whitehouse.gov is an example of a well designed functional government website that looks like it was designed in the last few years.

codeforamerica.org is an example of a civic-oriented website that was made separately from the government. It is more modern than the White House site but is successful too.
This is both an aesthetically pleasing and a very useable UI. I think the designers avoided taking design liberties in favor of making sure the site worked well. The layout uses hierarchy to help call attention to important, current information, and make it easy to find answers to common questions.

I found a few small quirks with menus on the site but otherwise it worked well. I think the design and the organization of information has a lot to do with the site’s success. It does a good job representing the office and institution behind it - understated, focused, and clear. For this reason—it serving its purpose well—I think it is beautiful.
Analysis 1

Examples

01 - Footer
The lower section of the homepage with all of the various sections of the site clearly listed.

02 - Briefing Room page
A featured section of the site accessible from the main menu at the top of the site. This section is right below the banner story and has news organized legibly and a few special features.

03 - Homepage
Homepage of the site. The blue banner is a helpful visual anchor and contrast to the videos below.
Objectives

**whitehouse.gov**

Their objectives were:

1. Create an informative site that provides information about the White House and the people and departments involved in it.
2. Make a site that is accessible to a variety of people.
3. Provide timely and clear information about issues related to the building and the staff that work in it.

The UI was needed to make the information findable, clear, and useful. Without a site that makes it easy to find information people would become frustrated and perhaps end up with incomplete or inaccurate information from other places.
Users

whitehouse.gov

Many people use this site to find out information about the building, the President, other staff and workers who are part of the White House, and issues that are currently being debated or addressed. Anyone interested in the government might use it as well.

People access the site on desktop computers and mobile phones primarily.

The site doesn’t change anyone’s behavior or anyone who might be interacting with a user. The site could be used at any time during the day.
## Color Palette

### Presidential Colors

The colors of the website echo the colors of the U.S. flag.

<table>
<thead>
<tr>
<th>01 - Dark Blue</th>
<th>02 - White</th>
<th>03 - Red</th>
</tr>
</thead>
<tbody>
<tr>
<td>R - 0</td>
<td>R - 255</td>
<td>R -159</td>
</tr>
<tr>
<td>G - 27</td>
<td>G - 255</td>
<td>G - 0</td>
</tr>
<tr>
<td>B - 73</td>
<td>B - 255</td>
<td>B - 0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>01 - Blue</th>
<th>01 - White</th>
</tr>
</thead>
<tbody>
<tr>
<td>R - 48</td>
<td>G - 73</td>
</tr>
<tr>
<td>G - 73</td>
<td>B - 156</td>
</tr>
</tbody>
</table>

### Analysis 1

Color Palette

- **whitehouse.gov**

![Color Palette Diagram](image-url)
The colors match the colors of the flag and could be described as patriotic as well as historic. The colors are traditional and offer a visual reminder of work carried out by the institution the site describes. They are meant to be symbolic.

The designers did a nice job of balancing the amount of each color to highlight certain areas of the page and create a sense of balance.
Typography

whitehouse.gov

Type Inventory

The site uses one sans-serif font, Helvetica, and one serif font, Georgia.

Some of the videos have separate fonts in the titles.

How many sizes are there within those fonts?
There are several sizes of fonts:
1. One size for the body copy (mostly Helvetica).
2. One size (all caps) for menu headings, and topic headings. Headings are primarily Helvetica but some are Georgia
3. One size for photo captions.
4. Some pages have large section headings in Georgia.

The fonts and their sizes seem to be consistent throughout the site. The text that readers spend time on is all Helvetica and some of the headings and captions stand out in different weights of Georgia. Overall they work well together to make it easy to read and to get a sense of hierarchy.
These typefaces work well on screen and provide a good amount of contrast and aid in readers differentiating between different kinds and sections of text.

The typefaces are standard and not goofy or overly modern, in this way they are appropriate for the site and the work the White House does.

