

mdes

2022

web app



mississippi department of employment services

“serving citizens the benefit of convenience”



working prototype

try out it pls

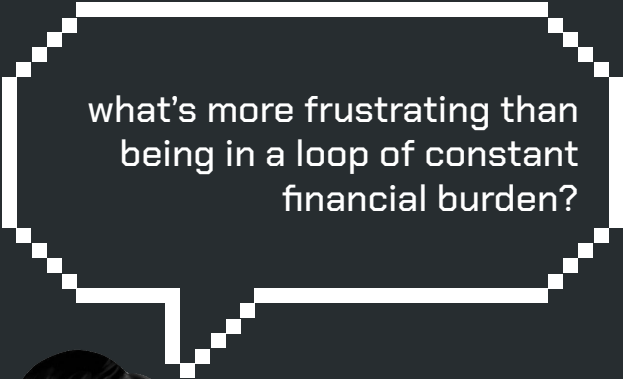
project roles:
ux research
ui design

duration:
four weeks

team members:
gabriel lopez
darren le
shannon lee
andre revelo

tools used:
figma
miro
zoom
google forms

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`.

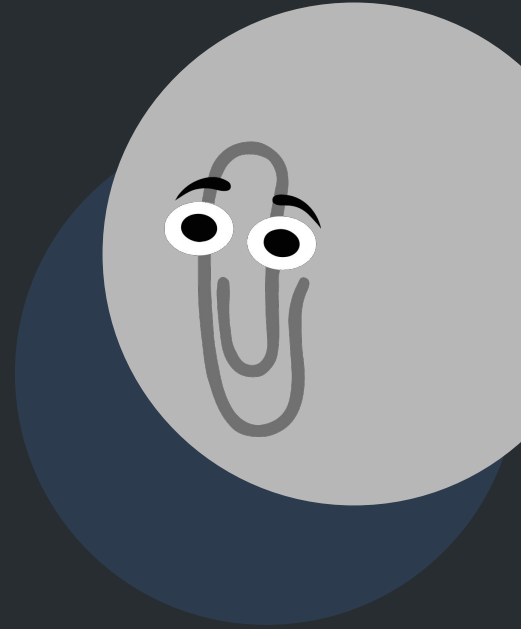
our team had developed a `redesign` of the MDES
website in order to better serve citizens as
they navigate to seek `practical and manageable
solutions`.

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

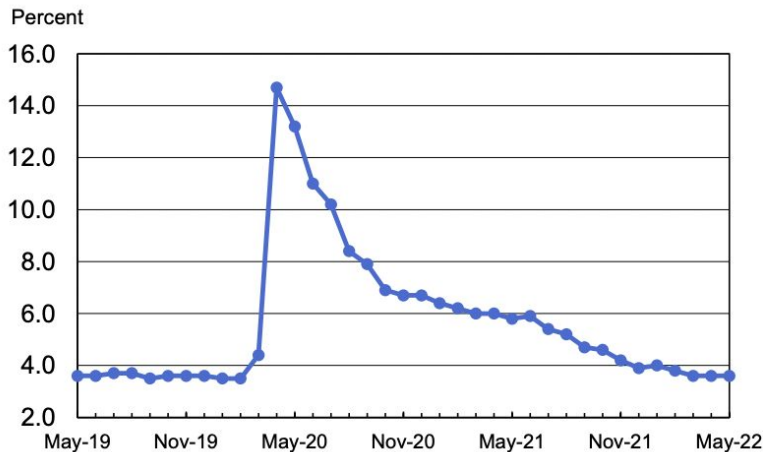
how might our users be feeling?|

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



initial impressions of the MDES website performed by the UX team

Allow clear indication of next steps and claim confirmation after info input - Heuristic 1 and 4

actions | emotions | motivations

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

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

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.



