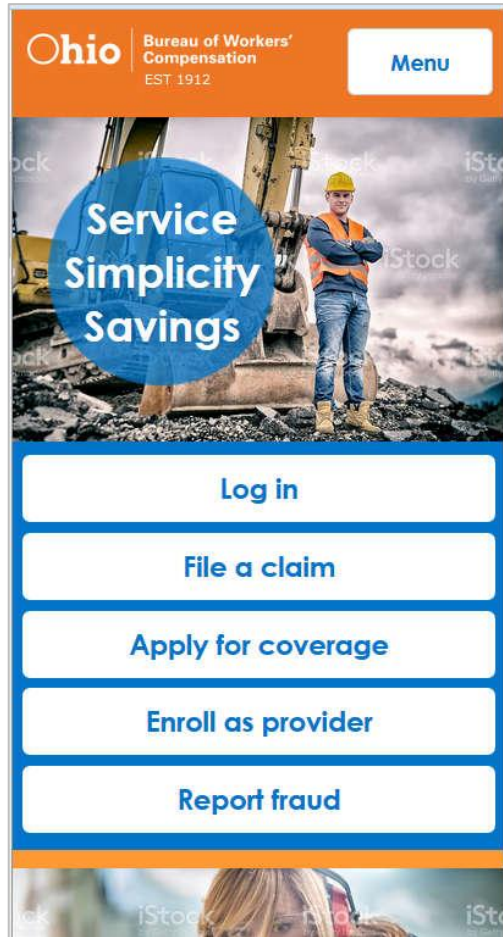


Ohio Bureau of Workers' Compensation Website Redesign Case Study

Presented by Theresa Wilkinson



Ohio Bureau of Workers' Compensation Case Study



Agenda

- Project Overview
- Objectives
- Research Approach
- User Research & Insights
- Testing at a Glance
- Design & Prototyping
- Key Decisions & Tradeoffs
- Outcomes & Impact
- Lessons Learned
- Tools & Methods
- Summary
- Contact

Role: UX Research & Design Lead

Organization: Ohio Bureau of Workers' Compensation (BWC)

