

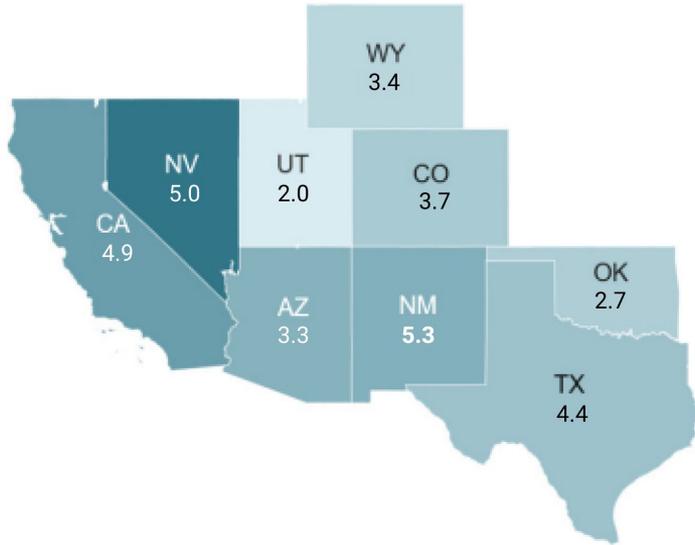


REDESIGNING AN UNEMPLOYMENT WEBSITE

New Mexico Department of Workforce Solutions

5.3%

Unemployment Rate



Project Specs

Time: 5 weeks

Team: 3 UX/UI Developers

My Responsibilities:
Project Manager
UI Designer

THE PROBLEM

New Mexicans facing unemployment are having difficulties when trying to file for unemployment insurance and navigating the New Mexico Department of Workforce Solutions website

THE SOLUTION

Identify main pain points users are facing when filing for unemployment insurance and find a way to improve the process

USER JOURNEY

Meet Jose

A 26 year old server, who has recently been laid off due to workforce reduction during the Covid outbreak

Needs to file for unemployment insurance, so he can continue to pay off his student loan debt and other utility bills while actively looking for a new job.

Jose doesn't know where and how to begin, because the amount of information on the New Mexico Department of Workforce Solution website is too overwhelming and confusing, which makes me feel stressed out and frustrated.



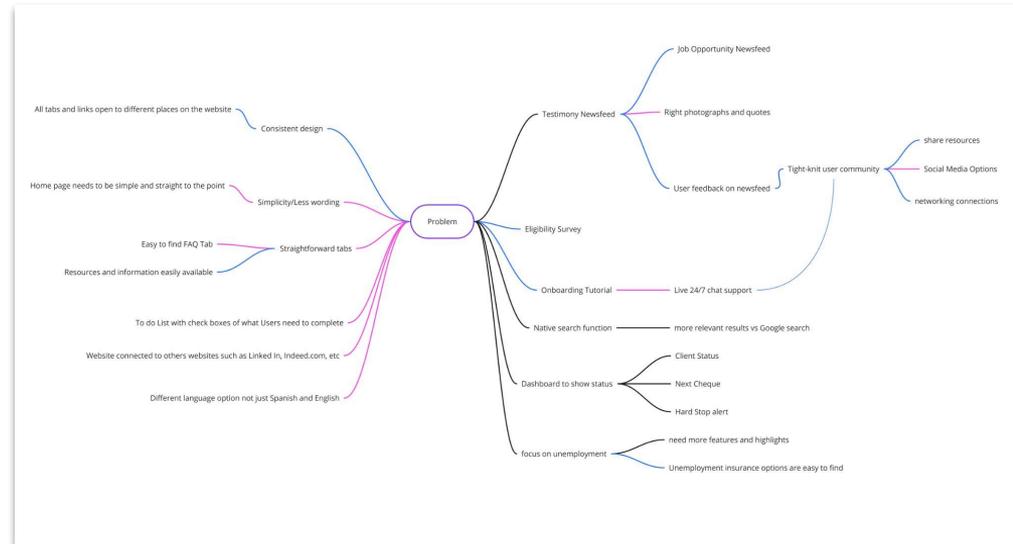
Pain Points

- The amount of information in the website is overwhelming and confusing, which makes users feel frustrated
- Users don't know where to start
- Users don't know which documents they need to file a claim
- Design through the website is not consistent, all tabs and links open to different places on the website

Mind Map

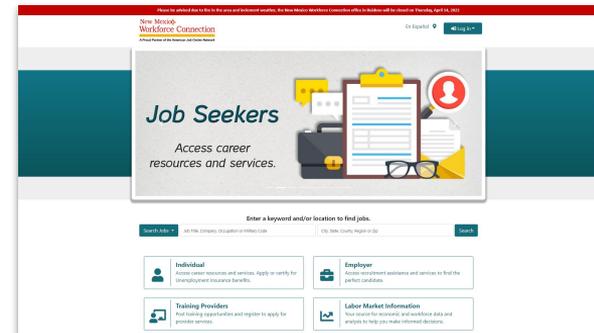
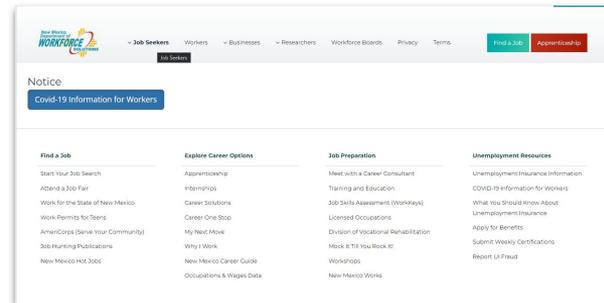
We put a mind map together to identify solutions based off of the pain points we found when navigating through the website. Some things we learned are the following:

- Needs simplicity and needs to be straight to the point
- Needs an onboarding tutorial, resources and live chat support
- Needs native search function for more relevant results
- Needs dashboard to show user status: Client Status, Next check, and hard stop alerts
- Needs to focus on unemployment: It needs more features and highlights about unemployment, and what users can do if unemployed.



