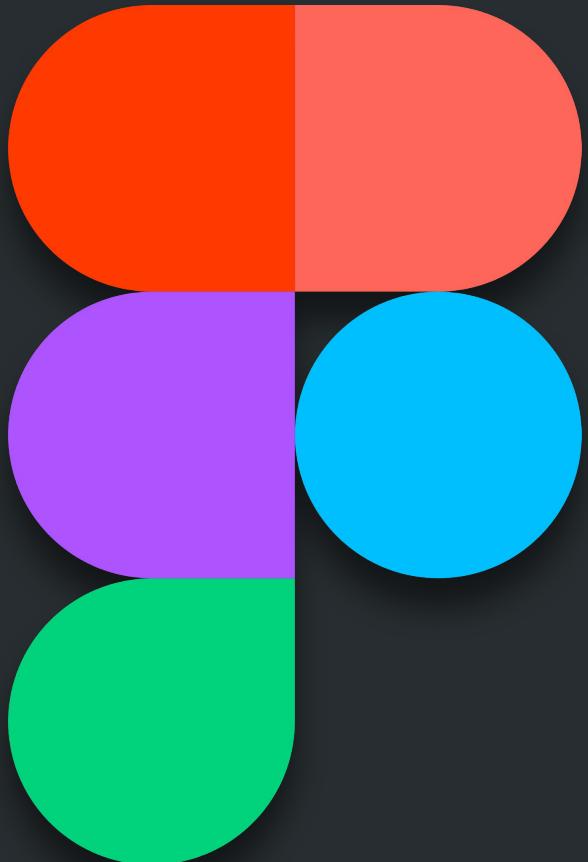


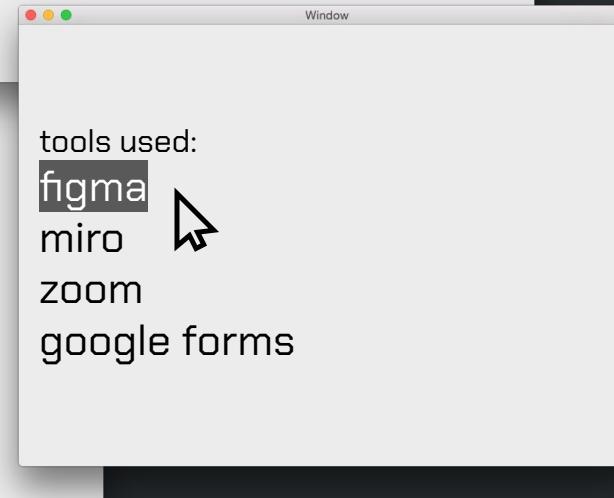
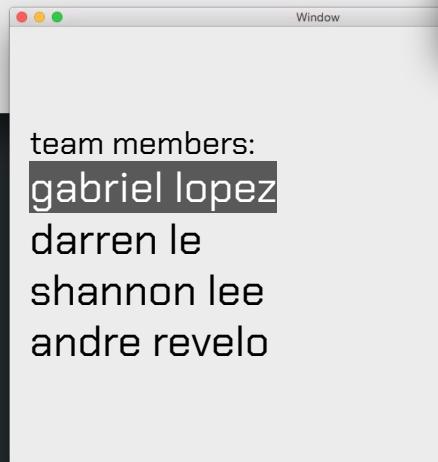
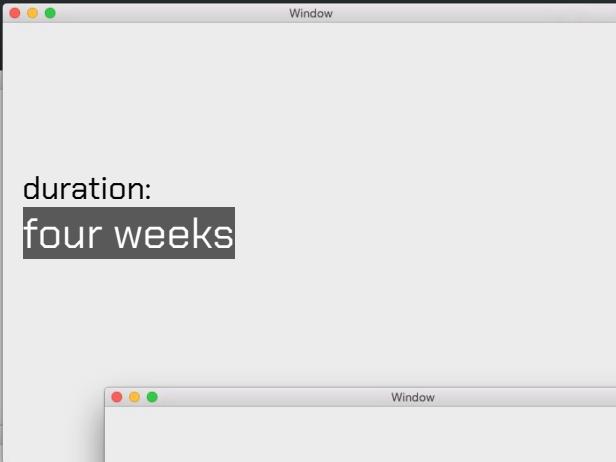
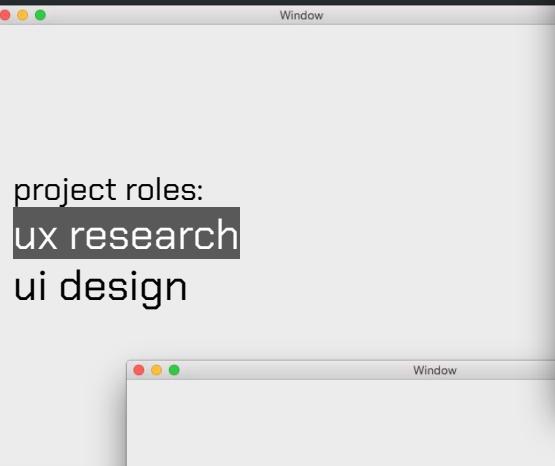
mississippi department of employment services

"serving citizens the benefit of convenience"

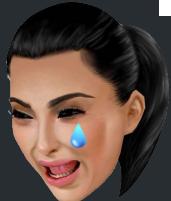


working prototype

try out it pls



project specifications



what's more frustrating than
being in a loop of constant
financial burden?

as citizens, we're often dissuaded by the
processes of our public services.

our team had developed a redesign of the MDES
website in order to better serve citizens as
they navigate to seek practical and manageable
solutions.

we introduce a heuristic solution to the
existing MDES website...|

problem

many unemployed citizens navigate through the website, but cannot find the answers they need to successfully file for unemployment aid.

amidst the application process, users of the website are bombarded with the incorrect information through different landing pages.





solution

the MDES **requires a redesign** of the website
in order to help citizens file for aid
and seek for the correct answers they need to
successfully aid their financial needs.

