



GEORGIA
Department of Labor

Website Redesign

Team Members

Chandra Thomas, UX Designer

Kirstin Hoogendoorn, UX Designer

Desiree Jackson, UX Designer

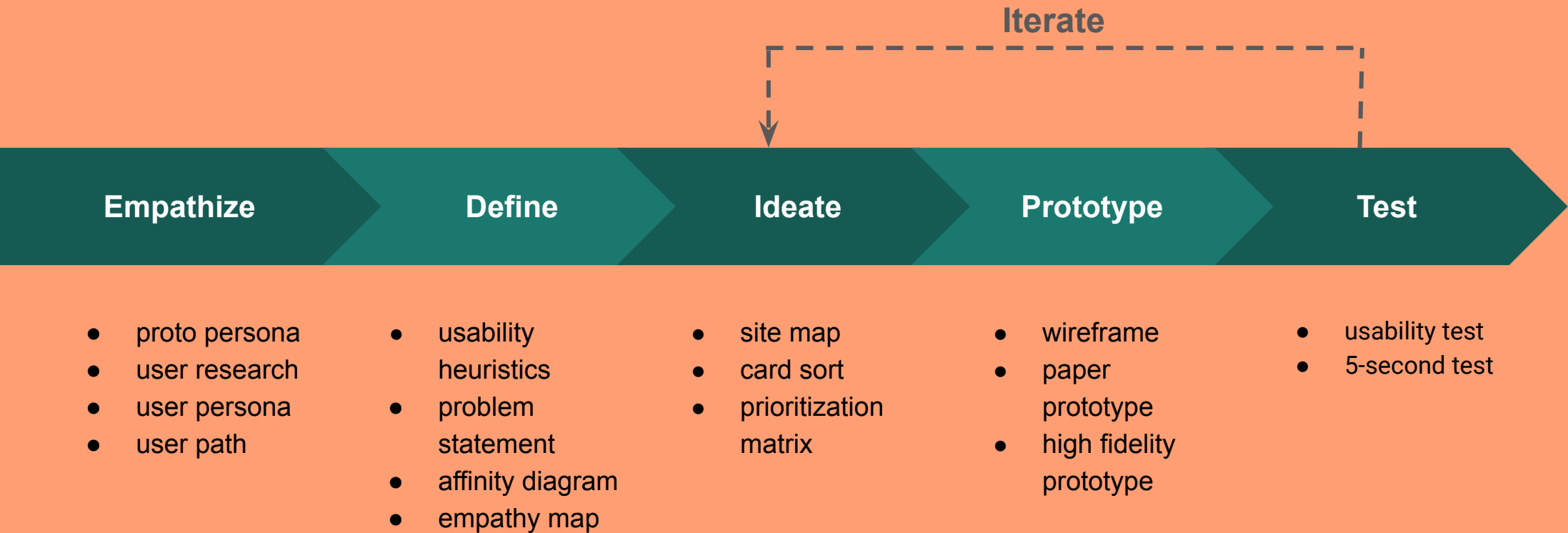
Brandon Pennington, Project Manager and UX Designer

Project Overview

Background: The Georgia Department of Labor (GADOL)'s mission is to help Georgia residents find jobs, file for Unemployment Insurance, Disability and Recruitment. Searching for jobs on the GADOL website is not the first choice of unemployed job seekers, however weekly visits to the site are required by case workers in order to receive benefits.

Goals: Our team will focus on how job seekers use the GADOL's website in their search for employment. Our goal is to distinguish the DOL website as a leading resource for job seekers with disability. Users should feel confident in the site's ability to deliver job opportunities that meet their needs. Based on our research and heuristic evaluation the User Interface redesign will focus on the following areas: content improvement, information architecture, typography, iconography and UI best practices.

Design Process



Meet Ethan

To help empathize with users we looked into pre-existing data on unemployed persons in the state of Georgia. Sources included online employment services, online magazines, and government web pages. We used this data to develop an approximation of our target user.

Ethan Braga



"I feel like a number, and an unwanted one at that. Almost like I should be ashamed of taking advantage of this benefit I paid into."

Age 28

Occupation Former Assistant Manager

Relationship Status Single

Children None

Location Atlanta, GA

Education Bachelor's Degree

Goals

- Get a job quickly
- Correctly file for unemployment
- Understand how to submit his job applications for his unemployment needs

Bio

Ethan was recently laid off from his job as an assistant manager at Kroger. As a single person, his job is his only source of income and needs to be able to pay his monthly bills. Ethan has chosen to use the Georgia DOL website to look for employment, as well as file for unemployment in the meantime until he finds work.

Needs

- Able to navigate the site clearly and easily
- Easily understand where to submit his unemployment forms / unemployment application process
- Reassurance on his job search journey
- Tailored job searches based on his qualifications

Pain Points/Potential solutions:

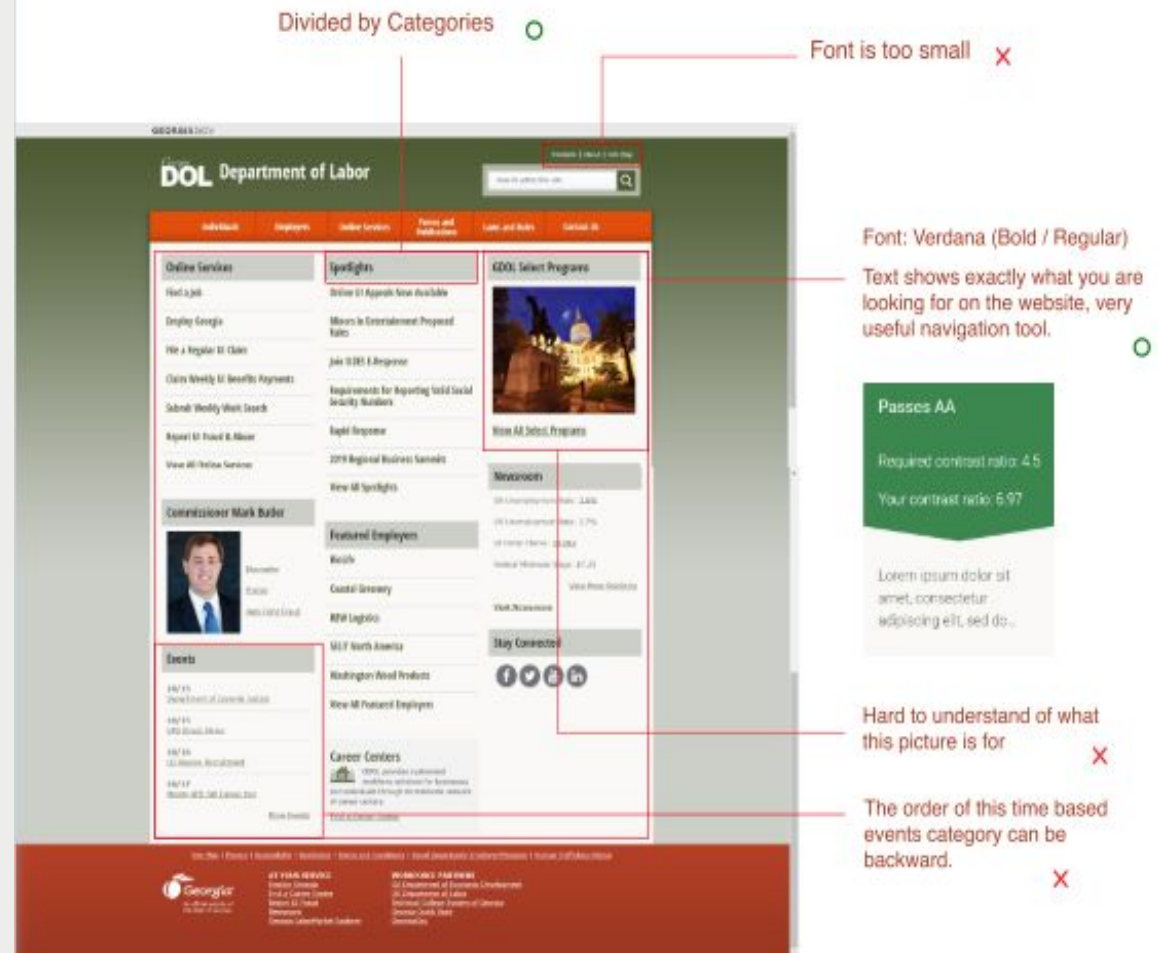
- Unsure if he submitted his unemployment info correctly (send error code when something isn't right, send an email with confirmation)
- Hard to find job fairs close to me on the site (Make it available to search the map and see what's closest)

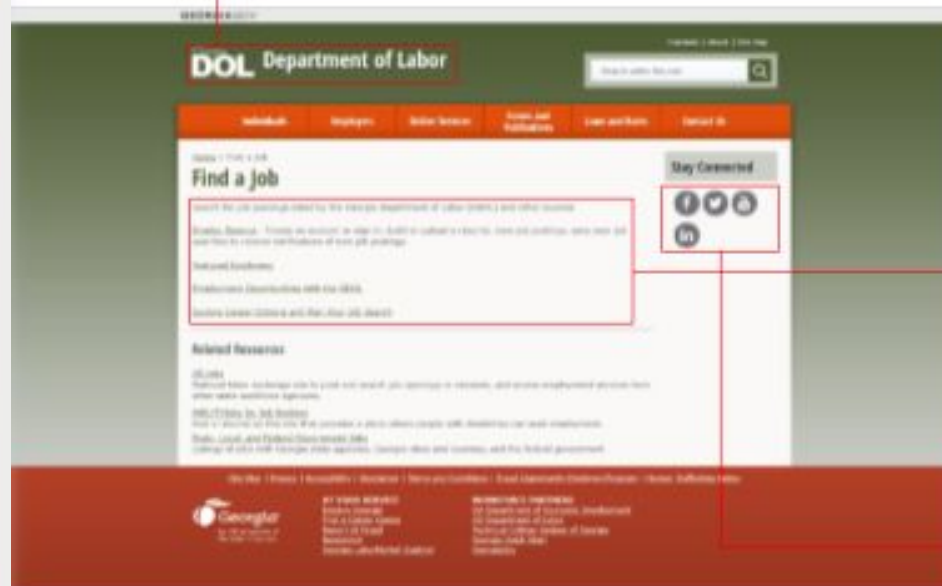
Gains

- Quick access to potential and new jobs, events
- Reassurance that employment has been properly filled out and submitted.

Analysis of GADOL Website

We then proceeded to conduct an analysis of usability on the original GADOL website.