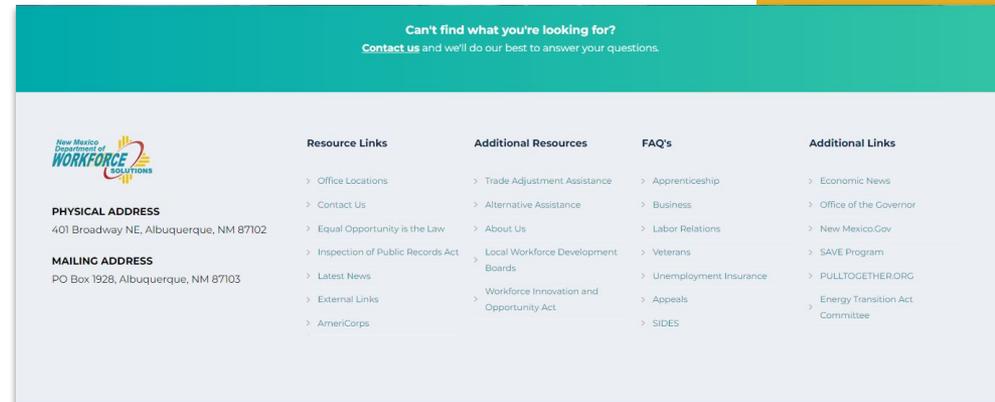
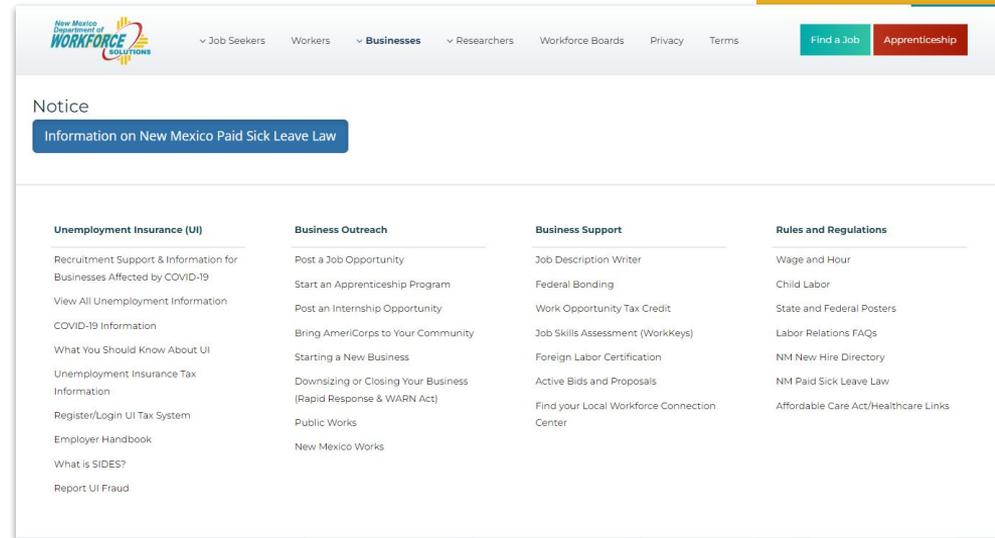
Information Architecture Analysis

- NMDoWS pages use grouping and complementing colors to highlight the information they believe users want to see. The methods are effective to draw attention, but the highlighted information is irrelevant.
- NMDoWS website contains navigation UI, but clicking on the buttons would bury users in layers of text links suitable for bots but confusing for users. We will simplify the redirect and connect users to relevant resources.
- Many of the NMDoWS primary navigation bar categories are redundant and irrelevant. Moreover, the Workers category is not a drop-down, making it inconsistent. Most of these categories can be combined or placed elsewhere. For example, the Privacy and Terms category can be grouped and placed in the footer instead.
- Users coming to the NMDoWS site wanting to file a claim are redirected to another website. We will work to build a seamless transition and tools for new users to file a new claim or check claim status within the NMDoWS domain.
- The primary goal of NMDoWS is to help create awareness of current job markets with less emphasis on unemployment insurance benefits. We will work to build UI resources that are easy to access.
- There is a lack of consistency throughout the NMDoWS site. Clicking on links would redirect users to new sites instead of keeping users within the website domain, eroding user experience. We will work to create a consistent design throughout and help users navigate the site with FAQs or vector images that are easy to understand.



SITEMAP REDESIGN

The team decided that the sitemap should be simpler, so users could navigate through the website without getting confused



STYLE GUIDE

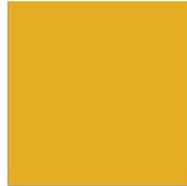
Colors

Primaries and grays

<https://yeun.github.io/open-color/>



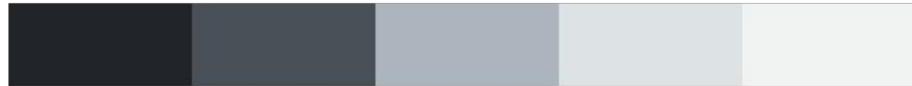
BLUE
#0F7C83



YELLOW
#E4AD24



RED
#CB1010



#212429

#495057

#ACB5BD

#DDE2E5

#F1F3F3

Blue conveys Reliability

Yellow conveys Optimism and Energy

Red conveys Urgency

STYLE GUIDE

Typography

For our Typefaces we went with Raleway Heavy as our Primary and Roboto Condensed as our Secondary

Raleway Heavy is an impactful font with some quirky bits which is contrasted by the standard, run of the mill Roboto font

We designed our voice and tone to be Serious, Casual, Respectful and Enthusiastic. These choices are reflected on the labeling of headers and buttons.

