



OREGON.GOV

Redefining the way Oregon Citizens use the Unemployment Department

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tuckerpikula.com

[Link to Figma Design](#)

Case Study — State of Oregon Unemployment Department

THE CONTEXT

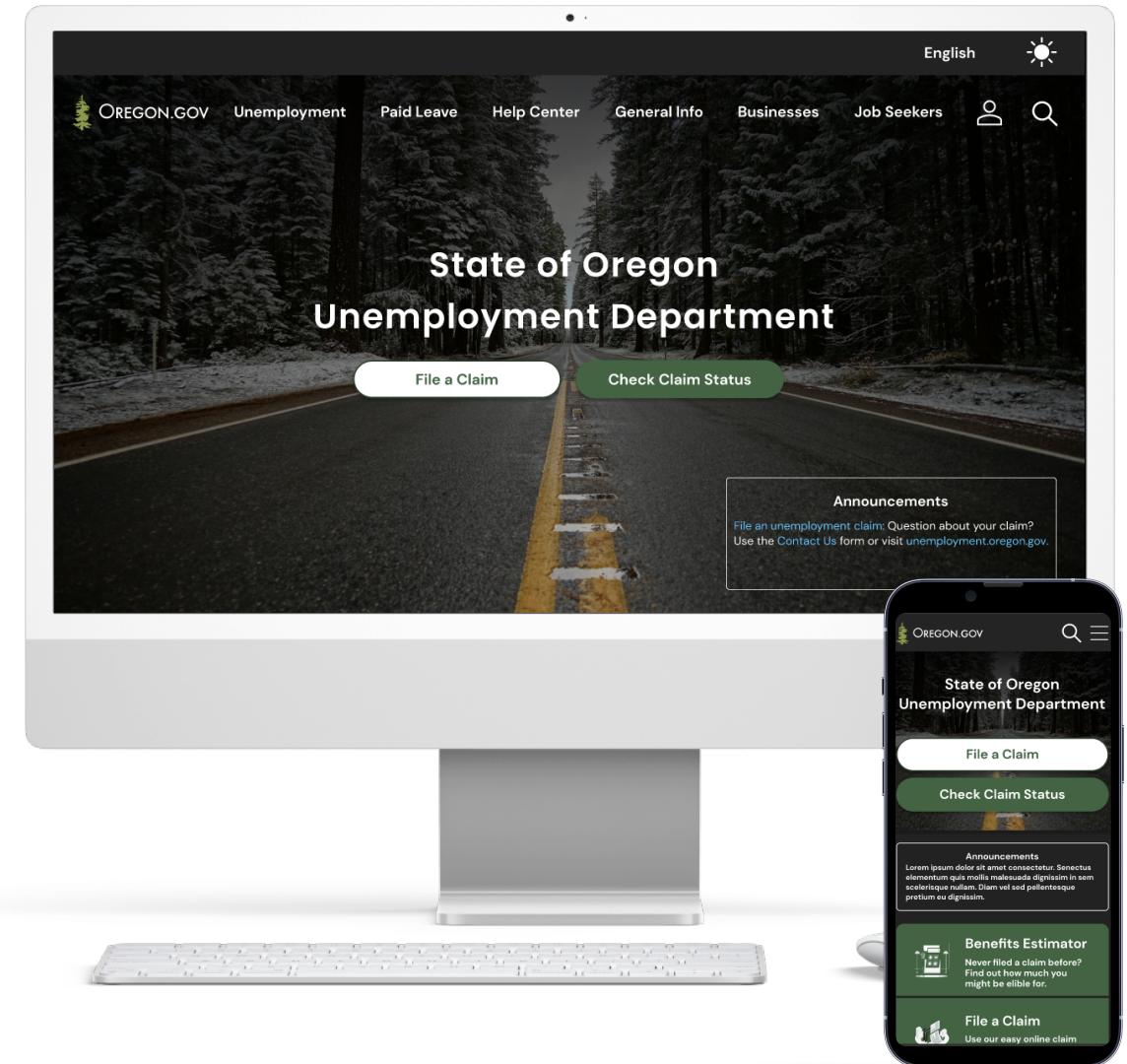
The goal of the project was to enhance the unemployment section of the Oregon.gov website, making it easier for users who were going through a difficult time in their lives.

By optimizing the website's usability, we aimed to lighten the burden experienced by users who were seeking unemployment resources.

Project Type
Redesign Proposal

Timeline
January - February 2023

Role
UX Designer



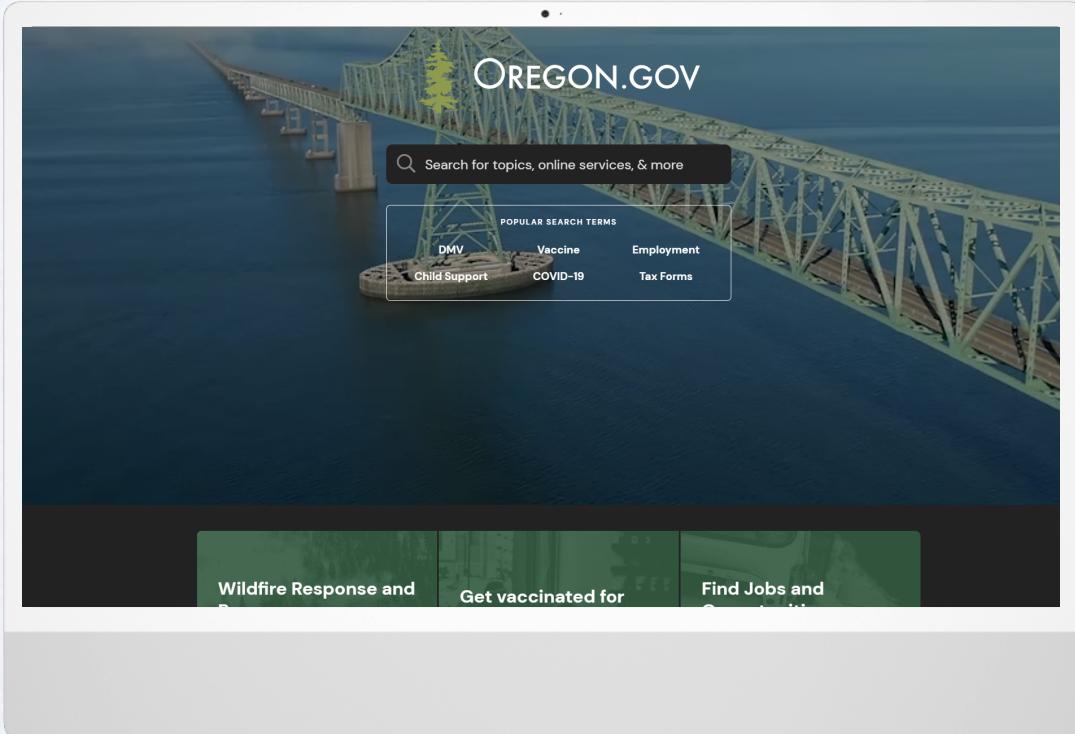
THE PROBLEM

The Unemployment Landing page did not align with the Oregon.gov website's look and feel, causing a disjointed experience for users.

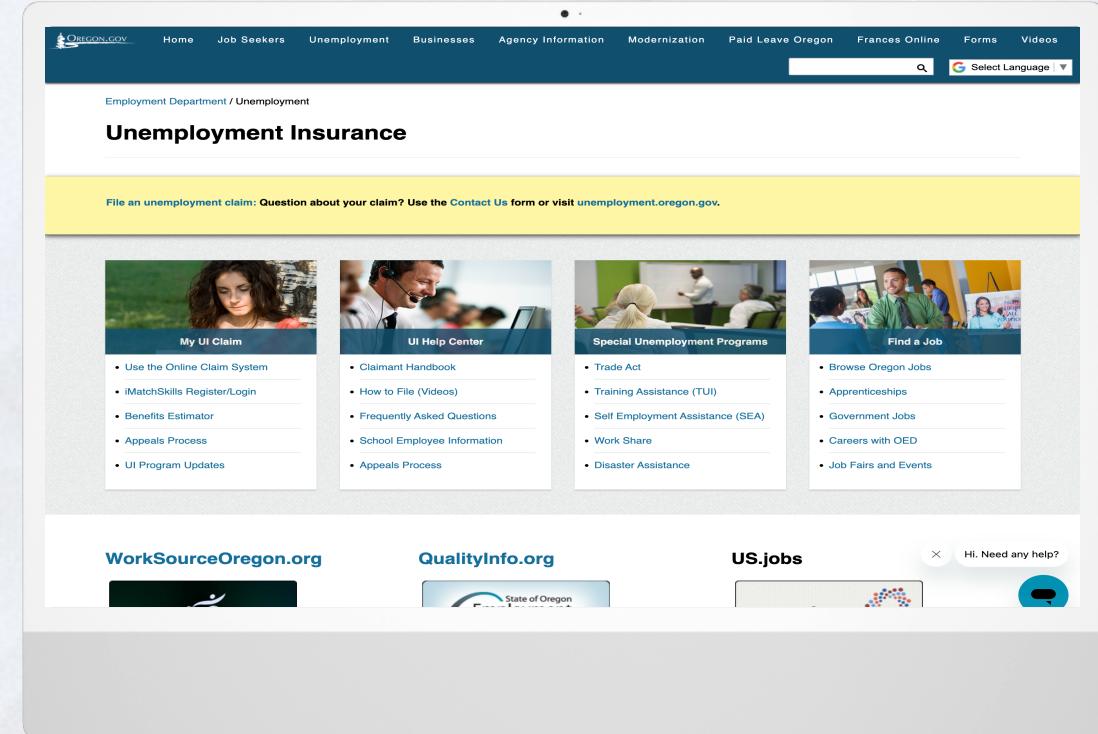
When users accessed this page directly through Google or other search engines, it was challenging to understand the page's hierarchy and find the information they needed.

