Employment Security Department of Washington State

Chris Lewis, Rachel Matthews & Brian Sasville

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Research

Project Plan

Team Dave:
Chris Lewis,
Rachel Matthews
& Brian Sasville

We aim to investigate Washington State's Unemployment Insurance process for applicants and recipients. In order to create a mobile app prototype that will make the process easier for users.

We have two weeks to research, design, iterate, prototype and test the app.

Chris will take the role of Project Manager to keep us on track, Brian will take the lead with Axure/platform styles and Rachel will keep us organized to ensure all delivereables are ready to go. Everyone will contribute, interate and have fun.

Functional Team Plan

Team Dave:
Chris Lewis, Rachel Matthews & Brian Sasville

Communication Plan

- Team Standups at end of each day…either done in-person via slack.
- We will come up with a project game plan, and we will follow it (making adjustments as necessary…based on meetings and stand up reports)
- We will check in with each other every day

Conflict Resolution

- Safeword: Dave Matthews…what would Uncle Dave think
- When Dave Matthews is said: everyone takes a beat and gets things out on the table
- If we can't reach an agreement… if it's about the scope of the project we'll check in with the instructors; if it's a project design decision, we'll settle it amongst ourselves; When it doubt TEST (if multiple ideas are in contention and we all feel strongly about something being the right decision, we will A/B test it instead of relying on our own ability to passionately advocate for the idea)
- Aspirational: Dice to determine "all issues of contention or doubt" (like who gives feedback first, or… not even sure what might come up, but when it comes up and if we need it, the dice is there)

Creative Problem Solving Style

- A polite and supportive thunder-dome atmosphere (Best idea/ design wins; don't be precious with our ideas; kill your darlings)

Team Management

- Chris is bring in a dice (6 sided) to determine: who brings in snacks and beer for team meetings
- Chris is creating a shared folder on Dropbox for all team deliverables (DONE, and SHARED)

Organizational Research

Employment Security Mission

We partner to connect employers and job seekers - supporting transitions to new jobs and empowering careers. https://esd.wa.gov/newsroom/about-ESD

- Interestingly, it's not to distribute benefits.
- In addition to supporting individuals and families, unemployment benefits help support the economy in times of distress.
- Really oriented towards connecting employers and employees.

Key Goals for 2016

(https://esdorchardstorage.blob.core.windows.net/esdwa/Default/ESDWAGOV/newsroom/Refresh%20Fall%202015%20Final.pdf)

Increase # of jobs filled through WorkSource to 139,000 by 2016Q2

(Entered employment)

- Increase retention rate of jobs filled through WorkSource to 84% by 2016Q2 (Retention)
- ncrease wage upon re-employment to $16,600 by 2016Q2 (Wages)
- Decrease average duration for those claiming unemployment insurance benefits to 14.5 weeks by 2016Q2
- Increase % of employees who report* customer feedback is used to improve processes to 64% by 2016Q2

I strongly doubt that the general public sees the ESD the same way. More likely to see them as a bank. Ask questions about what the ESD is and does.

Declining funding

https://esdorchardstorage.blob.core.windows.net/esdwa/Default/ESDWAGOV/newsroom/2015%20year%20in%20review.FINAL.pdf

- " Dale Peinecke is "President of the National Association of State Workforce Agencies."
- Unemployment in Washington dropped from 5.6 percent to 5.0 percent in 2015 and the labor market is as robust as ever.
- Workforce Innovation and Opportunity Act (WIOA) - Federal Law governing how programs are funded and how they interact
- https://www.doleta.gov/wioa/Overview.cfm
- The Illinois website was much more focused on payments and eliminating waste and fraud. Oregon is similar to Washington.

Unemployment Insurance (National Wide)

- http://ivn.us/2014/01/14/brief-history-unemployment-insurance/Interestingly, it's not to distribute benefits.
- 1935 (part of Social Security Act; Unemployment Insurance Program)
- 1937 all states adopted
- UI provided through the state, and is helped with Federal Funding

Job-Search Log for the week ending (Mo/Day/Yr) _____/_____/_____

Employment Security Department
WASHINGTON STATE

Name: _____ ID or SSN: _____ **Keep this log for your records***

Instructions: Please use dark ink only. Do not send your logs to us unless we ask for them. You must complete a log for each week you claim unemployment benefits. You must have a combined total of three employer contacts or approved job-search activities each week. Keep your logs. * **We may review them any time up to 60 days past the end of your benefit year or up to 30 days after receiving any benefits, whichever is later.** We may call the employers listed to verify that you contacted them for work. Providing false information is fraud that can result in a denial of your unemployment benefits and additional penalties.

You can get more logs at your local WorkSource office or online at www.esd.wa.gov/job-search-log. If you apply online or respond to a newspaper ad, please attach a copy of the confirmation notice or ad if available. Refer to your Handbook for Unemployed Workers for further instructions on completing this log.

Contacts and job-search activities			Keep this log for your records
CONTACT 1 ☐ SKIES ____ Staff use only	Contact date (Mo/Day/Yr) ☐ Employer contact OR ☐ WorkSource activity	**FOR EMPLOYER CONTACT, check one AND list position or type of work applied for:** ☐ Application/résumé ☐ Interview ☐ Inquiry **Position:** **How contacted:** ☐ Online/email ☐ Fax ☐ In person ☐ Mail ☐ Kiosk ☐ Telephone ☐ Other (describe): **FOR WORKSOURCE ACTIVITY, briefly describe:**	**If employer contact was in person, by kiosk or by telephone, you MUST complete this section.** Employer ... Telephone (...) Address ... City ... State Name or position of person contacted **If employer contact was made online, by email, by fax or by newspaper, you MUST complete the appropriate information in this section.** Employer name (if provided) ... Website or email Job reference number If fax, provide the fax number (...) Newspaper name ... Publication date
CONTACT 2 ☐ SKIES ____ Staff use only	Contact date (Mo/Day/Yr) ☐ Employer contact OR ☐ WorkSource activity	**FOR EMPLOYER CONTACT, check one AND list position or type of work applied for:** ☐ Application/ résumé ☐ Interview ☐ Inquiry **Position:** **How contacted:** ☐ Online/email ☐ Fax ☐ In person ☐ Mail ☐ Kiosk ☐ Telephone ☐ Other (describe): **FOR WORKSOURCE ACTIVITY, briefly describe:**	**If employer contact was in person, by kiosk or by telephone, you MUST complete this section.** Employer ... Telephone (...) Address ... City ... State Name or position of person contacted **If employer contact was made online, by email, by fax or by newspaper, you MUST complete the appropriate information in this section.** Employer name (if provided) ... Website or email Job reference number If fax, provide the fax number (...) Newspaper name ... Publication date
CONTACT 3 ☐ SKIES ____ Staff use only	Contact date (Mo/Day/Yr) ☐ Employer contact OR ☐ WorkSource activity	**FOR EMPLOYER CONTACT, check one AND list position or type of work applied for:** ☐ Application/ résumé ☐ Interview ☐ Inquiry **Position:** **How contacted:** ☐ Online/email ☐ Fax ☐ In person ☐ Mail ☐ Kiosk ☐ Telephone ☐ Other (describe): **FOR WORKSOURCE ACTIVITY, briefly describe:**	**If employer contact was in person, by kiosk or by telephone, you MUST complete this section.** Employer ... Telephone (...) Address ... City ... State Name or position of person contacted **If employer contact was made online, by email, by fax or by newspaper, you MUST complete the appropriate information in this section.** Employer name (if provided) ... Website or email Job reference number If fax, provide the fax number (...) Newspaper name ... Publication date

For official use only	Week being verified	Entitlement	☐ Reschedule	WS office name or #	Claims Center #	Staff initials

EMS 10313 CC 7540-032-823 Rev 3/13

Per Employment Security regulations, this job log must be filled out each week as UI recipients look for work. We will want to incoporate the job log process into our app.

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RCW 50.20.190

Recovery of benefit payments.

(1) An individual who is paid any amount as benefits under this title to which he or she is not entitled shall, unless otherwise relieved pursuant to this section, be liable for repayment of the amount overpaid. The department shall issue an overpayment assessment setting forth the reasons for and the amount of the overpayment. The amount assessed, to the extent not collected, may be deducted from any future benefits payable to the individual: PROVIDED, That in the absence of a back pay award, a settlement affecting the allowance of benefits, fraud, misrepresentation, or willful nondisclosure, every determination of liability shall be mailed or personally served not later than two years after the close of or final payment made on the individual's applicable benefit year for which the purported overpayment was made, whichever is later, unless the merits of the claim are subjected to administrative or judicial review in which event the period for serving the determination of liability shall be extended to allow service of the determination of liability during the six-month period following the final decision affecting the claim.

(2) The commissioner may waive an overpayment if the commissioner finds that the overpayment was not the result of fraud, misrepresentation, willful nondisclosure, or fault attributable to the individual and that the recovery thereof would be against equity and good conscience. When determining whether the recovery would be against equity and good conscience, the department must consider whether the employer or employer's agent failed to respond timely and adequately to a written request of the department for information relating to the claim or claims without establishing good cause for the failure pursuant to RCW 50.29.021(6). An overpayment waived under this subsection shall be charged against the individual's applicable entitlement for the eligibility period containing the weeks to which the overpayment was attributed as though such benefits had been properly paid.

(3) Any assessment herein provided shall constitute a determination of liability from which an appeal may be had in the same manner and to the same extent as provided for appeals relating to determinations in respect to claims for benefits: PROVIDED, That an appeal from any determination covering overpayment only shall be deemed to be an appeal from the determination which was the basis for establishing the overpayment unless the merits involved in the issue set forth in such determination have already been heard and passed upon by the appeal tribunal. If no such appeal is taken to the appeal tribunal by the individual within thirty days of the delivery of the notice of determination of liability, or within thirty days of the mailing of the notice of determination, whichever is the earlier, the determination of liability shall be deemed conclusive and final. Whenever any such notice of determination of liability becomes conclusive and final, the commissioner, upon giving at least twenty days' notice, using a method by which the mailing can be tracked or the delivery can be confirmed, may file with the superior court clerk of any county within the state a warrant in the amount of the notice of determination of liability plus a filing fee under RCW 36.18.012(10). The clerk of the county where the warrant is filed shall immediately designate a superior court cause number for the warrant, and the clerk shall cause to be entered in the judgment docket under the superior court cause number assigned to the warrant, the name of the person(s) mentioned in the warrant, the amount of the notice of determination of liability, and the date when the warrant was filed. The amount of the warrant as docketed shall become a lien upon the title to, and any interest in, all real and personal property of the person(s) against whom the warrant is issued, the same as a judgment in a civil case duly docketed in the office of such clerk. A warrant so docketed shall be sufficient to support the issuance of writs of execution and writs of garnishment in favor of the state in the manner provided by law for a civil

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judgment. A copy of the warrant shall be mailed within five days of its filing with the clerk to the person(s) mentioned in the warrant using a method by which the mailing can be tracked or the delivery can be confirmed.

(4) On request of any agency which administers an employment security law of another state, the United States, or a foreign government and which has found in accordance with the provisions of such law that a claimant is liable to repay benefits received under such law, the commissioner may collect the amount of such benefits from the claimant to be refunded to the agency. In any case in which under this section a claimant is liable to repay any amount to the agency of another state, the United States, or a foreign government, such amounts may be collected without interest by civil action in the name of the commissioner acting as agent for such agency if the other state, the United States, or the foreign government extends such collection rights to the employment security department of the state of Washington, and provided that the court costs be paid by the governmental agency benefiting from such collection.

(5) Any employer who is a party to a back pay award or settlement due to loss of wages shall, within thirty days of the award or settlement, report to the department the amount of the award or settlement, the name and social security number of the recipient of the award or settlement, and the period for which it is awarded. When an individual has been awarded or receives back pay, for benefit purposes the amount of the back pay shall constitute wages paid in the period for which it was awarded. For contribution purposes, the back pay award or settlement shall constitute wages paid in the period in which it was actually paid. The following requirements shall also apply:

(a) The employer shall reduce the amount of the back pay award or settlement by an amount determined by the department based upon the amount of unemployment benefits received by the recipient of the award or settlement during the period for which the back pay award or settlement was awarded;

(b) The employer shall pay to the unemployment compensation fund, in a manner specified by the commissioner, an amount equal to the amount of such reduction;

(c) The employer shall also pay to the department any taxes due for unemployment insurance purposes on the entire amount of the back pay award or settlement notwithstanding any reduction made pursuant to (a) of this subsection;

(d) If the employer fails to reduce the amount of the back pay award or settlement as required in (a) of this subsection, the department shall issue an overpayment assessment against the recipient of the award or settlement in the amount that the back pay award or settlement should have been reduced; and

(e) If the employer fails to pay to the department an amount equal to the reduction as required in (b) of this subsection, the department shall issue an assessment of liability against the employer which shall be collected pursuant to the procedures for collection of assessments provided herein and in RCW 50.24.110.

