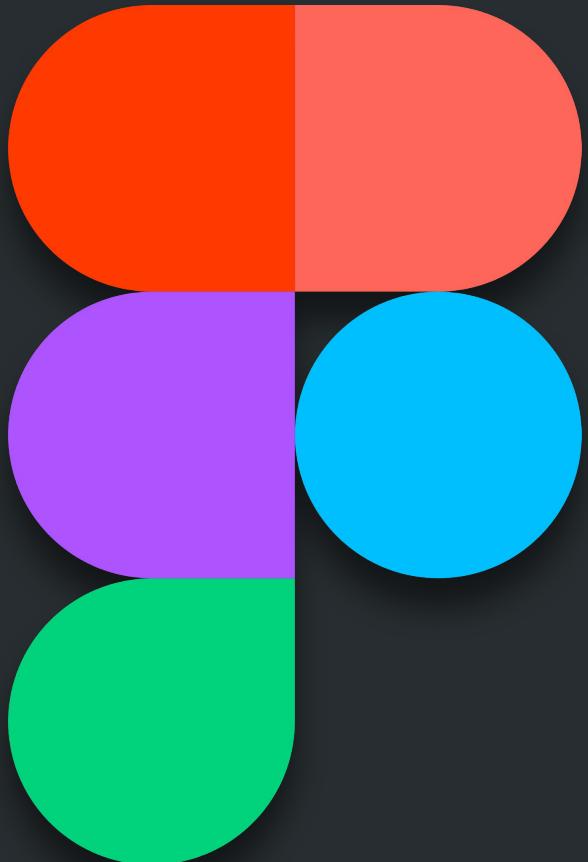


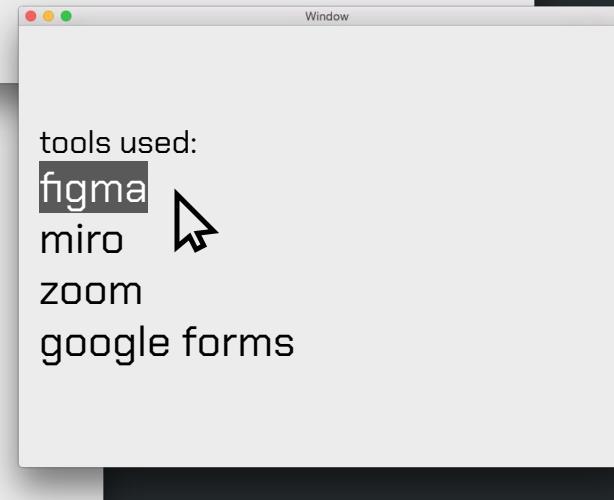
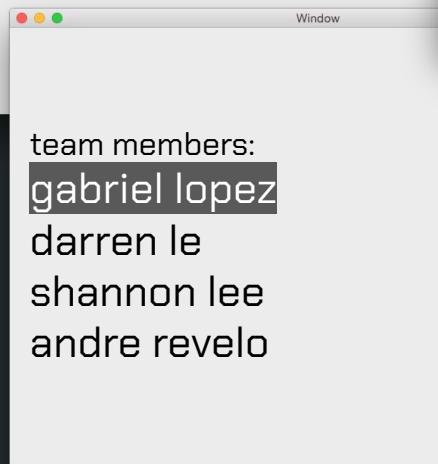
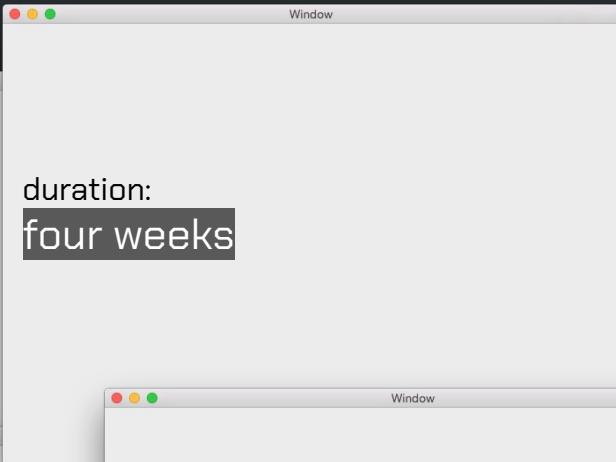
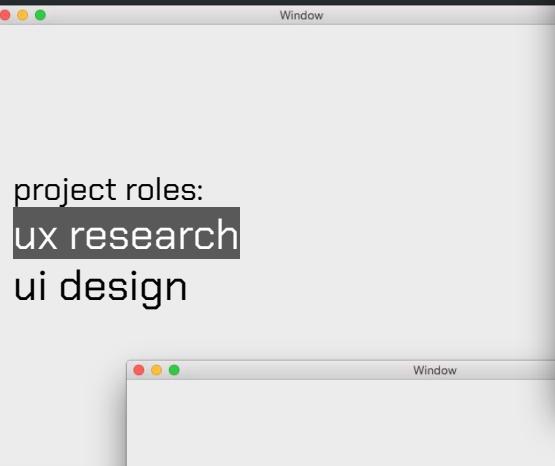
# mississippi department of employment services

