The majority of applicant users were not clear if Grants.gov was developed with the applicant or (awarding) agency user as the primary target.
- Agency users agreed the home page did not intuitively direct users to appropriate content areas. They felt the website should be optimized to enhance the applicant user experience.
- For first time applicants, users wanted clear, step-by-step instructions on submitting a grant opportunity. They suggested an interactive tutorial as opposed to a PDF or PowerPoint document.
- Agency users felt the *Program Status* content was “hidden” in supporting content.
- Agency users felt that applicants were not aware they could track their application and confirm their status online.

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Respondents Priority Scale for Static Content

Less Important → **More Important**

- •E-biz POC Login
- •Rotating visuals (circle images at top)/homepage
- •Applicant System-to-System
- •Stakeholder communications
- •Government affiliated websites

- •Success stories (but for all target types, not only government agencies)
- •Grant email alerts
- •Training materials→ but reformat to be used as an instructional guide/tutorial
- •Resources
- •Help
- •Succeed quarterly newsletter

- • Clear navigation path for grantor vs. grantee content
- • Find grants using different criteria; apply/track status
- •Determine grant eligibility (1st time user only)
- •Detailed, step-by-step applicant instructions
- •Access recent grant postings
- •Quick log in: returning applicant and awarding agency users

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Respondent Recommendations

Design/Layout

- Cluster all applicant content and awarding agency categories and content accordingly
- Increase size/raise placement of Grants.gov logo to maximize screen space and allow all homepage content above the fold.

Navigation

- Use one standard left hand menu navigation throughout website.
- Re-evaluate method to differentiate sub-content categories.
- Include consistent breadcrumb navigation throughout site.

Functionality

- Include log in field on the home page or more prominent placement for links.
- Allow agency users to look for specific submissions.
- Post update to date website status reports.
- Create a button to the *Full Announcement* option on specific grant page similar to *Synopsis.*

Visuals

- Increase size of visual.
- Ensure the majority of images depict diverse people.

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Respondent Recommendations

continued

Content

- **Home page:** Differentiate between applicant and agency content, share quantitative details on $500 billion in grant distributions, shift placement and formatting of the *Please Note* advisory and add website system status; Prioritize *What's New This Week* to highlight applicant topics first.
- Include more interactive tutorials or instructions for first time users.
- Minimize copy when possible.
- Cluster Help>FAQs by topic; define Applicant S2S.
- Add more diverse examples of success stories, e.g., non-profit, education.

Grant Search Results

- Organize by current/open grants or closed dates
- List agency names in alphabetical order from the top down with consistent label designation, e.g. either with or without U.S. designation
- Allow users to search by sub-agency
- Link *Full Announcement* to Agency website instead of PDF file

Terminology

- Change: *Track your application* to *Applicant log in* (or see functionality item one; *For Agencies* to *Awarding Agencies*

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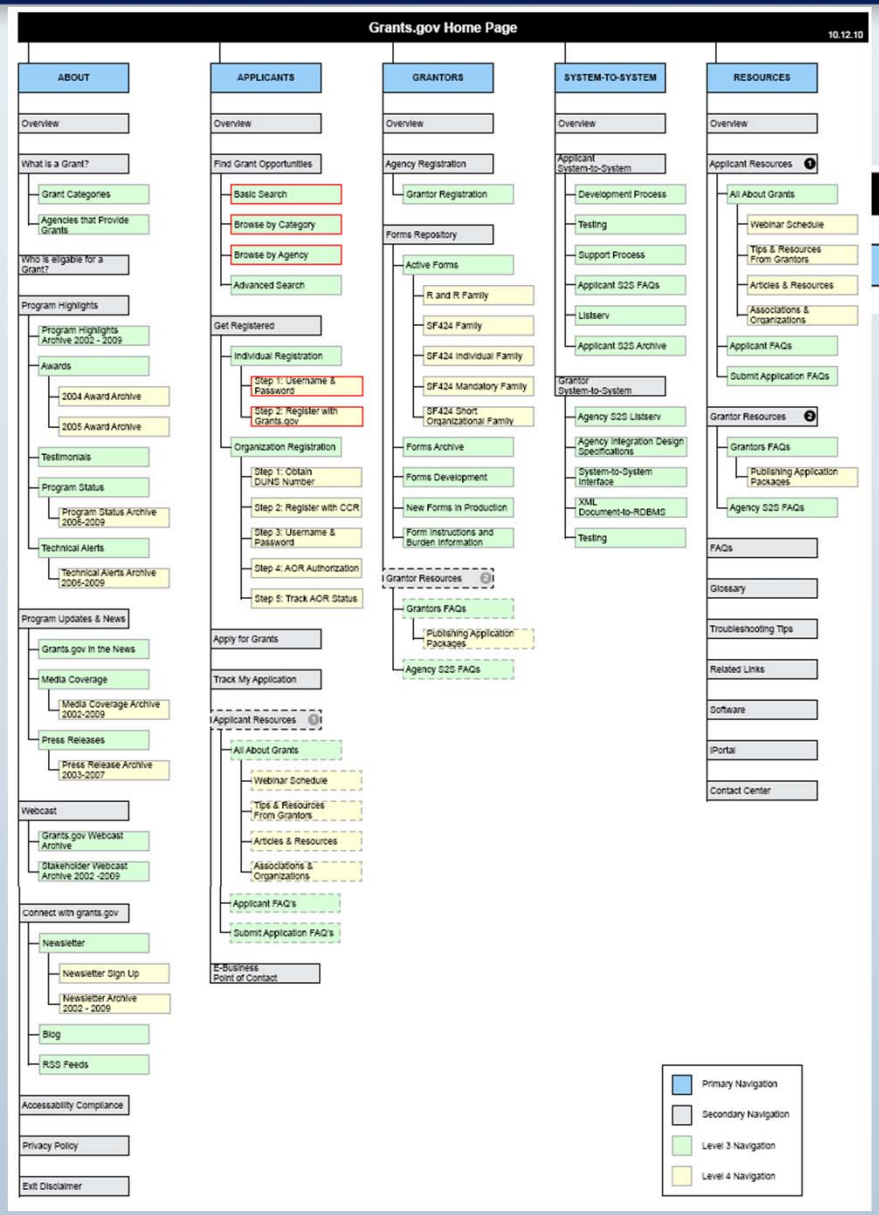
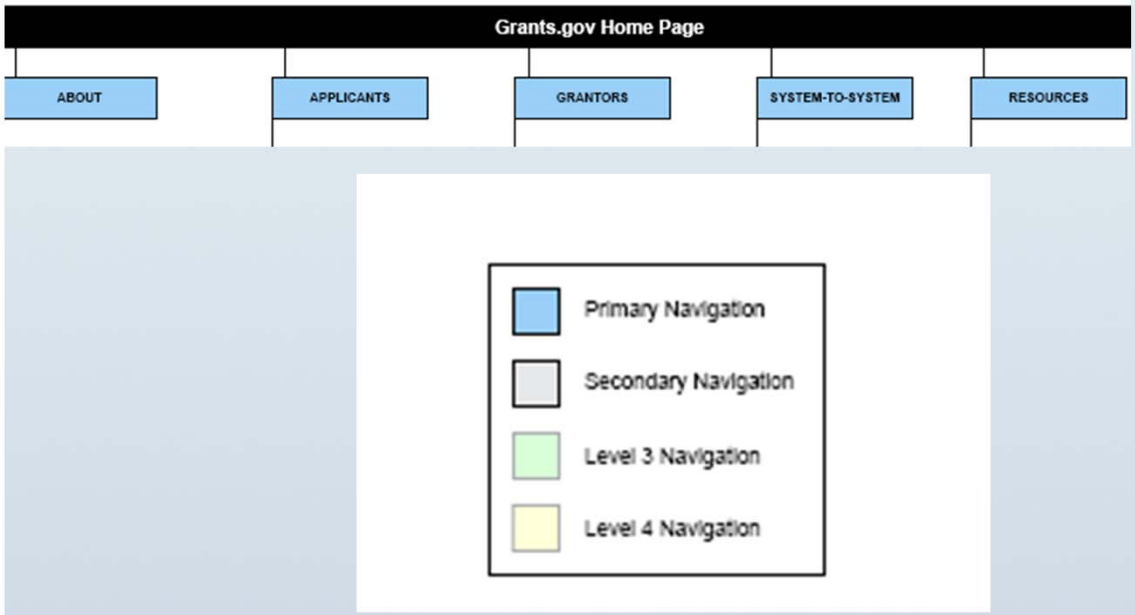
Site Architecture





