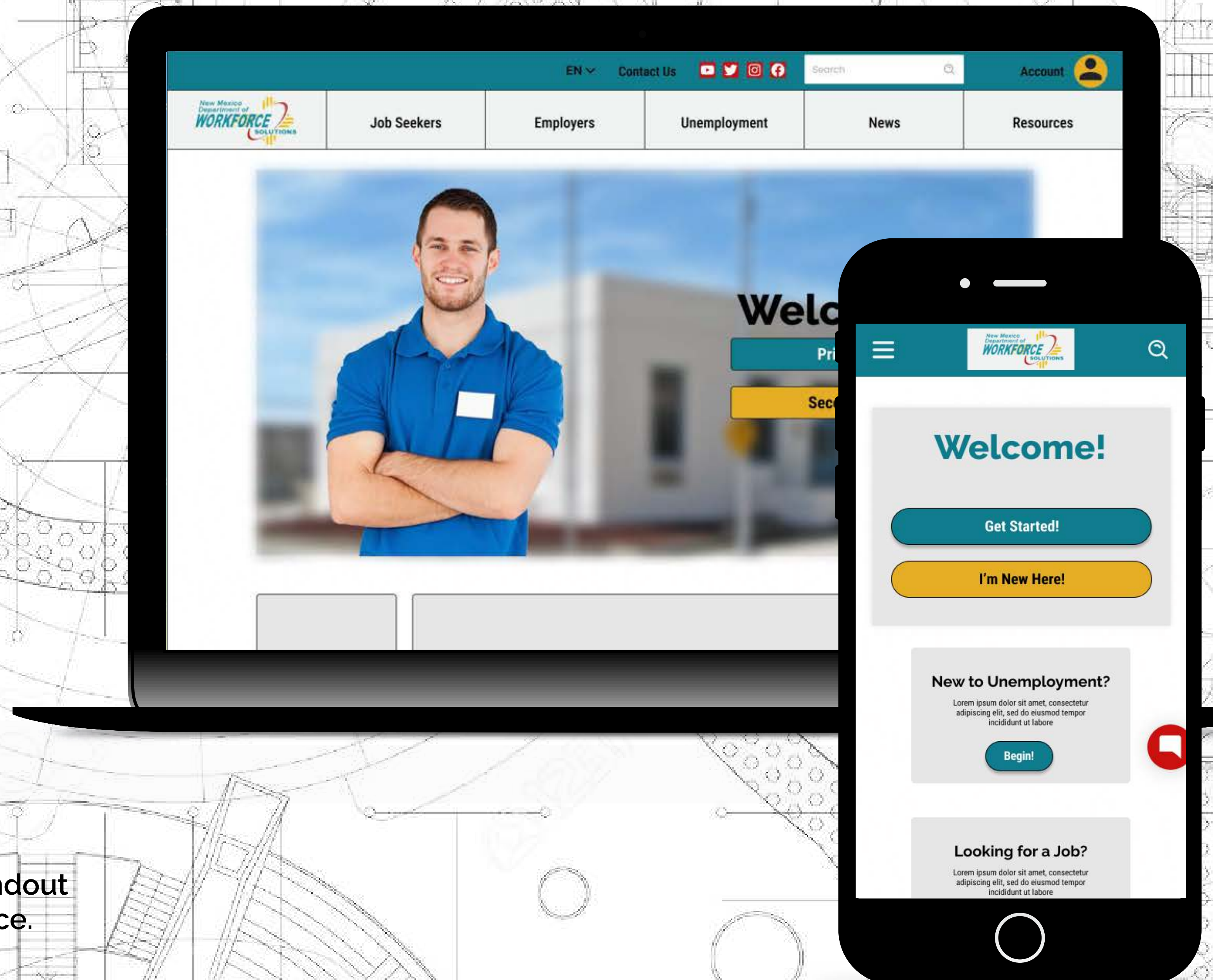


UX/UI CASE STUDY:

# REDESIGNING AN UNEMPLOYMENT WEBSITE

**BRIEF:** Our team reviewed several dysfunctional unemployment websites and chose a standout one to redesign for a better user experience.



# PROJECT OVERVIEW

The New Mexico Department of Workforce Solutions strives to be a leader in improving employment and poverty rates through workforce development, enhanced services for employers, and ensuring fair labor practices and workforce protections for New Mexicans.

But, the state website is confusing and difficult to navigate for users.

For individuals without employment, filing for benefits every week is tedious, frustrating, and an overwhelming experience.

**CLIENT:** New Mexico Department of Workforce Solutions

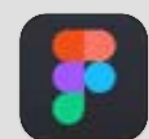
**DATE:** May 2022

**TEAM SIZE:** 3 Members

**ROLE:** UX Researchers, UI Designer - Responsible for the final Look for each wireframe

**TIMELINE:** 5 Week Design Challenge

**TOOLS USED:**



# MEET PENNY



**Name:** Penny Patterson

**Age:** 26 years

**Location:** Albuquerque, New Mexico

**Occupation:** Currently Unemployed, formerly a waitress

**Likes:** Cats

**Pain Points:** Laid off Due to Workforce Reduction

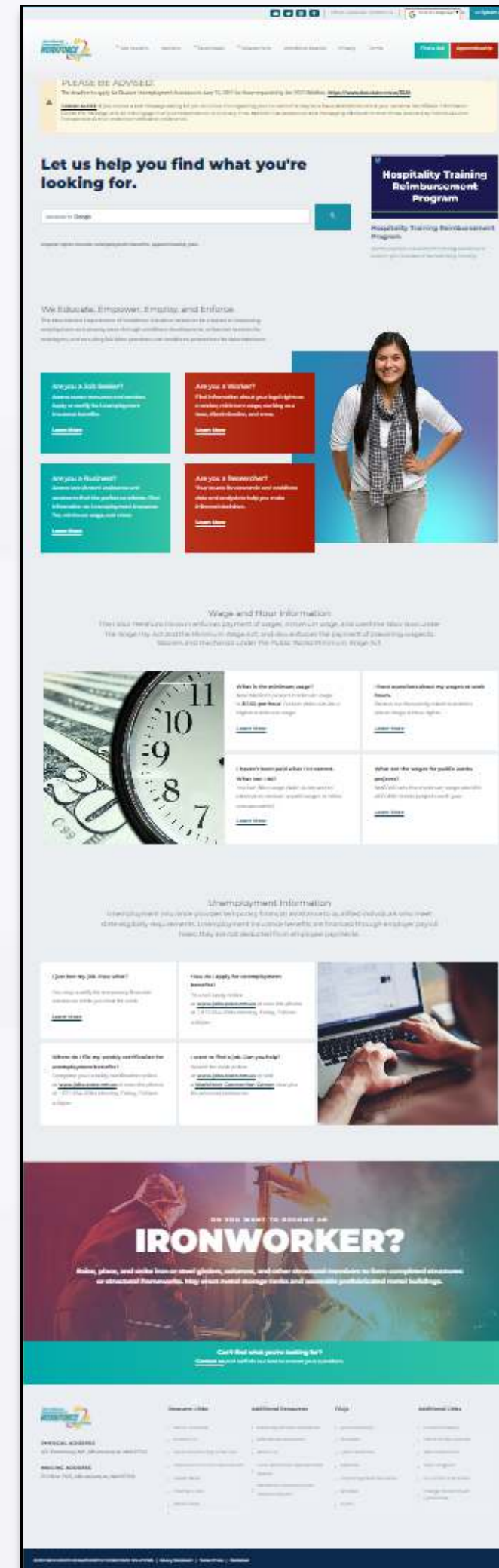
Student Loan Debt

Unpaid Utility Bills

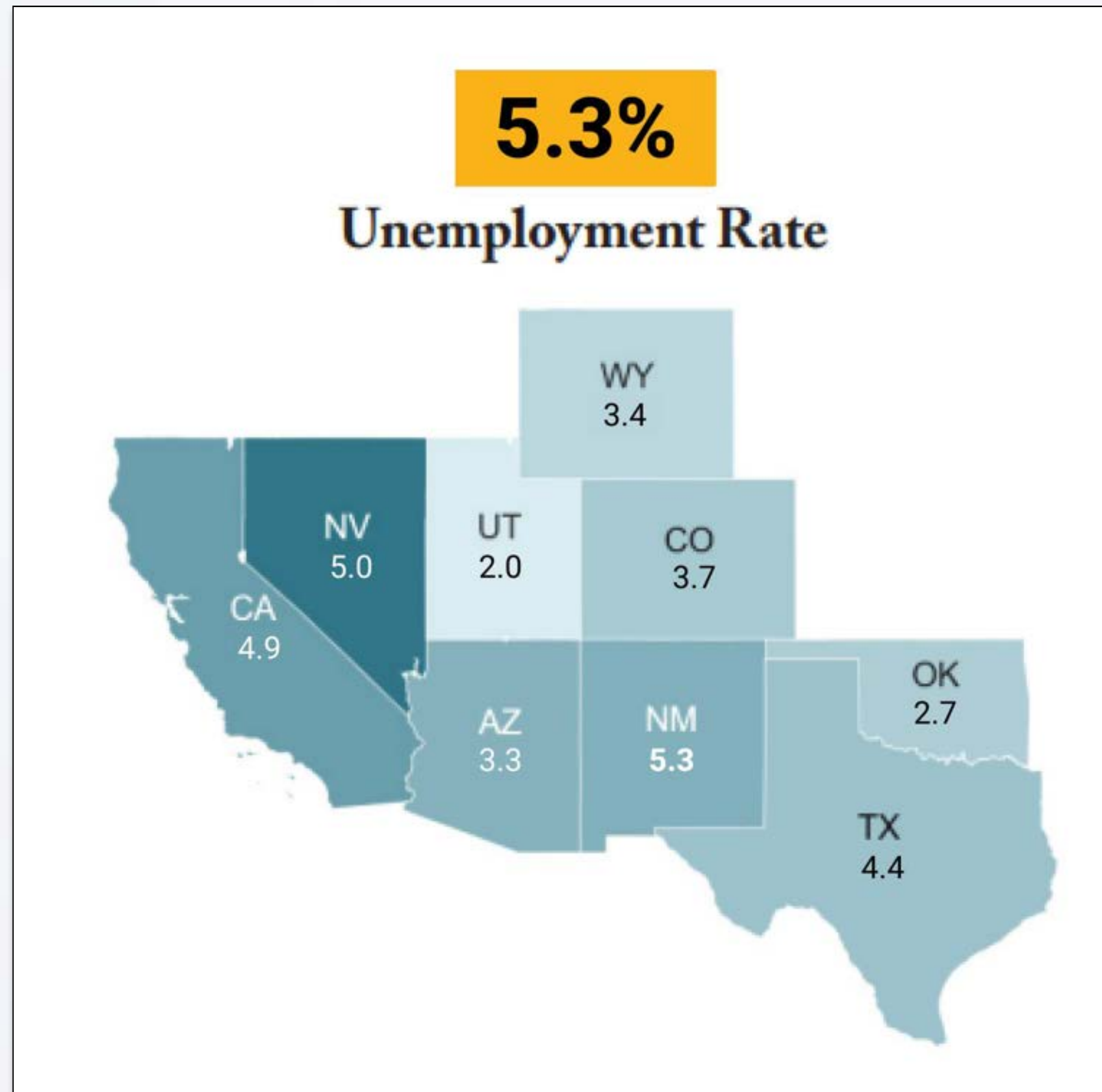
Unable to find new jobs

# THE PROBLEM

As a 26 year old server, who has recently been laid off due to workforce reduction during the Covid outbreak, Penny needs to file for unemployment insurance, to pay off her student loan debt and other utility bills while actively looking for a new job. But she doesn't know where and how to begin, because the amount of information on the New Mexico Department of Workforce Solutions website is too overwhelming and confusing, which makes her feel stressed out and frustrated.



# OUR OBJECTIVE



Recent data show that **New Mexico** has the highest unemployment rate of any state (5.3%).

We have identified our target demographic to be individuals like Penny Patterson: unemployed individuals, living in the state of New Mexico.

As designers, we want to aid these individuals in their journey on getting back on their feet by creating a **smoother, efficient and more sympathetic experience** while using the website.

# RESEARCH AND EVALUATION

After rigorous Brainstorming and Content Auditing, we learned the following:

Design through the website is not consistent, all tabs and links open to different places on the website

Website needs simplicity and needs to be straight to the point

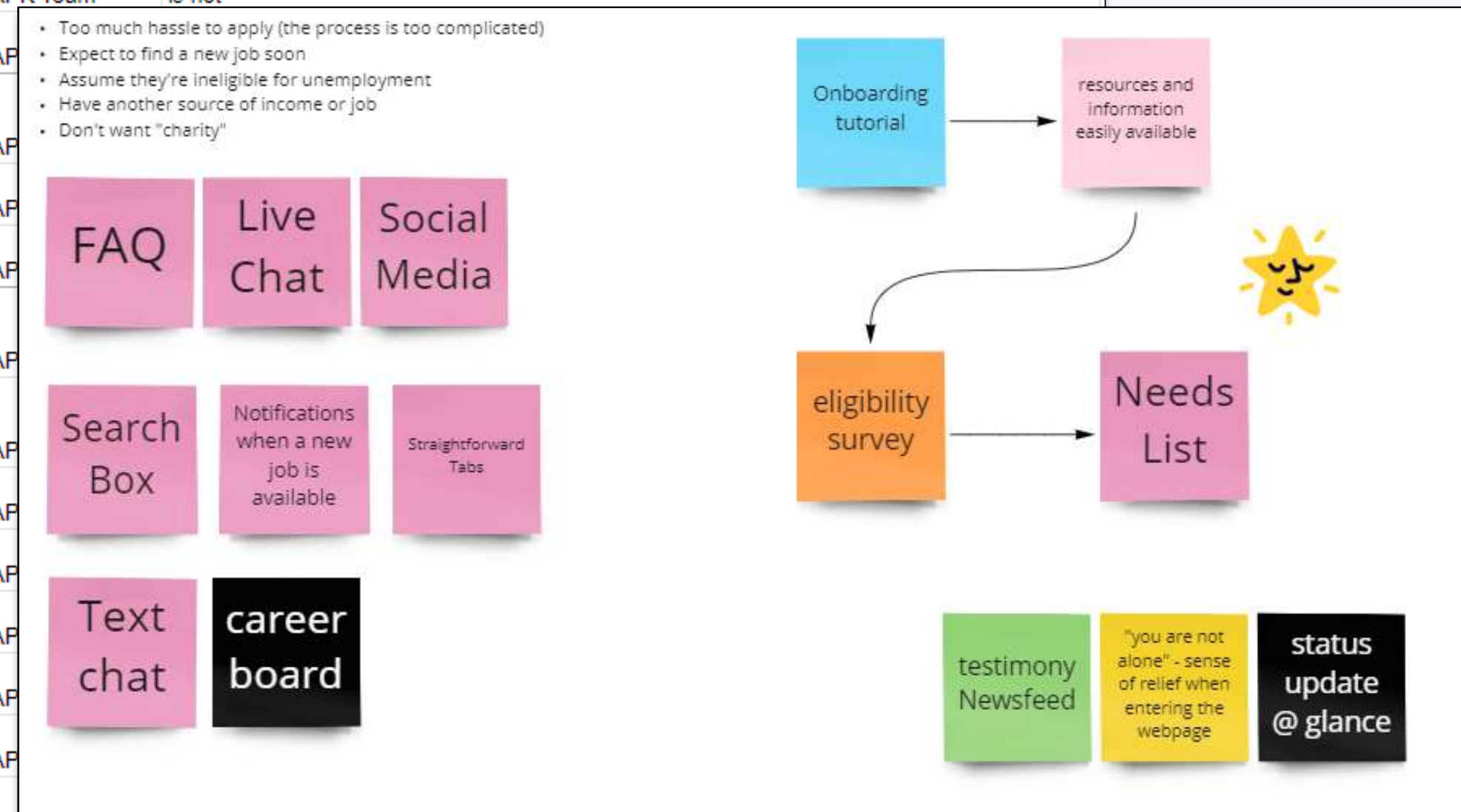
Website needs an onboarding tutorial, resources and live chat support

