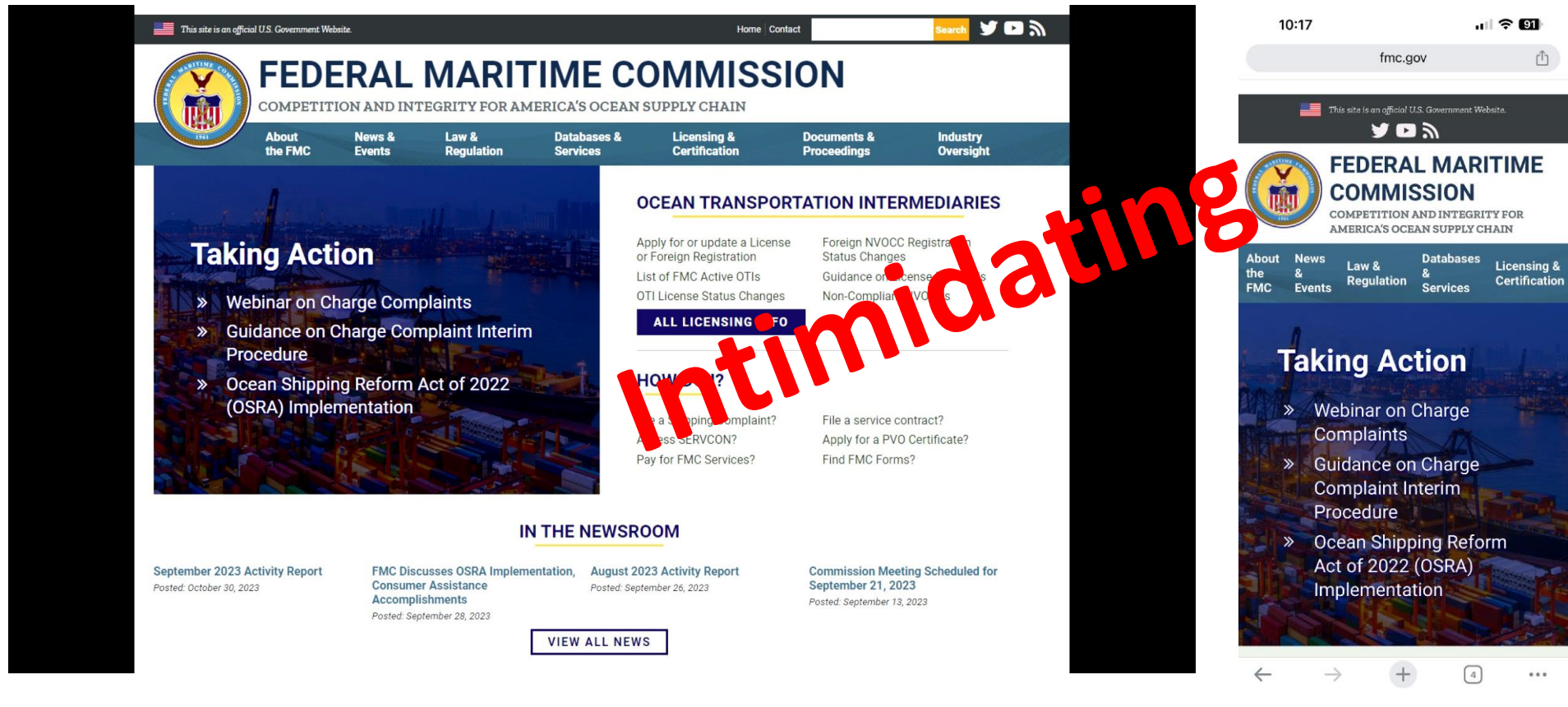


# Federal Maritime Commission website plan

First impression



# Why **intimidating**?

Who is the audience?

- Shippers?
- Merchants?
- Consumers?

What action does it want visitors to take?

- File a complaint?
- Apply for a license?
- Review shipping laws?

Why confusing?

- Navigation – too long, duplicative, and runs off screen on mobile
- Only above the fold CTA is VIEW ALL NEWS (all caps is an issue; so is the use of sensory word “view”)
- Too many acronyms

# Getting started

## Research

- Study:
  1. Pendo can help identify who uses the site
  2. Use analytics to discover what people are doing on the site – and where they could be dropping off. We absolutely need to know the pain points in order to address them.
- Talk to the client:
  1. What does the commission want the site to be?
  2. Does it want digital applications, complaint forms?
  3. Can we consolidate the navigation?
  4. Any changes it won't approve? (moving commission members and upcoming events off the welcome page, for example)

# Setting the scope

## Discussion with internal product owner

- Can we change the navigation? (Again, Pendo study could help.)
- Can we prune the site (too much copy in too many places)? Will it hurt SEO?
- Can we offer digital services for filing complaints and licensing, for example?

## Discussion with dev team

- Can we change the navigation?
- Can we prune the site (too much copy in too many places)? Update the copy?
- Can we offer digital services for filing complaints and licensing?

# Starting the revamp

Use content-centered design to create the flows. Example:



# What's next?

Turn the content centered designs (on Mural, Miro, or Microsoft Whiteboard)

- Give the flows and projected page copy topics to a designer.
- Work with designer on Figma wireframes for different flows/paths.
- Add copy to wireframes.
- Use Jira (or whatever product management system we use) to break down development into tasks.
- Get sign off as tasks are completed from internal Legal, Assessibility and Compliance teams.
- Testing.
- Iterate (in coordination with product manager(s) – and maybe the client.
- Rinse and repeat, if possible.
- Finalize and present to client for feedback.
- Give whatever Fearless uses for copy decks (with accessibility and other notes) to developers.
- Check e2e testing results and sign off on projects in Jira.

# Observations

I love the mission statement. Can we move it up?

Navigation consolidation suggestions

## **About the FMC**

- Move commission members to this page
- Pare down history
- Move industry oversight here

## **News and Events**

- Move to footer?
- Include upcoming events

## **Law & Regulation**

- Consolidate with Licensing/Certification and possibly proceedings

## **Database & Services**

- Consolidate with Documents & Proceedings

# More observations

I love the “How do I?” section on the home/welcome page. I’d make it more prominent (and make it more obvious that the listings are links).

## Priority changes:

- Think mobile first
- Conversational language
- Lose the all-caps headers
- Use sentence case
- Make sure copy is updated (or at least moved off the home page). Example – Addressing Supply Chain Bottlenecks opens to a link about a proposal seeking comments on some practices – the comment period ended Sept. 15, 2023.
- Lose any directional (above/below) and sensory (see/view/listen) references in copy for accessibility.

## Some things we should/could add:

- FAQs
- Greatest hits – five things accomplished in the past five/three years to help the economy (including consumers).
- Acronym legend on each page (or Tool tips for each acronym).
- Digital complaints and licensing (using DocuSign)



# Questions?



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