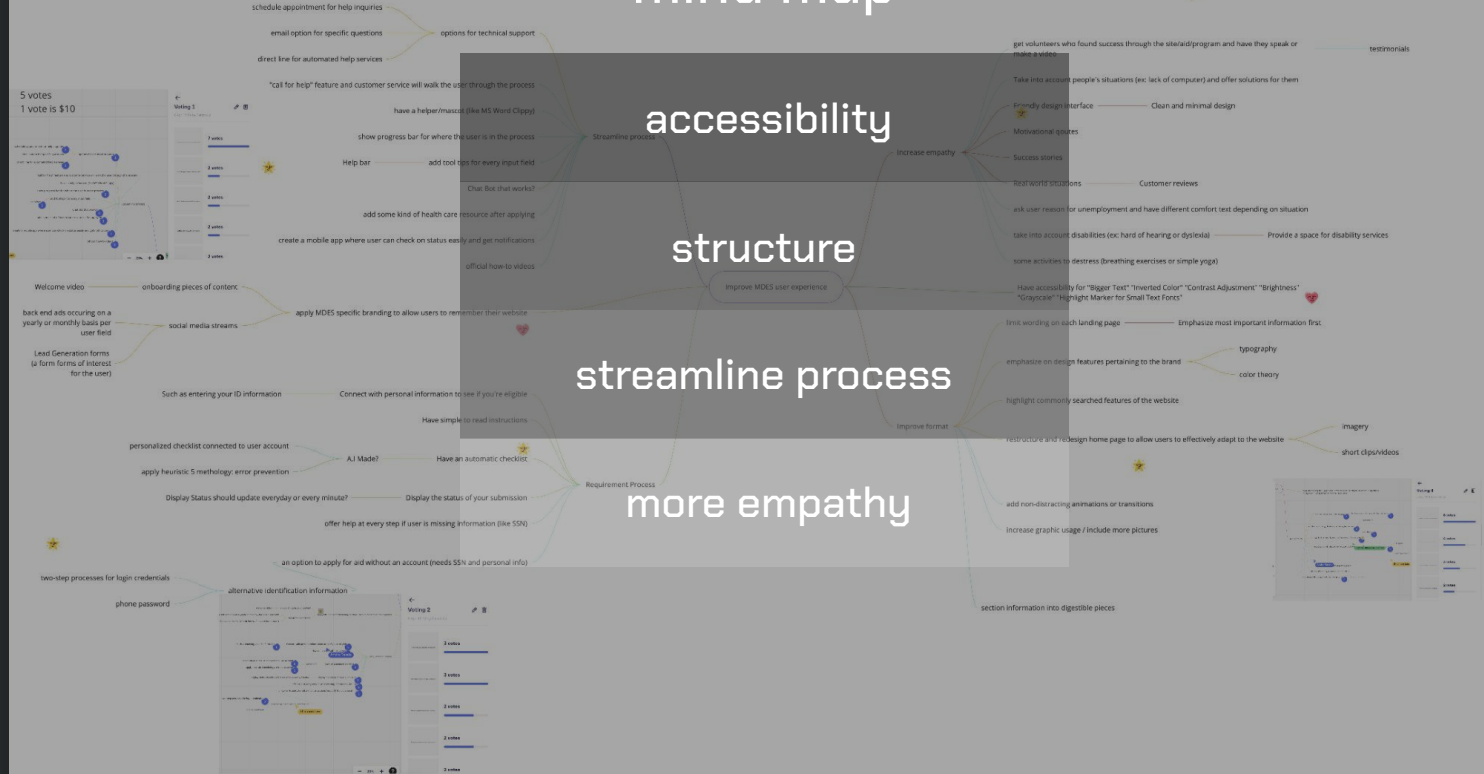
mind map

accessibility

structure

streamline process

more empathy



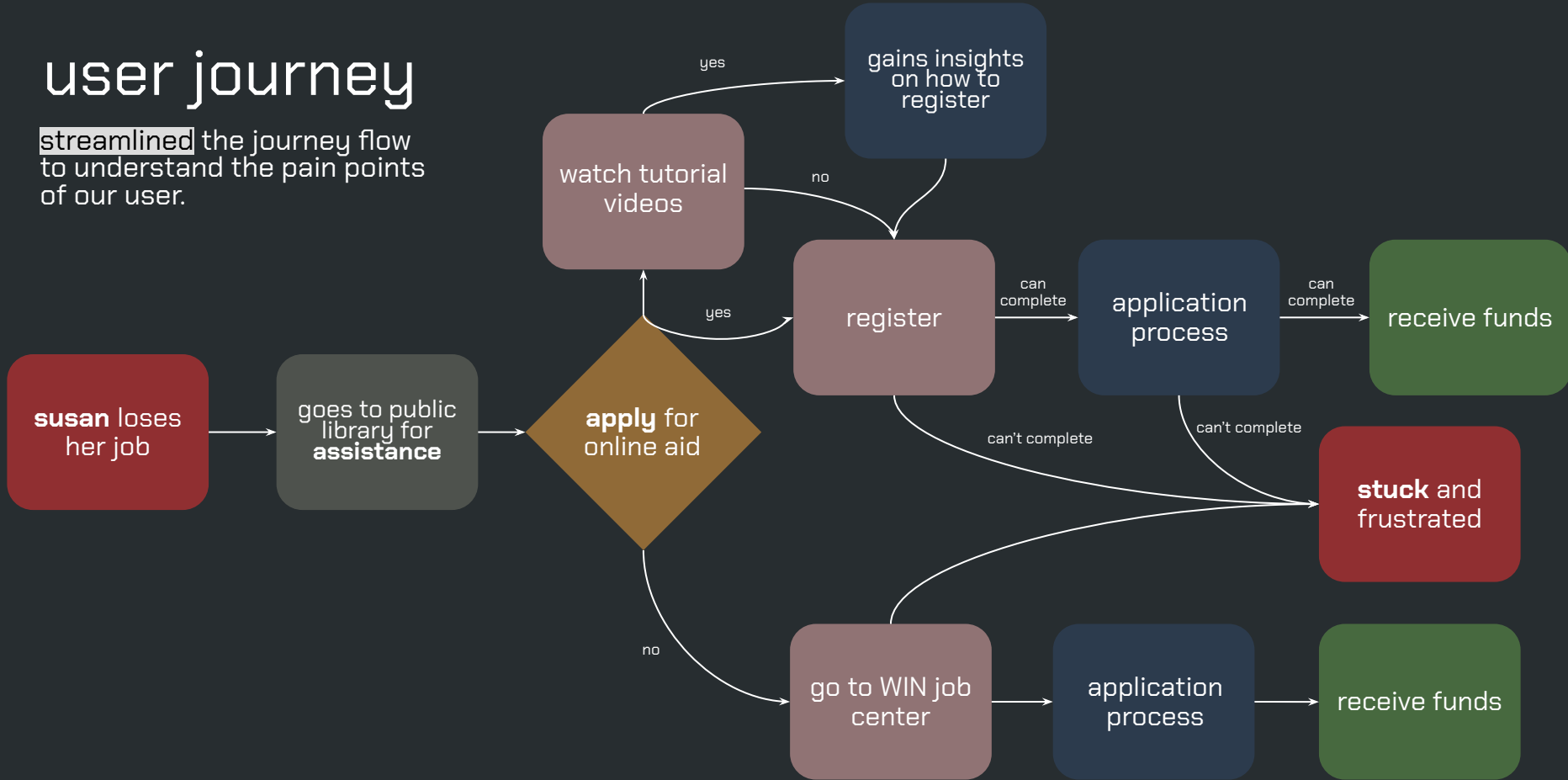
03 *ideate* stage

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



user journey

