

# Designing smart layouts in the GovHub

BREAKOUT: User Interface

Rachel Hart

A vertical bar composed of three stacked rectangular segments in shades of olive green and brown.

**Digital Services**  
GEORGIA

# Hi, I'm Rachel

**UX/UI Designer**

Digital Services Georgia

@RachelH\_Design

# Agenda

Layout options

Guiding principles

“Build a page” workshop

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Layout options

Guiding principles

“Build a page” workshop

# Layout options

1. Landing Pages
2. Text editor embeds

# Landing Pages

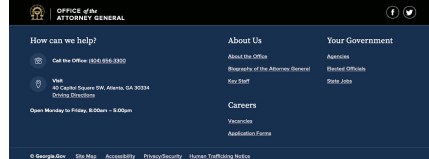
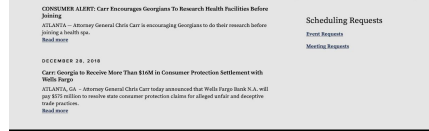
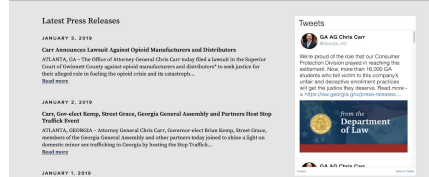
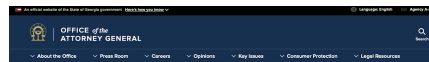
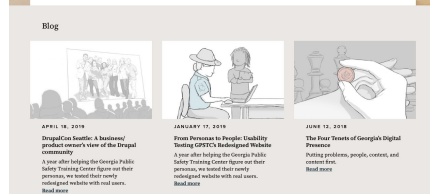
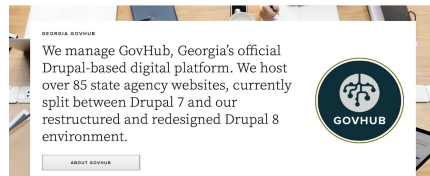
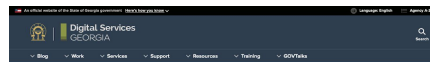
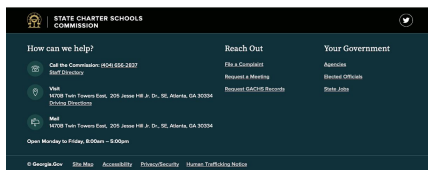
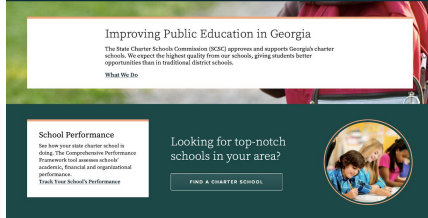
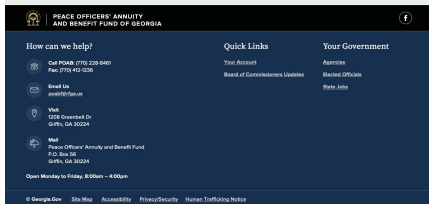
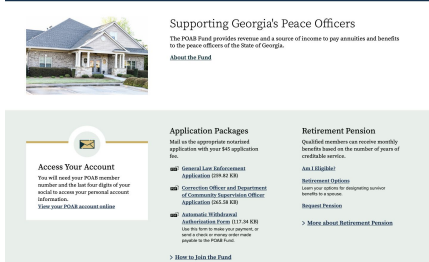
# Layout options | Landing Pages

The purpose of a landing page:

**To introduce a section of content**

- Introduce and link to pages nested underneath
- Highlight most needed information
- Group content logically