H1

RALEWAY HEAVY

H2

Raleway Heavy

H3

ROBOTO CONDENSED

H4

Roboto Condensed

H5

Roboto Condensed

P

Roboto Condensed

SMALL

Roboto Condensed

STYLE GUIDE

Buttons

DEFAULT MOBILE

Primary

Secondary

Alternate

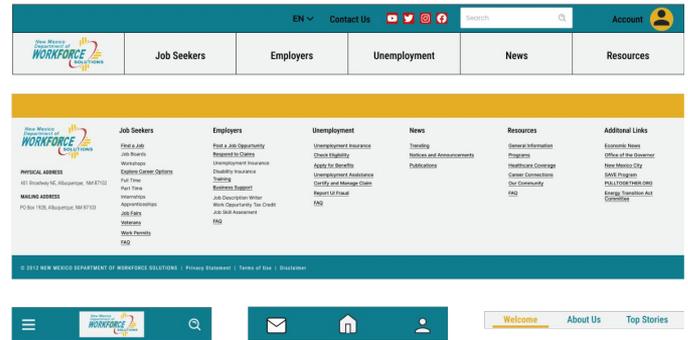
DEFAULT DESKTOP

Primary

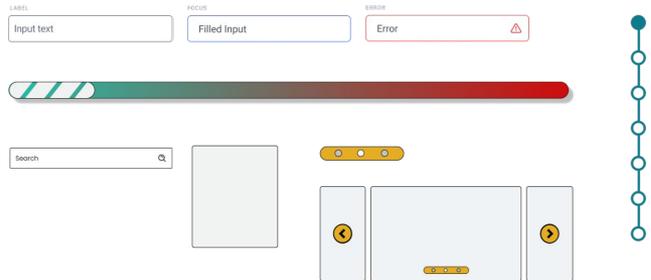
Secondary

Alternate

Tabs



Forms



Alerts



Icons

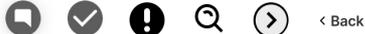
Fourier icons all 24px height and width with 2px stroke weight

https://fontawesome.com/

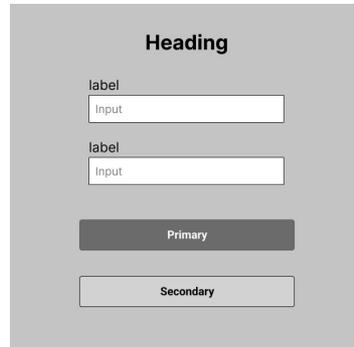
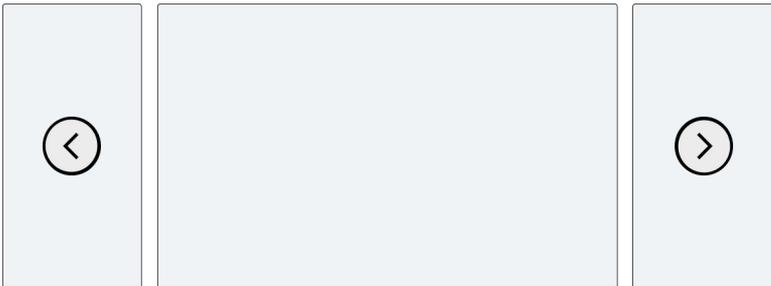
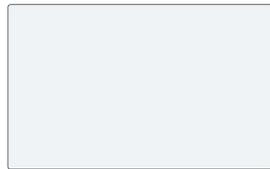




Primary



Secondary

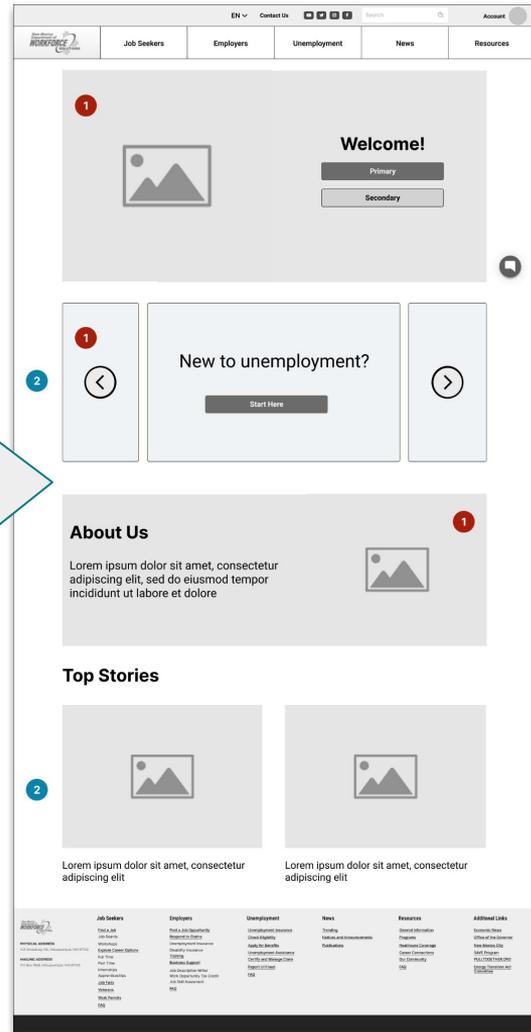


PATTERN LIBRARY



MidFi WELCOME SCREEN

- 1 Closure:** Each element on the homepage is enclosed in a box and grouped together making the relationship of elements clear to the user.
- 2 Alignment:** The whole page is perfectly aligned giving it a neat organized look. The user will not be overwhelmed when visiting this website.



MidFi STARTING A CLAIM

EN Contact Us Search Account

New Mexico WORKFORCE SOLUTIONS

Job Seekers Employers Unemployment News Resources

< Back

Begin Filing Claim

Welcome!

