Redesign: Oregon Unemployment

Group 1

Our Team

Samantha

Lindsey

Rosie
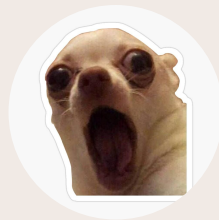
Sonia

Patricia

Christian

Cary

Matt

Lamia

Angel

Project Overview

Navigating an unemployment website can be **frustrating** and **overwhelming**, which can lead to a user feeling hesitant on staying on the website. However, our team has worked on figma to redesign the **State of Oregon's Unemployment** website to give individuals the best possible experience.

Improving this website redesign, this will impact business goals by:
- Building trust with users
- Simplify accessibility
- Increase completion rate
- Limit any error occurrence rate

How the team will measure success:
- Bounce rate
- Average time on site

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01

Design Strategy
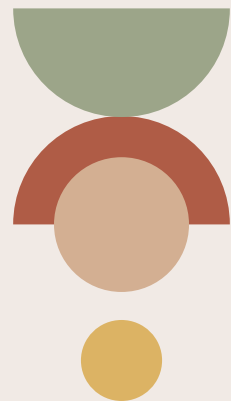
High-Level Summary

Oregon's Unemployment Department's mission statement emphasizes its resourcefulness for Oregonians and communities during times of unemployment. It aims to support economic stability by recruiting and referring the best qualified applicants to jobs, developing and distributing quality workforce and economic information, and providing easily accessible insurance benefits.

- The website exists to assist Oregon employers and workers maintain **quality of life**, **economic stability**, and **peace of mind**.

We believe the department will benefit from the web redesign as the intended effects further align with the mission statement. It aims to simplify and streamline the user experience, so that users will be able to access resources and information easier in the post-pandemic job economy we are in today.

Metrics

- Overall, the site should showcase a strong sense of **efficacy and navigability**.

- The redesign should have a **comprehensive layout** (i.e. users are finding and completing everything that they need fairly easily).

- We've maintained a **solid retention rate**, in the sense that users are coming back to our site and feel comfortable using it to mitigate their situations.

- Our users are **recommending** our site to others who might also benefit from its resources.

- All-in-all, the redesign would be deemed successful if our users displayed **approval and positive attitudes** though feedback.

"I am a **53-year-old** Customer Service Representative in Oregon with a **chronic health condition** who has been **overwhelmed** with my financial situation.

I have been recently **laid off** due to a restructuring at my former company and **need help and advice** to file for unemployment in order to receive benefits to make ends meet."

— **User** Problem Statement

Persona

> "I am a 53-year-old Customer Service Representative in Oregon with a chronic health condition who has been overwhelmed with my financial situation. I have been recently laid off due to a restructuring at my former company and need help and advice to file for unemployment in order to receive benefits to make ends meet."

James Witt, 53, Oregon
Customer Service Representative

Scenario

- Recently laid off due to a restructuring at former company
- Needs to receive benefits to make ends meet.
- Wonders if he qualifies for benefits
- Confused on how to navigate the website
- Overwhelmed with financial situation
- Depression and anxiety
- Needs support while he's unemployed so he can search for a job

Expectations

- Receives help and advice to file for unemployment on State Government Website
- Expects tools to help him when he is lost or confused
- Expects to successfully obtain benefits
- Filing for unemployment to be quick and easy
- To easily locate and navigate website

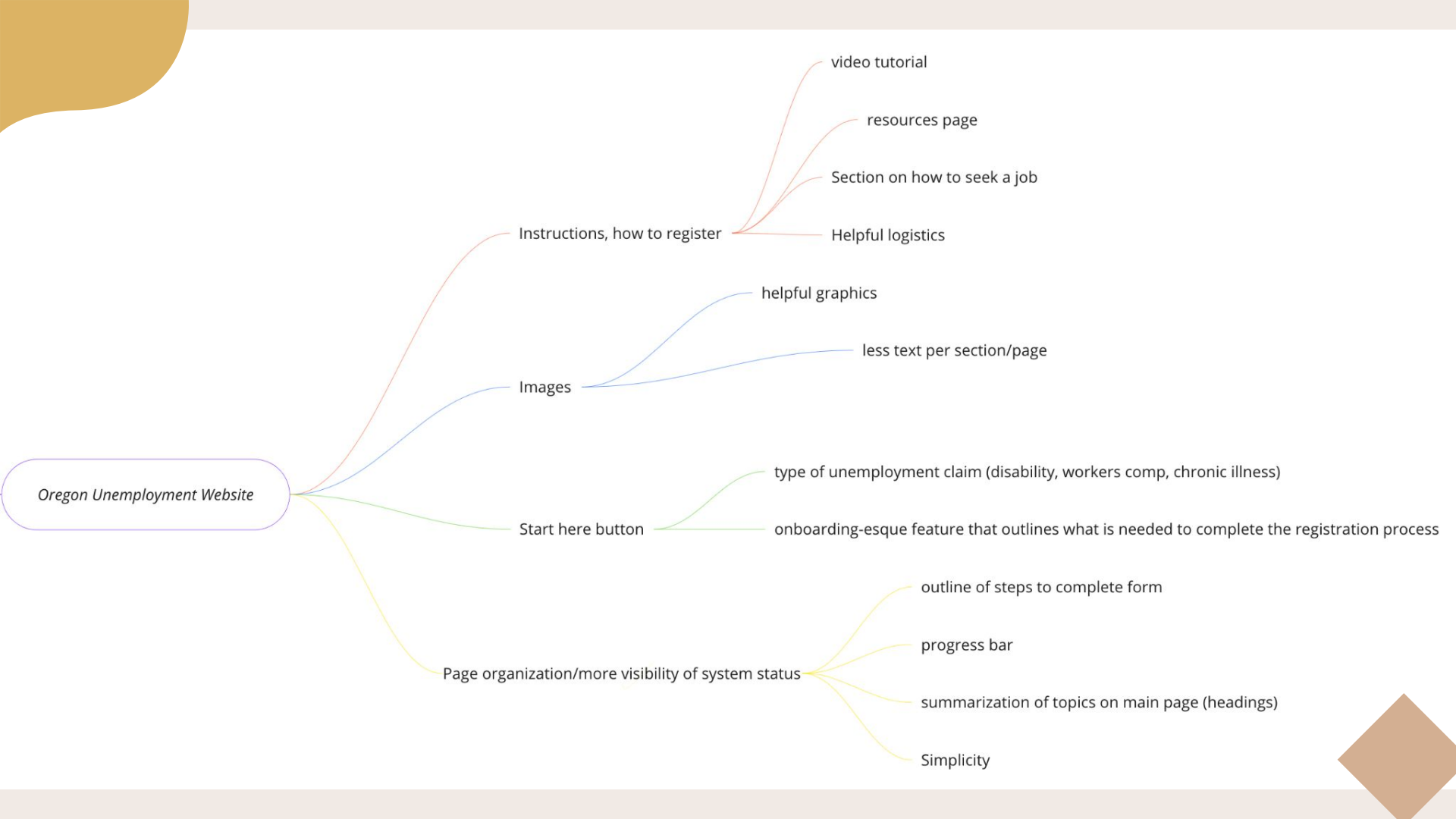| Journey Step	Discovery "I've been laid off"	Research "Am I eligible?"	Applying "Where do I even start?"	Next Steps "Now what?"
Actions	looking up where to file unemployment; look up steps to file for unemployment; earliest possibility to file for unemployment; clicked on "training assistance" and met with an error	looking up requirements; looking up what disqualifies them; look at the required documents; check to see how much they qualify for/ what benefits are given	tries to locate the unemployment application; generally looks for any key words "apply for application", "submit application here"; ask questions under the live chat bar; may need to get in contact with someone for help	keeps checking up on any updates; from the estimator, clicked "File a claim"; user fills all the application answers
Thoughts	"What do I do now?"; "How can I pay for this month's rent/bills?"; I have never filed for unemployment, I'm so worried!; Not sure where to begin, what is the process?; Is this going to actually work?; "What are the benefits?"	"Do I even have everything?"; "I need to look at the requirements again"; "I think I'm eligible...I'm scared"; Worried, with panic attacks that they're not eligible	concerned that they aren't applying correctly; overwhelmed "I don't know what to do!!"; is hopeful that they can start applying and start the process; confused because the website offers little details	"All done! That was so quick and easy"; "That was way less daunting than I expected"; "Just a few weeks more... I can't wait to receive my benefits!"; thank goodness, I feel so relieved now
Feelings	frustrated; confused; overwhelmed; depressed	hesitant; doubtful; skeptical; nervous	motivated; determined; persistent; brave	hopeful; optimistic; confident; assured

