

Nevada's Unemployment Insurance Redesign

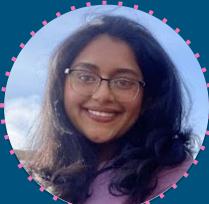
Our Team



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Our Website

<https://ui.nv.gov/home.htm>

“DETR is Nevada’s lead workforce development agency offering workforce development and related assistance, job placement and training, services for people with disabilities, investigation of claims of discrimination, and more.”

Design Strategy

While our team ran into several issues during our research, our goal for this redesign will be to fix the problem of aesthetics. Specifically, the interface feeling cluttered with unnecessary functions. Much of the interface feels messy and the pages are not prioritized to serve the user journey efficiently. This leads to an awkward user flow, and accomplishing a task becomes more difficult.

This redesign will improve both the accessibility and success rate for all users, and according to data from the Bureau of Labor Statistics, help bridge the gap between unemployed individuals and those who successfully claim unemployment benefits.

Unemployment Rate

5.1%

Updated February 2022

Total Unemployed People

76K

Updated February 2022

Unemployment Insurance Claims

16K

Updated February 2022

* Data for the State of Nevada

Metrics

We will consider our reiteration a success when the user is able to efficiently navigate the site, easily find and file a claim, and receive confirmation regarding next steps to track their eligibility and approval for unemployment benefits.

The user should be able to complete all former actions with ease and confidence in what to do next, without feeling confused or overwhelmed in the process. We will observe the user's feelings and amount of clicks while completing the user journey to inform future iterations.

User Problem Statement

O

1

I'm a 39 year old postal worker in Nevada that has just been laid off due to workforce reduction. I need to apply for unemployment benefits so I can continue supporting myself financially while I look for another job. However, the website is far too cluttered with way too much information. Where do I start?

User Journey Map

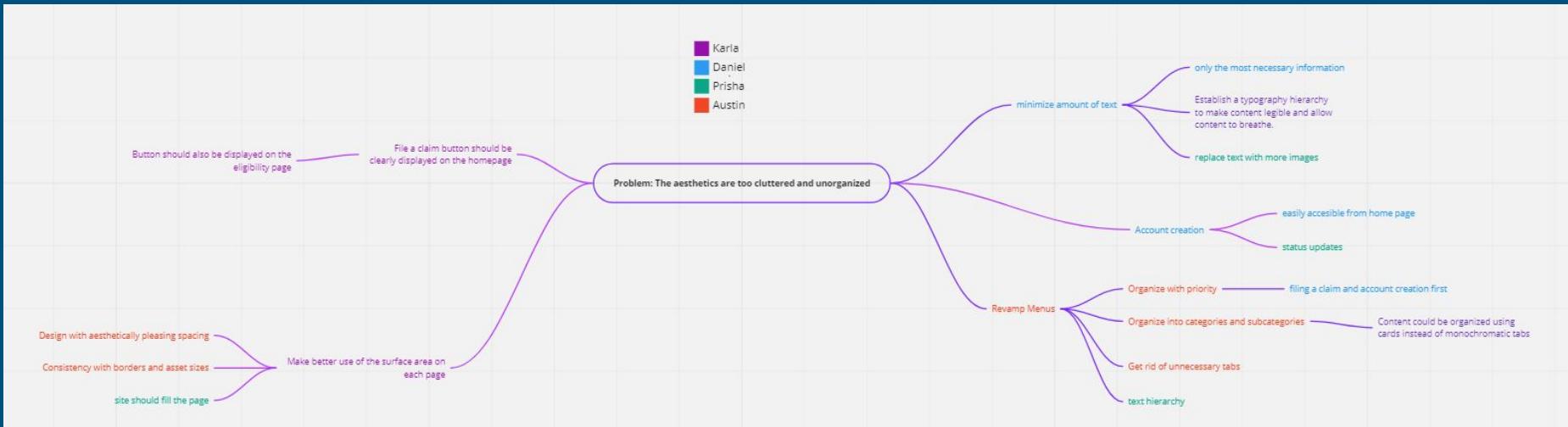
Persona	Scenario	User Expectations
 Max	<p>I'm a 39 year old postal worker in Nevada that has just been laid off due to workforce reduction. I need to figure out a plan to support myself financially while I look for a new job. My situation stresses me out and makes me very anxious!</p>	<p>What are the user's key goals and needs?</p> <p>"I need money to pay my bills. I need resources to aid me in finding a new job. I want to handle this as fast as I can."</p> <p>What do they struggle with most?</p> <p>"I do not want to read through a lot of text. Computers are not really my thing. I feel overwhelmed when instructions are unclear."</p> <p>What tasks do they have?</p> <p>"I need to apply for benefits and new jobs. I need to know that my application went through, and be able to check how my application process is going."</p>

User Journey Map

Phase 1: Discovery	Phase 2: Research	Phase 3: Filing a Claim	Phase 4: Confirmation & next steps
<p>Google and navigate to Nevada's Unemployment Ins. site</p> <p>Check available services</p> <p>Create an account</p>	<p>Research eligibility requirements</p> <p>Find out how to file a claim</p> <p>Gather documents/information needed to file a claim</p>	<p>Task flow directs user to file a claim</p> <p>User fills out a user-friendly claim and uploads/enters any necessary documents/info</p>	<p>The user sees a confirmation page for successful completion of claim.</p> <p>Learns Instructions to follow up on application status and next steps</p>

Actions	Mindsets	Emotions
<p>Phase 1: Seeking jobs and unemployment benefits/help</p> <p>Phase 2: Learn the website so I can navigate it easier</p> <p>Phase 3: Apply for benefits and jobs</p> <p>Phase 4: See how my application is going and check job application status</p>	<p>Phase 1: Unsure of where to start</p> <p>Phase 2: Wondering if they have all the information/documents needed for eligibility</p> <p>Phase 3: How long is this going to take?</p> <p>Phase 4: What can I do next?</p>	<p>Phase 1: Mad, sad, & discouraged</p> <p>Phase 2: Curious & anxious</p> <p>Phase 3: Feeling better & excited</p> <p>Phase 4: Relieved, hopeful & reassured</p>

Mind Map



User Journey Map

Opportunities

- Offer a Help/FAQ section so the user doesn't need to contact anyone
- Use language that promotes empathy
- Large, different color buttons to show importance
- Encourage Max to make his own account so the experience is more personal and he can get the information he wants faster

Internal Ownership

- Need to add a place where user can view their status
- Add Pop-ups during the process to show progress status
- Create sections that are easy to locate

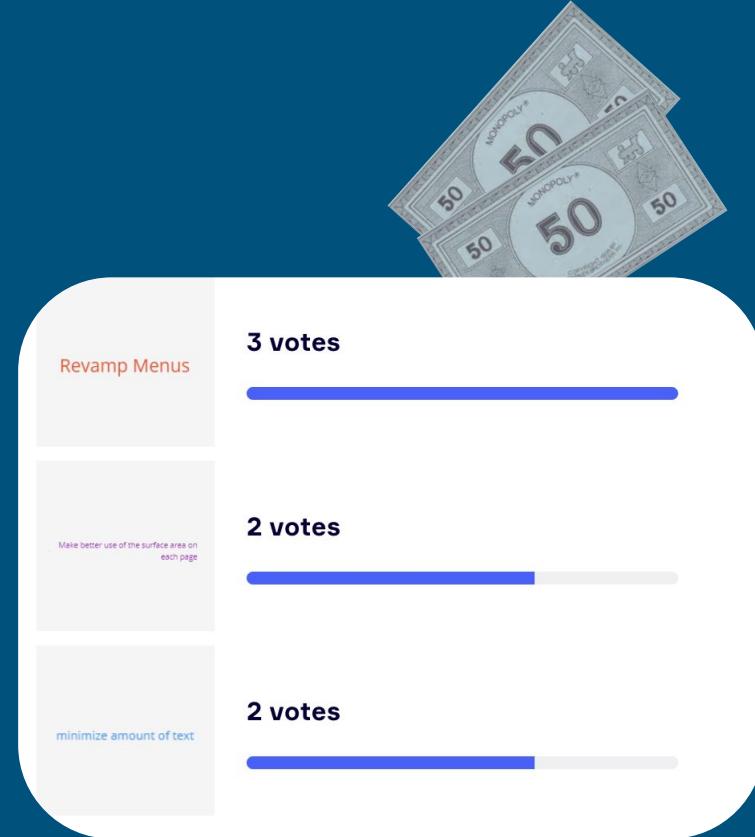
Converge Summary

During the converge phase every team member received two \$50 bills -in the form of Miro votes- to invest in two nodes or main ideas to prototype.

