



TEXAS WORKFORCE COMMISSION

Updating teen-focused website

Challenge

The Texas Workforce Commission (TWC) had an outdated online budgeting tool that Texas middle and high school students were tuning out.

Solution

AIS modernized the site for teen sensibilities while also streamlining the underlying information architecture for easier use and making it fully compliant with the latest accessibility guidelines.

Results

Create a well-designed website that is easy to use, fully accessible, and engages its teen audience.

Make teen-focused website more appealing

TWC asked AIS to help it:

- Consolidate the two sites into one responsive site
- Inclusive site that met WCAG 2.0 AA guidelines
- Modernize the content to make it relatable to a younger demographic

Thorough site planning

TWC engaged AIS largely because of our deep UX and UI experience. We started by interviewing stakeholders and trainers (who step through the tool with students) to see what frustrated them about the site. We also performed a competitive analysis of other lifestyle calculators.

We discovered that adults as well as school-aged children used the website and used this insight to optimize the content and user experience for both audiences. As a result, the site provides a fluid experience that addresses the needs of all users on all devices.

Create a logical information architecture

We streamlined the site's information architecture, restructuring and reorganizing sections to simplify the workflow and speed students' completion of the online calculator tool.

Audit and prune content

We also performed an in-depth content audit and cataloged every piece of information on the site to optimize the structure, eliminate unnecessary content, and ensure that every piece of content was purposeful and thoughtful.

Create a look that teens like

We revamped the site design from the ground up, rebranding it to make its tone and personality relatable to students.

Meet modern accessibility requirements

We eliminated the separate text-only companion site and made the new site fully compliant with Web Content Accessibility Guidelines (WCAG) 2.0 AA.

Seeking similar outcomes?

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