"serving citizens the benefit of convenience"

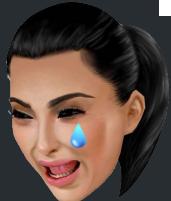


working prototype

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?** |

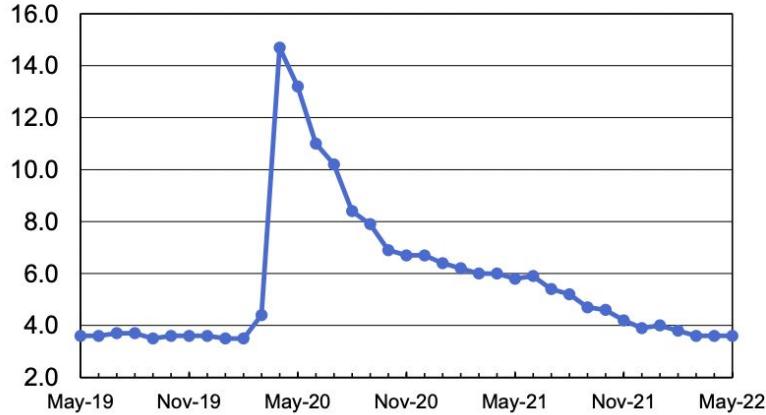
# Industry research

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 large, expressive black eyes and a simple, friendly face.