Duration: 13 months

Overview

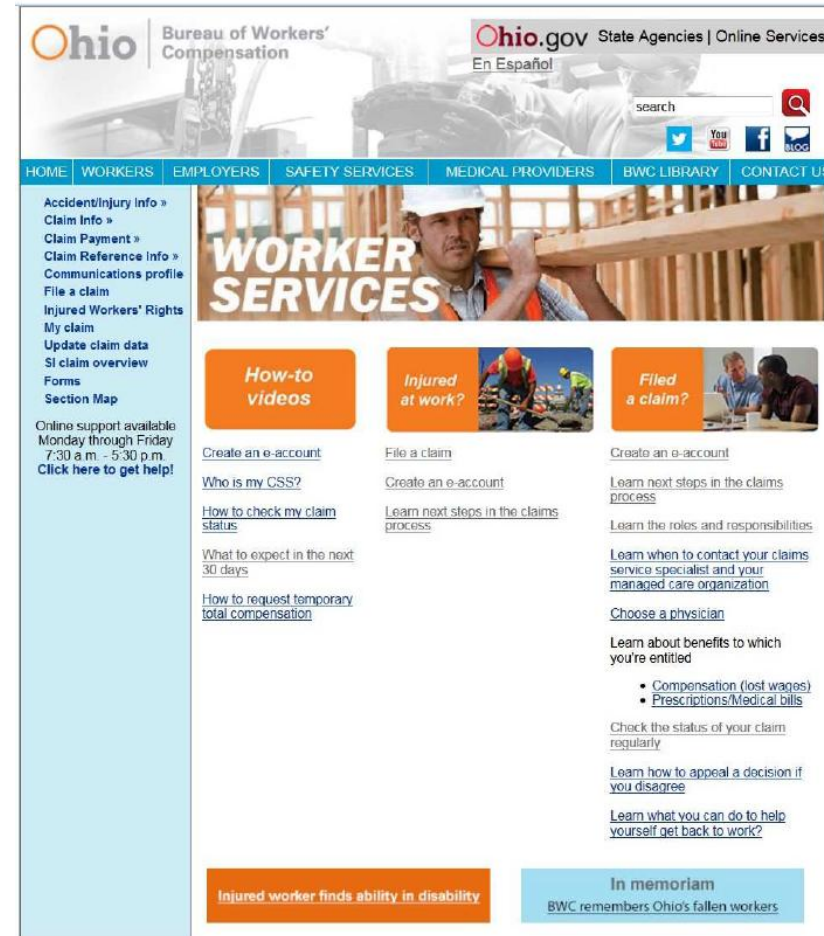
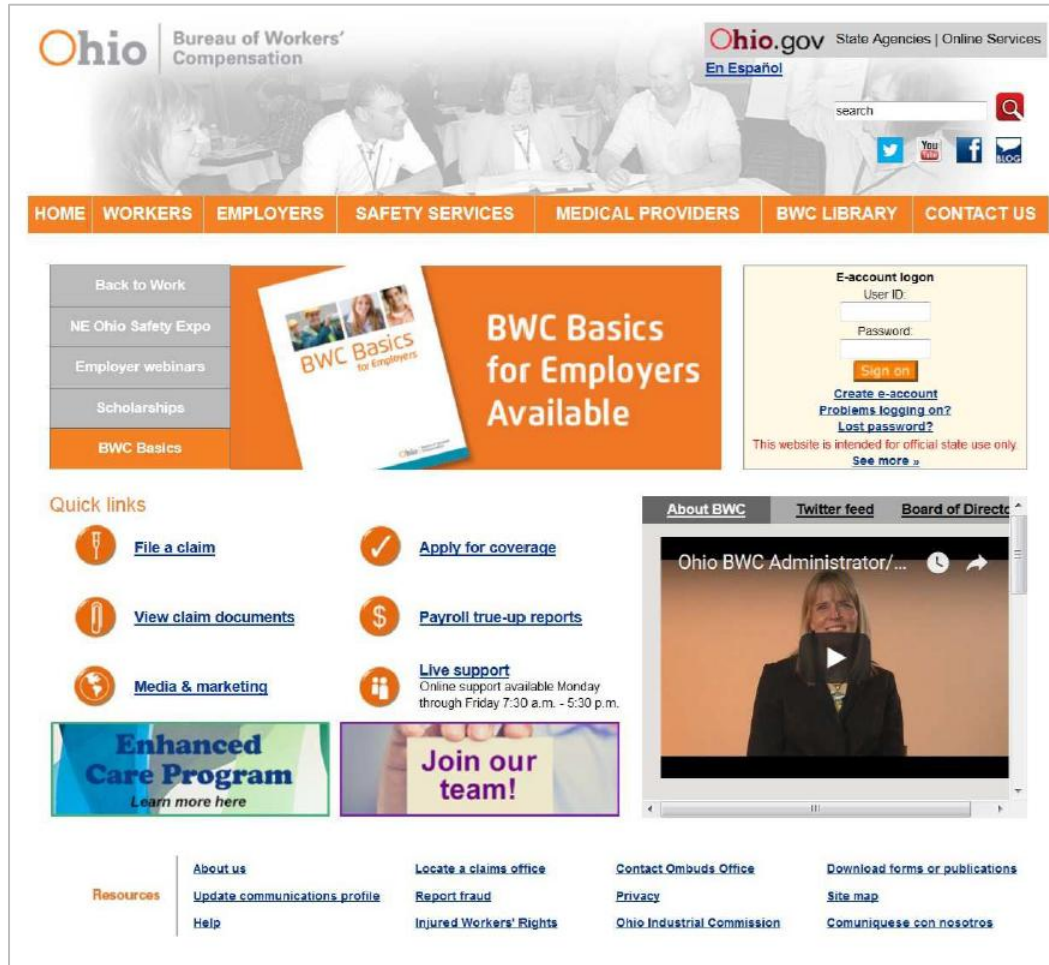
As **UX Research & Design Lead (Led end-to-end research, IA redesign, and usability validation)**, I led the redesign of the Ohio Bureau of Workers' Compensation public website, one of the state's most heavily used digital services.

The legacy site, originally launched in 2000, had grown into a deeply layered system with up to 14 levels of navigation, making it difficult for injured workers, employers, and healthcare providers to locate critical information or complete key tasks.

Medical jargon raised content to a college reading level, increasing confusion and driving more customer service calls.

The goal of the redesign was to simplify navigation, improve accessibility, and enable users to complete core tasks independently—reducing reliance on call-center support.