There are a few cases where the weight of the font feels too light, especially when the text is light grey. Otherwise, the designers did a good job.
Analysis 1

Imagery

whitehouse.gov

Highlights

President Obama's 2014 Trip to China, Burma, and Australia

First Lady Michelle Obama's 2014 Asia Trip

We The Geeks

A new dmv.ca.gov
The imagery is informative, shows members of the White House engaging in their jobs, relate to history or the building and the presidency. The imagery emphasizes colors similar to or complementary to the main colors of the text and pages on the site.
codeforamerica.org

This site has a modern look, though it still takes cues from typical patriotic pattern and colors. I think there is more interest in being modern on this site than on the White House site. Overall the site is still quite useable and well organized. The site has a little too much color for my taste but it’s well designed.
Analysis 2

Examples

01 - About page
A page describing the members of the organization and what they do.

02 - A list of current projects
To entice people to help, Code for America lists current projects and what help is needed for the projects on their site.

03 - Homepage
The current homepage. Concise, powerful, and clear. Bold.

A new dmv.ca.gov
 Objectives

The objectives were to:

1. Explain their organization, its mission, and how it works.
2. Convey a need and recruit people to help.
3. Engage with people and share information about their successes and what they plan to continue working on.

The UI was needed to connect with potential coders and civic institutions that need help.
Users

People interested in joining Code for America to work on projects, curious parties, and organizations that are looking for help all visit the website. The site is primarily for conveying information.

The site doesn’t change anyone’s behavior. People might use the site at anytime of day or access it on a variety of devices—computers, mobiles, tablets.
A new dmv.ca.gov

Analysis 1

Color Palette

<table>
<thead>
<tr>
<th>ID</th>
<th>Color</th>
<th>RGBA Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Blue</td>
<td>R - 0, G - 27, B - 73</td>
</tr>
<tr>
<td>02</td>
<td>White</td>
<td>R - 255, G - 255, B - 255</td>
</tr>
<tr>
<td>03</td>
<td>Bright Red</td>
<td>R - 214, G - 0, B - 18</td>
</tr>
<tr>
<td>04</td>
<td>Red</td>
<td>R - 199, G - 0, B - 31</td>
</tr>
<tr>
<td>05</td>
<td>Black</td>
<td>R - 0, G - 0, B - 0</td>
</tr>
<tr>
<td>06</td>
<td>Warm Grey</td>
<td>R - 70, G - 75, B - 72</td>
</tr>
</tbody>
</table>

Patriotic Colors
The colors of the website echo the colors of the U.S. flag and patriotic decorations.
They probably choose these colors because they are reminiscent of government, the flag, and other patriotic symbols. The heavy use of red and black are more bold than the White House site’s primarily white pages.

They are functional when the highlight information and help break up sections of the page. They are aesthetic overall though because they help catch the viewer’s eye and pull them around the page generally.

The colors fit in with the brand and the industry.
Typography

Type Inventory

The sans serif font families for the site are:

The serif font families for the site are:
Georgia, Times, Times New Roman.

There are a few sizes on the site:
4. Major heading: sans serif, generally all caps.
6. Footer, captions (the smallest size): sans serif.

The sizes work well across the site, most words that aren’t headings are sans serif and easy to read. The heading are a nice contrast in the serif fonts. They make nice use of weights too, especially when on colors that could be hard to read.
The designers made good choices: things are legible, easy to scan, and stand out well on photos or color. The typefaces are more modern and match the organization’s emphasis of helping government make sure of current technologies.

The decision seems to be primarily functional but also somewhat aesthetic. The logo itself is a very beautiful type design on its own.

I wouldn’t do anything differently.
Analysis 2

Imagery

codeforamerica.org

2014 FELLOWS

Stacy Donohue

DATA

 PRESS

Rhode Island
San Antonio
San Mateo County
Santa Cruz

A new dmv.ca.gov

Interface Aesthetics
Spring 2015

Elisabeth Prescott & Kimiko Ryokai
Imagery

codeforamerica.org

The imagery is reflective of the organization’s collaborative nature and work. It shows people working together, echoing one of the company’s core values. They also show an organization that is thriving. The images are bold and attention grabbing. In this way they are primarily functional. In fact, I found a few that had poor exposure and others that could have been cropped better. I think they were more focused on what they were taking pictures of, rather than posting pretty pictures.