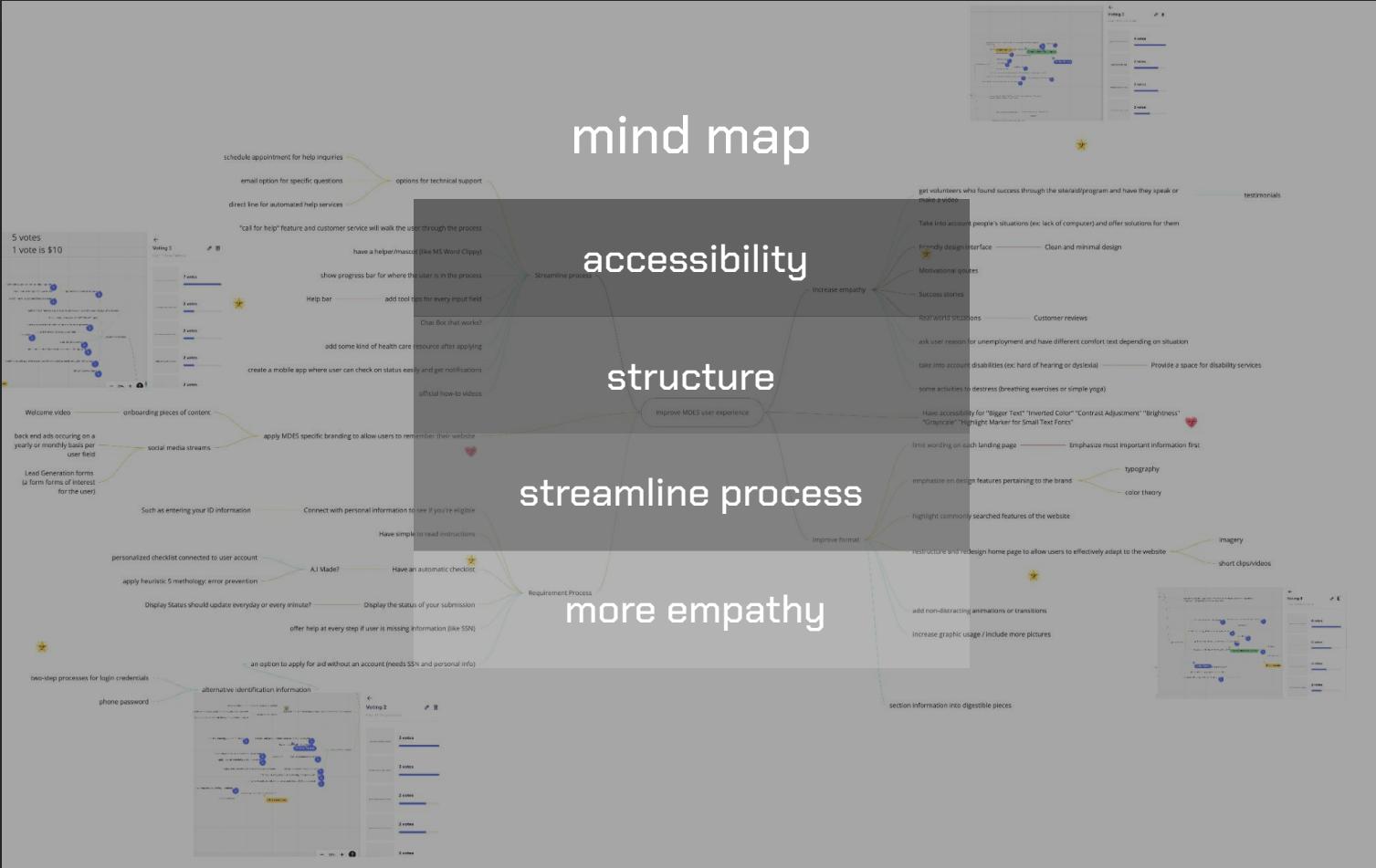
# mind map

accessibility

structure

streamline process

more empathy



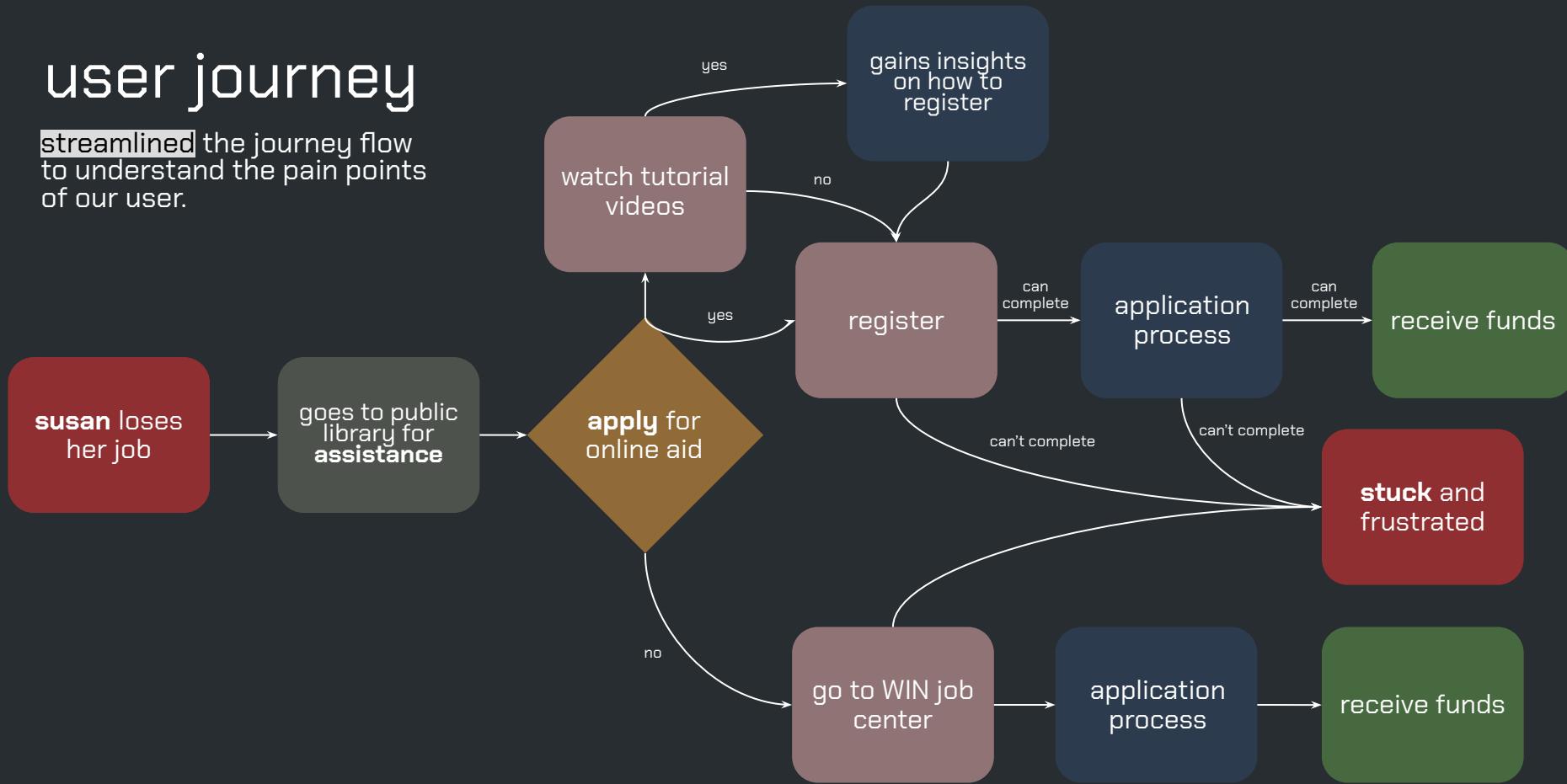
# 03 *ideate* stage

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



