



CASE STUDY

Empowering Georgia job-seekers through accessible, mobile-first UX.

<https://www.georgiabest.com>

Andre Green

Introduction:

Great design isn't just about pixels—it's about people. When I first encountered GeorgiaBEST, a learning platform from the Georgia Department of Labor, I saw more than an outdated website. I saw an opportunity to transform how job-seekers connect with resources that could change their futures. The original site was cluttered, confusing, and anything but mobile-friendly. Users were dropping off at alarming rates, struggling to navigate a maze of links and dense content. As a designer, that's the kind of problem I live for.

I dove in with user interviews, journey maps, and hours of sketching ideas on paper and in Figma. My mission was clear: simplify, modernize, and make GeorgiaBEST not only accessible—but genuinely engaging. I reimagined its information architecture, crafted an accessible design system, and built interactive prototypes that users could test and help refine. The results spoke for themselves: smoother onboarding, lower bounce rates, and a site that finally felt human-centered and empowering.

This case study is more than a redesign story—it's proof that thoughtful UX and bold visual design can transform even the most complex systems into experiences that feel simple, intuitive, and surprisingly delightful.



Search... Search



GeorgiaBEST@School

GeorgiaBEST@Work

GeorgiaBEST@Home



[Project Overview]

About GeorgiaBEST

GeorgiaBEST is a digital learning and certification platform operated by the Georgia Department of Labor. It helps job-seekers across Georgia build essential soft skills and improve employment prospects.

The Challenge

- The existing platform had a dated look and poor mobile usability.
- User engagement was low, with a 38% bounce rate.
- Users struggled with a confusing information architecture.
- The system lacked WCAG accessibility compliance.
- A new job-matching API needed to be integrated seamlessly.

My Role:

I led end-to-end design efforts, including:

- User research
- Wireframes and prototypes
- Visual/UI Design
- Creation of an accessible design system
- Cross-functional collaboration with stakeholders and developers.
- Graphic design/Branding
- Project management

Problem

When I first reviewed GeorgiaBEST, it was clear the platform had a mission worth celebrating: to empower job-seekers across Georgia with essential soft skills and digital training. Yet, despite its noble purpose, the user experience told a very different story. The legacy website felt visually outdated, cluttered with dense text blocks and competing calls-to-action. Navigation was tangled and unintuitive, forcing users through a maze of clicks just to locate basic resources. Even worse, the platform's design ignored the needs of mobile users—a critical flaw considering many of GeorgiaBEST's audience relies on smartphones for internet access.

The metrics confirmed users' frustrations. Bounce rates hovered around 38%, with drop-offs spiking during sign-up and course enrollment flows. Users frequently abandoned the process before ever engaging with the training content. Accessibility gaps meant those using screen readers or requiring high-contrast displays often faced significant barriers, running counter to GeorgiaBEST's mission of serving all Georgians equally.

Through stakeholder workshops and in-depth interviews with 15 users—including unemployed workers, career changers, and older adults with limited digital skills—I uncovered consistent pain points: confusion, cognitive overload, and an overwhelming lack of clarity. Users felt the site was built for bureaucracy, not for people. It was clear GeorgiaBEST didn't just need cosmetic changes—it needed a fundamental rethinking to become the intuitive, empowering platform its audience deserved.

Intended Solution

Redesigning GeorgiaBEST wasn't merely a visual refresh—it was a chance to rebuild trust and engagement for a platform serving thousands of job-seekers. My approach was rooted in human-centered design, beginning with mapping every user pain point and opportunity uncovered during research. I simplified the information architecture, consolidating convoluted menus into clear, purposeful navigation. Instead of hidden content buried behind bureaucratic language, I surfaced pathways to courses, certifications, and job resources upfront.