(6) When an individual fails to repay an overpayment assessment that is due and fails to arrange for satisfactory repayment terms, the commissioner shall impose an interest penalty of one percent per month of the outstanding balance. Interest shall accrue immediately on overpayments assessed pursuant to RCW 50.20.070 and shall be imposed when the assessment becomes final. For any other overpayment, interest shall accrue when the individual has missed two or more of the individual's monthly payments either partially or in full.

(7) The department shall: (a) Conduct social security number cross-match audits or engage in other more effective activities that ensure that individuals

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are entitled to all amounts of benefits that they are paid; and (b) engage in other detection and recovery of overpayment and collection activities.

RCW 50.20.070

Disqualification for misrepresentation—Penalties.

(1) With respect to determinations delivered or mailed before January 1, 2008, an individual is disqualified for benefits for any week he or she has knowingly made a false statement or representation involving a material fact or knowingly failed to report a material fact and, as a result, has obtained or attempted to obtain any benefits under the provisions of this title, and for an additional twenty-six weeks beginning with the first week for which he or she completes an otherwise compensable claim for waiting period credit or benefits following the date of the delivery or mailing of the determination of disqualification under this section. However, such disqualification shall not be applied after two years have elapsed from the date of the delivery or mailing of the determination of disqualification under this section.

(2) With respect to determinations delivered or mailed on or after January 1, 2008:

(a) An individual is disqualified for benefits for any week he or she has knowingly made a false statement or representation involving a material fact or knowingly failed to report a material fact and, as a result, has obtained or attempted to obtain any benefits under the provisions of this title;

(b) An individual disqualified for benefits under this subsection for the first time is also:

(i) Disqualified for an additional twenty-six weeks beginning with the Sunday of the week in which the determination is mailed or delivered; and

(ii) With respect to determinations delivered or mailed on or after October 20, 2013, subject to an additional penalty of fifteen percent of the amount of benefits overpaid or deemed overpaid;

(c) An individual disqualified for benefits under this subsection for the second time is also disqualified for an additional fifty-two weeks beginning with the Sunday of the week in which the determination is mailed or delivered, and is subject to an additional penalty of twenty-five percent of the amount of benefits overpaid or deemed overpaid;

(d) An individual disqualified for benefits under this subsection a third time and any time thereafter is also disqualified for an additional one hundred four weeks beginning with the Sunday of the week in which the determination is mailed or delivered, and is subject to an additional penalty of fifty percent of the amount of benefits overpaid or deemed overpaid.

(3) All penalties collected under this section must be expended for the proper administration of this title as authorized under RCW 50.16.010 and for no other purposes.

(4) All overpayments and penalties established by such determination of disqualification must be collected as otherwise provided by this title.

The Employment Security Department is very concerned about fraud and fraud prevention. Building security into the app will be paramount.

Domain Research

Print Save

State of Illinois
Department of Employment Security
www.ides.illinois.gov

IDES
ILLINOIS DEPARTMENT OF EMPLOYMENT SECURITY

Work Search Record

Claimant Information:

Last Name: _____ First Name: _____ MI: ____

ID or SSN: _____

(Este es un documento importante. Si usted necesita un intérprete, póngase en contacto con su oficina local.)

Instructions: Please use this form to keep a record of the work search efforts you made. Be sure that all requested information is provided. Failure to do so may result in a denial of benefits. If you need additional pages, contact your local office or duplicate this form.

Important Notice: Keep Your Work Search Records
A determination that you were actively seeking work during a week being claimed is subject to reconsideration despite the fact that you have been paid benefits or returned to work. In order to preserve evidence that you were actively seeking work, do not discard your written work search record for any week being claimed until 53 weeks have passed from the end of that week. Further, if there is an appeal pending regarding your active work search for a week, keep your written work search record until there has been a final resolution of the matter.

Click here for the Work Search Explanation.

Week Ending _____

Contact Date	Name & Address of Contact	Person Contacted	Method of Contact	Type of Work Sought	Results

Week Ending _____

Contact Date	Name & Address of Contact	Person Contacted	Method of Contact	Type of Work Sought	Results

ADJ034F Page 1 of 2 TCS-2 Rev. (09/2011)

This is the job log equivilant for the State of Illinois. Much different setup.

WORKSOURCE OREGON
EMPLOYMENT DEPARTMENT

Employment Search Record

Name:	Social Security Number:

Keep a record of your job contacts since you may be asked to produce this record

Date (month/day/year)	Employer Name & Address	Contact By (e-mail, phone, etc.)	Name of Contact	Work Sought	Results	App/Resume Submitted?

WorkSource Oregon Employment Department is an equal opportunity employer/program
WorkSource Oregon Departamento de Empleo es un programa/empleador que respeta la igualdad de oportunidades

State of Oregon • Employment Department • www.WorkingInOregon.org FORM 2554 (06-05)

This is the job log equivilant for the State of Oregon. Much different setup.

Project Summary

P3: MoJo [Mobile Jobs] the Employment Security Department of Washington State app "apply where you are"

Intro & Goal

Losing a job and not knowing what comes next can be an intense source of anxiety for most people. The Employment Security Department of Washington (ESDWAGOV) seeks to assist those who were recently unemployed through no fault of their own with unemployment insurance. The process to apply, file claims and search for jobs while maintaining accurate records is not a simple one and could be made more accessible to users. By creating a mobile site that…

UX Vision Statement

MoJo: (Mobile Jobs) The Unemployment Process made easy. A mobile and motivational way to make weekly claims and keep track of your job search log.

Who's it for?

Dave – a late 40s family man who has recently lost his job. He has been filing unemployment for a few weeks and just wishes the process could be easier. His life is busy and genuinely wants to find a job, support his family and go about his life.

Why build it?

The Employment Secruity Deapartment of Washington currently only has two filing/job log avenues...use the online form (which is not mobile friendly) or call (where wait times can be over an hour, and are often much longer). If Dave could file via mobile app and the the process tweaked to be a proactive part of the re-employment process, instead of just as additional chore, it would give him peace of mind and encourage him to get to the point where he no longer needs unemployment insurance because he has a job.

What is it?

A mobile site that allows users apply for unemployment, file weekly claims, refile, job search and maintain the job log all from their phone.

Goals:

Simplify the the application process by making government-required questions easy to complete with a mobile device. Make the process more engaging so that if feels like a positive next step for the user as they look for work, and not a tedious chore.

What objective and subjective measures of success can we use?

OBJECTIVE SUCCESS METRICS:

- Frequency of users using the mobile app over the desktop site
- Increase in users using mobile app
- Reduce on the number of unsuccessful job log audits due to inaccurate information
- Decrease duration of people on unemployment based on
- Decrease number of complaints about unemployment/claims processes

SUBJECTIVE SUCCESS METRICS:

- Increase positive feelings about ESDWAGOV
- Decrease user anxiety over the claims filing process
- Decrease user anxiety over job audit process

What types of users can use the product?

- Registered Viewers only - people who have filed for unemployment with ESDWAGOV
- Job Posters - Job creators who have job opportunities for job seekers
- Admins - can maintain servers and block/unblock users

The Functions

- Home Screen
- File weekly claims
- Search for jobs
- Import job search data into job log

Preliminary Ideas for Screens/Views

- Index View - mobile app home screen
- Log In - mobile users can log into their account
- File Weekly Claim View - where users can file t
- Index View - homepage of PhotoYou (all users can view this)
- Detailed View - permalink page for each photo
- Profile View - user profile page
- Album View - view all the photos in a group
- Browse View - view all the photos according to a set of tags

Competitive/Comparative Analysis

Job Seeker Resources

	ESDWAGOV	Oregon: OED
Are expectations for job seekers receiving unemployment insurance clear?	Not from site	No
Job Search Services	Site directs user to WorkSource, a government supported partner in job placement services	"Find a job" section includes Oregon Jobs, Apprenticeships, Government jobs, Careers with OED, Job Fairs/Events, WorkSource Oregon and Veteran information
Job Seeking Tips?	Links to WorkSource information	Yes
Career Retraining Information?	Yes	No
Easy to find job log?	No, it's flipping buried!	N/A

Unemployment Insurance Seeker Services

	ESDWAGOV	Oregon: OED
Can I file online?	yes	yes
Can I file via app?	No	no
Can I file on my phone (digital process)?	yes, but you wouldn't want to because the form is geared for desktop use (size and button style not leveraged for mobile)	unknown
Can I call to file?	Yes	Unknown
Presentation of Handbook information	PDF download only	PDF download, also integrated in site organized with left navigation and drop down menus
How does the first time user know what to do?	The "Apply for Unemployment" link takes you right to the form. This is the first step in the process, seems like an intermediate step is needed to explain what filling out an application means, what information you need to fill it out, if there is anything the user should be aware of (like an inactivity time limit and there is one–15 minutes, and what happens after the form has been submitted). That intermediate step is actually found under the Unemployment tab.	Site directs user to handbook information. It's a lot to sift through. Could use an overview of the steps the user is getting into.
How does a returning user know what to do?	They'll have received a packet in the mail. The packet has more information about the process.	Clearly written site navigation and tabs
Help Resources	Video for first time filers (has ~500 views, so not many people are using this resource); Packet sent in the mail; FAQ page; Handbook (pdf) has most of the instructions, not the site.	UI Help Center (has claimant handbook, how to file videos, FAQs, appeals process information and fraud information), Videos

Website Overview

	Washington: ESDWAGOV	Oregon: OED
Website	yes	yes
Is Site Responsive?	yes	yes
Is site design consistent?	no (radical difference between site and forms)	yes
App	no	no
Site responsive on IOS	yes	yes
Site responsive on Android	yes	yes
Who is target audience?	Unemployment seekers, Employers, Press, Government Employees, other Edge Cases	job seekers, people seeking unemployment insurance, employers
Spanish version of site?	Yes, but limited	No
Other languages supported?	14 other languages "supported" by redirecting to a page with information in that language giving them instructions on how to proceed. Ostensibly how to get translator support. (*If you need to apply for unemployment insurance benefits , or you have questions about the benefits of free interpreter services , If you baahaid , to discuss a job with benefits unemployment*...a Google translated version of the Somali text)	No
Social Media?	Facebook, Twitter, Blog (last updated April 15)	Facebook, Twitter, YouTube
Main Navigation	Tabs, Not Dropdowns: Home, Unemployment, Jobs & Training, Employer Taxes, Employer Resources, Labor Market Info, Newsroom	Home, Job Seekers, Unemployment, Businesses, Agency Information, Forms, Videos, Oregon Talent Council, Sign Up for Updates from OED
Secondary Navigation	Fixed Lists: Unemployment + related subcategories, Jobs & Training + related subcategories, Employer Taxes + related subcategories	Job Seekers + related subcategories, Unemployment + related subcategories, Businesses + related subcategories, Career & Business Information + related subcategories

Heuristic Evaluation

Employment Security Department of Washington State

[ESDWAGOV or Washington ESD]

https://esd.wa.gov/unemployment

Visibility of System Status

- Main site has clear navigation tabs
- Unemployment application jumps to a completely new page layout that doesn't match with the main site
- PDFs links not clear they are PDF downloads until you click on them

Match Between System & Real World

- Phrase "UI" used as headline type throughout site, refers to Unemployment Insurance but this is not clear to the novice user

User Control & Freedom

- To Evaluate this properly, we will need to talk to people who are currently using the system as there is no good way to set up a fake account

Consistency & Standards

- The main site has a specific design to it, but once you click on a form (to file, to reopen a claim…etc) and the look completely changes and the branding disappears.
- The site refers to itself as Washington ESD, ESDWAGOV,
- The Spanish version of the site is FAR more bare bones than the English version of the site

Error Prevention

- On form, if fields are left blank, there is a red, text error message the does pop up

Recognition Rather Than Recall

- Typical government reliance on crazy acronyms…ESDWAGOV is the acronym for this department. TOO MANY LETTERS!
- Abiding Unemployment Insurance as UI on main site makes it unclear for the uninitiated to know what UI is

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Hueristic Evalusation continued…

Flexibility & Efficiency of Use

- The site links you to a video about how to apply for benefits. There is a long disclaimer to read before you get to the video, the link for which downloads a quicktime video file on to your machine. My machine could not get it to play. No flexibility of use. Why not streaming? Very inefficient setup. (Later found the video library, but it was located under the Newsroom tab instead of under an FAQs or Help tab)
- The site says that you will be logged out after 15 minutes of inactivity. It doesn't specify that it erases your data, but I suspect it might. Because I can't actually test the application, I can't be sure before the interviews.