Website needs a native search function for more relevant results

Website needs a dashboard to show user status

**Website needs to focus on unemployment!!!**

Content Audit		
Due	Team Member	Action (e.g., keep, remove, update, etc.)
Must fix	APK Team	Broken Link: Update outdated links and phone numbers since some of them are currently old and dont work.
Must fix	APK Team	Fuzzy Images: In need of high resolution images with strong relation to the content. Most images are fuzzy and unrelated to the content.
Must fix	APK Team	Fuzzy Images: Update videos in the webpage in higher resolution. If that's not possible remove the video and transcribe the content in an interesting way.
Must fix	APK Team	Accessibility Compliance: Place the Live chat box in a better place in the homepage since it is overlapping some of the links in the footer, or the icon can be updated.
Must fix	APK Team	Accessibility Compliance: Place buttons in a better location since it is currently overlapping with other links.
Must fix	APK Team	Miscategorized content: Have the magnifying glass/search functionality at the top of the homepage. At the moment its randomly place in the middle of the homepage
Must fix	APK Team	Broken Link: Remove underline on one of the subheaders since it appears to be a link and it is not
Must fix	AP	<ul style="list-style-type: none"> <li>• Too much hassle to apply (the process is too complicated)</li> <li>• Expect to find a new job soon</li> <li>• Assume they're ineligible for unemployment</li> <li>• Have another source of income or job</li> <li>• Don't want "charity"</li> </ul>
Fix Soon	AP	
Fix Soon	AP	
Fix Soon	AP	
Fix Soon	AP	
Fix Soon	AP	
Fix Soon	AP	
Fix Soon	AP	
Fix Soon	AP	
Fix Soon	AP	
Fix Soon	AP	
Fix Soon	APK Team	hierarchy. For example, on the home page the news update images are a smaller size than most text on the screen. It would be better to make the images bigger than the text atleast.
Nice to fix	APK Team	Dense Content: Remove quotes and images that are not necessary.
Nice to fix	APK Team	Dense Content: Could be simplified. Could combine Resources Links and Additional Links into one section



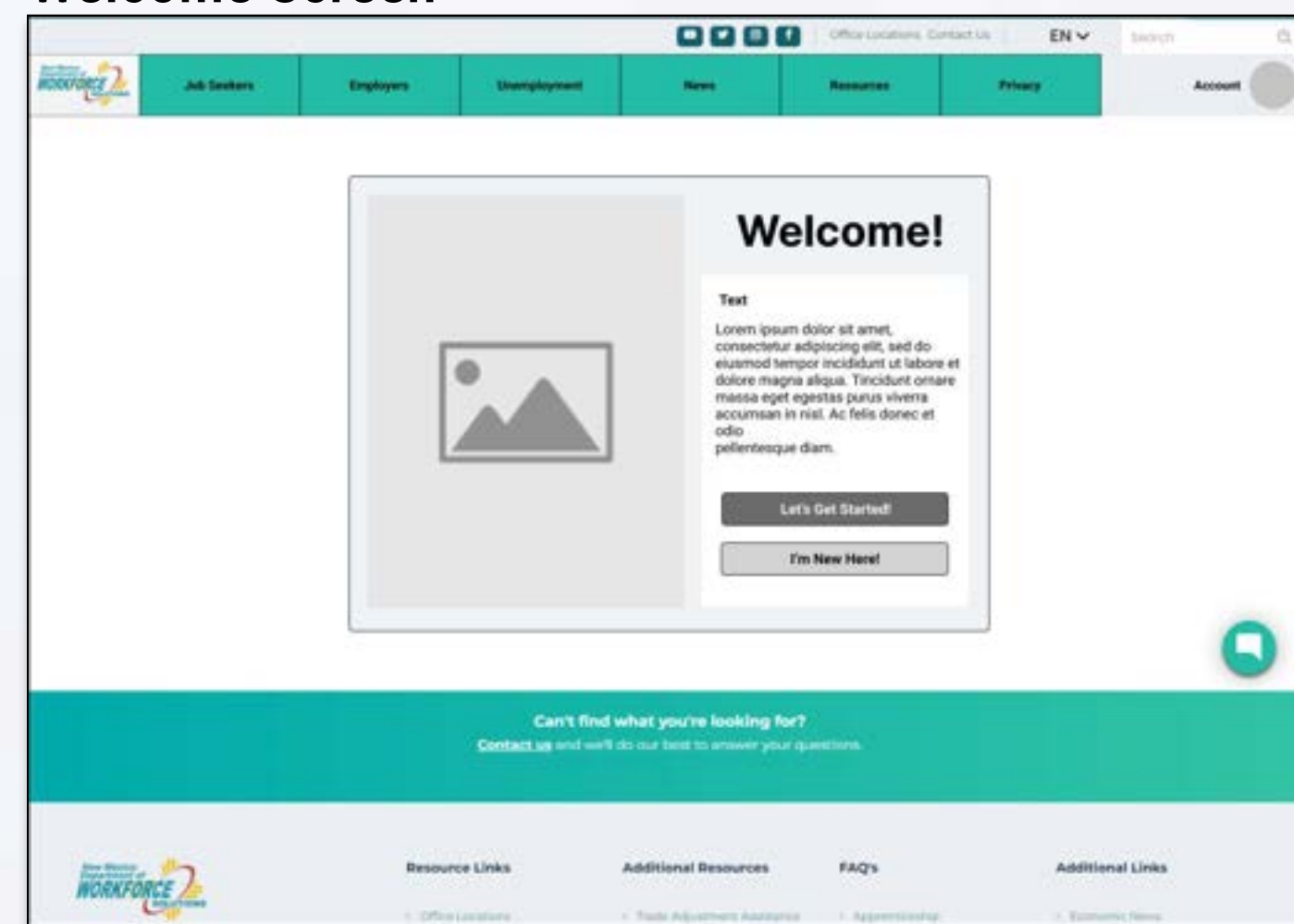
# LO-FI PROTOTYPES

We made our Lo-Fi prototypes using snippets of the original website. Our goal for these prototypes were to:

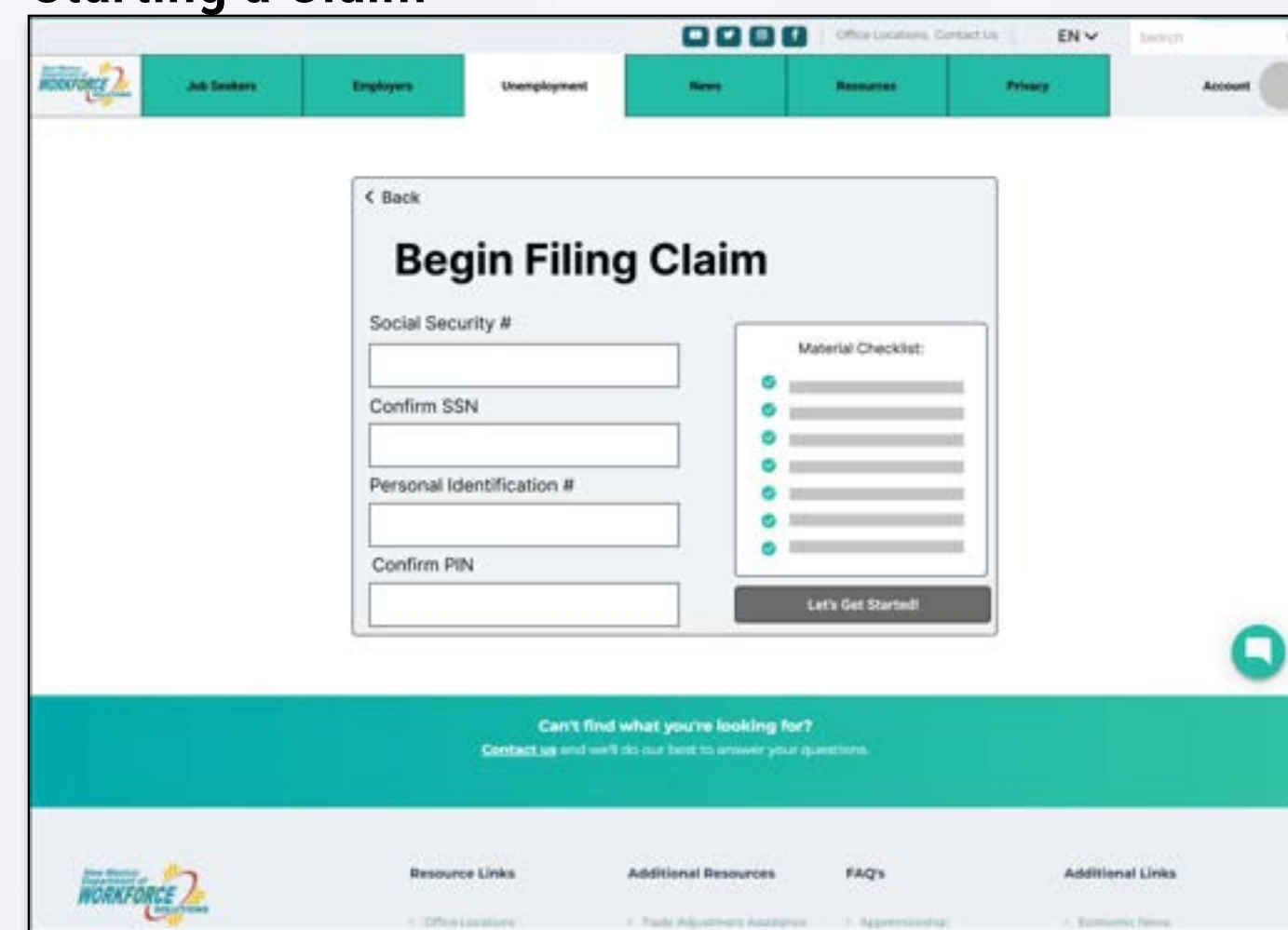
simplify the site design

streamline the process for our users.

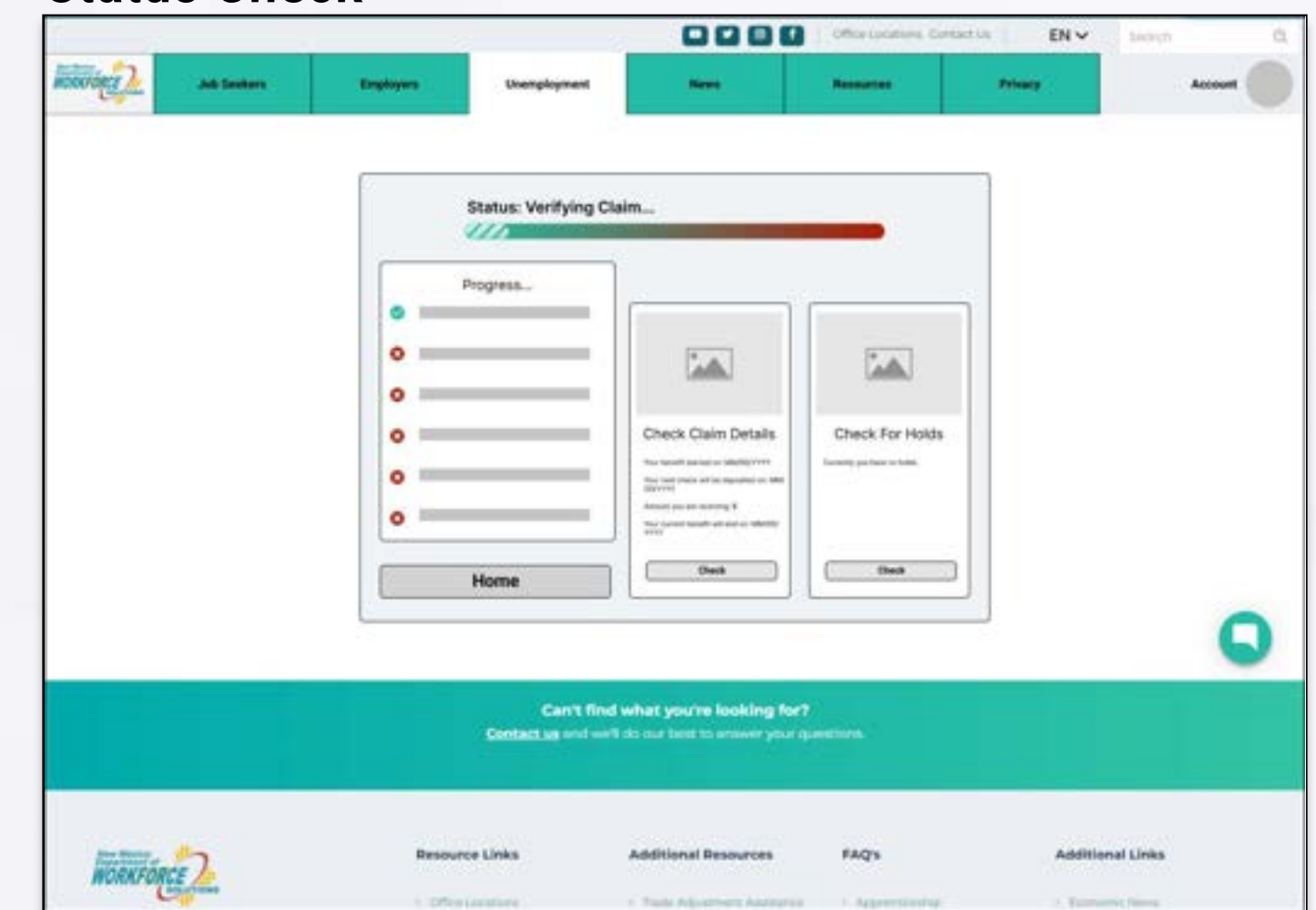
## Welcome Screen



## Starting a Claim



## Status Check



# NAVIGATION AND SITEMAP REDESIGN

We then streamlined and simplified the website navigation by doing the following:

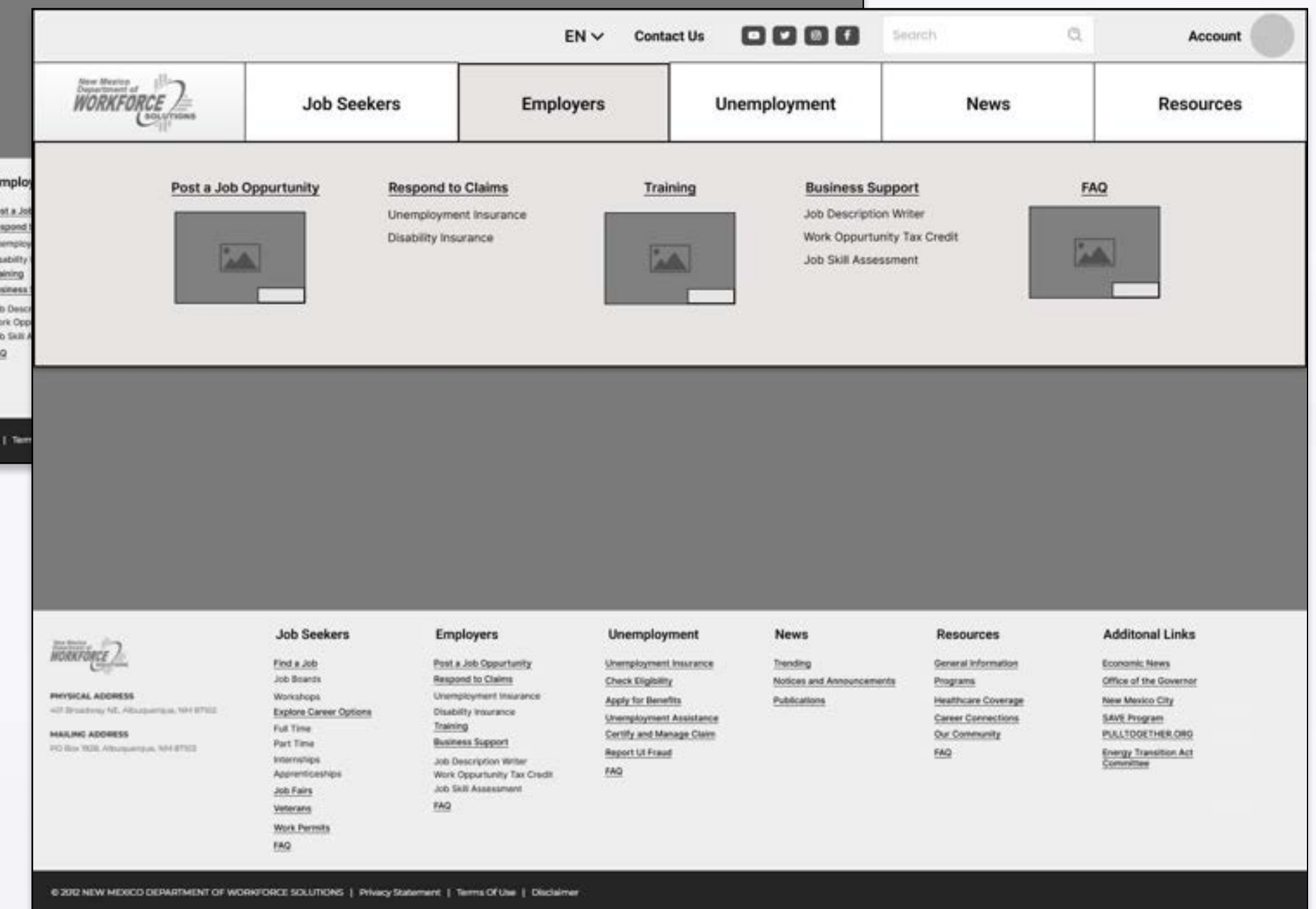
Adding a dedicated **Unemployment** category within the navigation bar.

Removing redundancy from the navigation bar.

Designing the UI to be eye-catching, easy to read, and consistent throughout the site.

Adding FAQs sections to serve as a fuzzy search if users are ever lost or have questions.

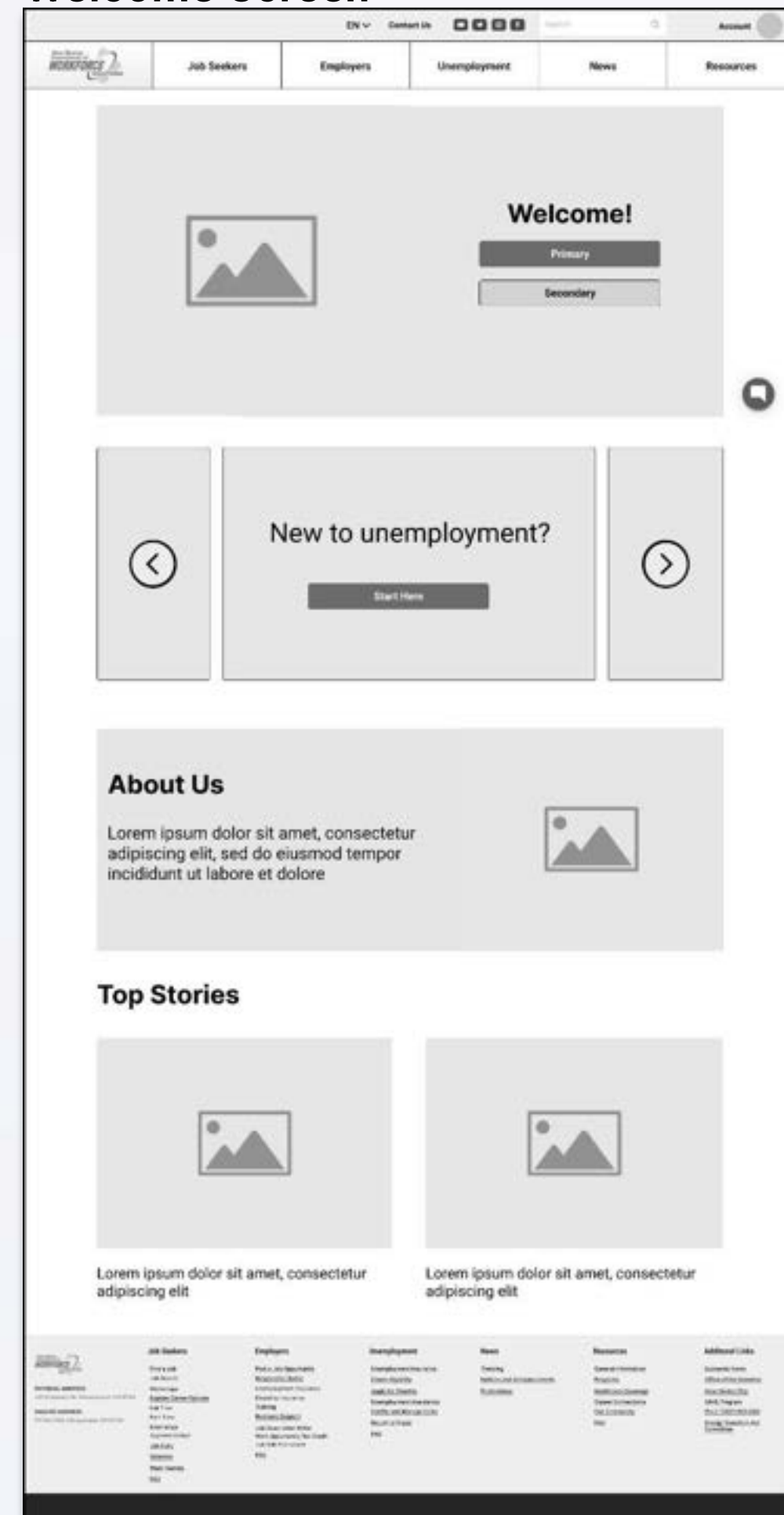
Adding additional resources or private information that are readily available on the footer.



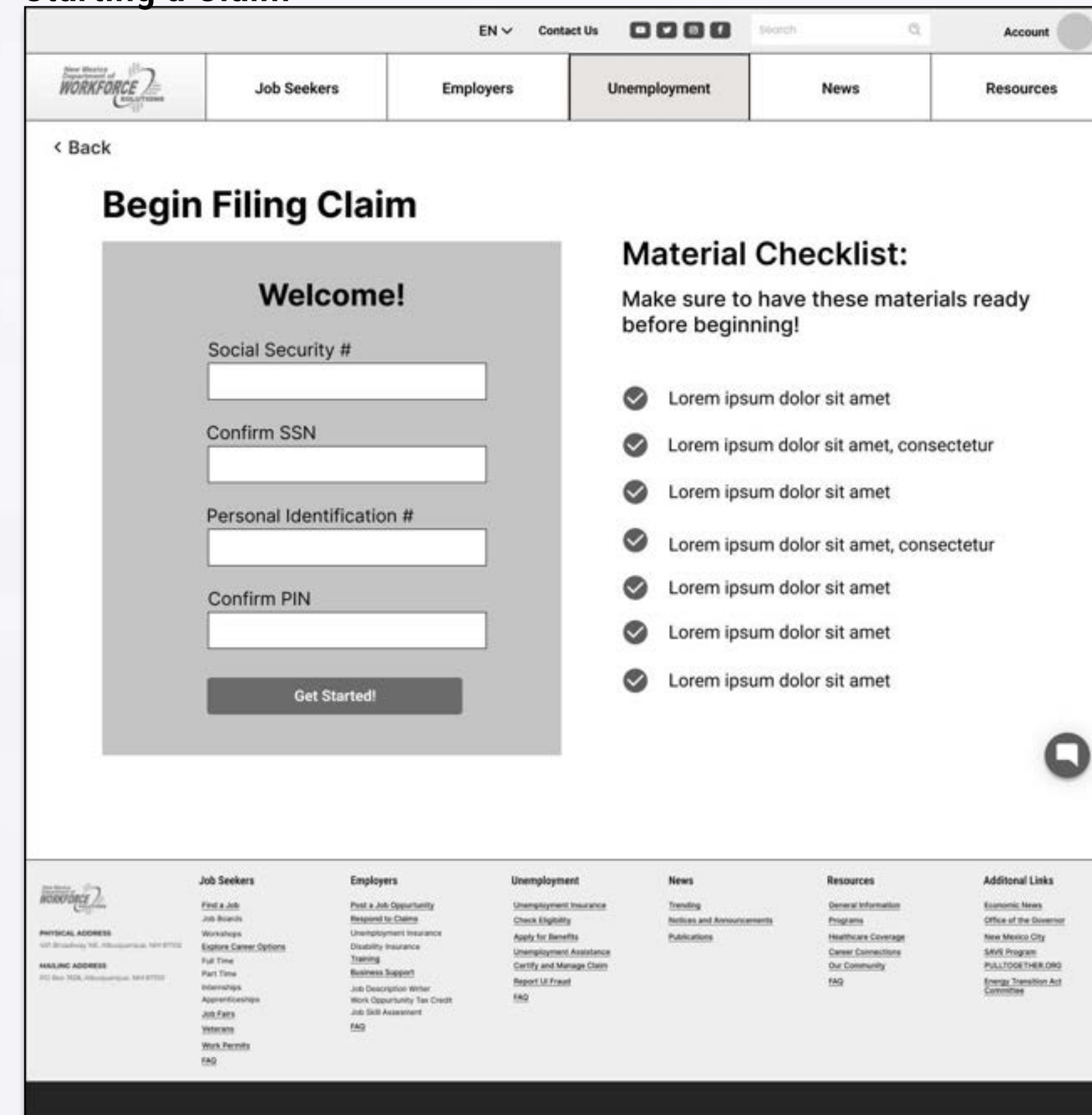
# MID-FI PROTOTYPES: DESKTOP

For our Mid-Fi prototypes, we focused on arranging elements using Gestalt Laws and aligning using grids. This made our design look organized and easy to follow. We also created mobile prototypes as well.