THE DISCONNECT

Current Oregon.gov Landing Page



Current Unemployment Landing Page



THE OBJECTIVE

Create a seamless user experience for Oregon users who need to file for unemployment or access related information.

We will conduct research to understand user needs, strategize a user flow that meets those needs, and design an end-to-end experience that is intuitive and easy to use.

1. EMPATHISE

2. IDEATE

3. DESIGN

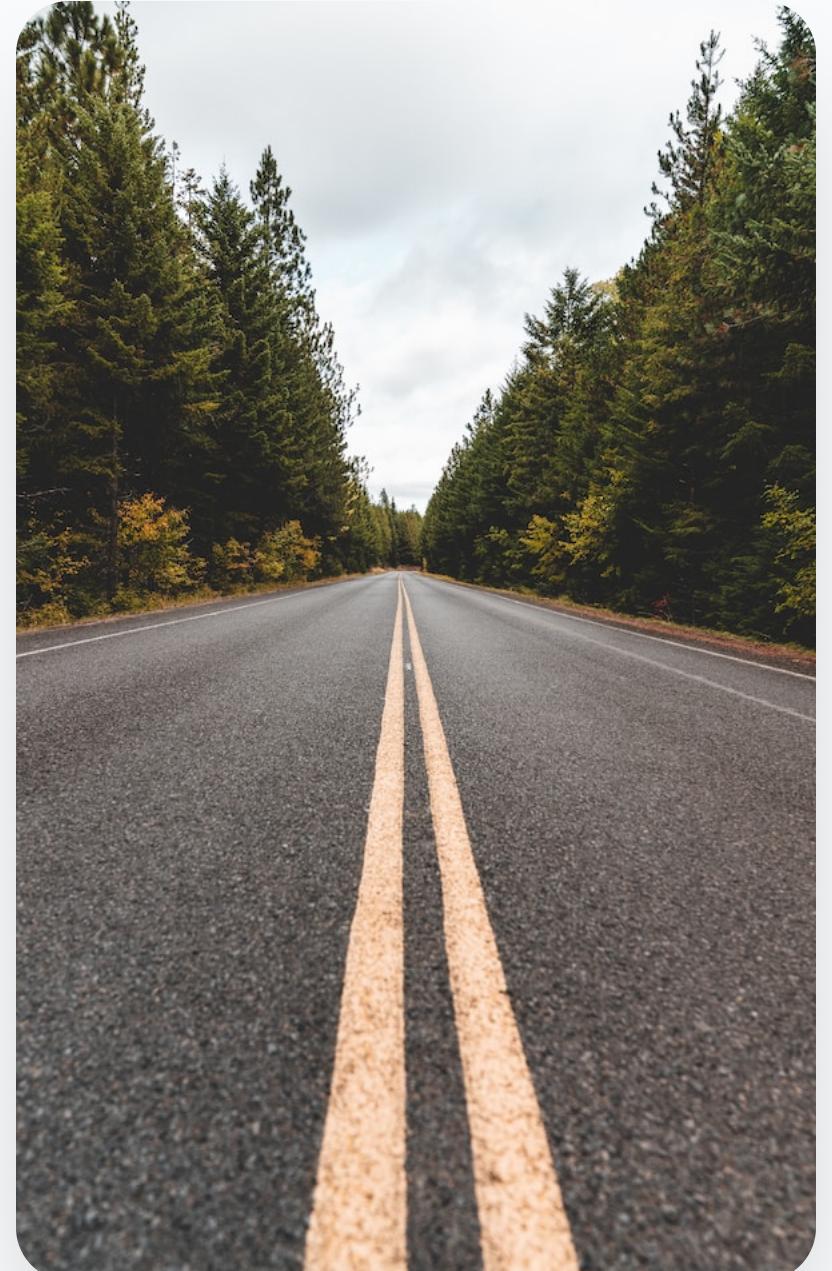
1. EMPATHISE

2

3

Early-stage user emotions during unemployment

- The frustrations and pain points for people who are recently unemployed include financial stress, fear and uncertainty about the future, isolation and loneliness, loss of identity and self-worth, increased stress and pressure, and reduced access to healthcare.
- Users wanted an easy and effective way to apply for unemployment insurance
- Users needed empathy, support and ample resources



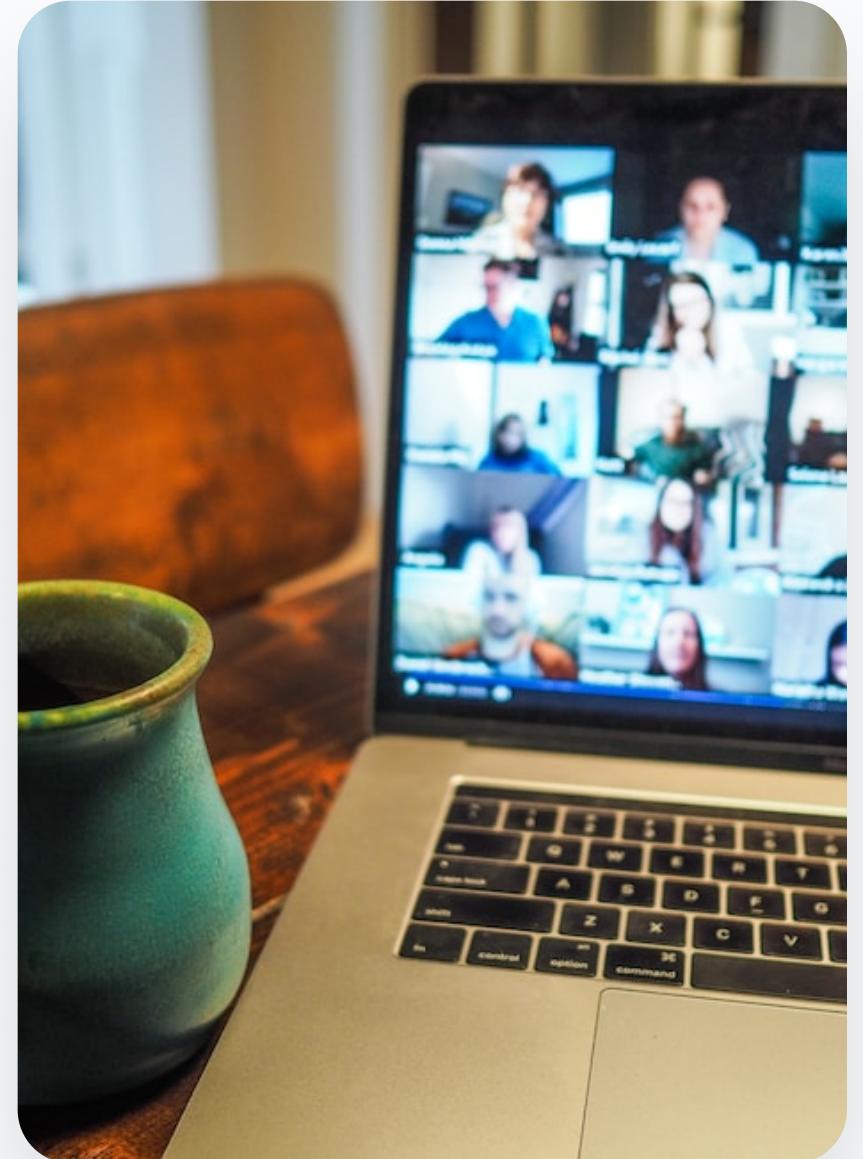
1. EMPATHISE

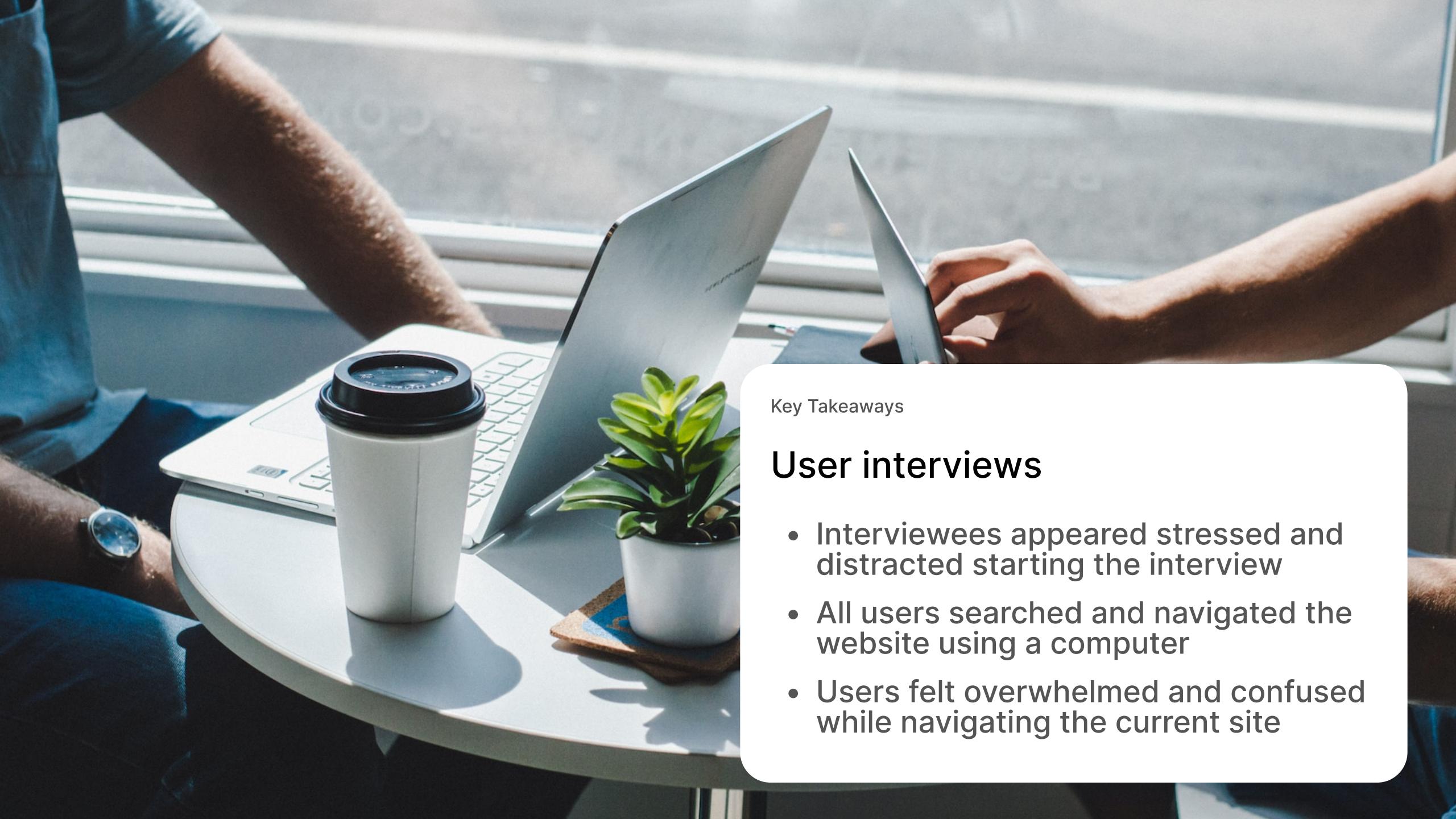
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Dived into an intensive 1-week research sprint

