Timeline

1 Sept 24

Kick-off and Needs Analysis

2 Oct 22

User Testing and Needs Gathering

3 Nov 27

Information Architecture Development

4

Workshops

- **Stakeholder Interviews** (September 24-25)

- **Stakeholder & Customer data analysis doc** (October 30)

- **Heuristic Evaluation** (October 29- November 8)

- **Usability Test** (October 22-26)

- **User Survey** (October 29- November 15)

- **Present Report** Nov 26

- **Develop IA & Initial Wireframes** (November 27- December 10)

- **Present Initial IA** (December 11)

- **Finalize Wireframes** (December 11-20)

- **Final Project Presentation** (January 7, 2008)

- **Essentials of Usability** (September 25)

- **Data Gathering & Usability Test** (October 17)

- **Information Architecture** (November 27)
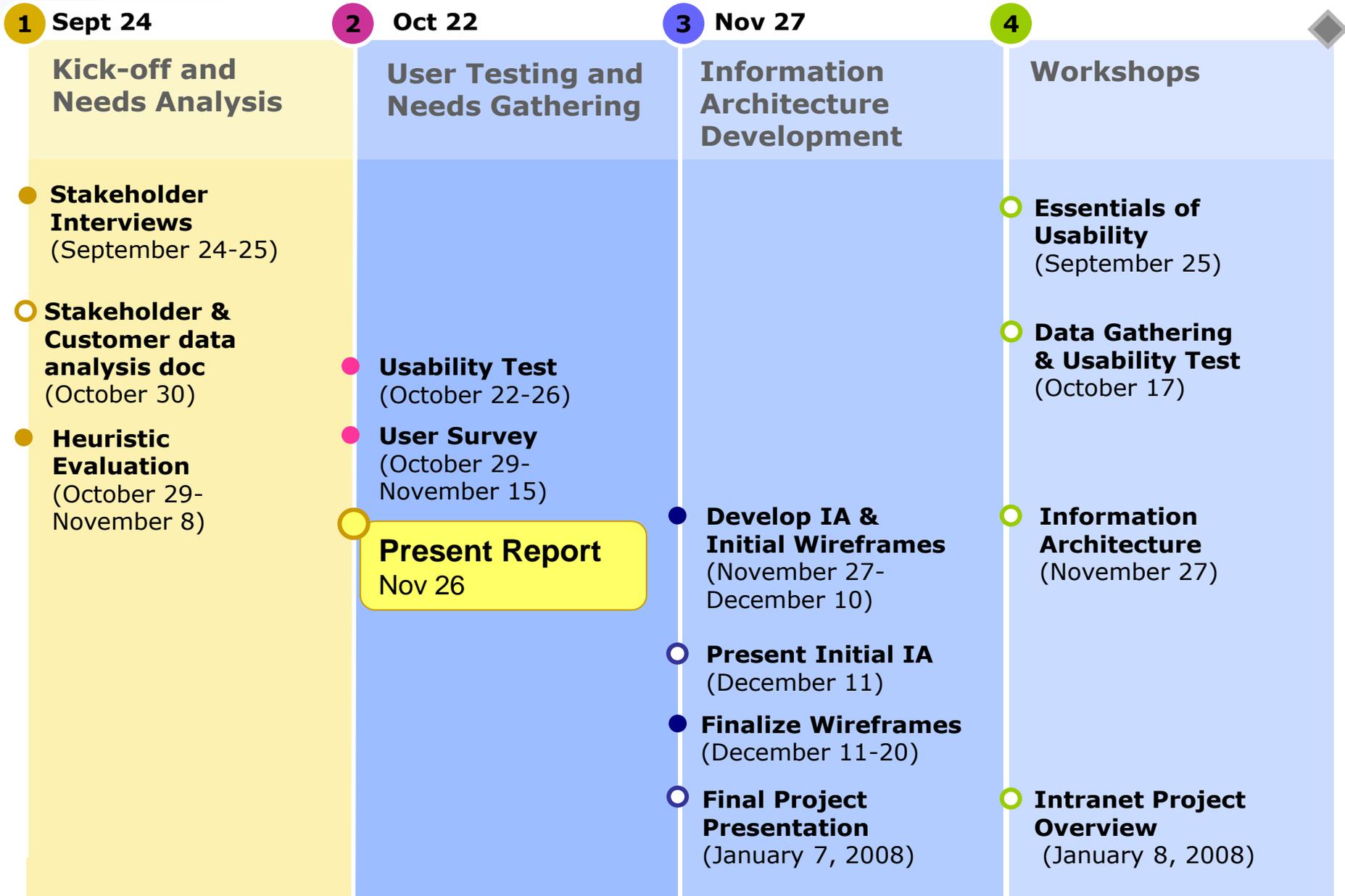
- **Intranet Project Overview** (January 8, 2008)

1

Objective

Increase user satisfaction with EDD Web site content and services through

- Performing needs analysis to understand business goals and processes

- Identifying main users and their key tasks

- Conducting user research to understand current user experience with the EDD Web site and identify areas of improvement

- Redesigning the EDD Web site based on user research, usability best practices and an understanding of business goals

Activities

Stakeholder Interviews

- Eight stakeholder interviews were conducted with each branch within EDD to understand business goals for the EDD Web site.

Heuristic Evaluation

- Usability experts walked through the old Web site using six different scenarios and scored the site using established usability metrics.

Usability Test

- 24 participants were individually interviewed and observed completing a set of tasks using the current Web site.

User Survey

- A survey was conducted on the EDD Web site. 181 responses were analyzed for purpose of visit, success in finding information, and overall satisfaction with the site.

User Groups


```
Employment
Development
Department
```

Employee
- ★ **Claimant**
- ★ **Jobseeker**
- ○ CA State Employee
- ○ EDD Staff

Employer
- ★ **Business Owner**
- ★ **HR staff**
- ★ **Payroll Staff**

Workforce Community
- ○ One Stop Career Centers
- ○ Private Employment Agencies
- ○ Community-Based Organizations
- ★ **Service Providers**
- ○ Training/Education Provider
- ○ Investment Boards

Other
- ○ Advocacy Groups
- ○ Researchers
- ○ Legislators
- ○ Medical Community
- ○ Tax Professionals
- ○ Payroll Professionals

★ Indicates types of users recruited for the usability test.

