



## Case Study: U.S. House of Representatives

**Industry**  
Federal

**Solution**  
Website Design

**Client**  
The U.S. House of Representatives is one of Congress' two chambers and part of the federal government's legislative branch. Along with the Senate, the House makes and passes federal laws that affect the entire country.

**Challenge**  
The House's website was cluttered and lacked strong visual branding. Inconsistent user experiences throughout the website posed major roadblocks to communication with site visitors, especially citizens interested in current legislative affairs.



The House approached NavigationArts with three overarching goals:

- Improve the ability of <http://www.house.gov/> visitors to find desired information and act on that information
- Create a distinctive visual design that conveys an open and approachable feel
- Provide a comprehensive resource for disseminating official information about Members, Committees, official events, legislation, and the law.

**Solution**  
Before launching the redesign process, NavigationArts conducted user research to identify and categorize [www.house.gov](http://www.house.gov) visitor traffic. Findings revealed that many visitors were looking for channels to communicate with their Representatives, but did not utilize any of the numerous other resources available on the site. To convey the breadth of the House's resources and work, NavigationArts' developed an overall visual design that defines the House as the foremost resource for official information about Members, Committees, official events, legislation and the law.



**Hallmarks of the new website include:**

- Intuitive navigation that exposes once buried materials
- Easy-to-use widgets for “Finding Your Representatives” and contacting them
- Expanded public disclosure section
- Interactive calendar of current and archived House schedules, floor proceedings, votes, bills, and reports
- Educational tools for learning about the House and Federal Government

The new website provides the House a direct channel to communicate with its constituents without the filter of the media to frame the conversation. A well-designed website for the House of Representatives will improve trust in the institution, encourage direct citizen engagement, and highlight the impacts its actions are having on people and the nation as a whole.

**Project Results Included:**

- Intuitive, lightweight design that allows for easy access to House information
- Interactive schedule of legislative activity
- User-friendly search function for Member and Committee information
- Integrated links to partner pages that allow for better access to House resources

**Highlight from the Technology Solution Included:**

- HTML templates, page code and CSS files
- JavaScript libraries to complement function and presentation

NavigationArts has been asked to develop a mobile optimized site for [www.house.gov](http://www.house.gov) that will streamline the Find/Write Your Representative and interactive Calendar features, and include links to officers and partners that are appropriate for the medium.