01 *empathy* stage

how might our users be **feeling?** |

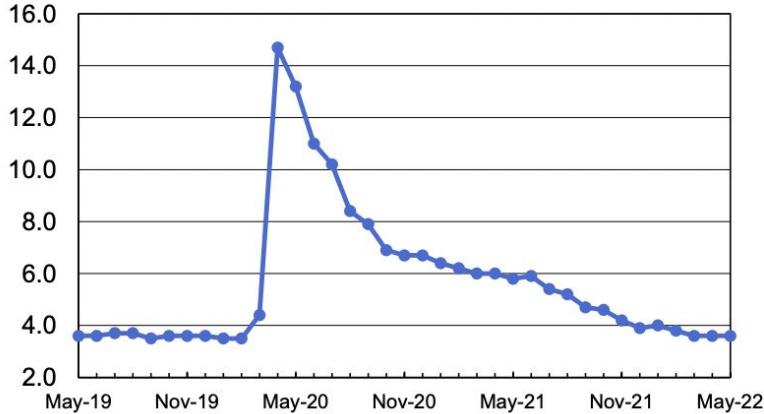
Industry research

around May 2020, nearly 15% of the population in the US were unemployed, estimating around 18.4 million unemployed citizens due to covid-19.

With the scope of our economy today, many people are experiencing one of the most inescapable financial challenges due to lack of employment, lack of financial support, and even more, lack of mental and emotional balance.

Chart 1. Unemployment rate, seasonally adjusted, May 2019 – May 2022

Percent



preliminary insights

initial impressions of the MDES website performed by the UX team

what can you infer?

THINK	"I cant apply without an SSN"	I'm going to the Job Center tomorrow to fulfill my goal	I think the site feels very personal	"Can I look this up if I can't find the solution to my problem?"			
FEEL	Very Excited about the website	user initially feels confident during the process	curious	Struggling	frustration with accounts	Feeling Happy when the local library of using a computer.	OVERWHELMED
SAYS	user says she is having trouble	"are certain steps required for the following action?"	"Do I have to make an account?"	Does not have desirable link she's looking for.	Maybe I can search to find what I am looking for?	"why isn't the chatbot working?"	I know when the application process will be done.
DOES	Need to make an account in order to apply	Can't go back to previous page at login	researches requirements for application process with an SSN	user surfs the website to find resources			
OPPORTUNITY	trouble with navigation - make it more clear to the user	allow assistance to be more accessible to the user	Allow clear indication of next steps and claim confirmation after info input - Heuristic 1 and 4				

Susan, 37-year-old breadwinner with a husband and 3 kids”

“**laid off** due to COVID-19”

“**i need a job** to support my family”

“**i want to apply** for financial benefits online”



opportunities:

Implement heuristics, help user apply, assist next steps

phase 1
“I lost my job”

applying for unemployment | anxious | husband and kids

phase 2
“navigate the site”

learning the tools | depressed | paying bills

phase 3
“registration”

gather documents | overwhelmed | receiving benefits

phase 4
“confirmation”

job searching | ambivalent | career development

02 *define* stage

what is the **scope** of our problem? |

as a **ux researcher**, I want to...

understand the **step-by-step process** that a user takes to achieve their goals using the MDES website.

understand what kinds of **incentives** it takes for users to complete the entirety of the application process.

understand the **pain points** a user might experience while applying and navigating the website.



there is a *learning curve* for users trying to navigate through the website.

Window

“How might we simplify the user journey to better serve our users?”

A cartoon illustration of a paperclip character with a smiling face, large black eyes, and a small mouth. It has a simple, friendly appearance.