The following screenshots illustrate the depth and fragmentation of the original site:

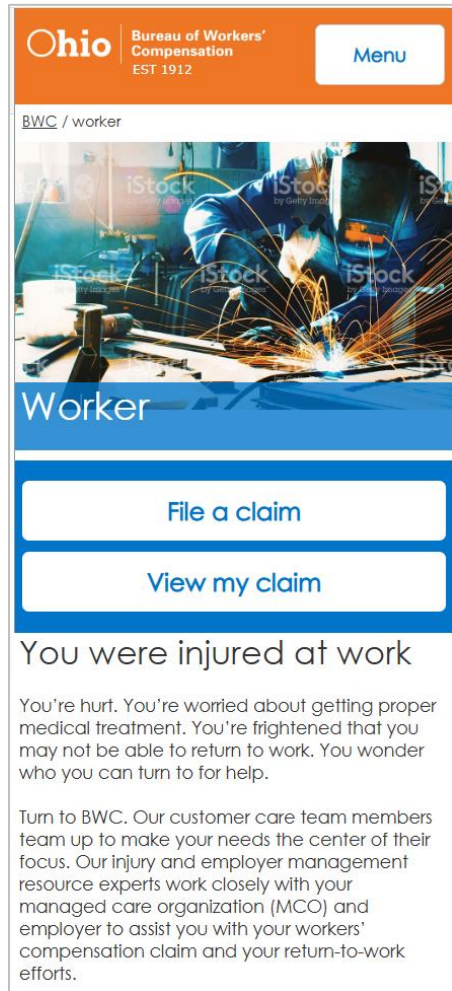




Users complete key tasks across devices in real environments

Objectives

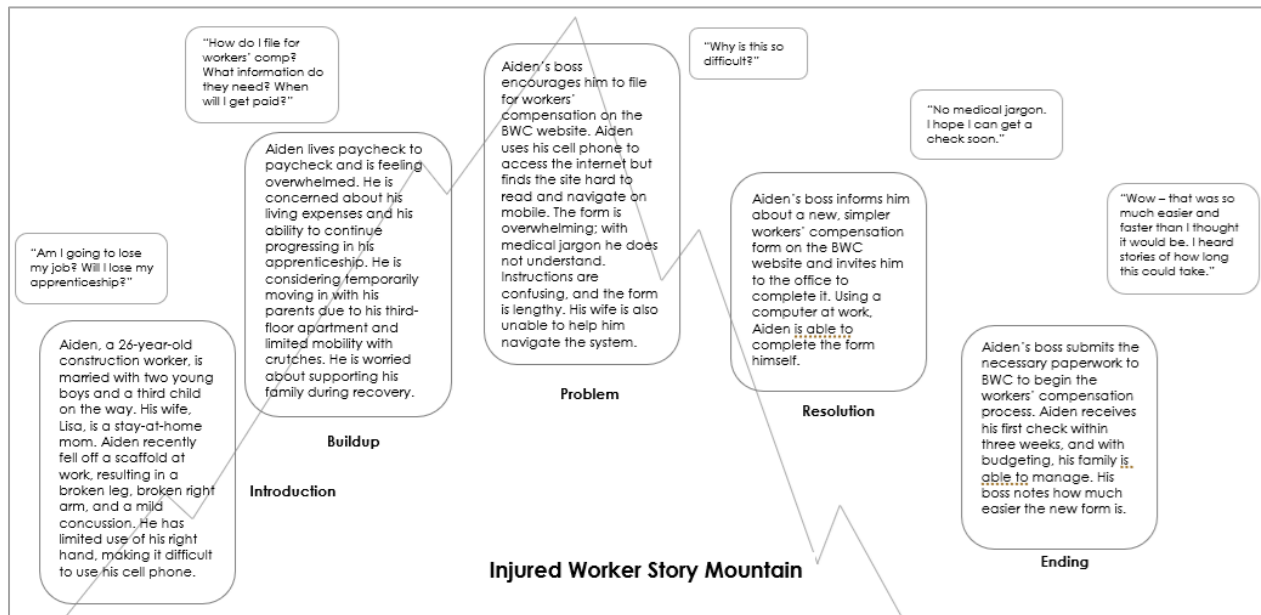
- Simplify navigation to improve findability of key tasks
- Enable injured workers to file claims without requiring login
- Reorganize content based on user goals rather than internal structure
- Ensure full mobile responsiveness and WCAG 2.1 accessibility compliance
- Reduce reading level to improve comprehension across all user groups