Logo always brings you to the home page

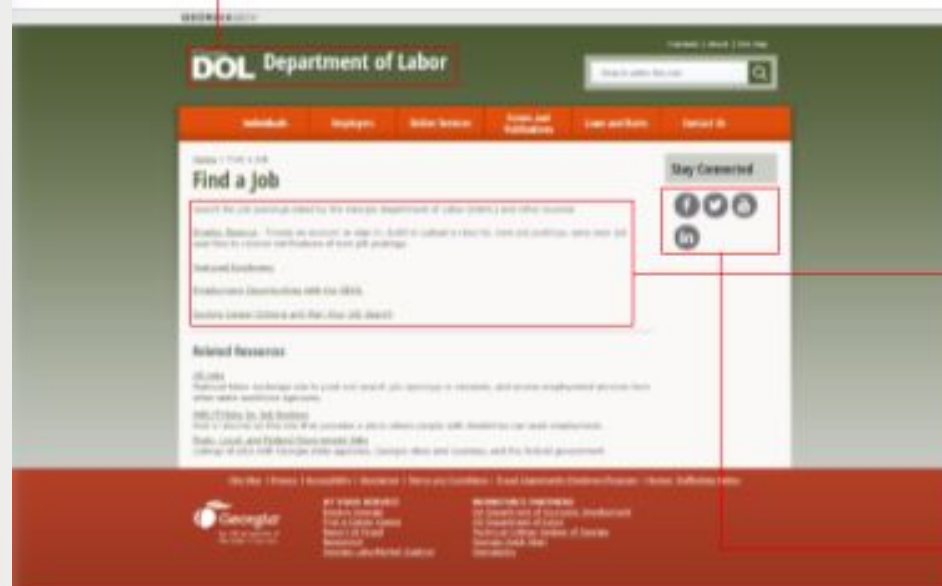
Bad Accessibility

There are rooms for improvement regarding text fonts, sizes, placement and organization.

X

Icons seem too big, but direct link for social medias are not broken.

O



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Research Questions

We identified these research questions and conducted usability tests and user interviews.

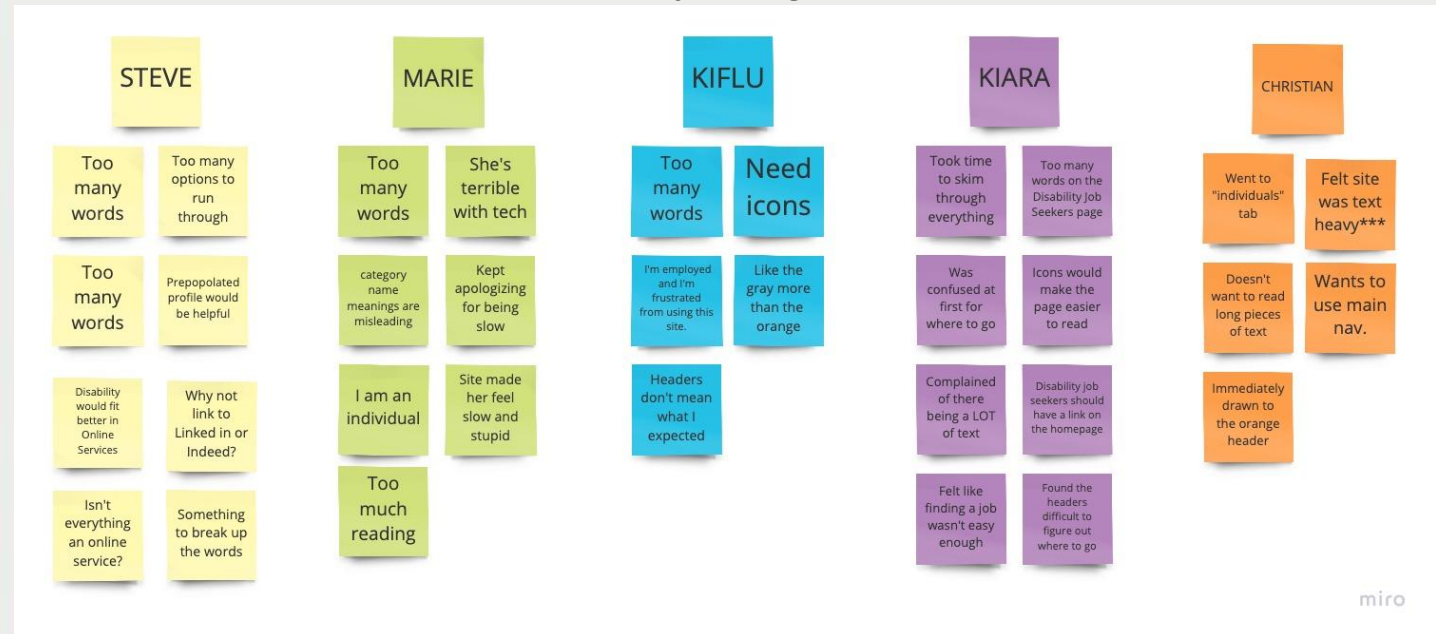
- Is the interface useful as a job search tool?
- Does the job search process inspire confidence?
- What areas of improvement can we identify through usability testing?