Using Figma, I sketched wireframes that emphasized readability and flow. I conducted two rounds of usability testing with interactive prototypes, observing where users hesitated, clicked the wrong links, or felt lost. Their feedback shaped everything from button labels to dashboard layouts. Recognizing that many users would visit on mobile devices, I designed with a mobile-first mindset, ensuring responsive layouts and touch-friendly interactions.

Beyond the UI, I developed an accessible design system featuring high-contrast color palettes, clear typography hierarchies, and modular components for rapid development and consistency. This system empowered the development team to implement updates quickly while staying WCAG 2.2 AA compliant.

The result was more than a modern interface—it was a platform that finally felt approachable, supportive, and intuitive. Post-launch analytics told the story: bounce rates dropped to 26%, course enrollments surged by 42%, and completion rates climbed 27%. Even more meaningful were the user comments describing the new GeorgiaBEST as “so much easier to use” and “finally understandable.” For me, that's the true reward of great design: transforming complexity into confidence for real people.



Journey Map

This journey map captures more than user steps—it reveals the emotional landscape and practical hurdles shaping how people interact with GeorgiaBEST. As a UI/UX designer, I see each stage as a unique design challenge demanding empathy and clarity. In the Awareness phase, GeorgiaBEST struggles with visibility, making it crucial to craft bold, modern visuals and clear messaging that resonate instantly. As users move into Consideration, they're met with dense content and fragmented navigation—underscoring the need for clean layouts, intuitive flows, and compelling visual hierarchy.

From a project management perspective, the Decision stage was our critical bottleneck, where cumbersome forms and inaccessible mobile layouts caused significant user drop-off. My goal was to align stakeholders around the business impact of simplifying sign-up flows and making accessibility non-negotiable. During Service and Loyalty, design needed to shift from acquisition to engagement, ensuring dashboards were not only aesthetically pleasing but also practical tools that empower users to track progress and feel accomplished.

This journey map became our blueprint—a shared artifact bridging design, development, and business goals. It guided prioritization, shaped design decisions, and kept user needs front and center. For GeorgiaBEST, transforming this map into actionable UI solutions meant turning confusion into clarity—and frustration into progress.



Personas

At the heart of the GeorgiaBEST redesign are the people it serves—each with unique stories, needs, and challenges. Our primary personas emerged from interviews and data analysis, revealing three distinct user groups.

Emily, 24, is a recent college graduate eager to jumpstart her career but feels anxious navigating government websites on her phone. Her goal is to quickly find training to boost her resume, yet she's frustrated by cluttered layouts and hidden information.

Carl, 39, is a mid-career professional exploring a career pivot after layoffs in his industry. Tech-savvy but time-starved, Carl craves a clear, efficient platform that respects his busy schedule. His pain point is wading through bureaucratic language and not knowing which courses align with his new path.

Deborah, 56, represents users with lower digital confidence. She's deeply motivated to improve her employability but intimidated by complex sign-up processes and inaccessible design. Her goal is to learn at her own pace without feeling overwhelmed.

Designing with these personas in mind meant creating intuitive flows, accessible layouts, and visually engaging interfaces that cater to diverse abilities and contexts. Their stories became our North Star, ensuring GeorgiaBEST became a platform not just built for users—but built around them.

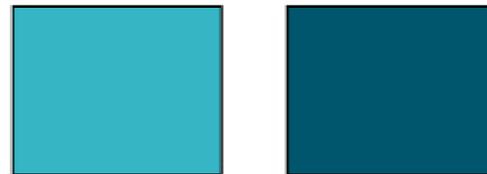




Primary Colors:



Secondary Colors:



Research

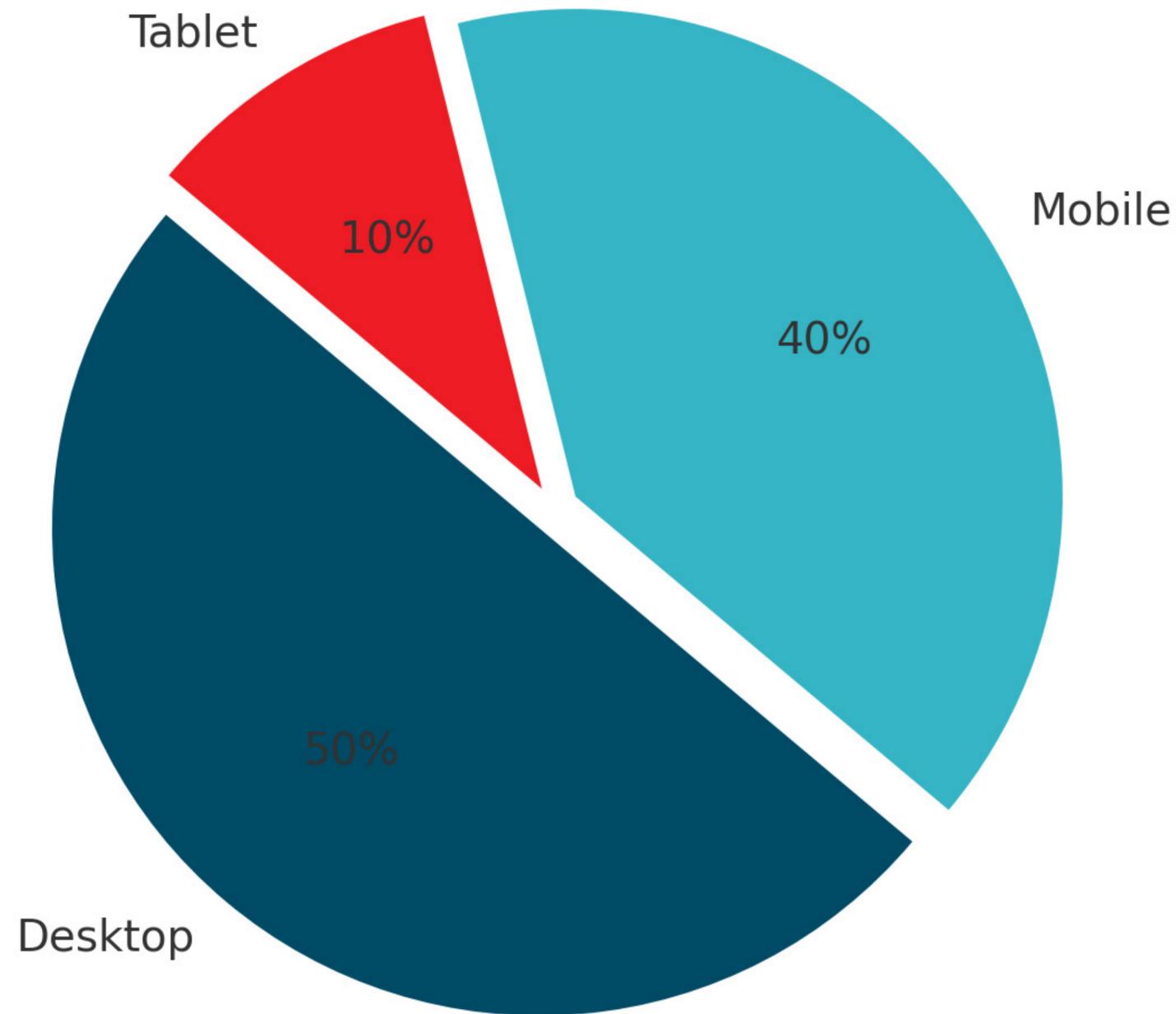
Imagery, Color, & Logo Development

Designing GeorgiaBEST wasn't just about usability—it was about crafting a visual language that builds trust, confidence, and connection for job-seekers. During research, I explored color psychology and competitor analysis to inform the aesthetic direction. I chose a palette centered around deep blues, conveying professionalism, stability, and reliability—qualities crucial for a government platform people rely on for career development. Soft neutrals like warm grays and off-whites were layered in to create a sense of openness and approachability, while vibrant accents of teal and green infused energy and hope into key actions and highlights.