Aesthetic & Minimalist Design

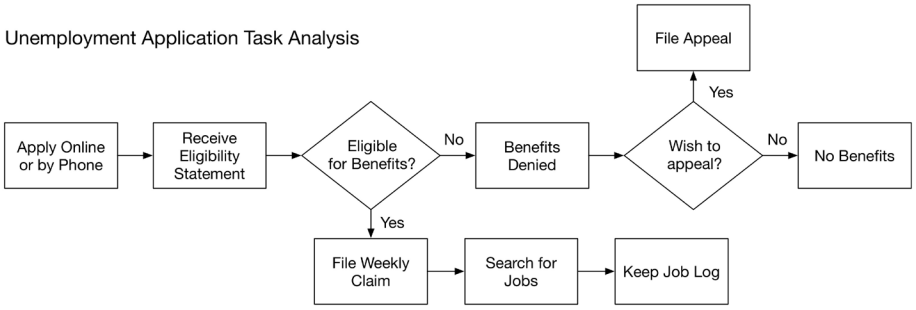
- It is clear that some time has been put into creating a site, improving the hierarchy and making it work for multiple users. It was redesigned in 2015. However it could still do with a deal of refinement and tab restructuring (example the Newsroom and Labor Market info tabs seem either misworded or applicable more toward edge cases than primary users and could be pushed to the footer to remove clutter from the site.
- The new site doesn't match the aesthetic of the forms, or rather the forms don't match the new aesthetic of the site.

Help Users Recognize, Diagnose and Recover from Errors

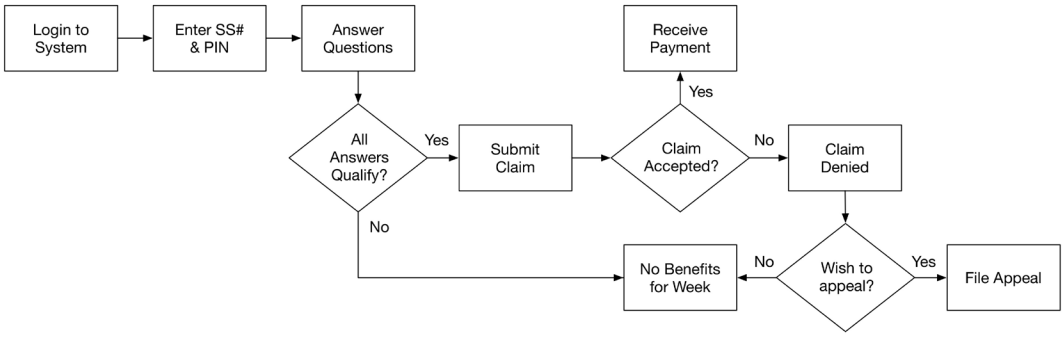
- There is a disclaimer on the page that tells you what you need to have gathered before you start to file your claim, that the system will automatically log out after 15 minutes of activity
- The ESDWAGOV site links to several external sites (Workforce, legal help…etc) without making it clear that you're going off-site. This is especially prominent in the Jobs & Training section where it appears as if the job seeking information is integrated through the page via hypertext links, but in truth this is not the case. Trying to figure out what steps the user needs to take and take action on those steps is a bit like chasing the white rabbit down the hole.

Task Analysis

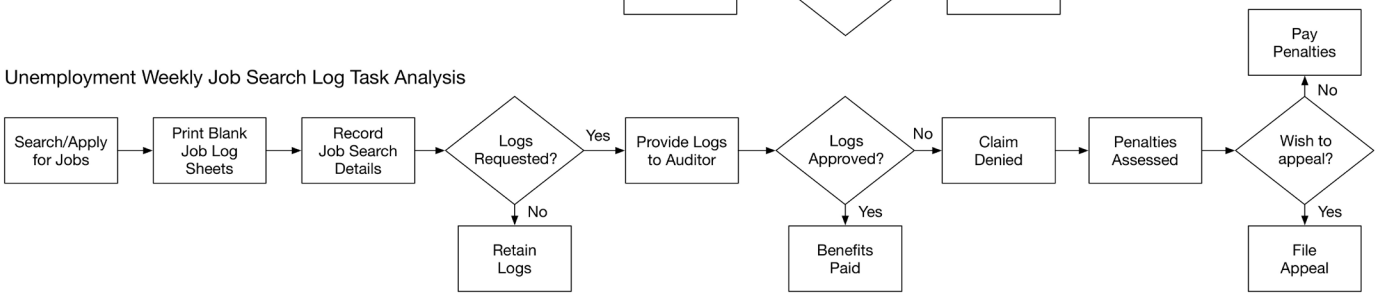
Unemployment Application Task Analysis



Unemployment Weekly Claim Task Analysis



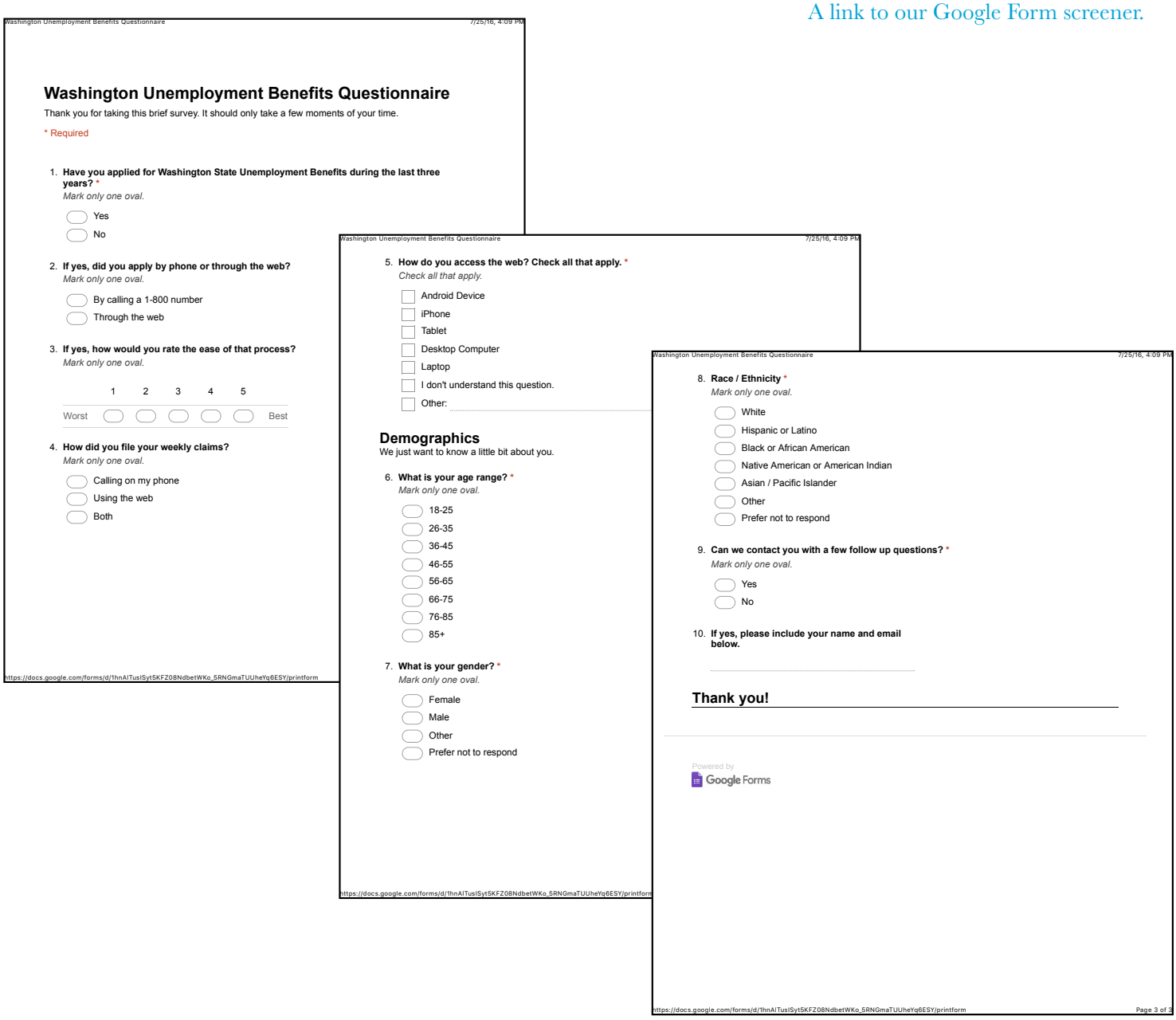
Unemployment Weekly Job Search Log Task Analysis



User Research Screener

https://docs.google.com/forms/d/1hnAlTusISyt5KFZ08NdbetWKo_5RNGmaTUUheYq6ESY/edit

A link to our Google Form screener.



Washington Unemployment Benefits Questionnaire 7/25/16, 4:09 PM

Washington Unemployment Benefits Questionnaire

Thank you for taking this brief survey. It should only take a few moments of your time.

* Required

1. **Have you applied for Washington State Unemployment Benefits during the last three years?** *
   Mark only one oval.
   - Yes
   - No
2. **If yes, did you apply by phone or through the web?**
   Mark only one oval.
   - By calling a 1-800 number
   - Through the web
3. **If yes, how would you rate the ease of that process?**
   Mark only one oval.

   1 2 3 4 5

   Worst ... Best
4. **How did you file your weekly claims?**
   Mark only one oval.
   - Calling on my phone
   - Using the web
   - Both

https://docs.google.com/forms/d/1hnAlTusISyt5KFZ08NdbetWKo_5RNGmaTUUheYq6ESY/printform

Washington Unemployment Benefits Questionnaire 7/25/16, 4:09 PM

5. **How do you access the web? Check all that apply.** *
   Check all that apply.
   - Android Device
   - iPhone
   - Tablet
   - Desktop Computer
   - Laptop
   - I don't understand this question.
   - Other:

Demographics

We just want to know a little bit about you.

6. **What is your age range?** *
   Mark only one oval.
   - 18-25
   - 26-35
   - 36-45
   - 46-55
   - 56-65
   - 66-75
   - 76-85
   - 85+
7. **What is your gender?** *
   Mark only one oval.
   - Female
   - Male
   - Other
   - Prefer not to respond

https://docs.google.com/forms/d/1hnAlTusISyt5KFZ08NdbetWKo_5RNGmaTUUheYq6ESY/printform

Washington Unemployment Benefits Questionnaire 7/25/16, 4:09 PM

8. **Race / Ethnicity** *
   Mark only one oval.
   - White
   - Hispanic or Latino
   - Black or African American
   - Native American or American Indian
   - Asian / Pacific Islander
   - Other
   - Prefer not to respond
9. **Can we contact you with a few follow up questions?** *
   Mark only one oval.
   - Yes
   - No
10. **If yes, please include your name and email below.**

Thank you!

Powered by Google Forms

https://docs.google.com/forms/d/1hnAlTusISyt5KFZ08NdbetWKo_5RNGmaTUUheYq6ESY/printform Page 3 of 3

User Research Screener Results

Put out a survey and received 14 responses.
This led to five potential interview subjects.

Have you applied for Washington State Unemployment Benefits during the last three years?	If yes, did you apply by phone or through the web?	If yes, how would you rate the ease of that process?	How did you file your weekly claims?	How do you access the web? Check all that apply.	What is your age range?	What is your gender?	Race / Ethnicity	Can we contact you with a few follow up questions?
Yes	By calling a 1-800 number	3	Both	Android Device;Desktop Computer;Laptop	46-55	Female	Native American or American Indian	Yes
Yes	Through the web	2	Using the web	iPhone;Laptop	18-25	Female	White	Yes
No				Android Device	46-55	Female	White	No
Yes	Through the web	3	Using the web	iPhone;Laptop	26-35	Female	White	Yes
No				iPhone;Tablet;Desktop Computer;Laptop	36-45	Female	Asian / Pacific Islander	Yes
Yes	Through the web	4	Using the web	Desktop Computer	26-35	Male	White	Yes
No				Android Device;Desktop Computer;Laptop	46-55	Female	White	Yes
Yes	Through the web	4	Using the web	Desktop Computer;Laptop	46-55	Female	Asian / Pacific Islander	Yes
No				Android Device;Desktop Computer;Laptop	46-55	Male	White	No
No				iPhone;Desktop Computer;Laptop	46-55	Female	White	Yes
No				iPhone;Laptop	56-65	Male	White	No
No				iPhone;Tablet;Desktop Computer;Laptop	56-65	Male	White	Yes
No				iPhone;Laptop	46-55	Female	White	Yes
No				Android Device;Tablet;Desktop Computer;Laptop	46-55	Female	White	Yes

Email addresses have been omitted for the privacy of our research participants.