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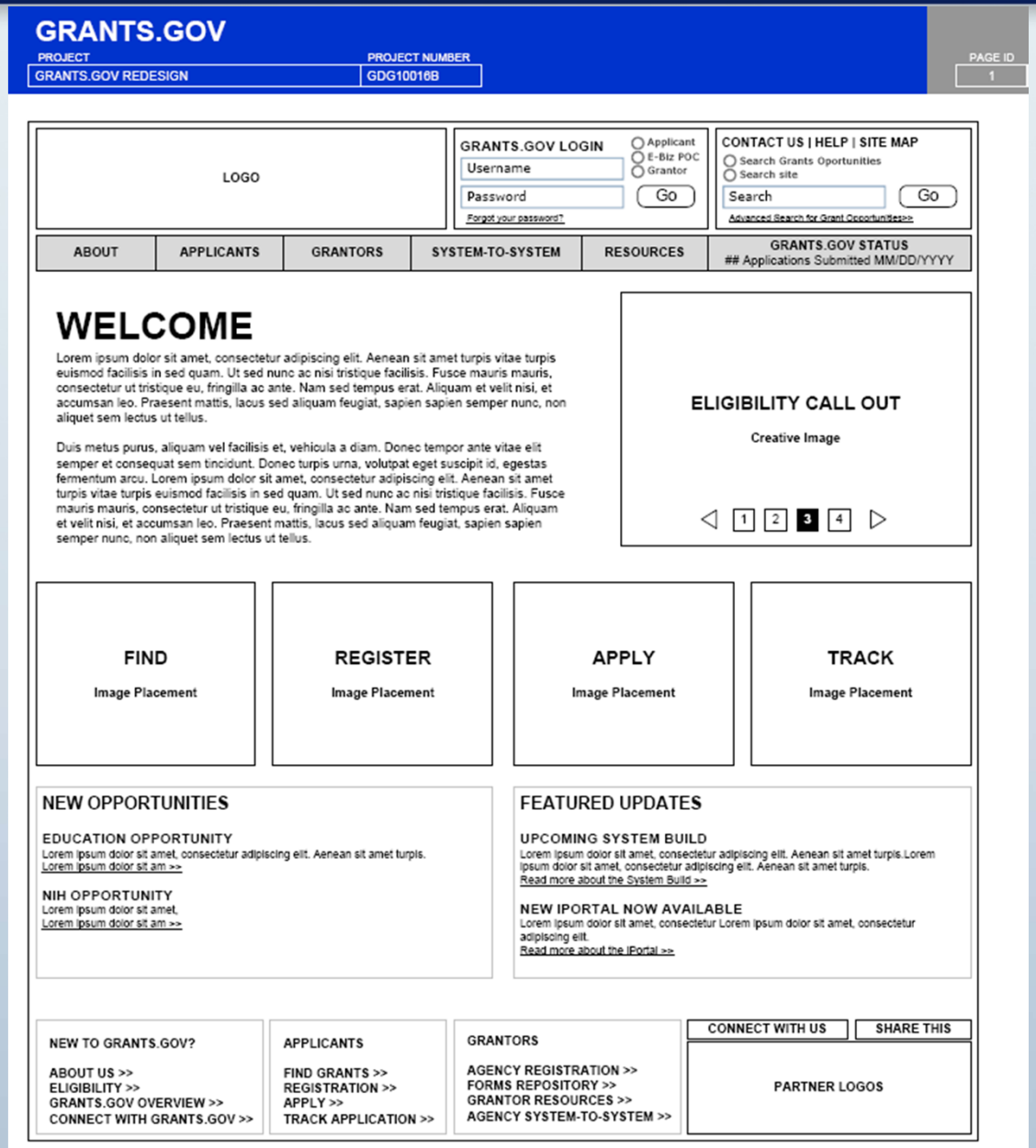
Home Page Wireframe



A wireframe is produced by an interaction designer who places fundamental elements of a website in a layout.