Social Security #

Confirm SSN

Personal Identification #

Confirm PIN

[Get Started!](#)

Material Checklist:

Make sure to have these materials ready before beginning! **3**

- ✓ Lorem ipsum dolor sit amet
- ✓ Lorem ipsum dolor sit amet, consectetur
- ✓ Lorem ipsum dolor sit amet **4**
- ✓ Lorem ipsum dolor sit amet, consectetur
- ✓ Lorem ipsum dolor sit amet
- ✓ Lorem ipsum dolor sit amet
- ✓ Lorem ipsum dolor sit amet

New Mexico WORKFORCE SOLUTIONS

PHYSICAL ADDRESS
401 Broadway NE, Albuquerque, NM 87102

MAILING ADDRESS
P.O. Box 1036, Albuquerque, NM 87103

Job Seekers
Find a Job
Job Boards
Workforce
Explore Career Options
Full Time
Part Time
Internships
Apprenticeships
Job Fairs
Veterans
Work Parents
FAQ

Employers
Post a Job Opportunity
Respond to Claims
Unemployment Insurance
Disability Insurance
Training
Business Support
Job Description Writer
Work Opportunity Tax Credit
Job Skill Assessment
FAQ

Unemployment
Unemployment Insurance
Check Eligibility
Apply for Benefits
Unemployment Assistance
Certify and Manage Claim
Report UI Fraud
FAQ

News
Trending
Notices and Announcements
Publications

Resources
General Information Programs
Healthcare Coverage
Career Connections
Our Community
FAQ

Additional Links
Economic News
Office of the Governor
New Mexico City
S&T Programs
PULL TOGETHER.ORG
Energy Transition Act Committee

3 **Heirarchy:** The text in the Material Checklist uses clear heirarchy. It indicates the way to read to the user. The headings are large and bold contrasting it with the content.

4 **Proximity:** The content under the Material Checklist are spaced tightly together so that users can clearly group the text away from other elements on the page like the chat box and login form.

MidFi WELCOME SCREEN

5 **Movement:** Both the Status bar and the Progress Journey element shows movement. These elements allow users to track their progress of their unemployment claim.

6 **White Space:** The negative spacing makes it so that the most important elements on the webpage or emphasized like the home button and progress bars. It also allows for some breathing room.

7 **Emphasis:** Clear emphasis on the alert using the window, the exclamation symbol and the underlined text. The users eyes are immediately drawn to this after looking at the progress bar.

The screenshot displays the MidFi WELCOME SCREEN. At the top, there is a navigation bar with the New Mexico WORKFORCE CONNECTIONS logo, a search bar, and links for EN, Contact Us, and Account. Below the navigation bar are tabs for Job Seekers, Employers, Unemployment, News, and Resources. The main content area features a status bar at the top with the text "Status: Verifying Claim..." and a progress bar. Below this is a "Progress..." section with a vertical timeline of seven steps. The third step is highlighted with a yellow circle containing the number 7 and a callout box that says "incomplete!". The fifth step is highlighted with a purple circle containing the number 5. A "Home" button is located at the bottom right of the main content area. The footer contains contact information for the New Mexico WORKFORCE CONNECTIONS and a grid of links for Job Seekers, Employers, Unemployment, News, Resources, and Additional Links.

EN Contact Us Search Account

New Mexico WORKFORCE CONNECTIONS Job Seekers Employers Unemployment News Resources

< Back

Status: Verifying Claim...

5

Progress...

5

7 incomplete!

Home

6

Job Seekers
Find a Job
Job Benefits
Workshops
Explore Career Options
Full Time
Part Time
Internships
Apprenticeships
Job Fairs
Interns
Work Permits
FAQ

Employers
Post a Job Opportunity
Respond to Claims
Unemployment Insurance
Disability Insurance
Training
Business Support
Job Description Writer
Work Opportunity Tax Credit
Job Skill Assessment
FAQ

Unemployment
Unemployment Insurance
Check Eligibility
Apply for Benefits
Unemployment Assistance
Skills and Managerial
Report Unpaid
FAQ

News
Training
Notes and Announcements
Publications

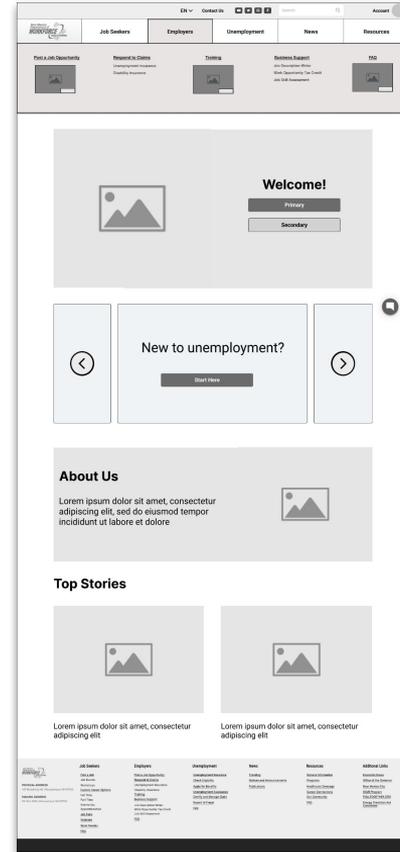
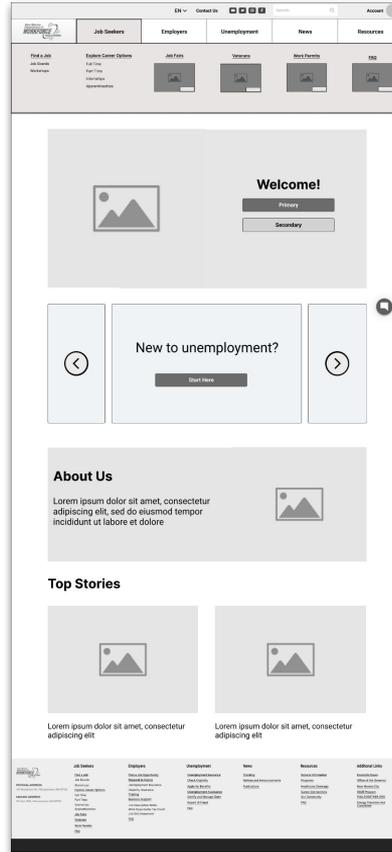
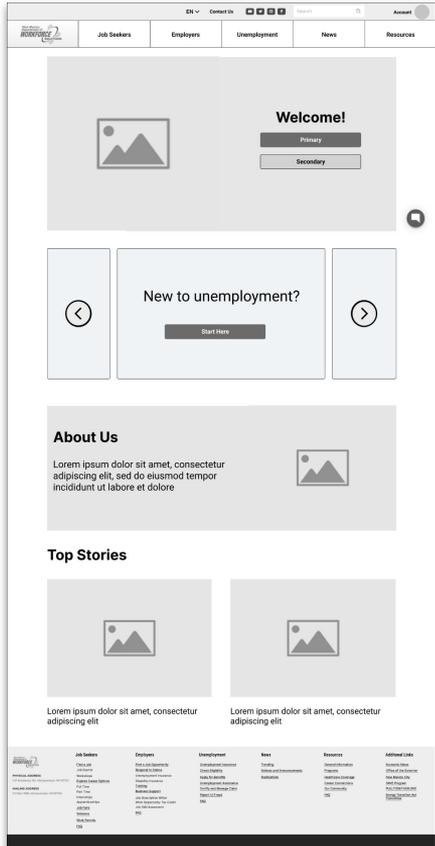
Resources
General Information
Programs
Healthcare Coverage
Career Connections
Our Community
FAQ