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



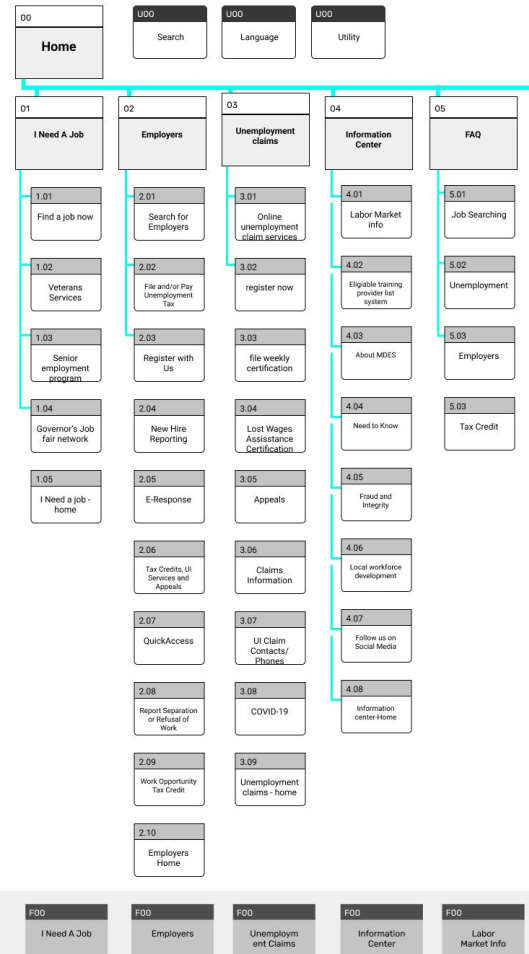


home page evaluation

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

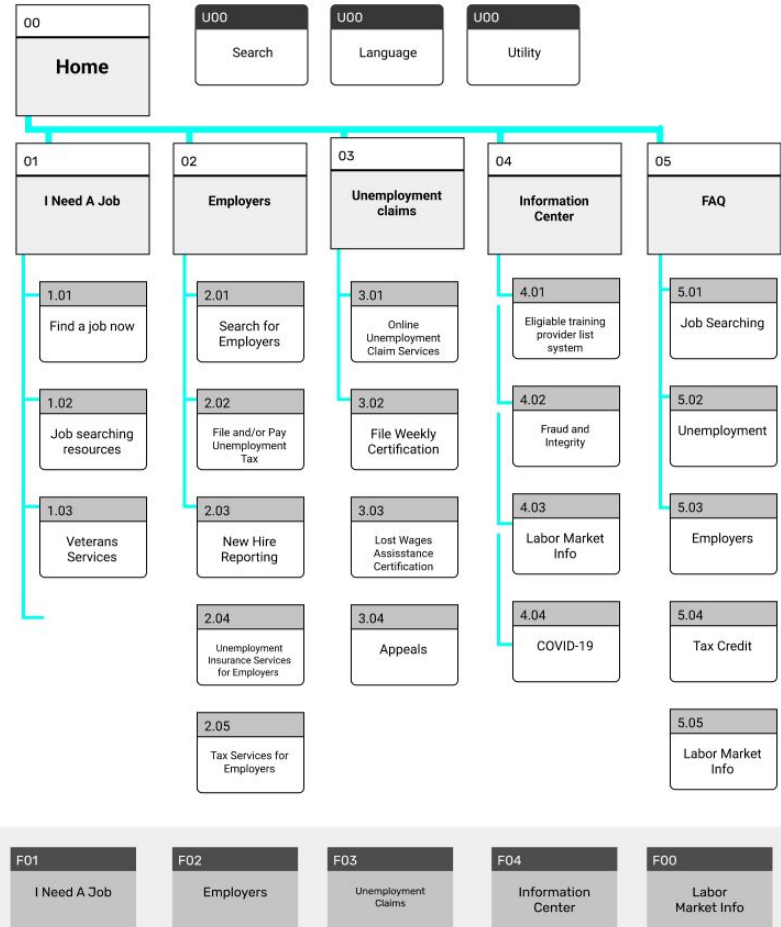
sitemap evaluation

- too populated and overwhelming
- new user: reduce information