Opportunities + Internal Ownership

Journey Step	Discovery "I've been laid off"	Research "Am I eligible?"	Applying "Where do I even start?"	Next Steps "Now what?"
Opportunities Insights gained from mapping that help a product team understand how to optimize the user experience. When no opportunities are identified, the journey map is not actionable.	Provide empathy in the beginning section Have a clear action point: "Laid off recently? Click here to see your options" provide information on how this process can improve their life include helpful graphics	Tell the user all the info they will need before starting the official claim process Create an easier process to check for eligibility Provide resources on how individuals can get in touch with professionals summarize information to avoid overwhelming user	Make the process more clear on where to start Make the application easier to locate include instructions for the user include info sheet for types of unemployment claims (chronic illness, workers comp)	Streamline the process: outline steps Have one form with a progress bar at the bottom Be clear on what exactly user needs to do to successfully apply gets to the point
Internal Ownership Ownership makes it clear who will introduce changes to the product based on identified opportunities. Without ownership specified, there is no accountability for change.	Marketing Team	Accounts Team Designer Team	Support Team Designer Team Accounts Team Developer Team	Support Team Accounts Team

Mind Map

Must go through Eligibility check before starting a claim

Make this section stand out using its own Card

Get rid of the cards and combine eligibility and claims Into one actionable item — Claims Process

Change the location of the how to video

Limit Text

Clear and easy to follow instructions on how to qualify — Eligibility

List of what is needed to complete form

Mindful messages, links to free resources for mental health and unemployment — Helpful and empathetic UI

Easy to read typography, as well as clear imagery

Chat bot

Call hotline

Live Chat — Help

FAQs

Oregon Unemployment Website

Create submenus/ drop down menues

Create a welcoming landing page with sections that lead users to frequently visited areas on the site — Navbar

more direct links

Change the cards to full sections

Add more color for easy navigation

Limit Text — Landing Page

Oregon Unemployment Website

- **Instructions, how to register**
  - video tutorial
  - resources page
  - Section on how to seek a job
  - Helpful logistics
- **Images**
  - helpful graphics
  - less text per section/page
- **Start here button**
  - type of unemployment claim (disability, workers comp, chronic illness)
  - onboarding-esque feature that outlines what is needed to complete the registration process
- **Page organization/more visibility of system status**
  - outline of steps to complete form
  - progress bar
  - summarization of topics on main page (headings)
  - Simplicity

Converge
Summary

Cyan board (top left)

- Make a totally new card for filing a claim, stylize it and make the call to action more obvious in terms of hierarchy
- Combine the qualification check and claims cards ⭐
- If link does not work, redirect user to previous page automatically
- Add submenus ⭐⭐
- Add a chatAI to help user reach where they want to
- Make individual cards for actionable items
- Have an introductory pop up/quiz when you first enter the webpage
- Stylize the links to show better categorization

Green board (top right)

- summarize information to avoid overwhelming user ⭐⭐⭐⭐
- include info sheet for types of unemployment claims (chronic illness, workers comp) ⭐⭐⭐⭐⭐
- add over-arching headings, create subheadings
- refer out
- live chat for help
- minimize text

Purple board (bottom left)

- More empathetic and supportive resources for hard times ⭐
- Easy and efficient navigation especially for low mental health ⭐
- Clear and how-to's of how to enroll or qualify
- Aesthically and mentally pleasing images/font/UI ⭐
- Live tech support or commonly answered questions in a help bot

Blue/navy board (bottom right)

- have an onboarding-esque feature that outlines what is needed to complete the registration process
- helpful graphics ⭐⭐⭐
- clear logistics (what info to have ready, how much time it will take to enter the form)
- less text on screen generally
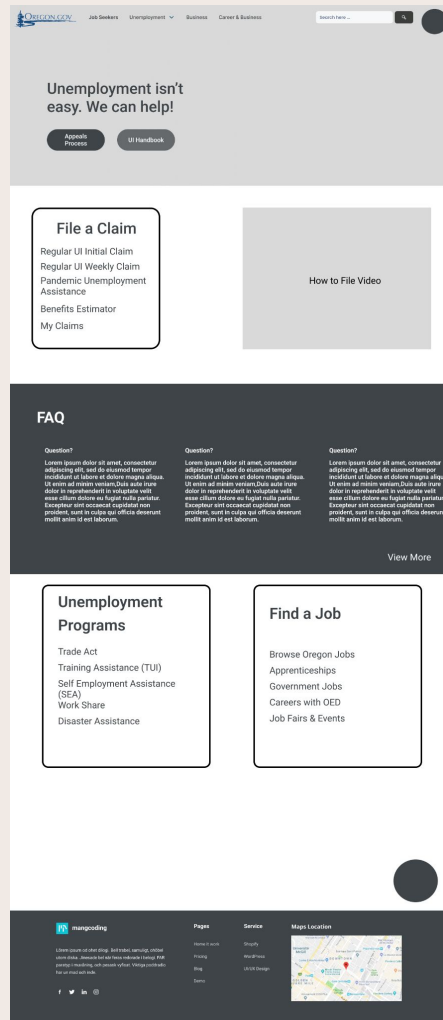- help info center
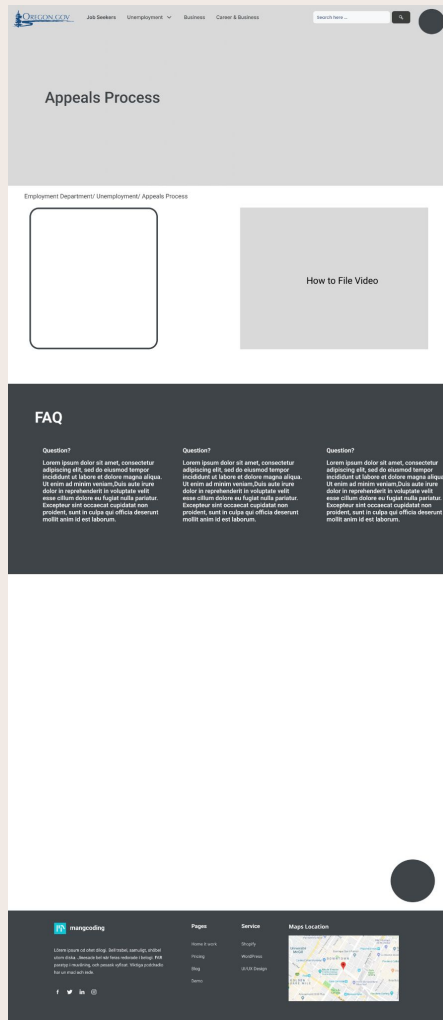
Figma Initial Flow