User Research Script

Hi, and thank you for agreeing to participate in this research interview today. I am a User Experience Design Student at General Assembly and I am conducting interviews today for a class project. I am going to ask you a series a questions. There are no wrong answers. Some of the questions might get a bit personal, so if you feel uncomfortable answering any of the questions, just let me know and we can skip it. I can't tell you much about what the project is or the exact reason I'm conducting this interview because it might affect the way you respond to the questions. But I can definitely tell you once the interview is over.

Do you have any questions so far?…

If you don't mind, I'd like to record the audio for this interview. It will only be used for the purposes of this project's research and will be deleted as soon as the project is completed. Can I record the audio/video? (Y / N)

Link to consent release for Skype/FaceTime Interview:
https://rachelmatthews.wufoo.com/forms/z1xzbjtz12sd14m/

Get to Know You

- Name
- Occupation
- How often are you online?
- What devices do you use to access the internet?

Want to Know About their Experience Applying for Unemployment

- Tell me about your experience applying for unemployment?
- When did you begin applying for benefits?
- How long were you on it?
- What was the most frustrating part (of their system)?
- Why?? And why?? And why??
- What the best part of working with their system?

Want to know about the weekly claim process

- Tell me about your experience filing weekly claims?
- How do yo feel about applying for weekly claims?
- Did apply through phone, print, smartphone or computer?
- What was the most frustrating part of the weekly claim process?
- What was the best part?
- Why??? And why??? And why???
- What could be done to improve the process?
- How did you track when to file?
- Did you ever forget to file a claim and if so, what happened?

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Want to know about the job search process

- Tell me about your experience searching for jobs?
- Which jobs sites did you use in your search?
- Tell me about your experience with this/those sites
- Which did you find easiest to use? Why?
- Which did you find the most difficult to use? Why?
- What would make the process of finding a job better? (as compared to going through the motions)

Want to know about the job log

- Tell me about the job log?
- Did apply through phone, print, smartphone or computer?
- On what day did you normally submit the job log? [Early bird on Sunday or procrastinator?]
- Did you fill out the job log every time you applied or all at once?
- What information did you have with you when filling out the job log?
- What was the most frustrating part of the job log?
- How often were you able to include all requested information?
- What information would you have wished you could have included?

Want to know about the job audit

- Have you ever had a job search log audit? If so please tell us about that experience.
- What information would have prevented a job audit?

User Research Data

Interview: "A"

- graphic designer
- work online; spend lot of time online outside of work
- "web dork"
- web = "my only connection to outside world"
- multiple computers, iPhone
- application process was the basic application process
- application process: filled out a lot of stuff and then waited
- [clear on process]
- applied two years ago for a few months
- filing claims every week was frustrating
- same dozen or so questions every time you file
- "a bit tiresome"
- website looks old
- job log is most frustrating part
- keeping track of all the things you search for
- the process of filling it out is frustrating
- job log difficult when you apply and there is nobody to reference
- definition of proof of job application unclear
- job log seems antiquated
- kept track of job log with screenshots as evidence
- did more than three a week in case there is an audit
- you have to PROVE to them you did it
- sometimes applications just get sent off into the ether and there is no way to prove you did it
- gets tedious
- you just have to hold on to all the documentation just in case you need it
- had a friend who was audited and docked for a week
- most frustrating part of job log: keeping sufficient data to prove you did it because you don't know what "enough" is
- antiquated system from when things were done in person
- Maybe 1/3 of time I could completely fill the ad
- applying to blind ads
- no real parameters; seemed to be at the whim of the auditors
- audit seems like a nerve-wracking process
- Job Searched via: ladders, glass door, career-builder, staffing firms (creative group/creative circle… etc), book of lists/Biz Journals, linked in
- paper log only, no digital part
- weekly claim process form is not mobile friendly
- weekly claim process form on desktop is fine (but was not happy with it)
- weekly claim form: No way to save work in progress and come back, have to leave form open and then you run the risk of it timing out
- for something so important that it can get you in trouble, it should be better
- "they should have their ducks in a row" in regard to the way the site/form operates for users
- biggest issues is that it's not mobile friendly
- the desktop is forgiving, whereas it's not if you use it on your phone
- the process isn't too complicated
- the design is more complicated than it needs to be, but the process isn't that complicated (aside from the job log)
- Claim process mostly radio buttons
- can't file until end of workweek

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(sunday) have until next Friday to file claim, but it's best to file early
- missed first week because process was unclear
- missed claim "pain in the butt"
- missed claim and had to call and it was a tedious process to resolve
- takes half a day to get on the phone with a person
- once on the phone with a person, issue resolved quickly
- the UI system is not practical
- change one thing: have it easily done on mobile

Interview: "B"

- online a lot
- online 60% of waking day
- online "way too much"
- devices: macbook pro, smart tv, windows phone
- unemployed 3 years ago
- I remember have a lot of forms to fill out
- Lots of fine print
- "super complicated" forms
- Overwhelming to read through because there is so much information there
- sent a paper packet to fill out
- Can't remember if was online
- didn't understand verbiage
- took a long time to go through fine print and all the paperwork
- "I wanted to make sure I didn't get screwed over by the government because that's the kind of thing you can't fight"
- The most frustrating thing was that it was just so much to read through
- Also frustrating that I was unemployed and had to do it in the first place
- had to give an odd URL to get to the weekly claim section of the website
- to get to the claim section of the site I had to do some weird navigating
- didn't bookmark the claim URL
- I had a paper version because I was supposed to have a paper document
- I had to do paper and online submission
- Frustration: there was one week where I said I "No, I didn't meet my quota" but I still got my check anyway cause that's part of the fine print "you'll get paid no matter what" it'll just be revoked.
- On receiving money that he knew would be revoked later "That SUCKED"
- Was being completely honest in his forms, knew the money wasn't his, had to set it aside
- "I was being completely honest" [still felt screwed over}
- "left me in the dark" about where he was in the process when he didn't meet his job log quota but still received check and didn't know when the government would come to reclaim it
- the scariest part was I didn't know when I was going to have to have to pay it back
- "I needed every penny I could get"
- they did audit
- sent in statement, didn't hear

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anything, received email declaring he needed to send them money, he had to fill out form and mail in check
- the weekly thing is annoying, but it's just annoying
- the part that sucked was having to do extra work when he was completely honest, being sent the money that he knew he had to return…it's just a labor intensive process with little reward
- "the money [he knew he had to return] was glaring at me"
- it's dumb. if I didn't do my quota, don't pay me. That's the first thing I'd change.
- 2-3 month lapse between the week he didn't make the quota/ receiving the check and having to return the check
- don't return the check in time, you get fined more
- the money issue is more of an issue than doing the paperwork
- I just remembered to file every thursday
- I wasn't efficient at putting up reminders, I just did it
- had to maintain the application information for the paperwork, so it wasn't like I needed a reminder all the time
- constant reminder of "hey you're unemployed. hey, you're still unemployed."
- had to send the paper worksheet in
- felt like busy work
- knew they weren't following up on the paper
- made his own version of the worksheet
- I hate job searching, 100%
- used craigslist "a lot of craigslist"
- looked at washington state careers
- the only real jobs in olympia were government and state working
- I think I did some cold applications too
- I didn't know how to job search very well
- I knew there were jobs on craigslist, so that's where I went
- Used workforce (but can't remember much about it)
- would be cool if there was an easier way
- would like a job search worksheet with tips and strategies on how to search
- Worksource has classes and it counts as a job search
- would be nice if there were more tips (resume and job tips)
- date applied, place applied, address…etc info on job log form
- I had internet access so it was easy to fill in the job log blanks
- It [job log] was annoying to do
- the issue was the job log seemed a bit backwards. It's not a planning tool, its an accountability tool.
- It's [job log] not a 'hey let's get you a job tool.'

Interview: "C"

- Uses Desktop and phone
- thinks its easy to apply online
- was on unemployment for two months
- filed weekly claims online. It was very easy.
- Never forget to file.
- Filed out job log form every week.
- Did have a job log audit but it went well.
- For job search used recruiters, linkedin, and indeed

Interview: "D"

- Use multiple devices and daily web use (desktop and phone)
- Recorded one video of someone filling out a job log and one phone conversation
- 2 audits
- Just remembered when to file
- From 1 week to 4+ months
- Positives: Answering the claim questions is easy. Call back function. Back end processing is efficient (direct deposit and application status)
- Use every form of job search (online, recruiters, networking)
- Most made up their own version of the worksheet
- Most thought there was a disconnect between submitting the job log and actually finding a job.
- 1 person filled out the paper log.
- Two people missed the first week.
- Long wait times on the phone.
- Not clear about what counts as a employer contact.
- "It was easy."
- "Frustrating"
- "Uncertainty"
- "It's dumb. if I didn't do my quota, don't pay me. That's the first thing I'd change."
- "It's [job log] not a 'hey let's get you a job tool.'"
- "Tiresome"
- Definition of proof for job log unclear
- "Tedious"
- "Not mobile friendly"
- "It's an easy process."
- "Searching for jobs sucks. Its terrible."
- "No connection between job search log and actually finding a job"
- "something so ancient can't possibly be helpful"
- Word Cloud: Frustrating, Uncertainty, Dumb, Tiresome, Tedious, Sucks, Terrible, Ancient, Unfriendly

Interview: "E"

- Project Manager
- online Often
- use iPhone, desktop, iPad
- They don't provide enough information up front. Hyper confusing to fill out income information. Lost Microsoft pay information because lost account access so it was hard to fill out basic information. Whole process is confusing. Not sure what counts as what. Wants it to be up front. Giant walls of text. Have to select job title that doesn't apply to the real world. And is that important, does it apply to what jobs you're applying for?
- It might make sense to apply for jobs you don't want until you find one you're interested in.
- began applying for benefits last week
- good part: Got mail quickly.

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Confirmation mail. Checks are processed quickly.

- It sucks. Its terrible. As part of the severance was given 4 months access to agency to help with job help skills. [Things similar to work source but didn't count as work source activities]. Online job searching sources are bad at game and cooking industry jobs. Software engineering is more straight forward. Hard to find appropriate.
- redid his resume, made his linkedIn page better.
- LinkedIn, individual company websites (searching registered game websites), Lee Heck Harrison (job service database)
- hard to find appropriate jobs. Lee Hec Harrison helps identify companies but not specific roles
- No connection between job search log and actually finding a job
-
- does job log on Monday
- Use an excel spreadsheet to manage job log. Update every time he applies.
- browser open when filling out job log
- Not knowing what counts is most frustrating part of job log.
- most of the time / all of the time able to submit all required information for job log
- understand that proof is reasonable but wishes the process made more sense. Thinks it inflates the number of job applications so its harder for employers to identify good candidates. People apply to fulfill their three for the week.
- would definitely use an app even though he does most of his job searching on a desktop.
- Should limit you to exactly what information is required
- Take snapshot of screens or pages or emails
- [browser extension]
- History of logs so you know what've applied to (what should you hear back from)
- Tedious process. Not clear about what counts as a employer contact.
- Did not know that networking doesn't count if its not for a specific job. Does not count as an "inquiry"
- Layout of form is unclear.
- Do they want url info? That's a thousand characters long?
- Would take forever to fill out the form for a long time period if he had been using a different system.
- Job listings are often taken down after a while. How to find that info?
- Job reference number is often not in the email
- Doesn't know what specific information is required.
- Not too worried about job audit.
- Things that one specific job is rejected and you have to pay them back [how it really works is you can have a fourth job listing]
- Putting off job applications so that save some for next week
- Would be nice to include full job listing.
- Bungee provides no job application confirmation at all.
- Nice to include attachments or screenshots.
- Kendall's claim account was deleted after one week of not submitting?
- Check within 48 hours of making claim.
- Kendal spent 1.5 hours on the phone on Monday.