# user journey

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



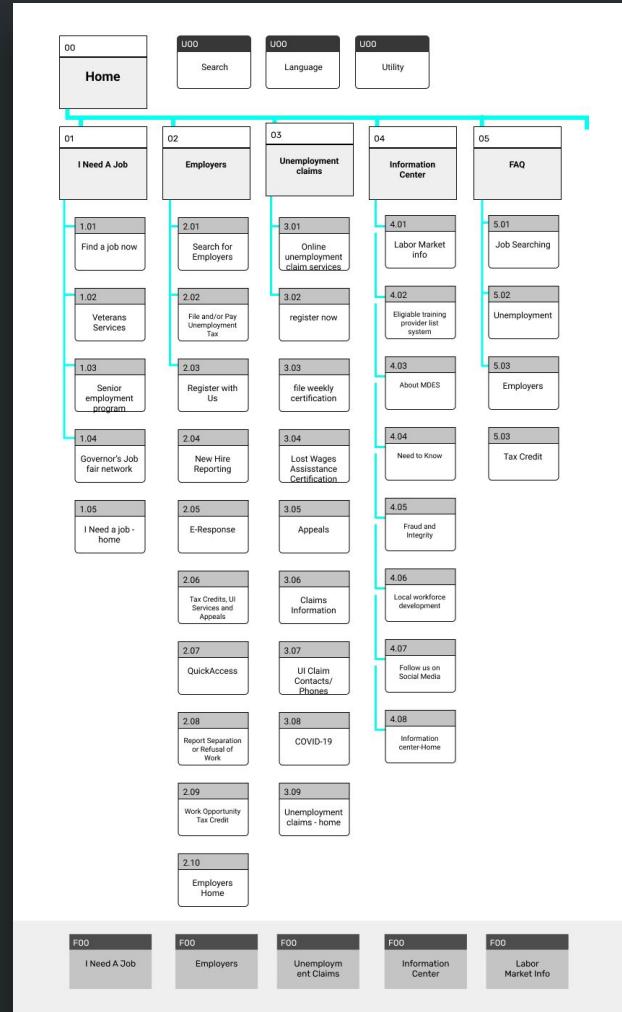


## home page evaluation

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

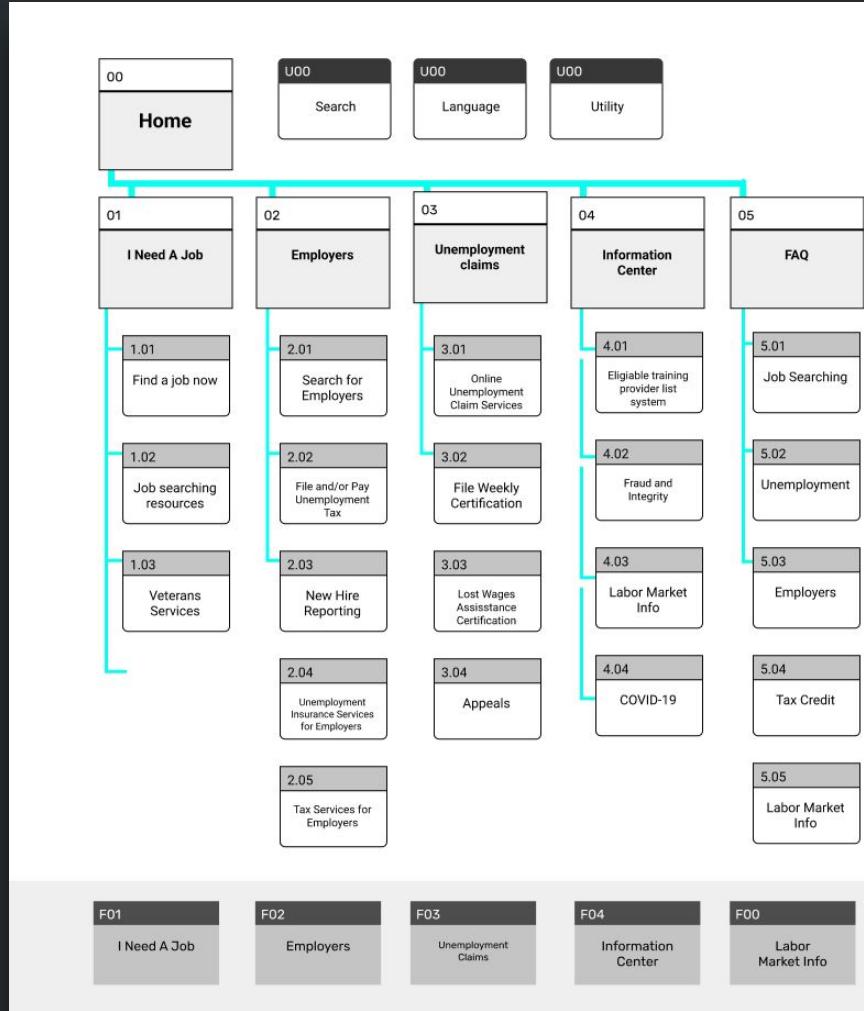