Logo development was equally intentional. I redesigned the GeorgiaBEST logo to be modern yet grounded, using clean sans-serif typography to improve readability across devices. The mark subtly integrates a stylized upward arrow, symbolizing personal growth and forward momentum—echoing the platform's mission to help Georgians improve their futures.

Imagery for the website shifted from generic stock photos to authentic visuals reflecting diverse users across Georgia. We introduced illustrations alongside photos to soften the experience and add human warmth, ensuring even those less comfortable with technology would feel welcomed and included. Together, these choices transformed GeorgiaBEST's visual identity into one that's not only accessible but also inspiring and human-centered.

GeorgiaBEST Platform Usage by Device



Research & Analysis:

User Research Approach

- Facilitated workshops with stakeholders to define goals and pain points.
- Conducted 15 user interviews covering:
 - Unemployed users seeking state assistance
 - Career changers looking for new certifications
 - Users with lower digital literacy
- Audited Google Analytics to identify drop-off points and usage patterns.

Key Insights

- Users felt overwhelmed by the navigation.
- Mobile users often abandoned the process due to layout issues.
- Lack of clarity about available training paths.
- Accessibility barriers, affected screen-reader users.

Personas & Journey Mapping

- Developed 3 key personas:
 - Emily: Young job-seeker needing mobile learning access.
 - Carl: Mid-career professional aiming for career change.
 - Deborah: Older user with limited tech confidence.
- Mapped customer journeys frustration during sign-up, and drop-off during course enrollment.

Type Scale:

64 Open Sans

36 Open Sans

32 Open Sans

24 Open Sans

20 Open Sans

18 Open Sans

16 Open Sans

Usability:

MachForm

GeorgiaBEST@School Registration Form

PLEASE NOTE: GeorgiaBEST@School accounts are for teachers only. Students are not allowed to have accounts.

Teacher Name *

First Last

Email Address *

Confirm Email Address *

Phone

- ### -

Grade Level *

School Name *

Additional School (if applicable)

School System *

County *

Please Note:
The GeorgiaBEST Program is copyrighted by the Technical College System of Georgia (TCSG) and only Georgia teachers may legally register for and access the content in GeorgiaBEST@School.