Additional Links
Economic News
Office of the Governor
New Mexico City
SNAP Program
PULLDOWNTHEJOB
Energy Transition Act
Committee

PHYSICAL ADDRESS
400 Broadway NE, Albuquerque, NM 87102

MAILING ADDRESS
PO Box 7028, Albuquerque, NM 87103

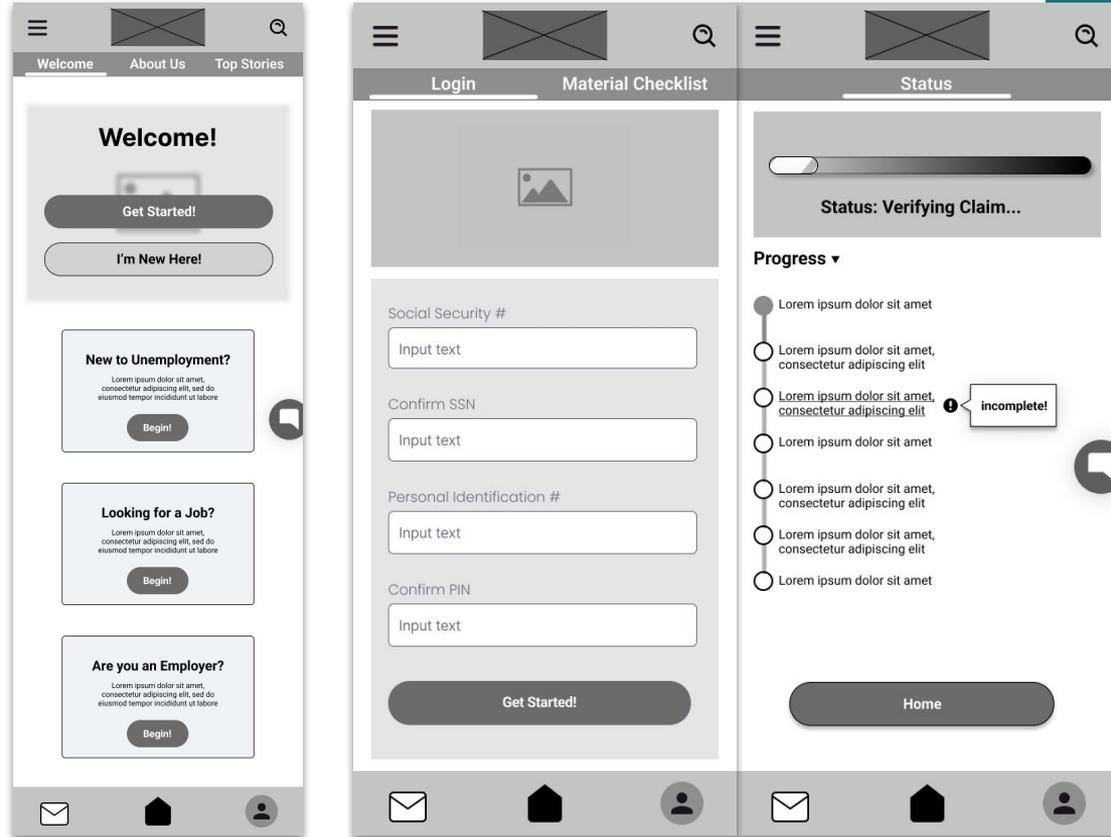
MID-FI WIREFRAMES



MOBILE WIREFRAMES

The next thing we did was create mobile wireframes. We made sure to resize and align every component on the screen.

While designing these wireframes we came up with a lot of ideas, but we couldn't decide which designs to go with, so the next thing we did was...



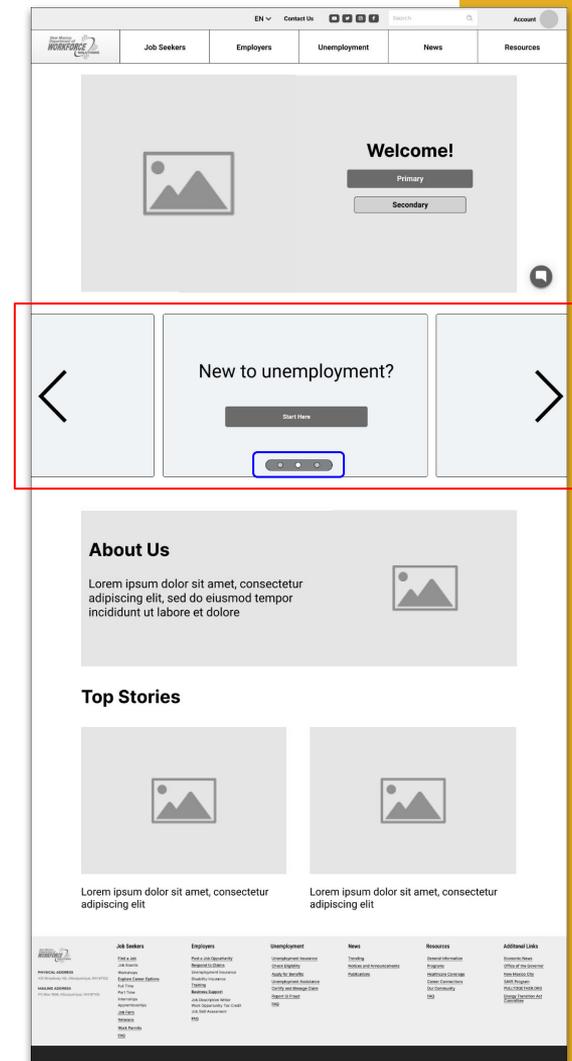
A/B TESTING - DESKTOP

For our Desktop Prototype we wanted to test the side scrolling component.

