

User Experience at TRS

Communications UX Team

UX Points of Contact

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Introduction to User Experience

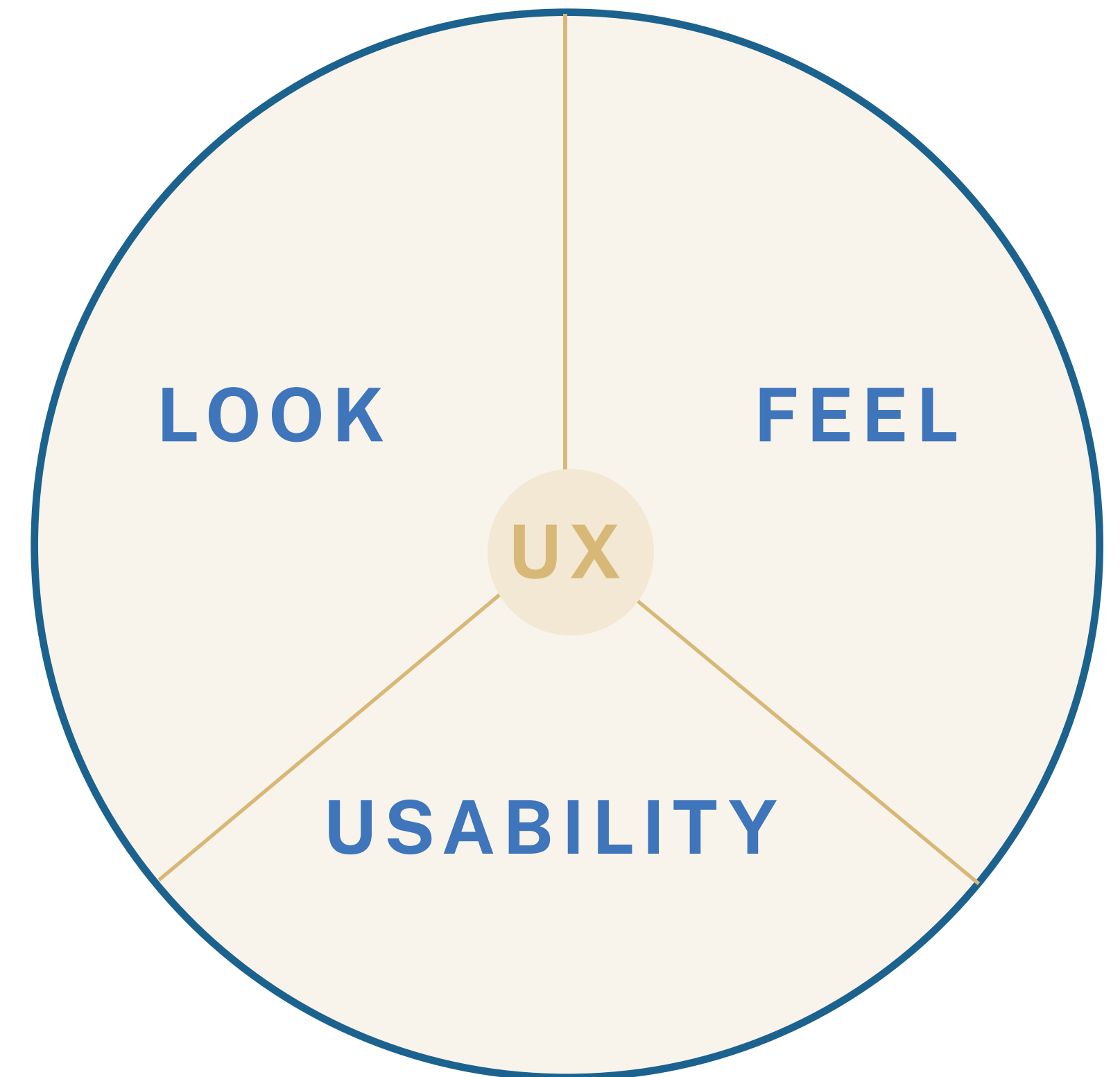
- What is UX?
- UX Research
- UX Casestudy @ TRS
- Ongoing/Future Projects

Introduction

What is UX?

