# Reimagining NASA.gov to Tell Science's Most Important Stories

*NASA released its updated website last month after two years of rigorous user experience research, strategy, and design in collaboration with Blink UX*

**Seattle, WA, November 09, 2023**

Last month, NASA began the transition to elevate its primary digital platforms NASA.gov, science.nasa.gov, and NASA + backed by years of user experience preparation, planning, research, design, testing, and refinement with Blink UX, an Mphasis Company.

Blink's researchers surveyed 2,633 audience members, interviewed 202 NASA stakeholders, and conducted 268 quantitative user research sessions to build the foundation for the robust experience strategy and design system behind NASA's reimagined web experience.

NASA believes a unified NASA.gov experience will allow them to build a broader, more engaged audience around the world and inspire the next generation of scientists.

The three new web platforms offer a user-friendly, topic-driven experience featuring a powerful search engine, easy navigation, and improved publishing tools that will enable content creators to tell consistent, engaging stories to captivate the American public and inspire the next generation of scientists.

NASA partnered with Blink for the firm's expertise and commitment to a user-centered design approach, experience modernizing legacy platforms, and ability to implement a custom design system.

Read our case study, explore the reimagined NASA.gov and science.nasa.gov, and stay tuned for the upcoming launch of the new streaming platform, NASA +.

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Blink Interactive, Inc., DBA Blink UX is a subsidiary of Mphasis.

**About Blink UX**

Blink UX is a design consulting firm creating products that people use, love, and remember. Blink has over two decades of experience in UX research, strategy, and design, partnering with innovative industry leaders, including Alaska Airlines, Amazon, Apple, Avangrid, Chase, Coinbase, Gates Foundation, Google, Meta, NASA, Nike, Pfizer, Sonos, and UCSF Health.

**About Mphasis**

Mphasis' purpose is to be the "*Driver in a Driverless Car*" for global enterprises by applying next-generation design, architecture, and engineering services, to deliver scalable and sustainable software and technology solutions. Customer-centricity is foundational to Mphasis, and it is reflected in the Mphasis' Front2Back™ Transformation approach. Front2Back™ uses the exponential power of cloud and cognitive to provide hyper-personalized ($C=X^2C^{2TM}=1$) digital experiences to clients and their end customers. Mphasis' Service Transformation approach helps 'shrink the core' through the application of digital technologies across legacy environments within an enterprise, enabling businesses to stay ahead in a changing world. Mphasis' core reference architectures and tools, speed, and innovation with domain expertise and specialization, combined with an integrated sustainability and purpose-led approach across its operations and solutions, are key to building strong relationships with marquee clients. Click here to know more. (BSE: 526299; NSE: MPHASIS).

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