# Landing Pages

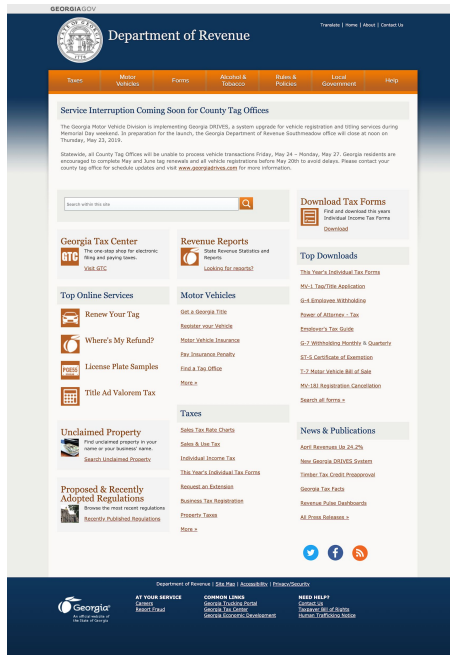




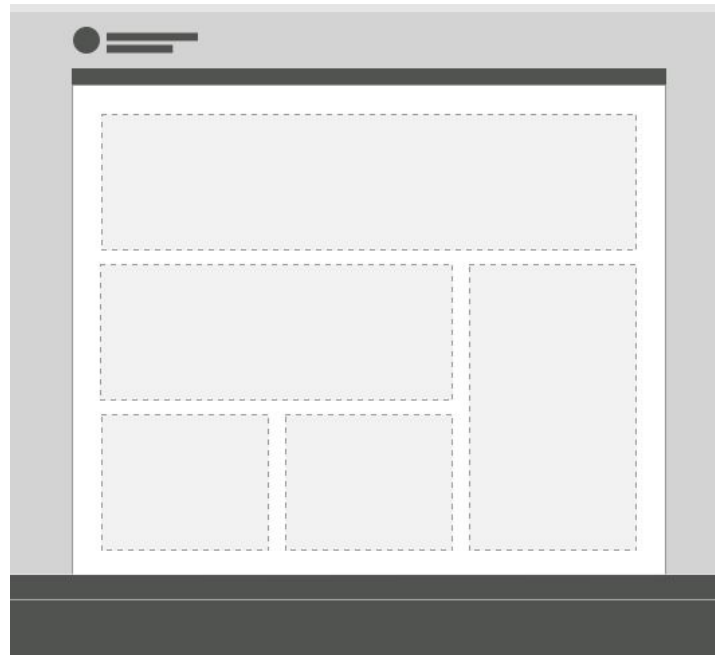
Here's what we have in D7...

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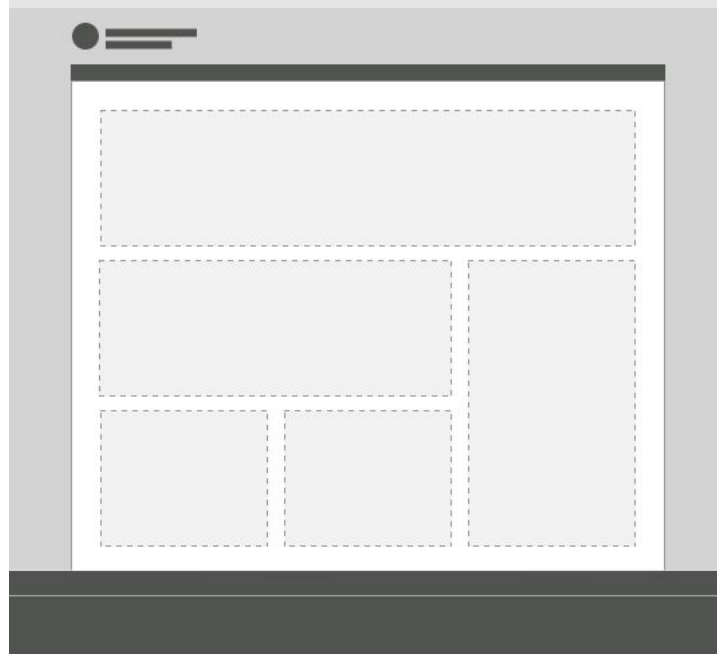
# Layout options | D7 Landing Pages