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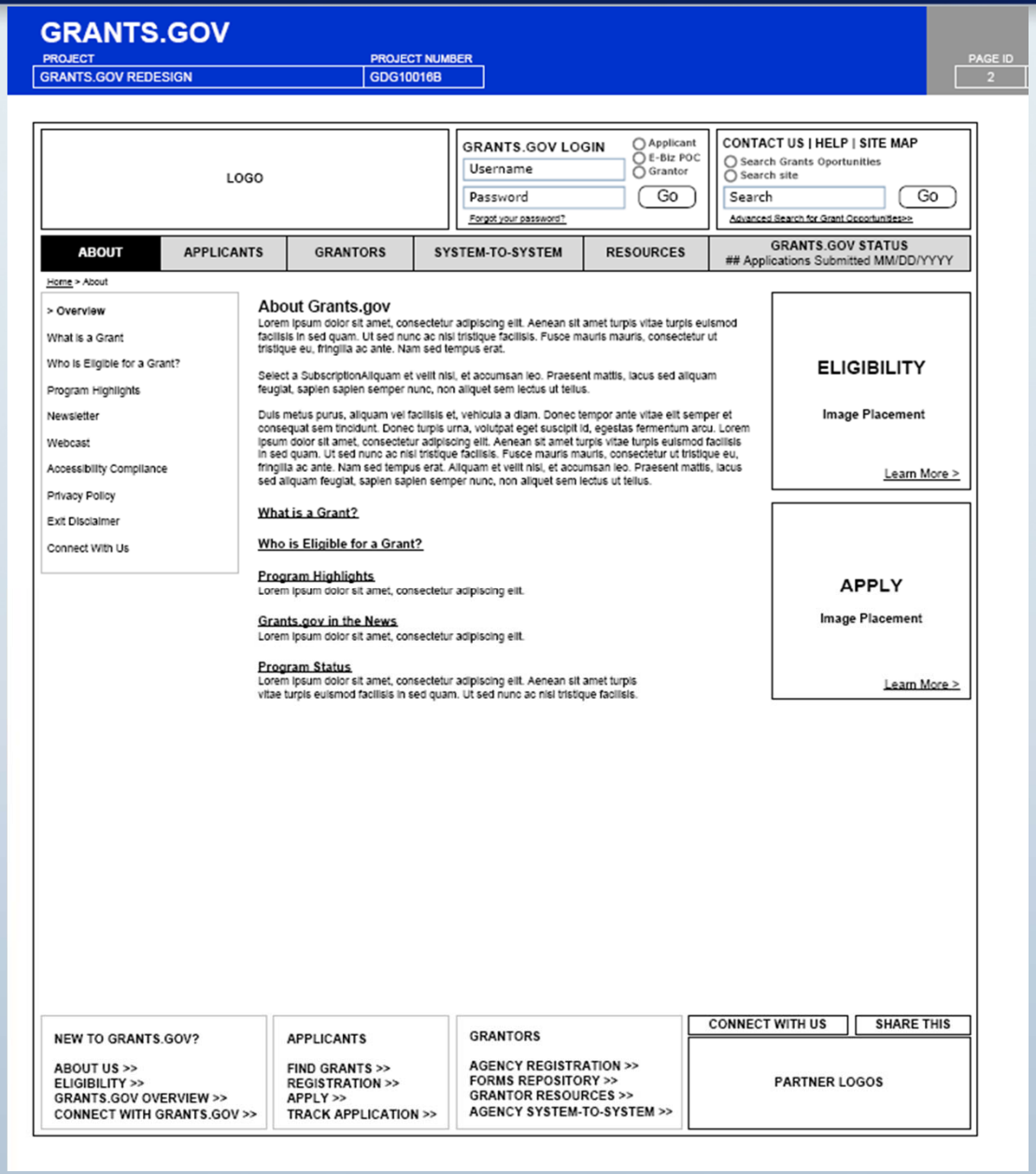
Interior Page Wireframe