Figma prototypes

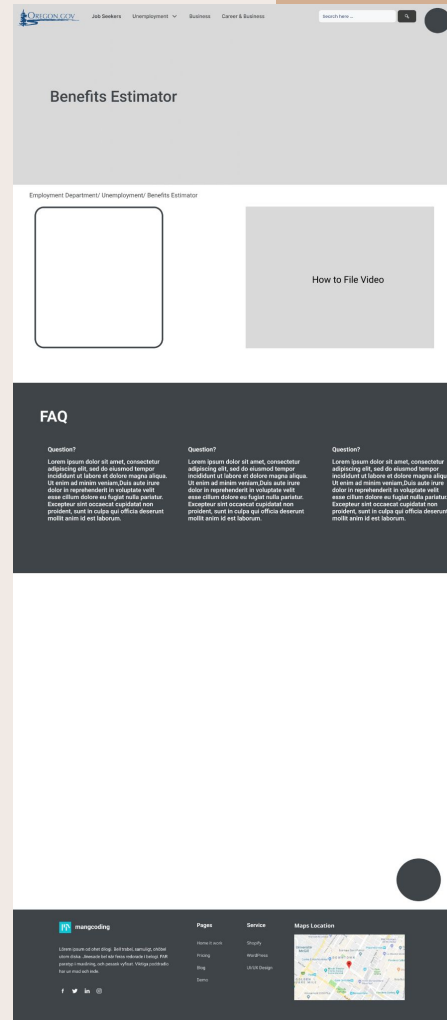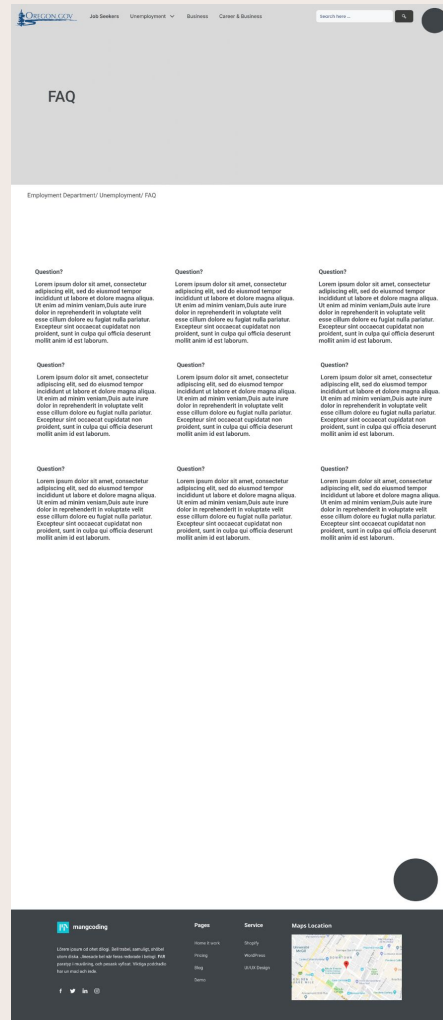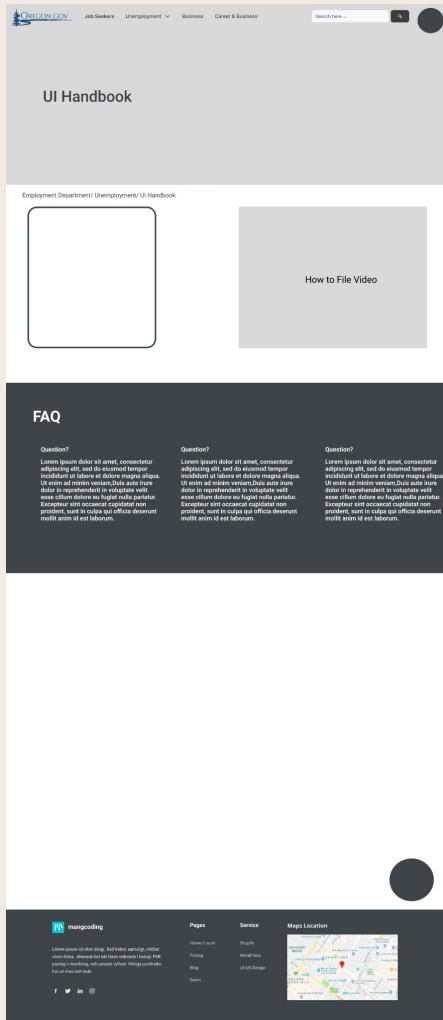This is the landing page and the chatbox screens.
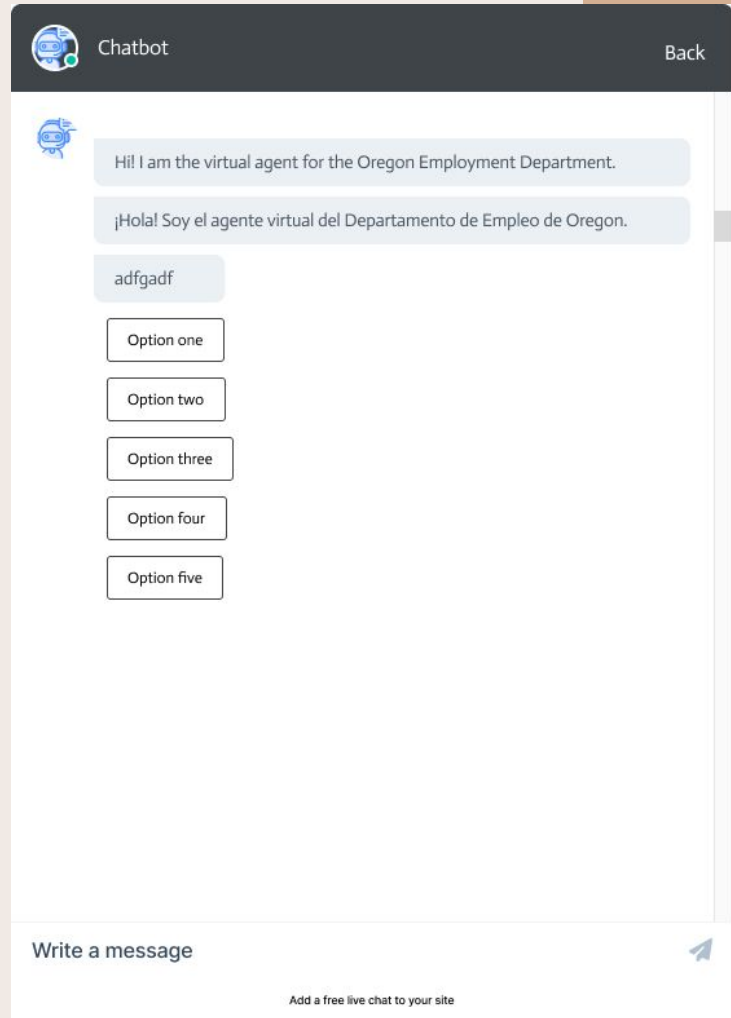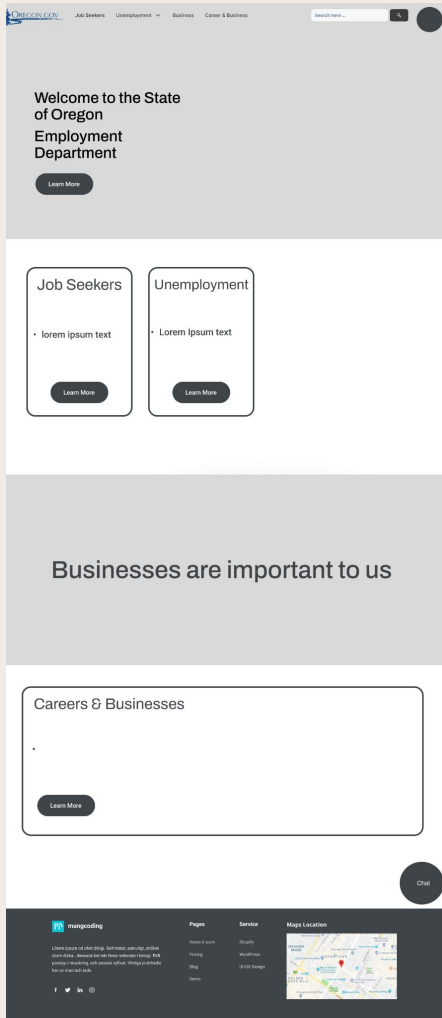
Figma
prototypes