User experience (UX) captures all aspects of how users engage with a product or service

- Utility
- Ease of use
- Efficiency
- Thoughts/feelings before, during, and after use



Introduction

User Experience (UX) Research

UX research identifies concrete areas for improvement through the systematic study of users'

- Behaviors
- Thoughts
- Feelings

Produces actionable recommendations to address high-impact pain points



UX Research@TRS: Casestudy

Website Redesign

Multi-pronged research project that aims to streamline the user experience and increase overall satisfaction

- Tree testing
- Interviews
- Heuristic evaluation
- Surveys
- And more...



Redesign Project- UX Research

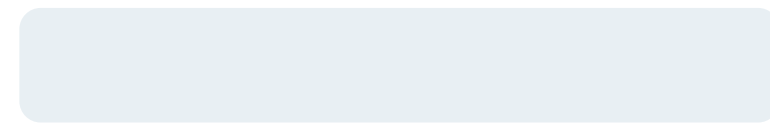


- Research Process Overview
- Secondary Research
- Primary Research
- Information Architecture
- Key Takeaways

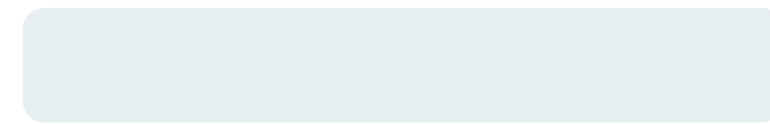
Research

UX Research Process

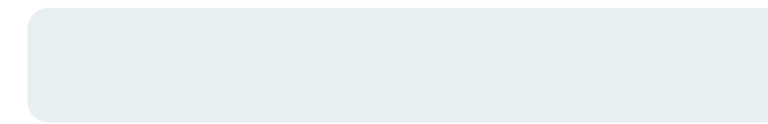
Secondary Research



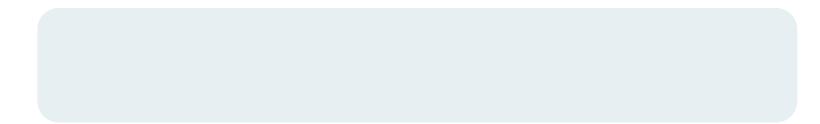
Primary Research



Information Architecture



Design and Wireframing



Research

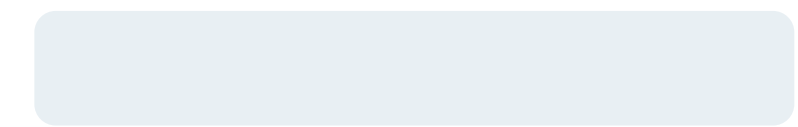
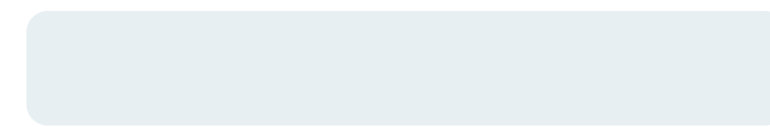
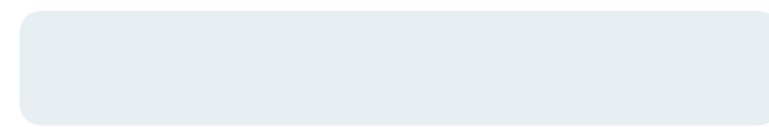
UX Research Process