Although the winning idea was to revamp the menus, when thinking about Max's user journey we noticed that he would be asked to access the menu on the homepage only once.

This took our team to reassess what idea could significantly improve Max's end-to-end journey across pages. This took our team to pivot, and instead prototype the idea to:

Make better use of the surface area on each page.



Figma Prototypes

The image displays two Figma prototypes side-by-side, illustrating a user interface for a claimant. Both prototypes feature a dark blue header bar at the top.

Header Elements:

- Logo:** A circular icon containing a small white shape.
- Navigation Links:** UI Claimant, Tutorials, News, Jobs, Eligibility Requirements.
- User Authentication:** Sign-In (light gray circle), Sign-Up (dark gray circle).

Search Functionality:

- Left prototype: Two input fields with placeholder text "Search..." and a magnifying glass icon.
- Right prototype: A single input field with placeholder text "Search..." and a magnifying glass icon.

Content Sections:

- Left Prototype Content:** File A Claim, Claimant Info, Status.
- Right Prototype Content:** File a Claim.

Interactive Elements:

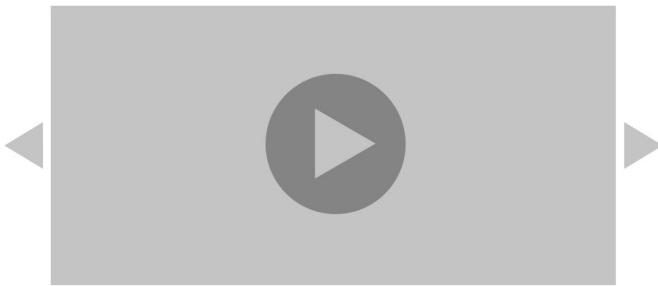
- A large circular icon with an upward arrow pointing to the right is positioned between the two prototypes.
- A question mark icon is located in the bottom right corner of the right-hand prototype's content area.

Figma Prototypes

Logo



Logo



More Recommended Videos



Sigh-Up/Login



Figma Prototypes

Logo

File a claim

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Logo

Logo

Upload Document

Submit



Figma Prototypes

Logo

Documents



Drop Files Here

Submit

Logo

Are you sure you want to submit?

Go back

Submit

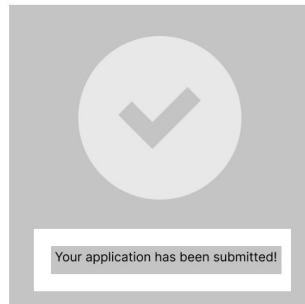


Figma Prototypes

Logo



Logo



Status



Figma Link

User Testing Plan

- For our user test, we decided to go with the **moderated testing technique**
- Reasons for choosing this user testing method:
 - We are able to supply the user with the information they need, such as the **context** and **purpose** behind our application
 - We are able to test usability on both spectrums: **Objective** and **Subjective**
 - Specifically listed below
 - We are able to witness their reactions and behaviors in real time
 - Having the user share their screen will let us examine their facial expressions as they move throughout the task

User Testing Metrics

- User should be able to complete all former actions with ease and confidence in what to do next
- Shouldn't be feeling confused or overwhelmed in the process
- We will observe the user's feelings and amount of clicks while completing the user journey to inform future iterations
- Users should be able to find all pages easily and understand what each page is used for
- Users should be able to find where to go for help if necessary

Current Content Hierarchy

Effectiveness

The current content hierarchy seemingly presents the three categories of differentiation -color & contrast, scale and grouping- but lacks the effectiveness required for a delightful user experience.

Information at a Glance

At a glance, unclickable white text displays a welcome message in the middle of the website. Above it, another line of text directs users to select a tab in the menu below the image.

This front and center information creates a disorganized user flow that requires the user's eye to move up on the page in order to find the information they need, prolonging the user's goals to file a claim.

Strategies

The current site attempts to make effective use of color and contrast by displaying important and time sensitive information in red to evoke urgency. Scale is also applied making this information all caps.

However, scale is ineffectively used in the following: the hero image does not seem to add value to the user and text hierarchy is present but the secondary text is tiny.

The site itself doesn't make full use of all the space available. This creates constraints in how information can be presented. Color & contrast are also used ineffectively. The monochromatic menu tabs and the small white text on the footer of the page could be inaccessible to low vision users.

Recommended Improvements

After analyzing the current content hierarchy, our team recommends the following improvements for a redesign that is accessible to users and allows for ease of use:

- Re-establish text hierarchy across pages to prioritize the user's needs
- Update the logo so it's recognizable from every page
- Update hero image to add value and show empathy for the user
- Group content strategically to prioritize user's goals and display in an engaging manner

Content Inventory and Audit Link

Audit Criteria

When revisiting *why* the Nevada's Unemployment Insurance website should be redesigned, our team empathized again with users like Max and their experience navigating the current site. We decided that we:

Must Fix

Any current content blocks hindering Max's user journey and ability to:

1. Learn about his eligibility
2. Register and file a claim
3. Check the status and approval of his claim in clear action steps and with ease of use.

The fixed content should be accessible to users and increase their success rate when navigating the site.

Fix Soon

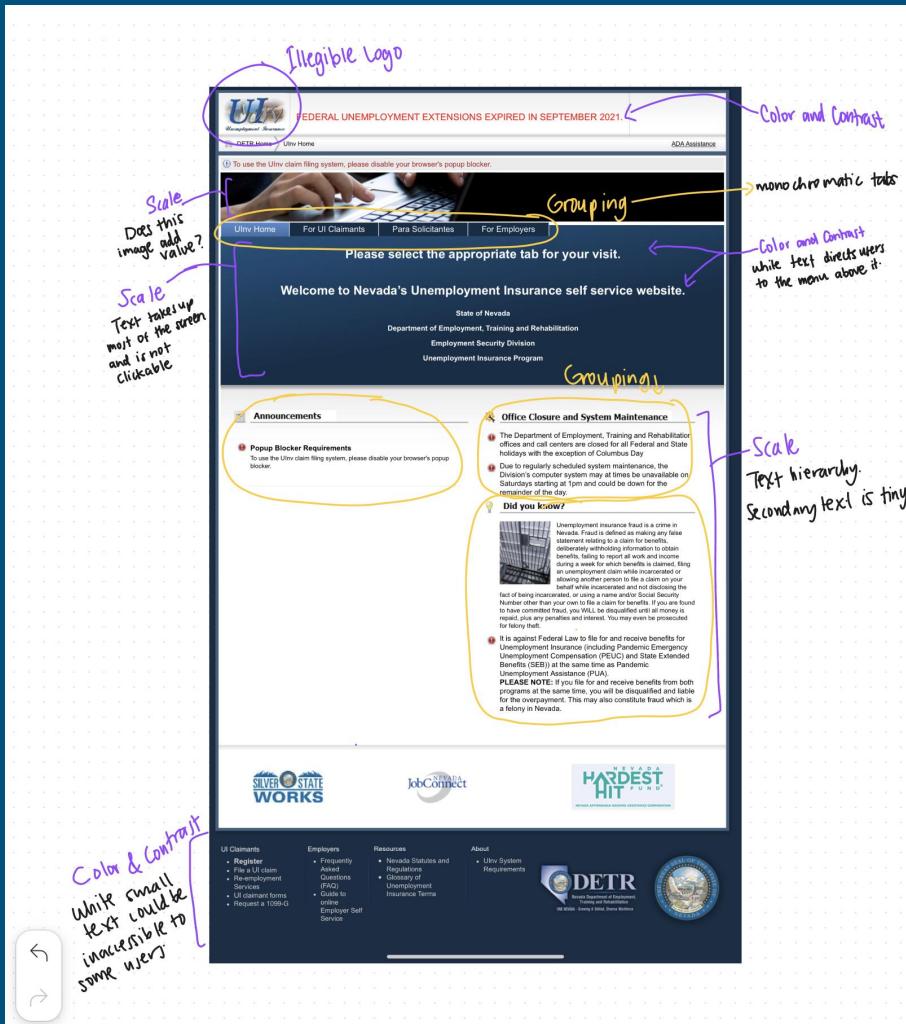
Any current content that **doesn't** hinder Max's user journey or ability to do steps 1-3, but somewhat may affect the presentation and navigation of the rest of the site.