Submit

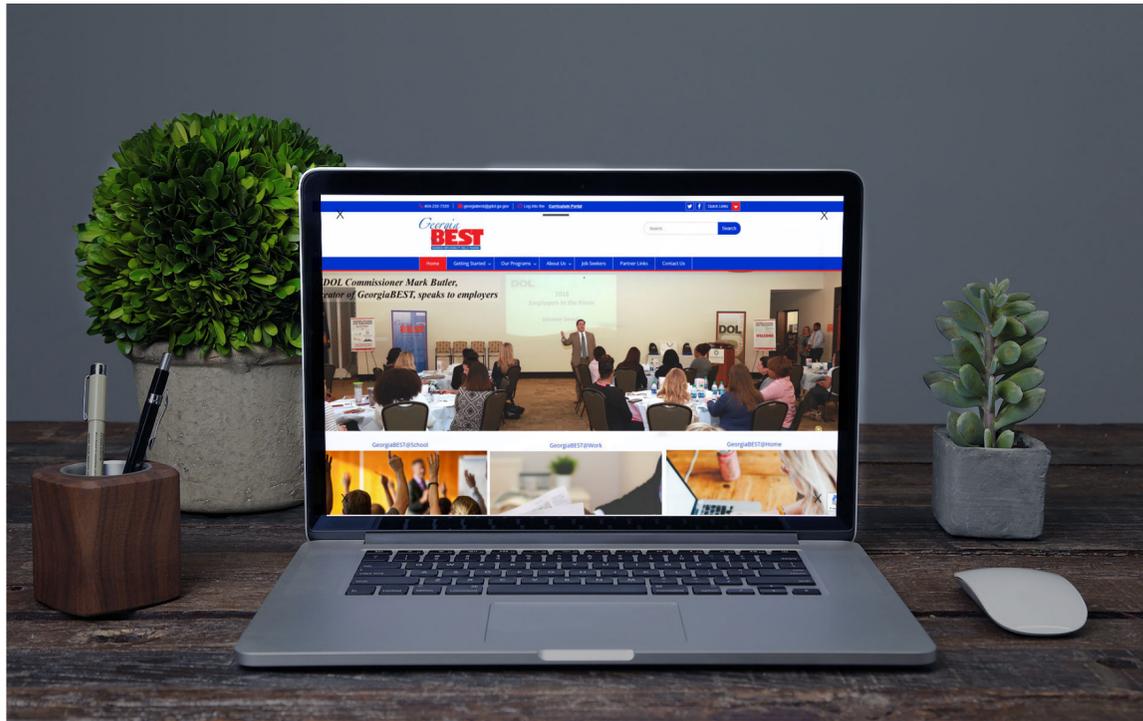
User Experience Elements

Designing the user experience for GeorgiaBEST meant weaving together visuals and functionality to guide users confidently through their journey. Every element was purposefully crafted, starting with typography. I established a clean, modern type scale using sans-serif fonts that maintain legibility across devices and convey a sense of professionalism and clarity—critical for users who may already feel overwhelmed navigating government services.

Icons and buttons were simplified and unified into a cohesive system, using geometric shapes and ample white space to ensure users could easily identify actions without cognitive strain. Button colors followed the brand palette, with deep blues for primary actions signifying trust, and vibrant teal accents for secondary prompts to draw subtle attention without overwhelming the interface.

Illustrations played a key role in softening the experience, replacing cold stock photography with friendly, human-centric visuals that reflect Georgia’s diverse population. These illustrations add warmth and create a sense of approachability, helping users feel more connected to the platform’s purpose.

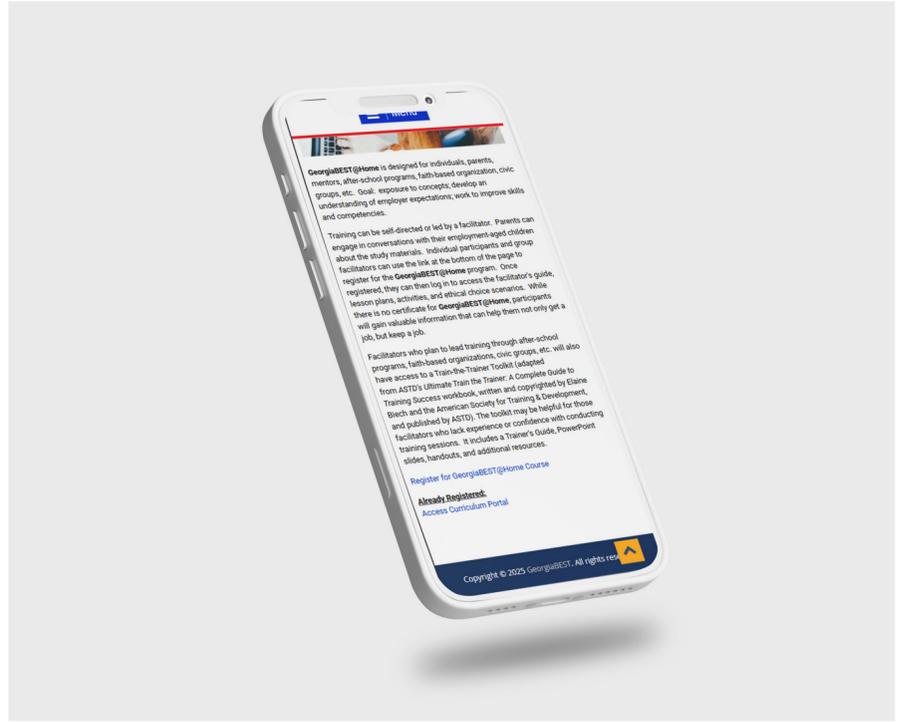
Accessibility was non-negotiable. Every element—from contrast ratios to icon clarity—was rigorously tested to meet WCAG 2.2 AA standards. Together, these user experience components transformed GeorgiaBEST into a platform that feels not only modern and polished, but genuinely designed for real people navigating important life transitions.