- 5 user interviews
- Investigated Offline vs Online Experience
- Competitive Analysis on Neighboring State

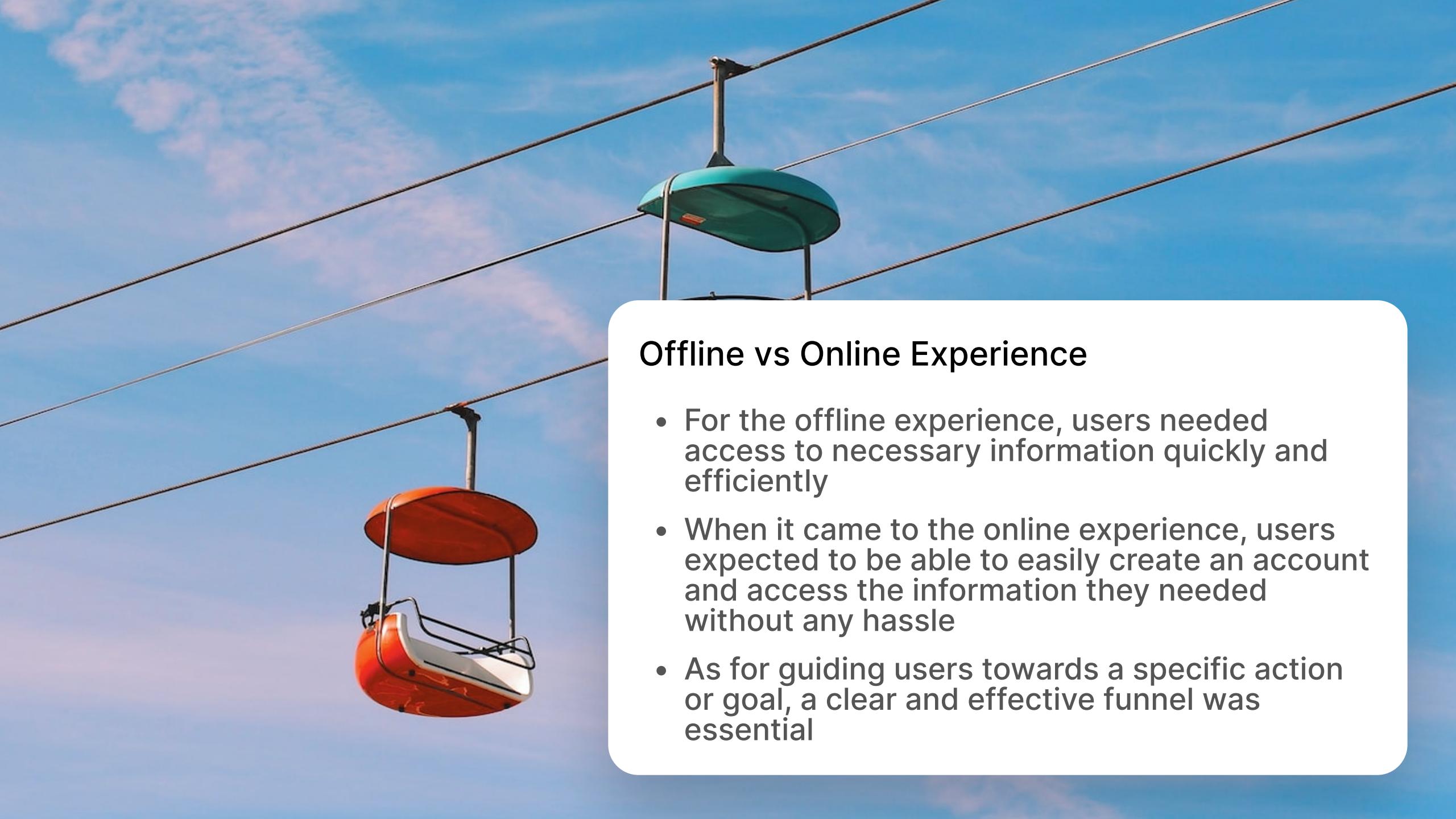




Key Takeaways

User interviews

- Interviewees appeared stressed and distracted starting the interview
- All users searched and navigated the website using a computer
- Users felt overwhelmed and confused while navigating the current site



Offline vs Online Experience

- For the offline experience, users needed access to necessary information quickly and efficiently
- When it came to the online experience, users expected to be able to easily create an account and access the information they needed without any hassle
- As for guiding users towards a specific action or goal, a clear and effective funnel was essential