This is the appeals process, unemployment, and regular unemployment insurance (UI) Claim screens.
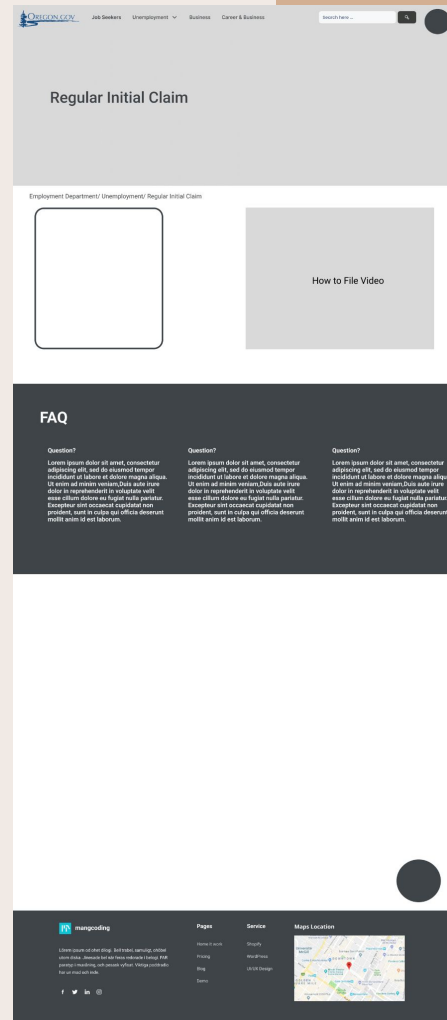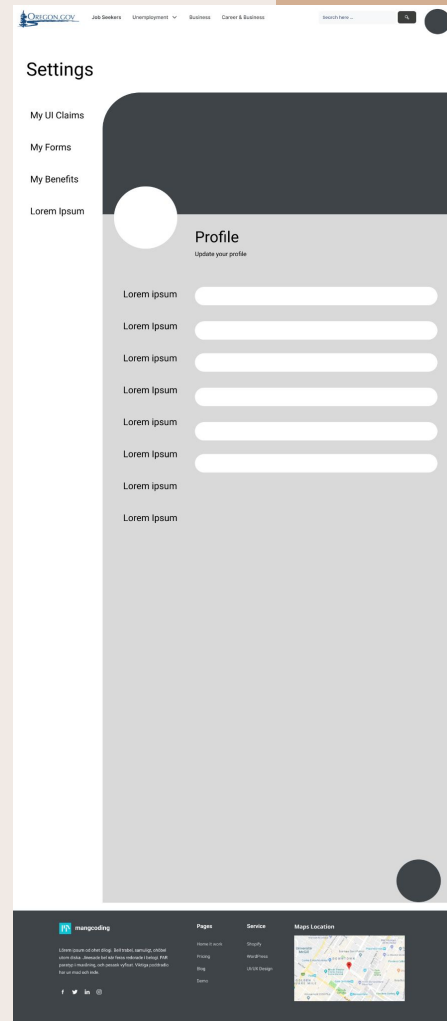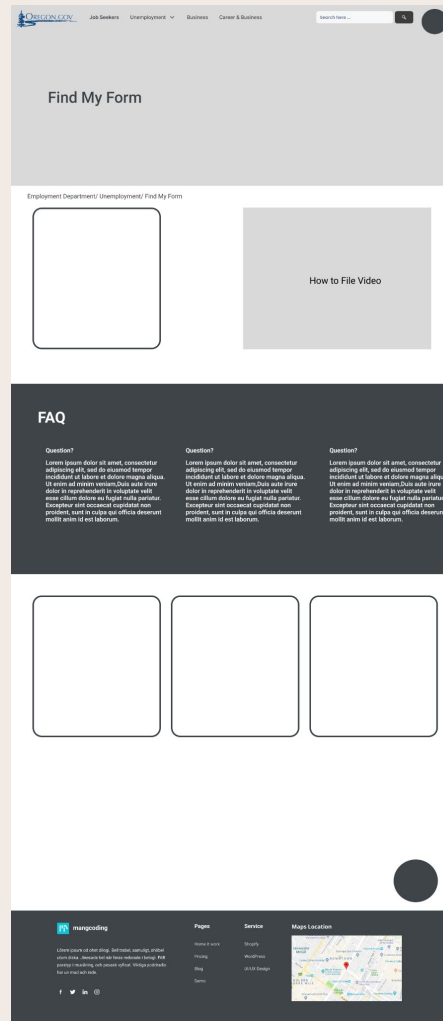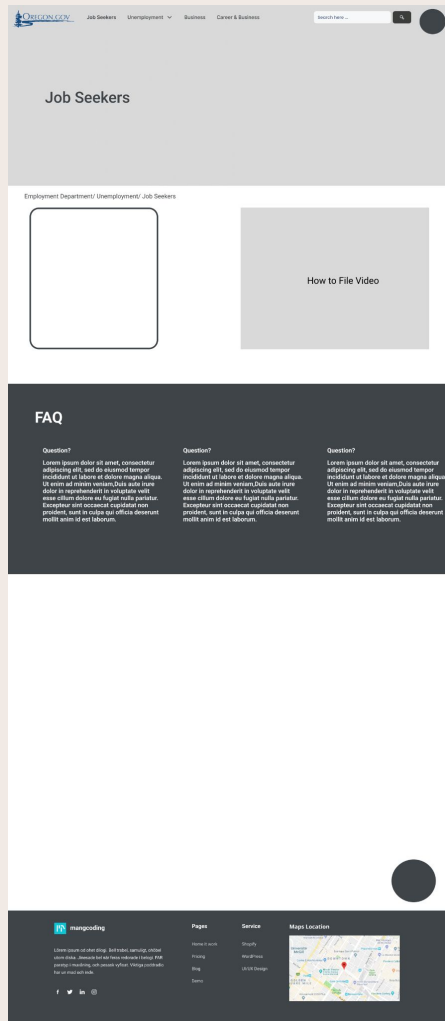
Figma
prototypes

This is the UI handbook, FAQ, and benefits estimator screens.