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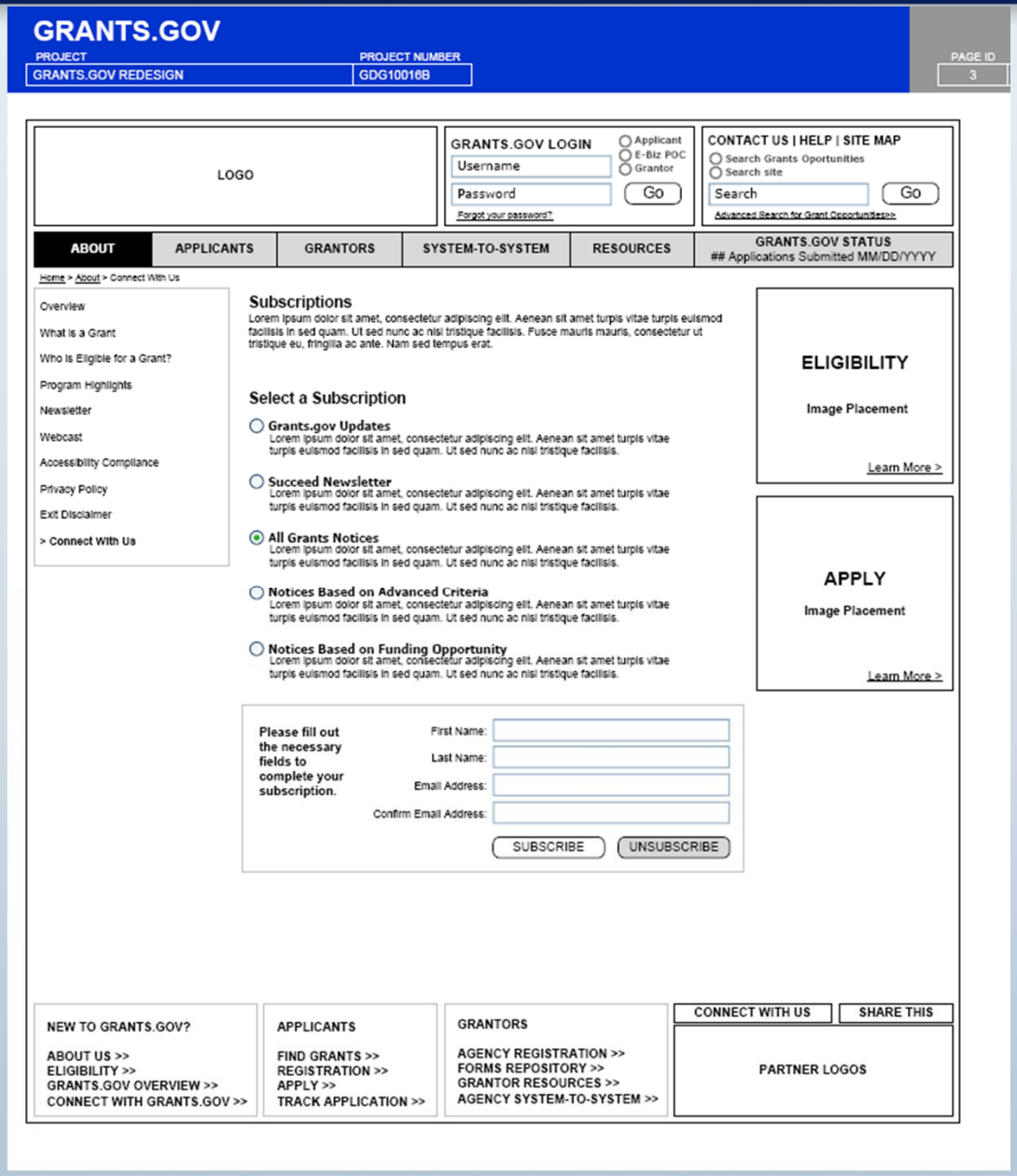
Subscription Wireframe



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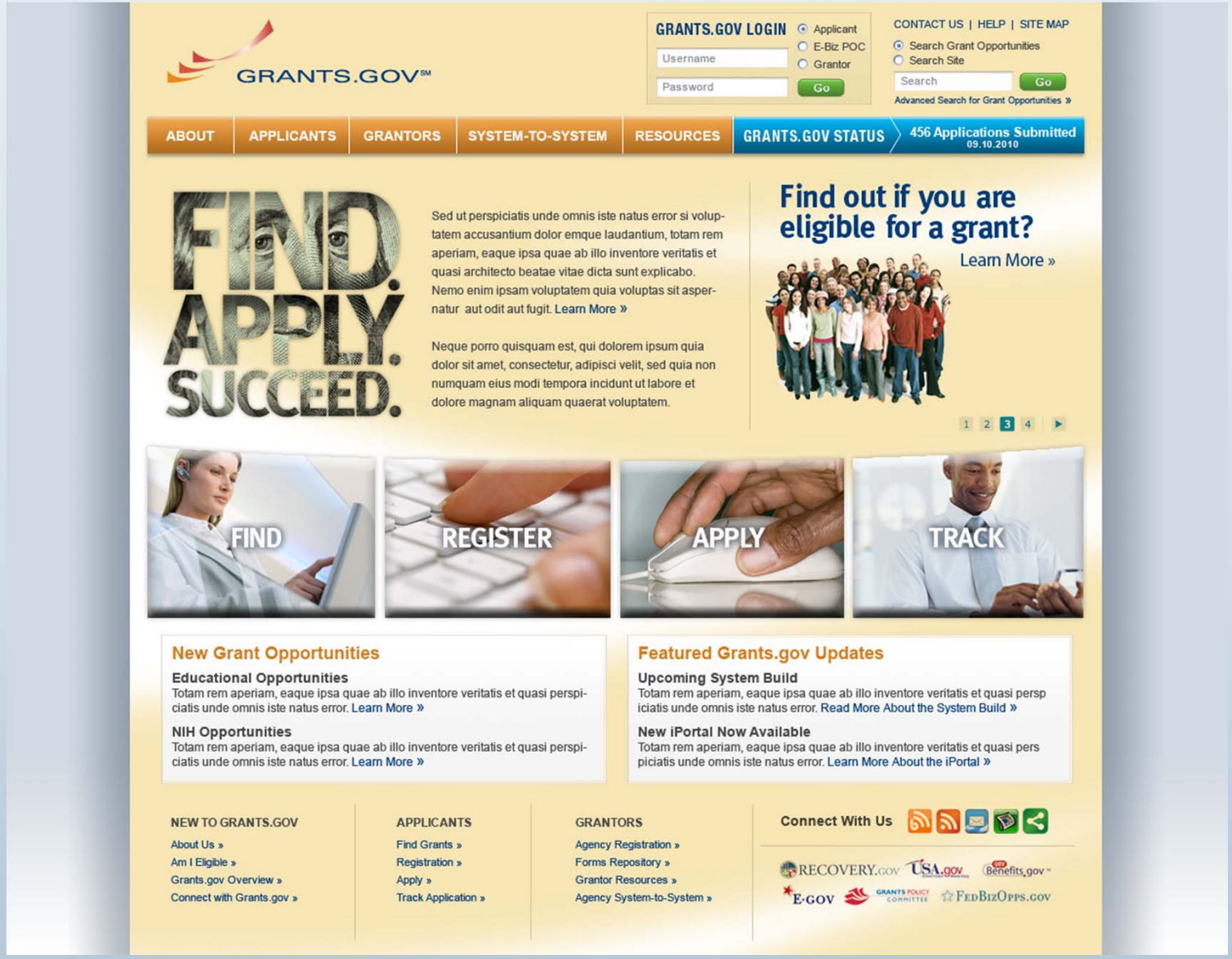
Redesign

Home Page.



