



# Case Study (Digital Transformation)

## Improving the User Experience

THE PARNIN GROUP IS ASSISTING A FEDERAL AGENCY IN ORDER TO IMPROVE THE CUSTOMER EXPERIENCE - TRANSFORMING THE WEBSITE TO A MORE USER-CENTRIC PORTAL.

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The website of this regulatory agency is one of the top visited Federal Government websites with a significant volume of seasonal visitors. The website was organized around the various business lines and did not provide a seamless experience to visitors. Visitors come to the website to perform certain key tasks and use its online services, in addition to using it as the authoritative source for laws and information.

## APPROACH

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The Parnin Group is using a user-centered approach to incrementally iterate and improve and enhance the user experience. Focussing on an user's top tasks, we have been able to identify critical tasks for which most users come to the website - highlighting these top tasks and improving the navigation has helped users to find content faster and more easily.

Our approach is based on research and analysis - using data and metrics, we have helped agency leaders to make informed decisions on site content and strategy.

Finally, using a comprehensive stakeholder engagement and communications process, we have been successful in working with the organizational divisions (content owners) across the agency by improving existing business processes, a significant change management effort to transform the mindset of the organization to an user-centric approach, as opposed to internal organizational focus.

## OUTCOMES

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The Parnin Group helped to successfully transition the site to a new content management system, a significant effort that involved multiple project work streams and coordinating with key internal stakeholders.

We helped to incrementally improve the site navigation and content, thereby improving overall user experience.

We assisted with improving the knowledge management of the organization by creating standards and guidelines, streamlining business processes, and designing a knowledge management repository.

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