Secondary Research

Primary Research

Information Architecture

Design and Wireframing

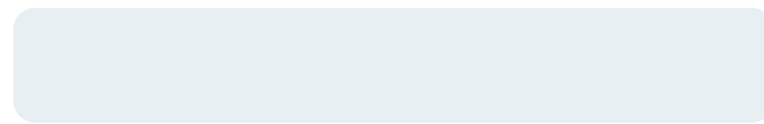


- Contextual Research
(MSS Surveys, GA4 Analytics)
- Competitor Analysis

Research

UX Research Process

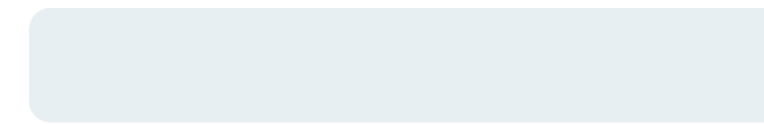
Secondary Research



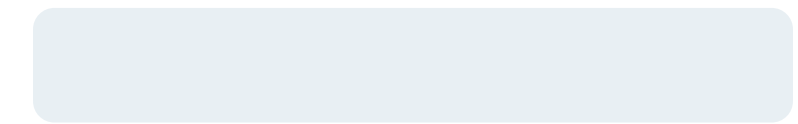
Primary Research



Information Architecture



Design and Wireframing

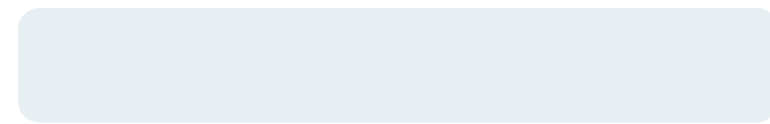


- Website Feedback Survey
- TRS Staff Website Experience
- Preliminary User Interviews

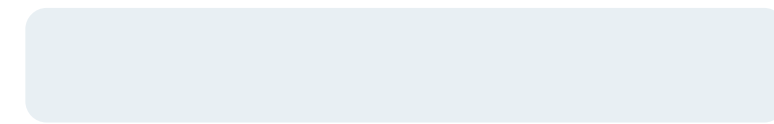
Research

UX Research Process

Secondary Research



Primary Research

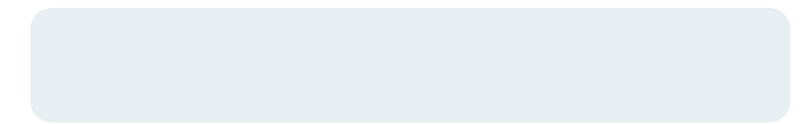


Information Architecture



- Content Audit & Inventory
 - Card Sorting
 - Tree Testing

Design and Wireframing



Research

Key takeaways

- Design - empathetic and user-centered
- Overall member experience with the service influences website interaction
- User Experience → Member Experience → Service Design
 - Top pages + reasons for visiting
 - Provide flexibility in use - navigation, search
 - Plain language and accessibility considerations
 - Refine Information Architecture