sitemap iteration

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



primary navigation

secondary navigation

tertiary navigation

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

footer navigation

consistent with current website

search utility

alternative option prior to
navigation guide

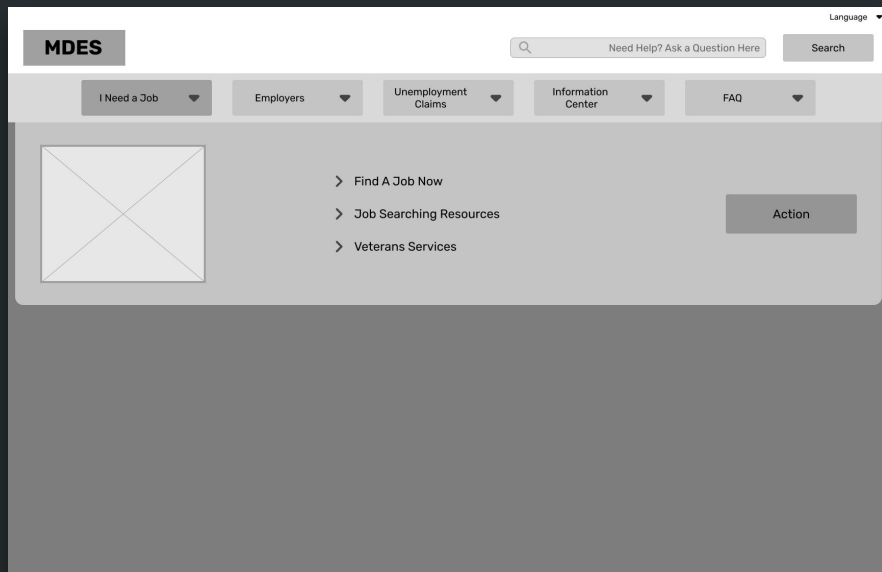
language utility

option available for foreign
language speakers

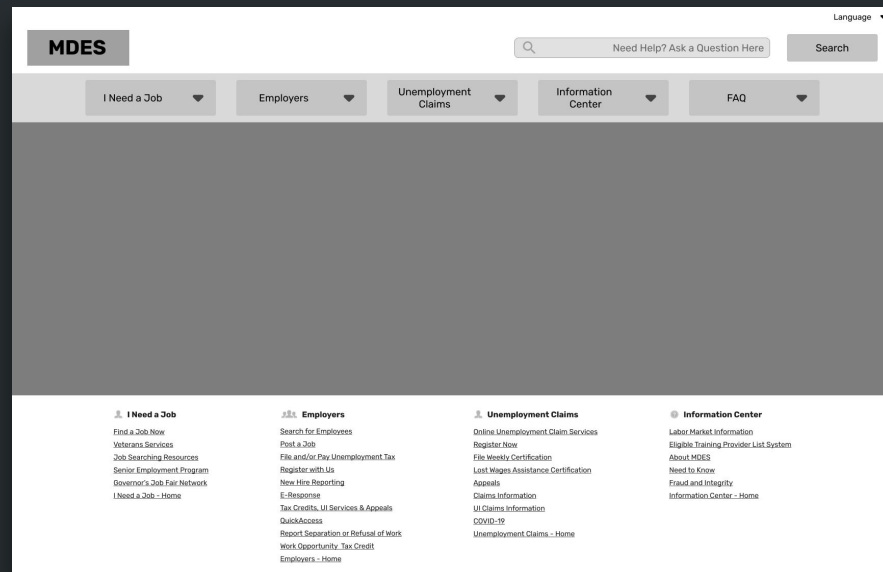
04 *prototype* stage

how will the `final product` look like?