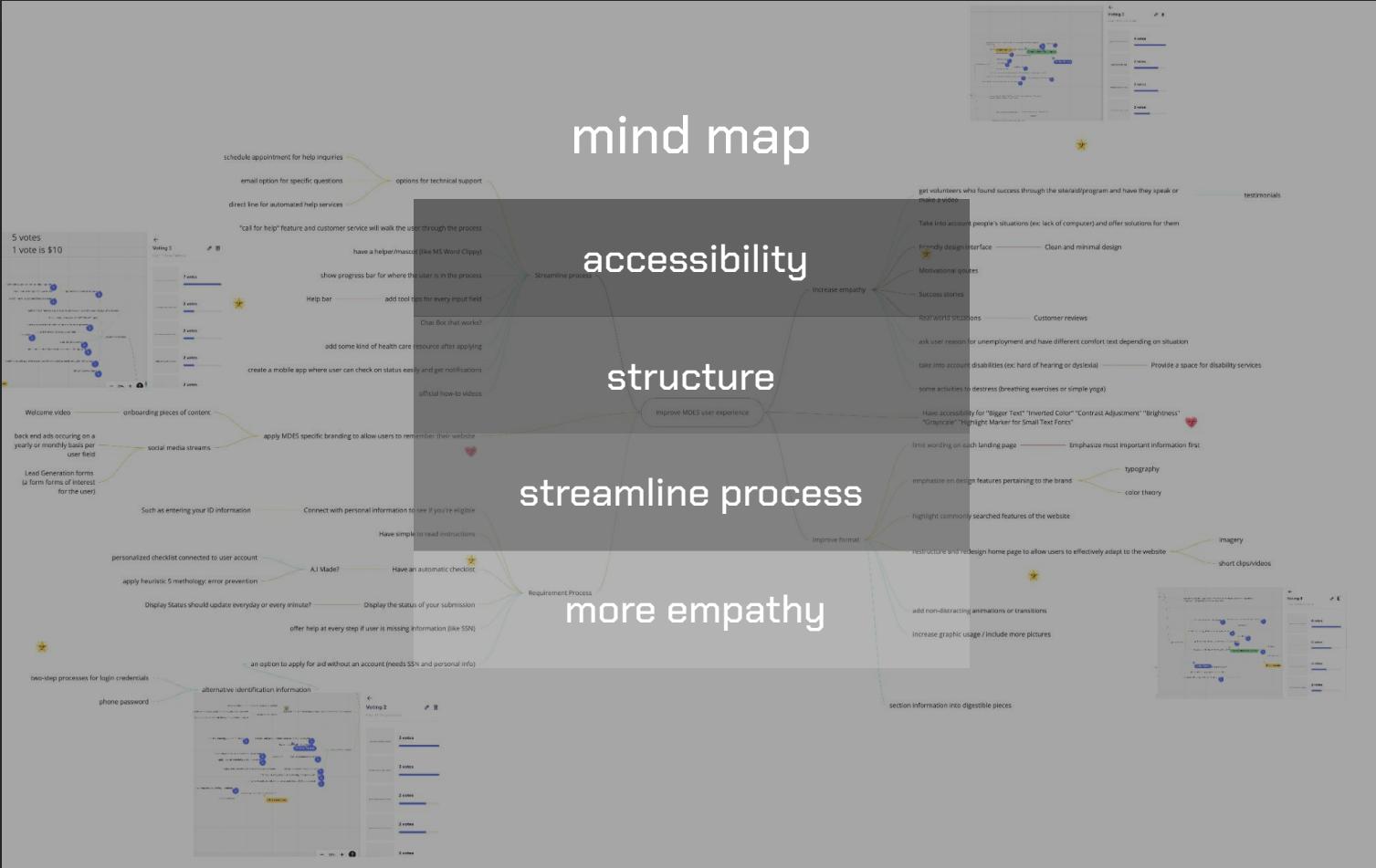
mind map

accessibility

structure

streamline process

more empathy



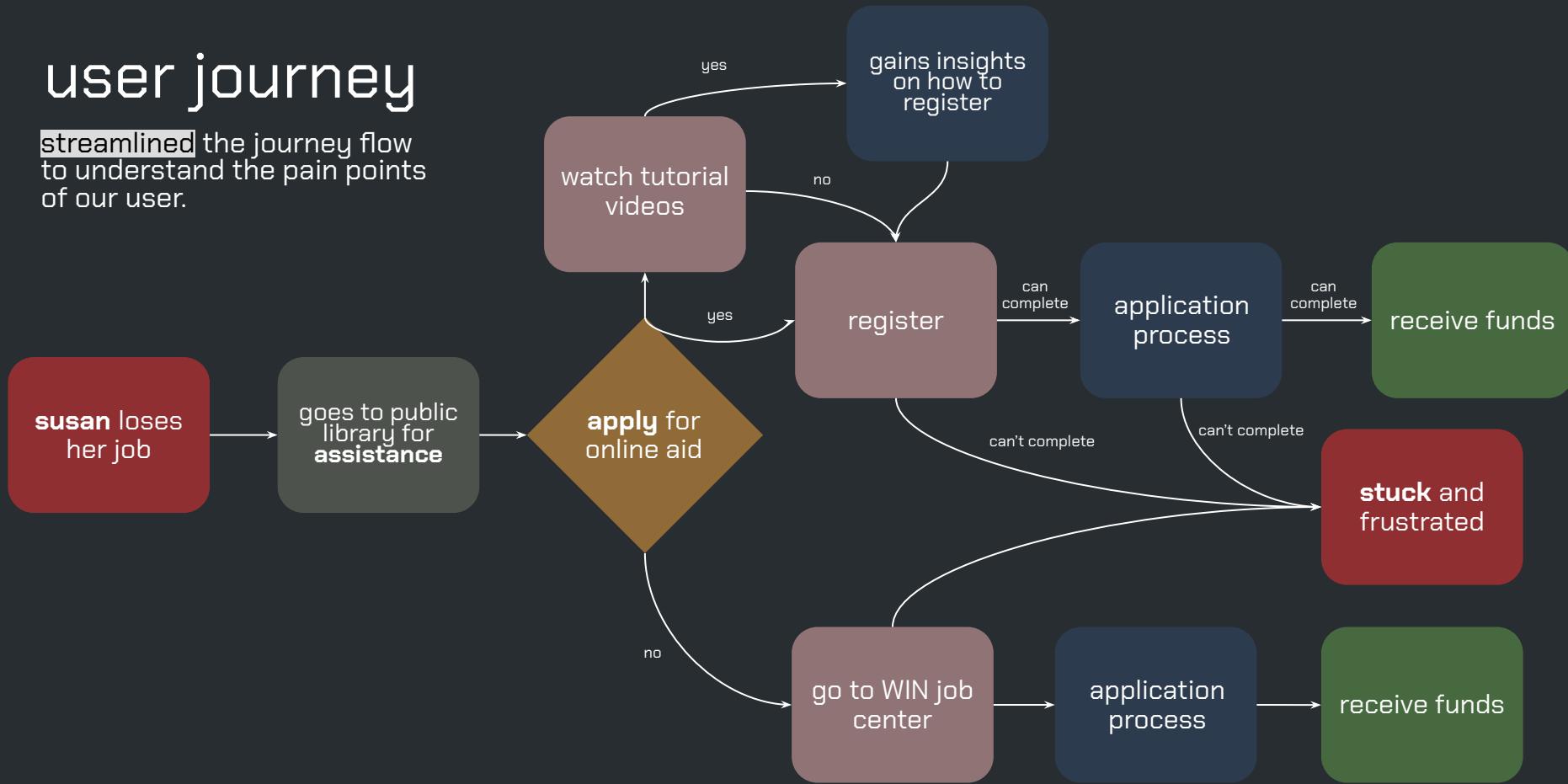
03 *ideate* stage

how can we **simplify** the user journey? |



user journey