1. EMPATHISE

2. IDEATE

3. DESIGN

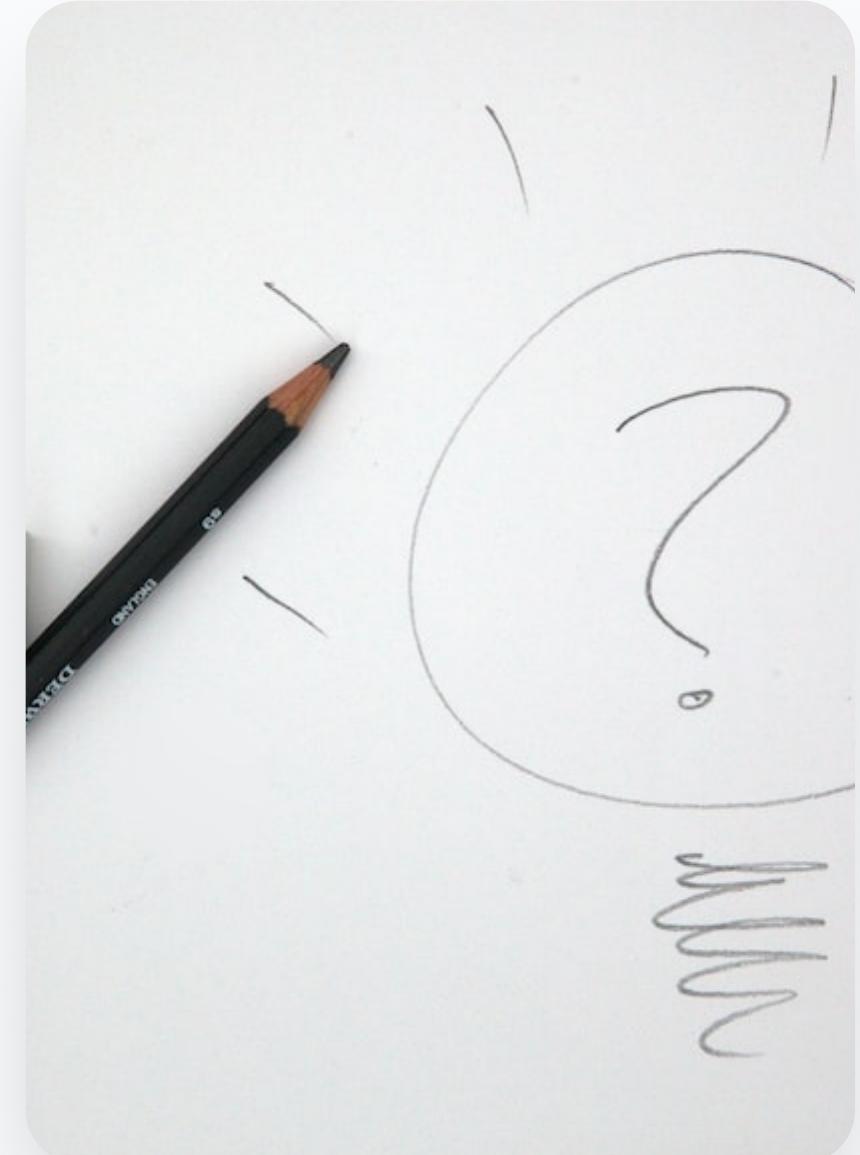
1

2. IDEATE

3

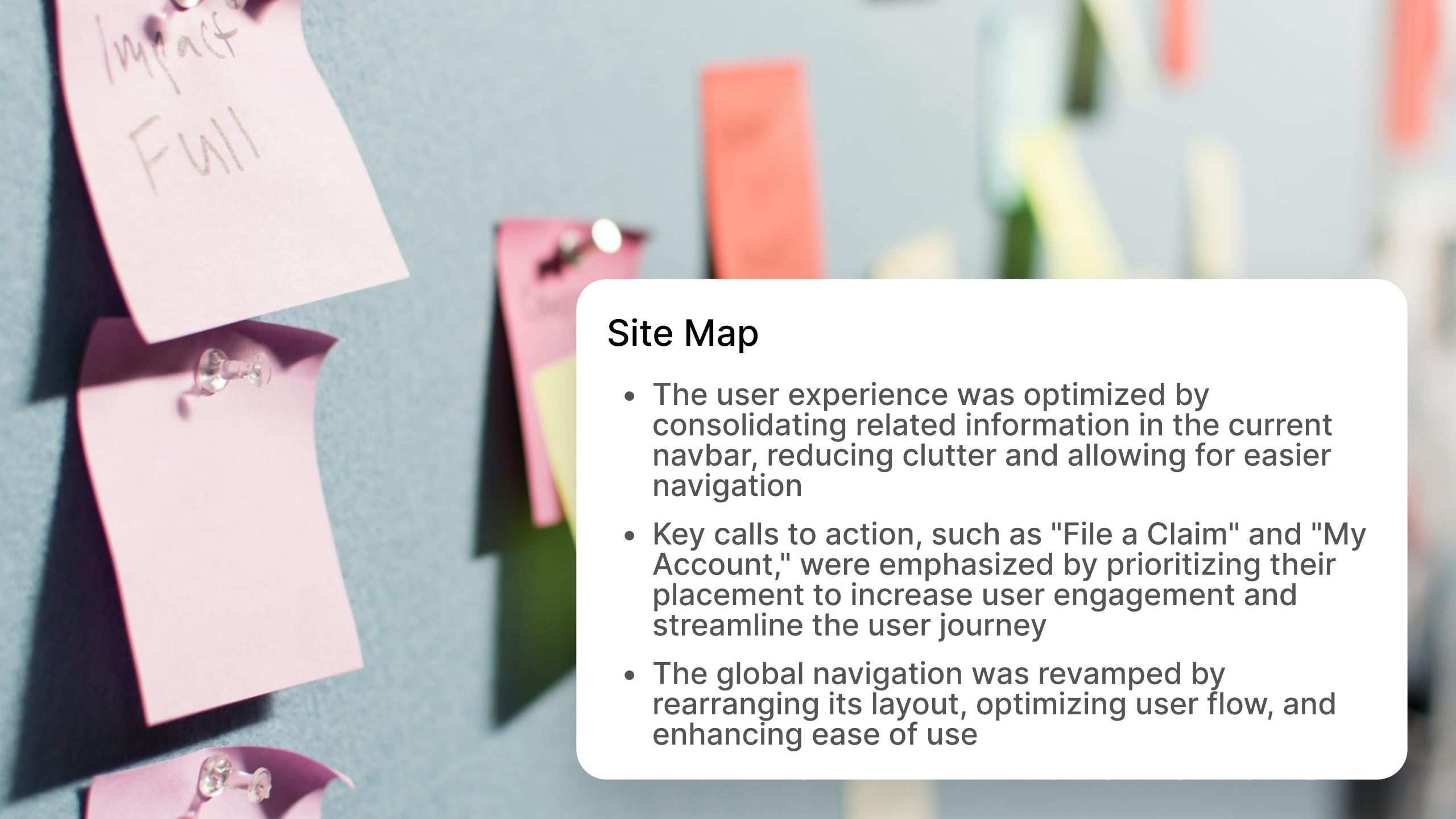
With a comprehensive understanding of our users, we were able to develop a strategic approach which included a:

- Mind Map
- Site Map
- Customer Journey Map for the Online Experience



Mind Map

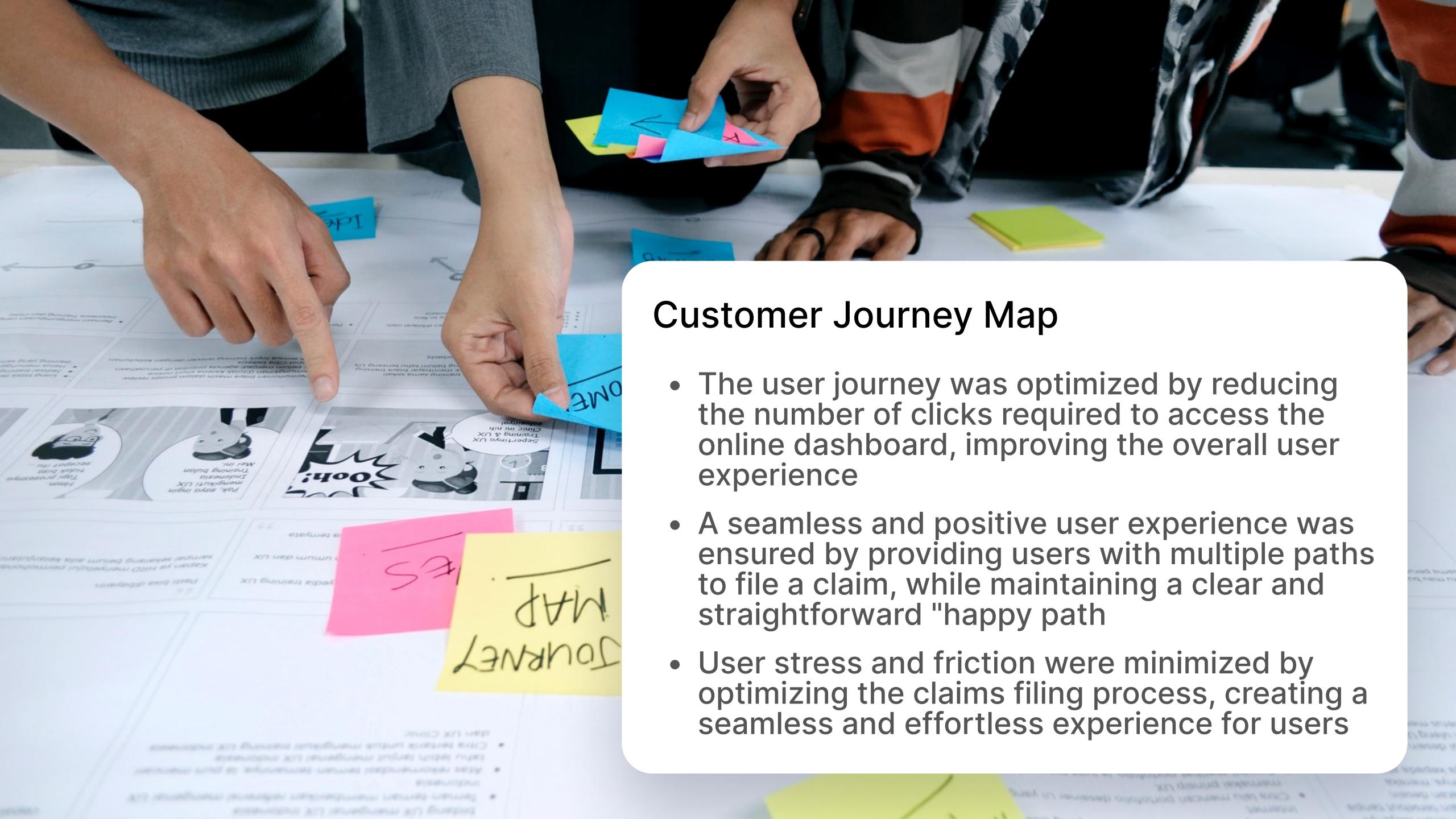
- The landing page text was simplified to minimize user anxiety and confusion, presenting only essential information to create a positive and engaging user experience
- Discussed what an efficient funnel looks like to get to the online experience
- The idea of creating an initial steps landing page was born during this phase



Impact
Full

Site Map

- The user experience was optimized by consolidating related information in the current navbar, reducing clutter and allowing for easier navigation
- Key calls to action, such as "File a Claim" and "My Account," were emphasized by prioritizing their placement to increase user engagement and streamline the user journey
- The global navigation was revamped by rearranging its layout, optimizing user flow, and enhancing ease of use



Customer Journey Map

- The user journey was optimized by reducing the number of clicks required to access the online dashboard, improving the overall user experience
- A seamless and positive user experience was ensured by providing users with multiple paths to file a claim, while maintaining a clear and straightforward "happy path"
- User stress and friction were minimized by optimizing the claims filing process, creating a seamless and effortless experience for users