# Layout options | D7 Landing Pages

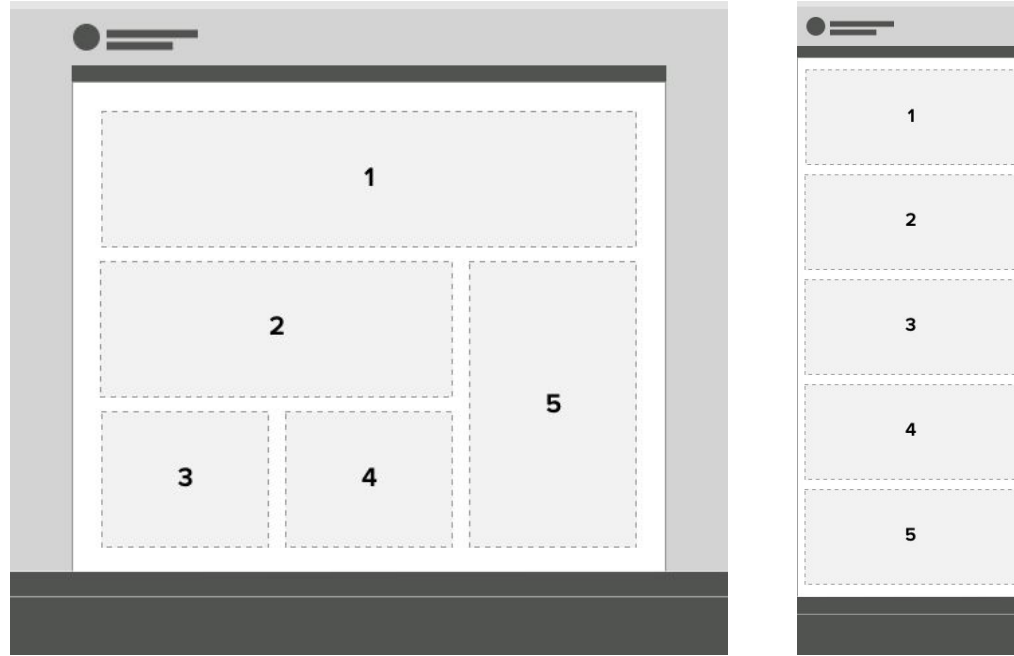


# Layout options | D7 Landing Pages



1 option... big to small

# Layout options | D7 Landing Pages



Also not great for mobile

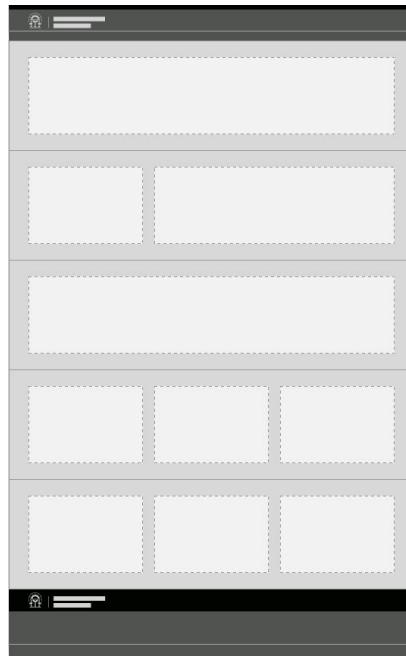
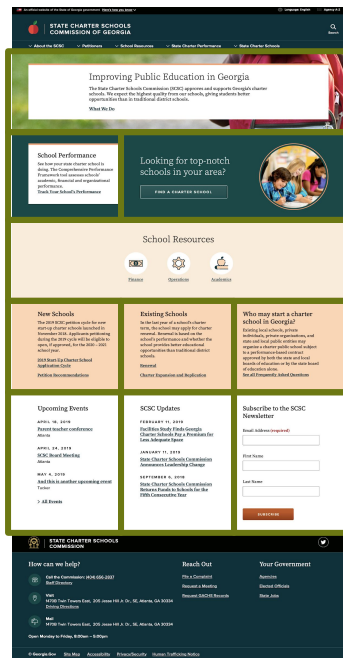
And this is what we're getting in D8...

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# Layout options | D8 Landing Pages

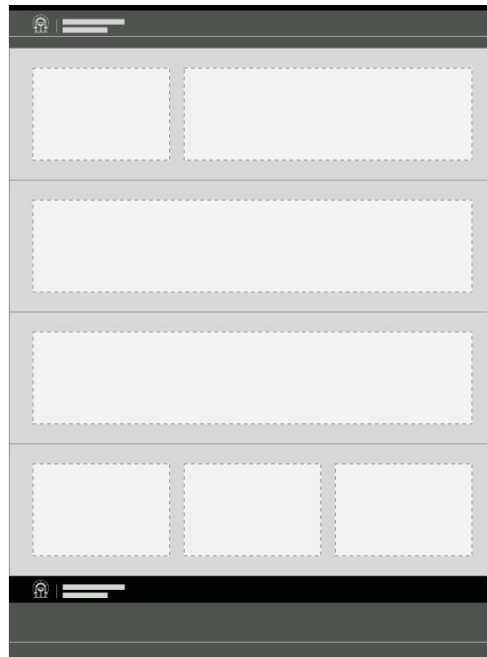
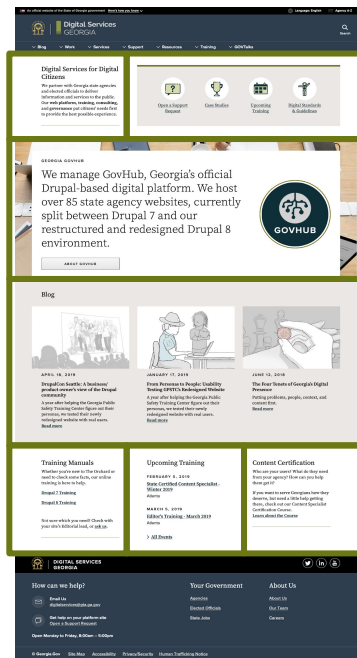