Interview: "F"

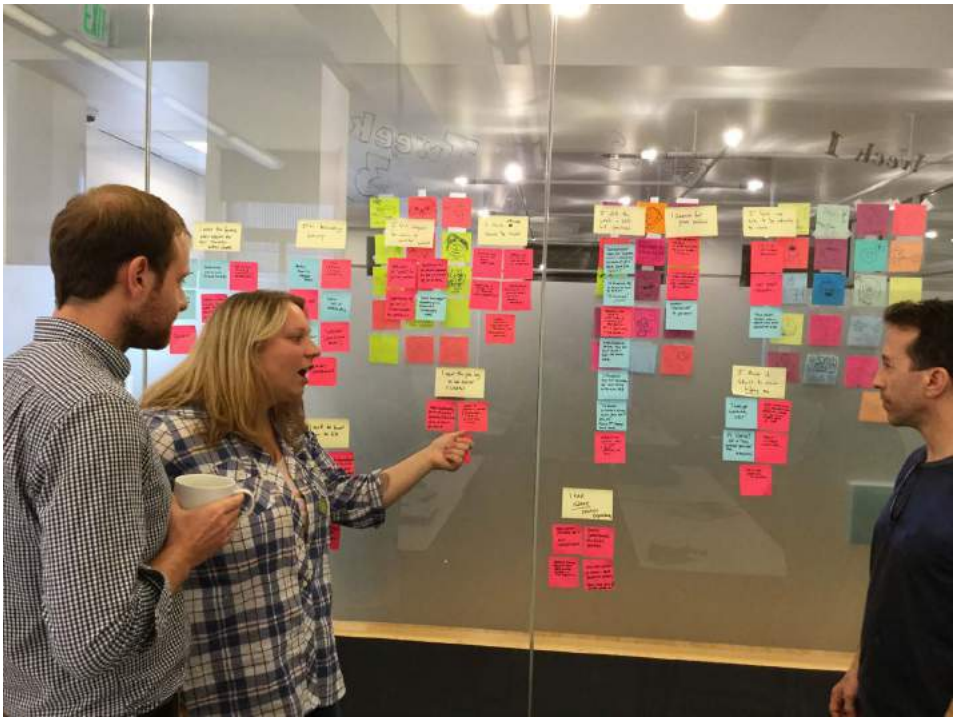
- Event Planner
- online all the time
- laptop, use the iPhone but not much for job search stuff
- Has done it twice (applied for UI). This time was a little confusing. Thought she needed the job claim form when she initially applied, so she applied a week late. Not a bad thing though because have a limited number of weeks
- Phone is slow but they will call you back. So you don't have to stay on hold. Required mandatory orientation. Yesterday. And that was helpful. But it would have been much more useful in the first couple months. Lottery system to go to class. 16 spots but only 4 people showed up. Meant that 12 people had found work.
- Started filing in the middle of April. Filed previously five years ago.
- best part: Phone call back. Orientation was helpful. Workforce just redid their website (May). Was total crap before that. Not depressing. Looks like current technology and has useful search engine. Before - something so ancient can't possibly be helpful.
- Using an old portal? Graphics are really old and outdated, should match the workforce design. The questions can be confusing. The way they are stated. Especially for ESL folks. Could use info buttons - click on job contact and it would say what a job contact is. Super dumbed down. Not everyone could understand this.
- Thinks there's room for much improvement. Networking is how you get jobs so that's how you should be able to get a job contact. Should correspond to how people get jobs. Its easy for online applications but then you're one of 300 applications. So you don't find the right job.
- Always apply on computer.
- How to keep track of when to file? Just remember that's it Sundays. But sometimes pushes it to Tuesdays. Thinks that you can file every day.
- Couldn't claim for the week in Hawaii. Tried to get back in the system and it locked her out. Closed after one week. Had to call in. Just confusing. Workforce has a new function that you can reopen the claim.
- The economy is better so that there are actual options. Market is really competitive. Minimum 70-90 applicants for something that's been posted for less than five days. Heard of more than 300 applicants for one job.
- Thinks that because unemployment forces you to apply that there are a lot of useless applications. Apply to just get a contact. Not helping anyone. Hard to find the right job, get considered, and then get an offer. Getting face time is hugely important and thus is should count as a job contact.
- Frustrating looking for jobs.
- Looked at craigslist but thinks its spammy. People will post the same job over and over when they're trying to get bodies in the door. Looking to do event management for non-profits. Non-profit job boards. National and regional networking community sites.
- Not using things like monster.com or similar things.
- Likes worksource. Trying to use it now.
- For job log created an excel document. First column is dates. Tabs for different kinds of contact. Applications, types of contact. Emailing cover letters and resumes. After every contact.
- every time fills out job log
- Browser window open when filling out job log

continues page 31 >>

- Needs to update form to include company address and things like that. Can usually find 80-90% of stuff on the companies website.
- But if you get called by a recruiter you never find out that information. They keep it confidential.
- What could be included: screenshots, not clear about what you should actually be providing. Should you print it out? Printed out every job application she's made since she knows the listing will get taken down. Then there's the email record from networking. But its not particularly clear what they want you to do.
- They stopped mailing the handbook. Not easy to read on the computer screen. Thinks they should mail you a hard copy. She had to pledge that you would read the book. Was like at a second grade level. And she's
- Been audited? No thank goodness. Especially since she didn't do it quite right. Thinks that she learned it would be okay. Need to reply to audit within six days or 48 hours. If information is not sufficient for one week they can ask for the whole log.

User Research Results

Affinity Diagrams



“I” Statements Created

I did the work and still felt penalized

I need the job log to be easier and useful

I think the job log should be digital

I search for jobs online

I had some positive experiences

I need to know when to file

I find the website to be unfriendly

I feel subject to the whim of the auditor

I’m technology savvy

I think it should be about helping me

I wish the forms were easier to get through every week

Persona

Primary: Dave

45 years old | Recently Unemployed
Cares about putting money into his daughter's college fund

Dave has a wife (Jane) and daughter (Isabella), a house and lots of friends. What he doesn't have right now is a job because he was let go a month ago. He immediately filed for unemployment and has been looking for a new job ever since. For now, they rely on Jane's income while he looks for work. The unemployment checks help, and Dave has taken on more of the home duties during this transition but times are still very tight.

Dave has a college degree, but doesn't feel like it or his skills are relevant anymore. He feels left behind by massive technological shifts in our culture and in his former job industry. He is trying his best to keep up. Losing his job has taken as much as a mental toll on him as it has a financial one. He's feeling pressure from all sides: home, personally and of course from the government who is closing following Dave's job search while he collects unemployment. He doesn't like to admit it, but he's struggling to keep his head above water.

Dave is currently enrolled in the Employment Security Department's system and is collecting unemployment insurance. He has made more than three claims already.

Tech Empathy

Medium to High. Is online quite a bit, has a computer and a smartphone but isn't quite up-to-date on today's social media saturated job search process. His job search process a couple decades behind and he is having to adapt.

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Needs from Employment Security Department

To quickly and easily file claims and document his job search so that he isn't wasting his time, but rather being proactive in starting this new chapter in his life.

- Ease of use
- Clear steps to follow/actions to take
- Mobile-friendly
- For the process to be easier
- For the stages of the process to be part of the outcome (not in addition to)
- To not have to need it (unemployment benefits)
- One less thing to worry about
- To know he did it (successful)
- To feel proactive and not powerless
- To know that's he been doing the right things even though he's not successful yet

How [App Name] Can Serve Dave

- Create an app that allows Dave to file his claims and document his job search process where he is–which ranges from at the playground with his daughter to stuck on a bus in Seattle gridlock traffic.
- Allow him to complete the process in digestible chunks that he can save and revisit as he goes about his day.
- Change the tone of the filing/job log process to be one of proactive steps toward a new future (positive outcomes)
- Give him real time information about the status of his claim

Plan

User Stories

User Story 1 As a busy father and husband, Dave can use the app anywhere he goes without having to worry about completing an entire form in one sitting.

User Story 2 As an active job seeker, Dave can manage his job search and job log right from his phone without having to track down/hold on to lots of pieces of paper and forms just in case the ESD flags him for an audit.

User Story 3 As a decent, hardworking person who lost his job for reasons beyond his control, Dave can feel as if his time in the unemployment insurance process is a positive, proactive step toward the next chapter in his career, and not a time in his life when he should feel penalized and shamed.

User/Customer Journeys

Use Case 1 **File Claim**

The system displays the Claim History and the option to file this weeks claim if its during the applicable period. The system presents the required questions in a yes / no format the user answers each one by clicking a button. At the end of the process the user has the option to review his/her answers, save or submit. All answers are automatically saved so the user can stop halfway through the process. After submitting the answer, the system displays a confirmation message.

Use Case 2 **Record job in job log**

User opens up the job log and can either create a new entry or edit previous entries. After clicking on create a new entry the system display the standard fields, allows the user to submit custom fields or attach additional information. System displays progress for weekly job logs, 3 = acceptable and 4+ = good. Progress is listed in weekly format. After user fishes adding information, system offers congratulations.

Scenarios and Storyboards

Scenario 1: Pre-App

It's 3 pm and Dave is waiting to pick up his daughter, Isabella, from school. He's killing time outside the school when it dawns on him that it's Monday and he forgot to file his unemployment claim yesterday. He pulls out his Android phone to try to file online. The entire process is a pain in the ass. The text is too tiny to read, the radio buttons are too small for his fingers. It takes too long, so he gives up on the web form and opts to call the ESD. He is put on hold and waits. While he is still on hold, Isabella runs up to the car, her school day is done. Dave hangs up, his claim still unfixed.

continues page 39 >>

Scenario 1: Post-App

It's 3 pm and Dave is waiting to pick up his daughter, Isabella, from school. He's killing time outside the school when it dawns on him that it's Monday and he forgot to file his unemployment claim yesterday. He pulls out his Android phone to try to file online. The new app system guides him through the filing process via clear/easy steps. He is in the middle of filing when Isabella runs up to the car, her school day is done. Ready to drive home, Dave puts the phone aside, confident that he won't lose any of the data he had been entering. Once home, Dave goes right to his computer and finishes the rest of the filing process though the main site. The data he had been entering on his phone carried over to his account, so it was a breeze. The process was so quick, Dave had plenty of time to help his daughter with her homework.

Scenario 2: Pre-App

Dave has been actively searching for a job. He applied to 10 jobs in the last two weeks. Dave is feeling great. Suddenly he realizes that he hasn't filled out the job log to record his job search. Now Dave feels crummy, and anxious. He knows he has to get this done. He's out of forms so he prints out more. He has tech issues. Now he's downright frustrated. Finally he gets the Job Log form printed so he can start filling it in, except now he can't remember all the details of his 10 applications. Worried about an audit from ESD, he's up until 1 a.m. and sleeps through the alarm the next morning. Isabella is late to school and he missed his 9 a.m. interview.

Scenario 2: Post-App

Dave has been actively searching for a job. He applied to 10 jobs in the last two weeks. Dave is feeling great. Suddenly he realizes that he hasn't filled out the job log to record his job search. Now Dave feels crummy, and anxious. He knows he has to get this done. He goes to the app. He had been adding to his digital job log all week in spare moments during his free time. There aren't as many gaps in the log as he thought. He fills in the last remaining details and gets a good night's sleep. The next morning, he gets Isabella promptly off to school and makes a great impression at his 9 a.m. interview.