streamlined the journey flow to understand the pain points of our user.



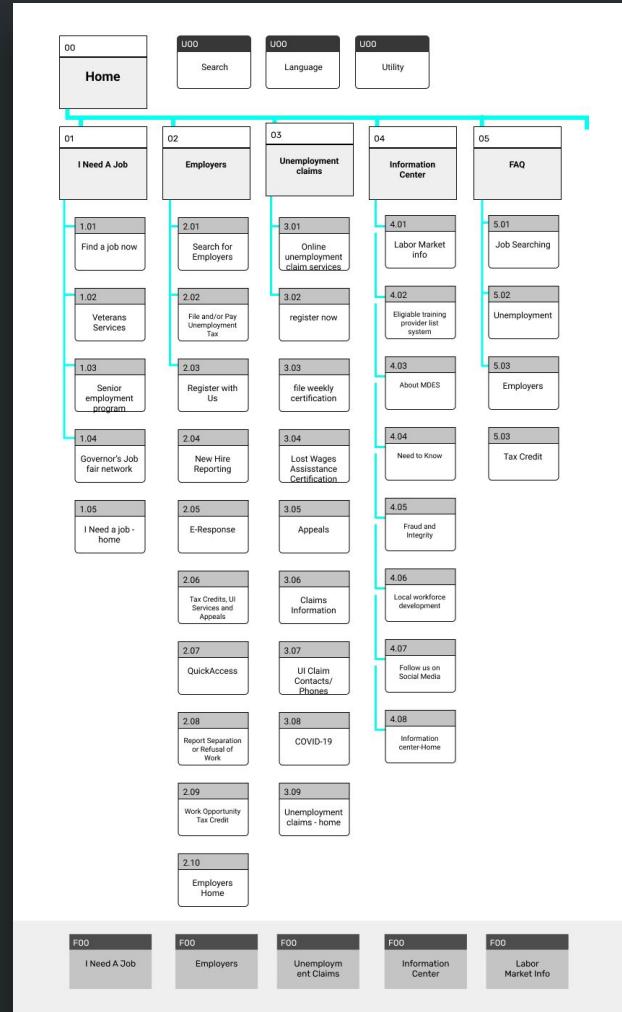


home page evaluation

- does not contrast well
- hides buttons in body text
- heading fonts are too big
- secondary buttons: less words
- Borders: too narrow focus