Slide 17

l1 Are these capitalized correctly?
lwilliam, 1/21/2011

Redesign

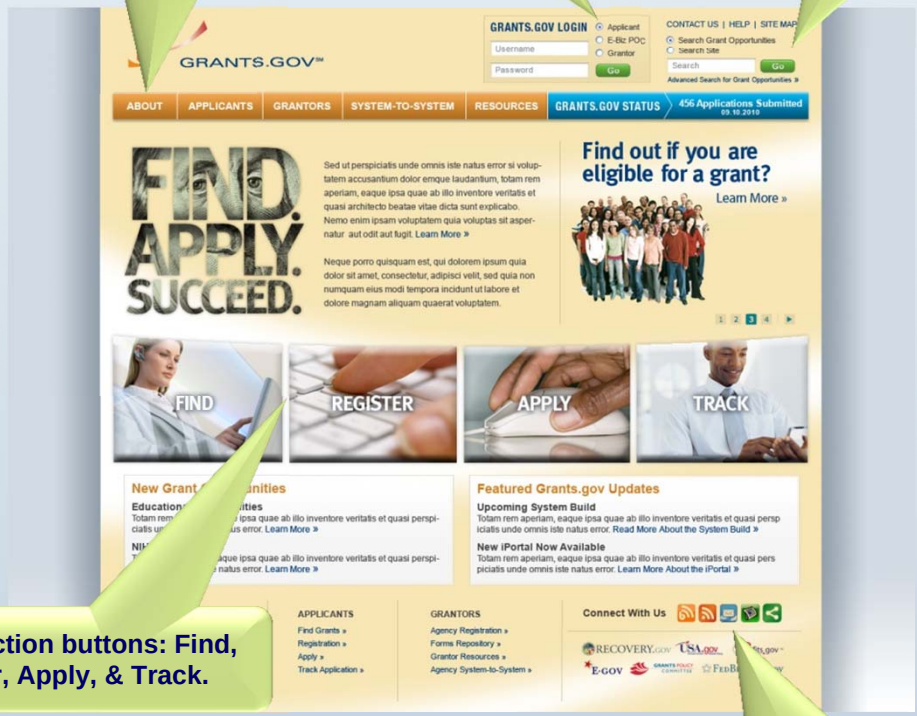
Alternative home page with white background.

Comparison – Current vs. New

Top Navigation Bar

Quick & easy login located in a universal header.

Convenient "Search" also located in header.



Intuitive action buttons: Find, Register, Apply, & Track.

Easy ways to connect with Grants.gov.