We wanted it to stand out more because it is the main component of this screen.

This is how we changed it. We extended the component to ends of the screen,

and added a tiny indicator to show users where they are...

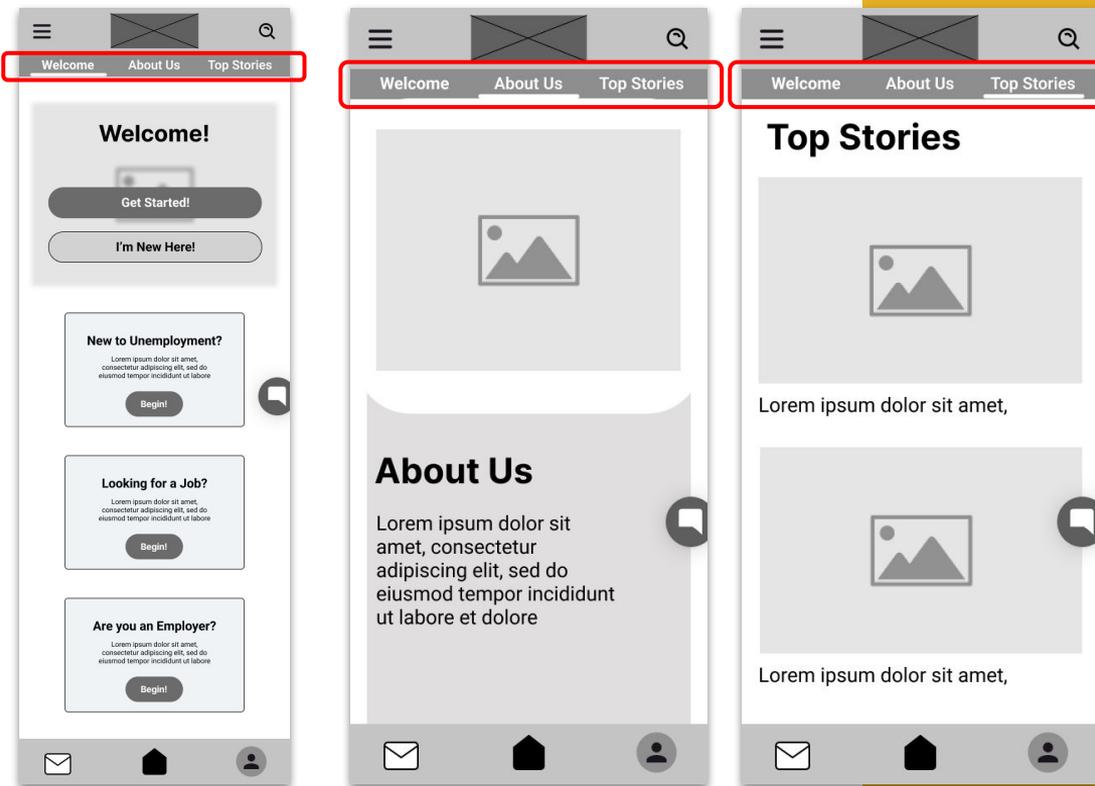


A/B TESTING - MOBILE

For our Mobile Prototype we wanted to test navigation

Notice the tabs on top of the screen?

Our original design contains an unconventional tab formatting to our mobile wireframes. Users will have to swipe left or right to view content of the same page. Although this design decision makes our wireframes look cleaner with less components on the screen, it could also confuse our users.



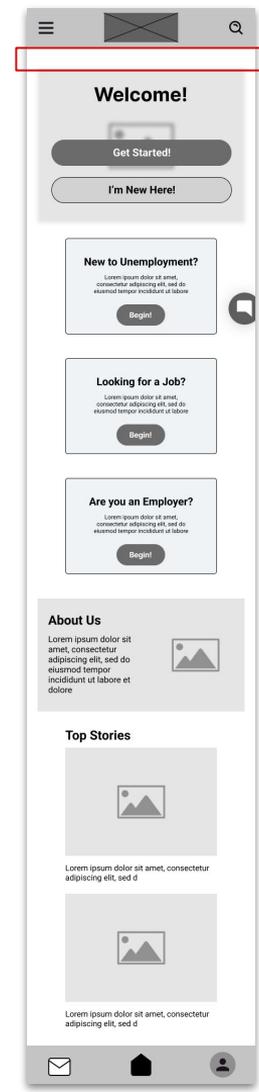
A/B TESTING - MOBILE

This is the redesigned navigation for our mobile prototype.

It's the conventional vertical scrolling design.

We elongated the screen and repositioned and aligned components on the screen.

The tab at the top of the screen is no longer needed.



When conducting A/B testing we asked 13 participants for their preference.

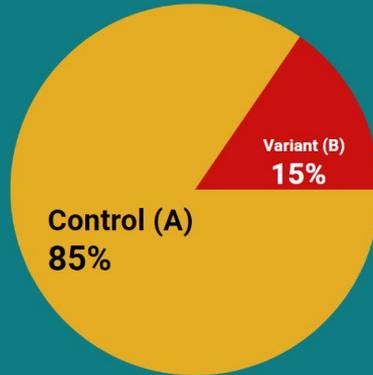
For the Desktop Version, users preferred the control design more. While our variant design did stand out like originally planned, it wasn't in a good way. Users said that the component stuck out like a sore thumb. They liked the indicator element and suggested we add that to the control version, however our hypothesis failed.