EDD: User Groups and Tasks

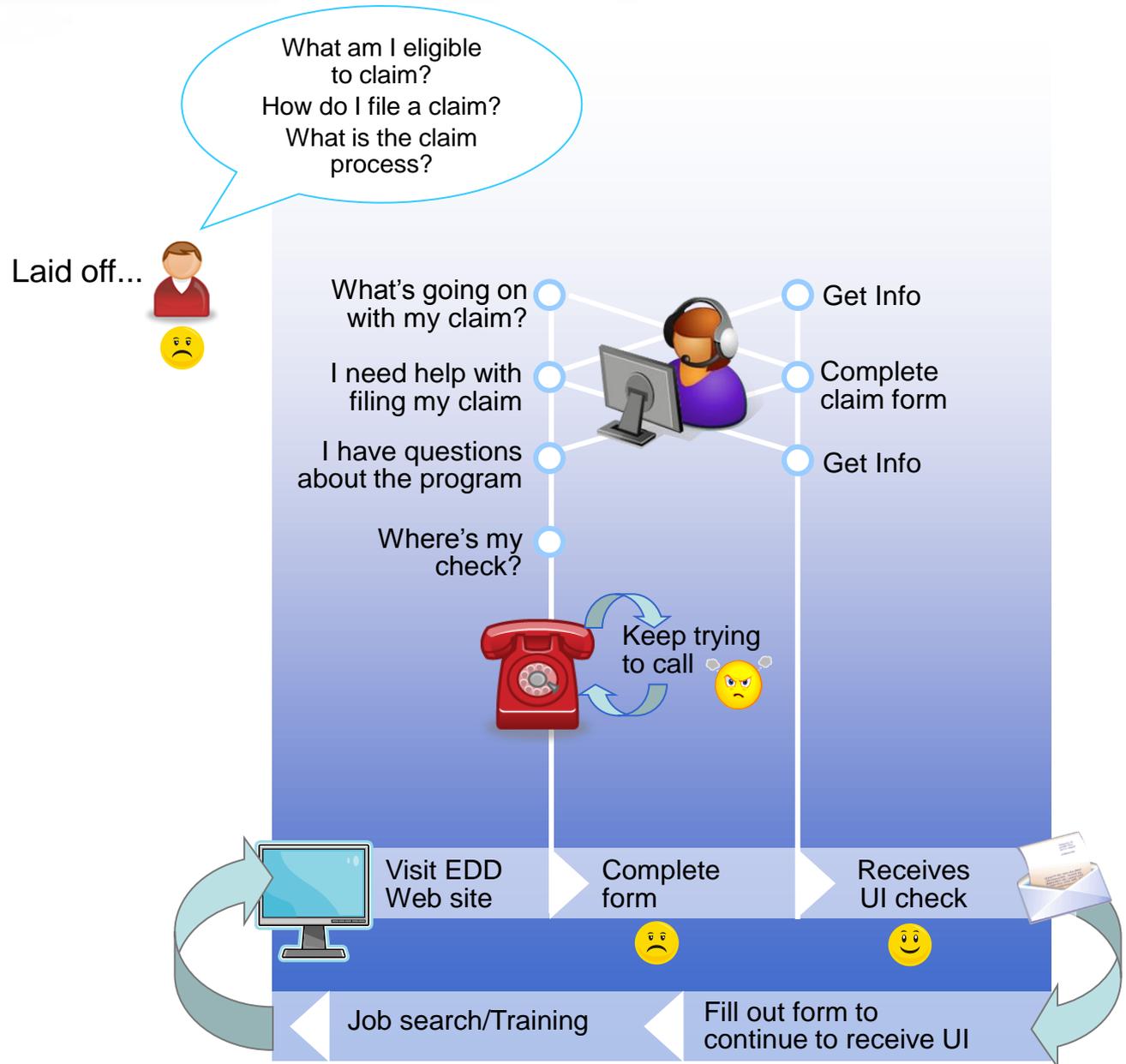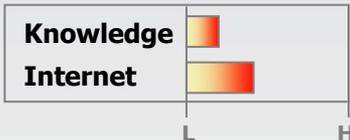|	Claimant	Job Seeker	Employer	Service Provider
Age Range	18-55	18-55	25-60	35-50
Gender	50/50 Male, Female	50% M, 50% F	60% male	
Education	Non-HS > College	HS > College	Some college >	Some college >
Language	70% English 30% Spanish, other	English	English	English
Ethnicity	37% Hispanic/Latino 53% non-Hispanic/Latino			
Web Experience	Novice to Intermediate	Novice to expert	Novice to expert	Better than average
Domain Experience	None to intermediate 60% repeat	None to intermediate	None to expert	None to expert
Frequency of Site usage	• 3-5 times per year for agriculture and construction • Less than 1 per year white collar			• Daily in One Stop Centers – aiding others.
Most important/frequent tasks	• File a claim (online or off) • Post a résumé • Find out status of claim • Find out where their check is • Search for info about a program	• Post a résumé • Look for jobs in high demand • Look for career info • Look for training opportunities	• Check payroll tax requirements • Register new employees • Find required forms, posters, brochures • Post a job	• Look for funding opportunities to create a program • Look for jobs in high demand to determine training needs
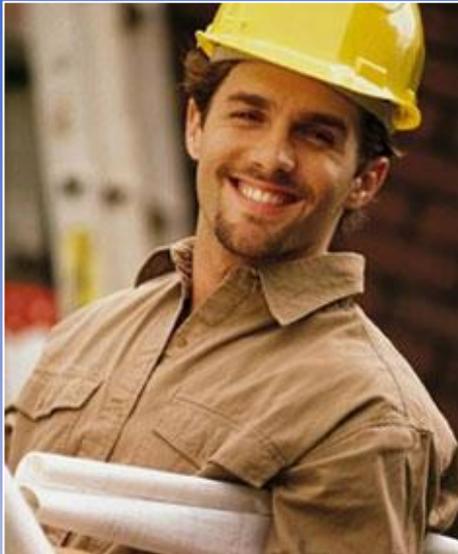
Expert Review: Scorecard