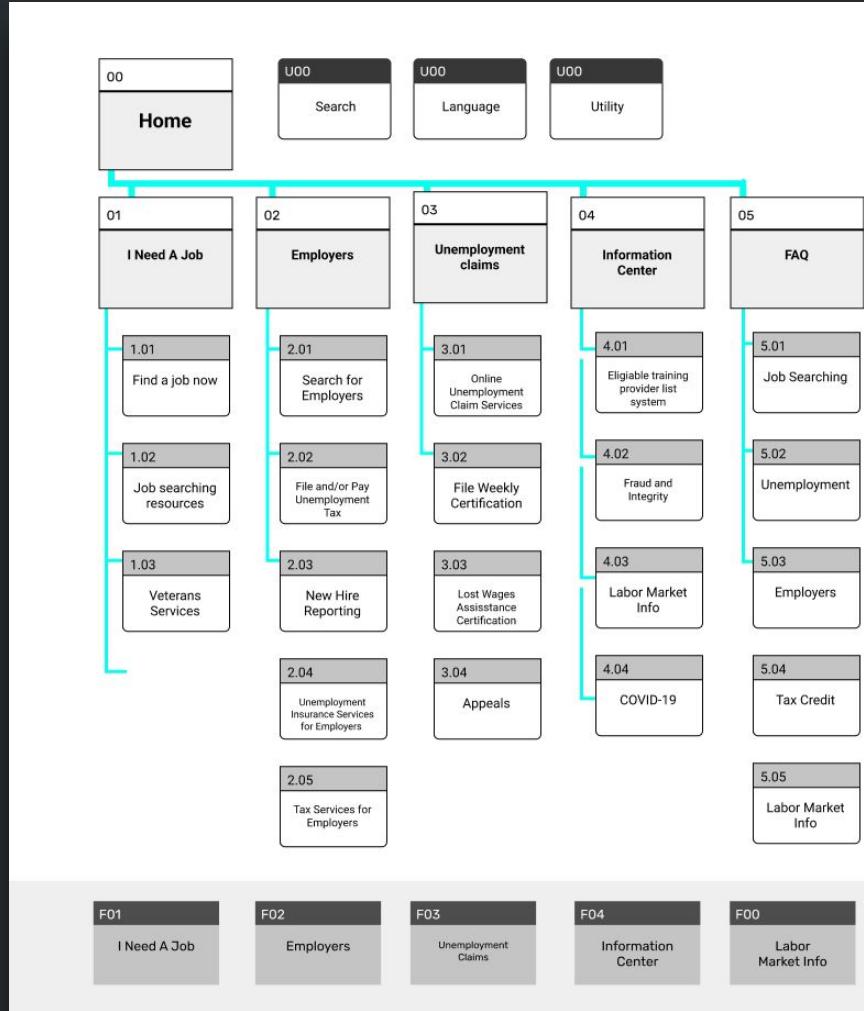
sitemap evaluation

- too populated and overwhelming
- new user: reduce information



sitemap iteration

- simplified: 3-5 items
- added FAQ to primary
 - reduce number of steps



primary navigation

tertiary navigation

a variety of **subtopics** for the information and processes for our secondary navigation categories.

secondary navigation

footer navigation

consistent with current website

search utility

alternative option prior to
navigation guide

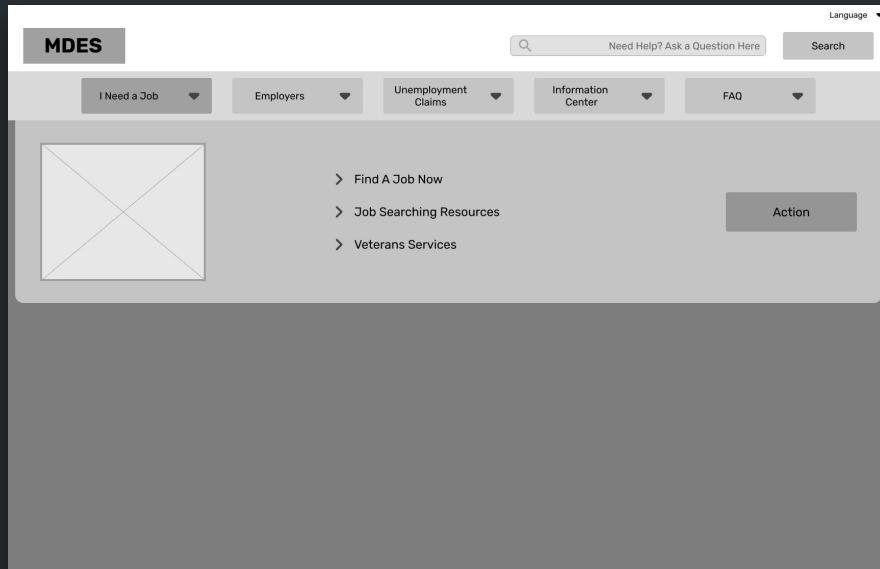
language utility

option available for foreign
language speakers

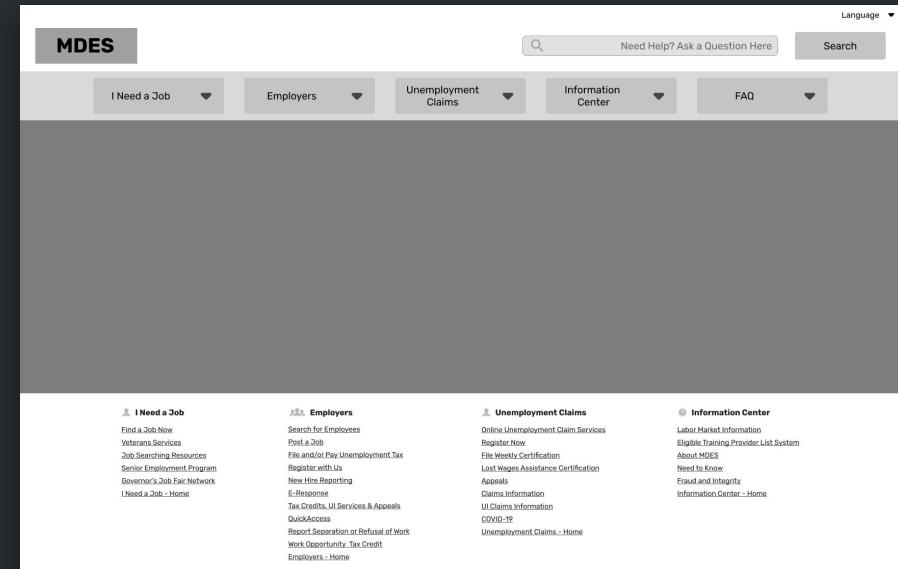
04 *prototype stage*

how will the final product look like?