1. EMPATHISE

2. IDEATE

3. DESIGN

1 2 3. DESIGN

Embarking on the Design Process: Crafting a User-Centered Experience

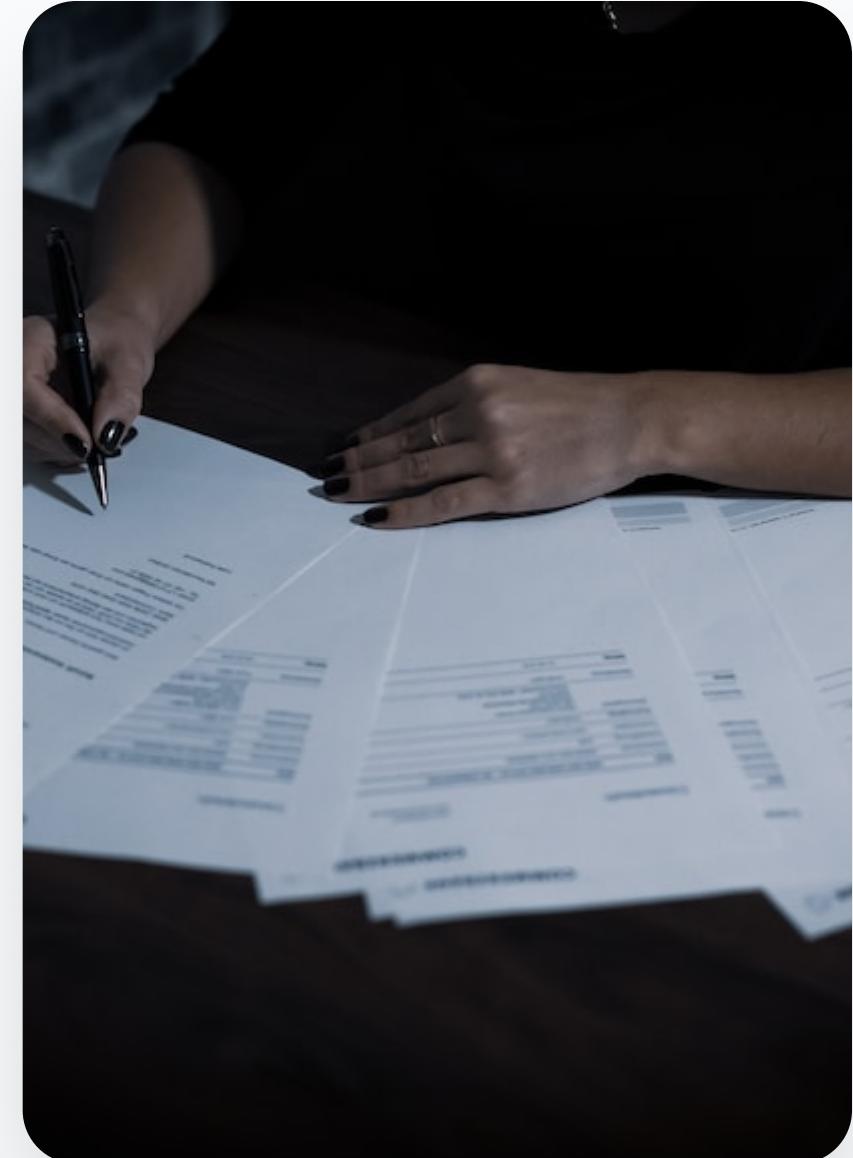
- To ensure an optimal user experience, we prioritized a desktop-first approach to design
- The design follows the already established Oregon.gov style guide
- The design should be aimed at reducing user stress and confusion by presenting only the most essential information, streamlining the user experience, and creating a clear and engaging interface



1 2 3. DESIGN

Prioritizing Desktop-First Design: Our Rationale and Approach

- In our interviews, it became evident that all of the users assumed desktop usage without prompting or guidance
- Our data revealed that critical tasks such as filing for unemployment were better suited to desktop usage, providing a more efficient and user-friendly experience
- Research indicated that users recognized the necessity of paperwork and document completion, often necessitating the use of a computer



Style Guide

Typography

Font Family

Aa

DM Sans

Headlines

Heading 1

Heading 2

Paragraph

Paragraph 1

Paragraph 2

Nav

Nav Item

Button

Button

Bold, 48px

Bold, 36px

Bold, 22px

Regular, 18px

Bold, 21px

Bold, 24px

Colors

Primary



#27432B



#222222



#FFFFFF

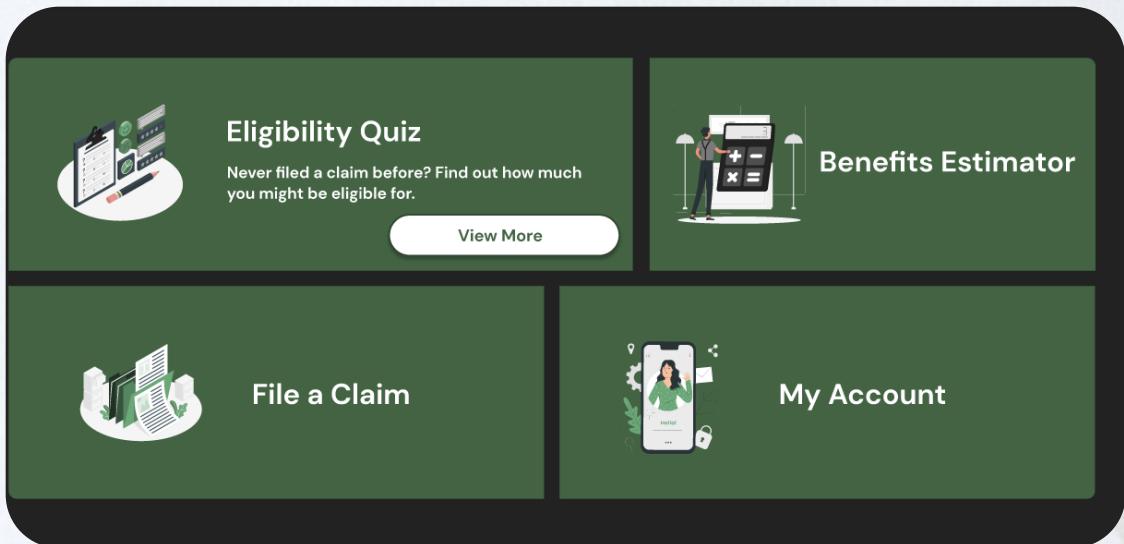
Secondary



#3A6440



#333333



Specific Feature Highlights

- We wanted to include hover-to-reveal text animations which would have enabled us to conceal text until needed, reducing user stress and creating a more streamlined and user-friendly page load experience
- By providing a checklist on the Initial Steps dashboard, users were presented with a clear and structured path to follow, ultimately reducing stress and promoting a more seamless and stress-free experience →

Step	Task	Status
Step 1	Eligibility Quiz	Completed (Green Checkmark)
Step 2	Benefits Estimator	Completed (Green Checkmark)
Step 3	File a Claim	Pending (White Square)
Step 4	Upload Forms	Pending (White Square)
Step 5	Approval Status	Pending (White Square)
Step 6	EDD Debit Card	Pending (White Square)
Step 7	Weekly Check In	Pending (White Square)

DESIGN MOCKUPS

1. OFFLINE EXPERIENCE

2. FUNNEL

3. ONLINE EXPERIENCE

LANDING PAGE

An official website of the State of Oregon [Here's how you know »](#)

 Home Job Seekers Unemployment Businesses Agency Information Modernization Paid Leave Oregon Frances Online Forms Videos   Select Language ▾



Frances Online will be unavailable during scheduled maintenance on Thursday, March 9 from 8:00 p.m.-11:00 p.m. We apologize for the inconvenience.

Frances en Línea no estará disponible durante el mantenimiento programado el jueves 9 de marzo de 8:00 p.m. a 11 p.m. Nos disculpamos por las molestias.

File an unemployment claim: Question about your claim? Use the [Contact Us](#) form or visit [unemployment.oregon.gov](#).

- Find a Job
- Find Job Fairs & Events
- Veterans Services
- WorkSource Centers
- More

- Use the Online Claim System
- Answer UI Questions
- iMatchSkills Register/Login
- Appeals Process
- Report UI Fraud

- Payroll Taxes
- Hire an Employee
- Recruit and Hire Veterans
- Look Up Economic Information
- Incentive Programs

- Earned Income Tax Credit
- Look Up Wages & Job Info
- Local Industry Profiles
- Contact Local Economists
- More at [www.QualityInfo.org](#)

WorkSourceOregon.org**Frances Online****QualityInfo.org****Office of
Small Business Assistance****Business Xpress**

@ Need Help?

Trouble with state or local government?
Contact the Office of Small Business Assistance[Get Help](#)Help us improve! Was this page helpful? **Links**

[Site Map](#)
[Equal Opportunity](#)
[Employment Advisory Council](#)
[Employment Appeals Board](#)
[Confidentiality Disclaimer](#)

Disclaimer of hyperlinks: The appearance of external hyperlinks does not constitute an endorsement by the Oregon Employment Department of the linked websites, or the information, products, or services contained therein.

Address

Oregon Employment Department
875 Union St. NE
Salem, OR 97311

Contact

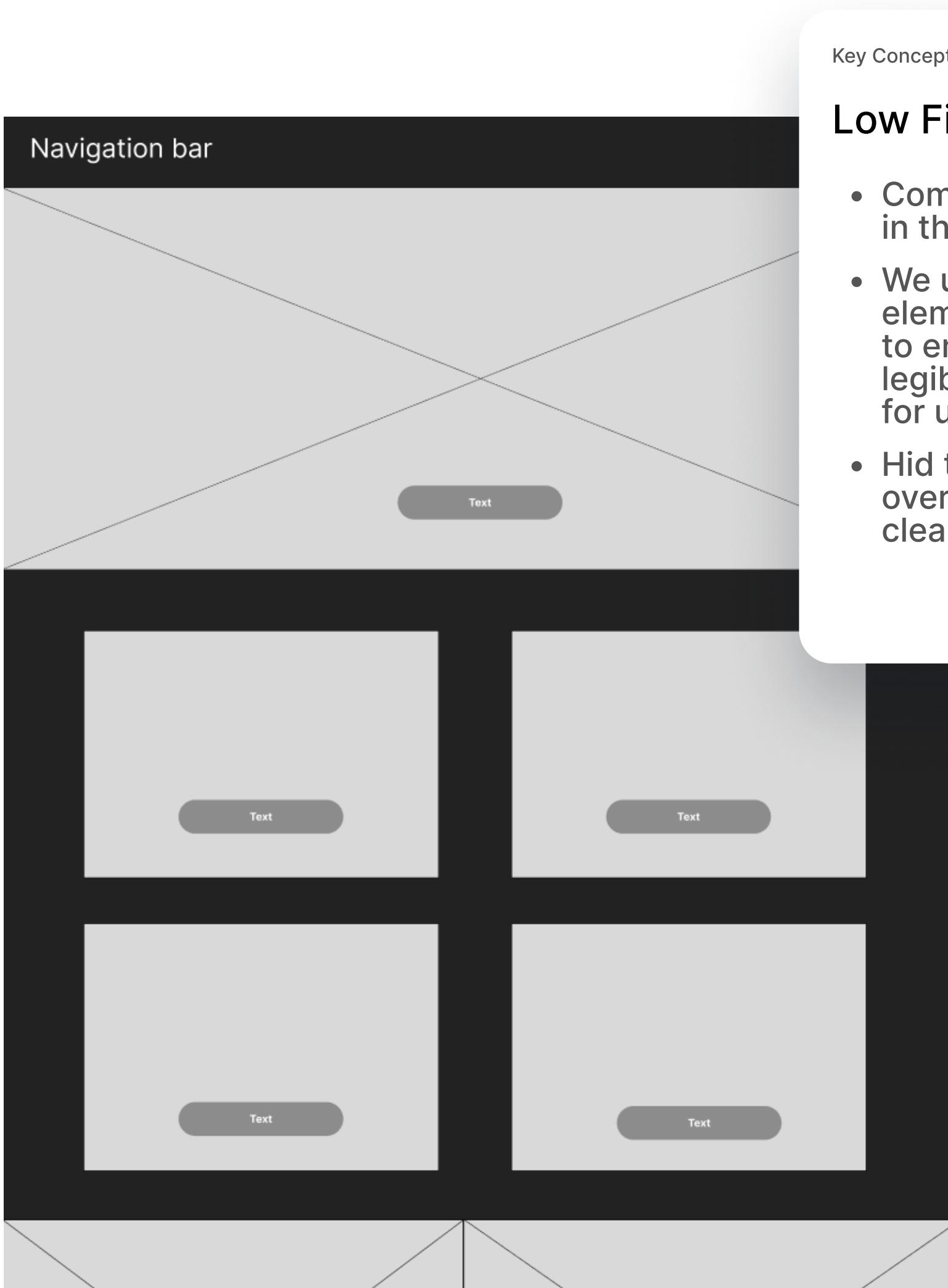
[Employment Department Contacts](#)
[Need help? | ¿Necesita ayuda? |
Нужна помощь? | Cần trợ giúp? |
需要帮助? | 需要幫助? |
도움이 필요하시나요? |
ትዕዛዝዎችዎች | አርቶች ይፈልጋለ? |
ابه نیاز االمساعده؟ | لى تمتاج هل داريد؟ كمك
Ma u baahan tahay caawimaad?](#)