# Layout options | D8 Landing Pages

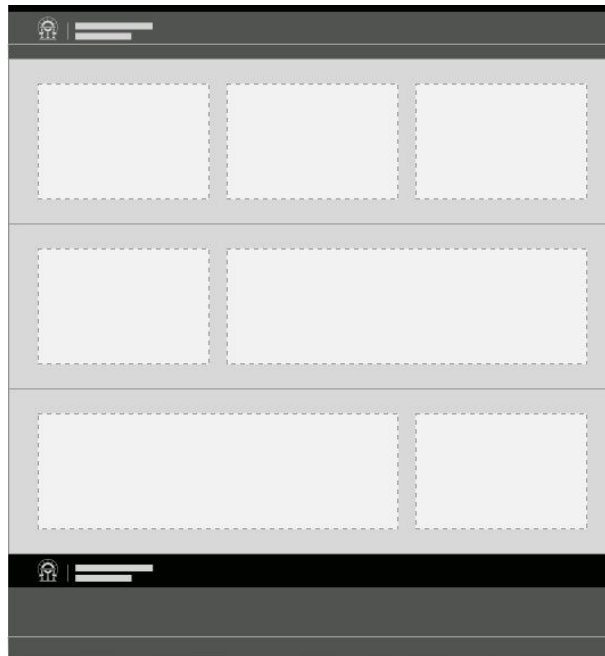




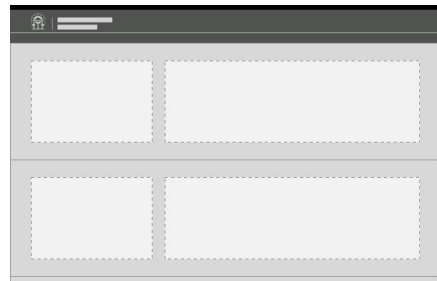
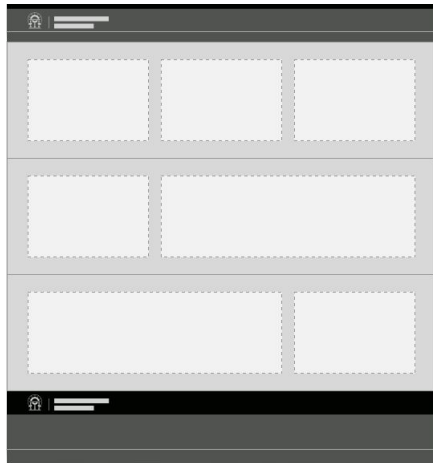
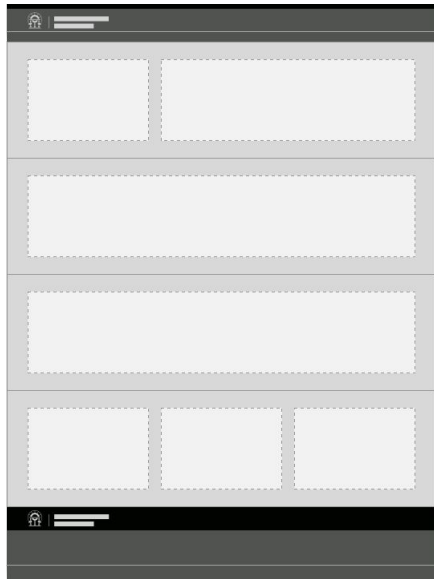
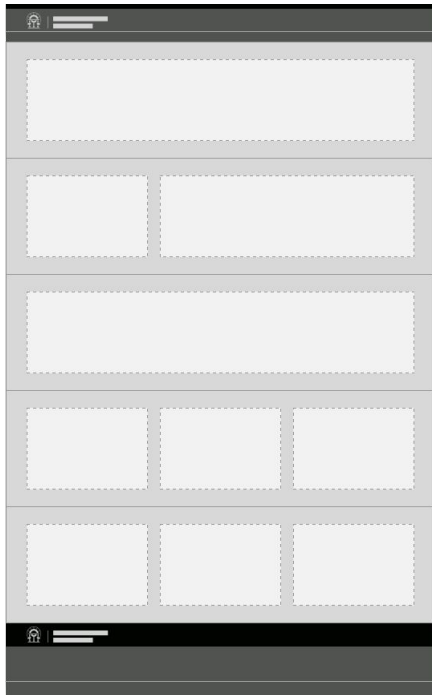
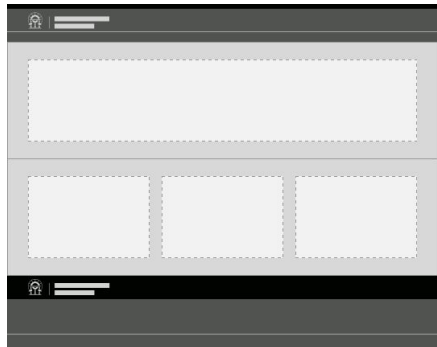
# Layout options | D8 Landing Pages



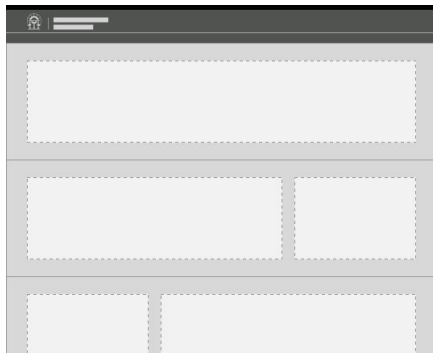
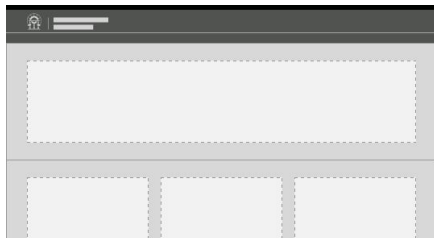
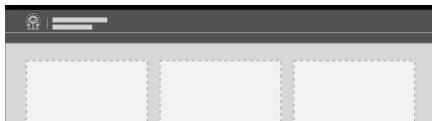
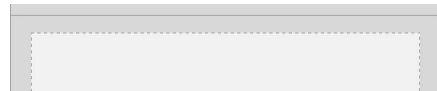
# Layout options | D8 Landing Pages



# Layout options | D8 Landing Pages



So many options!



