plainlanguage.gov
Preliminary findings

October 16, 2017
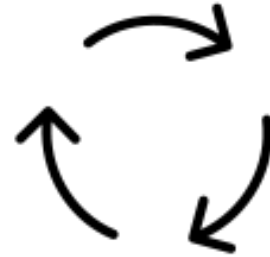
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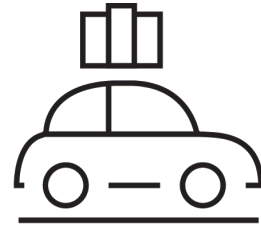# Approach
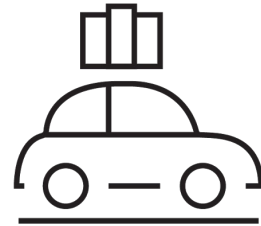

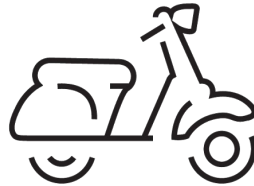Make → Learn → Repeat

Building a minimum viable product

Timeline

What do we have? What's possible? What's priority?

| Kickoff | Initial research | Prototyping | 1 | 2 | 3 | 4 | 5 | 6 |

LATE AUG
Project kickoff

SEPT
Preliminary findings
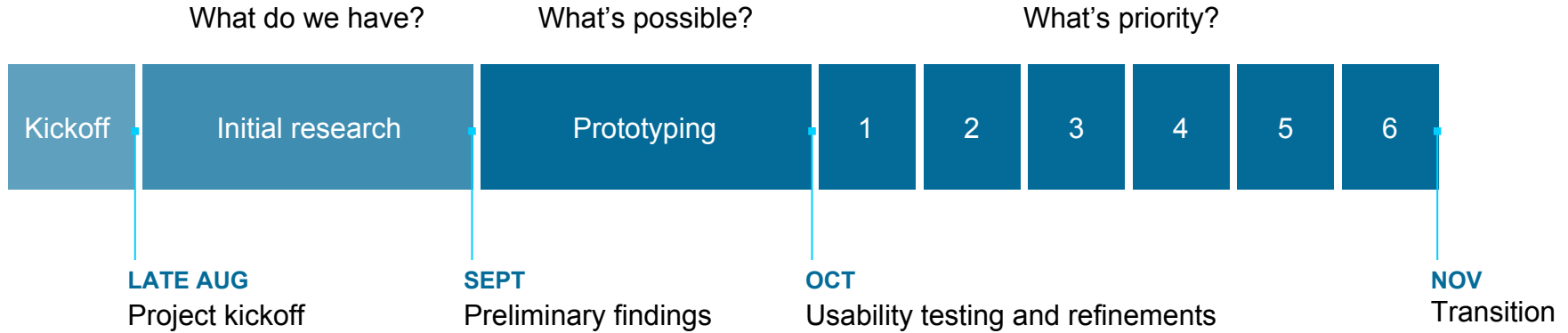
OCT
Usability testing and refinements

NOV
Transition

Research highlights

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What we heard

- Users are excited about the direction of the site, and are looking forward to the launch.

- Users are looking for a "style guide" or "writing guidelines," and skim over the language of "federal guidelines."

- Examples help users understand the guidelines, and encourage their colleagues to put them into practice. Users want to see examples inline with guidelines, and expect general examples to be in a separate section organized by topic or type of material.

- Users like the navigation concepts we're testing, but we need to keep refining the sticky navigation and continue testing it.

- Users want more one-pagers and checklists to post on their cubicles or share with coworkers.

Initial reactions

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"**Wow! It looks beautiful.**"

"Oh, I already like this a lot better!"

"Ah, this is so much better. Right off the bat, it's so much cleaner."

"The prototype looks great. It's really thrilling to see it!"

Homepage

"This is actually what I was hoping for, something that is clean and direct. You pulled together a lot of stuff that does exist, but is hard to get to on the current website."

"I think it looks great. I feel like I'd be able to find what I'd want really easy."

"I like the statement on the homepage because it says what this site is."

"I'm noticing the logo. I love it!"

"I love the icons, I find that it helps me. The gavel says legal. I appreciate the visual stuff like icons."

Federal guidelines

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"I'm not sure what the difference is between Law and Requirements and Federal Guidelines."

"This kind of organization makes a lot of sense. I think the title of it being Federal Guidelines throws me off. When I think Federal Guidelines, I think much more statutory information. There might be a more friendly way of referring to that... Maybe just Writing Guidelines."

"It's really thrilling for me to see this is a web page format. It also makes it feel **more relevant**."

"So basically we are getting the guidelines without having to go into the PDF—I like that option. I can actually send them a link instead of sending them the PDF and telling them to go to page such and such."

Examples

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"I think the most effective things for me is to see what not to do, and then an explanation. Examples are the thing that really help me understand it. I'm looking for what it should look like."

"I'm looking for [examples] to help me do my job quickly… Showing people exactly what they mean by the explanation."

"I would love for the whole set of guidelines to be super clear. **Practice what you preach.**"

"Have the example with the guideline. Give people what they need where they need it."

"I remember sometimes I could not find the examples [on the old site]... The database is difficult to use. Sometimes I've searched and zero things come up."

"It's a huge improvement to see the [before and after] examples on the same page. Both of these examples are better than what they have now."

Handouts and presentations

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"This is really helpful, I might even put that higher up. [It's a] quick and easy tool to give to somebody. A lot of people don't have time to read articles, but they do have time for a checklist."

"We could use shorter one-pagers... Something people can pin up in their cubes would be great."

"[Add more] resources that are specific to trainers and takeaway items for regular users. I love the checklists. **Have something that someone can take and hang up in cube**—concise principles to help them stay engaged."

"I changed the [training] material quite a lot. My briefings are brief. I took the deck that was 40–50 slides and cut it down to 15."

Next steps

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Next steps

- Schedule biweekly checkins

- Design sprint: examples section and styling

  - Usability testing round 2

- Navigation refinements and testing

- Launch planning

Questions?

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Thank you.

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