2 usability experts used 175 metrics to evaluate the site
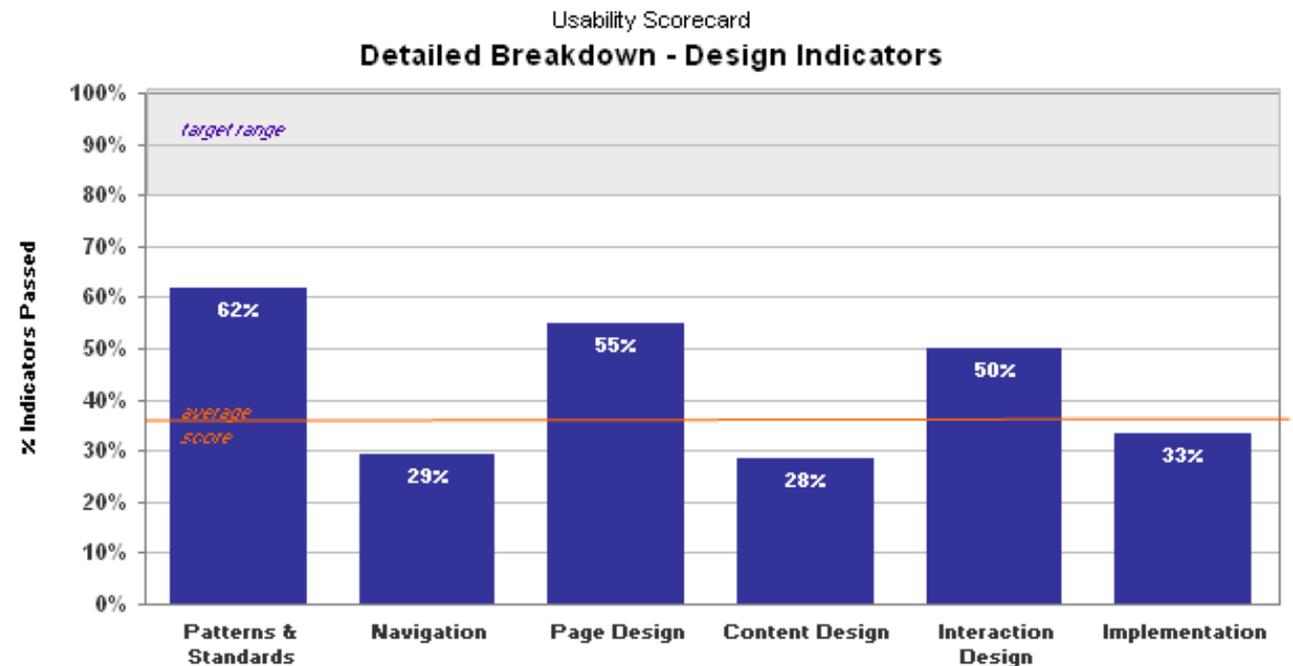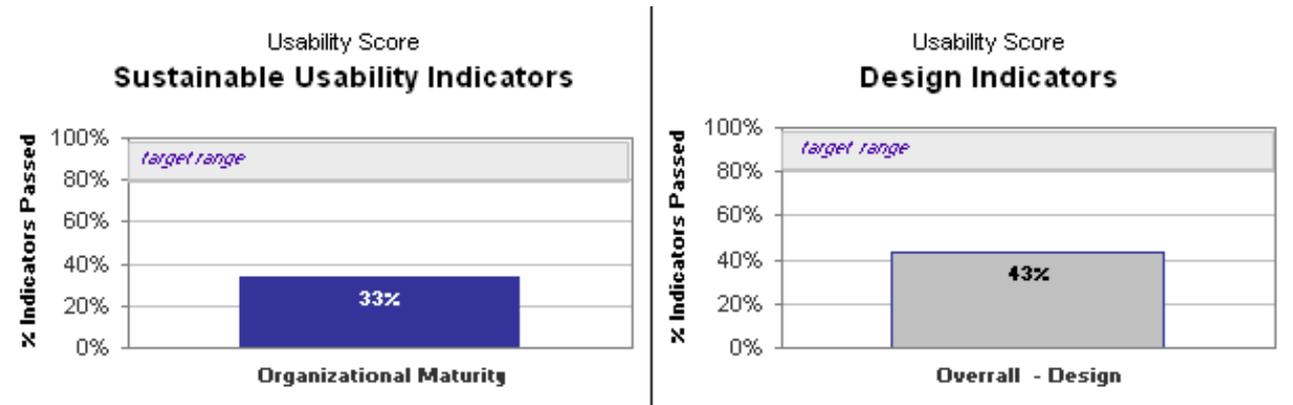
Usability Test: Task Success Rate

24 participants in 3 user groups: Job Seeker/Claimant, Employer, Service Provider

For each task, the moderator recorded the participants' level of difficulty.