Research

UX Research Process

Secondary Research



Primary Research



Information Architecture



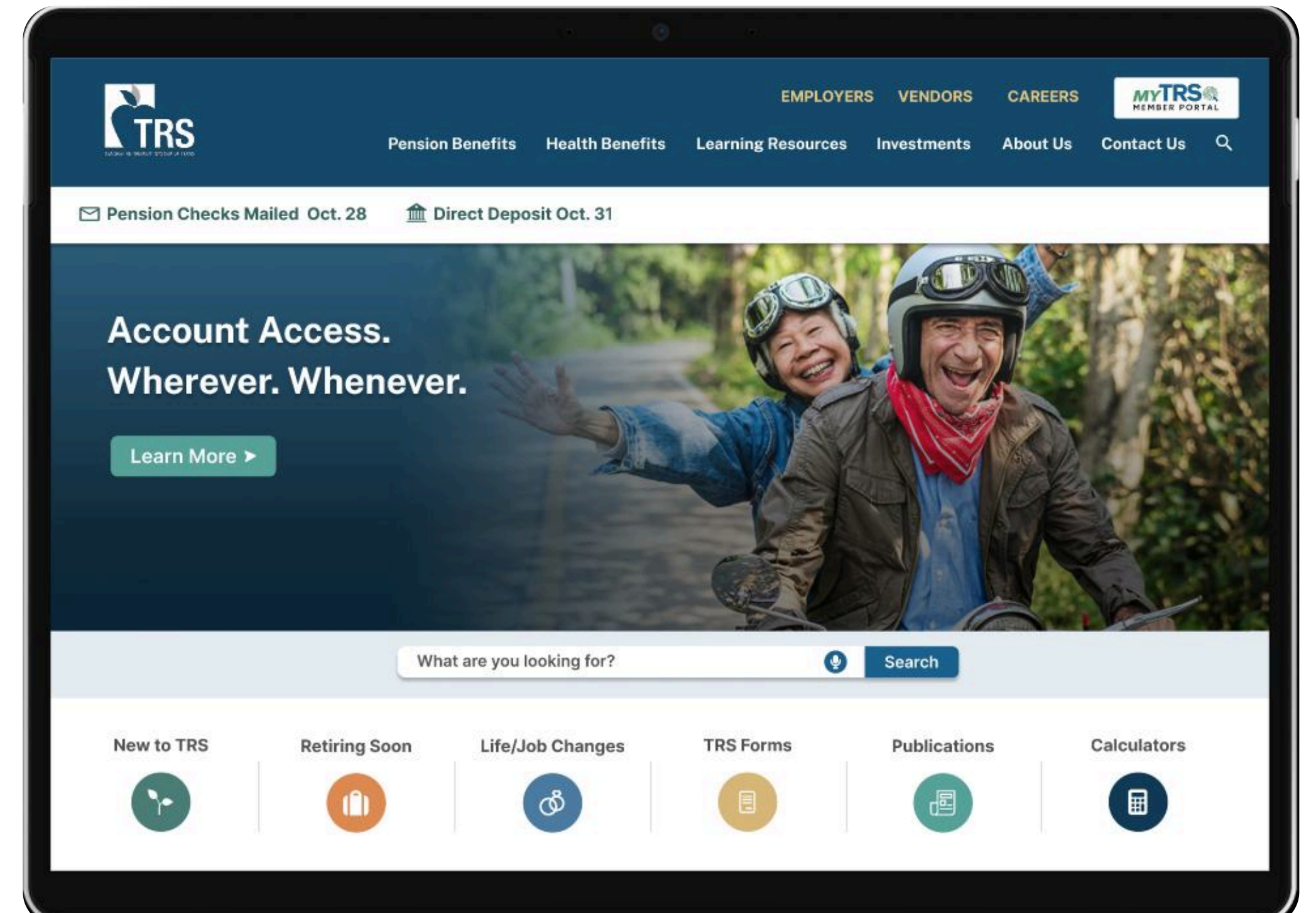
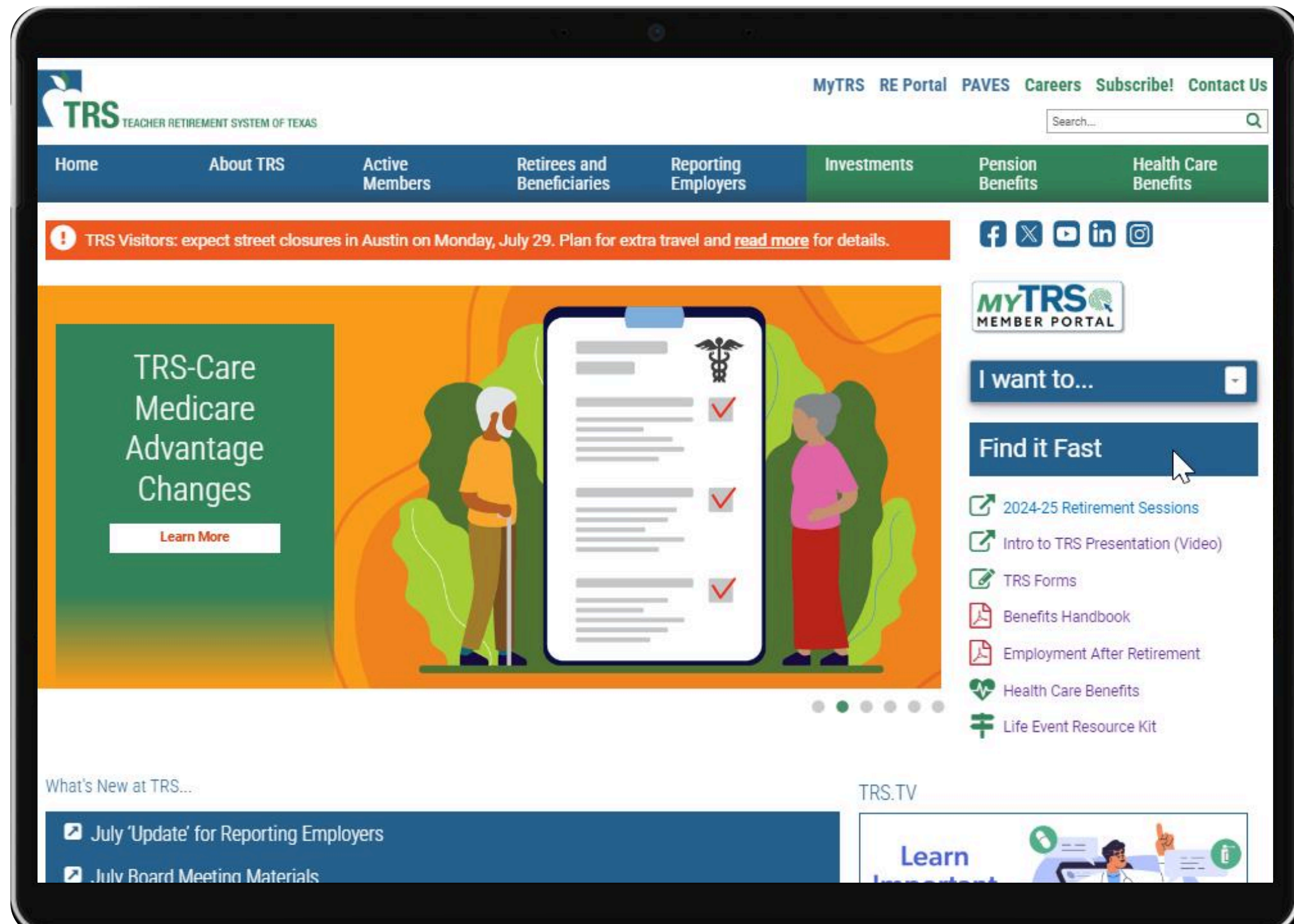
Design and Wireframing



