



DEFINING USER NEEDS WAS KEY IN CREATING AN INTRANET THAT WAS FUNCTIONAL AND ENJOYABLE TO USE

Public Works & Government Services Canada helps nearly 140 government departments and agencies to serve Canadians better.

CLIENT Public Works & Government Services Canada LOCATION Toronto, Canada WEBSITE www.tpsgc-pwgsc.gc.ca INDUSTRY Government

SERVICES RENDERED



STRATEGY
UX Strategy



RESEARCH
Stakeholder Research
User Interviews



DESIGN
Information Architecture
Interaction Design
Visual Design



TESTING
Usability Testing

CHALLENGE

Public Works & Government Services Canada needed to make their intranet, ORION, more user-friendly and relevant for their end users: PWGSC staff. The intranet needed improved usability with well-structured content and engaging design that would support users and provide an enjoyable experience for employees.

APPROACH

User research was performed to help understand key tasks and information needs of users in various parts of the organization. We created an information architecture that supports user tasks, providing the right information at the right time. Early usability testing of wireframes with end users confirmed successful pathways. We worked to balance information needs with aesthetics in the visual design phase.

IMPACT

We created a new intranet that presents relevant content in a digestible way and helps employees to be more effective and efficient in carrying out their day-to-day tasks, creating a positive experience and happy employees.