Nice to Fix

Any current content that **doesn't** hinder Max's user journey or ability to do steps 1-3, but modestly may affect the presentation and usage of the rest of the site. These are just small things that we noticed could be changed about the site and slightly improve the viewing/navigation process.

Annotations of Current Content Hierarchy

- The logo is blurry and difficult to see
- Scale issues in text visibility and text that is large but unusable
- Grouping issues with location of text and menu



Current Sitemap

Does this hierarchy prioritize users' needs?

Information isn't alphabetized

No physical location / contact us

No hours of operation

Blurry text

The screenshot shows a dark blue sitemap with several sections:

- UI Claimants**:
 - Register**:
 - File a UI claim
 - Re-employment Services
 - UI claimant forms
 - Request a 1099-G
- Employers**:
 - Frequently Asked Questions (FAQ)
 - Guide to online Employer Self Service
- Resources**:
 - Nevada Statutes and Regulations
 - Glossary of Unemployment Insurance Terms
- About**:
 - Univ System Requirements

On the right side of the sitemap, there is a logo for DETR (Nevada Department of Employment, Training and Rehabilitation) featuring a map of Nevada and the text "DETR" and "Nevada Department of Employment, Training and Rehabilitation ONE NEVADA - Growing A Skilled, Diverse Workforce". Next to it is the Great Seal of the State of Nevada.

Current Navigation System

The screenshot shows the homepage of the Nevada Unemployment Insurance self-service website. At the top left is the UI logo with 'Unemployment Insurance' text. To its right is a red banner stating 'FEDERAL UNEMPLOYMENT EXTENSIONS EXPIRED IN SEPTEMBER 2021.' Below the logo are two navigation links: 'DETR Home' and 'UInv Home'. A purple circle highlights 'DETR Home'. To the right is a 'ADA Assistance' link. A yellow circle highlights 'UInv Home'. A large yellow circle encompasses the top navigation bar and the tabs below it. Handwritten notes include: 'Remove link to external site. This may confuse users. Move elsewhere.' next to the 'DETR Home' link; 'Replace with language dropdown menu.' next to the 'ADA Assistance' link; 'Place elsewhere, possibly as part of the primary menu.' next to the 'ADA Assistance' link; 'Rework the hierarchy and eliminate tabs.' next to the tabs 'For UI Claimants', 'Para Solicitantes', and 'For Employers'; and 'Please select the appropriate tab for your visit. UNNECESSARY tabs.' next to the same three tabs.

UI
Unemployment Insurance

FEDERAL UNEMPLOYMENT EXTENSIONS EXPIRED IN SEPTEMBER 2021.

DETR Home UInv Home ADA Assistance

To use the UInv claim filing system, please disable your browser's popup blocker.

Please select the appropriate tab for your visit. UNNECESSARY tabs.

UInv Home For UI Claimants Para Solicitantes For Employers

Welcome to Nevada's Unemployment Insurance self service website.

State of Nevada
Department of Employment, Training and Rehabilitation
Employment Security Division
Unemployment Insurance Program

Remove link to external site. This may confuse users. Move elsewhere.

Replace with language dropdown menu.

Place elsewhere, possibly as part of the primary menu.

Rework the hierarchy and eliminate tabs.

Analysis of Existing IA and Navigation System

Effectiveness

- The current sitemap is not easily identifiable, except for what is displayed on the footer
- Homepage navigation menu has unnecessary tab sections that need to be reworked
- Lists on claimants page have no identifiable order
- The “I want to” and “help and resources” columns are loaded with links, increasing the user’s cognitive load

Aspects to Keep

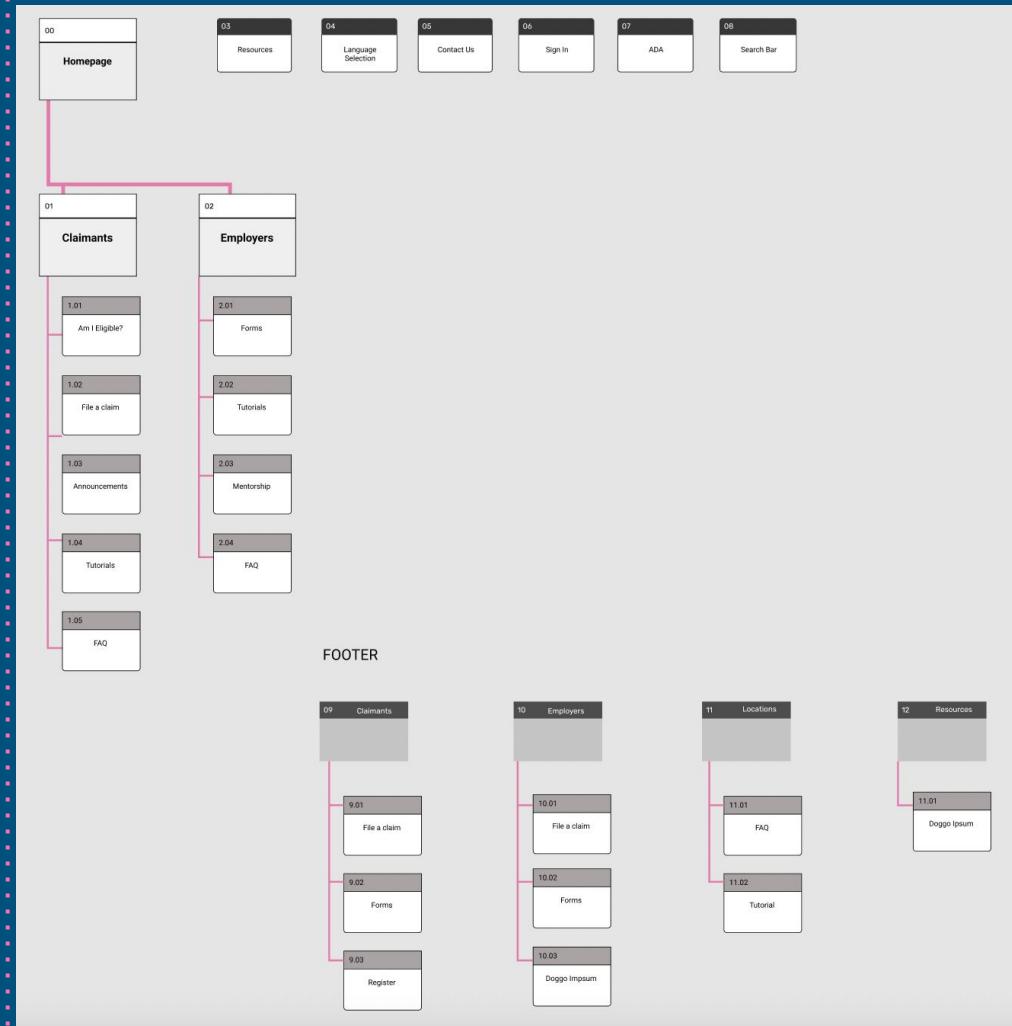
- Clicking logo brings us back to the home page
- Keep the small navigation bar i.e. 2 tabs
- Keep Language options but place elsewhere
- Keep announcements to display the most important information for the user
- Keep For UI Claimants, For Employers, and ADA Assistance tabs