continues next page >>

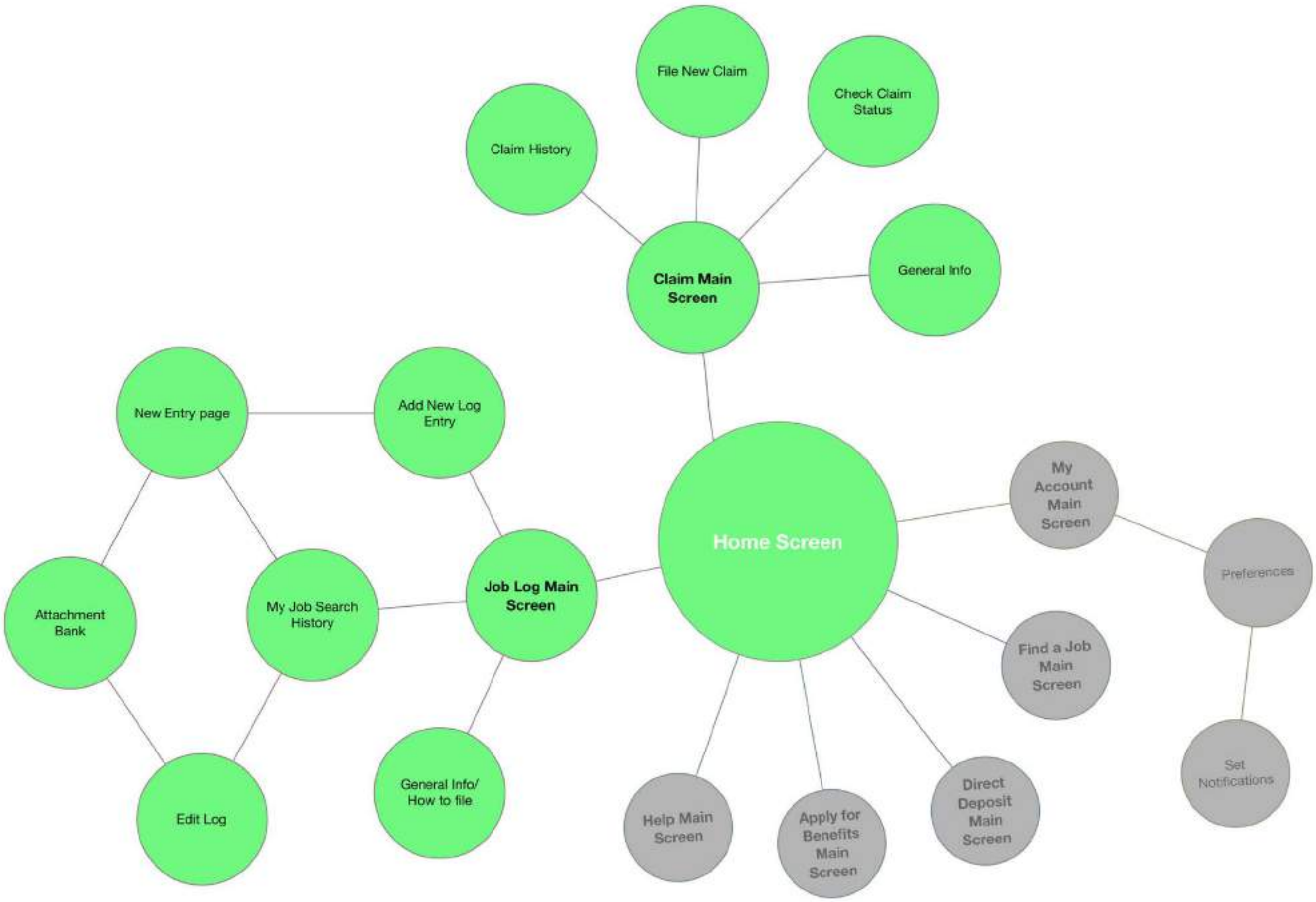
Scenario 3: Pre-App

Dave receives a call from ESD, notifying him that there are questions about his claim. He is asked to bring in his paper job search logs for the past month and meet with an auditor. Dave is highly stressed, and attempts to gather up all his paperwork. It has been a busy month spent trying to find a job, and he knows he has fulfilled the requirements for job-searching, but his log entries have been sporadic and disorganized. He was afraid this day would come but, alas, he isn't prepared. He tries to re-create as much as he can from memory, and scrambles to find documentation to back up his claims. Upon meeting with the auditor, he soon discovers that his attempt was insufficient, and he must pay back 2 weeks' worth of benefits, plus pay a fine. Dave can't afford any of this—plus, ESD may now decide to launch a full audit of his entire benefit year. Poor Dave won't be getting much sleep tonight.

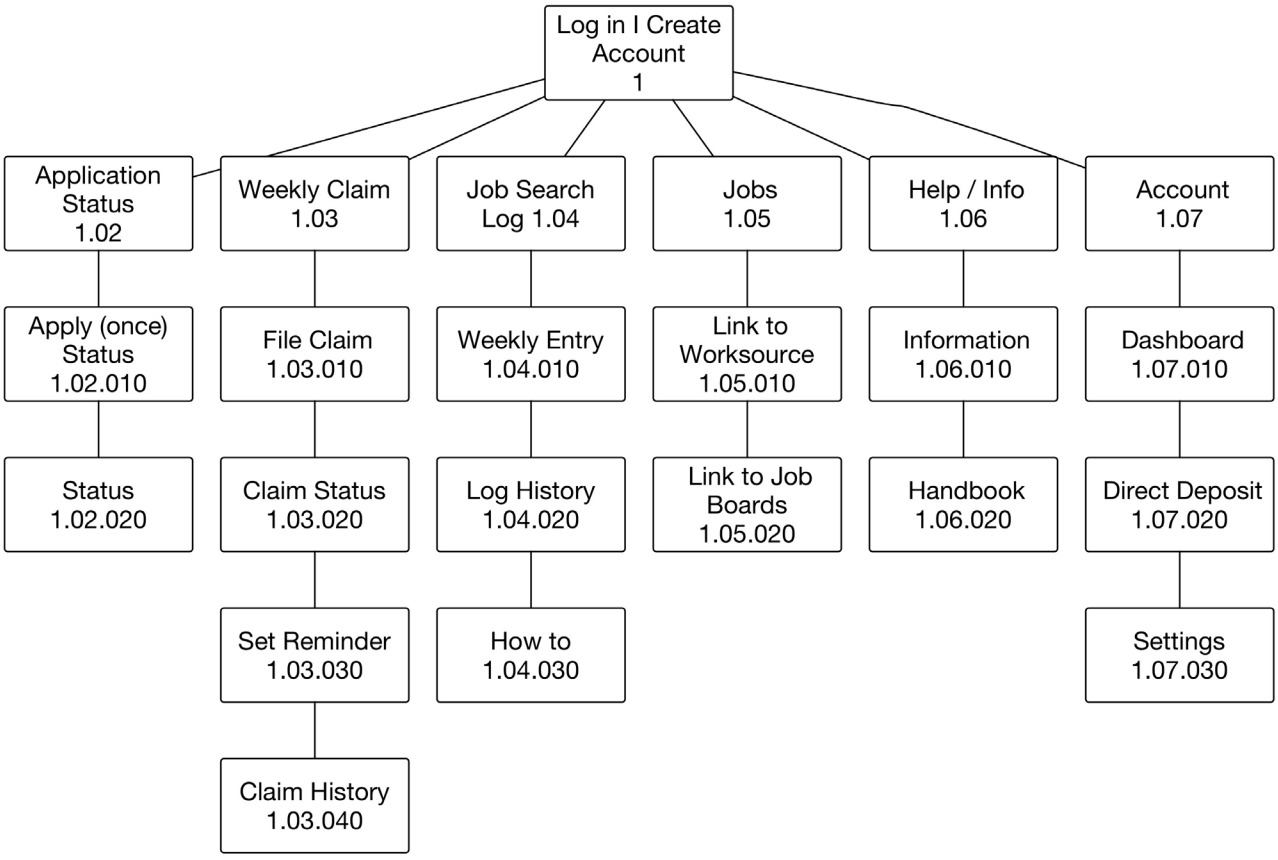
Scenario 3: Post-App

Dave receives a call from ESD, notifying him that there are questions about his claim. His online Job Search Log appears to be incomplete. He is asked to account for one of his job searches from last week; there doesn't appear to be any documentation. Dave takes a look at that week in his mobile app, and notices that he forgot to upload a screenshot. He tells the ESD representative that he will upload the missing file right away. He locates the screenshot in his Photos folder, and uploads it via the app. The auditor immediately sees the file, and says he will be in touch if there are any further questions. Dave breathes a sigh of relief a few days later, when he receives a confirmation email that his account is up-to-date.

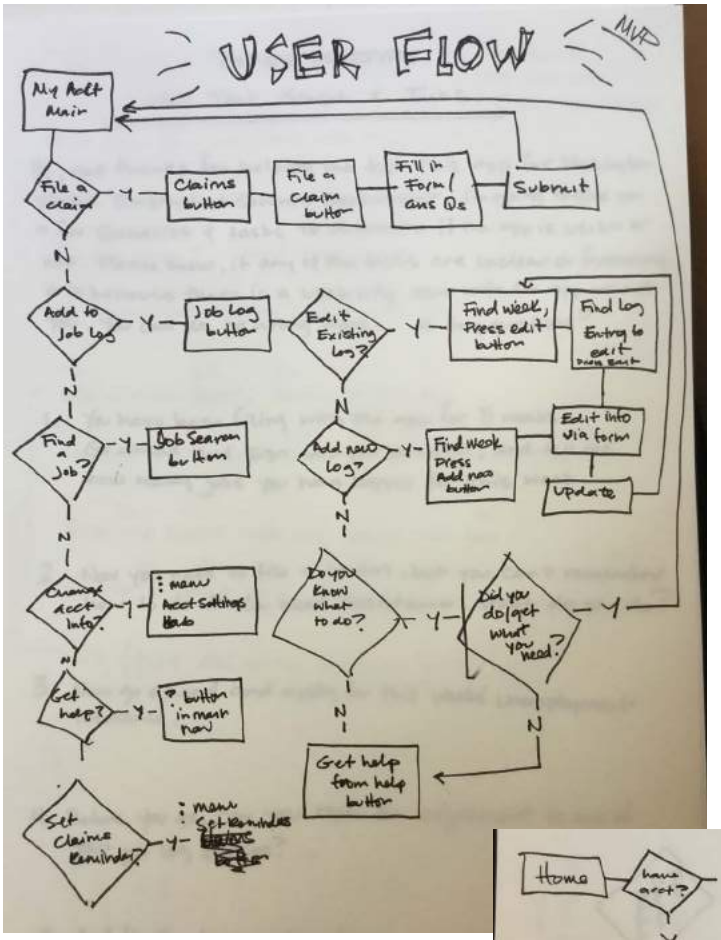
Concept Maps



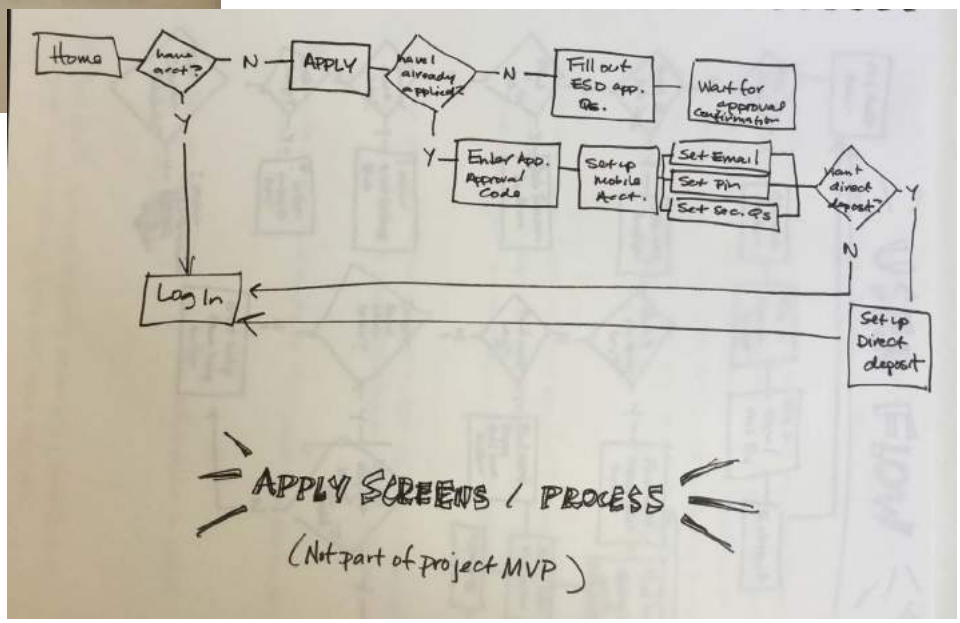
Sitemap


Log in I Create Account 1
Application Status 1.02
Weekly Claim 1.03
Job Search Log 1.04
Jobs 1.05
Help / Info 1.06
Account 1.07
Apply (once) Status 1.02.010
File Claim 1.03.010
Weekly Entry 1.04.010
Link to Worksource 1.05.010
Information 1.06.010
Dashboard 1.07.010
Status 1.02.020
Claim Status 1.03.020
Log History 1.04.020
Link to Job Boards 1.05.020
Handbook 1.06.020
Direct Deposit 1.07.020
Set Reminder 1.03.030
How to 1.04.030
Settings 1.07.030
Claim History 1.03.040

User Flows



The User Flow (left) outlines the steps Dave could take through our MVP. We will be building out the **File a Claim** and **Job Log** function of the app.



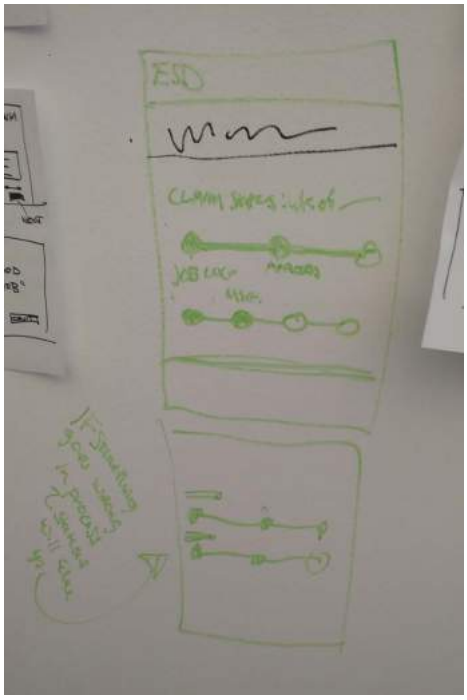
The User Flow (right) outlines the steps Dave/a new User could take when first applying for unemployment. This is a **non-MVP** function, so we won't be building it out, but wanted to understand where some of the important, but not-often used functions would live. For example, setting up **Direct Deposit**.