wireframing: *navigation UI*



primary/secondary navigation



footer navigation

wireframing: website UI

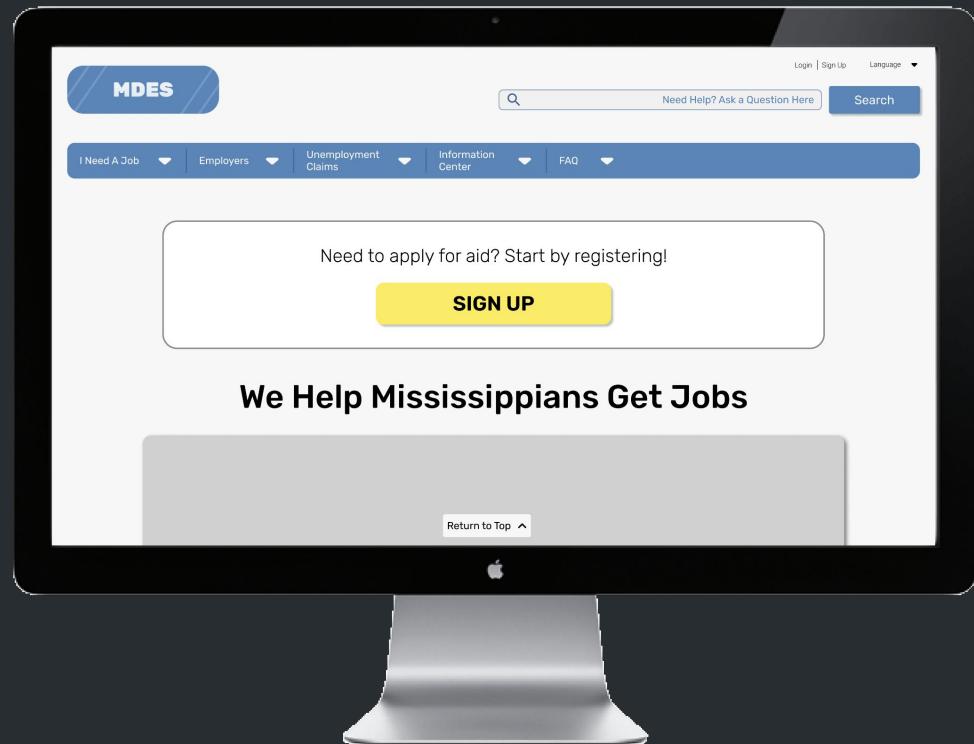
prioritized elements important to the user journey

header and call-to-action buttons: designed bold

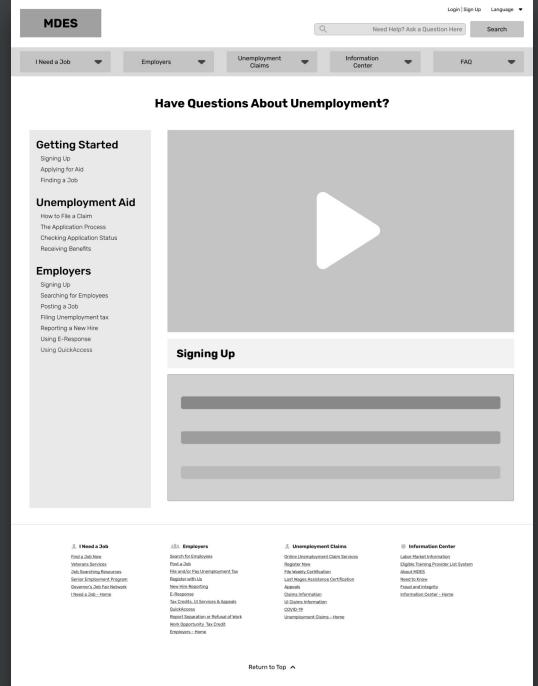
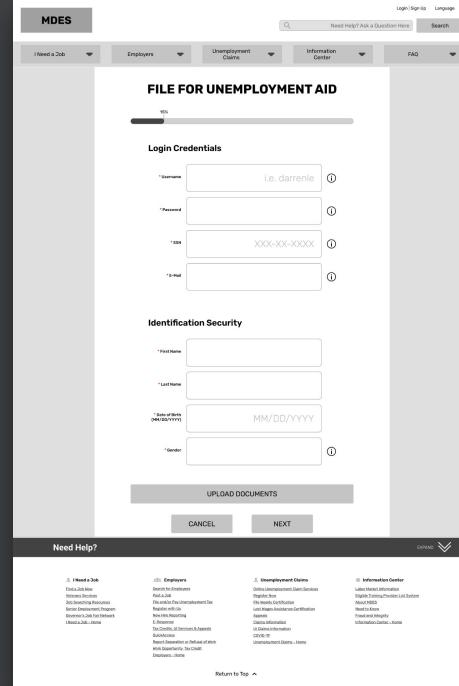
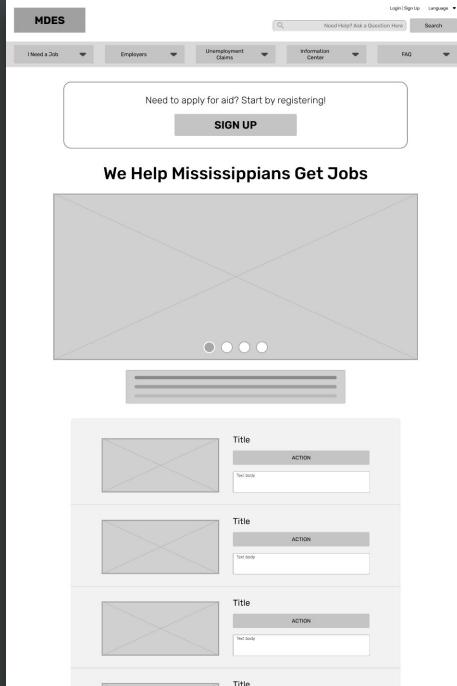
secondary: one row to streamline process