[Full Usability Testing Plan](#)

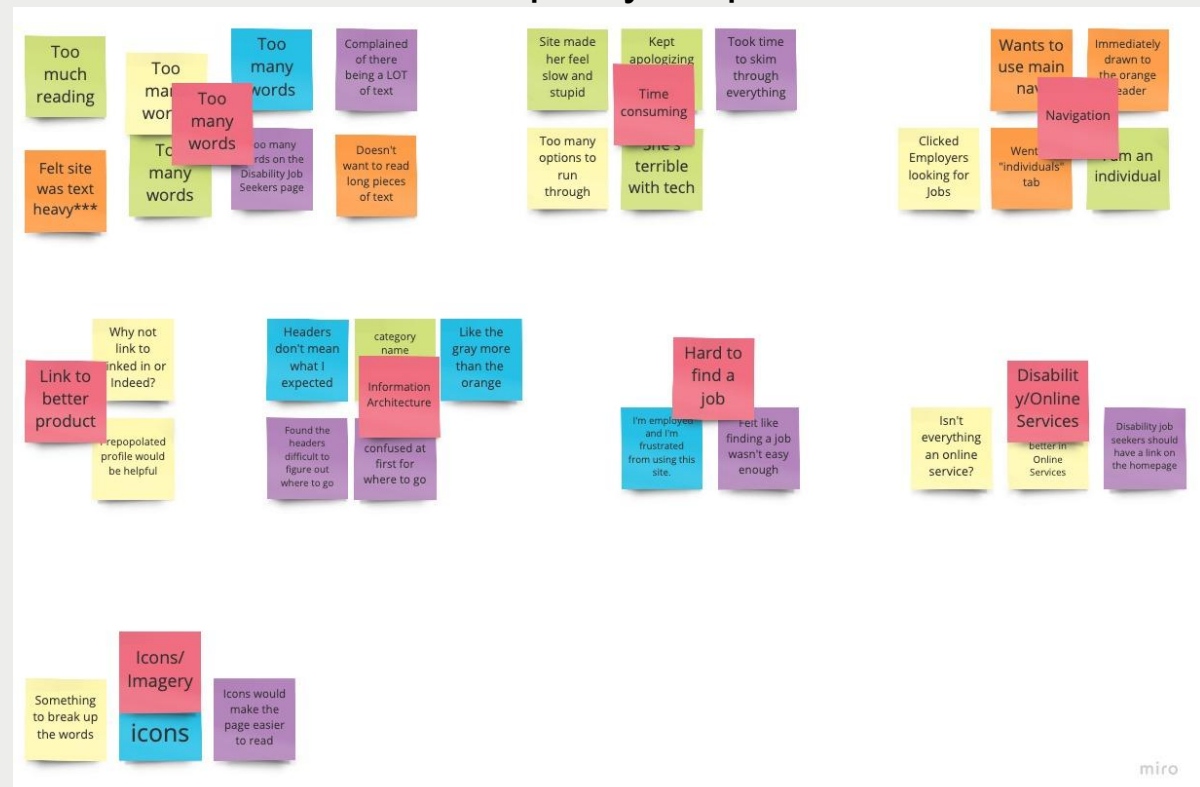
Research Results

Data were then distilled into small chunks and organized into an affinity diagram. This helped us get an idea of how users felt while using the website. From there the affinity diagram was reorganized empathy map, serving as a visual representation of the patterns that emerged from testing.

