

THE FITTING ROOM

CONSUMER MARKETING

CASE STUDY

innovative,
analytical
& disrupting.

case study

Company: U.S. Department of Transportation

Service(s): Website Redesign

About: The top priorities at United States Department of Transportation (DOT) are to ensure the safety of the people of the United States of America through travel. DOT also uses transportation to stimulate the nation's economy. (www.transportation.gov)

Problem Statement: DOT's website was last updated almost 10 years ago and needed a new modern design and refresh of their content.

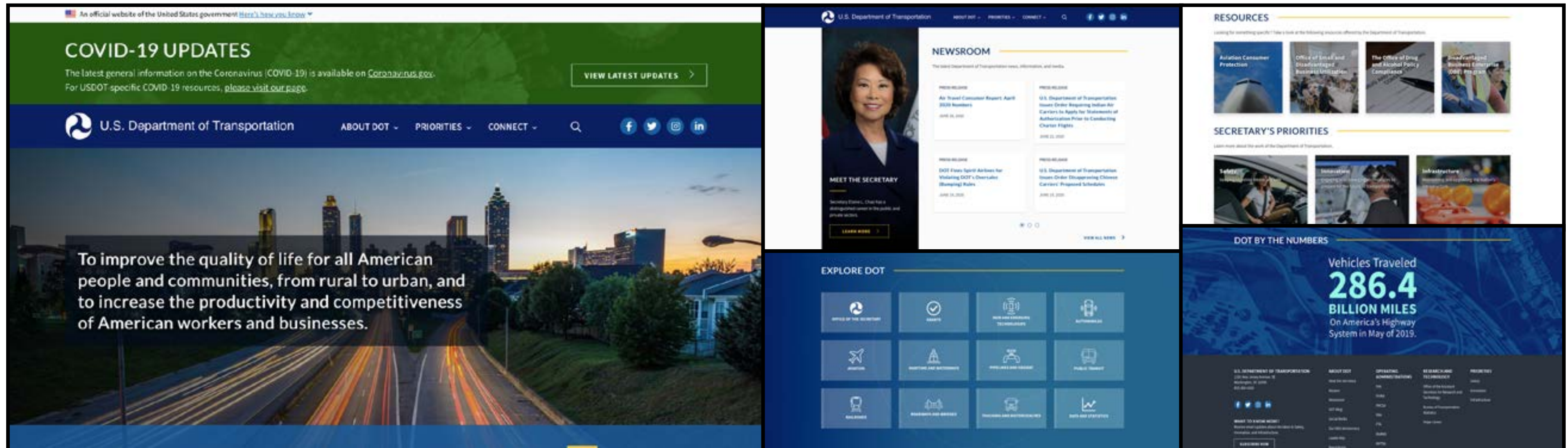
Approach: Build the prototype of a new user experience and restructure the sitemap for intuitive navigation.



case study

FINAL WEB DESIGN AND NAVIGATION

The design below is influenced by the wireframes and site map I created based on the past web performance and primary research we conducted.



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THANK YOU!