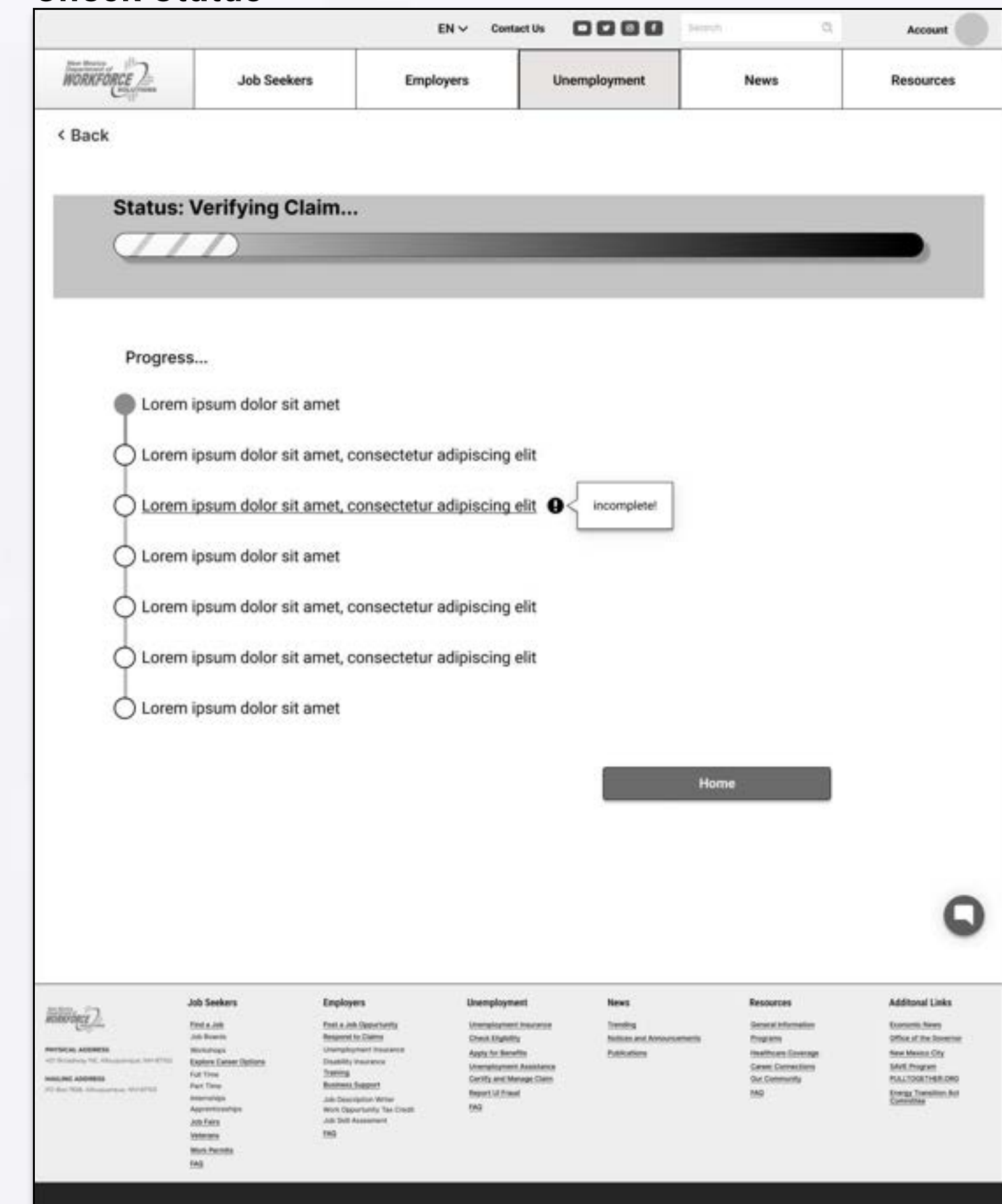
## Welcome Screen



## Starting a Claim

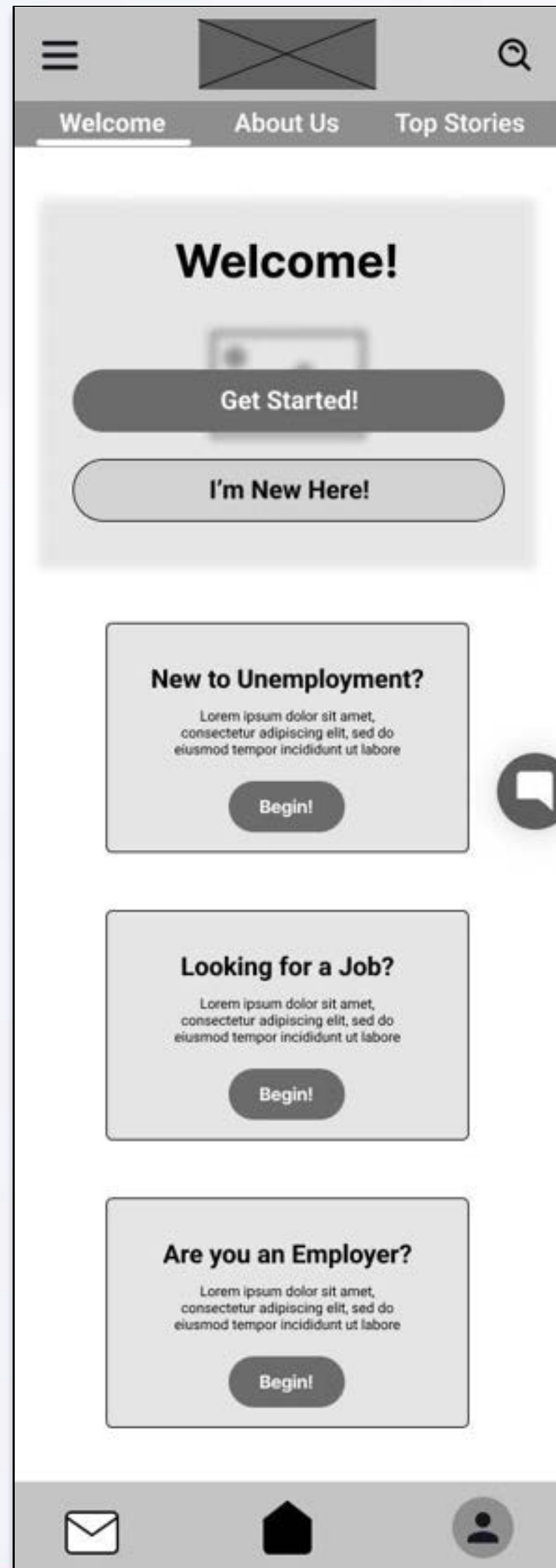


## Check Status

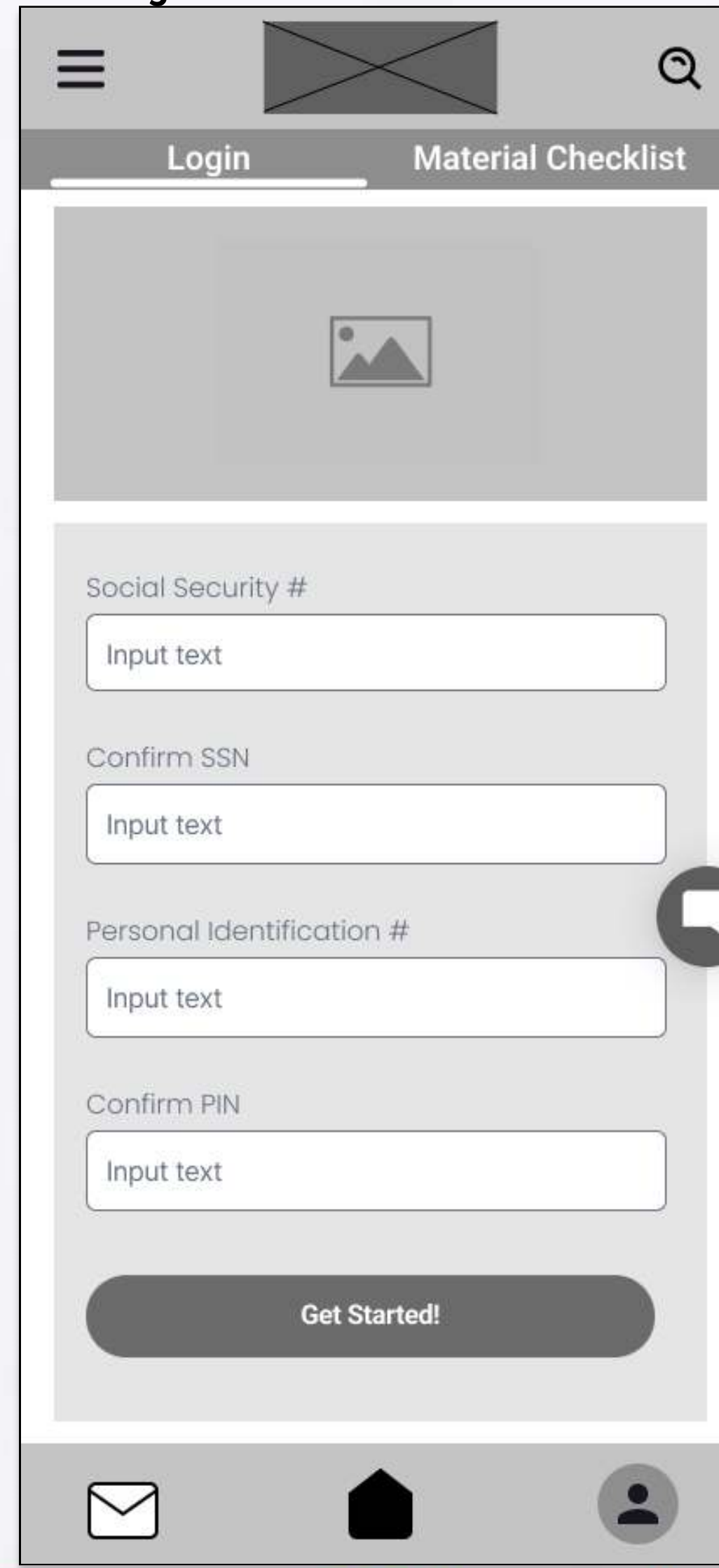


# MID-FI PROTOTYPES: MOBILE

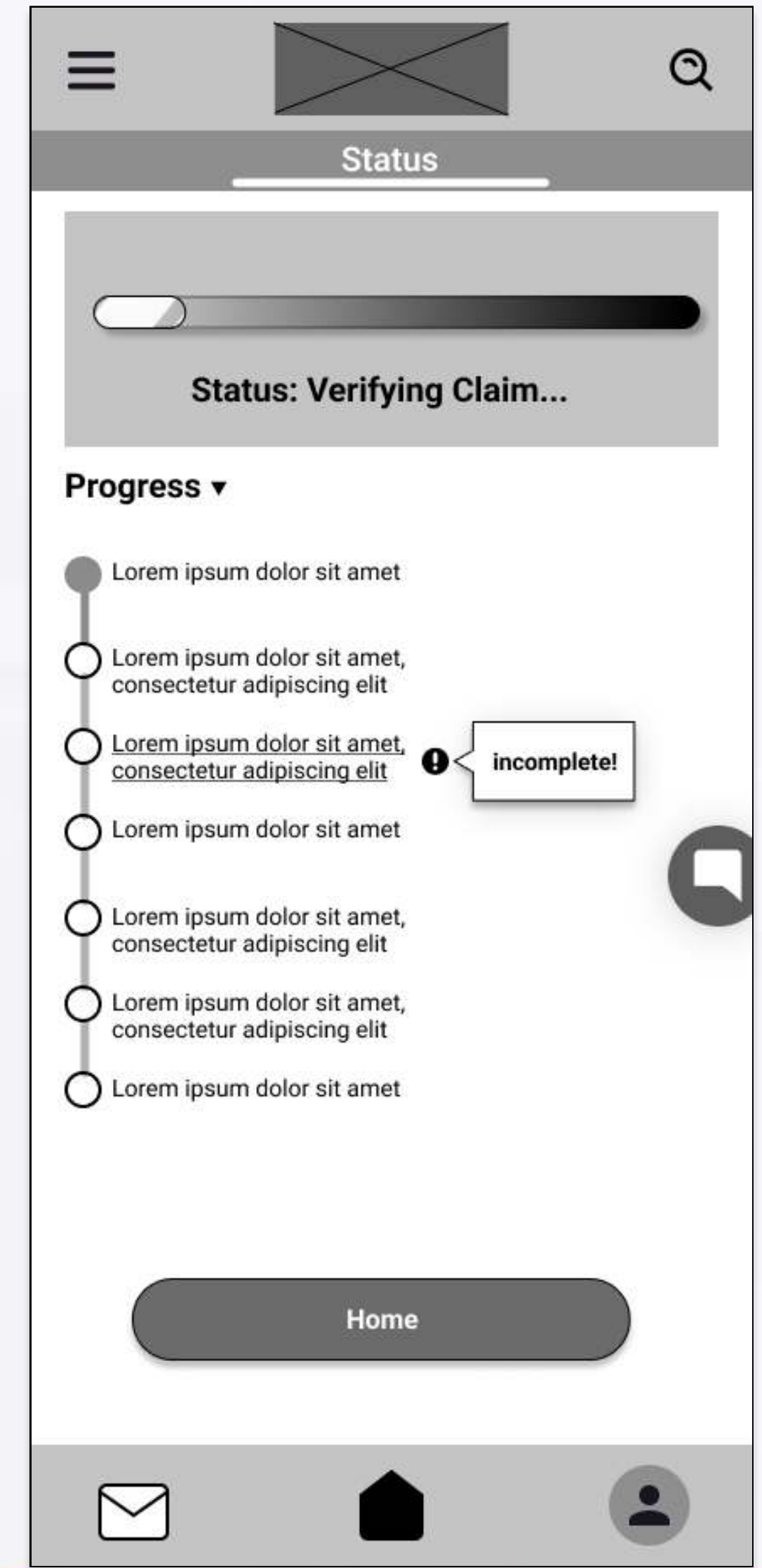
Welcome Screen



Starting a Claim



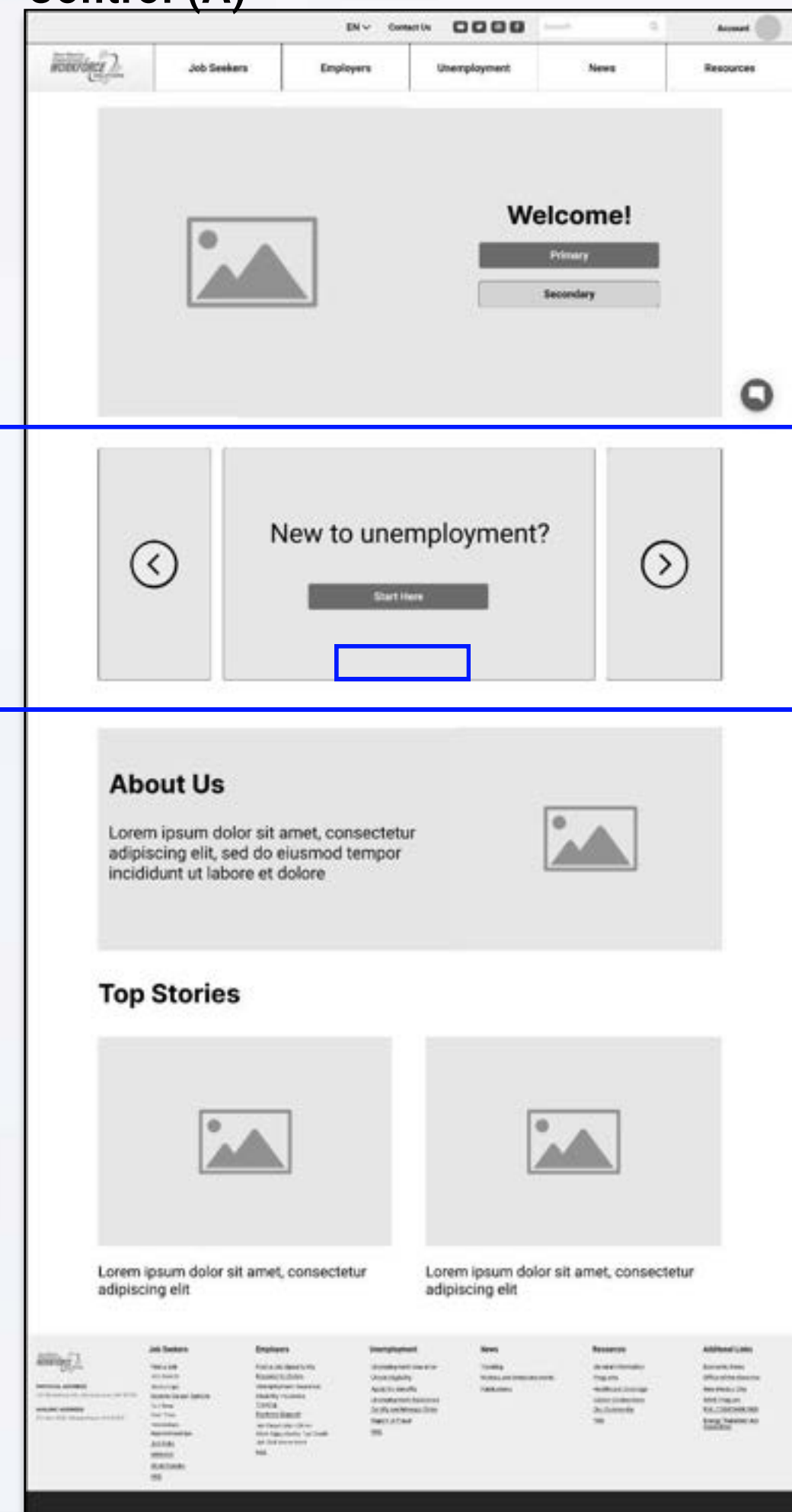
Check Status



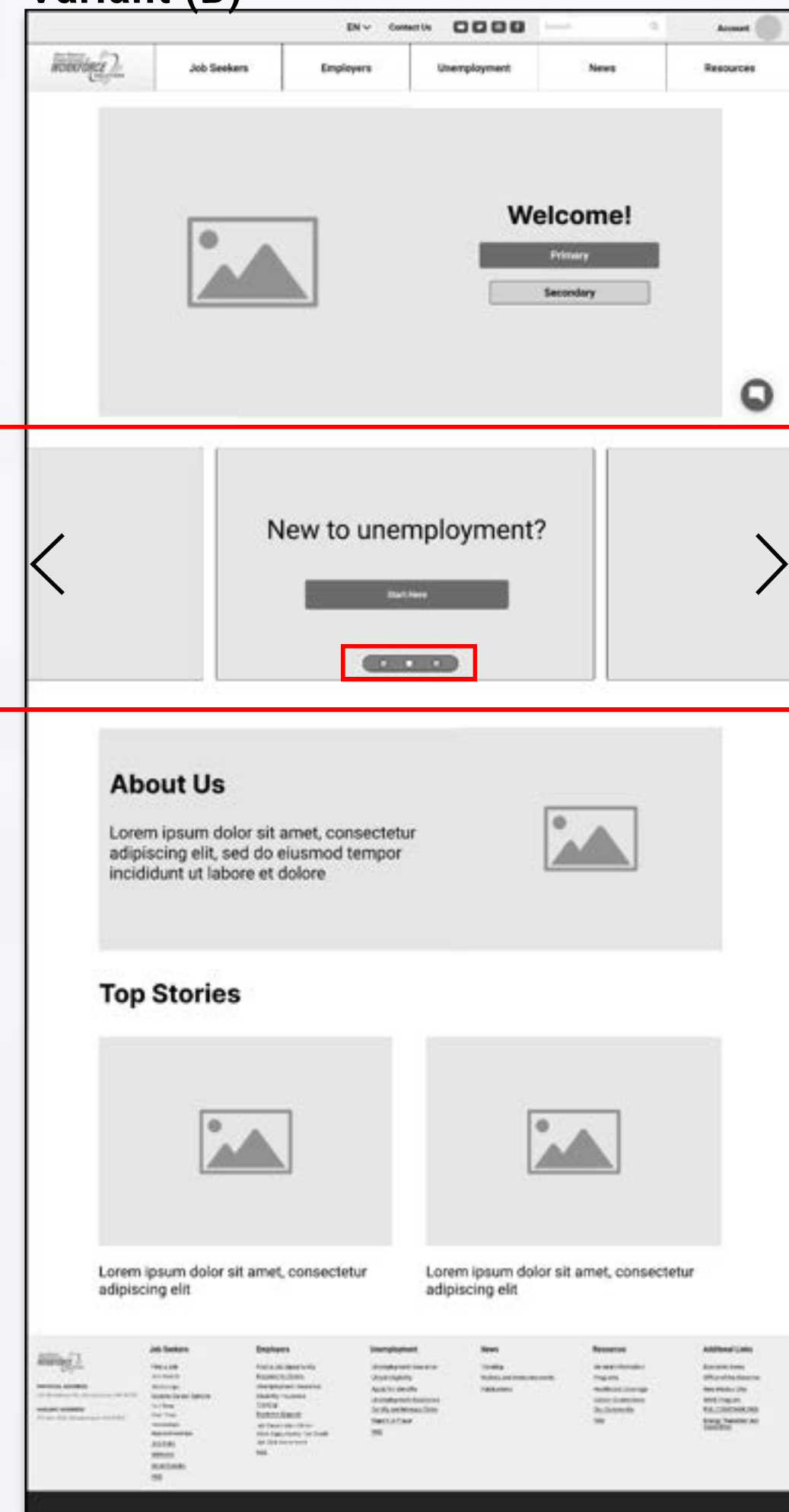
# A/B TESTING: DESKTOP

We made multiple iterations of mid-fidelity wireframes, and couldn't effectively decide which ones to finalize. To make that decision we conducted A/B testing among willing participants.

Control (A)



Variant (B)



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.

We extended the component to ends of the screen,