Improvements Needed

- Add a global navigation menu so users can quickly access helpful links such as help and resources
- Revamp the primary navigation menu on the homepage
- Add a search bar to meet users’ expectations and support easy finding of information
- Update the footer to be consistent on each page
- Add navigation breadcrumbs to support wayfinding while users register and file a claim

Sitemap for Redesign

- Provide access to a Global Navigation on every page to maintain accessibility and consistency
- Minimize the Primary Navigation to only two options for an aesthetic and minimalist design to reduce the user's cognitive load
- Update the footer to add another level of navigation at the bottom of the page



[Primary & Secondary Navigation Wireframes Link](#)

Navigation UI Wireframes

Based on our users' needs to quickly and easily find all necessary information to reach their goals, our Secondary Navigation is not displayed as a dropdown menu, but instead the content bleeds into the Primary Navigation page.

The image displays four wireframe diagrams arranged in a 2x2 grid, illustrating the navigation structure for two user groups: UI Claimants and Employers. Each group has its own primary navigation bar at the top, featuring a logo, links for Resources, Language, Contact Us, Sign In, ADA, and Search, along with a State of Nevada seal and the Department of Employment, Training and Rehabilitation, Employment Security Division, and Unemployment Insurance Program.

Primary Navigation: This section shows the main navigation tabs for each group. For UI Claimants, the tabs are 'Claimants' and 'Employers', with 'Employers' highlighted by a red box. For Employers, the tabs are also 'Claimants' and 'Employers'. Below these tabs are three large, overlapping triangular sections labeled 'Am I Eligible?', 'File A Claim', and 'Announcements'. Under 'Am I Eligible?', there are links for 'Tutorials' and 'FAQ'. Under 'File A Claim', there is a link for 'Boy pupperino stop'. Under 'Announcements', there is no visible content. At the bottom of the primary navigation are four secondary navigation tabs: 'Claimants', 'Employers', 'Locations', and 'Resources'.

Secondary Navigation: This section shows the same layout as the primary navigation but with different content. For UI Claimants, the 'Am I Eligible?' section contains a link for 'Aqua doggo lotsa pats'. For Employers, the 'Am I Eligible?' section contains a link for 'Doggie ipsum sub woofie blop'. Both sections also contain other placeholder text related to dogs and puppies.

[Primary & Secondary Navigation Wireframes Link](#)

Annotated Low- to Mid-Fidelity Wireframes

For the Primary Navigation page our team decided to iterate our first prototype so the layout could support users in quickly finding the information they need by neatly grouping content into cards.

We pondered upon the decisions users like Max will make with the information presented to them. We decided that creating **similar** cards -with images that show context and empathy for the user- would help them easily identify where to learn more about *eligibility for benefits* and *filing a claim* in a matter of seconds.

A footer adds another layer of navigation. Its text hierarchy is **proportionate** to the rest of the page and follows external conventions.

[Figma Link](#)

The wireframe shows the homepage of the Nevada Unemployment Insurance Website. At the top, there is a navigation bar with a 'Logo' icon, 'Resources', 'Language', 'Contact Us', 'Sign In', 'ADA', and a 'Search' bar with a magnifying glass icon. Below the navigation bar, the main heading is 'Welcome to Nevada's Unemployment Insurance Website' followed by the sub-instruction 'Please select the appropriate tab for your visit'. There are two tabs: 'Claimants' and 'Employers', with 'Employers' being the active tab. The page features several content cards:

- Card 1 (Value proposition):** A card featuring a woman thinking with the text 'Am I Eligible? Are you unemployed and wondering if you can claim unemployment insurance benefits?' and a 'Check Eligibility' button. An annotation with a callout and orange circle labeled '1' points to the text 'Text is proportionate to indicate a footer section. Text hierarchy is also present'.
- Card 2 (Image card):** A card featuring a smiling person at a desk with the text 'Ready to File? Let's get you started on filing a claim!' and a 'File a Claim' button. An annotation with a callout and orange circle labeled '2' points to the text 'These two cards with images are designed **similarly** so a user's eye will perceive them as related'.
- Other cards:** There are four other cards represented by gray boxes with an 'X' through them, labeled 'Announcements', 'Tutorials', 'Re-employment Services', and 'Appeals Information'.

At the bottom, there is a footer with links: 'Claimants', 'Employers', 'Locations', 'Resources', and 'FAQ'. Logos for 'SILVER STATE WORKS', 'JobConnect', and 'NEVADA HARDEST HIT FUND' are also present in the footer.

Annotated Low- to Mid-Fidelity Wireframes

The Eligibility Requirements Page was iterated to display a global navigation bar. We want users to be able to seek information from categories such as Resources and Contact Us from every page in the user journey.

This second iteration uses **repetition** to help users identify navigational categories. Access to these categories will eliminate the user's need to return to the Primary Navigation page.

To effectively make use of the surface area we want to be intentional in how we use **white space** around elements like buttons, to help create **emphasis** and reduce the unnecessary complexity of the content presented to users.

The wireframe shows a global navigation bar at the top with links for Logo, Resources, Language, Contact Us, Sign In, ADA, Search, and a magnifying glass icon. Below the navigation, a welcome message and a call to select a tab are present. A horizontal bar contains 'Claimants' and 'Employers' tabs, with 'Employers' being the active tab. The main content area displays a section titled 'Eligibility Requirements' followed by a list of seven items. At the bottom, a large 'File a Claim' button is centered. The footer features links for Claimants, Employers, Locations, Resources, and FAQ. Three annotations are present: a callout '3' points to the 'Employers' tab with the note 'Repetition was used here to create a consistent look that can easily be identified as navigation categories'; a callout '4' points to the 'File a Claim' button with the note 'Intentional use of white space around this item to create emphasis'; and a callout '5' points to the footer area with the note 'Intentional use of white space around this item to create emphasis'.

Welcome to Nevada's Unemployment Insurance Website

Please select the appropriate tab for your visit

Claimants Employers

Eligibility Requirements

- [Redacted]

File a Claim

Claimants Employers Locations Resources FAQ

3

4

5

Repetition was used here to create a consistent look that can easily be identified as navigation categories

Intentional use of white space around this item to create emphasis

Annotated Low- to Mid-Fidelity Wireframes

We used the design theory concepts, **alignment** and **balance** to set users up for success when approaching daunting tasks such as filing a claim and uploading documents to a website.

In this iteration, we aligned a placeholder bullet point list of required documents to display the content in a more visually appealing manner, and placed the upload documents form on the opposite side to create balance between both UI elements.

The wireframe illustrates two main sections: 'Required Documents' and 'Upload Documents'. The 'Required Documents' section on the left features a vertical list of seven bullet points, each preceded by a grey circle. The 'Upload Documents' section on the right contains a large rectangular area with the placeholder text 'Drag Files Here', flanked by 'Search Files' and 'Submit' buttons. A horizontal line separates these two sections. Below the sections is a navigation bar with links: 'Claimants', 'Employers', 'Locations', 'Resources', and 'FAQ'.

Annotation 6: We used **alignment** to better format this page. Padding to both the edges and the center made the screen more visually appealing.

Annotation 7: **Balance** was used in this molecule and element 6 to make the two main sections easy to navigate. This also created an equally important emphasis to both UI elements

Mid-Fidelity Pattern Library

During this step, our team approached building the UI elements with efficiency in mind. We set up Text Styles for the Primary and Secondary fonts, and a variety of Components.