Tasks were identified as:
- **Pass**: No help required
- **Pass with difficulty**: Completed task with help from moderator
- **Failed**: Could not complete the task

A pass rate of 85% is good

| #	Claimant/ Jobseeker Task	Pass	Pass with Difficulty	Fail
1	Find if you qualify for UI	36%	27%	36%
2	File for UI	36%	27%	36%
3	Find if you qualify for DI and file	27%	18%	55%
4	Post a resume	73%	9%	18%
5	Find training	73%	0%	27%
	Average	49%	16%	34%

#	Employer Tasks	Pass	Pass with Difficulty	Fail
1a	Register company	20%	50%	30%
1b	Find the UI tax rate schedule	10%	40%	50%
1c	Find the employer guide	70%	10%	20%
2	Mandatory Information	0%	10%	90%
3	Report a new employee	10%	20%	70%
4	Find the DE 6 form and instructions	40%	30%	30%
5	Find average wage to hire a new secretary	0%	50%	50%
	Average	21%	30%	49%

#	Service Provider Tasks	Pass	Pass with Difficulty	Fail
1	Find grants	67%	0%	33%
2	Find allowable cost under WIA	0%	33%	67%
3	Find WIA description	67%	33%	0%
4	Find training program	0%	67%	33%
5	Find technical support	0%	67%	33%
	Average	27%	40%	33%

User Survey: Success Rate

181 respondents attempted various self-selected tasks and filled out a survey

Filing a claim and finding a job were particularly difficult with success rates of 40% and 47%
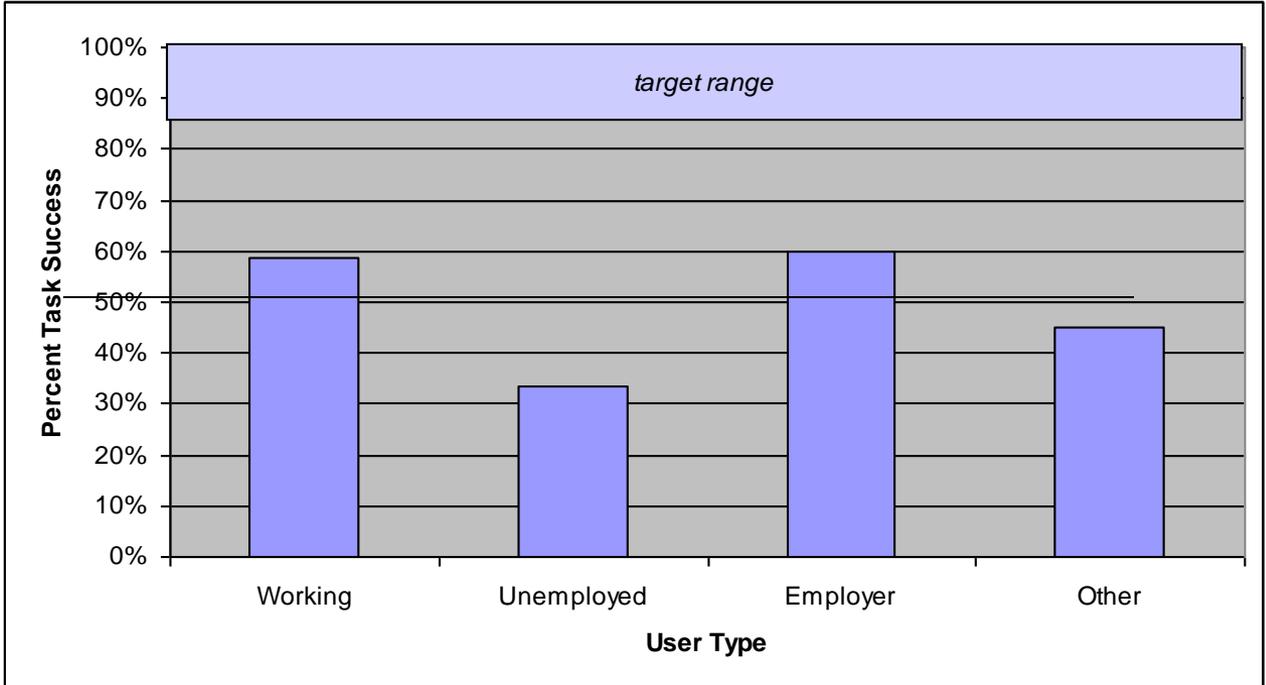
Main Findings

Site Strategy

- EDD goals and value proposition are unclear on the homepage

Patterns and Standards

- EDD branding is not consistent or clear throughout the site

- Page layout does not support users tasks/goals

Navigation

- Navigating to find information requires too many clicks

- Multiple access to the same type of information decreased user confidence in navigating to the right information

- Audience-based scheme resonated with end users

  - Mix of both audience and organization scheme confused users

- Navigation options are not logically grouped or consistently placed

- Link labels were not in the users language and did not accurately describe the content they linked to