Affinity Diagram

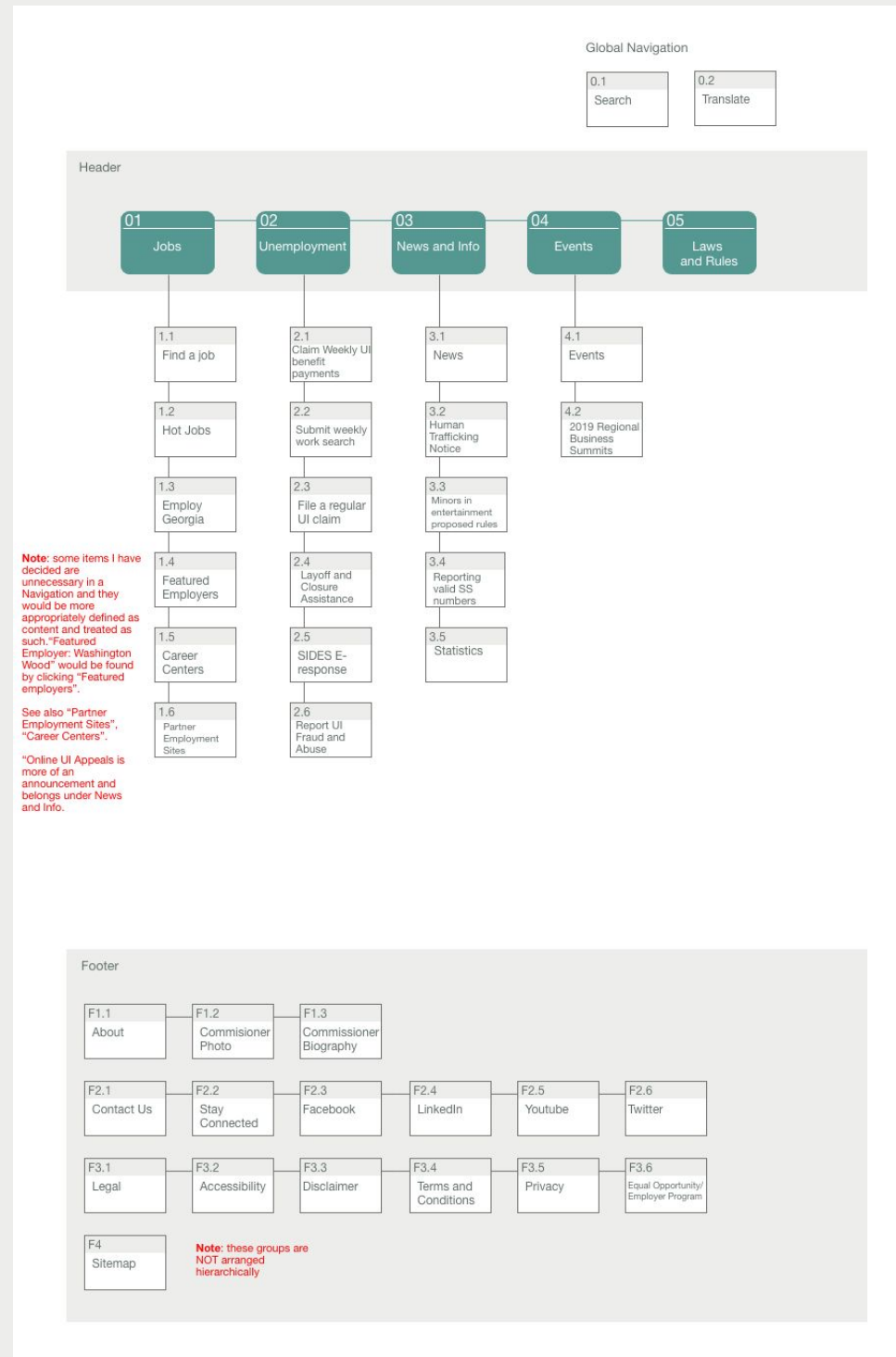


Empathy Map



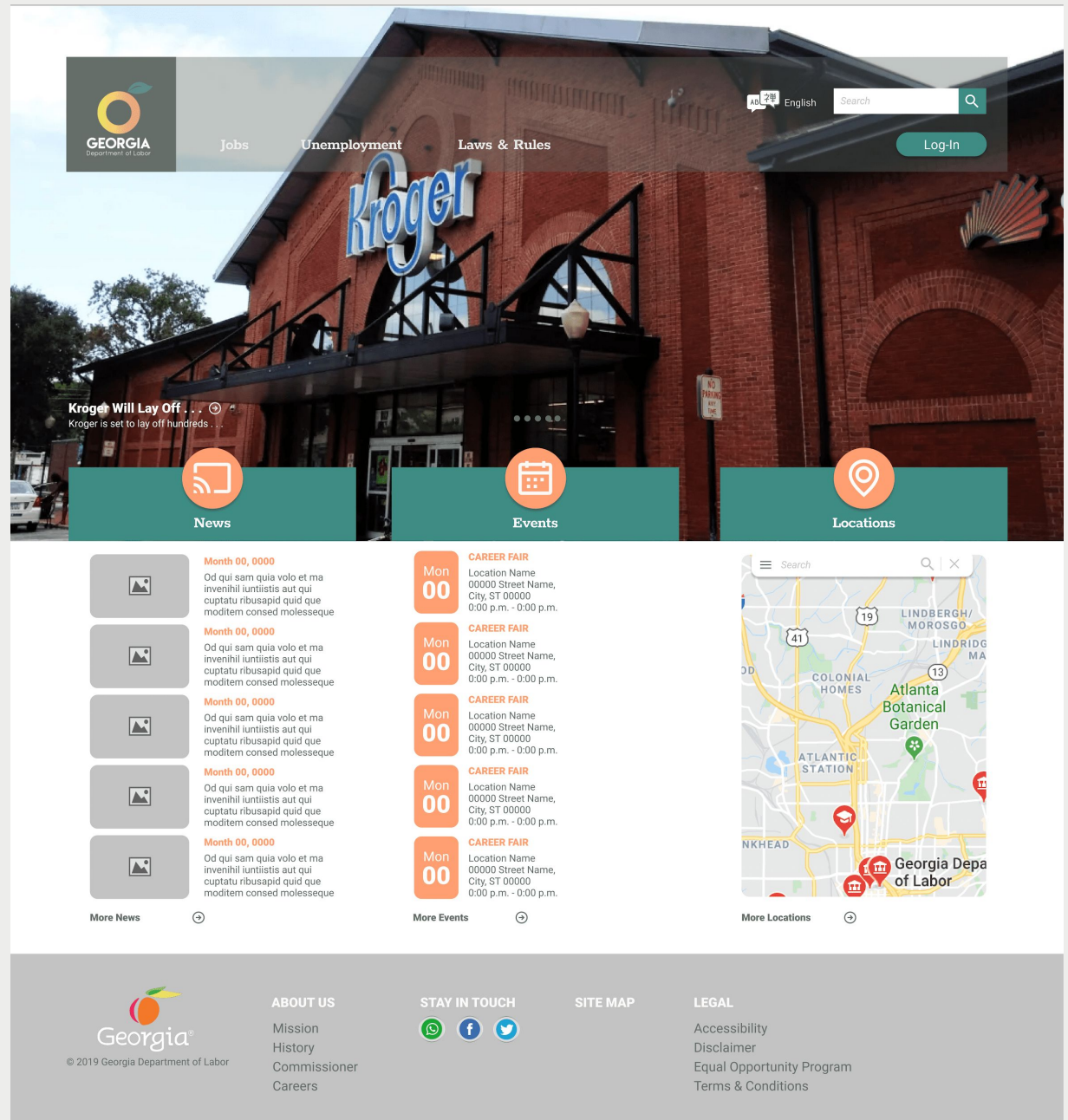
Ideation

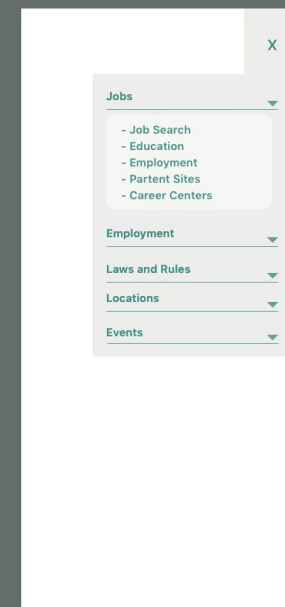
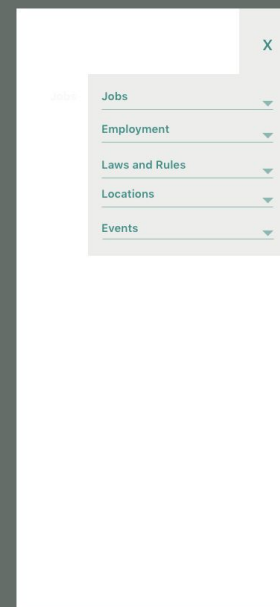
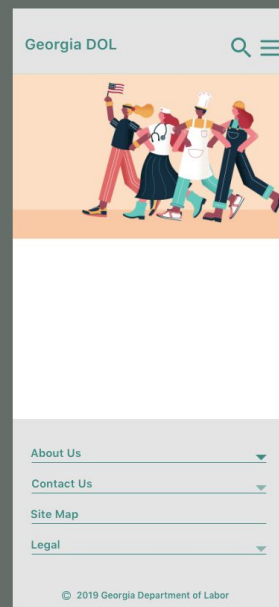
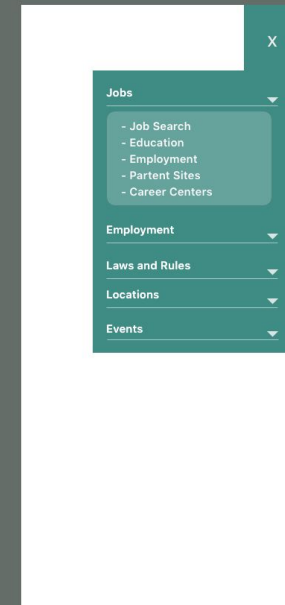
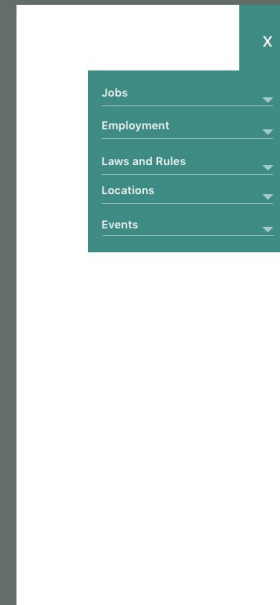
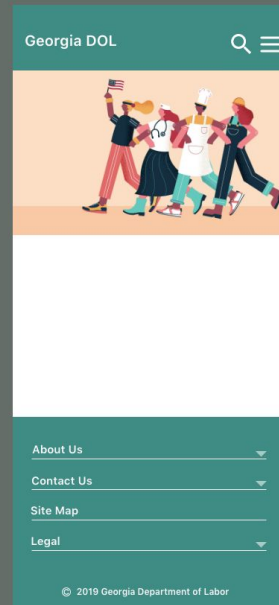
From test results we were able to prioritize areas of focus for the redesign. We conducted