# Layout options | D8 Landing Pages



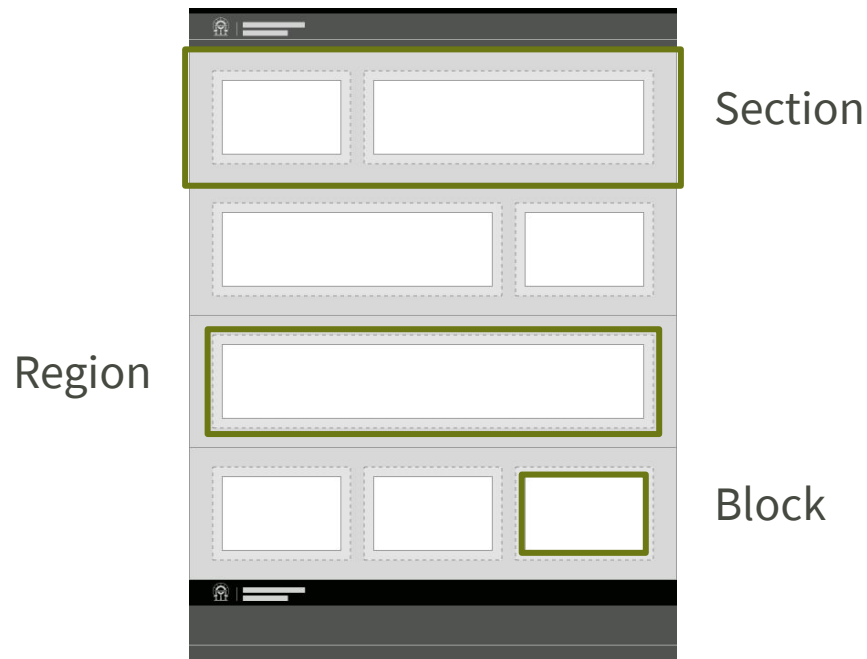
Awesome for mobile

# Sections, Regions, Blocks... Huh?

Yay definitions!