## sitemap evaluation

- 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

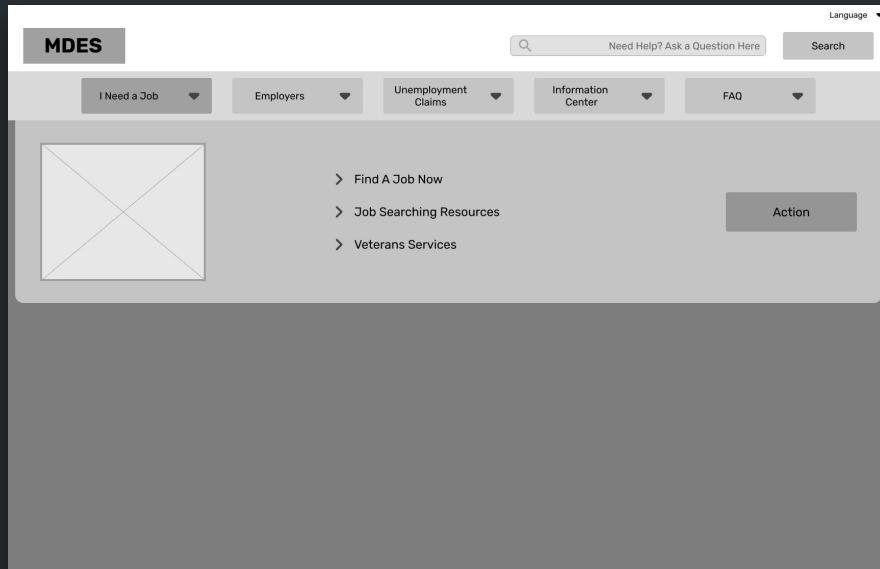
## **language utility**

option available for foreign  
language speakers

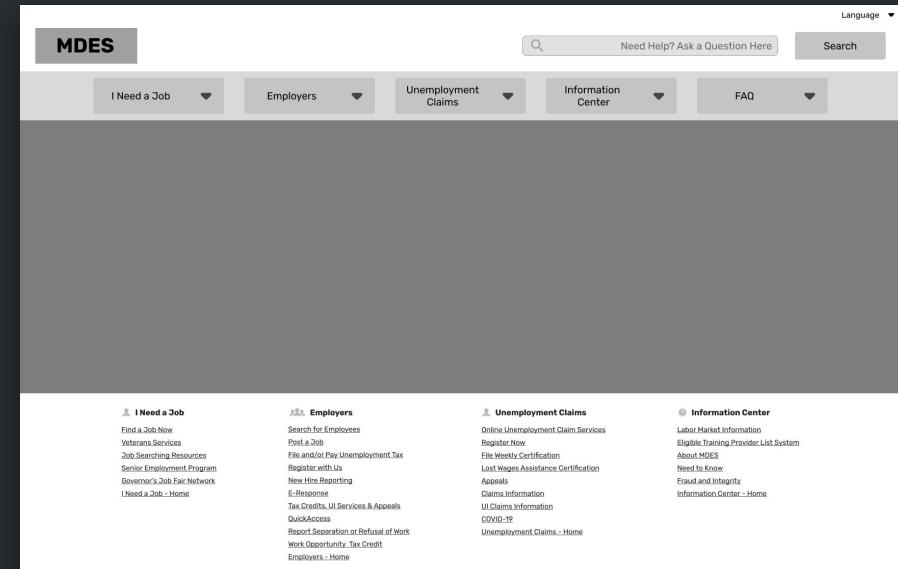