Our Pattern Library includes atoms like buttons and molecules, such as a search bar and forms. We sought to create atoms that were simple yet effective in their purpose.

[Pattern Library Link](#)

Pattern Library (M12 Challenge)

Buttons

Layouts

Forms

Cards

Icons

Annotated Prototype - Primary Navigation

In this step our team focused on refining our previous iterations. Our overarching design goal is to reduce the user's cognitive load so they can quickly and easily find the information they need on the website.

So we simplified the global navigation menu into clear labels. Both cards with a background image were also redesigned to be more minimalistic and larger. We placed these images next to each other to provide a balanced grouping of content. The cards in the foreground of the image follow the Gestalt Law of Figure-Ground.

Our team decided to group all content with intent by applying the Gestalt Law of Common Region and organizing content into cards. We made the cards symmetrical so they are easy to identify and follow, in order to lessen distraction from the task at hand.

The image shows a screenshot of the Nevada Unemployment Insurance website. At the top, there is a global navigation menu with links for ADA Help, Contact Us, Language, Resources, and Sign In. A search bar is located on the far right. Below the menu, a banner reads "Welcome to Nevada's Unemployment Insurance Website" and "Please select the appropriate tab for your visit". The banner features a photograph of mountains. To the right of the banner, a note says "Incorporating a simple global navigation menu provides clarity for the user across pages." Below the banner, there are two main tabs: "Claimants" and "Employers". Under the "Employers" tab, there are two large cards: "Am I Eligible?" (with a man thinking) and "Ready to File?" (with a woman holding a laptop). A note next to these cards says "Minimalistic images provide clarity and balance reducing the user's cognitive load." To the left of these cards, a note says "1 ↑ Incorporating a simple global navigation menu provides clarity for the user across pages." Below the "Employers" cards, there are four smaller cards arranged in a row: "Announcements", "Tutorials", "Job Search", and "Appeals Information". Each card has a small icon above it and a "Button" below it. A note next to the "Announcements" card says "2 ↑ Symmetry was applied to make the info easier to understand and more pleasing to the eye". Another note next to the "Appeals Information" card says "3 ↑ Cards organize content applying the common region Gestalt law." At the bottom of the page, there are several logos: SILVER STATE WORKS, NEVADA JobConnect, HARDEST HIT, and NEVADA APPROVED WORKING ASSISTANCE COMMISSION. The footer contains links for Claimants, Employers, Locations, Resources, and FAQ.

1 ↑ Incorporating a simple global navigation menu provides clarity for the user across pages.

2 ↑ Symmetry was applied to make the info easier to understand and more pleasing to the eye

3 ↑ Cards organize content applying the common region Gestalt law.

ADA Help Contact Us Language Resources Sign In Search

Welcome to Nevada's Unemployment Insurance Website

Please select the appropriate tab for your visit

Claimants Employers

Am I Eligible?

Are you unemployed and wondering if you can claim unemployment insurance benefits?

Check Eligibility

Ready to File?

Let's get you started on filing a claim!

File Claim

Announcements

Tutorials

Job Search

Appeals Information

SILVER STATE WORKS

NEVADA JobConnect

NEVADA APPROVED WORKING ASSISTANCE COMMISSION

HARDEST HIT

Claimants Employers Locations Resources FAQ

Annotated Prototype - Eligibility Requirements

The typography our team selected establishes a clear visual hierarchy to help users like Max prioritize content, and quickly learn if they are eligible for unemployment benefits in this page.

Following the bullet point list placeholder, is a *File a Claim* button with a drop shadow effect added to emphasize the next step from this page in the user flow.

Additionally, a tutorials video player is available at all times. It provides users with visual support in understanding what to expect in the unemployment benefits process they seek to embark upon.

This image shows a screenshot of the Nevada Unemployment Insurance Website's Eligibility Requirements page. The page has a dark blue header with a logo, ADA Help, Contact Us, Language dropdown, Resources, Sign In, and a Search bar. Below the header is a banner featuring a landscape image of mountains and the text "Welcome to Nevada's Unemployment Insurance Website". To the right of the banner is the State of Nevada Department of Employment, Training and Rehabilitation, Employment Security Division, Unemployment Insurance Program logo. The main content area has a light gray background. At the top left, there are navigation tabs: "Claimants", "Employers" (which is highlighted in a gray box and circled with a yellow number 5), and "Eligibility Requirements". A callout box points to the "Employers" tab with the text "Text on the page is organized to show clear hierarchy based on importance". Below the tabs is a list of bullet points followed by a "File a Claim" button with a drop shadow effect. A callout box points to the "File a Claim" button with a yellow circle containing the number 6 and the text "Emphasis was applied to clearly highlight the next step". On the right side, there is a large gray box labeled "Tutorials" with a play button icon. At the bottom, there are links for "Claimants", "Employers", "Locations", "Resources", and "FAQ".

Welcome to Nevada's Unemployment Insurance Website

Please select the appropriate tab for your visit

Claimants Employers ← 5 Eligibility Requirements

Text on the page is organized to show clear hierarchy based on importance

• [Placeholder bullet points]

File a Claim ← 6 Emphasis was applied to clearly highlight the next step

Tutorials

Claimants Employers Locations Resources FAQ

Annotated Prototype - File a Claim

We built a navigational UI element by applying the Gestalt Law of Common Fate. Breadcrumbs show users the progress of their application, helps identify which steps have been completed, and which steps to take next. We want the user experience of filing a claim to be a clear and easy-to-follow process.

The *Required Documents* text placeholders and *Upload Documents* form are equally important so they remain the same size. The placement of these elements is intentional so the user can intuitively complete the user flow.

The screenshot shows the Nevada Unemployment Insurance Website's 'File a Claim' page. At the top, there is a navigation bar with links for ADA Help, Contact Us, Language, Resources, and Sign In, along with a search bar. Below the navigation is a banner with the text 'Welcome to Nevada's Unemployment Insurance Website' and a call to action 'Please select the appropriate tab for your visit'. The main content area features two tabs: 'Claimants' and 'Employers', with 'Employers' being the active tab. Below the tabs is a breadcrumb navigation bar showing the user's progress: Register (completed), Personal Information (in progress), Documents (in progress), and Submit (not yet started). A callout bubble labeled '7' points to this breadcrumb bar with the text: 'Breadcrumbs allow for wayfinding using the Gestalt law of common fate'. To the right of the breadcrumb bar is a large 'Required Documents' section containing eight placeholder boxes, each with a small circular icon. To the right of this is an 'Upload Documents' form with a 'Drag Files Here' placeholder and a 'Delete' button. A callout bubble labeled '8' points to this section with the text: 'Written info and upload doc. form being on opposite sides implements balance'. At the bottom of the page are links for 'Claimants', 'Employers', 'Locations', 'Resources', and 'FAQ'.

Mid-Fidelity Prototype With Grid- Primary Navigation

[Figma Link](#)

The prototype is a mid-fidelity wireframe of a website for the State of Nevada's Unemployment Insurance Program. It features a header with a logo, ADA Help, Contact Us, Language, Resources, Sign In, and a search bar. Below the header is a welcome message and a navigation bar with tabs for Claimants and Employers. The main content area contains two large cards: one for 'Am I Eligible?' showing a man thinking, and another for 'Ready to File?' showing a woman at a laptop. Below these are four smaller cards for Announcements, Tutorials, Job Search, and Appeals Information, each with a button. At the bottom are links for Locations, Resources, and FAQ, along with logos for Silver State Works, Job Connect, and Hardest Hit.

Welcome to Nevada's Unemployment Insurance Website

Please select the appropriate tab for your visit

Claimants Employers

State of Nevada
Department of Employment, Training and Rehabilitation
Employment Security Division
Unemployment Insurance Program

Am I Eligible?
Are you unemployed and wondering if you can claim unemployment insurance benefits?
Check Eligibility

“ UNRV benefits helped me support myself financially while looking for a new job.