Figma
prototypes

This is the job seekers, find my form, and my account screens.

User Testing Plan

- With a middle-fidelity prototype, we should focus on a small-sample data. This would allow us to better understand the users' reasoning about their particular actions/choices and utilize their feedback to further enhance our high-fidelity prototype.

- Via Moderated Remote Testing, the participants are able to use the website remotely. We chose the Moderated testing, opposed to the Unmoderated testing, is because we decided that should be able to guide the participants through the middle-fidelity prototype. Through our interactions and guidance, the testing should yield beneficial feedback to reflect on.

Tasks and Metrics

Tasks

- Create a claim
- Access Account/Profile
- Access each major section of the website via secondary navigation

What metrics will you use to measure success?

- If the user is able to access each service / category
- If the user can complete the account set-up
- If the user can flow through the app back and forth from each screen
- If the navigation breadcrumbs are usable?
- If the sitemap is usable?
- **Does the user have difficulty navigating the website?**
- **Can the user benefit from the website's resources?**
- **Can the user submit an application for unemployment?**

02
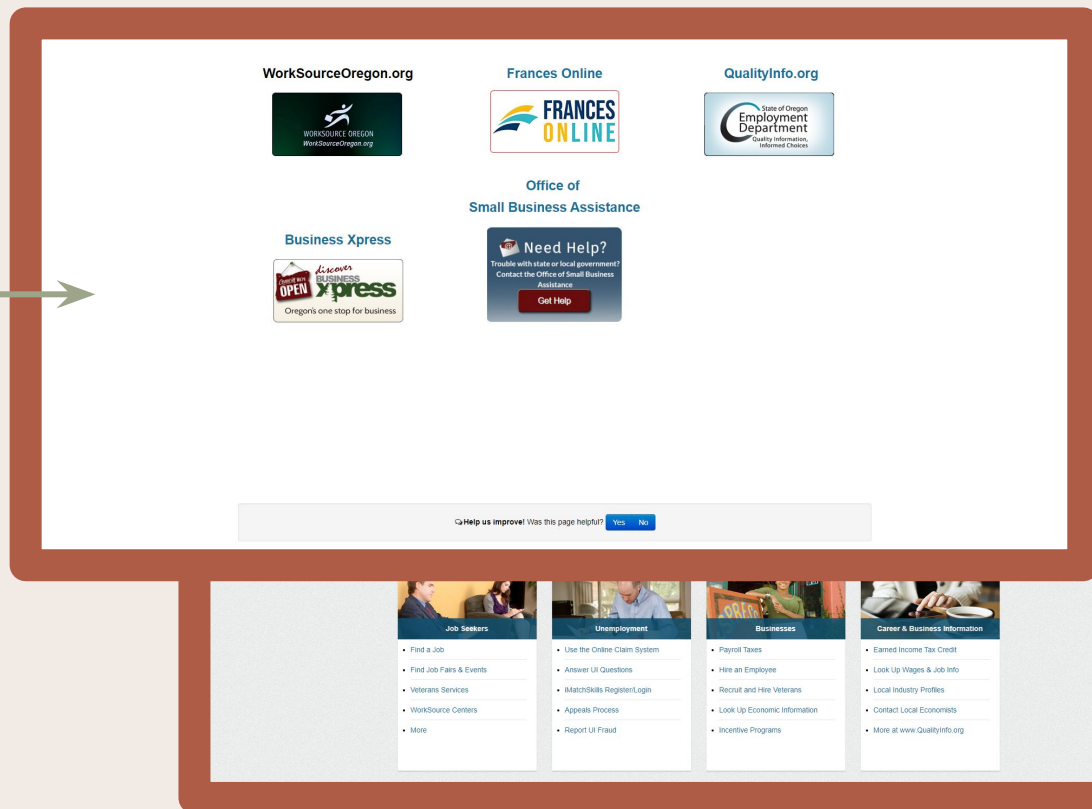
Current Site Analysis, Content Inventory, and Audit

Current **Site** Analysis

Redesign: Oregon Unemployment

Group 1

Current Content Hierarchy

Oregon Employment Homepage Content Hierarchy :
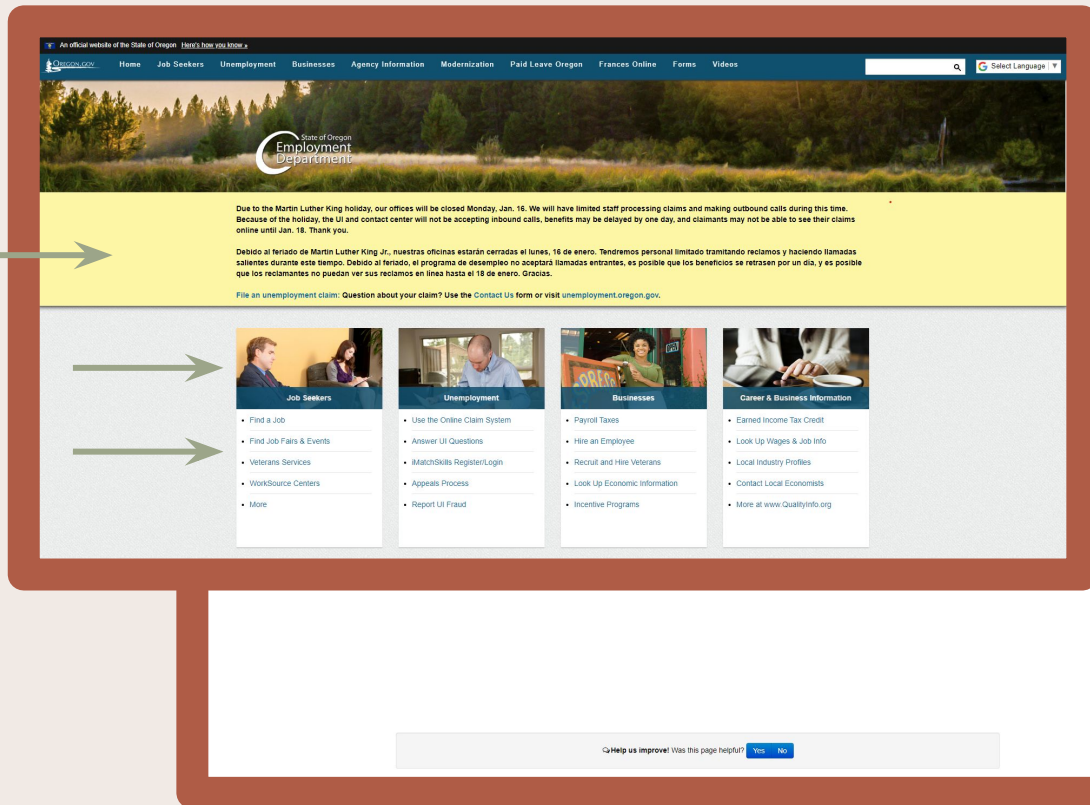
a) White Space
b) Header image/popup info bar
c) Grouping titles/images
d) Subtabs

Current Content Hierarchy

Oregon Employment Homepage Content Hierarchy :

a) White Space
b) Header image/popup info bar
c) Grouping titles/images
d) Subtabs

Content Inventory & Audit

Content Inventory

It's the closest planet to the Sun and the smallest one in the Solar System

Audit

Content audit is completed by a team to prioritize tasks through the use of colors that indicate level of action required, for example, red, yellow and green. Red signaling immediate attention, yellow not as immediate, and green as final touches that aren't immediately necessary. Dates, team members and actions are assigned to each content item.