wireframing: *navigation UI*



primary/secondary navigation



footer navigation

wireframing: *website UI*

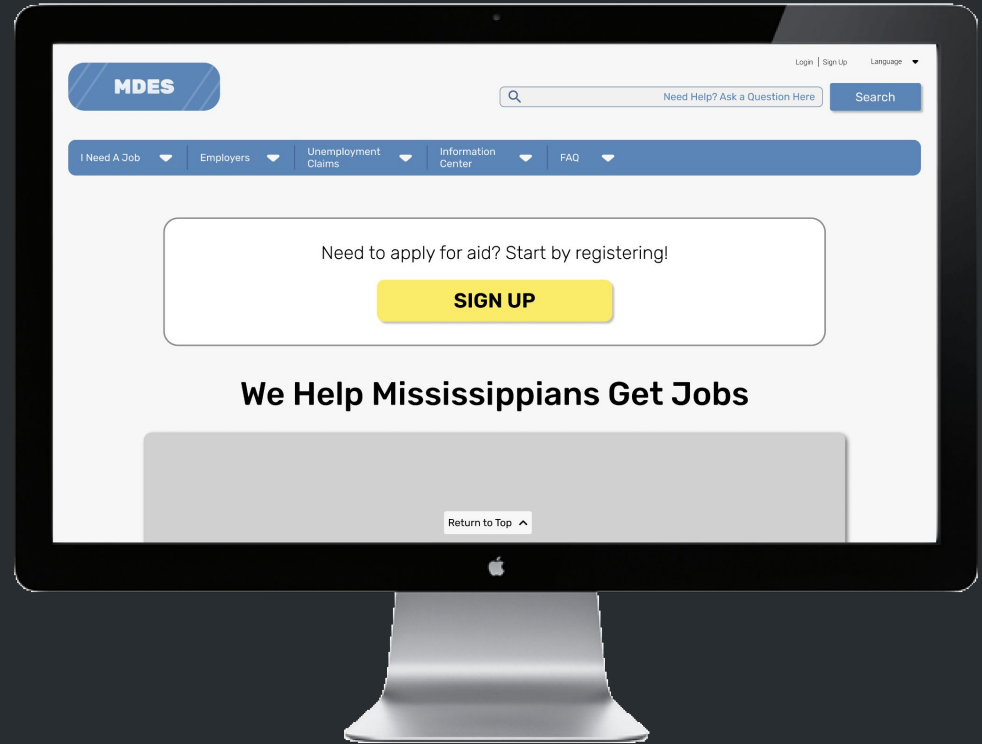
prioritized elements important to the user journey

