

USA.gov

Aquilent helped update the branding, design, and navigation of USA.gov and GobiernoUSA.gov to improve the overall user experience, performance and satisfaction with these portals.

the objective_

To refresh the look and feel, branding, design, and navigation of USA.gov and GobiernoUSA.gov (formerly known as FirstGov.gov and Español.gov respectively), and to improve the overall user experience, performance, and satisfaction with these portals.

the solution_

The General Services Administration's (GSA) Office of Citizen Services and Communications (OCSC) enlisted Aquilent to refresh the design and improve the user experience for USA.gov and GobiernoUSA.gov. Aquilent's experience in the launch of the original FirstGov.gov was an additional asset in this new effort.

Key challenges for the USA.gov project included:

- > Understanding what the general U.S. audience wants from its government on the web.
- > Knowing what content exists across the government's millions of web pages.
- > Combining and organizing content to create a useful portal to government information.

To accomplish the project goals, Aquilent:

- > Analyzed the presentation and functionality of the portal.
- > Developed page designs and graphics.
- > Improved site information architecture and navigation.
- > Recommended overall improvements.
- > Conducted extensive usability tests for both sites.
- > Implemented the improved sites.



the payoff_

The new USA.gov and GobiernoUSA.gov sites have:

- > Significantly improved in usability and usefulness.
- > Reduced page load times.
- > A less cluttered appearance.
- > A lot of new functionality available to citizens.
- > Improved branding to demonstrate that the sites are the official web portal to the U.S. government.
- > Feature topics, including late-breaking news and emergencies.
- > Served as a best practices case study for multilingual web programs

HIGHLIGHTS

- > Improved branding to reflect sites' status as official web portals to the U.S. government.
- > Developed award-winning web presence.
- > Enhanced each site's usability and usefulness.
- > Reduced page load time and presented new functionality.
- > Conducted extensive usability tests for both sites.
- > Served as a best practices case study for multilingual web programs.

AWARDS

- > 2009 #1 Federal Web Site by the Brookings Institution
- > 2008 GovGab Blog: receives 9 out of 10 rating by Blogged.com
- > 2008 #1 Federal Web Site by the Brookings Institution
- > 2007 President's Quality Award: Management Excellence
- > 2007 WebAward: Government Standard of Excellence
- > 2007 Brown University e-Government Report: #1 Federal Website
- > 2007 Time Magazine: 25 Sites We Can't Live Without
- > 2006 Univision: The Golden @
- > 2006 Taubman Center: #1 Federal Website
- > 2006 Webby
- > 2000 Hammer Award