an informal audit of the content of the entire site, deciding what content to keep, what to eliminate, and what was missing. We then used card sorting to organize content into a sitemap.



Prototyping

The sitemap was used to develop our first mobile and desktop prototypes.





5-second Test

5-second testing was conducted to determine if we were headed in the right direction with our design.

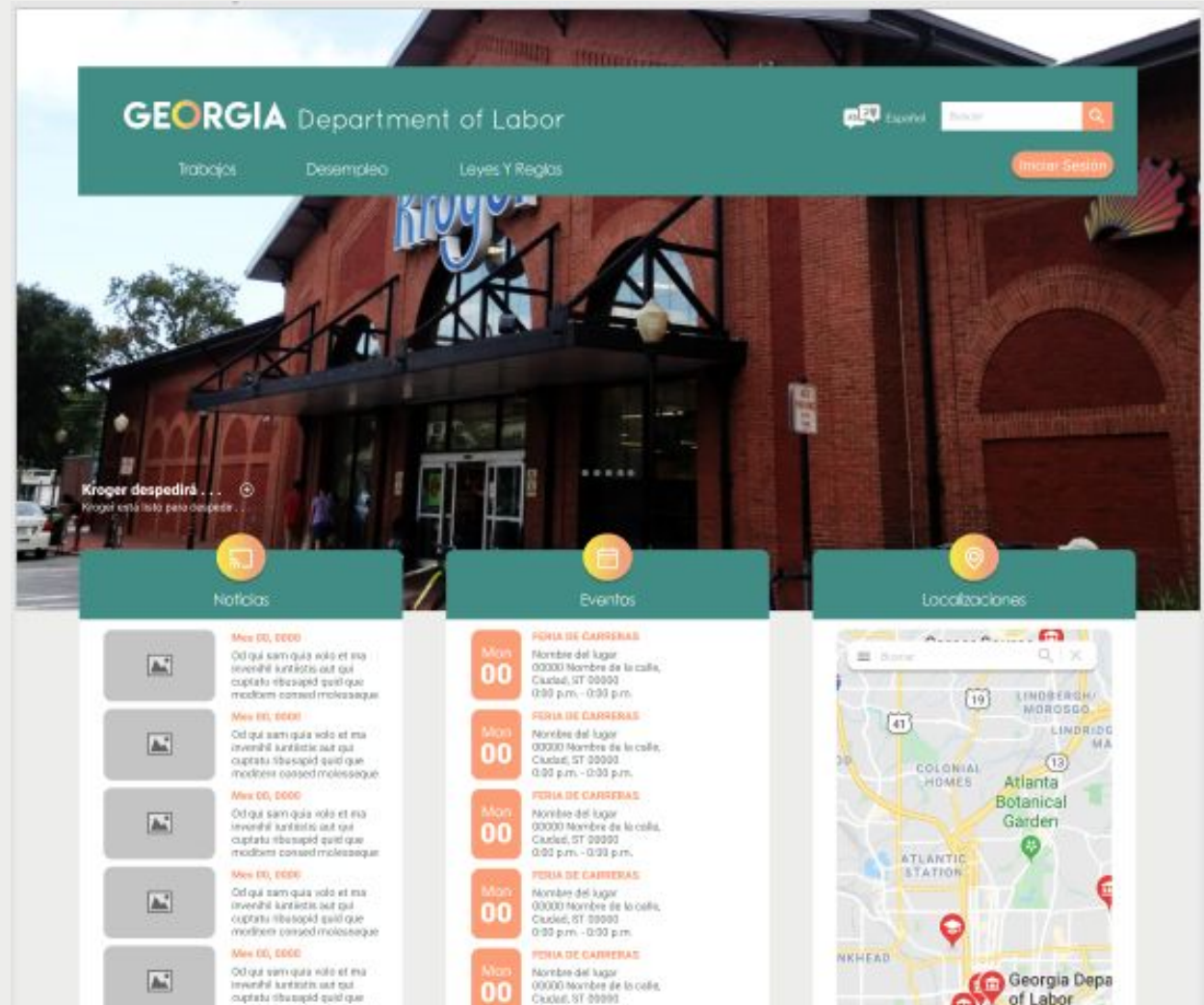
We discovered:

- The kroger logo in photo was too dominant.
solution: Reduce prominence of photo by emphasizing header elements.
- The columns were not distinct.
solution: Distinguish columns from each other through use of colors and shadows.
- Users felt that they were searching for what they were supposed to be accomplishing on the site.
solution: Use text styles to create hierarchy on the page.

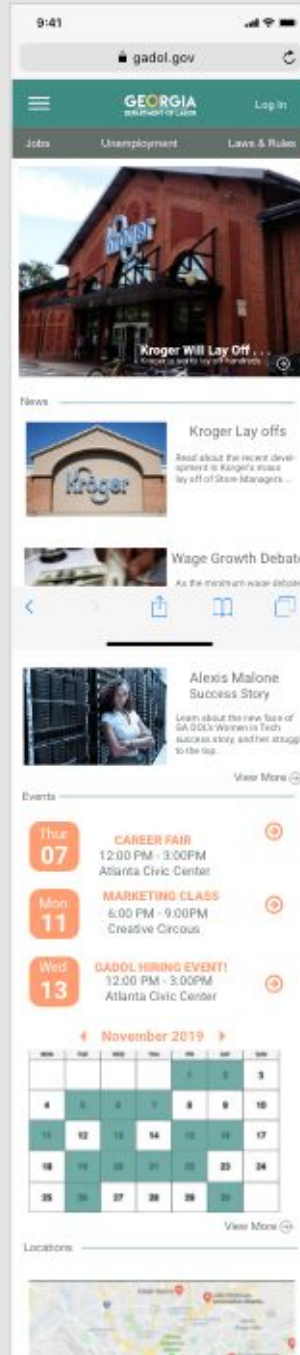
Iteration

Changes were made based on suggested solutions from previous testing.

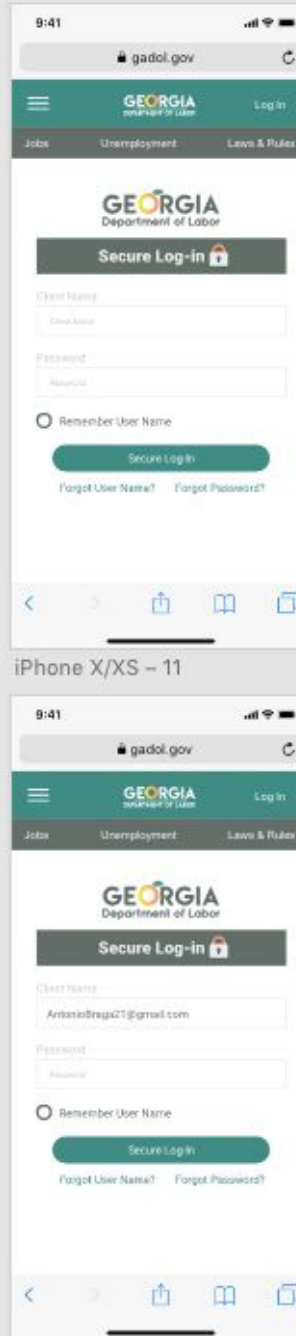
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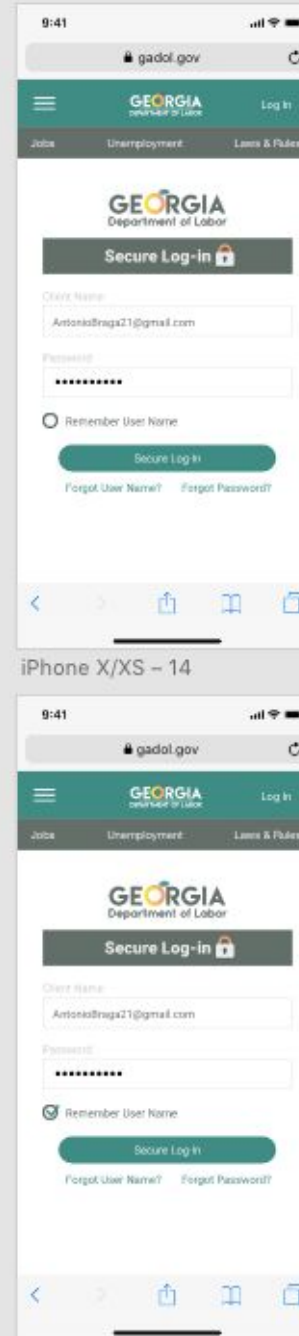
iPhone X/XS – 9