# 04 *prototype stage*

how will the final product look like?

# wireframing: *navigation UI*



primary/secondary  
navigation



footer navigation

## wireframing: website UI

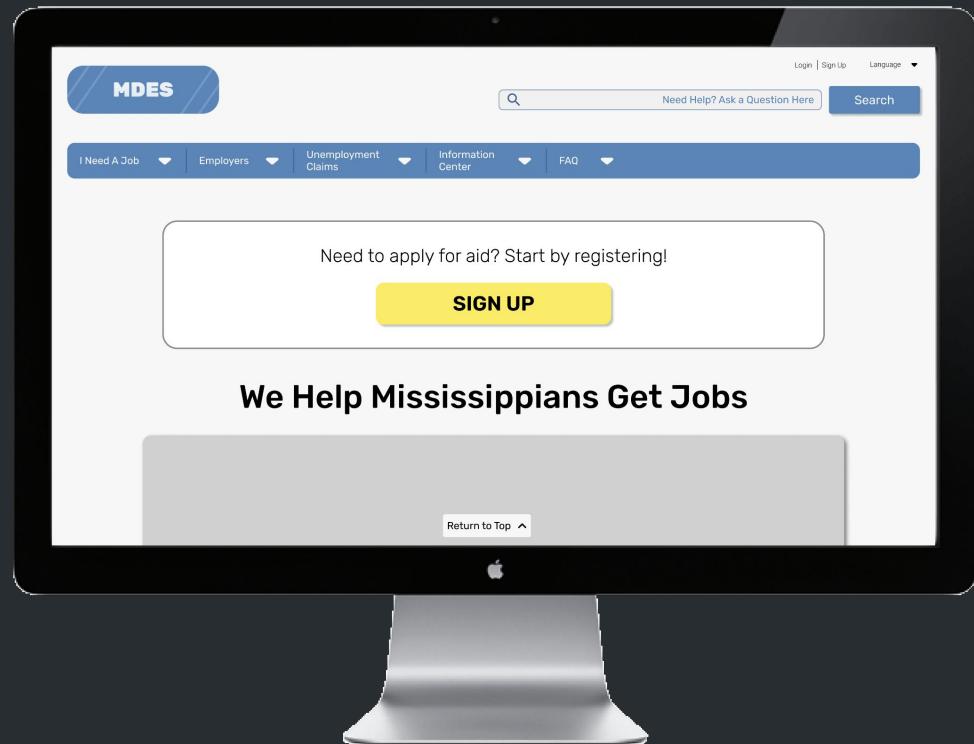
prioritized elements important to the user journey