Main Findings

Page Design

- Important information is frequently placed below the fold
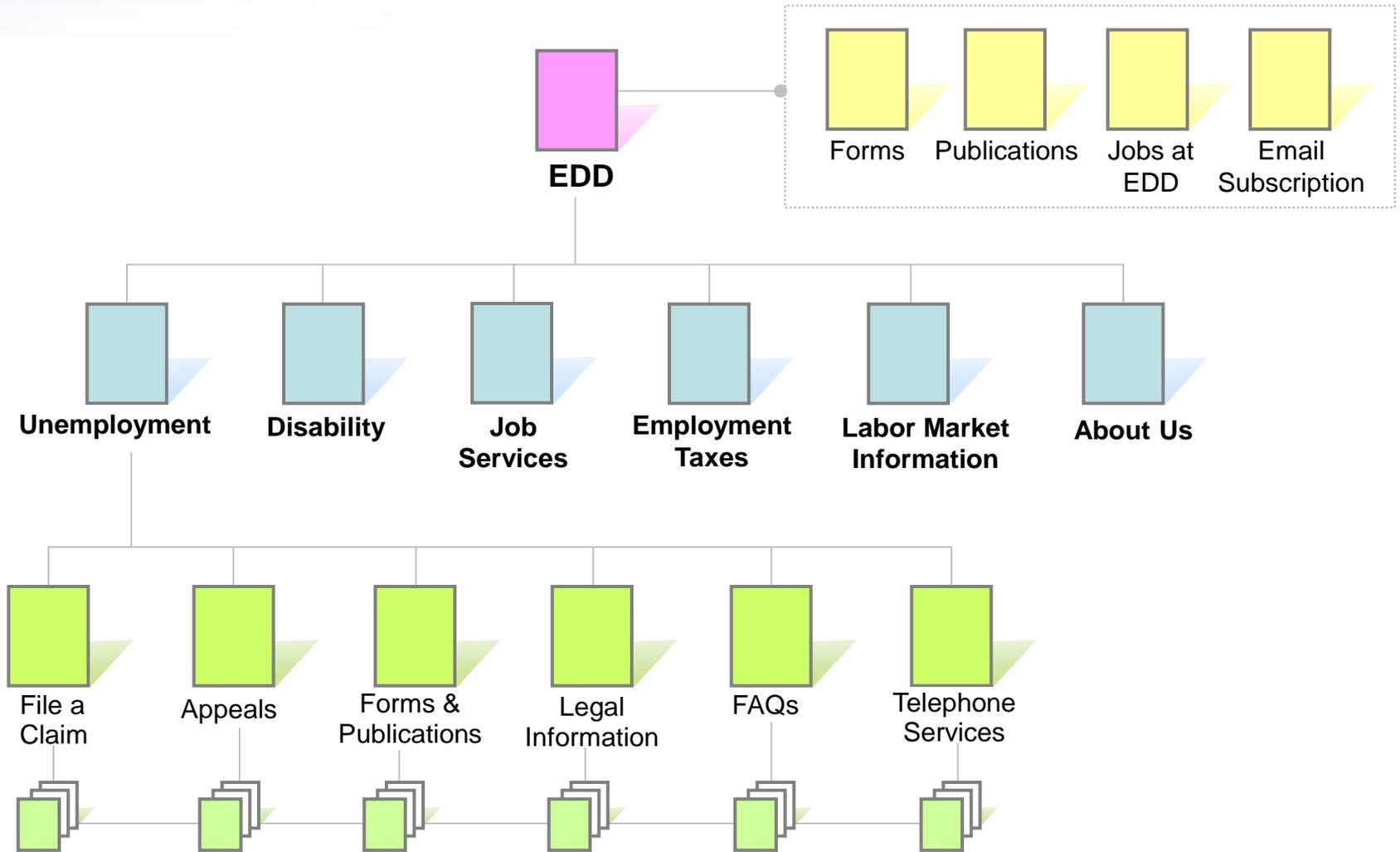- Content is difficult to read

Interaction Design

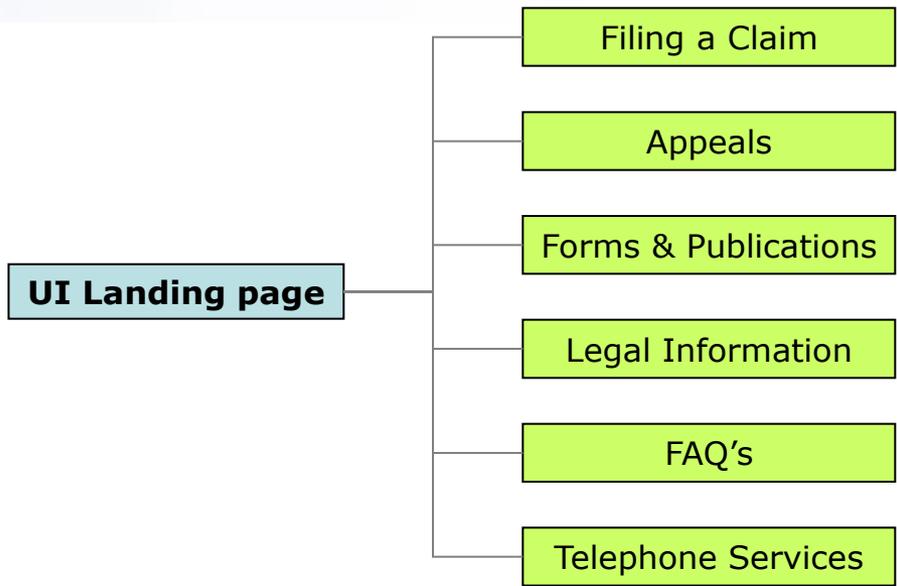- Lack of guidance in completing long forms or applications online