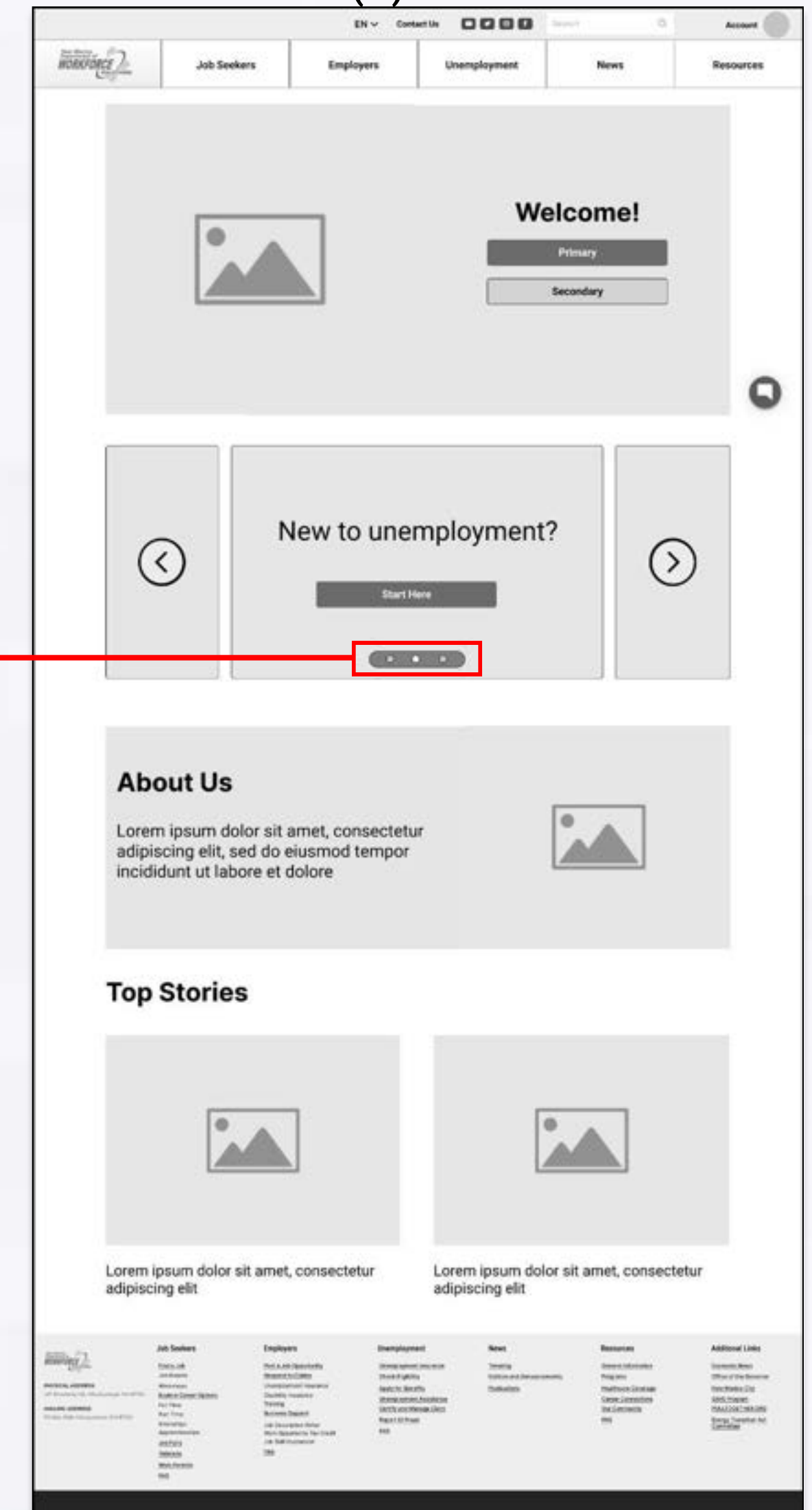
and added a tiny indicator to show users where they are.

# A/B TESTING: DESKTOP

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

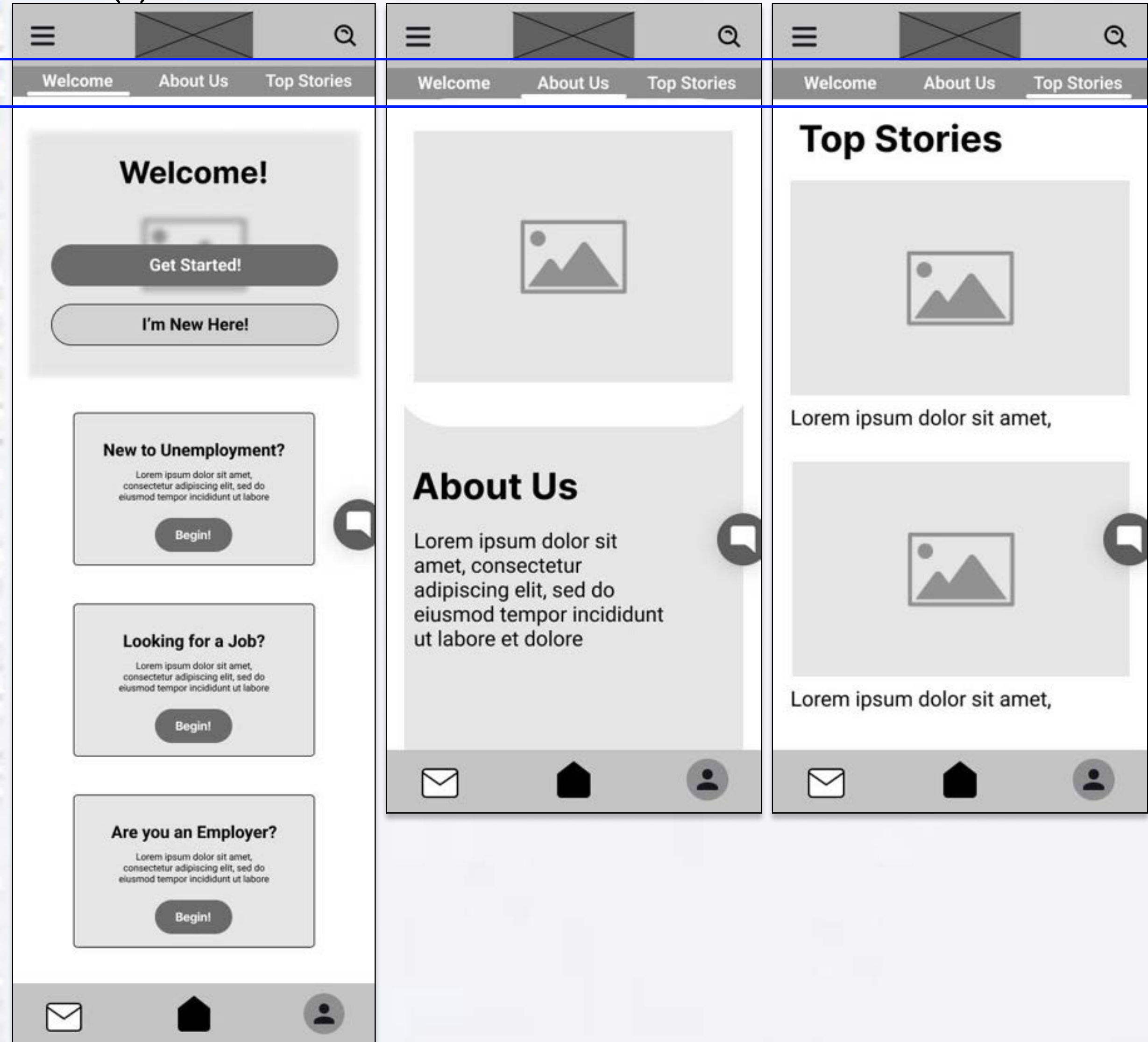
For the Desktop Version, users preferred the control design more. While our variant design did stand out like originally planned, it wasn't in a good way. Users said that the component stuck out like a sore thumb. They liked the indicator element and suggested we add that to the control version, however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

## WINNER: Control (A)

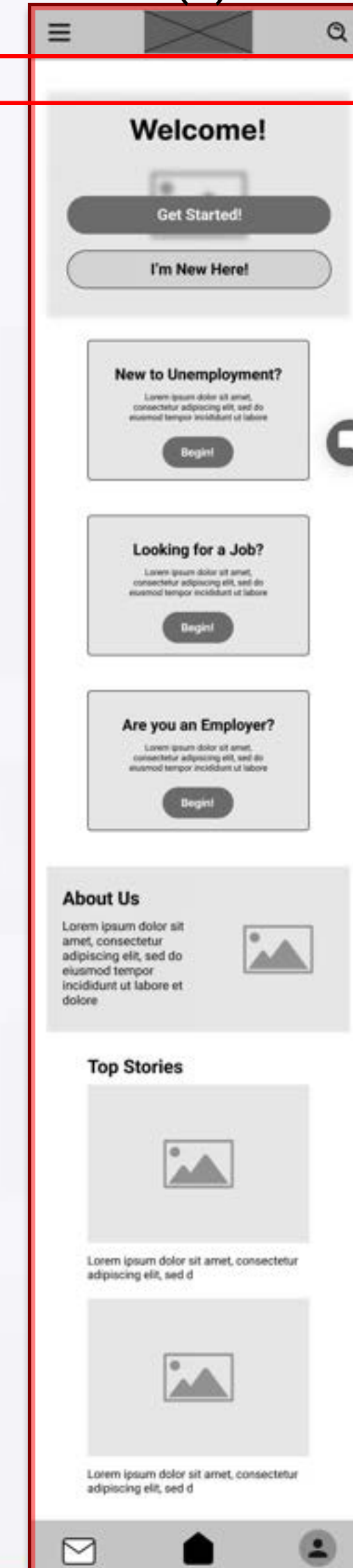


# A/B TESTING: MOBILE

Control (A)



Variant (B)



For our Mobile Prototype we wanted to test navigation.