Component

Desktop Landing Page

The redesigned GeorgiaBEST desktop landing page was crafted to make a powerful first impression while guiding users seamlessly into action. Clean typography, a calming color palette, and intuitive layouts replace the cluttered, text-heavy design of the old site. A prominent hero section instantly communicates the platform's value proposition, inviting users to "Get Started" without having to hunt through dense menus. Key sections like About, Course Features, and Success Stories are visually segmented with ample white space, ensuring readability and reducing cognitive load. Engaging illustrations and authentic imagery reflect Georgia's diverse communities, making users feel represented and welcomed. Interactive elements such as hover states and subtle animations add a modern touch without overwhelming the experience. The desktop layout prioritizes clarity and trust, transforming GeorgiaBEST from a bureaucratic-looking portal into a professional, approachable platform that empowers job-seekers from their very first click.



Component Mobile Landing Page

For GeorgiaBEST’s mobile landing page, every design choice was driven by simplicity and ease of use. Knowing many users rely on mobile as their primary device, I embraced a mobile-first approach with streamlined navigation and large, touch-friendly buttons. The hero message remains front and center, while collapsible sections keep content digestible without endless scrolling. Vibrant icons and concise headlines guide users quickly to key actions like signing up, browsing courses, or learning more about GeorgiaBEST’s mission. The color palette ensures strong contrast for readability in varying light conditions, crucial for on-the-go users. Illustrations and diverse imagery scale beautifully on smaller screens, maintaining the platform’s human-centric feel without cluttering the layout. The result is a mobile experience that feels light, engaging, and perfectly tailored for users who expect government services to be just as seamless and modern as any other app in their daily lives.

Reflection

Redesigning GeorgiaBEST was one of the most impactful projects of my career and crystallized the type of designer—and collaborator—I strive to be. For me, great design goes beyond aesthetics; it's about solving real problems for real people. In tackling GeorgiaBEST, I learned how critical it is to balance creativity with practicality, and how to turn user insights into actionable solutions that drive measurable results.

Working on a government platform presented unique challenges. The stakes were high because GeorgiaBEST isn't just a website—it's a lifeline for job-seekers across the state. I began by leading stakeholder workshops and conducting user interviews that exposed the core issues: dense content, confusing navigation, and accessibility barriers. These conversations sharpened my skills in research synthesis and stakeholder management, ensuring design decisions were rooted in genuine user needs and aligned with organizational goals.

From a technical standpoint, building a comprehensive, accessible design system was a milestone achievement. It not only elevated the visual identity but streamlined collaboration with developers, enabling faster, more consistent implementation. I grew immensely as a communicator, translating complex design concepts into actionable tasks that cross-functional teams could execute confidently.

One of the most gratifying outcomes was transforming metrics into narratives of success. Bounce rates dropped from 38% to 26%, course enrollments rose by 42%, and user feedback shifted from confusion to praise for clarity and ease of use. These results affirmed my belief that thoughtful design drives both user satisfaction and tangible business impact.

Reflecting on GeorgiaBEST, I'm most proud of how I navigated the intersection of user empathy, design craft, and project execution. This project strengthened my ability to manage complexity, advocate for accessibility, and lead collaborative problem-solving. For any future role, I bring not just strong design skills but the mindset of a partner who understands how to connect user experience to broader business objectives. I'm excited to keep tackling complex challenges, transforming user pain points into seamless, human-centered solutions that deliver real-world results.