Search

- Not consistently placed throughout the site
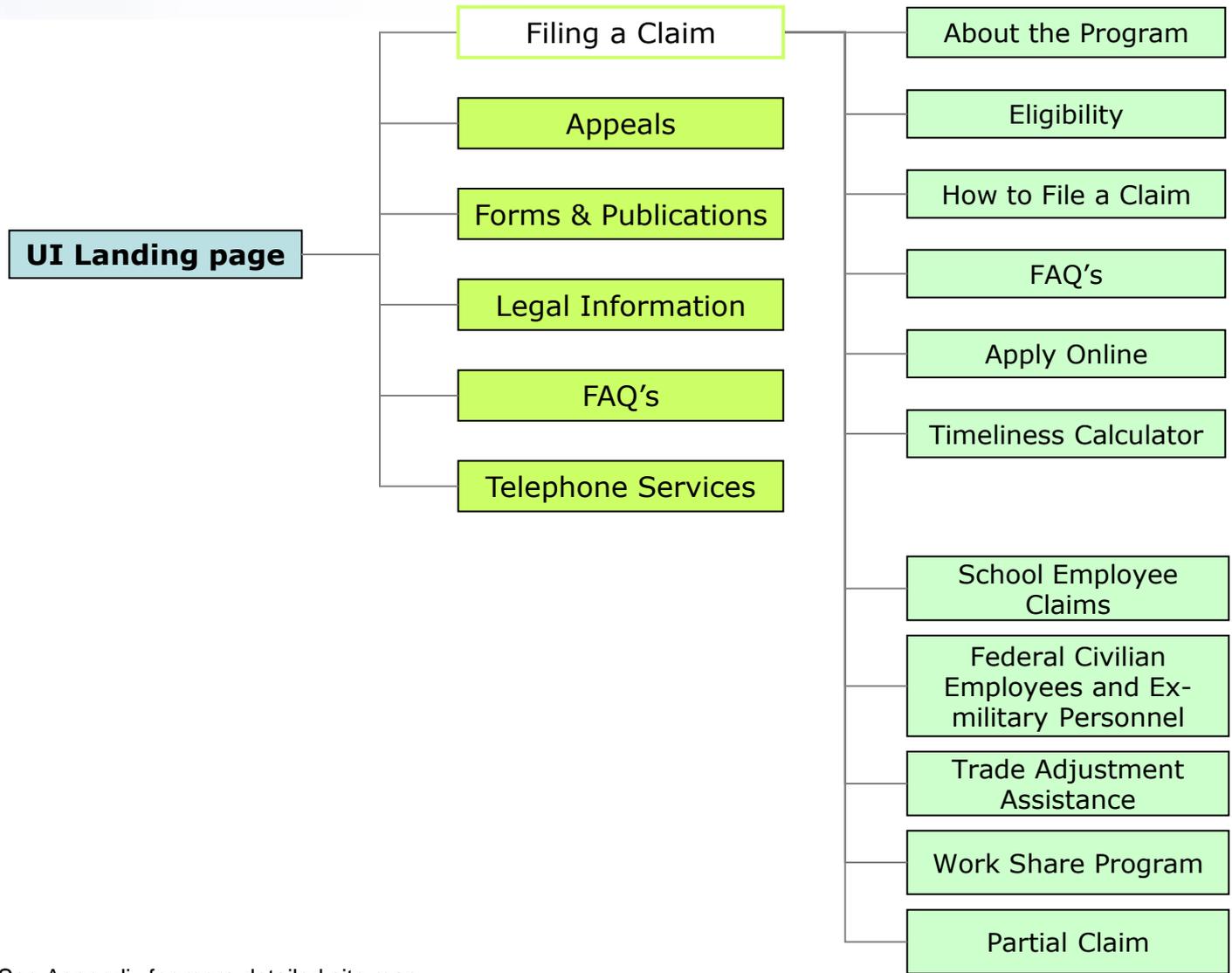- Small text entry box limits users ability to view their entry
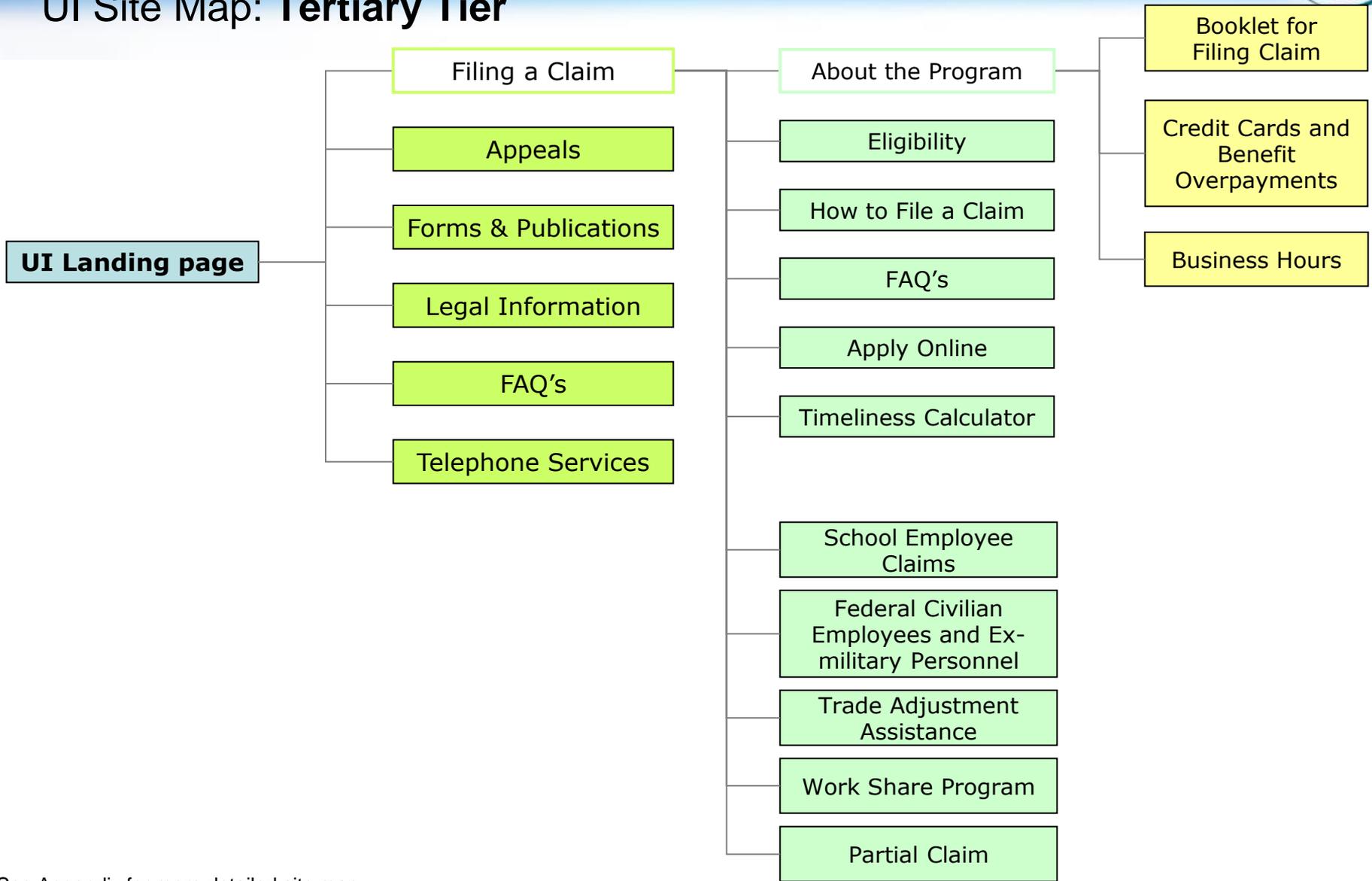
EDD Site Map