Our original design contains an unconventional tab formatting to our mobile wireframes.

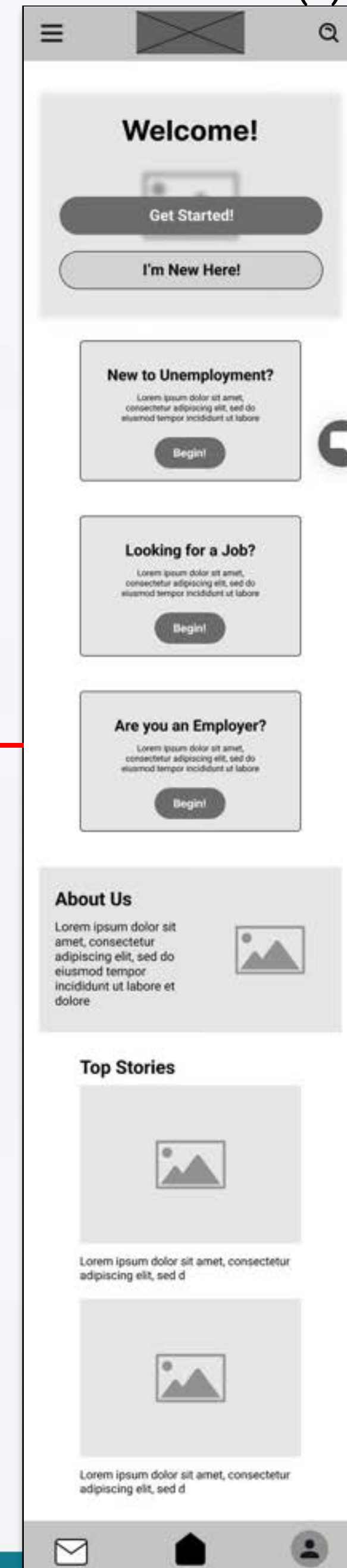
The redesigned navigation for our mobile prototype. is the conventional vertical scrolling design.

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

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

# A/B TESTING: MOBILE

WINNER: Variant (B)



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

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.

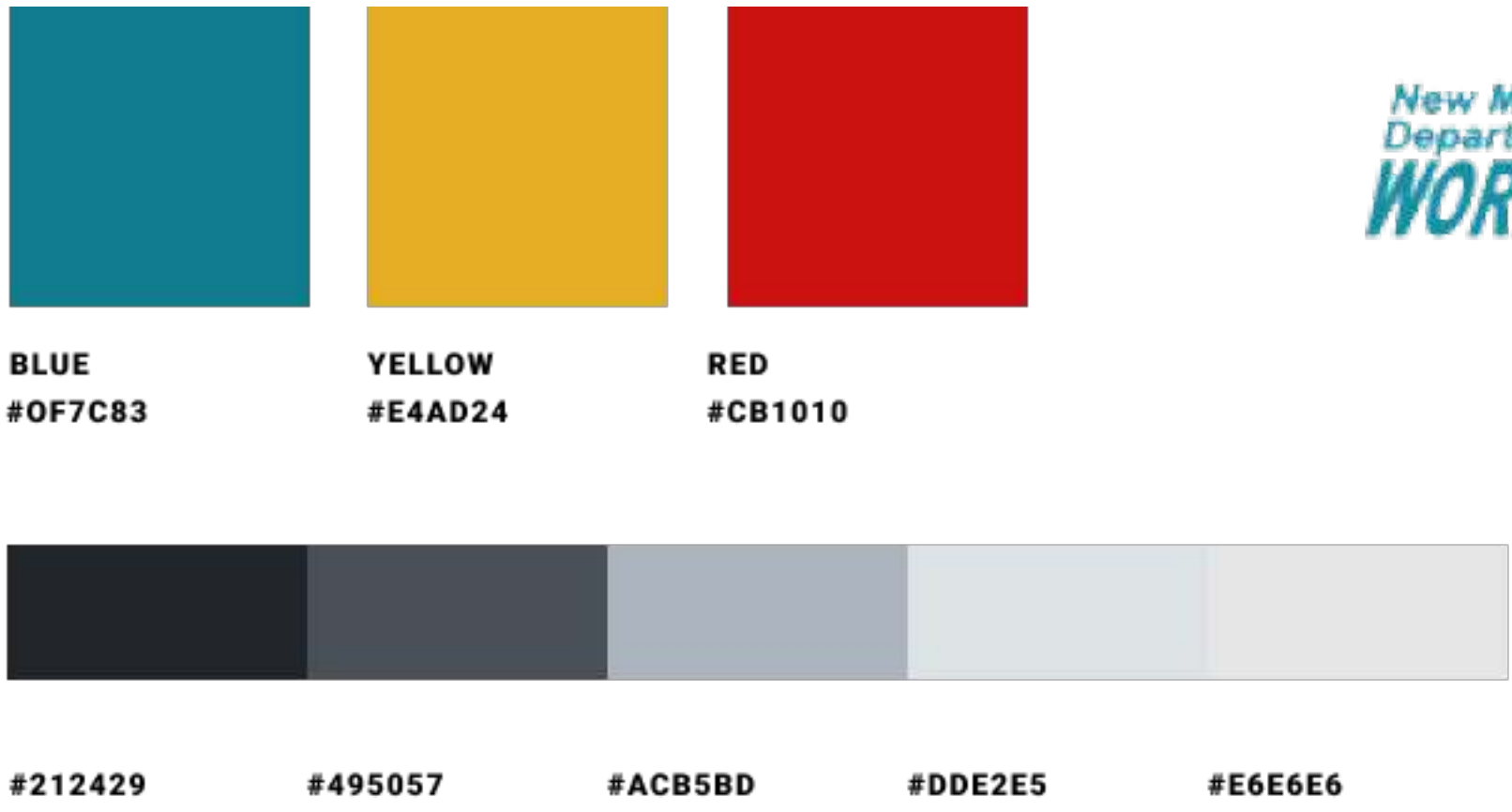
# STYLE GUIDE: COLOR

We sampled colors from New Mexico Department of Workforce Solutions' logo and ended up with:

- Blue: #OF7C83
- Yellow: #E4AD24
- Red: #CB1010


Blue conveys Reliability  
Yellow conveys Optimism and Energy  
Red conveys Urgency

**Colors**  
Primaries and grays  
<https://yeun.github.io/open-color/>



The color palette includes three primary color swatches: Blue (#OF7C83), Yellow (#E4AD24), and Red (#CB1010). Below these is a horizontal bar with five grayscale swatches ranging from dark to light, with hex codes #212429, #495057, #ACB5BD, #DDE2E5, and #E6E6E6.

Color Name	Hex Code
Blue	#OF7C83
Yellow	#E4AD24
Red	#CB1010
Dark Gray	#212429
Medium-Dark Gray	#495057
Medium Gray	#ACB5BD
Light Gray	#DDE2E5
Very Light Gray	#E6E6E6



The logo for the New Mexico Department of Workforce Solutions features the text "New Mexico Department of WORKFORCE SOLUTIONS" in blue and yellow, accompanied by a stylized graphic of a person's head and shoulders in yellow and red.

# 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

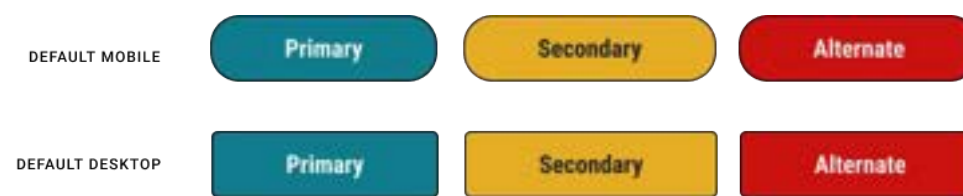
We designed our voice and tone to be Serious, Casual, Respectful and Enthusiastic. These choices are reflected on the labeling of headings and buttons.

## Typography

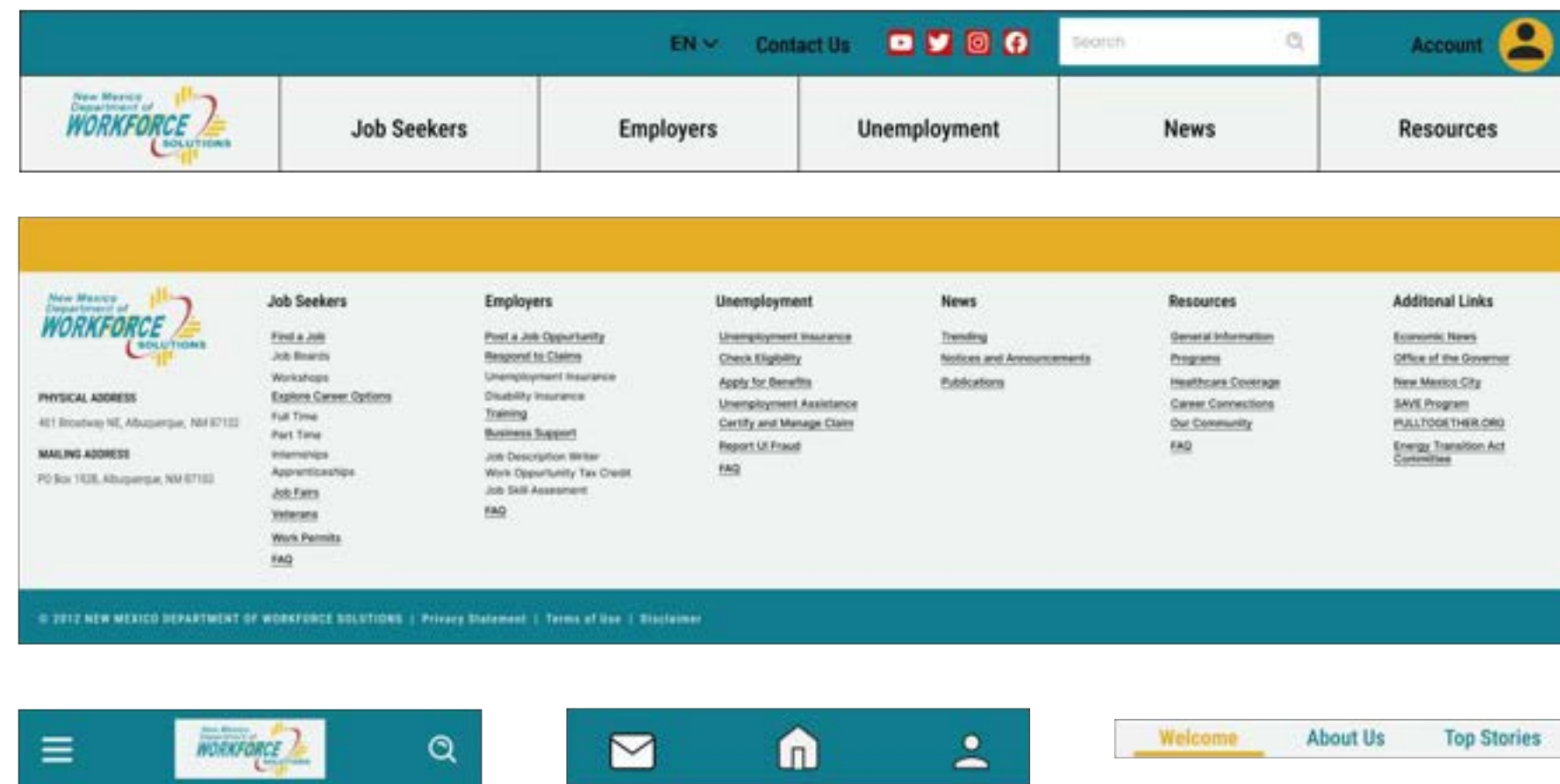
H1	<b>RALEWAY HEAVY</b>
H2	<b>Raleway Heavy</b>
H3	<b>ROBOTO CONDENSED</b>
H4	Roboto Condensed
H5	Roboto Condensed
P	Roboto Condensed
SMALL	Roboto Condensed