Ready to File?
Let's get you started on filing a claim.
File Claim

Announcements

Tutorials

Job Search

Appeals Information

Button

Button

Button

Button

SILVER STATE WORKS

Job Connect

HARDEST HIT

Claimants Employers Locations Resources FAQ

Mid-Fidelity Prototype With Grid- Eligibility Requirements

The prototype features a header with a logo, ADA Help, Contact Us, Language, Resources, Sign In, a Search bar, and a magnifying glass icon. Below the header is a banner with a mountain background and text: "Welcome to Nevada's Unemployment Insurance Website", "Please select the appropriate tab for your visit", and the "State of Nevada Department of Employment, Training and Rehabilitation Employment Security Division Unemployment Insurance Program". The main content area includes tabs for "Claimants" and "Employers", a "Eligibility Requirements" section with a list of bullet points, a "Tutorials" section with a circular arrow icon, and a "File a Claim" button. A footer navigation bar at the bottom includes links for "Claimants", "Employers", "Locations", "Resources", and "FAQ".

Welcome to Nevada's Unemployment Insurance Website

Please select the appropriate tab for your visit

State of Nevada
Department of Employment, Training and Rehabilitation
Employment Security Division
Unemployment Insurance Program

Claimants Employers

Eligibility Requirements

-
-
-
-
-
-
-
-

Tutorials

File a Claim

Claimants Employers Locations Resources FAQ

Mid-Fidelity Prototype With Grid- File a Claim

The prototype is a grid-based design for a web application. It features a header with a logo, navigation links (ADA Help, Contact Us, Language, Resources, Sign In, Search), and a search bar. Below the header is a welcome message and a navigation bar with tabs for 'Claimants' and 'Employers'. A breadcrumb navigation shows the user path: Register > Personal Information > Documents > Submit. On the left, a sidebar lists 'Required Documents' with seven items. On the right, a modal window titled 'Upload Documents' contains a 'Drag Files Here' area, a 'Delete' button, and an 'Upload' button. The footer includes links for 'Claimants', 'Employers', 'Locations', 'Resources', and 'FAQ'.

Welcome to Nevada's Unemployment Insurance Website

Please select the appropriate tab for your visit

State of Nevada
Department of Employment, Training and Rehabilitation
Employment Security Division
Unemployment Insurance Program

Claimants Employers

Register > Personal Information > Documents > Submit

Required Documents

-
-
-
-
-
-
-

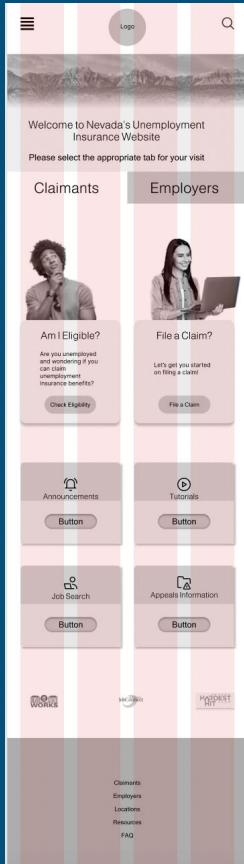
Upload Documents

Drag Files Here

Delete Upload

Claimants Employers Locations Resources FAQ

Adapted Mid-Fidelity Desktop Wireframes For Mobile



Primary Navigation



Eligibility Requirements



File a Claim

A/B Testing Plan- Mobile

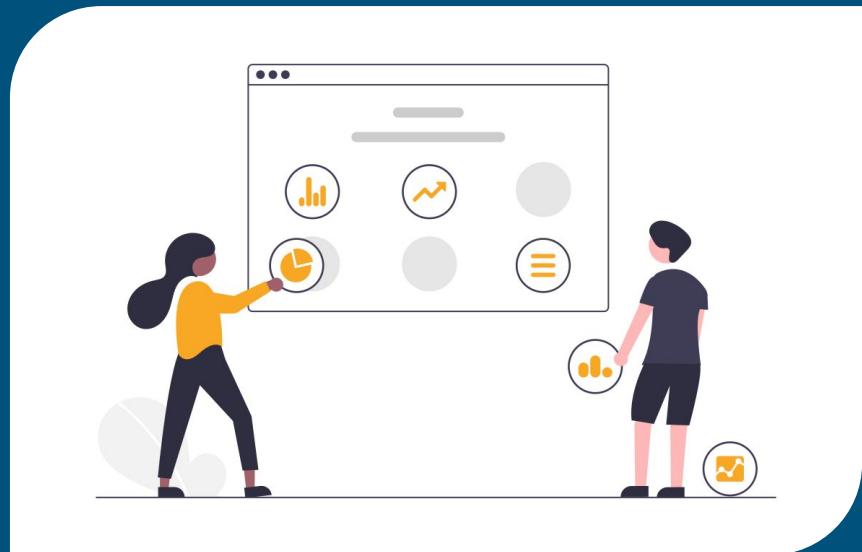
If unemployed site visitors file a claim **then** they might be able to receive benefits.

*We believe that replacing the file a claim card with a button near the thumb zone **will** encourage unemployed users to promptly start filing a claim. We **will know we are successful when** there is a 20% increase of site visitors who file and submit a claim.*



Optimizing the User Experience

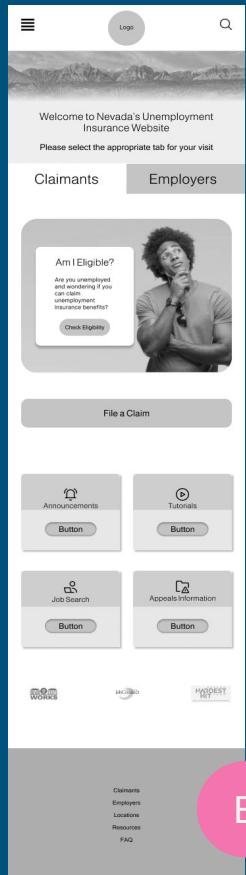
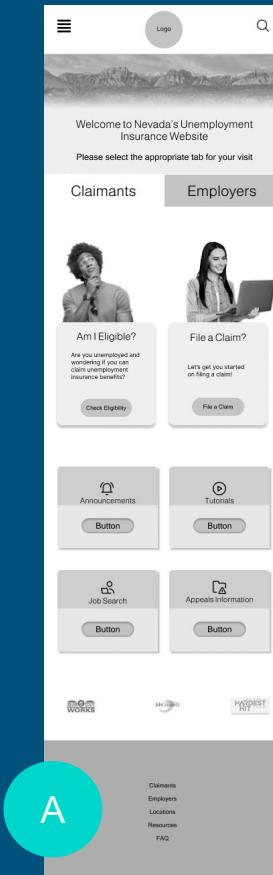
- Our team decided to use this variable in order to simplify the interface and maintain consistency with the minimalist aesthetic redesign we want to achieve.
- We think this change might get more users to file a claim faster by emphasizing the button and placing it in a convenient location.
- Testing this variable will provide us with the data our team needs to identify any potential bottlenecks in the current user flow, and determine which design encourages the user to start and submit a claim on their first visit to the site.



A/B Test Variations -Mobile

A Control

File a claim information is displayed with an image, text and a button within a card.



B Variation

This variation simply displays file a claim information as a larger button in the thumb zone, taking the users directly to start the claim process.

A/B Testing Plan- Desktop

If unemployed site visitors file a claim then they might be able to receive benefits.

We believe that changing the File a Claim button language to Start My Claim will encourage unemployed users to take action and file a claim on their first visit to the site. We will know we are successful when there is a 20% increase of site visitors filing and submitting a claim.



A/B Test Variations- Desktop

Control

Welcome to Nevada's Unemployment Insurance Website

Please select the appropriate tab for your visit

Claimants Employers

Am I Eligible?
Are you unemployed and wondering if you qualify for unemployment insurance benefits?
[Check Eligibility](#)

UINV benefits
helped me support myself financially while looking for a new job.