- Style Guide
- Component Library + Design System
- Hi-fidelity, iterative mockups

Design

Current Vs Redesigned Website



Design

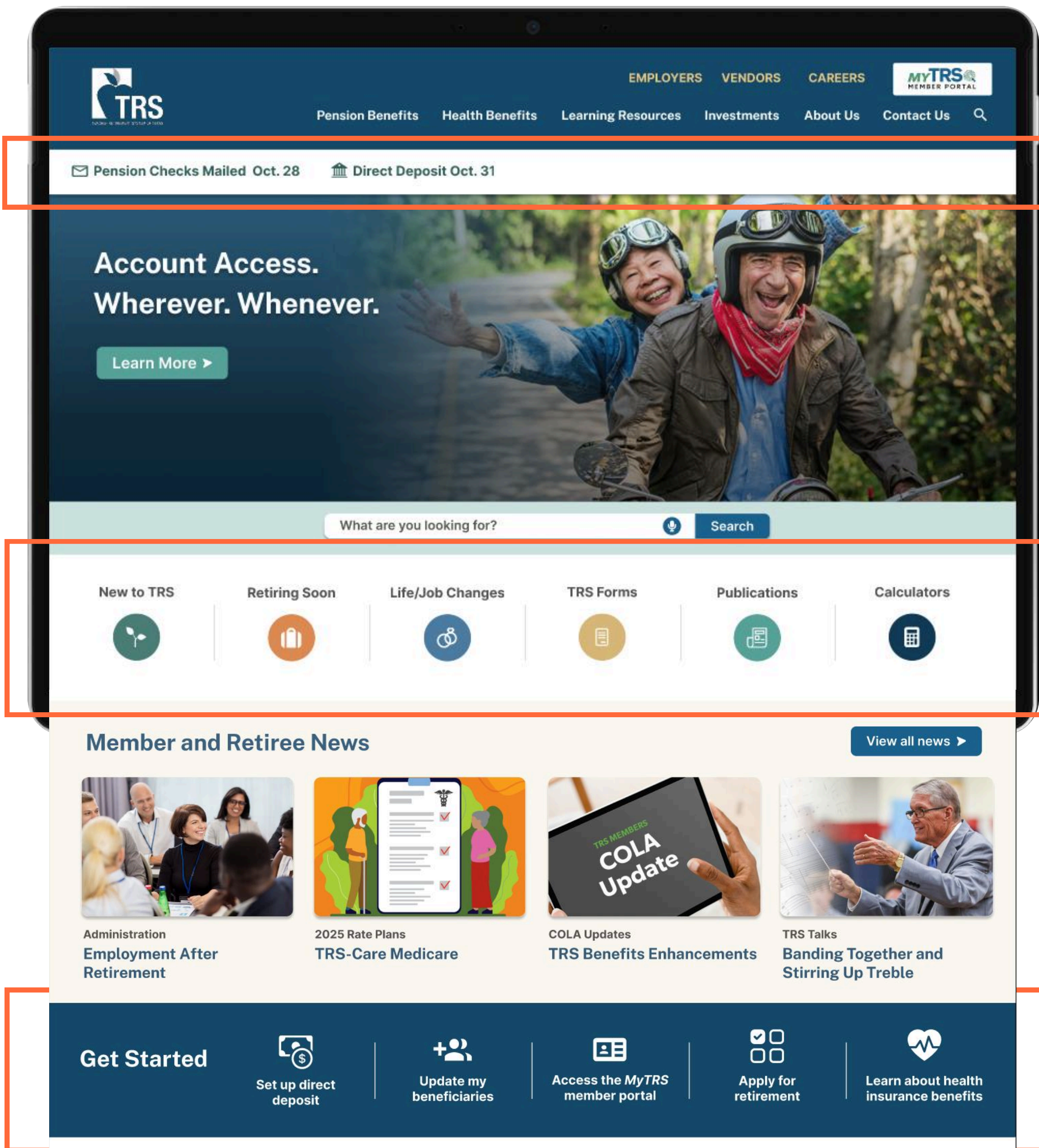
- **Annuity payment At a Glance**

Reminder of annuity payment schedule based on usability heuristic (recognition rather than recall)

- **Quick Links**

Users can find information quickly by accessing pages according to their status or need