# STYLE GUIDE: PATTERN LIBRARY AND ICONS

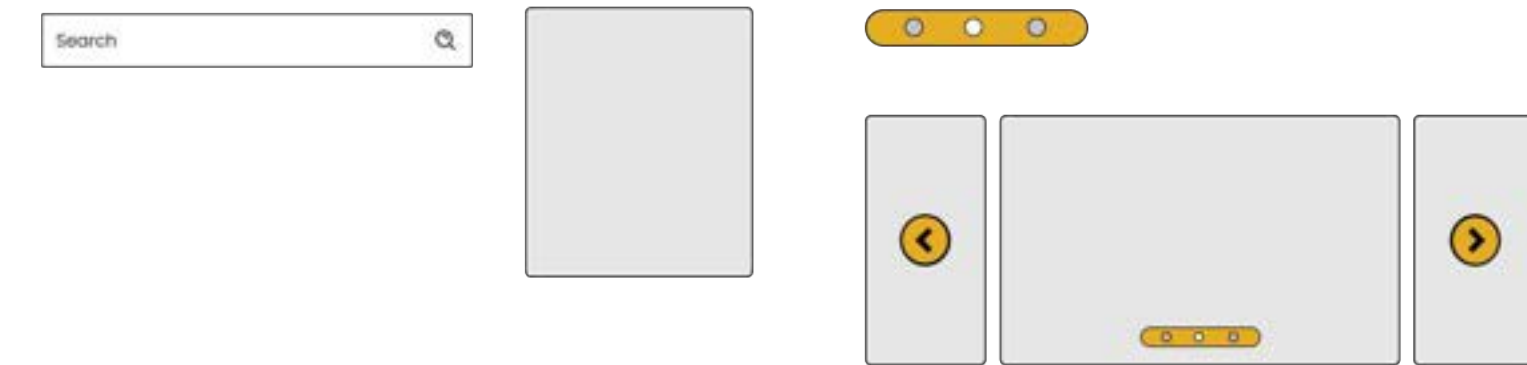
## Buttons



## Tabs



## Forms



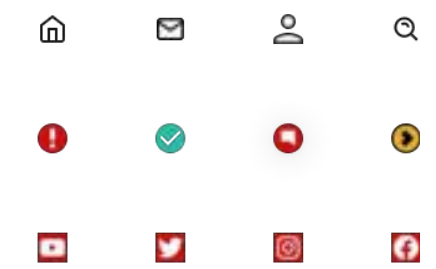
## Alerts



## Icons

Feather icons at 24px height and width with 2px stroke weight

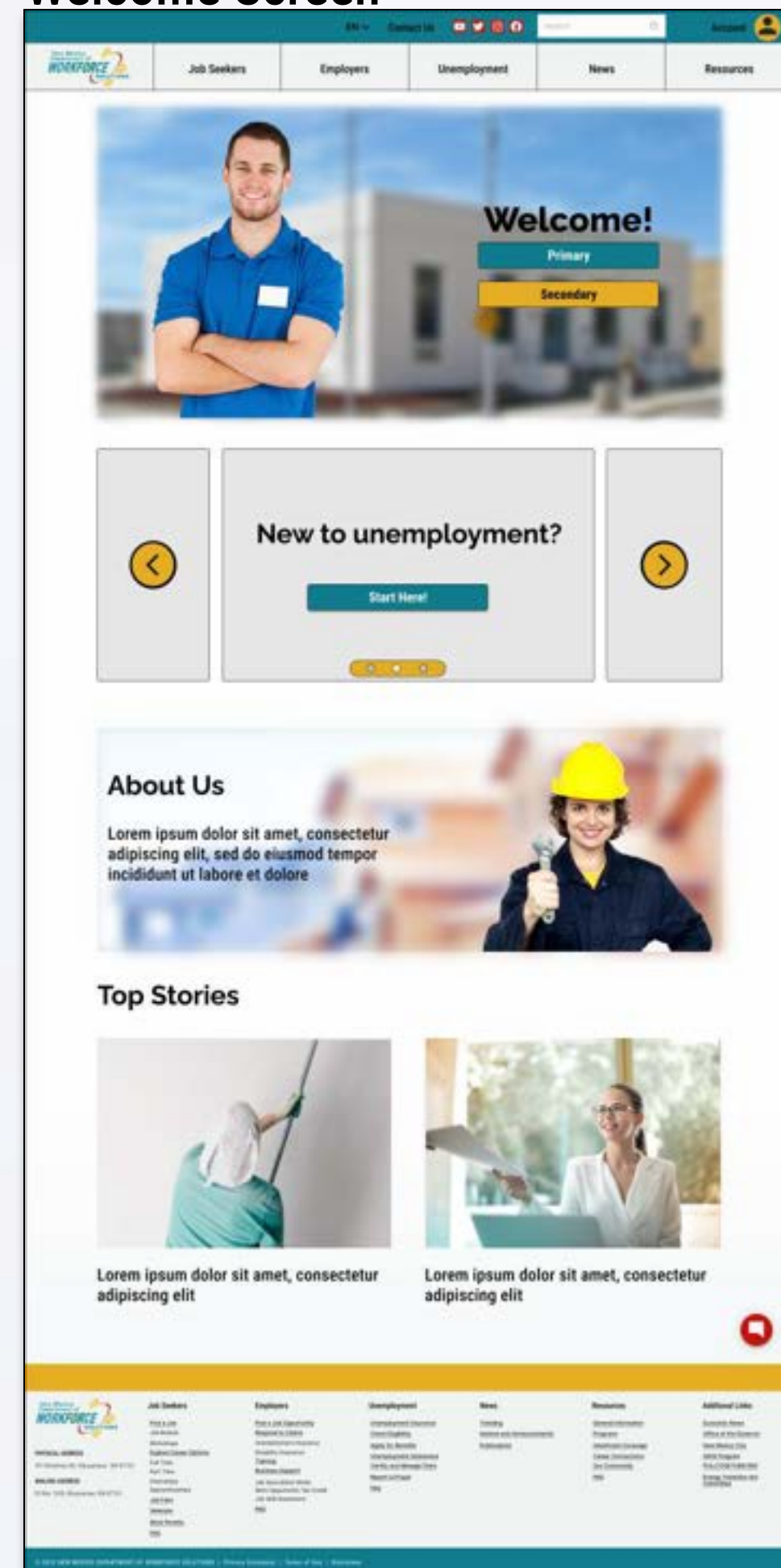
<https://feathericons.com/>



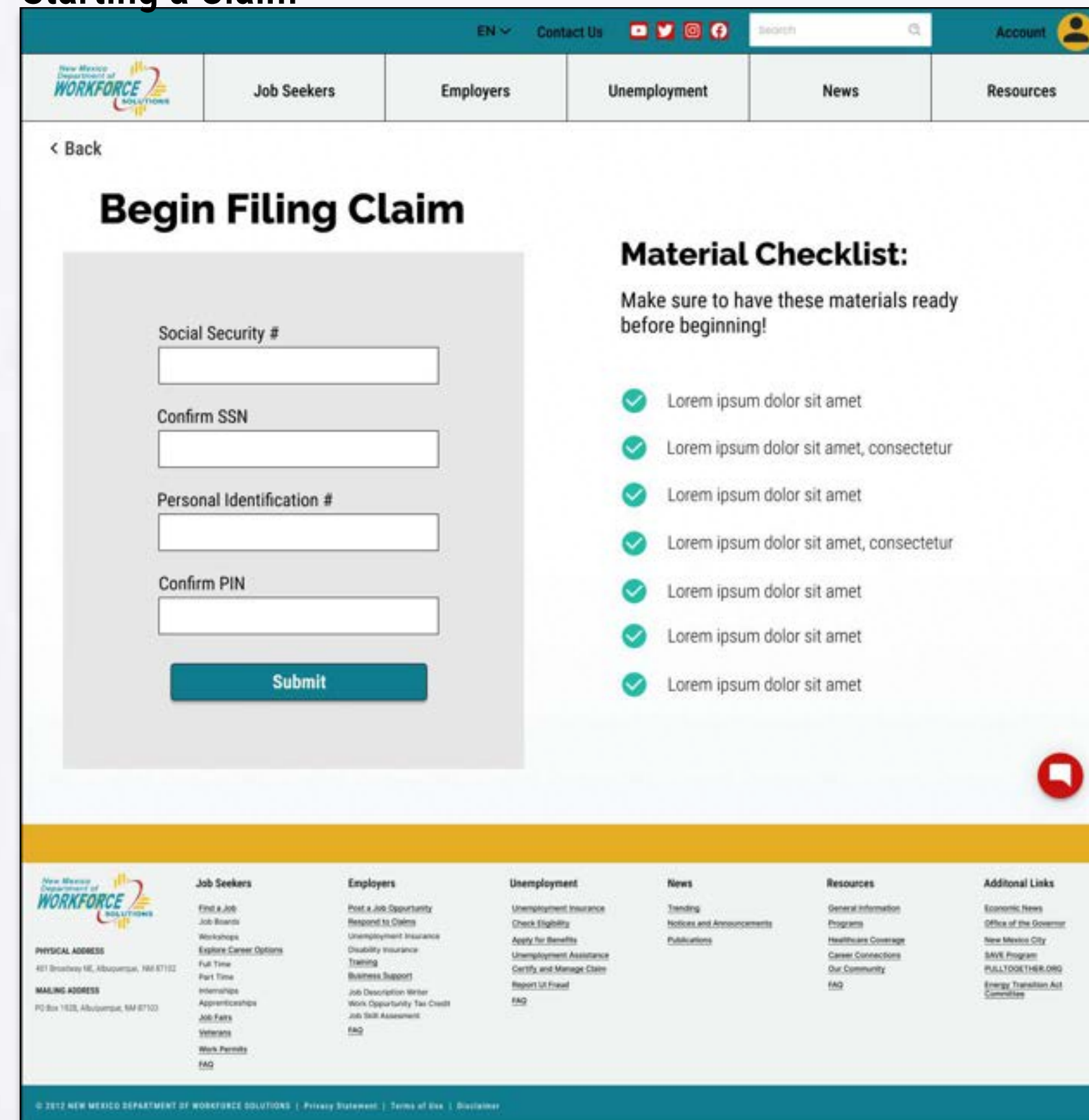
# HI-FI PROTOTYPES: DESKTOP

For our Hi-Fi prototypes we focused on using font styles, voice, tone, color, and visuals in an engaging and accessible way. We also made sure to use the winning design of each A/B test.