header and call-to-action buttons: designed bold

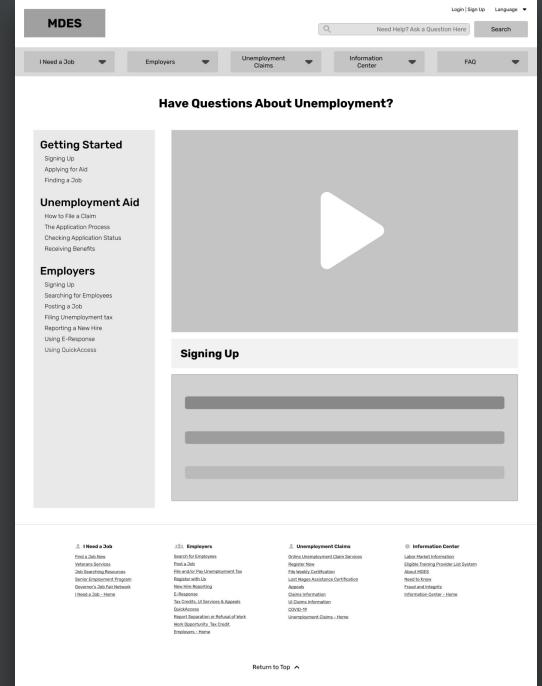
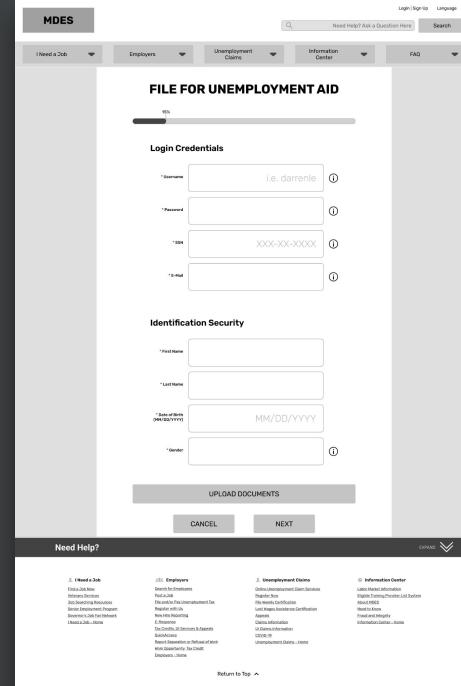
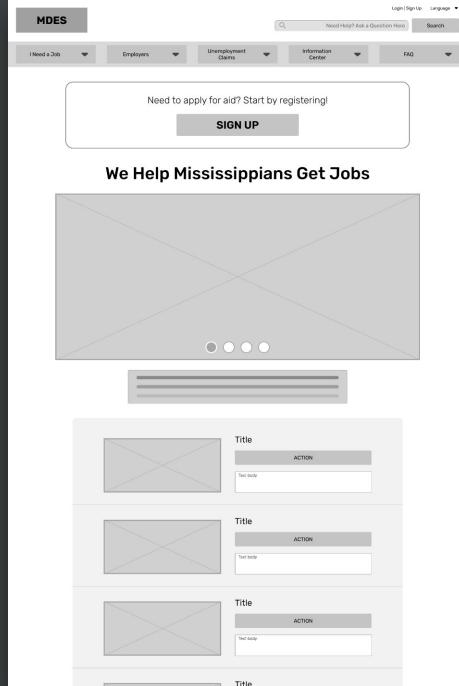
secondary: one row to streamline process