Get Started is an action oriented section that provides frequently visited pages



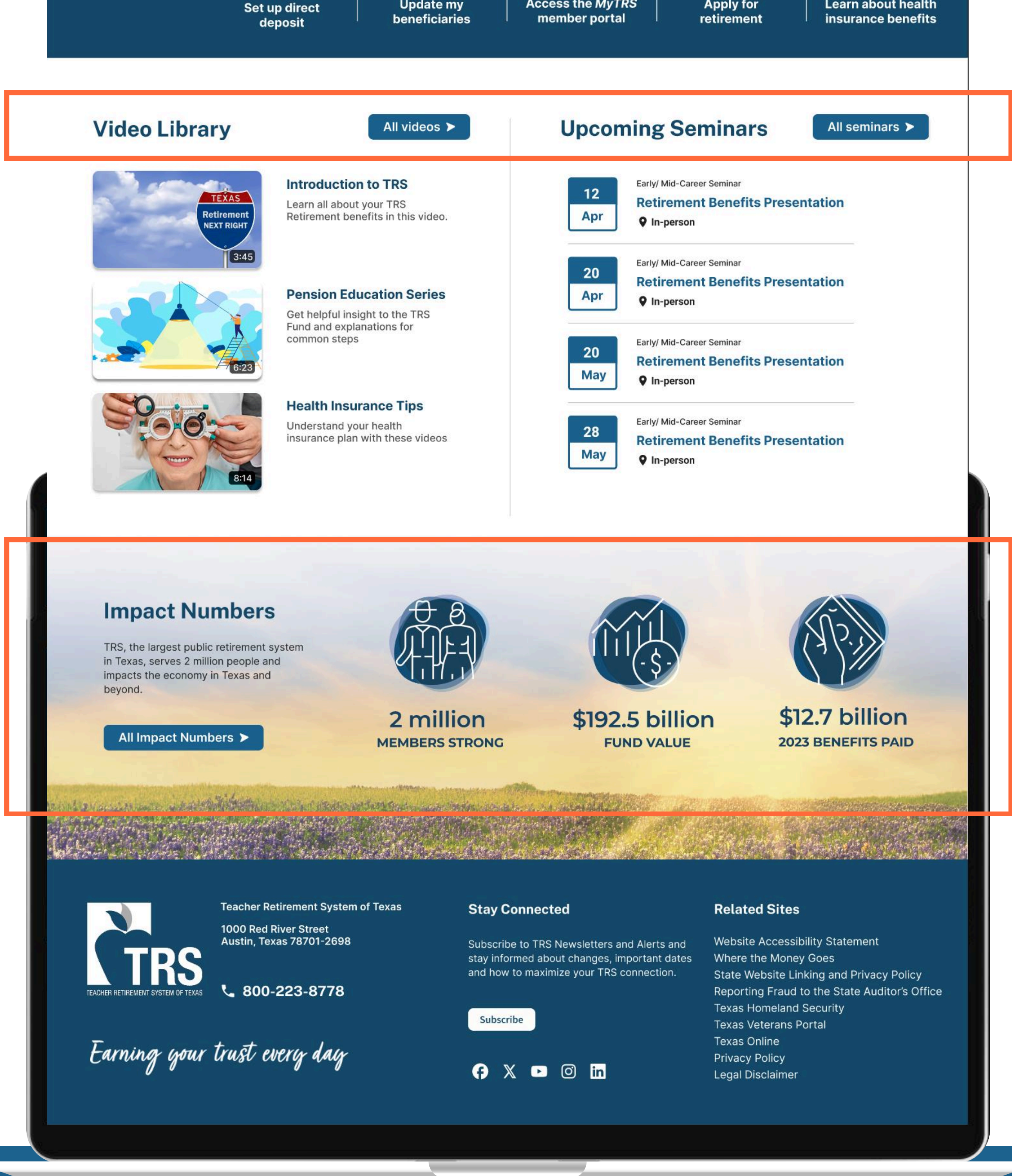
Design

- Pique interest

Featuring news, recent videos, and upcoming seminars will grab user's attention and inform what's happening at TRS

- Understand Pension value

Users can trust TRS and understand their value in making impact on the economy in Texas and beyond