Ready to File?
Let's get you started on filing a claim.
[File Claim](#)

Announcements
[Button](#)

Tutorials
[Button](#)

Job Search
[Button](#)

Appeals Information
[Button](#)

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Claimants Employers Locations Resources FAQ

A

Welcome to Nevada's Unemployment Insurance Website

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Claimants Employers

Am I Eligible?
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[Check Eligibility](#)

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helped me support myself financially while looking for a new job.

Ready to File?
Let's get you started on filing a claim.
[Start My Claim](#)

Announcements
[Button](#)

Tutorials
[Button](#)

Job Search
[Button](#)

Appeals Information
[Button](#)

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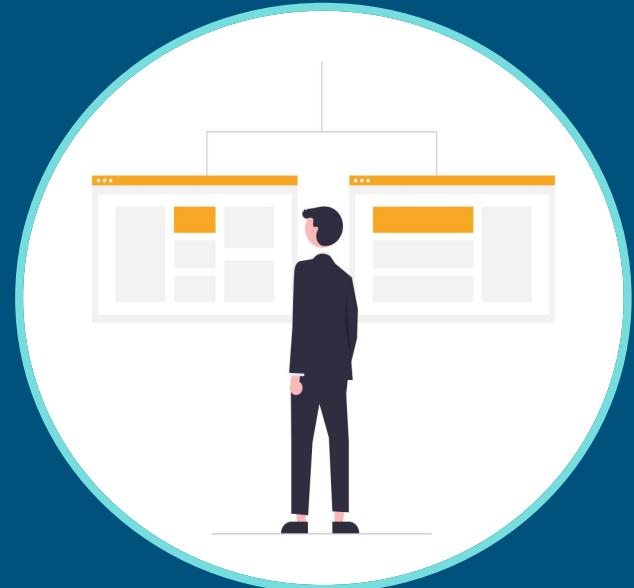
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Claimants Employers Locations Resources FAQ

B

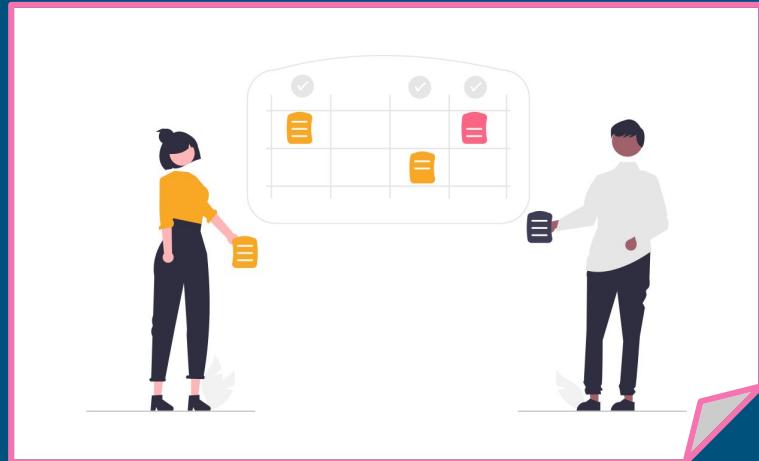
A/B Test Results

- Out of 16 Individuals tested, 12 preferred the iterated version, while 4 thought the original was more intuitive. This ratio remained the same for both the mobile and desktop versions. For the mobile version, the general consensus was that the file a claim button was in a much more favorable position and more clearly marked. For the desktop version, 7 out of the 12 who preferred the iterations said that the wording change felt like a more consumer friendly option.
- The iterations made on both mobile and desktop led to the user experiencing a more clear and streamlined task flow, which was a main point in our hypotheses.



A/B Test Results – Recommendations

- Because the tested user flow was only three slides, it was hard to find a major difference in how the user would react in an actual situation. An improvement would be to flesh out the rest of the user flow into a more complete filing process.
- The 7 users based their opinions on how consumer friendly the website presented itself. This goes to show that we should take extra emphasis on how the style guide reflects approachability and sincerity.
- There were still four individuals who preferred the original wireframes, and therefore some more drastic changes, such as a placement reiteration of the desktop version, can be considered.
- The wording changes for the desktop version were well received, and the same changes can be made for the mobile version. This may further ease the process for mobile users.
- A side comment was made by 2 individuals on how the four modules below the claim section were inconsistent in their formatting. Giving them a more cohesive layout, similar to the other portions, might be something to consider.



UINV Style Guide

[Figma Link](#)

Inspiration for Style Guide

State of Nevada Mountain
Bluebird



A dusk scene from the
side of a Nevada highway



A snowy mountain range

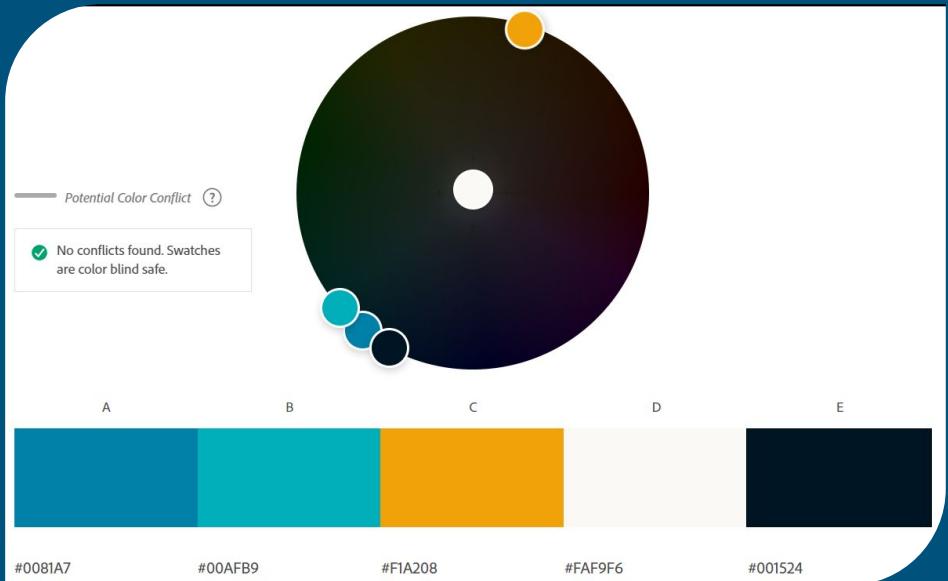
Color Rationale & Accessibility Ratio

We found inspiration for our color palette from landscapes and wildlife found in Nevada.

The primary and secondary blue hues help build our voice allowing users to feel calm and trust that we are an approachable brand ready to help meet their goals.

The orange hue accent color communicates our tone to site visitors. This color not only adds a contrasting pop of color, but shows our enthusiasm in helping users succeed on their journey to claim unemployment benefits.

The white and black hues provide the contrast and saturation required between text and background colors with a ratio of at least 4:5:1 meeting WCAG guidelines.



Before and After Snapshot

Welcome to Nevada's Unemployment Insurance Website

Please select the appropriate tab for your visit

Claimants Employers

Am I Eligible? Are you unemployed and wondering if you can claim unemployment insurance benefits? Check Eligibility

UINV benefits helped me support myself financially while looking for a new job.