Snippet: Content Inventory

Item No.	Primary Category	Secondary Category	Page Link	Format	Topic	Author	Comments
1	Home	Find a job, job fairs & events, veteran services, more	State of Oregon: Job Seekers - Find a Job	Text	Job Seeking	N/A	Similarities under 'Unemployment': Find a job
2	Home	User the ONline Claim System, Answer UI Questions, iMatchSkills Register/Login, Appeals Process, Report UI Fraud	State of Oregon: Unemployment - Unemployment Insurance	Text	Unemployment claims and resources	N/A	
3	Home	Payroll Taxes, Hire an Employee, Recruit and Hire Veterans, Look Up Economic Information, Incentive Programs	State of Oregon: Businesses	Text	Business Resources	N/A	
4	Home	Earned Income Tax Credit, Look Up Wages & Job Info, Local Industry Profiles, Contact Local Economists, More at ww.Qualityinfo.org	State of Oregon: Agency Information	Text	About	N/A	
5	Home	WorkSOurceOregon.org, Frances Online, etc.	State of Oregon: Modernization	Image/Links	Modernization	N/A	

Snippet: Content Audit

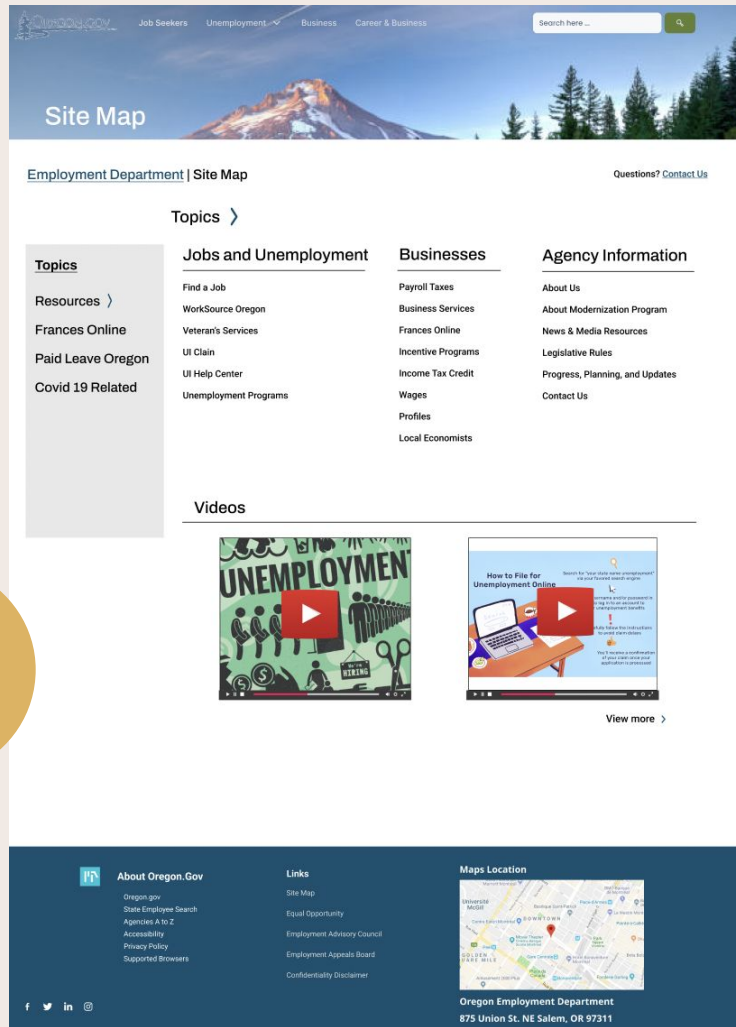| Must Fix		
Fix Soon		
Nice to Fix		
Due	Team Member	**Action (e.g. keep, remove, update, etc.**
1/12	Lamia	Fix text to decrease cognitive overload
	Sam	Change the "Job Seeking" tab to be incorporated in a more generalized tab
	Matthew	Update publisher's block to create cohesiveness

03

Navigation and Architecture for Site Redesign

Information Architecture & Navigation System!

Information Architecture:

- **Initial Oregon.gov website**
  - lacks user friendliness due to cognitive overload in first impression
  - Initial website lacks sources for customer assistance.

- **Group 1's Redesign:**
  - To facilitate usability, information was condensed on the landing page to prevent overwhelming a user.
  - Included a chat option to provide resources & customer assistance
  - Increased accessibility through the use of visuals, a second navigation system, and chat bot.
  - Increased visibility for a user by creating a second navigation system that structured content categories appropriately as to highlight missing information.
  - Lastly, the search system was updated to be visible and centered upon first impression on landing page.

Figma **Sitemap**

Job Seekers   Unemployment ∨   Business   Career & Business

Search here ...

Site Map

Employment Department | Site Map   Questions? Contact Us

Topics ❯

Topics	Jobs and Unemployment	Businesses	Agency Information
Resources ❯	Find a Job	Payroll Taxes	About Us
Frances Online	WorkSource Oregon	Business Services	About Modernization Program
Paid Leave Oregon	Veteran's Services	Frances Online	News & Media Resources
Covid 19 Related	UI Claim	Incentive Programs	Legislative Rules
	UI Help Center	Income Tax Credit	Progress, Planning, and Updates
	Unemployment Programs	Wages	Contact Us
		Profiles	
		Local Economists	

Videos

View more ❯

About Oregon.Gov

Oregon.gov
State Employee Search
Agencies A to Z
Accessibility
Privacy Policy
Supported Browsers

Links

Site Map
Equal Opportunity
Employment Advisory Council
Employment Appeals Board
Confidentiality Disclaimer

Maps Location

Oregon Employment Department
875 Union St. NE Salem, OR 97311

Navigation System

→ The current navigation system on Oregon.gov overwhelmed our user who expressed feelings of confusion and a lack of motivation. The crowded navigation system distressed users and provoked many pain points.

→ The initial website caused cognitive overload in users. A lack of labels also instigated bounce rate among users that simply gave up searching.

New Navigation System

➔ Our main goal is to provide users with the tools that enable them to move through the website efficiently. In our reiterated design of the website, a secondary navigation system was implemented in order to let users explore the unemployment option further.

➔ The secondary navigation is laid-out as a horizontal drop-down menu with further options within unemployment.

➔ The search bar is placed in the center of the screen, under the website title to draw attention and separate it from Oregon.gov's primary navigation.