# Layout options | D8 Landing Pages

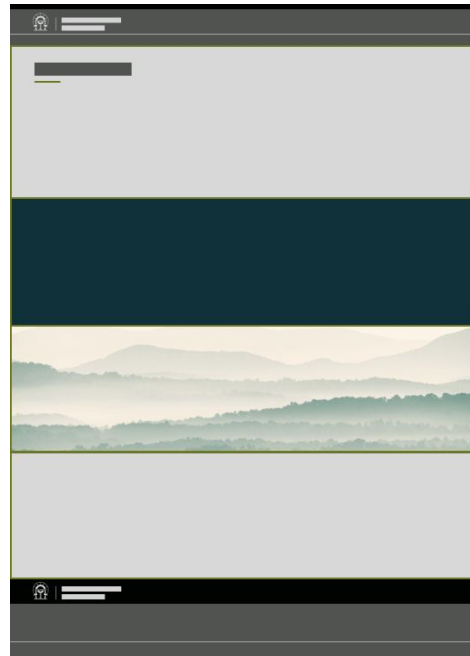


# Layout options | Sections

Title

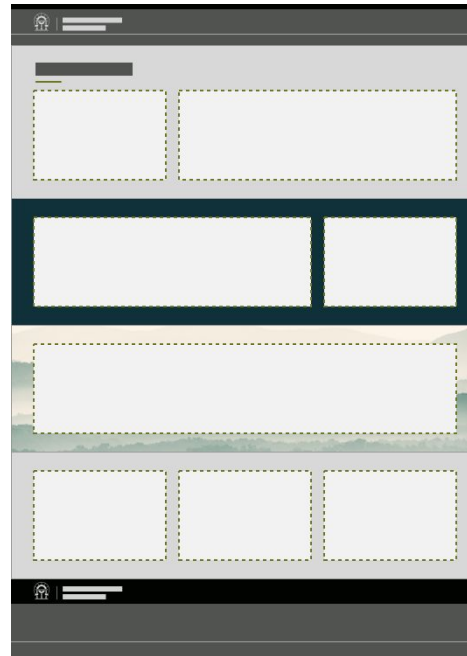
Color

Background image



# Layout options | Regions

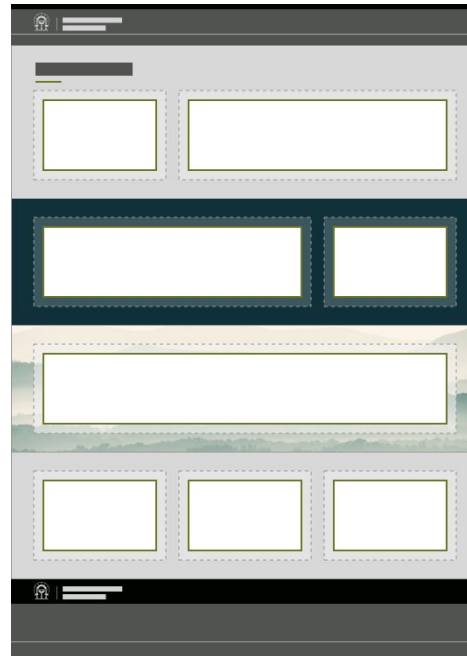
Containers for blocks





# Layout options | Blocks

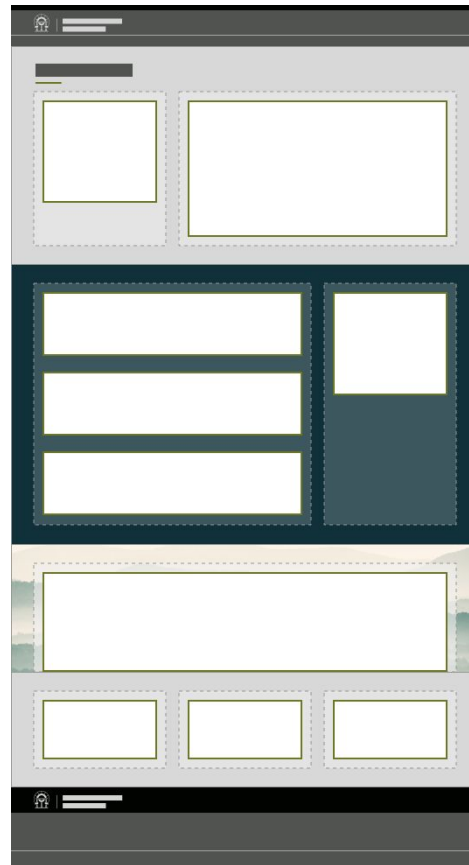
The actual content



# Layout options | Blocks

Regions can hold multiple blocks.

Blocks in one region don't affect blocks in neighboring regions.



# Layout options | Blocks

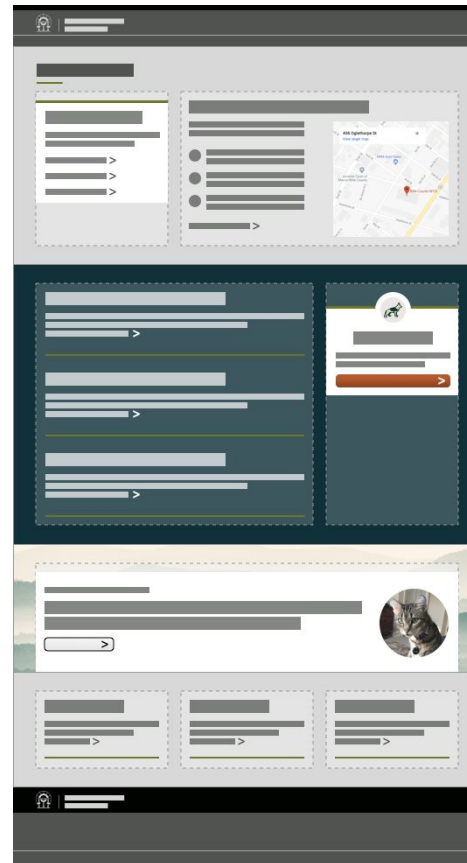
Block type

Display options

Card

Card icon

Image



Text editor embeds

# Layout options

## Embeds: **What?**

### Micro-content

*Promos, Calls to Action,  
Link Collections, etc.*



#### Have some links

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

[Best Cat Breeds](#)

[Funny Cat Videos](#)

[Article: Are Dogs Actually Better?](#)

> [All Cat Info](#)

#### Experience Lyric in person!

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

RESERVE YOUR TIME



#### One last thing

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[Learn more about Lyric](#)

# Layout options

## Embeds: What?

### Automatic teasers

*Contact teasers, News teasers,  
Event teasers, etc.*

JANUARY 3, 2019

#### Doctors with Disabilities Push for Culture Change in Medicine

A growing movement of current and aspiring doctors with disabilities is starting to challenge the narrative that doctors should be "able-bodied", saying it is a disservice, both to the medical profession and to patients.

[Read more](#)

---

#### Contact UX/UI Designer

**Rachel Hart**

Contact Rachel to learn more about her cat.

[not.my.email@gtg.ga.gov](mailto:not.my.email@gtg.ga.gov)

**Visit:** 47 Trinity Avenue SW  
Atlanta, GA 30334  
United States



JAN

5

#### Altamaha Regional Council Meeting

ATLANTA / This short description gives you a sense of what the content is about. Here is the second sentence.