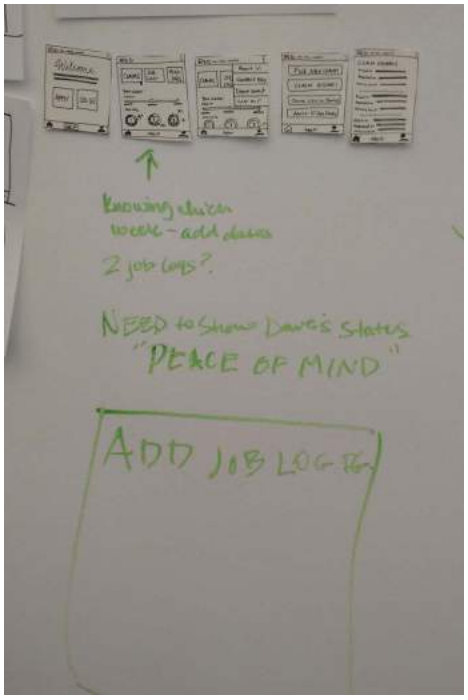
Content Inventory

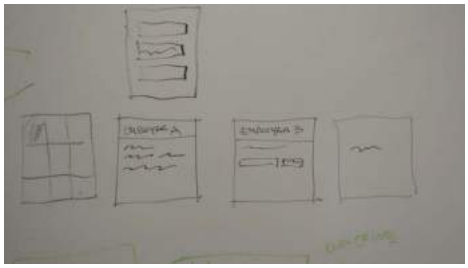
Content ID	Title	URL	Comments	File Format	Author/Providor	Meta Description	Meta Keywords	Categories/Tags	Date Reviewed
0.0	ESDWAGOV-Home	https://esd.wa.gov	Home page for Employment Security Department; top header has an alerts drop down (unclear where these are pulling from); Facebook, Twitter and Blog links; hyperlink to Spanish version of site, to the the department's Spanish Facebook page and a search bar. The main navigation for the page/site includes: home, unemployment, jobs & training, employer taxes and employer resources. This page seems to be organized according to user need in order to get people the information they need to take action.	Text and tabs	Unknown	NA	NA	NA	July 21, 2016
0.1	IntroPage	https://fortress.wa.gov/esd/webic/intropage.aspx?Lang=en-us	This is the form to apply for unemployment benefits. Does not reflect the main site branding/ aesthetic.	Form (long form with radio buttons and text field)	Unknown	NA	NA	NA	July 21, 2016
0.2	ESDWAGOV-UI customer service one stop	https://esd.wa.gov/unemployment/UI-one-stop	This page is organized to get people the information they need based on what they're on the site.	Text, tabs and a few jpegs (as headline iconography)	Unknown	NA	NA	NA	July 21, 2016
0.3	ESDWAGOV-basic eligibility requirements	https://esd.wa.gov/unemployment/basic-eligibility-requirements	This page helps inform the user if they are eligible for unemployment services; entirely text in list form	Text	Unknown	NA	NA	NA	July 21, 2016
0.4	https://esdorchardstorage.blob.core.windows.net/esdwa/Default/ESDWAGOV/Unemployment/ESD-Handbook-for-Unemployed-Workers.pdf	https://esdorchardstorage.blob.core.windows.net/esdwa/Default/ESDWAGOV/Unemployment/ESD-Handbook-for-Unemployed-Workers.pdf	Download link (not specified as download, but rather looks like the rest of the links in the menu) for a PDF of the handbook.	pdf	Unknown	NA	NA	NA	July 21, 2016
0.5	ESDWAGOV-Reopen your claim	https://esd.wa.gov/unemployment/reopen-your-claim	This page helps users know how to reopenn their claim. It explains under what circumstances a claim may be reopened and what the next steps are, but not as clear on how to take those steps. (ex: Call to talk to an agent…but which number) Not a one-stop shop.	Text	Unknown	NA	NA	NA	July 21, 2016
0.6	ESDWAGOV-Unemployment benefits fraud	https://esd.wa.gov/unemployment/unemployment-benefits-fraud	This page explains how to report fraud, does not cover what fraud includes, the users responsibility to report fraud, the consequences of fraud.	Text	Unknown	NA	NA	NA	July 21, 2016
0.7	ESDWAGOV-Unemployment Benefits	https://esd.wa.gov/unemployment	Home page for the unemployment section of the site	Text	Unknown	NA	NA	NA	July 21, 2016
0.8	ESDWAGOV - Jobs & Training	https://esd.wa.gov/jobs-and-training#jobs	This page gives an overview of resources available to job seekers; directs them to various 3rd party agencies and resources, primarily WorkSource.	Jpeg and text	Unknown	NA	NA	NA	July 21, 2016
0.9	ESDWAGOV -Jobs with Employment Security	https://esd.wa.gov/jobs-and-training/jobs-with-employment-security	Do you want a job with the Unemployment Office? Start your bright new career here.	Text, pdf links, MS Word links, Dropdowns with checkboxes	Unknown	NA	NA	NA	July 21, 2016
0.10	ESDWAGOV -Train for a new Career	https://esd.wa.gov/jobs-and-training/train-for-a-new-career	This page is essentially an ad for WorkSource and what WorkSource can help you do.	Text	Unknown	NA	NA	NA	July 21, 2016
0.11	ESDWAGOV - Learn about an occupation	https://fortress.wa.gov/esd/employmentdata/reports-publications/occupational-reports/occupations-in-demand	This page is intended to help the user figure out which careers/occupations are in-demand. It is an ESD webpage, but it does not reflect the new brand and aesthetic. Has a five paragraph popup screen just to explain how to use this section of the site.	Text, tables, Export functions (PDF, XLS, Email, Printer)	Unknown	NA	NA	NA	July 21, 2016
0.12	Career Advice - Tips for Job Interviews, Resume and Career Development	http://career-advice.worksourcewa.com	Third party site link	Text, lots of jpegs, hyperlinks	Unknown	NA	NA	NA	July 21, 2016
0.13	ESDWAGOV - Jobs & Training	https://esd.wa.gov/jobs-and-training	Essentially this is another page advertising what WorkSource can do for job seekers. It has richer content than 0.10 and lots of links connecting to WorkSource's site.	Jpeg, text, hyperlinks	Unknown	NA	NA	NA	July 21, 2016
1.0	ESDWAGOV-Unemployment	https://esd.wa.gov/unemployment	This page gives an overview of the Unemployment Benefits system: What the benefits are, how to apply and a fraud statement. It lists the basic steps the user need to take.	Jpeg, text, links	Unknown	NA	NA	NA	July 21, 2016
0.13	ESDWAGOV - Jobs & Training	https://esd.wa.gov/jobs-and-training	Essentially this is another page advertising what WorkSource can do for job seekers. It has richer content than 0.10 and lots of links connecting to WorkSource's site.	Jpeg, text, hyperlinks	Unknown	NA	NA	NA	July 21, 2016
3.0	ESDWAGOV-	https://esd.wa.gov/employer-taxes	This page is a resources for employers to know how about the unemployment taxes they need to pay, how to pay and what they need to know to take action.	jpegs, text and hyperlinks	Unknown	NA	NA	NA	July 21, 2016
4.0	ESDWAGOV-	https://esd.wa.gov/about-employees	This page is a resource for employers in their hiring/firing needs. Mostly in regards to firing needs.	jpeg, text, hyperlinks	Unknown	NA	NA	NA	July 21, 2016

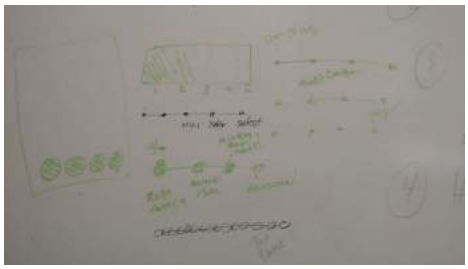
Design

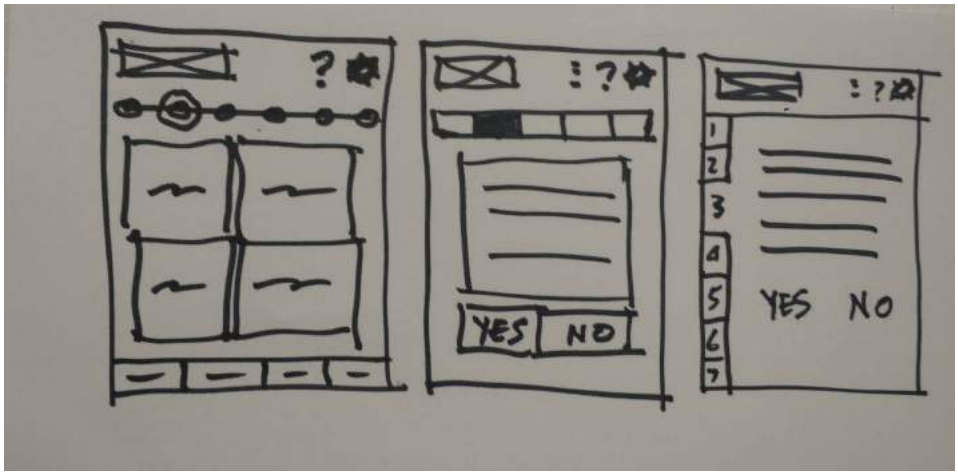
Sketches

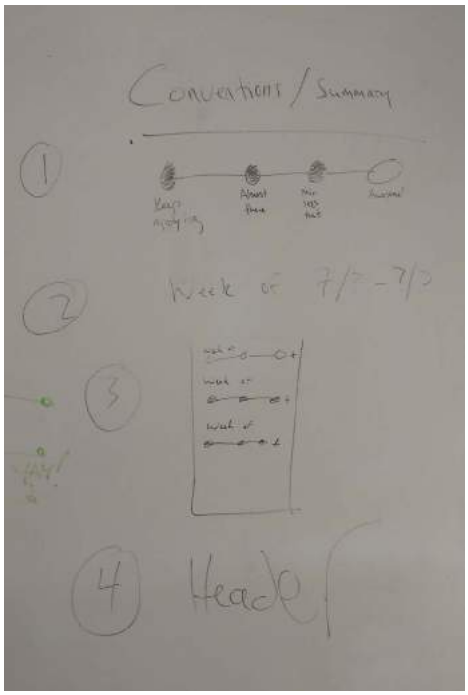


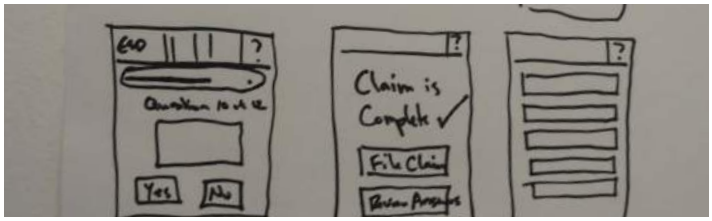






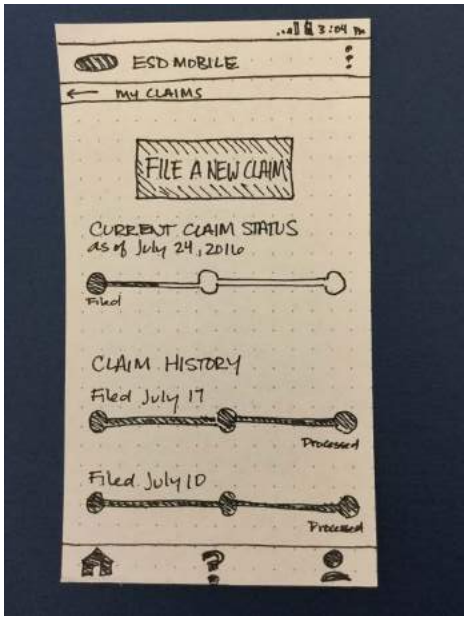


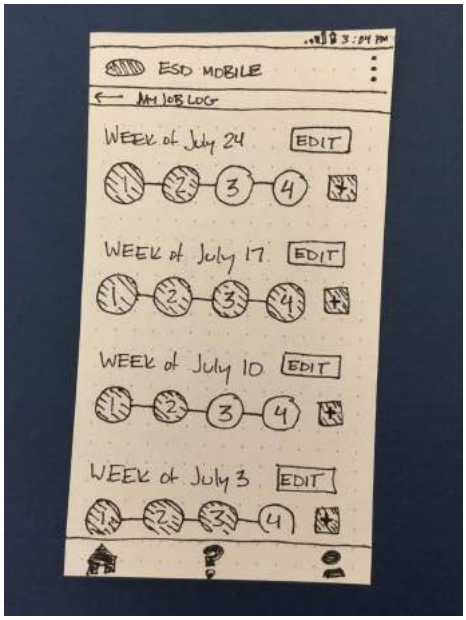


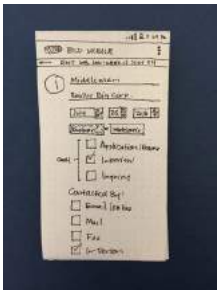


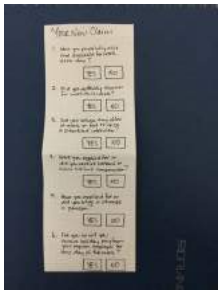
Our sketching process included a Charette and lots of whiteboarded iterations.