progress bar to track application process

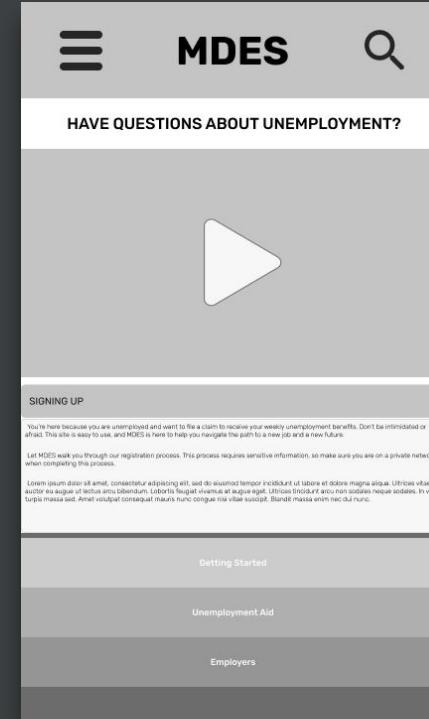
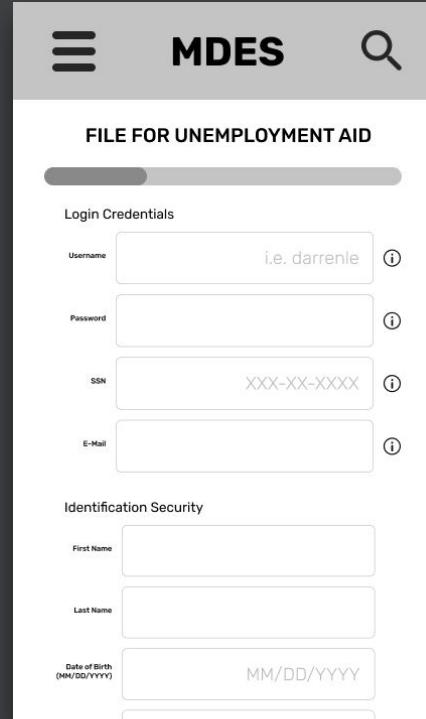
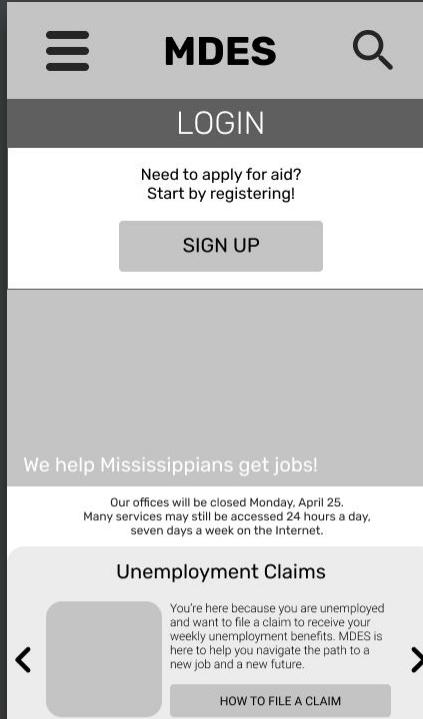
redesigned home and video page: alleviate frustrations



showcasing: low-fidelity desktop UI...|



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



# 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...|*

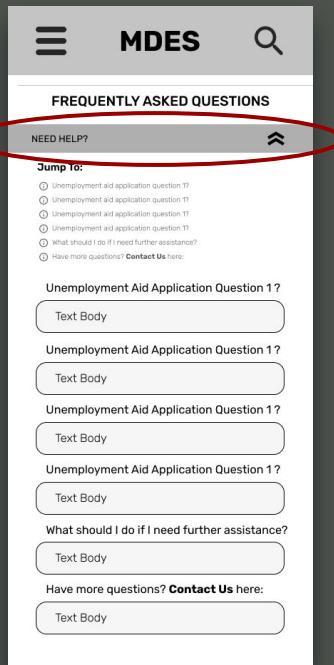
# measuring *hypothesis* success

key performance indicators

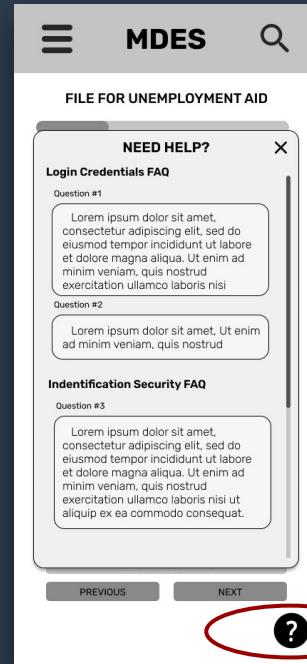
increase form completion

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](#)

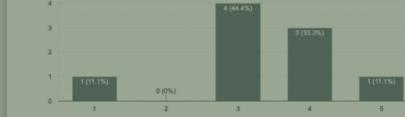
10 responses



# pop-up modal

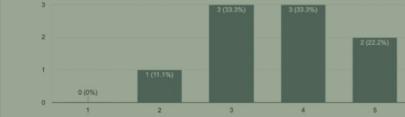
On a scale of 1-5 (1 being the least and 5 being the most), how likely are you to utilize the help section? [Copy](#)

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?|