UI Site Map: **First Tier**

```
                          ┌──────────────────────────┐
                    ┌─────│     Filing a Claim       │
                    │     └──────────────────────────┘
                    │     ┌──────────────────────────┐
                    ├─────│        Appeals           │
                    │     └──────────────────────────┘
                    │     ┌──────────────────────────┐
                    ├─────│  Forms & Publications    │
┌─────────────────┐ │     └──────────────────────────┘
│ UI Landing page │─┤     ┌──────────────────────────┐
└─────────────────┘ ├─────│    Legal Information      │
                    │     └──────────────────────────┘
                    │     ┌──────────────────────────┐
                    ├─────│         FAQ's             │
                    │     └──────────────────────────┘
                    │     ┌──────────────────────────┐
                    └─────│    Telephone Services     │
                          └──────────────────────────┘
```

See Appendix for more detailed site map

| ■ Secondary Navigation | ■ Persistent Left Navigation | ■ Tertiary Navigation | ■ Quick Links |

UI Site Map: **Secondary Tier**

UI Landing page

- Filing a Claim
  - About the Program
  - Eligibility
  - How to File a Claim
  - FAQ's
  - Apply Online
  - Timeliness Calculator
  - School Employee Claims
  - Federal Civilian Employees and Ex-military Personnel
  - Trade Adjustment Assistance
  - Work Share Program
  - Partial Claim
- Appeals
- Forms & Publications
- Legal Information
- FAQ's
- Telephone Services

See Appendix for more detailed site map

Secondary Navigation   Persistent Left Navigation   Tertiary Navigation   Quick Links

UI Site Map: **Tertiary Tier**

EDD

UI Landing page

- Filing a Claim
  - Appeals
  - Forms & Publications
  - Legal Information
  - FAQ's
  - Telephone Services

- About the Program
  - Booklet for Filing Claim
  - Credit Cards and Benefit Overpayments
  - Business Hours
- Eligibility
- How to File a Claim
- FAQ's
- Apply Online
- Timeliness Calculator
- School Employee Claims
- Federal Civilian Employees and Ex-military Personnel
- Trade Adjustment Assistance
- Work Share Program
- Partial Claim

See Appendix for more detailed site map

Secondary Navigation   Persistent Left Navigation   Tertiary Navigation   Quick Links

Page Type Mapping

Homepage			Homepage	0.1
First	Landing Page	1.1	Unemployment	1.1
Secondary	Content (Instructional)	2.1	How to File	2.1.1
	Content (Informational)	2.2	About UI	2.2.1
	List (Navigational)	2.3	Forms/Publications	2.3.1
	List (Informational)	2.4	FAQs	2.4.1
			Telephone Service	2.4.2
	Guides/Handbook	2.5	Determination Guide	2.5.1
Tertiary	Order Forms/Publications	3.1	Request a Form	3.1.1
	Tools/Calculators	3.2	Timing Calculator	3.2.1
Global	Search	4.1	Request a Form	4.1.1

Landing Pages

Content Pages: Informational

Main Navigation

Employment Development Department

Skip to: Content | Footer | Accessibility

Search [Go]

Español

| Home | Unemployment | Disability | Job Services | Employment Taxes | Labor Market Information | About EDD |

Sub Navigation — Appeals | Forms and Publications | Legal Information | FAQ's | Telephone Service

Left Nav

- About the Program
- Eligibility
- How to File a Claim
- FAQ's

- Apply Online
- Timeliness Calculator

Services for
- School Employee Claims
- Federal Civilian Employees and Ex-military Personnel
- Trade Adjustment Assistance (TAA)
- Work Share Program
- Partial Claim

Main Content

About the Program

Printer Friendly Version

Unemployment Insurance is a nationwide program created to provide partial wage replacement to unemployed workers while they conduct an active search for new work.

Payments made directly to the individual ensure that at least some of life's necessities such as food, shelter and clothing can be met while looking for work.

It benefits the individual and the local community. For the most part UI benefits are spent in the local community, which helps sustain the economic well being of local businesses.

California has two types of Unemployment Insurance and the Partial Claim.

Unemployment Insurance is a federal-state program, based on federal law, but executed through state law. Employers finance the UI program by tax contributions. In California, the EDD administers the UI program according to guidelines established by the UI Code and the California Code of Regulations, Title 22.

Supporting Content

Quick Links
- Booklet for Filing a Claim
- Credit Cards and Benefit Overpayments

Telephone Numbers
English:
1-800-300-5616
Espanola:
1-800-326-8937
Chinese:
1-800-547-3506
and 1-866-303-0706
1-800-547-2058
1-800- 815-9387
- Business Hours

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Content Pages: Instructional

Main Navigation

Skip to: Content | Footer | Accessibility   [Search] [Go]

~~EA~~ Employment Development Department   Español

| Home | Unemployment | Disability | Job Services | Employment Taxes | Labor Market Information | About EDD |

Sub Navigation

Filing a Claim | Appeals | Forms and Publications | Legal Information | FAQ's | Telephone Service

- About the Program
- Eligibility
- How to File a Claim
  1. Receive UI booklet
  2. Required Information
  3. File a Claim
  4. Eligibility Interview and Review Statements
  5a. If your Claim is Approved
  5b. If your Claim is Denied
  6. Continue Claim Benefit
- FAQ's

Left Nav

- Apply Online
- Timeliness Calculator

Services for

- School Employee Claims
- Federal Civilian Employees and Ex-military Personnel
- Trade Adjustment Assistance (TAA)
- Work Share Program
- Partial Claim

How to File a Claim   Printer Friendly Version

Step 1: Receive the overview booklet about filing a claim

- Employer gives a copy of the overview booklet for filing a UI, DE 2320 to employees who are unemployed.
- The UI Code, Section 1089 requires employers to provide the booklet.