About Oregon.gov

[Oregon.gov](#)
[State Employee Search](#)
[Agencies A to Z](#)
[Accessibility](#)
[Privacy Policy](#)
[Supported Browsers](#)



LANDING PAGE



Key Concepts

Low Fidelity

- Compelling Call-to-Action in the Hero Section
- We used large card elements and font sizes to ensure that the text is legible and easy to read for users of all ages
- Hid text behind a mouse-over effect to promote a cleaner interface

LANDING PAGE

OREGON.GOV Unemployment Paid Leave Help Center General Info Businesses Job Seekers English

State of Oregon Unemployment Department

[File a Claim](#) [Check Claim Status](#)

Announcements
File an unemployment claim. Question about your claim? Use the Contact Us form or visit [unemployment.oregon.gov](#).

Eligibility Quiz

Benefits Estimator

File a Claim

My Account

Looking for help with your business?

View Now

Looking for a job?

Search Jobs

Frequently Asked Questions

- Unemployment Insurance
- Online Claim System
- Paid Leave
- Job Search

Help Videos

What is a Waiting Week?

Typical UI Benefits Hearing

Working While Claiming UI Benefits

Recommended Way to File a Claim

What is Paid Leave?

Business Owner's Guide

Links

- Site map
- Equal Opportunity
- Employment Advisory Council
- Employment Appeals Board
- Confidentiality Disclaimer

About Oregon.org

- Oregon.gov
- State Employee Search
- Agencies A to Z
- Accessibility
- Privacy Policy
- Supported Browsers

Contact

- Employment Department Contacts

Oregon Employment Department
875 Union St. NE
Salem, OR 97311



1. OFFLINE EXPERIENCE

2

3

ONLINE CLAIM SYSTEM

BEFORE

Welcome to Your Online Claim System Español

Please Note:

- Weekly Claims completed on Sunday and Monday **are all processed Monday evening**. If Monday is a holiday, they will all be processed Tuesday evening.
- We have a scheduled downtime from 11:55 pm to 2:30 am Pacific Time each night for system maintenance.
- Some modules will be unavailable from 2:30 am to 4:00 am every Sunday.
- Filing of Initial Claims is not available weekdays from 10:00 pm to 2:30 am, Saturday from 8:00 pm to Sunday 4:00 am and Sunday from 8:30 pm to Monday 5:00 am.
- If you are attempting to file an Initial Claim on Saturday between 8:00 pm and 11:59 pm, please call 1-877-FILE-4-UI (1-877-345-3484) to begin the claim filing process and establish your effective week.
- We will provide notice of unavailability as soon as an outage is planned or occurs.

[More information about this system](#)

Regular UI Initial Claim	Apply for regular unemployment insurance (UI) benefits by filing an initial claim. After you apply, you will also need to file a weekly claim (see below). Help Once you file your claim, you will receive a "Wage and Potential Benefit Report" showing the wages and hours we used to determine your weekly benefit amount. If the wages or hours are less than what you believe they should be, please submit a request through Contact Us . It may take up to two weeks to complete the review of your wage information.
Regular UI Weekly Claim	To start getting regular unemployment insurance (UI) benefits, you need to file a weekly claim. This is different than the initial claim. You have to file both to get your benefits. Help A weekly claim is how we figure out how much money to send you for that week. A week is Sunday through Saturday. You can't submit a weekly claim until the week is over. So if you filed your initial claim this week, you need to wait until Sunday to file your first weekly claim. To keep getting benefits, you need to file a new weekly claim every week.
Status of Initial Claim and Other Account Details	View your weekly payment details, claim balance and expiration date, work search records, and UI Basics Review results. Please note: This system is only updated once per day. Please wait until the next business day before checking again.
	IMPORTANT: The status of your claim will not be available until your claim has been processed. Help
	See the status of your current weekly claim report (if claimed by Internet or phone) Help

AFTER

Welcome to Your Online Claim System

Initial Unemployment Claim
Apply for regular unemployment insurance (UI) benefits by filing an initial claim. After you apply, you will also need to file a weekly claim (see below). [Apply](#)

 **Weekly Unemployment Claim**

 **Pandemic Unemployment Assistance**

 **Status of Initial Claim and Other Account Detail**

 **Status of Weekly Report**

 **Restart Your Claim**

Important Notes/Information

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1. OFFLINE EXPERIENCE

2

3

JOB SEARCH

BEFORE



AFTER

OREGON.GOV Unemployment Paid Leave Help Center General Info Businesses Job Seekers