progress bar to track application process

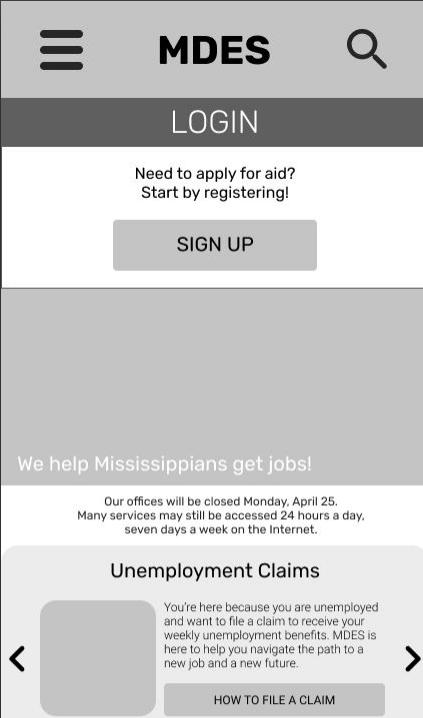
redesigned home and video page: alleviate frustrations



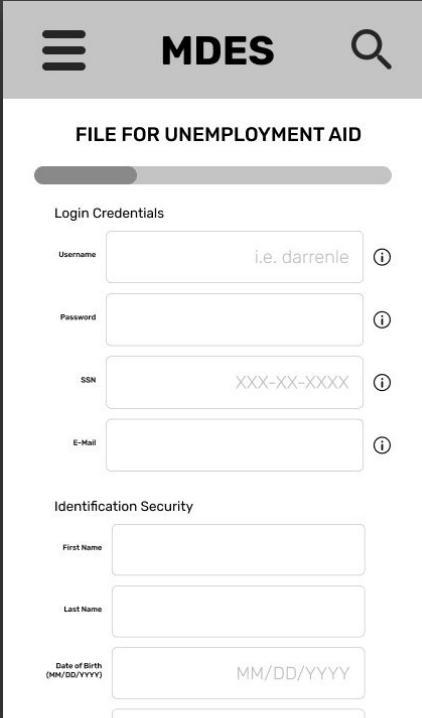
showcasing: desktop low-fidelity website UI... |



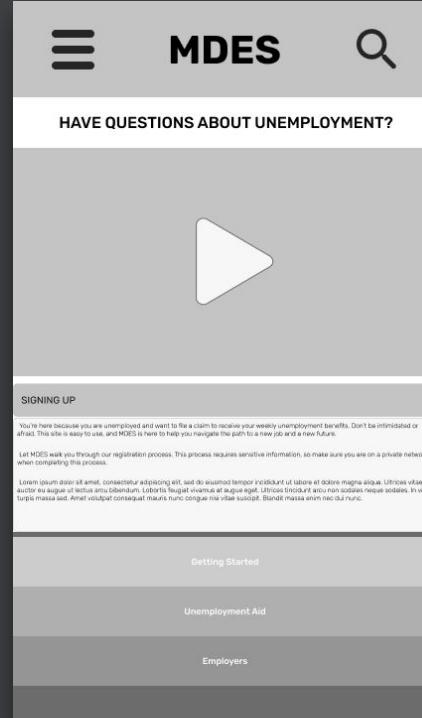
showcasing: mobile low-fidelity website UI...|



The mobile login screen features a header with the MDES logo and a search icon. Below the header is a dark grey navigation bar with the word "LOGIN". The main content area contains a message: "Need to apply for aid? Start by registering!" followed by a "SIGN UP" button. At the bottom, there's a large grey section with the text "We help Mississippians get jobs!". Below this, a message states: "Our offices will be closed Monday, April 25. Many services may still be accessed 24 hours a day, seven days a week on the Internet." A "Unemployment Claims" section includes a paragraph about navigating to a new job and a new future, and a "HOW TO FILE A CLAIM" button. Navigation arrows are located at the bottom left.