header and call-to-action buttons: designed bold

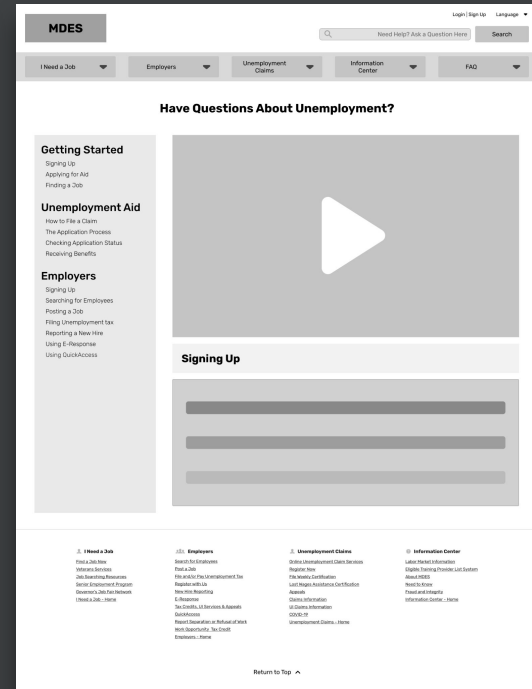
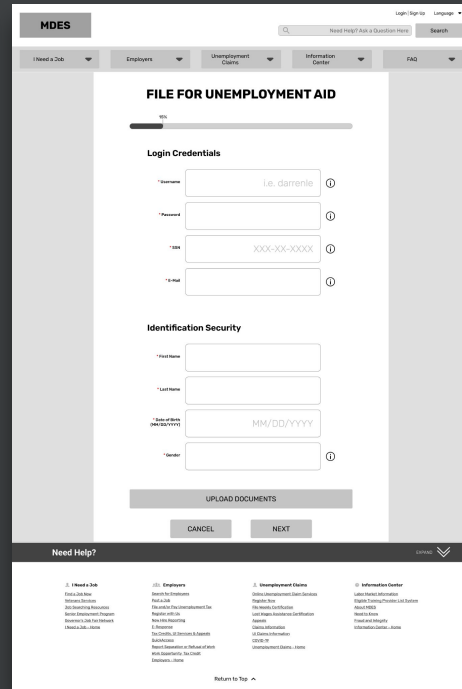
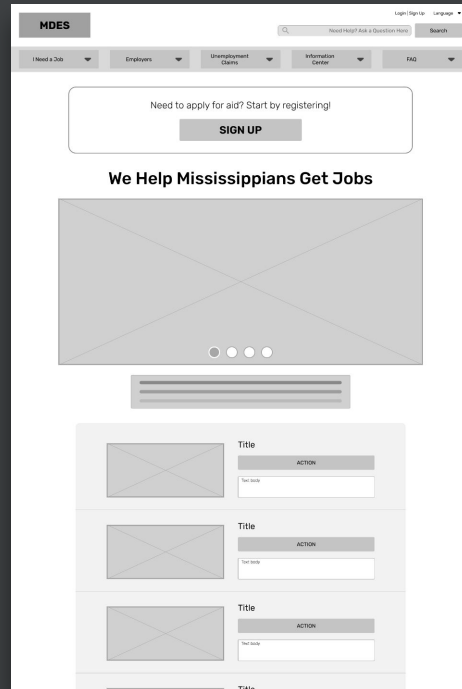
secondary: one row to streamline process

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...|

**MDES**

LOGIN


Need to apply for aid?
Start by registering!

SIGN UP

We help Mississippians get jobs!



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.

Unemployment Claims



You're here because you are unemployed
and want to file a claim to receive your
weekly unemployment benefits. MDES is
here to help you navigate the path to a
new job and a new future.

HOW TO FILE A CLAIM

**MDES**

FILE FOR UNEMPLOYMENT AID

Login Credentials

Username ⓘ

Password ⓘ

SSN ⓘ



E-Mail ⓘ

Identification Security


First Name

Last Name

Date of Birth (MM/DD/YYYY)

**MDES**

HAVE QUESTIONS ABOUT UNEMPLOYMENT?



SIGNING UP

You're here because you are unemployed and want to file a claim to receive your weekly unemployment benefits. Don't be intimidated or afraid. This site is easy to use, and MDES is here to help you navigate the path to a new job and a new future.

Let MDES walk you through our registration process. This process requires sensitive information, so make sure you are on a private network when completing this process.