Main Content

Quick Links
- Credit Cards and Benefit Overpayments

Telephone Numbers
English:
1-800-300-5616
Espanola:
1-800-326-8937
Chinese:
1-800-547-3506
and 1-866-303-0706
Vietnamese:

Supporting Content

TTYL Users:

- Business Hours

Footer

List Pages: Navigational

Main Navigation

Main Content

Left Nav

Supporting Content

Footer

Usability Best Practices

Information Architecture

- Site structure is consistent
- Users always know where they are within the site
- Clear categories of information, using user-centric terminology

Content

- Reduce usage of EDD-centric terms and language
- Presented in an easy to scan and comprehensive format.
- Tone is friendly and builds trust
- Provides users with the information or tools the need to improve task efficiency
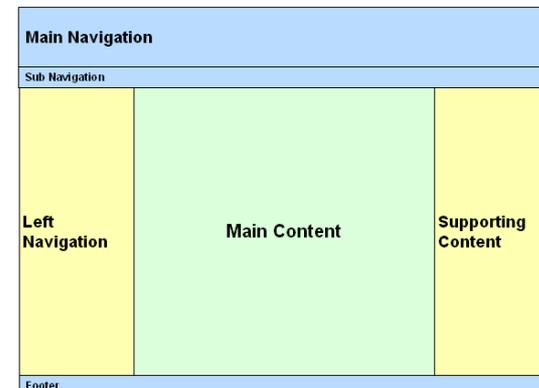
Layout/Presentation

- Consistent and clean to reduce user's physical and mental effort in finding the information they need.
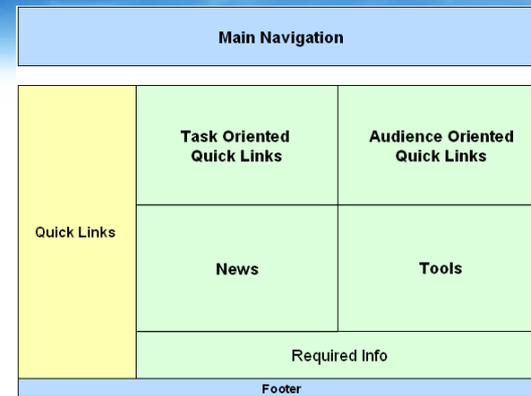
Homepage
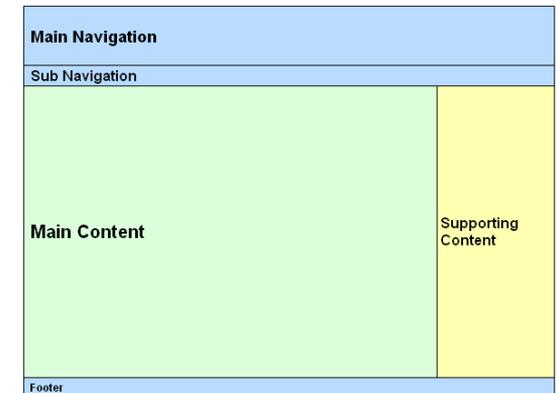
Landing page (Tier 1)

Content/List pages (Tier 2

21

Welcome to *California*

EDD HomePage

Labor & Workforce Development Agency HomePage

About EDD

Strategic Business Plans

Services for:
Employers

Job Seekers

People With Disabilities

Senior Workers

Veterans

Workforce Community

Youth

How to:
File a Claim
 Disability Insurance

 Paid Family Leave

 Unemployment Insurance

Fill a Job / Find a Job

Get Data
 Labor Market Information

Get Payroll Tax Info

Get Training
 Businesses

 Individuals

Employment Development Department

Your direct link to job placement and referrals, unemployment insurance, disability insurance, employment and training, labor market information, payroll taxes, and more!

Información general en Español

News

New EDD Web site coming June 2. **More** . . .

Information for those hit hard in the economic slowdown. **More**…

Information for workers impacted by restrictions on California's salmon fisheries. **More**…

Search   My CA   This site

GOVERNOR Schwarzenegger
Click To Visit His Home Page

Top Links

- **2008 Tax Rates and Withholding Schedules**
- **CalJOBS**[SM]
- **Disability Insurance Application** / **En Español**
- **Electronic Filing, Registration and Payment**
- **File for Unemployment Insurance** / **En Español**
- **Find a One-Stop Center**
- **Job Fairs/Events**
- **-Services (Online Services)**
- **Paid Family Leave Application** / **En Español**
- **Quick Statistics**
- **Tax Seminars**
- **Unemployment Rates**

Internet

CA.GOV

EDD Employment
Development
Department

Skip to: <u>Content</u> | <u>Footer</u> | <u>Accessibility</u>

Search   GO
○ California   ● EDD Search

| ome | Unemployment | Disability | Jobs & Training | Payroll Taxes | Labor Market Info | Forms & Publications |

bout EDD | Careers with EDD | Press Room | Proposed Regulations |

OVERNOR
CHWARZENEGGER
sit his Website

UICK LINKS

Tax Rates
Quick Statistics
Report Fraud
Public Records Request
Get E-mail Notices

GOVERNMENT LINKS

Labor & Workforce
Development Agency
Department of Industrial
Relations
State Personnel Board
Tax Service Center
State Workforce Investment

INFORMATION ABOUT

»» **Unemployed workers/Job seekers**
»» File a Claim for
»» <u>Unemployment</u>
»» <u>Disability Insurance</u>
»» <u>Paid Family Leave</u>

»» <u>Find a Job</u>
»» <u>Find Training</u>

»» **Employers**
»» <u>Get Started</u>
»» <u>Hire Workers</u>
»» <u>File and Pay Taxes</u>

»» **Tax Practitioners**
»» <u>Access Information</u>

»» **Workforce Partners**
»» <u>Get Information and Resources</u>
»» <u>Find Funding Opportunities</u>

NEWS AND ANNOUNCEMENTS

»» California's Unemployment Rate Increases to 6.9 Percent
»» Extended Unemployment Benefits Available After July 6, 2008
»» Information for Those Hit Hard in the Economic Slowdown

one   Local intranet