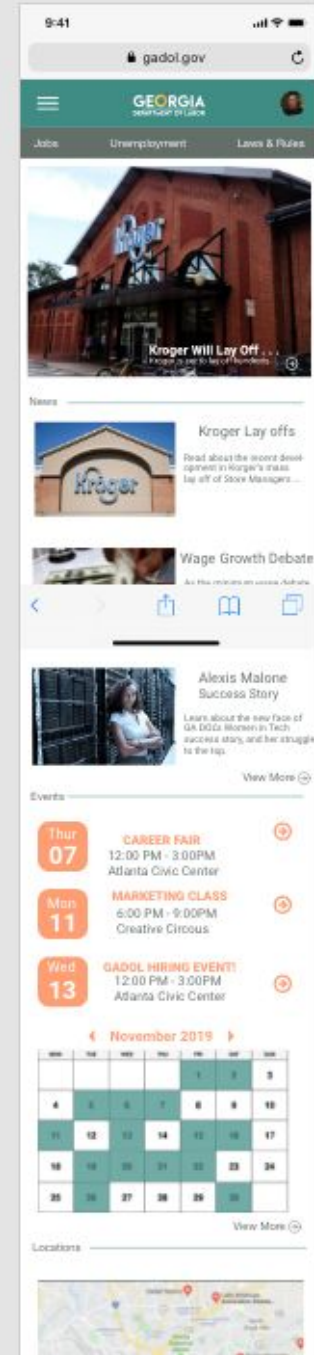
iPhone X/XS – 12



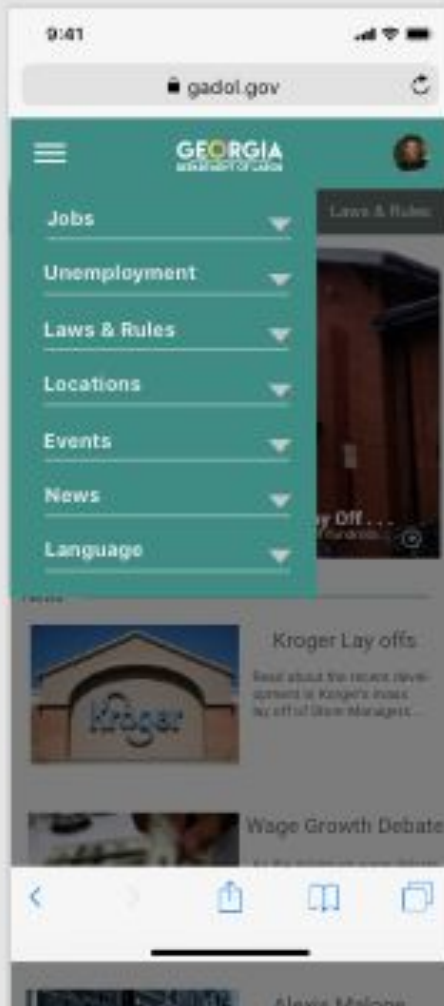
iPhone X/XS – 13



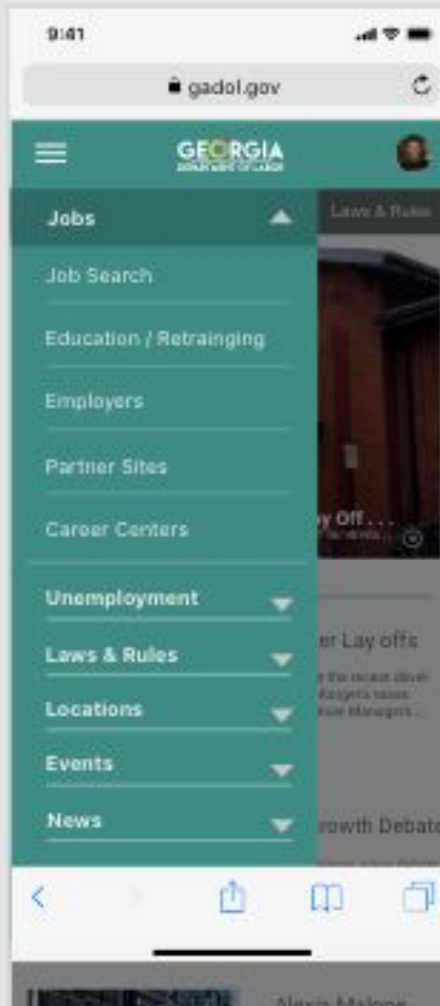
iPhone X/XS – 8



iPhone X/XS – 10



iPhone X/XS – 15



iPhone X/XS – 17



Usability Testing

Further testing was conducted to identify areas of improvement for later versions.

Results:

1. Larger buttons are needed for a mobile version. Some participants found them too small to press.
2. A language selection icon is needed to distinguish this from the language present on the site.
3. Location of language selector might be expected to be located at the bottom of the page.



Thank You!

The background image is an aerial view of a construction site. A large rectangular area in the center is filled with a dense grid of rebar reinforcement. Below this area, a group of about ten construction workers wearing hard hats and safety vests are standing in a line. The entire image is overlaid with a semi-transparent white rectangle. The overall design includes teal and orange curved shapes at the bottom corners.