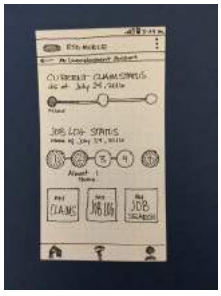
Sketches

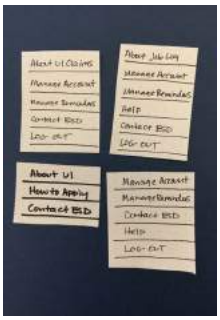


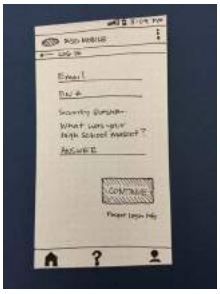


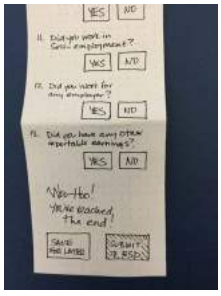


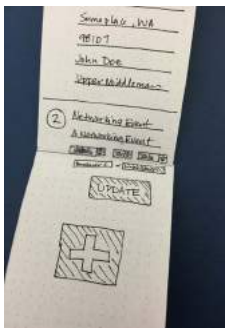












The sketch iterations helped us to develop a testable paper protoype, which led to further iterations of the layout.

Paper Prototype Test

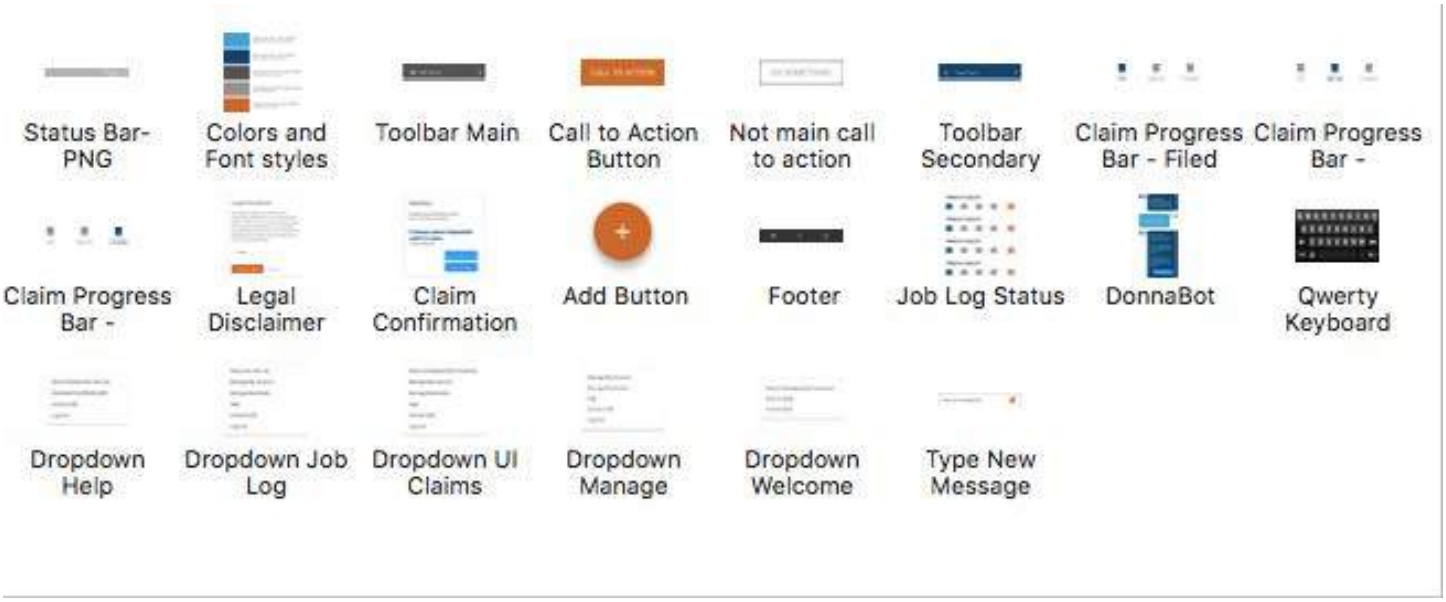
Hi, and thanks for helping us test this app for Washington State's Employment Security Department. I'm going to give you a few scenarios and tasks to determine if the app is uable or not. Please know, if any of the tasks are unclear or frustrating, it is because there is a usability issue with the app—not with you. You can do no wrong here.

Any questions?

Question 1	You have been filing with the app for three weeks. go ahead and sign into you account, and tell me how many jobs you ahve logged for this week.
Question 2	Now you need to file a claim, but you can't remember how to do it. You need assistance. What do you do?
Question 3	Before you go, can you make an adjustment to one of your job log entries?
Question 4	And finally, because security is a big goal for any government agency, make sure you sign out of the app.

A paper prototype test was conducted within the group, which led to several critical iterations. Two more tests were conducted with volunteer users, who confirmed for us what we thought the flow and interaction issue might have been. There was some confusion about the naming conventions and where things. Some of the buttons were confusion as to what was a button and what was non-interactive content. Also the Help Chatbot task didn't adequately provide the help the tester needed to complete the task.

Design Modules & Patterns



See the prototype for more and better examples of our Design Modules and Patterns in action.

Design Elements

The app logo, in various iterations.

Test

Prototype

http://86zg68.axshare.com/#g=1&p=start___notification

Usability Test Script

Hi, and thanks for helping us test this app for Washington State's Employment Security Department. I'm going to give you a few scenarios and tasks to determine if the app is uable or not. Please know, if any of the tasks are unclear or frustrating, it is because there is a usability issue with the app—not with you. You can do no wrong here.

Any questions?

Question 1	A notification pops up on your phone from the MoJo saying that a new claim week has started and you can claim your benefits. Go ahead and claim your benefits.
Question 2	Now you need to edit your job log, but you can't remember how to do it. You need assistance. What do you do?
Question 3	And finally, because security is a big goal for any government agency, make sure you sign out of the app.

Usability Test Data and Results

We had time to do exactly one user test on our prototype. In all honesty, the screener consisted of one question: Do you have a couple minutes to participate in a User Test with me.

Task 1

A notification pops up on your phone from the MoJo saying that a new claim week has started and you can claim your benefits. Go ahead and claim your benefits.

Subject had no trouble getting to the app via the notification, no trouble logging in to account.

A bit confused by homescreen—not familiar with UI terminology and phrasing "Job Search Log Status." Looking for more onboarding information.

Went to Claims instead of File a Claim. Completed task.

Task 2

Now you need to edit your job log, but you can't remember how to do it. You need assistance. What do you do?

Found DonnaBot right away via Quetion Mark icon in global nav. Engaged with DonnaBot and followed the link sent by DonnaBot to Job Log page. No problems.

Lost onf Job Log page. Terminology confusing and the orange + buttons don't give enough context to intuitively know what to do.

Figured out how to edit the job log. The attach file button is unclear. What does that mean? However, Subject talked through what he thought it might mean and got it spot on.

Discovered a link in need of fixing (back arrow button on page 1.04.0101 Job Search Entry redirects to 1.03 My Claims instead of the previous screen)

Task 3

And finally, because security is a big goal for any government agency, make sure you sign out of the app.

Logged out easily from the hamburger menu dropdown, but noted that because he is familiar with such conventions it was easy for him to find. Recommended considering a LOG OUT button in the nav.

Results:

The onboarding experience would be worth discussing for Next Steps. This prototype was built with Dave in mind, Dave being a guy who has been filing with the app for a few weeks. Had we created a secondary person, it would have been someone newly unemployed applying for the first time. They would need a complete introduction to the app and its conventions.

We should also conduct more tests to see if the same confusion pops up. If the terminology and functions aren't intuitive, we should test alternatives.

Deliver

Presentation

If you lose your job, through no fault of your own, you can file for Unemployment Insurance to help you get by while you look for work.

There are some conditions.

1. **You must file every week.**
2. **You must actively apply for at least 3 jobs each week.**
3. **You must maintain a job log every week as proof of your job search.**
4. **Should you be audited and your job log found insufficient or inaccurate, you must return the money that was sent to you.**

Frustrating
Dumb
Tedious
Unfriendly
Terrible
Ancient
Sucks
Uncertainty
Tiresome

Dave, a persona

Late 40s

Cares about putting money into his daughter's college fund

College Educated

Recently Unemployed

Feeling pressure from all sides of his life right now while he looks for work.

Tech Empathy: Fairly High

Online quite a bit, has a computer, smartphone and other devices

What Dave Needs from the Employment Security Department

Ease of use

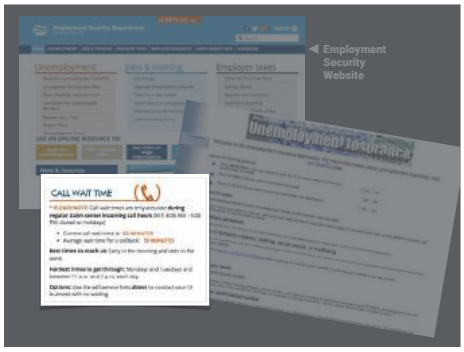
Clear actions to take, with clear outcomes

Mobile-friendly

For process requirements to be an integral part of finding a job and not just paperwork

One less thing to worry about (external pressures)

To feel proactive and not powerless



MoJo

Success Metrics

Application Success Metrics
- App Downloads
- Decrease in claims made by phone call

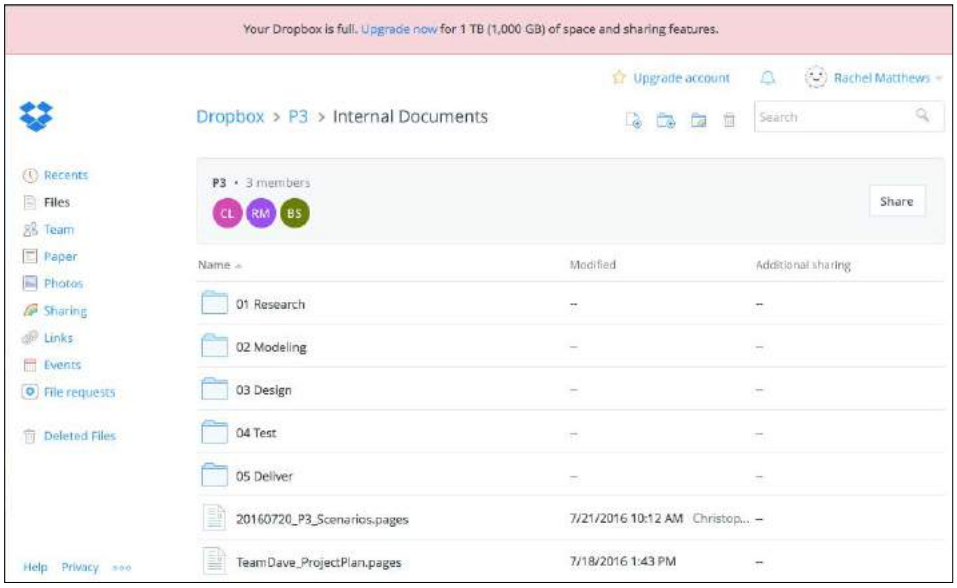
Financial Benefits
- Decreased staffing for phone lines
- Decreased staffing in the audit department
- Metadata analysis - allows the ESD to see patterns in unemployment claims across the state
- Decreased need for data digitization

Welcome.

Organized Documentation Folder

The Plan

To organize and share files among all group members, we created a **shared Dropbox folder** (see screenshot below). This worked well until the second week, when, due to exceeding our storage limit, Dropbox cut off access to the files. Not a happy moment for the team.



The Workaround

This PDF, with clickable navigation (try tapping that grey Table of Contents tab on the top right) was our solution to the Dropbox dilemma.

Thanks

Yes, we agree, this WAS a lot of pages to go through. If you've made it to the end, we're not quite sure what to say but congratulations. **High fives!** High fives you to you for making it to the end of our documentation of Deliverable Artifacts for UXDI09 P3.

Cheers,

Team Dave
Chris Lewis, Rachel Matthews & Brian Sasville