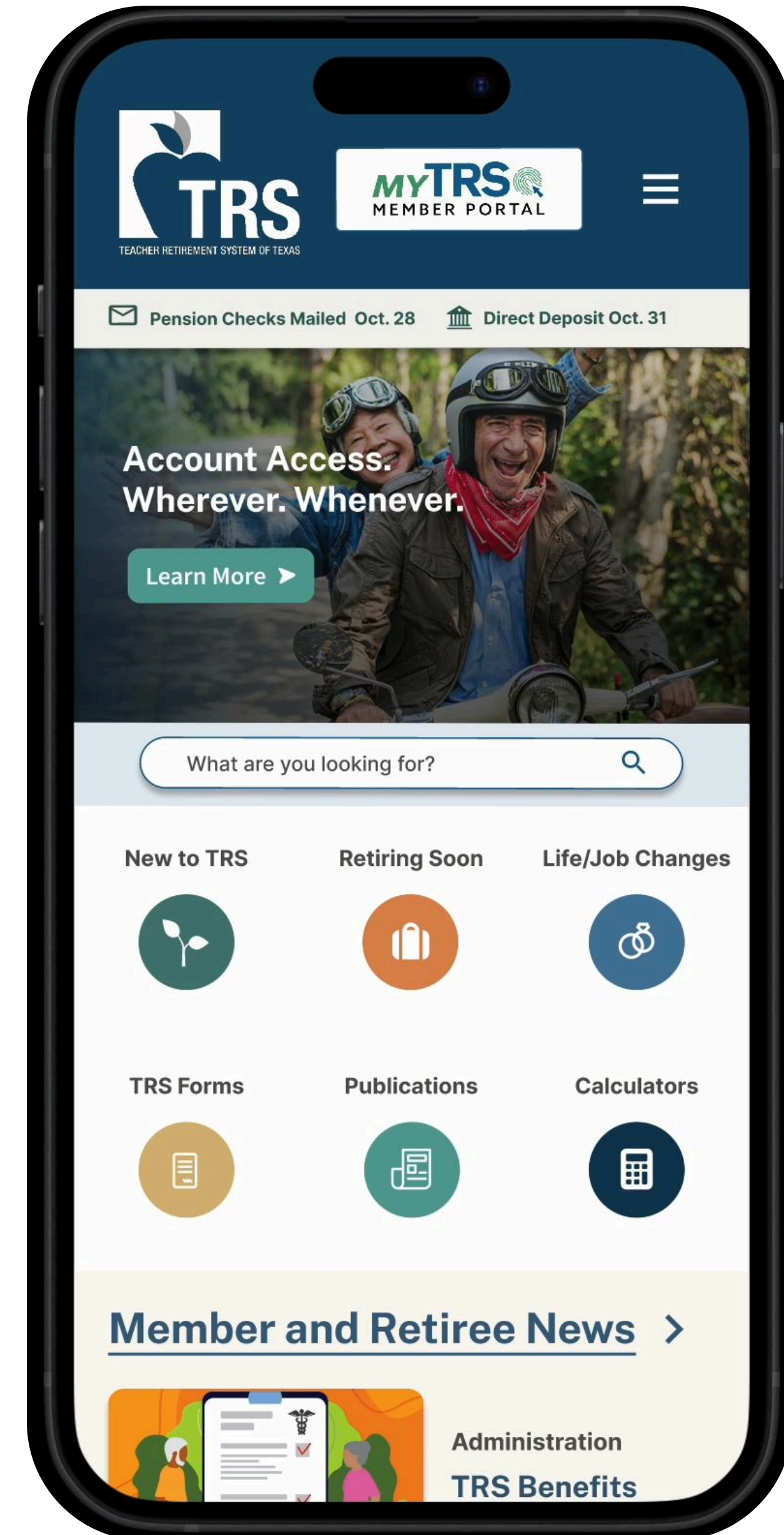
Design

Iterative Design process

UX design in Website Redesign Project is a cyclical process that involves refining and improving design solutions based on feedback, testing, and evaluation

Stakeholder feedback

- How can we make the website more interactive and engaging?
- What are some best practices for navigation?
- Could we add more padding for mobile and tablet screens?
- How can we unify and balance out different pages for different audience? (E.g., Careers, Employers, Investments, etc)



Current / Ongoing UX Projects

A small, stylized yellow graphic consisting of several curved lines and a small star-like shape, positioned above the end of the main text.

- Visit the UX Repository to view all ongoing/upcoming projects.