Early wireframe exploring simplified navigation and task flow

Research and Discovery

- UX research across injured workers, employers, healthcare providers, and internal stakeholders to identify needs and pain points.
- Conducted stakeholder interviews and user research to understand real-world task behaviors and friction points.
- Performed tree testing (Optimal Workshop) to evaluate information architecture and navigation paths.
- Conducted moderated usability testing to validate early design concepts.
- Analyzed qualitative and quantitative data, including task success, completion time, and Single Ease Question (SEQ) ratings.
- **Key Insight:** Tree testing showed only 48% direct task success for basic navigation and as low as 4% for complex workflows, confirming the need for a structural redesign.
- Users could not reliably complete even basic navigation tasks.
- *Insights directly informed IA simplification, task prioritization, and guided workflows.*



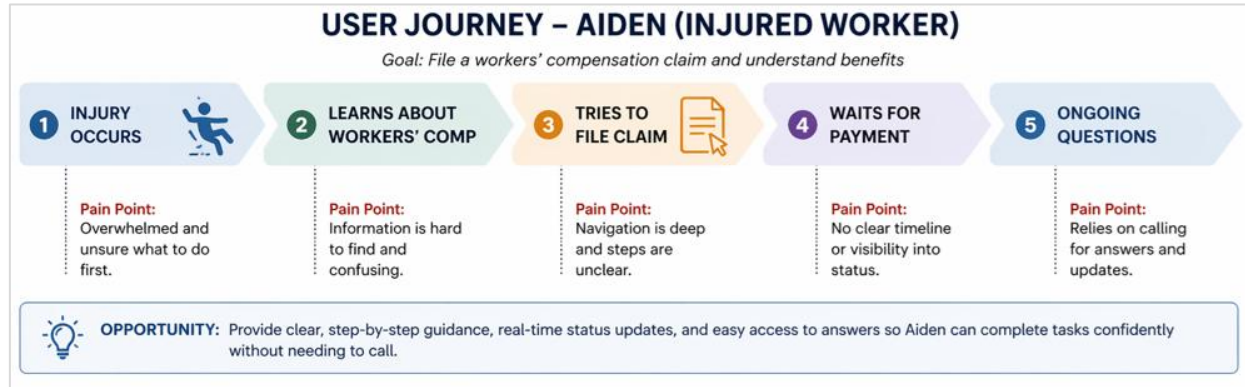
Aiden (Injured Worker)

26, married with two children; expecting a third

- Needs to understand how to file a claim after injury quickly
- Wants clear timeline for payments and eligibility
- Needs to know upfront costs and what is covered
- Relies on simple, step-by-step guidance during a stressful time

Key Pain Points

- Cannot easily find where to start a claim
- Navigation is deep and fragmented across the site
- Basic tasks often require calling for support



User Journey – Injured Worker Filing a Claim

- Injury occurs
- Learns about process
- Tries to file claim
- Waits for payment
- Ongoing questions

Pain points: Confusing navigation, unclear timeline, relies on employer

Opportunity: clear steps, payment visibility, guidance

Service Blueprint – Aiden

Shows how user actions and system responses break down across the claim process

	Injury	Learn	File	Wait	Questions
User	Injured	Looks for info	Files claim (with help)	Waits	Calls for help
System	No guidance	Hard to find info	Complex forms and jargon	No timeline	Call center

BWC Usability Study

Participants: 10 (5 workers, 5 employers)

Task Success (Effectiveness): 100% overall

Ease of Use: 100% moderately–extremely easy

CSAT: 100% moderately–extremely satisfied

All users completed tasks, though complex workflows required additional effort for some users.