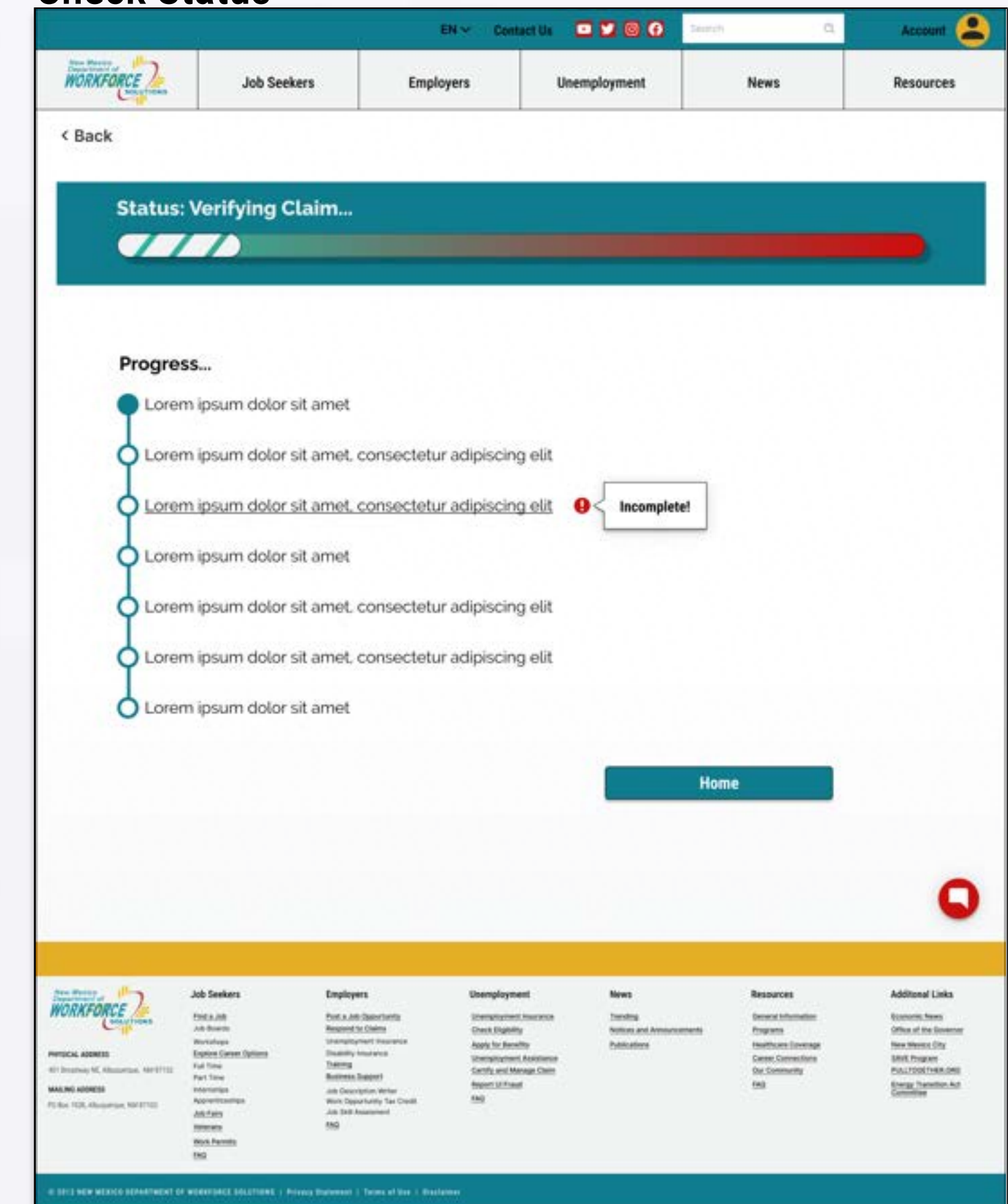
## Welcome Screen



## Starting a Claim

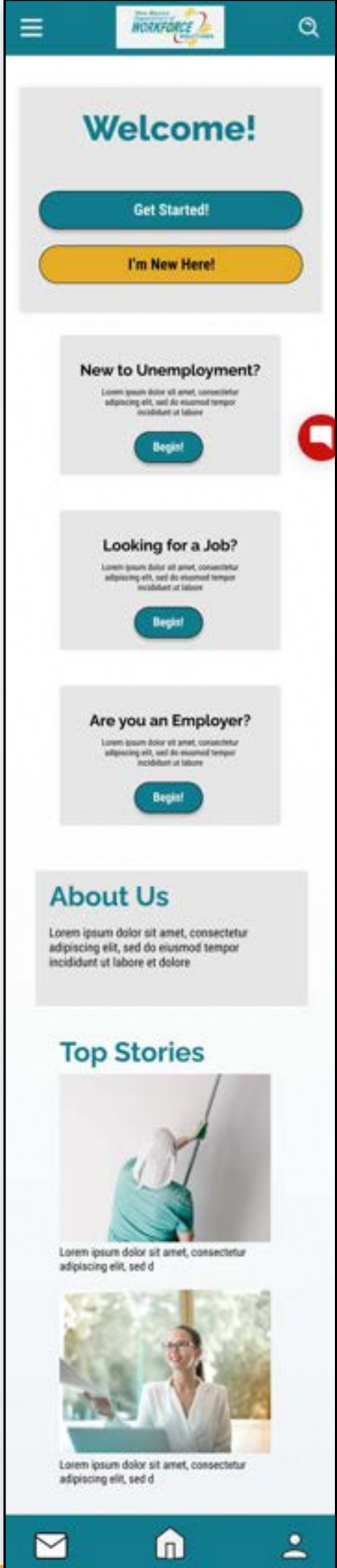


## Check Status

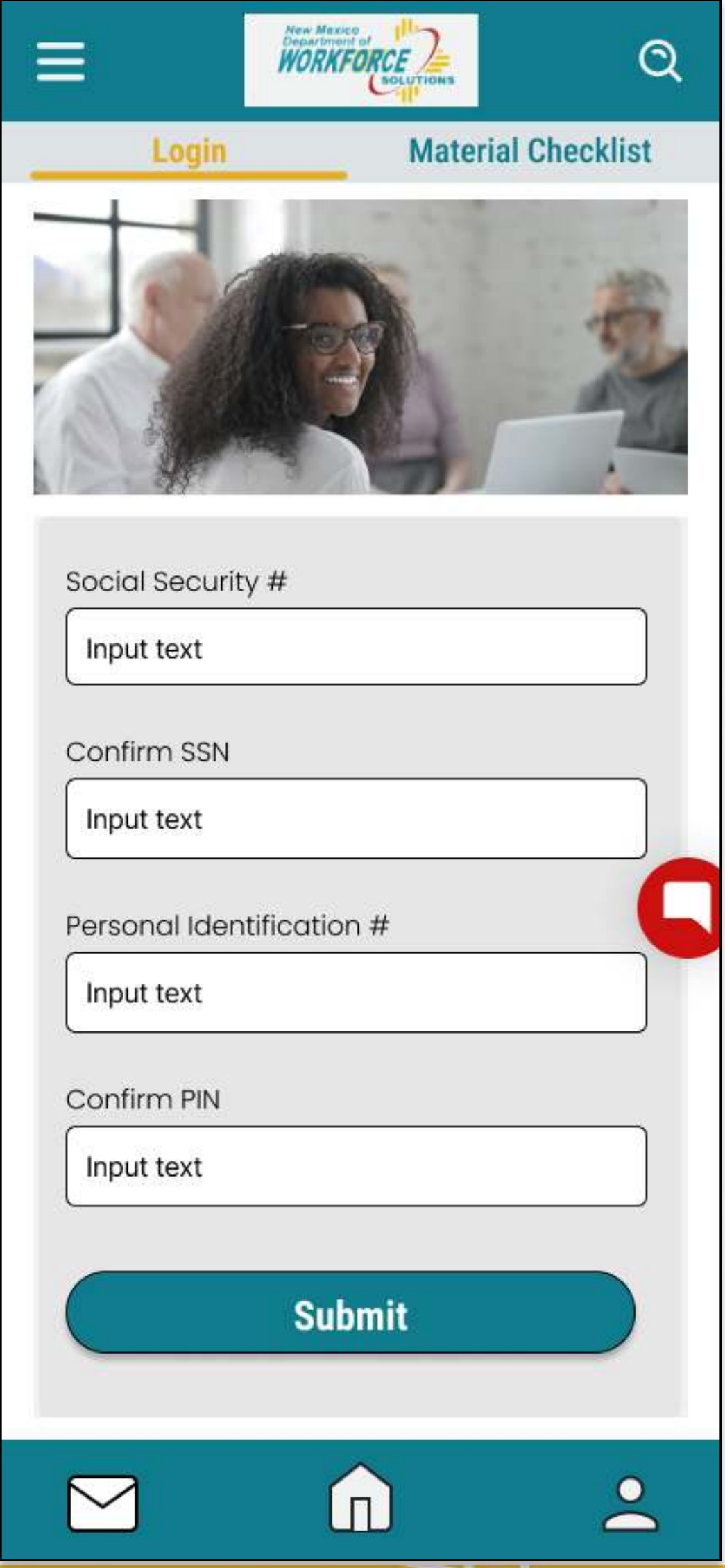


# HI-FI PROTOTYPES: MOBILE

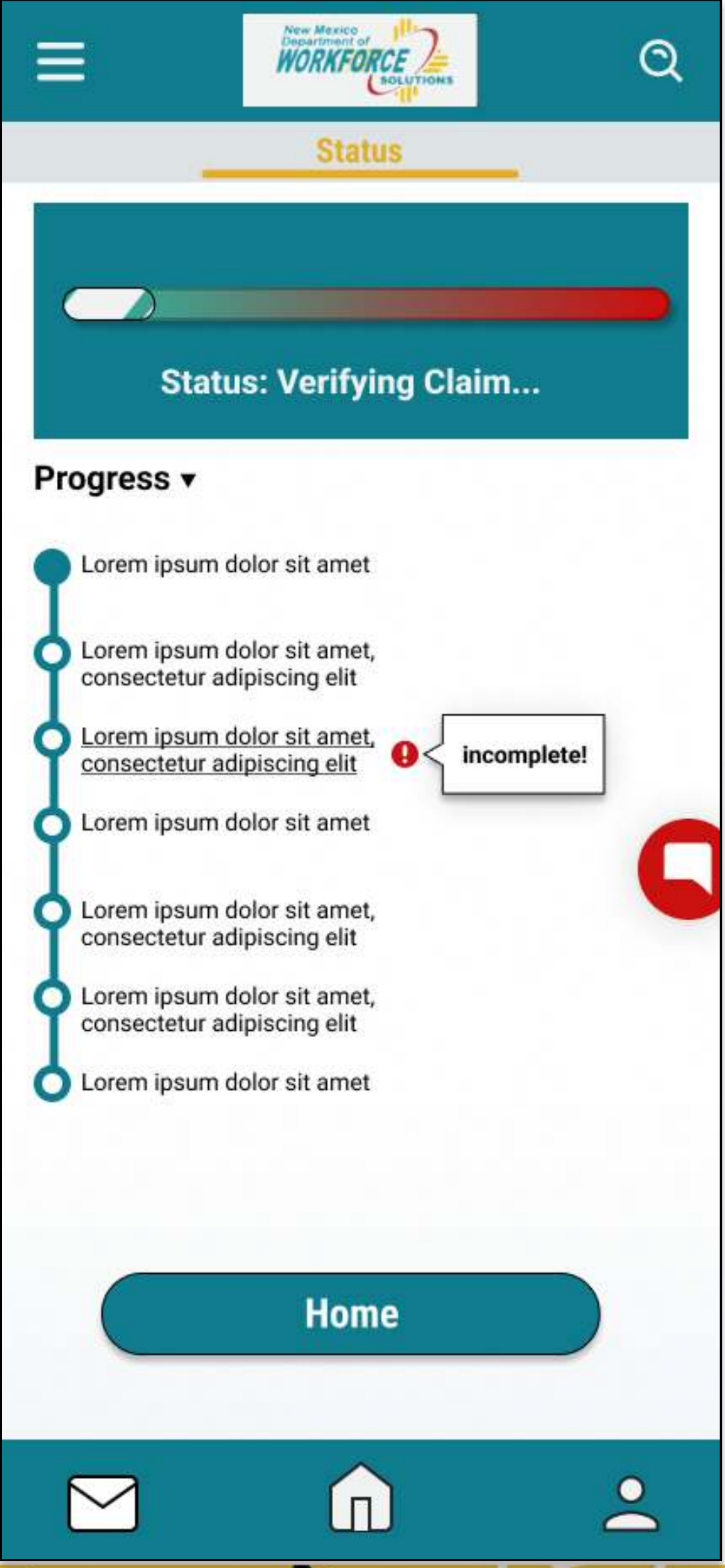
Welcome Screen



Starting a Claim

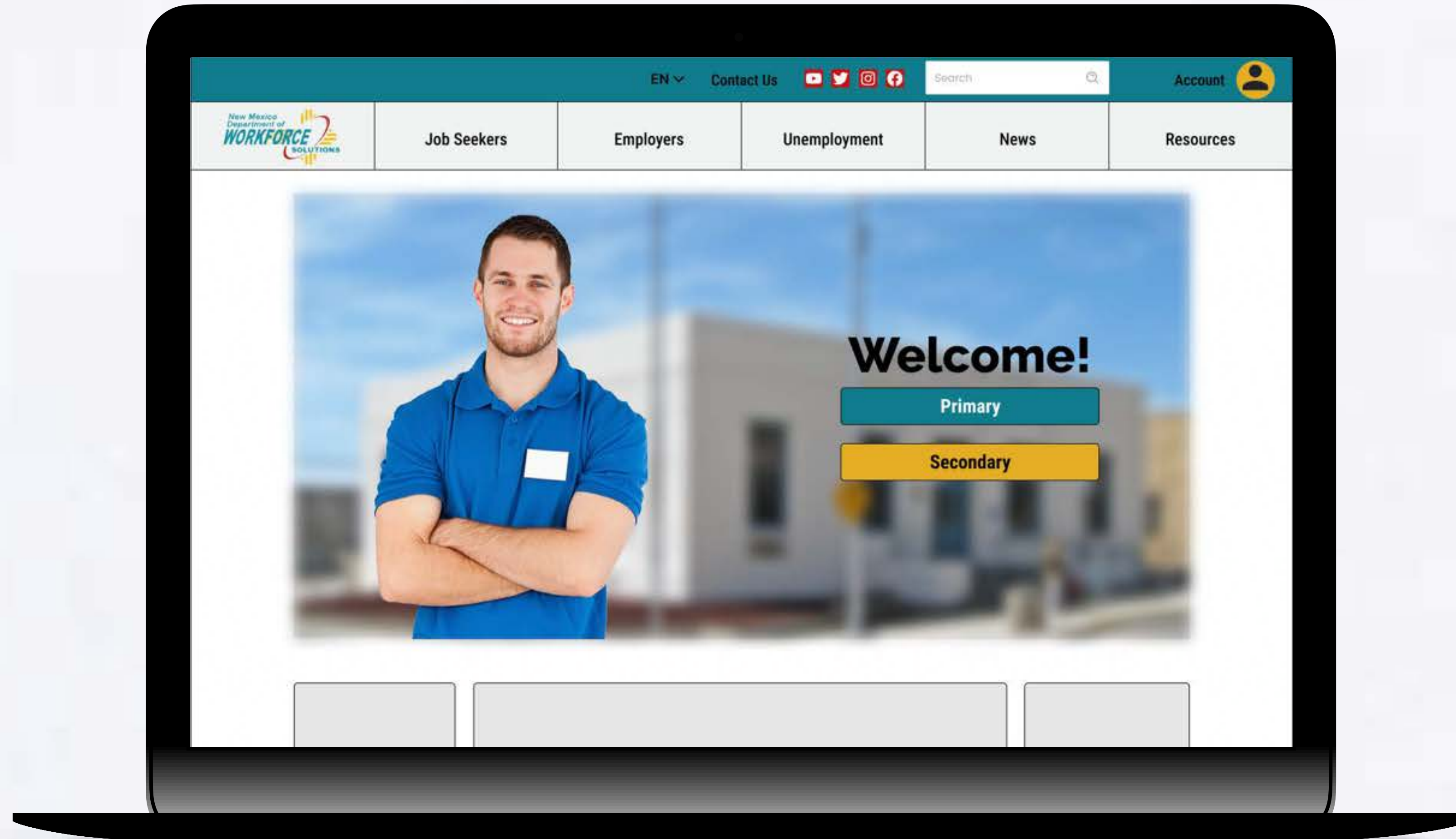


Check Status

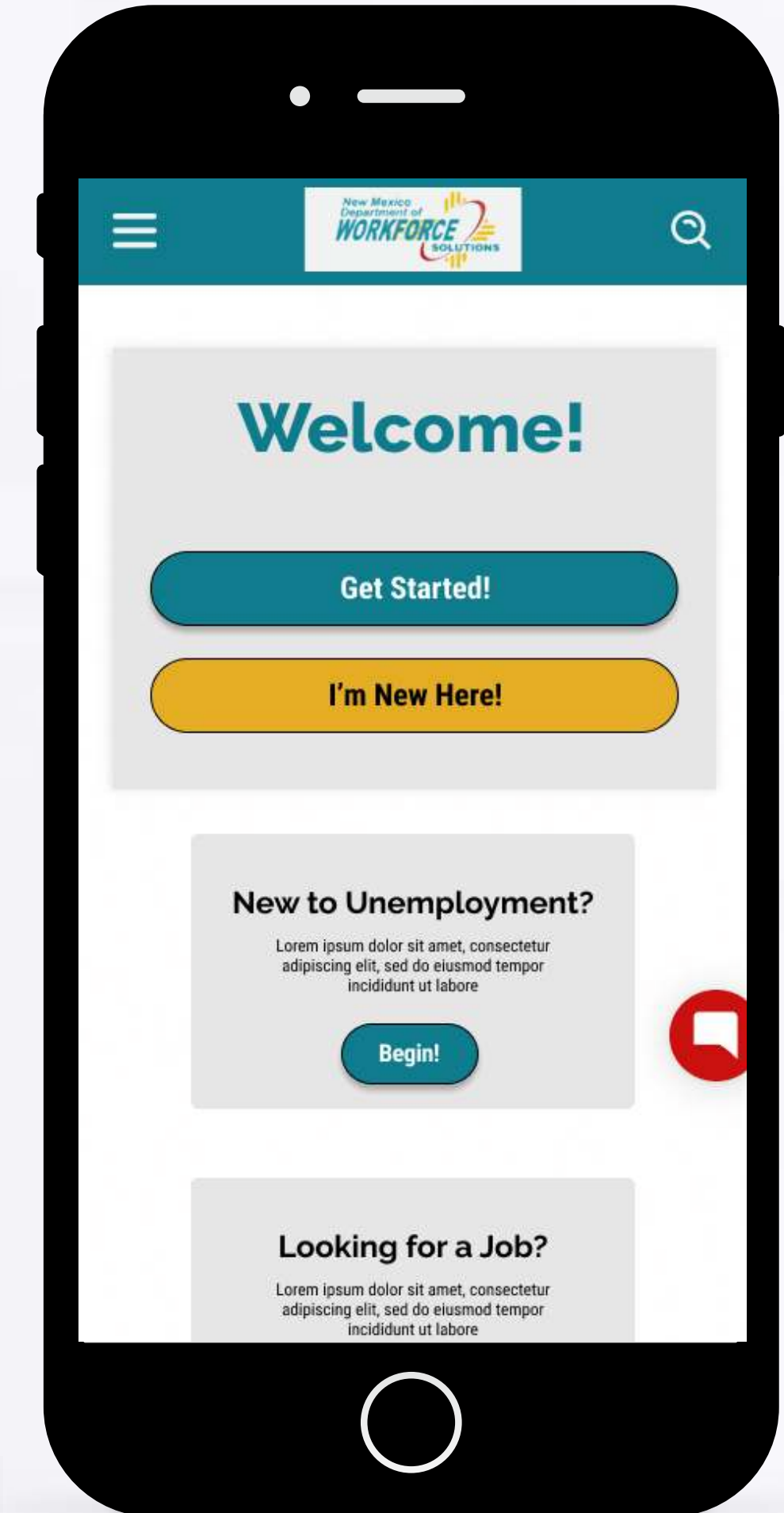


# INTERACTIVE FIGMA PROTOTYPES

DESKTOP PROTOTYPE



MOBILE PROTOTYPE



# OUTCOMES AND LESSONS

We concluded the project after we iterated our prototypes based on the results of the A/B tests.

If we had more time we could make more iterations based on usability testing.

We could have also researched our target demographic for this project: unemployed individuals. We can then make more informed design decisions based on the information we get when researching unemployed individuals.

This Case Study taught me to acknowledge the feelings and emotions of the users when designing wireframes. The original website did not take user emotions into consideration and the result was a frustrating, overwhelming and confusing website. We took these negative emotions we felt when designing our prototypes. It helped us make more informed decisions with arrangement, typography, color and voice and tone.