Home / Job Search

Find an open position

Search

City/State Date Posted Experience Level Job Type

Top Rated Jobs

Upcoming Events

Links

- > Site map
- > Equal Opportunity

About Oregon.org

- > Oregon.gov
- > State Employee Search

Contact

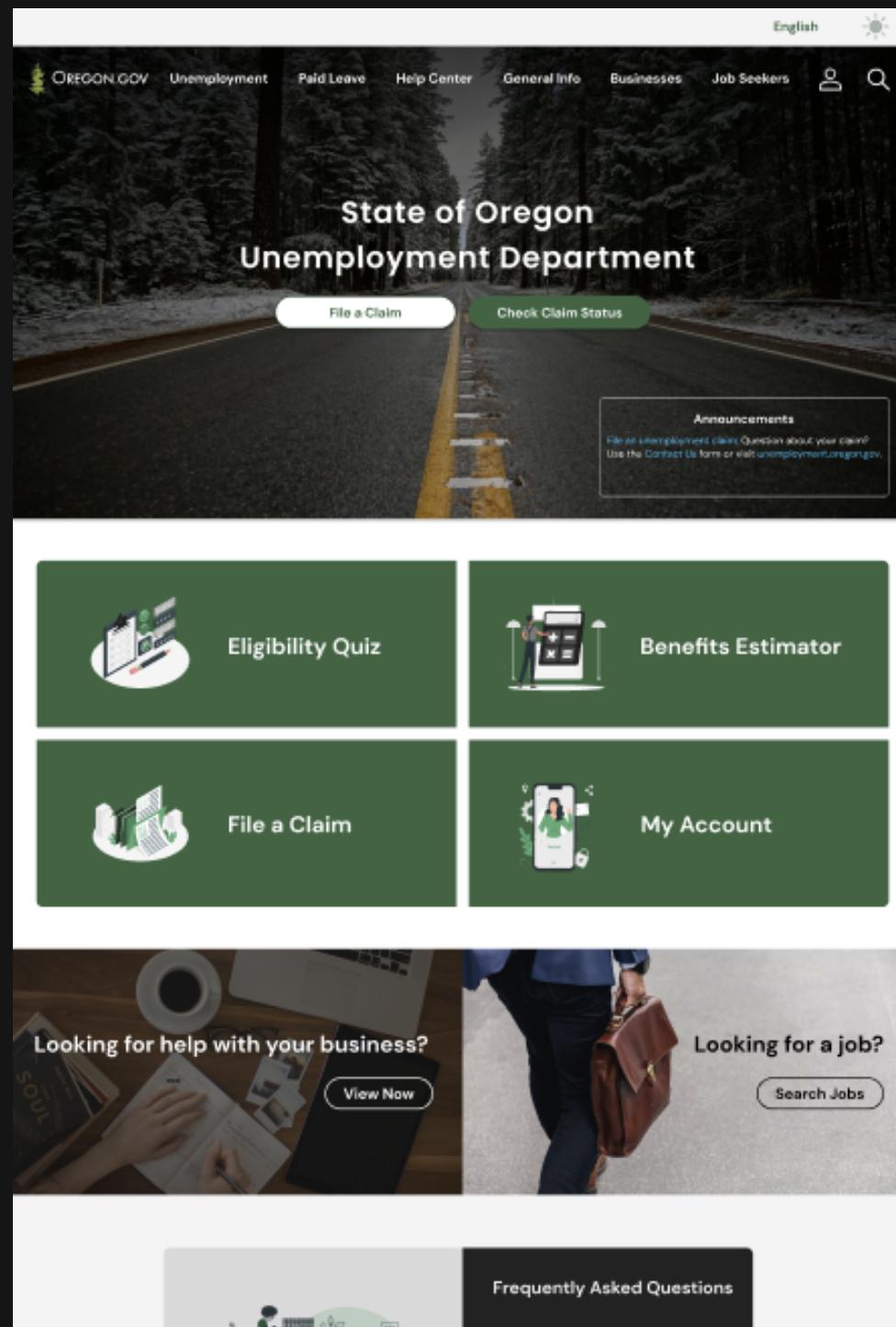
- > Employment Department Contacts

1. OFFLINE EXPERIENCE

2

3

LIGHT VERSION



DESIGN MOCKUPS

1. OFFLINE EXPERIENCE

2. FUNNEL

3. ONLINE EXPERIENCE

START OF THE FUNNEL

The screenshot shows the homepage of the Oregon Unemployment Department. At the top, there's a navigation bar with links for "OREGON.GOV", "Unemployment" (which is circled in red), "Paid Leave", "Help Center", "General Info", "Businesses", "Job Seekers" (which is circled in red), and a user icon. A search icon is also present. The main title "State of Oregon Unemployment Department" is centered over a background image of a road through a forest. Below the title are two prominent buttons: "File a Claim" (circled in red) and "Check Claim Status" (circled in red). To the right, there's a box titled "Announcements" with text about filing a claim. At the bottom, there are four cards: "Eligibility Quiz" (with a clipboard icon), "Benefits Estimator" (with a calculator icon), "File a Claim" (with a document icon), and "My Account" (with a smartphone icon). The "File a Claim" card has a "View More" button at the bottom, which is circled in red.

English ☼

OREGON.GOV **Unemployment** Paid Leave Help Center General Info Businesses Job Seekers

File a Claim **Check Claim Status**

Announcements
File an unemployment claim: Question about your claim?
Use the Contact Us form or visit [unemployment.oregon.gov](#).

Eligibility Quiz

Benefits Estimator

File a Claim
Find all of the forms you need here.
View More

My Account

STEP 2 - NEW USERS

[Home](#) / [Online Claim System](#)

Welcome to Your Online Claim System

Initial Unemployment Claim

Apply for regular unemployment insurance (UI) benefits by filing an initial claim. After you apply, you will also need to file a weekly claim (see below).

[Apply](#)

Weekly Unemployment Claim



Pandemic Unemployment Assistance



Status of Initial Claim and Other Account Detail

Important Notes/Information

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Status of Weekly Report



Restart Your Claim

1

THE FUNNEL

3

ACCOUNT CREATION



OREGON.GOV

Unemployment

Paid Leave

Help Center

General Info

Businesses

Job Seekers

[Home](#) / [Create My Account](#)

Create My Account

First Name:

Last Name:

Email Address:

Password:

Confirm Password:

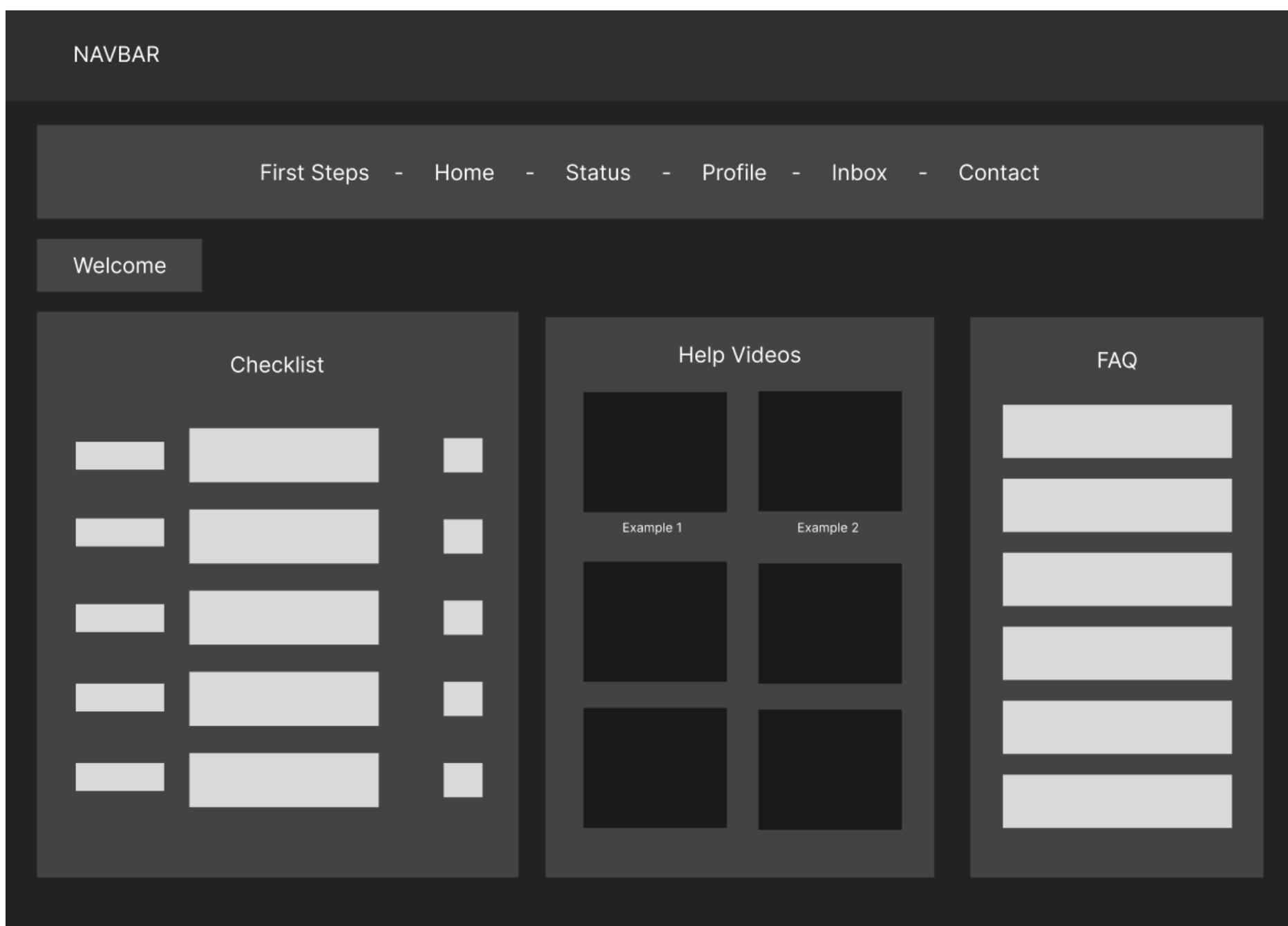
[Create Account](#)[Already have an account? Log In](#)

DESIGN MOCKUPS

1. OFFLINE EXPERIENCE

2. FUNNEL

3. ONLINE EXPERIENCE

Initial Steps**Key Concepts****Low Fidelity**

- To help users stay organized and on track, we have designed a checklist that functions similarly to a shopping list, providing clear and actionable steps while allowing users to easily mark each item as complete
- To provide users with easy access to information and reduce the number of support requests, we implemented a FAQ section that addresses common questions and concerns
- To ensure users had all the resources they needed to complete the checklist, we incorporated a help videos section that provided step-by-step guidance for each item, offered an additional layer of support, and promoted user success

INITIAL STEPS

OREGON.GOV Unemployment Paid Leave Help Center General Info Businesses Job Seekers  

 Initial Steps  Home  Status  Profile  Inbox  Contact

Welcome, John Doe

Checklist

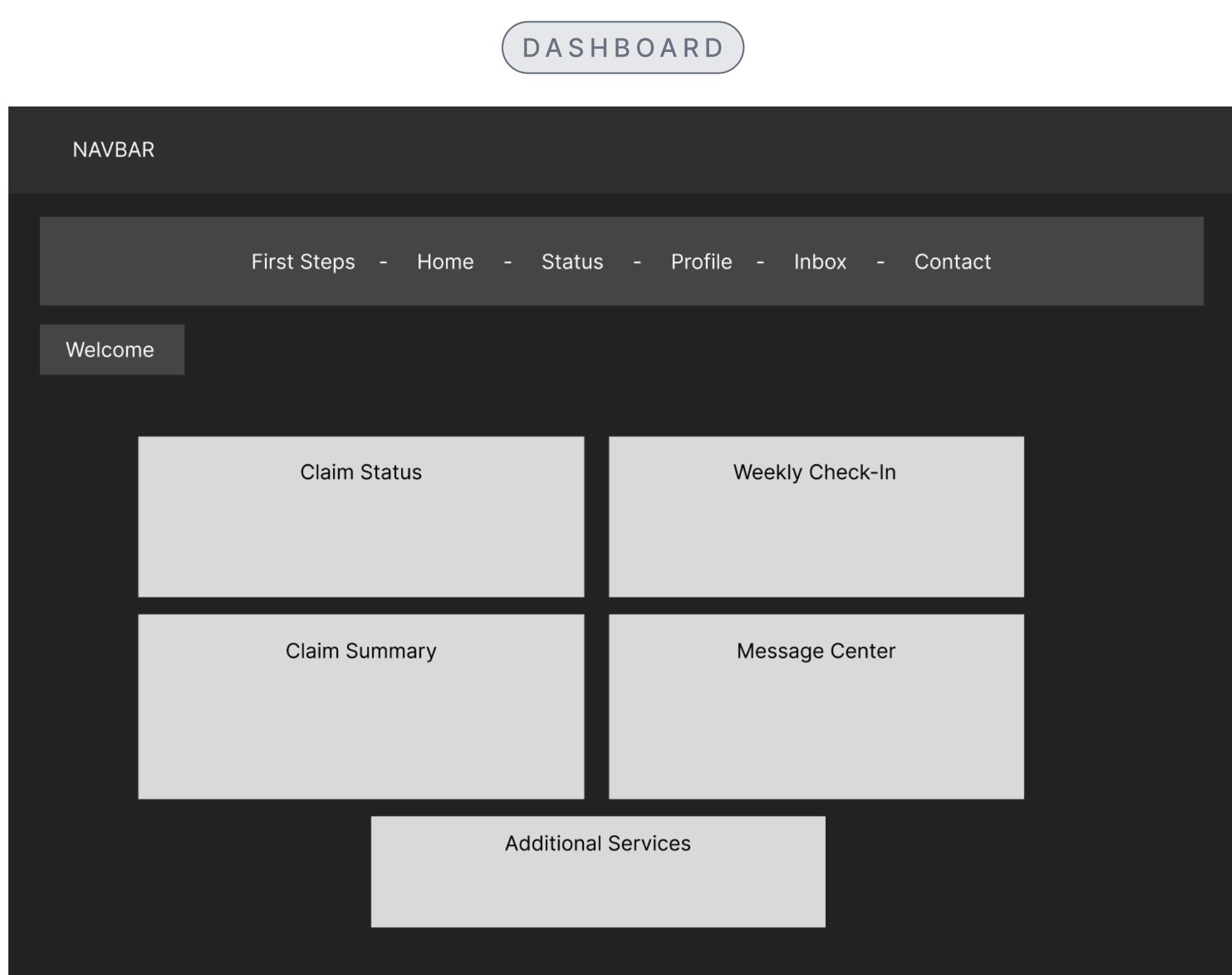
Step 1	Eligibility Quiz	
Step 2	Benefits Estimator	
Step 3	File a Claim	
Step 4	Upload Forms	
Step 5	Approval Status	
Step 6	EDD Debit Card	
Step 7	Weekly Check In	