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Getting Started

Unemployment Aid

Employers

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?|



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...|



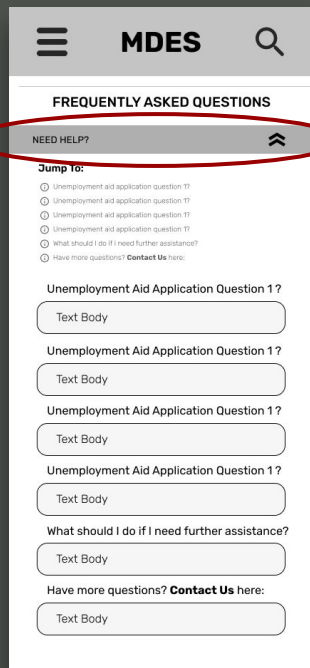
measuring
hypothesis
success

key performance indicators

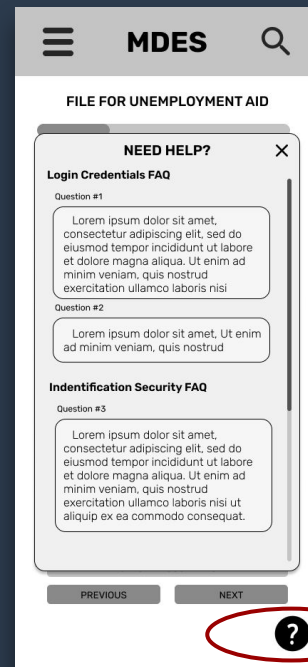
increase form completion

reduce customer service inquiries

a/b testing



drop-down section



pop-up modal

survey 1

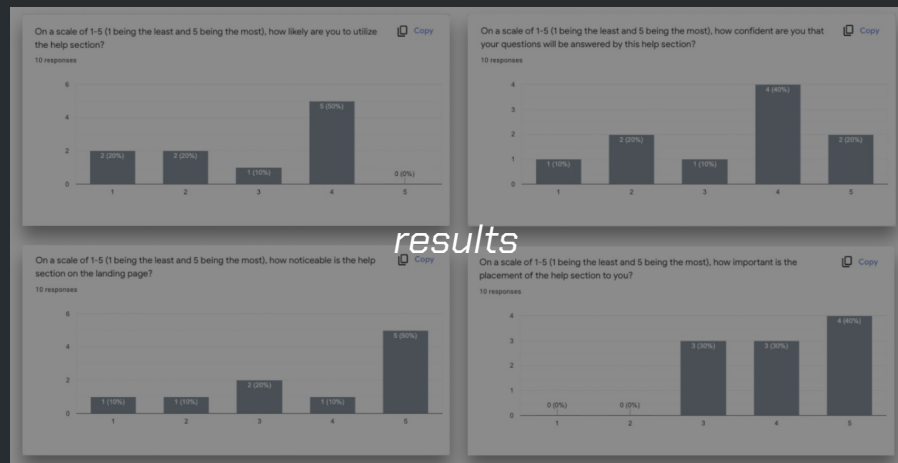
survey using
drop-down section

survey 2

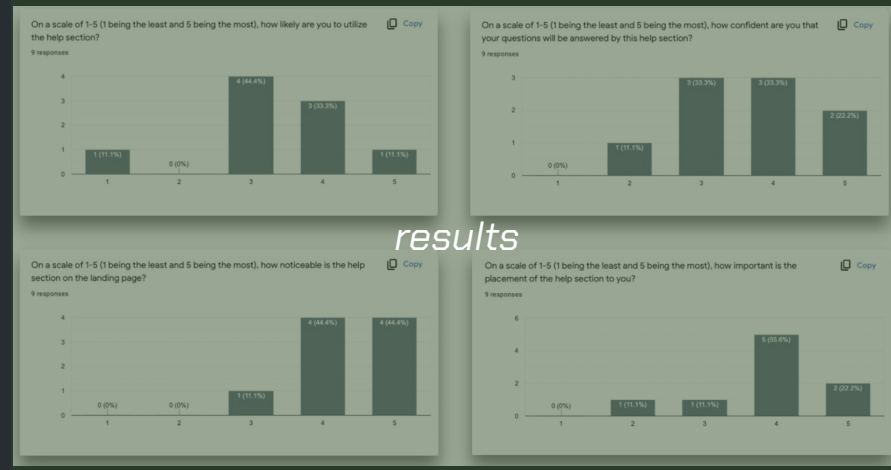
survey using
pop-up modal

method for
a/b testing

drop-down section



pop-up modal



insight discovery

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



what are the
next steps?