The mobile file for unemployment aid screen features a header with the MDES logo and a search icon. Below the header is a dark grey navigation bar with the title "FILE FOR UNEMPLOYMENT AID". The main content area is divided into two sections: "Login Credentials" and "Identification Security". The "Login Credentials" section contains fields for Username (with placeholder "i.e. darrenle"), Password, SSN (with placeholder "XXX-XX-XXXX"), and E-Mail. The "Identification Security" section contains fields for First Name, Last Name, and Date of Birth (format MM/DD/YYYY). A progress bar is visible above the credential fields.



The mobile have questions about unemployment screen features a header with the MDES logo and a search icon. Below the header is a dark grey navigation bar with the title "HAVE QUESTIONS ABOUT UNEMPLOYMENT?". The main content area contains a large play button icon. Below it is a "SIGNING UP" section with a message about signing up for weekly unemployment benefits. Further down are sections for "Getting Started", "Unemployment Aid", and "Employers", each with a small descriptive text and a grey background bar.

design layer: color

blue: reliability and freedom

white: peace, calm, and cleanliness

yellow: optimism, positivity, and friendship

font

visuals

voice/tone

color

design layer: font

primary: **rosario**

friendly, welcoming, elegant, confident

secondary: **roboto**

eligible, accessible, lucid

visuals

voice/tone

color

font

design layer: visuals

rounded colors for less intimidation
happy people (families, workers), business, office work

voice/tone

color

font

visuals

design layer: voice/tone

traits: approachable, opportunistic, community
goal: **ease the fear** of users anxious of unemployment

05 *testing stage*

can we validate our research and design? |

ff

if we help users during the application process with an FAQ, then users are **more likely to** complete the form...|

our hypothesis

changing the FAQ section into a cohesive pop-up modal will increase conversions of form completion...|

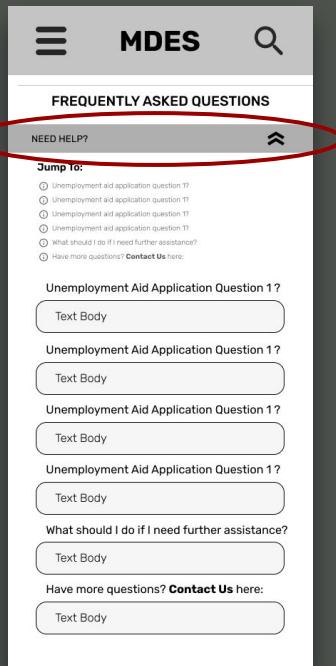
measuring *hypothesis* success

key performance indicators

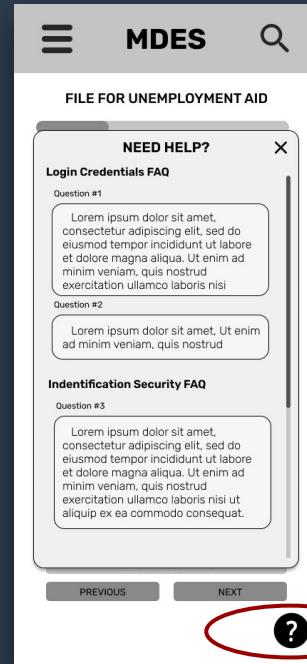
increase form completion

reduce customer service inquiries

a/b testing



drop-down section



pop-up modal

survey 1

survey using
drop-down section

survey 2

survey using
pop-up modal

method for
a/b testing

drop-down section

On a scale of 1-5 (1 being the least and 5 being the most), how likely are you to utilize the help section? [Copy](#)

10 responses



On a scale of 1-5 (1 being the least and 5 being the most), how confident are you that your questions will be answered by this help section? [Copy](#)

10 responses



results

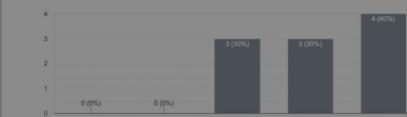
On a scale of 1-5 (1 being the least and 5 being the most), how noticeable is the help section on the landing page? [Copy](#)

10 responses



On a scale of 1-5 (1 being the least and 5 being the most), how important is the placement of the help section to you? [Copy](#)

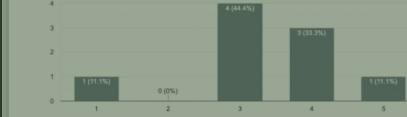
10 responses



pop-up modal

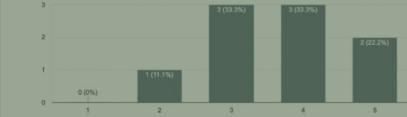
On a scale of 1-5 (1 being the least and 5 being the most), how likely are you to utilize the help section? [Copy](#)

9 responses



On a scale of 1-5 (1 being the least and 5 being the most), how confident are you that your questions will be answered by this help section? [Copy](#)

9 responses



results

On a scale of 1-5 (1 being the least and 5 being the most), how noticeable is the help section on the landing page? [Copy](#)

9 responses



On a scale of 1-5 (1 being the least and 5 being the most), how important is the placement of the help section to you? [Copy](#)

9 responses



insight discovery

- increased all font size
- reiterated buttons for accessibility
- standardized clickable items to 48x48 px
- adjusted secondary blue color darker for CVD



what are the
next steps?|