FAQ's

-  How do I file my initial claim application?
-  What happens after I file my initial Unemployment Insurance claim?
-  How do I get a PIN, and what is my CID?
-  What is a Waiting Week?
-  When can I expect my first payment?
-  What can delay, reduce or stop my benefits?

Help Videos

 Eligibility Quiz	 Benefits Estimator
 File a Claim	 Upload Forms
 Approval Status	 EdD Debit Card

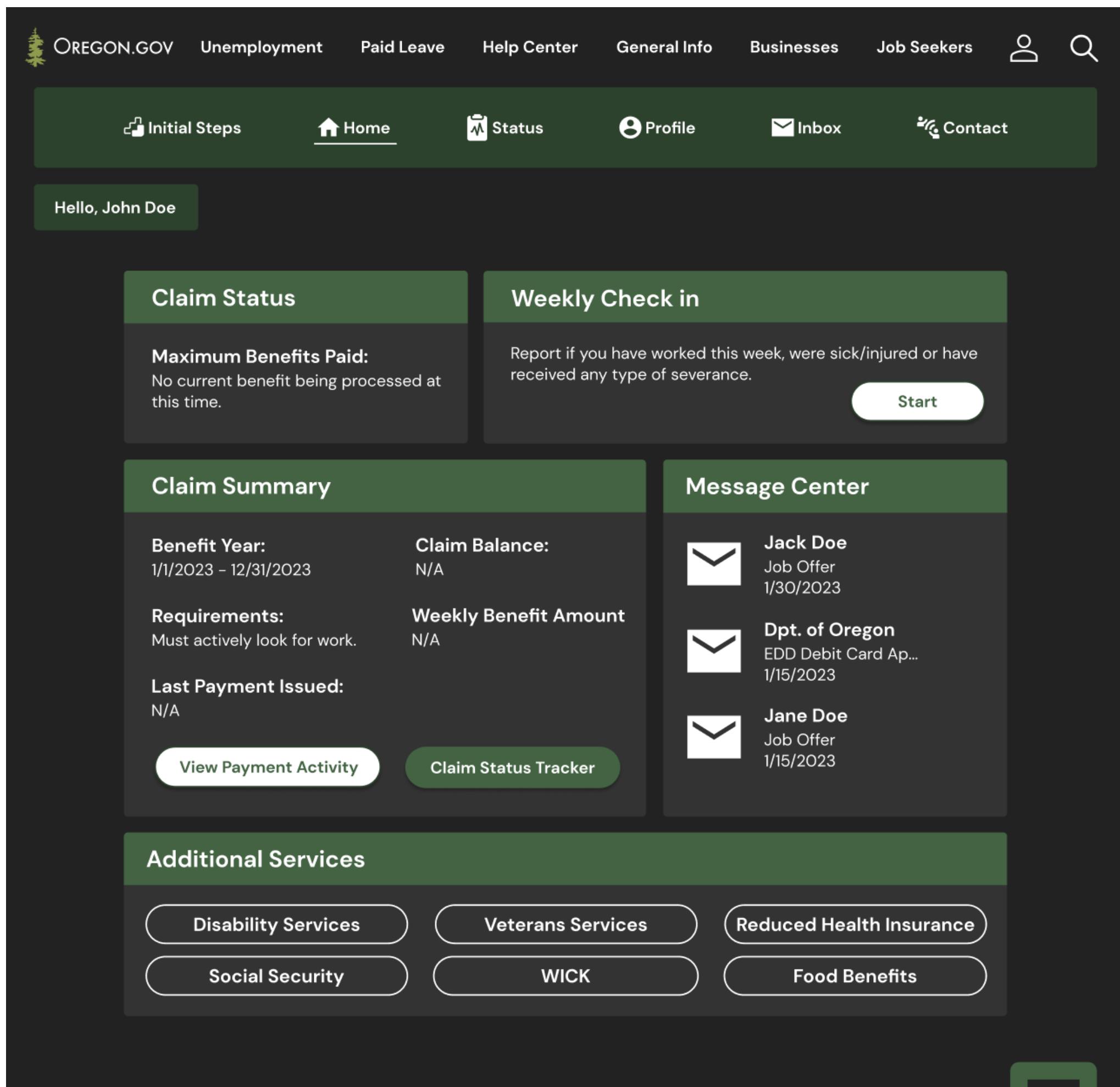


Key Concepts

Low Fidelity

- After conducting a competitive analysis during the research sprint, we've identified the most important elements that users should see on their dashboard upon logging in, prioritizing usability and enhancing the overall user experience
- Our primary objective was to avoid overwhelming users with information by organizing each piece into its own clearly labeled card with a structured hierarchy, improving usability and readability

DASHBOARD



The image shows the Oregon.gov Unemployment Dashboard. At the top, there's a navigation bar with links for OREGON.GOV, Unemployment, Paid Leave, Help Center, General Info, Businesses, Job Seekers, a user icon, and a search icon. Below the navigation is a secondary menu with links for Initial Steps, Home (which is underlined), Status, Profile, Inbox, and Contact. A greeting "Hello, John Doe" is displayed. The dashboard features several cards: "Claim Status" showing "Maximum Benefits Paid: No current benefit being processed at this time.", "Weekly Check in" with a "Start" button, "Claim Summary" with details like Benefit Year (1/1/2023 - 12/31/2023) and Claim Balance (N/A), Requirements (Must actively look for work.), and Last Payment Issued (N/A); it also includes "View Payment Activity" and "Claim Status Tracker" buttons; "Message Center" listing messages from Jack Doe (Job Offer, 1/30/2023), Dpt. of Oregon (EDD Debit Card Ap..., 1/15/2023), and Jane Doe (Job Offer, 1/15/2023); and an "Additional Services" section with links for Disability Services, Veterans Services, Reduced Health Insurance, Social Security, WICK, and Food Benefits.

OREGON.GOV

Unemployment Paid Leave Help Center General Info Businesses Job Seekers

Initial Steps Home Status Profile Inbox Contact

Hello, John Doe

Claim Status

Maximum Benefits Paid:
No current benefit being processed at this time.

Weekly Check in

Report if you have worked this week, were sick/injured or have received any type of severance.

Start

Claim Summary

Benefit Year: 1/1/2023 – 12/31/2023 **Claim Balance:** N/A

Requirements: Must actively look for work. **Weekly Benefit Amount:** N/A

Last Payment Issued: N/A

View Payment Activity **Claim Status Tracker**

Message Center

Jack Doe
Job Offer
1/30/2023

Dpt. of Oregon
EDD Debit Card Ap...
1/15/2023

Jane Doe
Job Offer
1/15/2023

Additional Services

Disability Services **Veterans Services** **Reduced Health Insurance**

Social Security **WICK** **Food Benefits**

OUTCOMES

Since this project was purely fictional, we didn't have any tangible metrics to track. Nonetheless,...

- Although we had a small sample size, the users who viewed the redesign all expressed a preference for it
- One user commented, 'I wished I could've used this dashboard instead of having to sift through my emails to find the next step.' This feedback was particularly meaningful as the user had recently navigated Oregon's unemployment service and had first-hand experience with the challenges of the process
- If we had access to the metrics, we would be interested in comparing the bounce rate between the landing pages, measuring the feature adoption rate, and tracking the customer satisfaction score (CSAT)



PROPOSED SOLUTION

Our app is designed to be user-friendly and visually consistent with Oregon.gov. We've simplified the information and created an easy-to-use funnel to help users navigate the app efficiently. With its intuitive design and clear navigation, our app offers a superior user experience.

Want more? Check the links below..

<https://www.figma.com/file/BeBUfU7YKcaEdRSGS89Zk0/Module-13-%26-14-Wireframe?node-id=0%3A1&t=SXCiUXCC0A0EVVLy-1>

<https://docs.google.com/presentation/d/1GHLfD0otu8JGq3U9F251jhol0p5dmzLRCZ2p5Da93Ag/edit#slide=id.p>



OREGON.GOV

Thank you...

Tucker Pikula
tuckerpikula.com

[Link to Figma Design](#)