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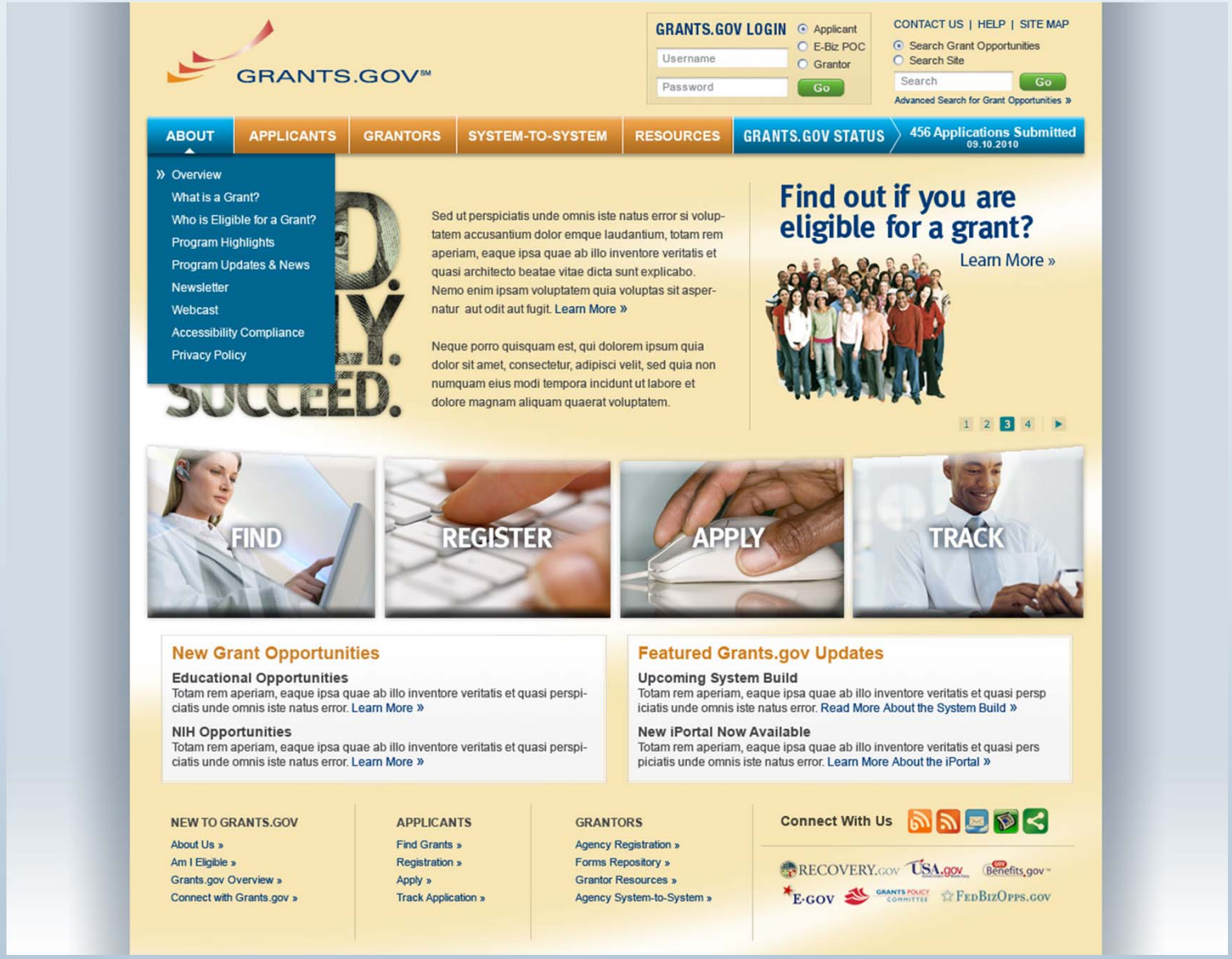
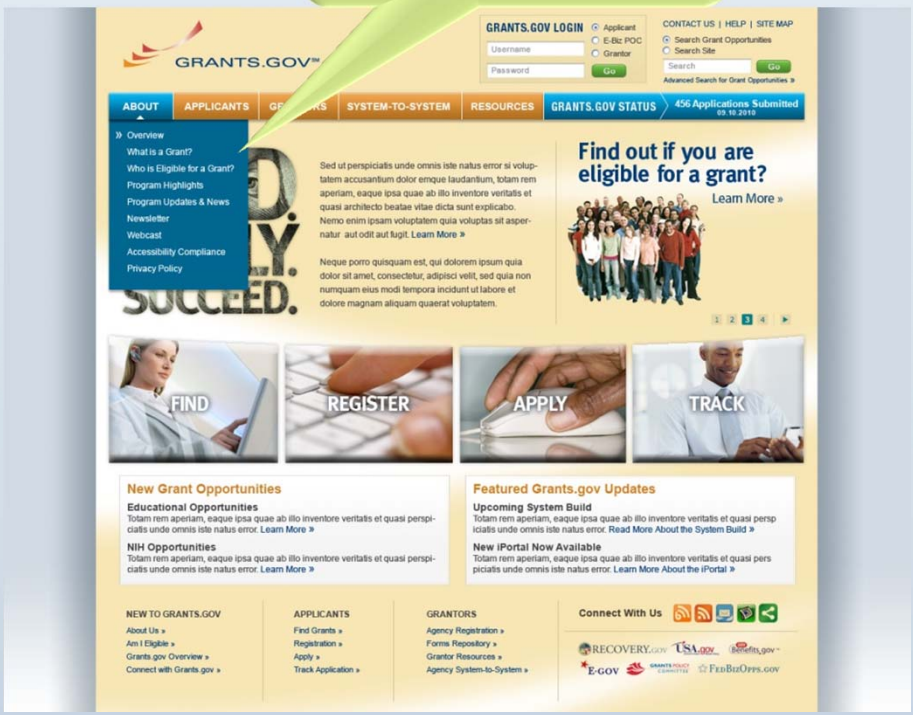
Redesign

Home Page with rollover.



Comparison – Current vs. New

Rollover drop down menu.



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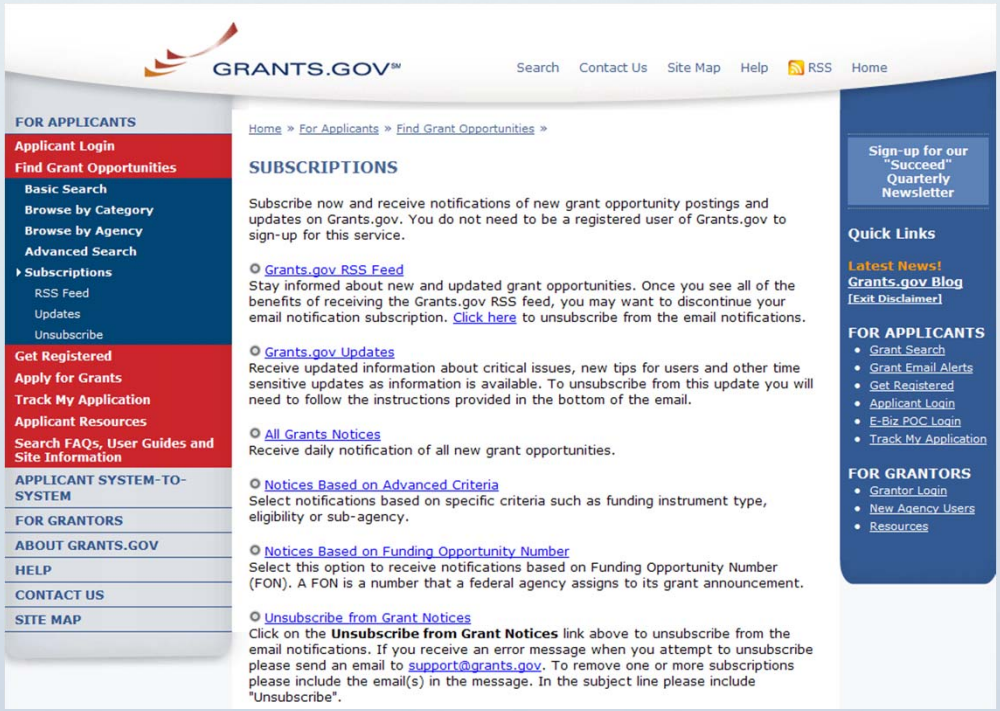
Redesign

Interior Page: Subscriptions.