Ready to File? Let's get you started on filing a claim! Start My Claim

Announcements Tutorials Job Search Appeals Information

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Claimants Employers Locations Resources FAQ

Welcome to Nevada's Unemployment Insurance Website

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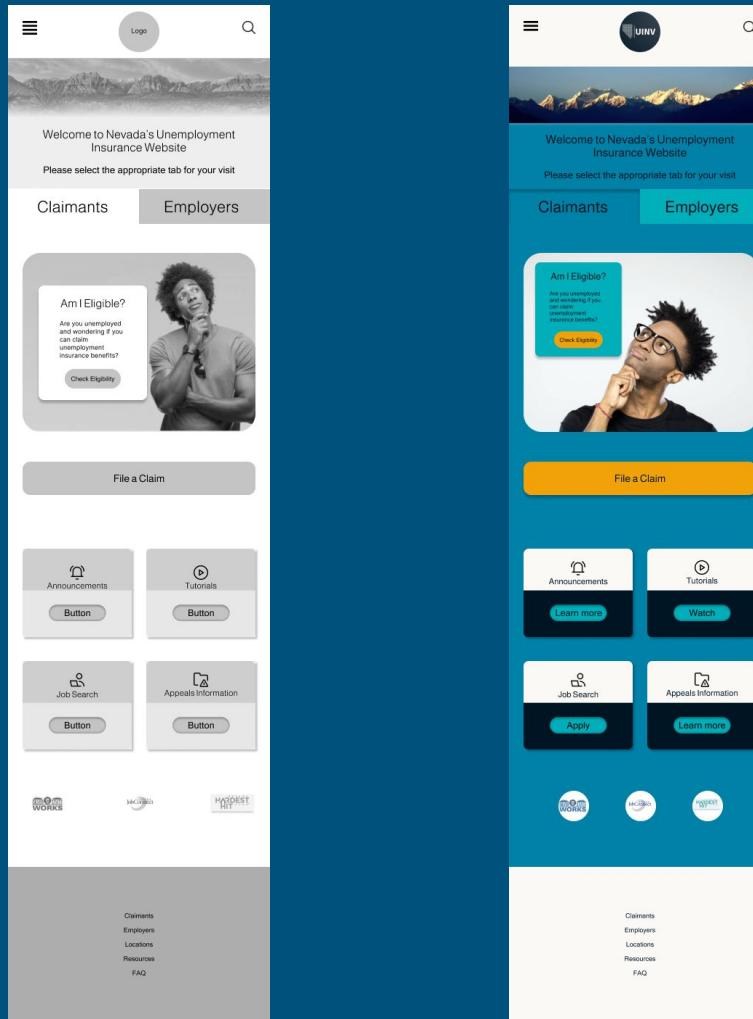
Ready to File? Let's get you started on filing a claim! Start My Claim

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Claimants Employers Locations Resources FAQ

Before and After Snapshot



Typography

- Our primary typeface is Almarai 30/Auto and our secondary typeface is Sans Serif 20/Auto.
- We wanted a professional typeface that did not distract the user from completing tasks.
- We chose a typeface that would be easy to read and maintained accessibility.
- The Almarai typeface came across as the most professional and straightforward font.
- The clean, crisp lines of sans serif are able to render out more clearly on a screen which increases legibility for users.
- The Sans Serif font complemented the Almarai and contrasted just enough to notice the hierarchy difference.

Typography

Primary
Almarai 30/Auto

Secondary
Sans Serif 20/Auto

Almarai

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sans Serif

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Accessibility guidelines:

Text must be legible and readable in all text sizes.

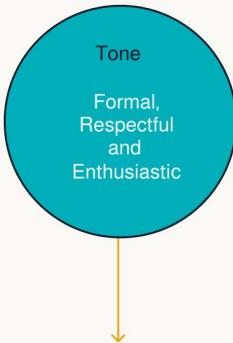
All colors must be accessible regardless of vision abilities.

Text color and background color need to have good saturation with a ratio of at least 4.5:1

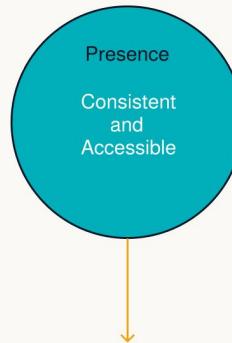
Voice and Tone



We want users to quickly and easily achieve their goals on the UINV site. Users should feel calm, confident, and successful during their visit. No user should feel overwhelmed or intimidated.



The copy, imagery, and color transmit enthusiasm while remaining formal and respectful of all users. No user should feel like their presence is taken for granted.



The combination of UI elements, written copy, imagery, color, iconography, and typography should be consistent and accessible to all users regardless of vision abilities.

We also made sure to use active voice, use plain English (avoid slang and jargon) and use positive language rather than negative language.

For accessibility purposes we made sure to use shorter sentences and keep everything clear and concise to avoid confusion.

Visuals

The hero image should represent Nevadan unemployed applicants and transmit a calming effect when faced with the task of starting a claim.

The background photos chosen to represent *eligibility* and *start a claim* sections are intentionally minimalist to reduce the user's cognitive load and help bring attention to our action buttons.

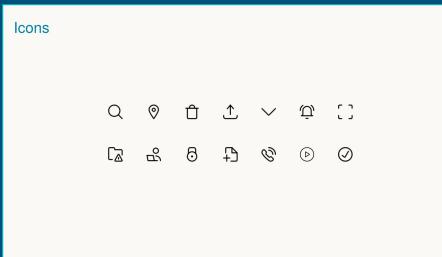
Photography



We redesigned the logo to match our brand personality and color palette. Logos can only be used in the colors presented in the style guide and should maintain a minimalist aesthetic for legibility.



All icons should maintain a minimalist design. They should be identifiable to all users by maintaining internal and external consistency.



Visual Layer Testing Plan

Our user testing technique

Five-Second Test

Why this technique?

The purpose of our redesign for this project is to streamline the unemployment claim experience, because filing an unemployment insurance claim in America is something that an incredibly diverse population of varying backgrounds would be doing. Therefore, our design must be as effortless as possible. Five seconds of exposure on the landing page can help prove or disprove if users perceive the *eligibility* and *start a claim* action buttons as the most prominent elements on our landing page. Additionally, we will ask the users to circle adjectives to describe the emotions they felt while visiting the site.

The aspects that will be evaluated

The main aspects will be colors, legibility, sizing, and time spent finding the main action buttons. We want the user to feel calm and confident. We want them to clearly see and understand every component of our site. And we want all of this to be communicated immediately.

Metrics for success

We will determine our design to be a success if two points are confirmed. The first is if the user is able to either check for their eligibility or start a claim within 5 seconds of visiting our site. The second is if our site invokes reassurance and confidence for the user.

Final Visual Design Layer

Welcome to Nevada's Unemployment Insurance Website

Please select the appropriate tab for your visit.

Claimants Employers

Am I Eligible? See if you're eligible and working or if you can get unemployment benefits! [Check Eligibility](#)

"...any benefits helped me support myself financially while looking for a new job. [Learn More](#)

Ready to File? Let's get you started on filing your claim. [Start My Claim](#)

Announcements [Learn more](#)

Tutorials [Watch](#)

Job Search [Apply](#)

Appeals Information [Learn more](#)

WORKS [Learn More](#)

McKinsey [Learn More](#)

HODGETT MFT [Learn More](#)

Claimants Employers Locations Resources FAQ

Welcome to Nevada's Unemployment Insurance Website

Please select the appropriate tab for your visit.

Claimants Employers

Eligibility Requirements

- Have earned enough wages during the base period.
- Be totally or partially unemployed.
- Be unemployed through no fault of your own.
- Be physically able to work.
- Be available to work.
- Be ready and willing to accept work immediately.

[File a Claim](#)

Claimants Employers Locations Resources FAQ

Welcome to Nevada's Unemployment Insurance Website

Please select the appropriate tab for your visit.

Claimants Employers

Register [Personal Information](#) [Documents](#) [Submit](#)

Required Documents

- Photo Identification [click here](#) for more information.
- Employment Record [click here](#) for more information.
- Address Verification [click here](#) for more information.
- Federal Tax Returns (IRS Form 1040, Schedule C or F)
- W-2
- Bank Receipts.

Upload Documents

Drag & Drop Here [Upload](#) [Delete](#)

Claimants Employers Locations Resources FAQ

Final Visual Design Layer