For the Mobile Version, Users preferred the variant design. Users found it easy and intuitive to navigate through the variant version of our mobile prototype. Our hypothesis was correct.

A/B TESTING RESULTS

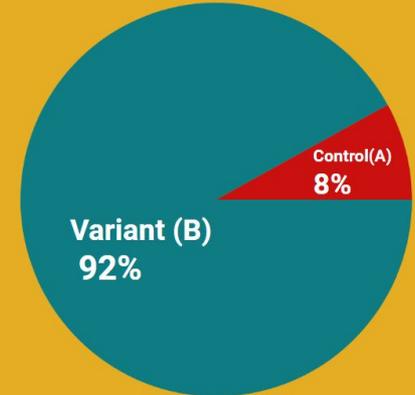
13 Participants

DESKTOP



Unsuccessful

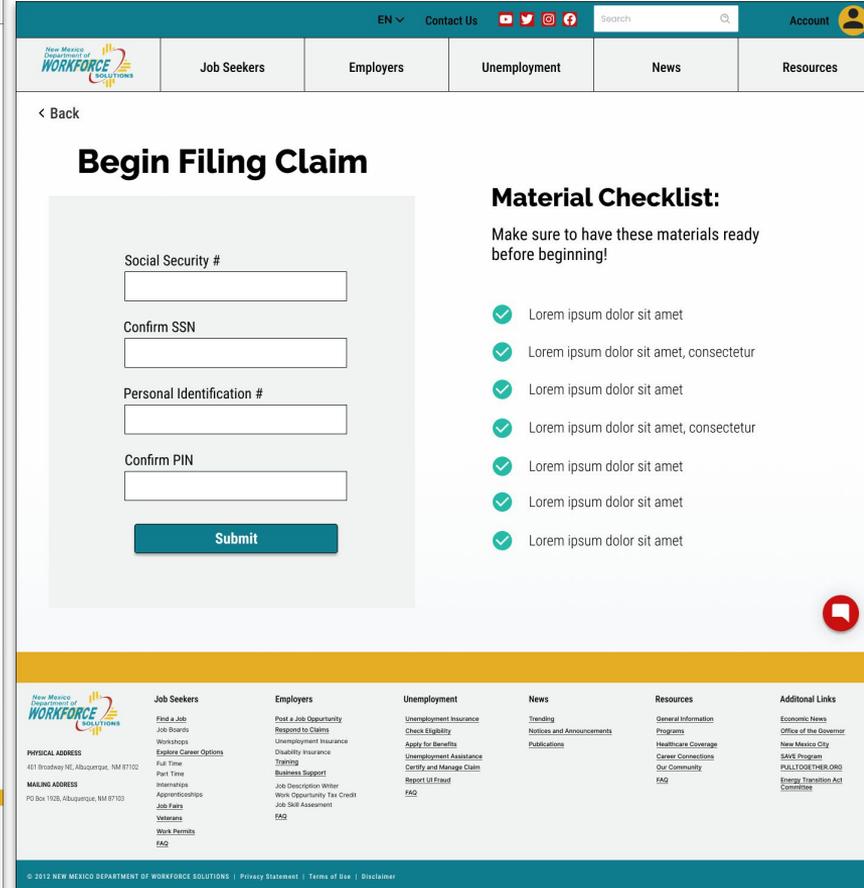
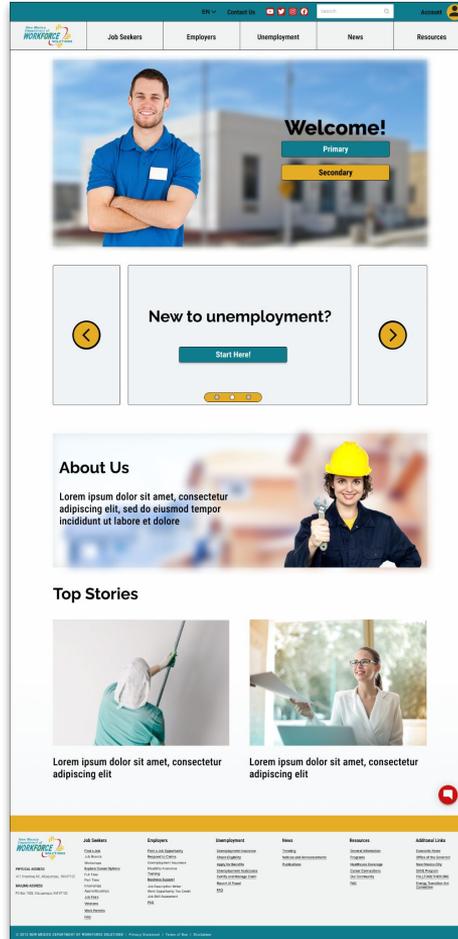
MOBILE