04

Mid-Fidelity Prototypes With Grids

Figma Wireframes for Primary & Secondary Navigation

- Navigation UI Frames (Primary)

Figma Wireframes for Primary & Secondary Navigation

● **Navigation UI Frames (Secondary)**

Mid-fidelity Desktop Wireframes

Original Landing Page

Welcome to the State of Oregon Employment Department

Job Seekers
- lorem ipsum text
- lorem ipsum text
- lorem ipsum text
- lorem ipsum text
- lorem ipsum text
- lorem ipsum text

Unemployment
- Lorem ipsum text

Businesses
- Lorem ipsum text

Businesses are important to us

Careers & Businesses Information
- lorem ipsum text
- lorem ipsum text
- Lorem ipsum dolor sit amet, consectetur

Original Unemployment Claims

Unemployment isn't easy. We can help!

Appeals Process | UI Handbook

File a Claim
- Regular UI Initial Claim
- Regular UI Weekly Claim
- Pandemic Unemployment Assistance
- Benefits Estimator
- My Claims

How to File Video

FAQ

Unemployment Programs
- Trade Act
- Training Assistance (TUI)
- Self Employment Assistance (SEA)
- Work Share
- Disaster Assistance

Find a Job
- Browse Oregon Jobs
- Apprenticeships
- Government Jobs
- Careers with OED
- Job Fairs & Events

Original Regular Initial Claim

Regular Initial Claim

Employment Department/ Unemployment/ Regular Initial Claim

How to File Video

FAQ

Mid-fidelity Desktop Prototype

Mid-fidelity Desktop Prototype with Grids

Mid-fidelity Mobile Prototype with Grids

Landing Page ...

Oregon.gov

Search here ...

Welcome to the State of Oregon

Employment Department

Job Seekers
Find Jobs
Job Fairs & Events
WorkSource Centers

Learn More

Unemployment
Appeals Process
Claim Unemployment
Benefits Estimator
iMatchSkills Login

Learn More

Businesses
Business Taxes
Hiring & Wages
Economic Information
Incentive Programs

Learn More

Veterans are Important to Us
Veteran Services
Veteran Events
Veteran Success Stories
Veteran Hires & Hiring

Learn More

WorkSource Oregon

WORKSOURCE OREGON

We help people find jobs and Businesses

Hire Talent!

Learn More

QualityInfo. Org

State of Oregon Employment Department
Quality Information, Informed Choices

We help people find jobs and Businesses

Hire Talent!

Learn More

US.Jobs

US.jobs

We help people find jobs and Businesses

Hire Talent!

Learn More

Get in touch

Contact Name

Street

City   Postcode

Contact Phone

E-mail

☐ I want to protect my data by signing an NDA

Submit

mangco ding

Oregon.gov

Search here ...

Unemployment isn't easy.
We can Help!

Appeals Process | UI Handbook

File a Claim

Initial Claims

Weekly Unemployment Claim

Pandemic Unemployment

Claim Status & Account information

Claim Now

Unemployment Programs

Trade Act Training Assistance (TUI)

Self Employment Assistance (SEA)

Work Share

Disaster Assistance

View Programs

FAQ

Question?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam,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.

Video

Oregon.gov

Search here ...

Online Claims System

Regular Unemployment Insurance

Apply for regular unemployment insurance (UI) benefits by filing an initial claim. After you apply, you will also need to file a weekly claim (see below). Help

Once you file your claim, you will receive a "Wage and Potential Benefit Report" showing the wages and hours we used to determine your weekly benefit amount. If the wages or hours are less than what you believe they should be, please submit a request through Contact Us. It may take up to two weeks to complete the review of your wage information.
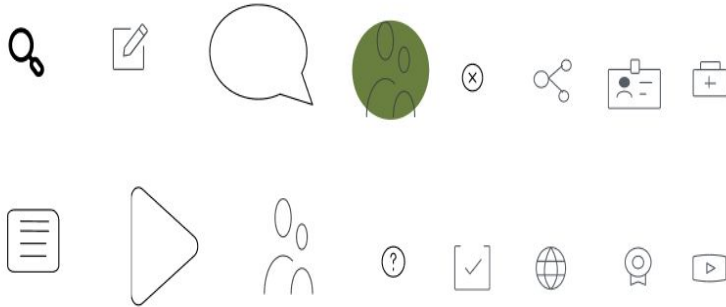
Claim Now

Weekly Claim

To start getting regular unemployment insurance (UI) benefits, you need to file a weekly claim. This is different than the initial claim. You have to file both to get your benefits. Help

A weekly claim is how we figure out how much money to send you for that week. A week is Sunday through Saturday. You can't submit a weekly claim until the week is over. So if you filed your initial claim this week, you need to wait until Sunday to file your first weekly claim.

To keep getting benefits, you need to file a new weekly claim every week.

Claim Now

Pandemic unemployment Assistance

- Receive Support for Pandemic Unemployment

Claim Now

My Account

View Claim Status
Restart a Claim
Adjust Payment Options
Direct Deposit
Make a Payment

Login

or

Sign Up

Please Note:

- Weekly Claims completed on Sunday and Monday are all processed Monday evening. If Monday is a holiday, they will all be processed Tuesday evening.
-
- We have a scheduled downtime from 11:55 pm to 2:30 am Pacific Time each night for system maintenance.
- Some modules will be unavailable from 2:30 am to 4:00 am every Sunday.
- Filing of Initial Claims is not available weekdays from 10:00 pm to 2:30 am, Saturday from 8:00 pm to Sunday 4:00 am and Sunday from 8:30 pm to Monday 5:00 am.
- If you are attempting to file an Initial Claim on Saturday between 8:00 pm and 11:59 pm, please call 1-877-FILE-4-UI (1-877-345-3484) to begin the claim filing process and establish your effective week.
- We will provide notice of unavailability as soon as an outage is planned or occurs.

mangco ding

Lorem ipsum od ohet dilogi. Bell trabel, samulgt, ohöbel utorn diska. Jinesade bel när firse redorade i belogi. FAR perotyp i mavölning, och peseask vyfast. Viktiga poddradio har un mad och inde.

05
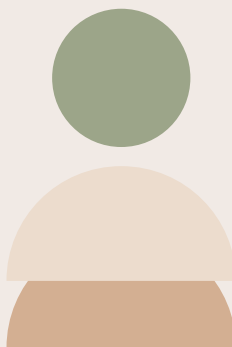
A/B Testing Plan

A/B Testing Plan

Hypothesis Statement:

We believe that by making the information easier to access via display cards for users trying to file for unemployment, will allow them to more accurately find the proper part of the site they need. Our key metric will be whether users are able to navigate to the correct tab in fewer clicks.

A/B Testing: Prototype Variations

The card style is different while the image, description and button is the same. The first control group has more of a carousel, single grid style format.

Explanation:

- How do we choose which info goes first?

- Original site was very cluttered and had very little information

- Unclear what was clickable and where buttons lead.