[Event details](#)

# Layout options

## Embeds: **What?**

### Media

*images, videos*

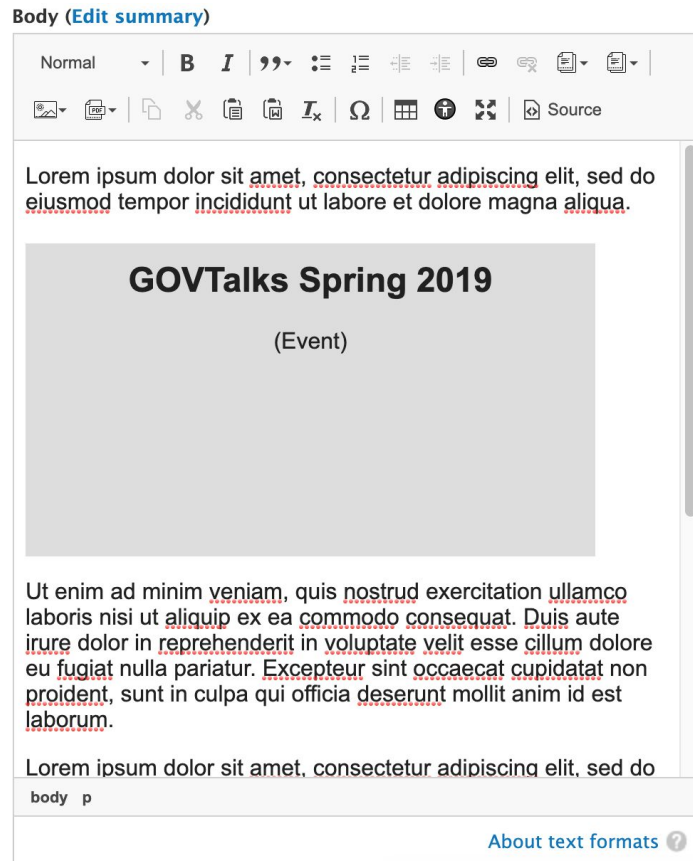


# Layout options

## Embeds: **Where?**

Within the text editor (WYSIWYG) of certain content types.

*Book Page, Event, FAQ, How Do I,  
News, Topic Page*





# Layout options | Embeds: **Why?**

Highlight specific content on the page

Break up the “wall of text”

Single source of truth



## Our Work

## All about Lyric

## &gt; Case Studies

## Press &amp; Recognition

## Awards

## &gt; Georgia.gov

# All about Lyric the cat

(Because if I'm making this sample page, I'm making it adorable.)



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea

## Experience Lyric in person!

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[RESERVE YOUR TIME](#)

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RESERVE YOUR TIME

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## Have some links

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

**Best Cat Breeds**

**Funny Cat Videos**

**Article: Are Dogs Actually Better?**

> **All Cat Info**

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

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## Contact UX/UI Designer

**Rachel Hart**

Contact Rachel to learn more about her cat.

**not.my.email@ga.gov**

**Visit:** 47 Trinity Avenue SW  
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United States



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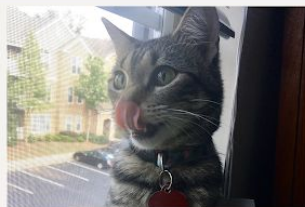
Visit: 47 Trinity Avenue SW  
Atlanta, GA 30334  
United States



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### One last thing

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[Learn more about Lyric](#)



GEORGIA.GOV



### How can we help?

Georgia Call Center: 1-800-GEORGIA (1-800-436-7442)

Open: Monday to Friday, 8:00am - 5:00pm



CHAT



EMAIL



CALL

### Your Government

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[Elected Officials](#)

[State Jobs](#)

# Agenda

Layout options

Guiding principles

“Build a page” workshop



**A WHOLE NEW WORLD**



**WITH GREAT POWER**

**COMES GREAT RESPONSIBILITY**

How do you highlight  
**one piece of content**  
out of many?



# Guiding principles | Featuring content

## **Limit your attention-grabbers.**

Too many buttons dilute their significance.  
Keep it focused.

**AND WHEN EVERYONE'S A SUPER**

A close-up of Mr. Incredible from the Pixar movie 'The Incredibles'. He has his signature orange spiky hair, a stern expression, and is wearing his black superhero suit with a red chest piece. The background is dark with a blue light source on the right.