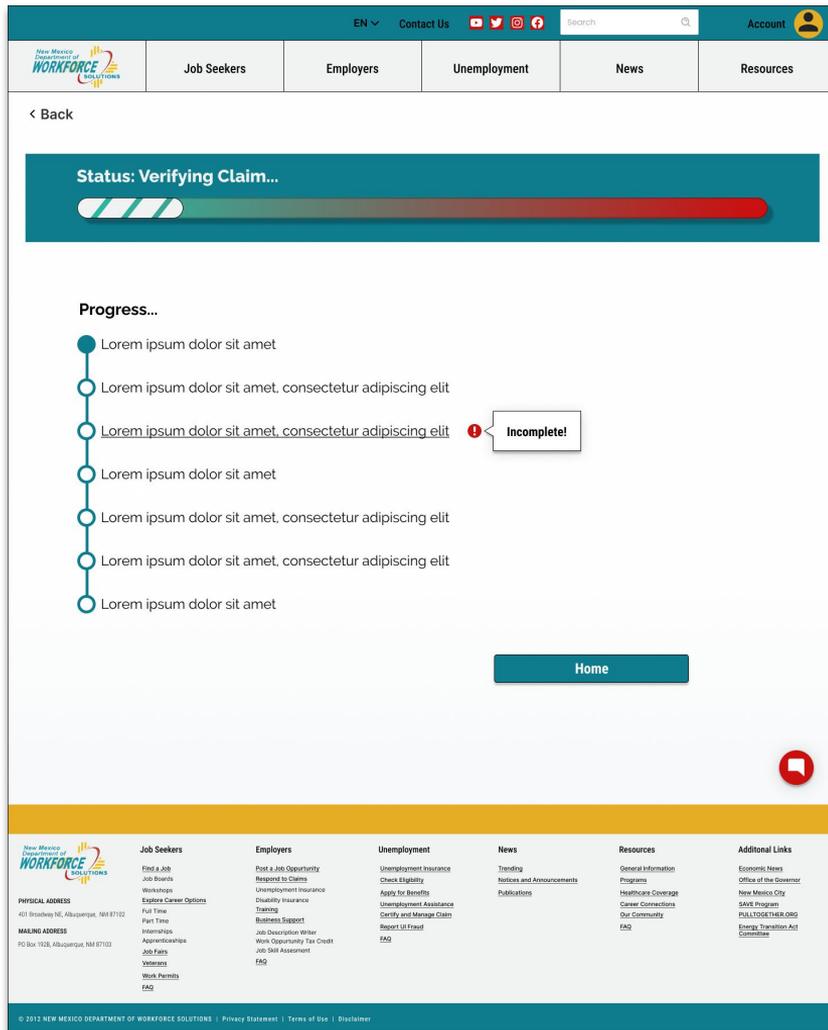
Successful

FINAL WIREFRAMES Desktop

We used advice from our A/B testing accordingly. We added images with smiling people, hopefully the users will match that emotion!

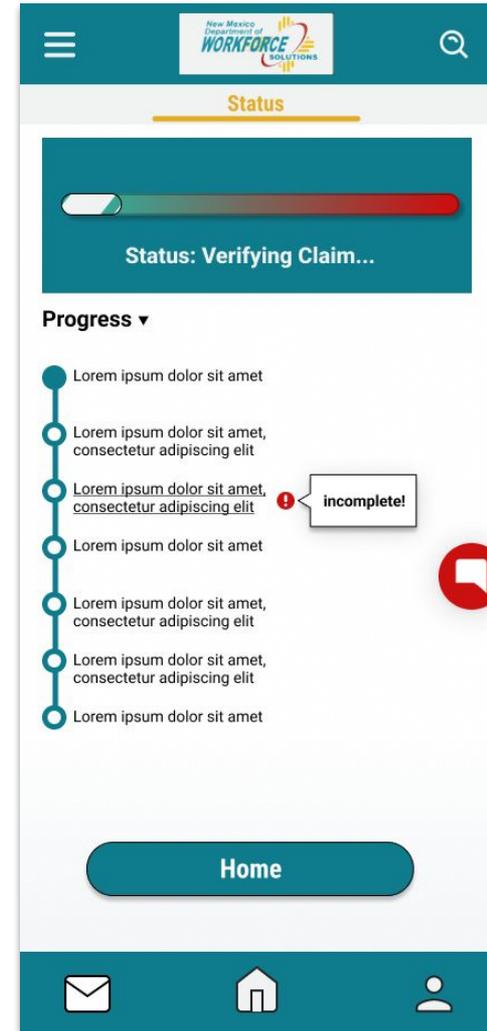
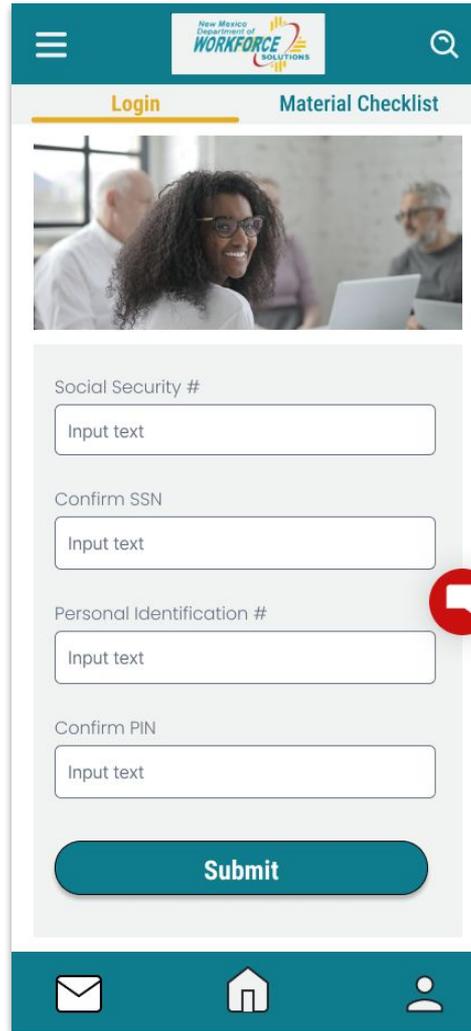
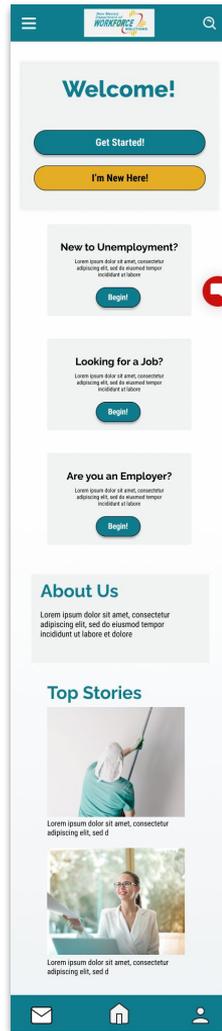


FINAL WIREFRAMES Desktop



FINAL WIREFRAMES Mobile

Mobile Wireframes! More Smiling people! And we went with our winning design in the A/B testing!



TESTING PLAN and NEXT STEPS

- The user testing technique we would like to use for our prototypes are:

- First-Click Test**

- Five-Second Test**

We hope that our redesigns can help people like Jose get back on their feet.