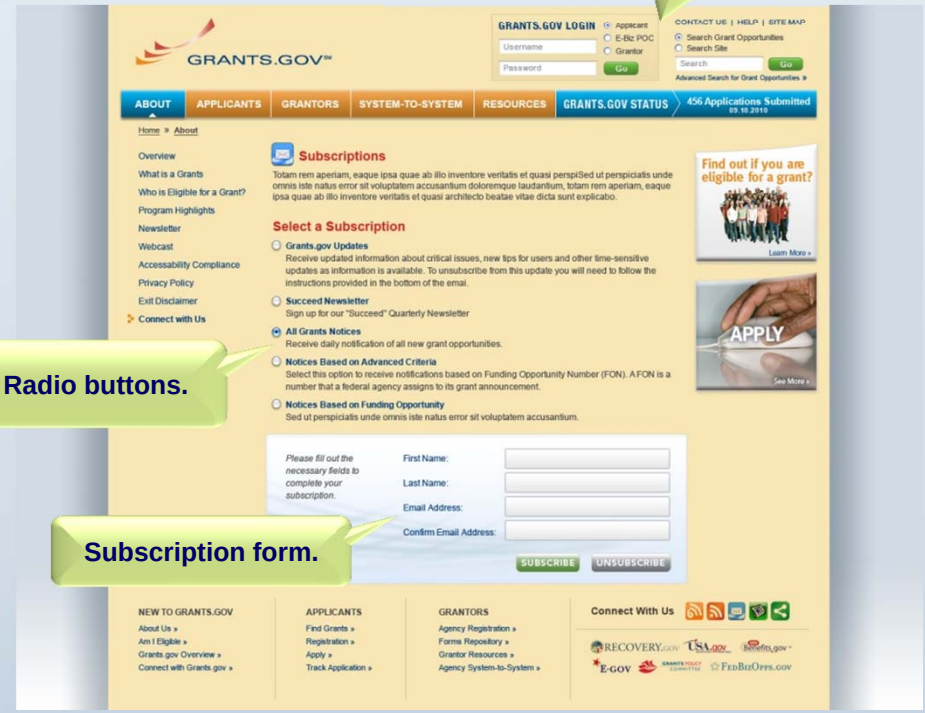
Comparison – Current vs. New



Universal header with "login" and "search" options.

Radio buttons.

Subscription form.



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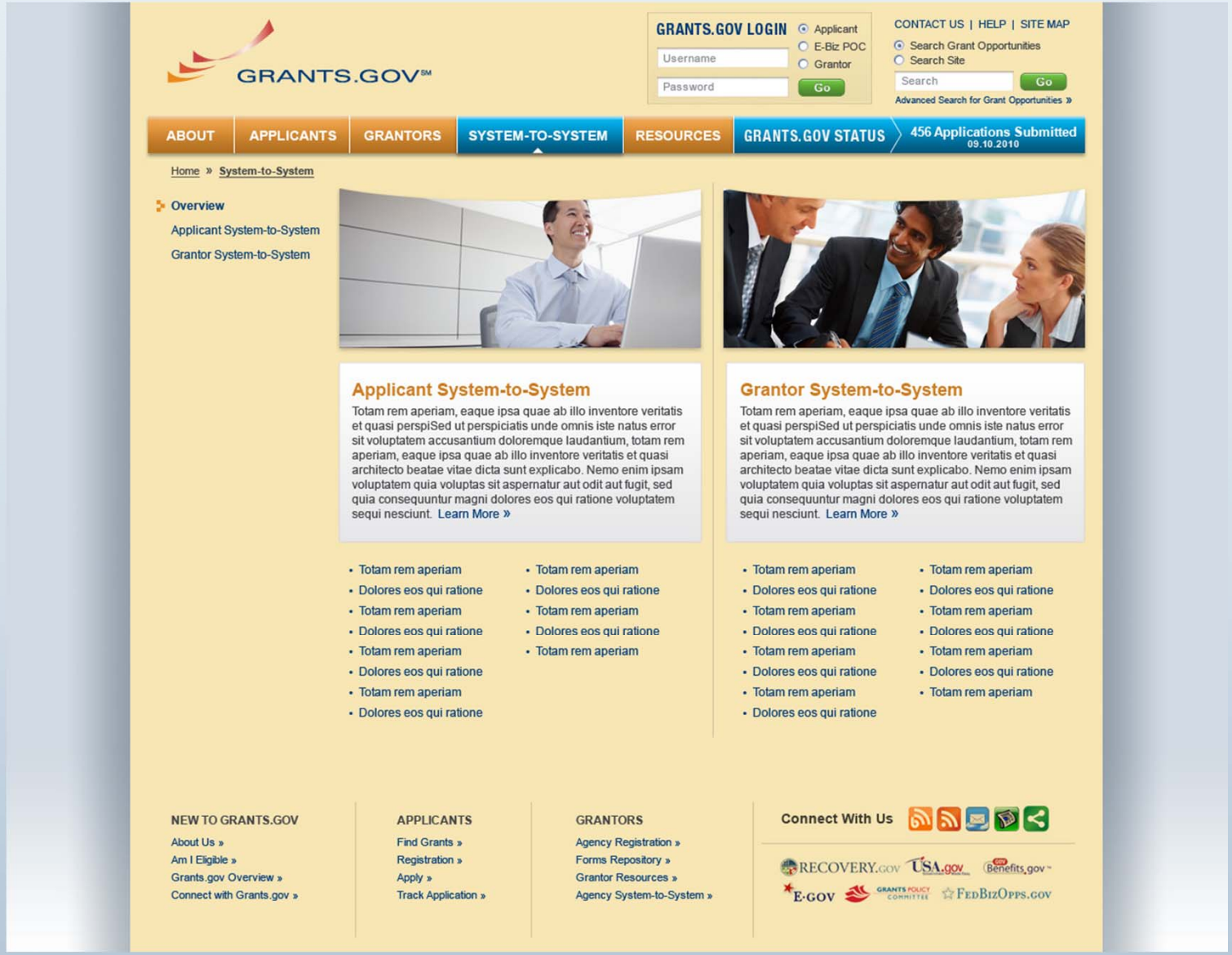
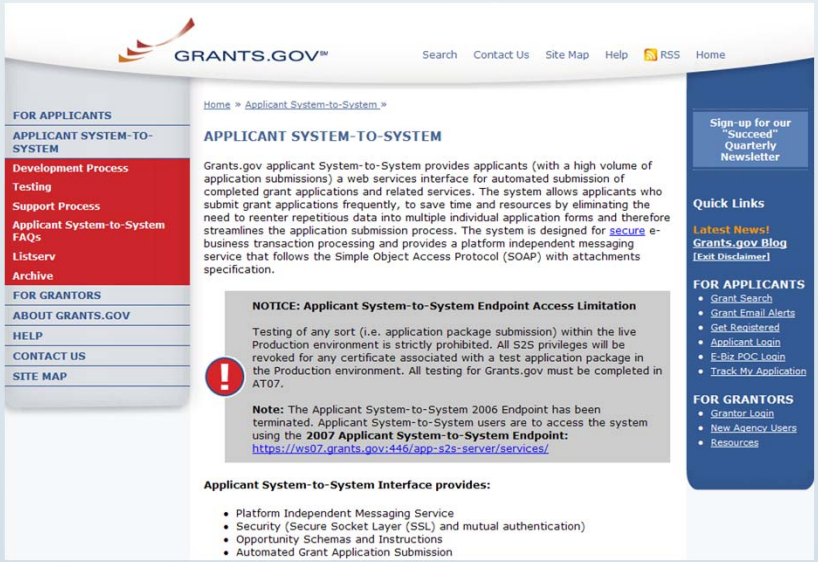
Redesign