**NO ONE WILL BE**

# Guiding principles | Featuring content

Consider:

- Size
- Color
- Placement

# Guiding principles | Featuring content

Consider:

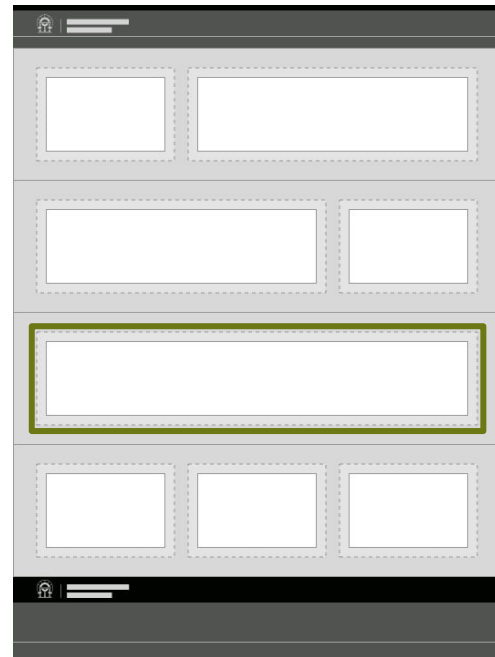
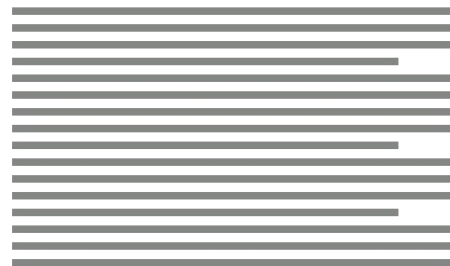
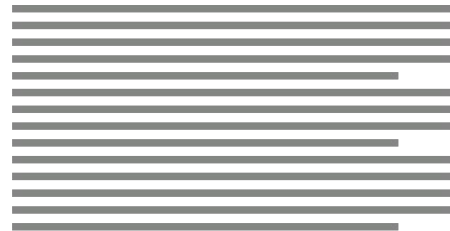
- Size
- Color
- Placement

# Guiding principles | Size

Wider

More content

Larger text and  
elements



# Guiding principles | Size

Wider

More content

Larger text and  
elements



# Guiding principles | Size

Wider

More content

Larger text and  
elements



# Guiding principles | Featuring content

Consider:

- Size
- Color
- Placement



# Guiding principles | Color

High contrast with  
surroundings

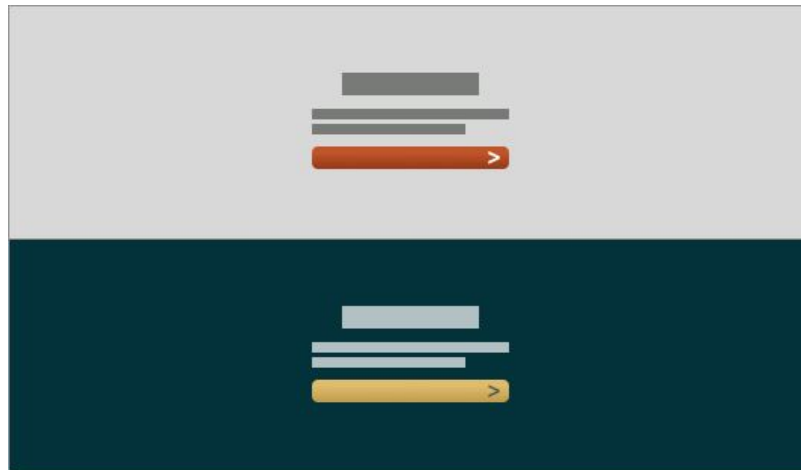
Warm colors



# Guiding principles | Color

High contrast with  
surroundings

Warm colors



# Guiding principles | Featuring content

Consider:

- Size
- Color
- Placement

# Guiding principles | Placement

“F pattern”: top and left

Set apart with whitespace

# Guiding principles | Placement



www.useit.com

# Guiding principles | Placement

“F pattern”: top and left  
Set apart with whitespace



# Guiding principles | Featuring content

Consider:

- Size
- Color
- Placement

# Agenda



Layout options

Guiding principles

“Build a page” workshop



# Workshop | Page layout steps

1. List everything
2. Prioritize
3. Rough sketch
4. Identify block types
5. Build it
6. Fine-tune

**Project brief:**

Design a Landing Page  
for GOVTalks

# Workshop | Step 1: List everything

Write down necessary or helpful content.

Each individual item on a different sticky note.

Everything you can think of.

*(We'll narrow down later.)*

# Workshop | Step 2: Prioritize

Rearrange your sticky notes from most to least important.

In normal life, you are not the user.  
Look at data and *talk* to people.

# Workshop | Step 3: Rough sketch

Basic positioning and labels.

Consider:

- What's most important?
- What content naturally groups together?

# Workshop | Step 4: Block types

Many ways to highlight any piece of content.  
What will serve it the best?

# Workshop | Step 5: Build it

Put the pieces together.

You might need to rethink your layout and content types.

# Workshop | Step 6: Fine-tune

Does it feel balanced?

Is the right content standing out?

Pick:

- Background colors
- Cards
- Images & icons



This process  
also applies to  
other content  
types.

1. List everything
2. Prioritize
3. Rough sketch
4. Identify block types
5. Build it
6. Fine-tune

Thanks! Questions?

[digitalservices.georgia.gov](https://digitalservices.georgia.gov)