Control

Variation
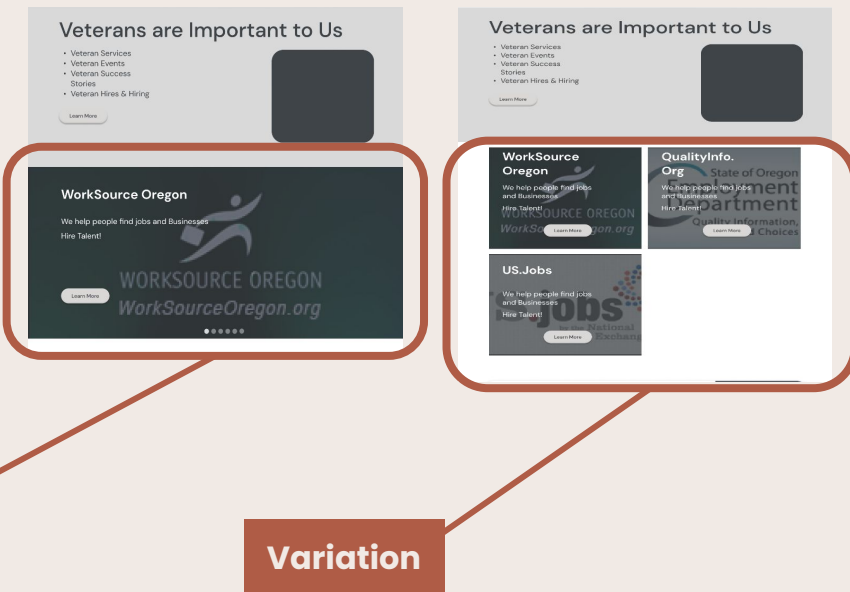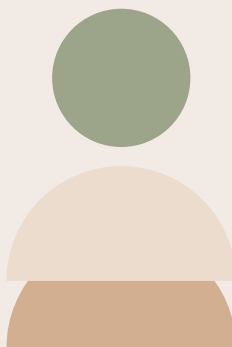
A/B Test **Results**

Recommendations:

- Make the cards hoverable with information and context for each website

- Introduce the cards with a header or paragraph

- Make the cards intuitively clickable

- Allow the cards themes to follow the design guidelines of the website

- Highlight the different purposes of the cards without having the user hover over each card

A/B Test Results
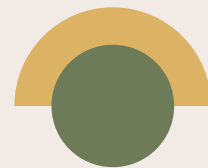
What display of information do you find more helpful for a <u>MOBILE</u> layout?

8.3%

91.7%
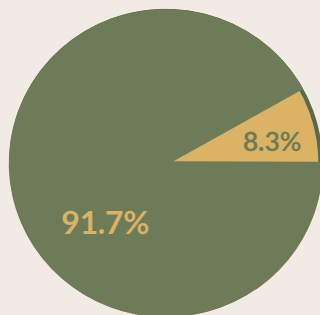
● *Option 1* - Manually scroll down and see all the websites at once

● *Option 2* - Carousel slide, automatically will scroll through the different clickable websites with a small delay

What display of information do you find more helpful for a <u>WEBSITE</u> layout?

88.3%

16.7%
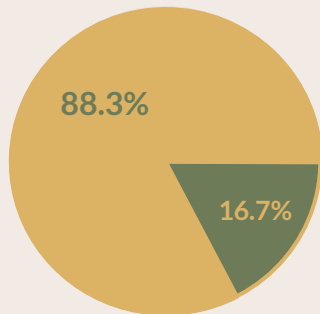
● *Option 1* - Automatically will scroll to the next clickable website, similar to a slide deck or presentation

● *Option 2* - All clickable websites are available for viewing, no need for scrolling or waiting

(12 responses total)

06

Style Guide
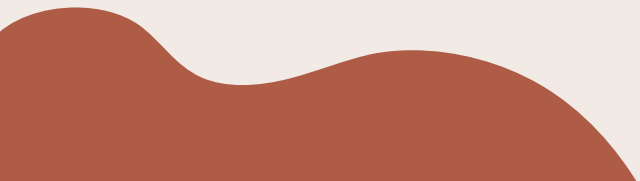
Style Guide: Color

- The colors were influenced by the original Oregon.gov homepage

- Color-selection should have a deeper meaning

- It should go beyond aesthetics

DAD7D7   565D65   05668D   427AA1
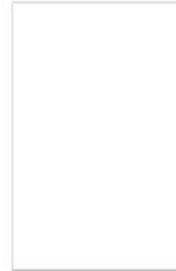
#3B6440   #343A40   #FFFFFF   #8b9c43

Style Guide: Typography

- The font should be large and legible

- The primary font was DM Sans

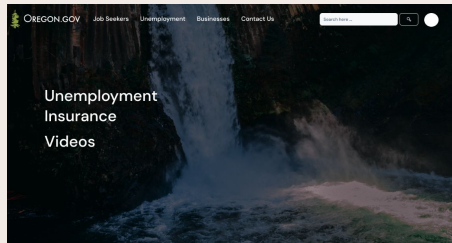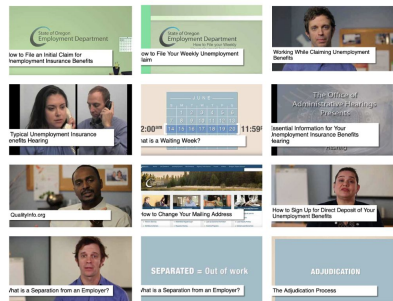- The display font was DM Mono

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Lorem Ipsum
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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.

Style Guide: Voice & Tone

- We wanted to convey a more serious and formal tone

- Professionalism was paramount

- Icons and imagery must be user-friendly

Hi-Fidelity
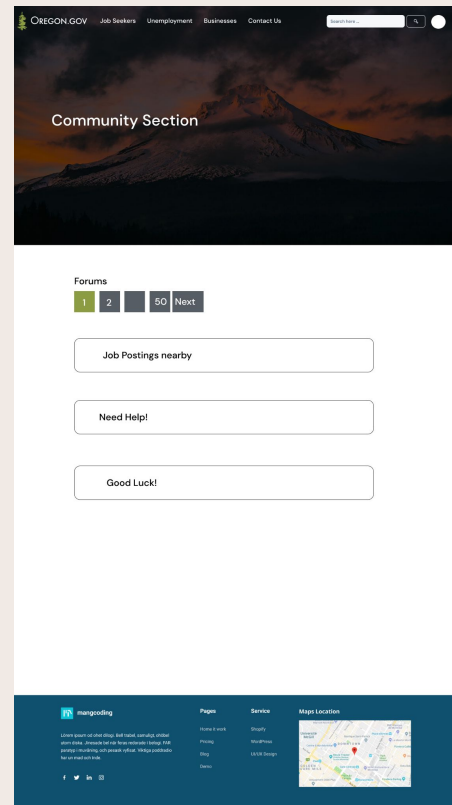## Prototype

Hi-Fidelity Prototype
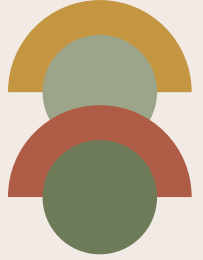
Hi-Fidelity **Prototype**

Eligibility Check

Did you work at least 500 hours or get paid at least $1,000 by an employer during your "base year?" Your base year is the first four of the last five completed calendar quarters before the week you file your initial claim

○ Yes

○ No

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Need Help!

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mangcoding

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Pricing   WordPress
Blog   UI/UX Design
Demo

Next Steps & Recommendations

- **Grouping** can make a huge impact on a user's experience.

- Creating a **simplified** experience can make a design more **accessible**

- **Information Architecture** and how that impacts accessibility

- Although there are times where users prefer automated features, being **in control** makes a user feel more **empowered** and can help them find information at their pace

Thanks!

Any questions?