Interior page: System-to-System.

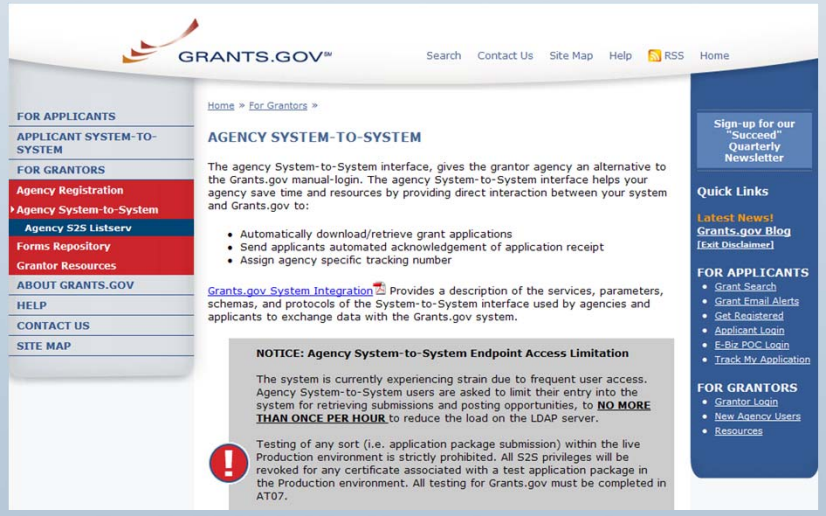


Comparison – Current vs. New

Applicant S2S

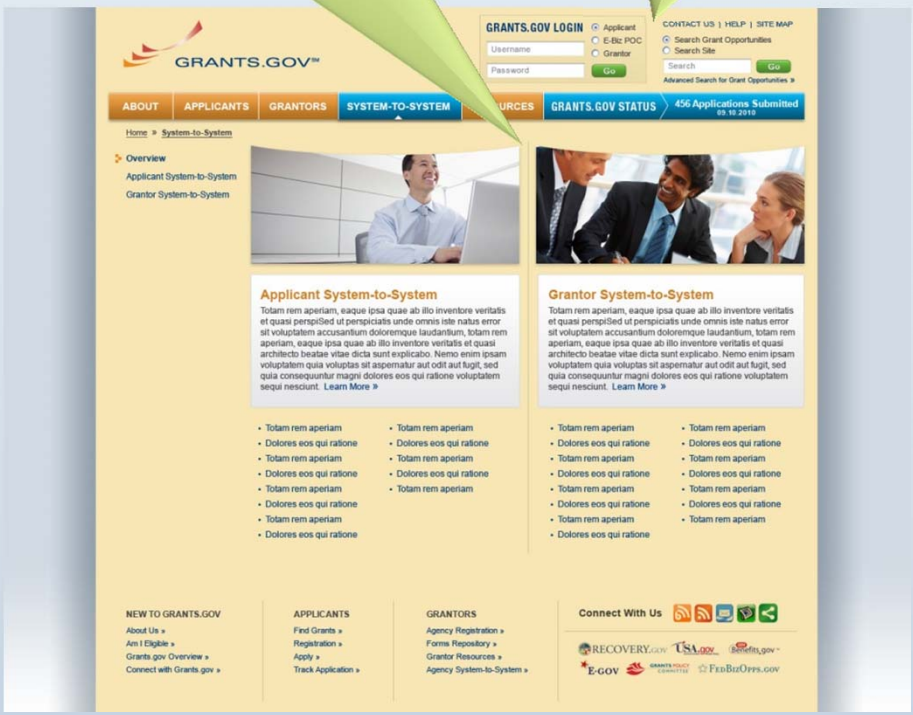


Grantor/Agency S2S



One page for both Applicants and Grantors.

Universal header with "login" and "search" options.



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Advantages & Next Steps

Advantages:

- Updated architecture for ease of use.
- Addresses usability concerns.
- A much needed new look and feel.

Next Steps:

- Obtain feedback from user group members and stakeholders.

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Questions?

THANK YOU

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