Key Task Insight

- Complex Workflow (Task 4):
- 40% completed with no errors
- 60% completed with minor errors

Reveals friction in critical claim/coverage flow

Efficiency

Task times ranged from **~40 seconds to ~300 seconds, reflecting** a mix of quick lookups and **more complex, multi-step workflows.**

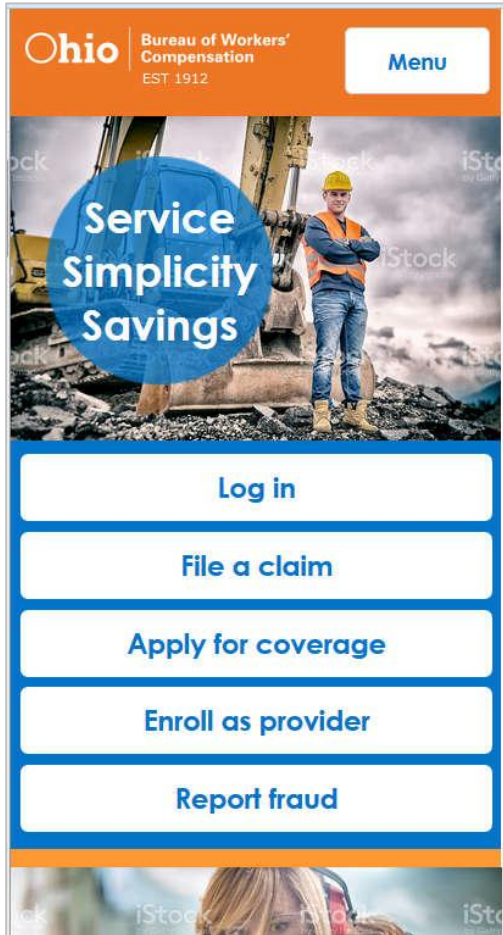
User Feedback

67% positive feedback

- Large buttons
- Clear navigation
- Helpful “Next Steps”

33% improvement areas:

- **56%: darker font color**
- **44%: larger font size**



Mobile prototype used to test navigation and task completion

Design Execution

- Developed a simplified, user-centered information architecture and taxonomy
- Built an interactive Axure prototype to iteratively test and refine concepts
- Partnered with content strategists to simplify language and improve clarity

Accessibility & Compliance

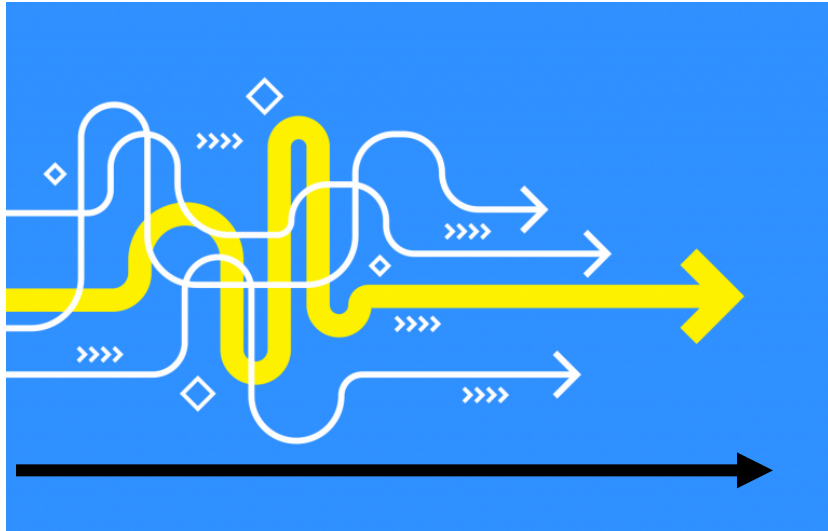
- Ensured WCAG 2.1 alignment through iterative accessibility testing
- Collaborated with development to validate compliance pre-launch



Key Decisions & Tradeoffs

- Simplified navigation structure **instead of preserving legacy taxonomy** → improved findability but required stakeholder alignment
- Prioritized **top user tasks over full content parity** → some legacy content deprioritized
- Designed **claim filing without login** → reduced friction but required security + business approval
- Reduced reading level → improved comprehension but required rewriting complex policy language

Priority	Design Decision	Expected Impact
High	Simplify navigation to improve findability of top tasks	Faster task completion, fewer user errors
High	Implement a robust search engine	Improved content discoverability and task success
Medium	Redesign content structure around real user goals	Tasks better aligned with user needs
Medium	Ensure full mobile responsiveness and WCAG 2.1 compliance	Increased accessibility for all users
Low	Lower reading level to enhance comprehension	Better understanding across user groups



Simplified navigation

- Modern, mobile-responsive, accessible site (launched 2018)
- Reading level reduced to 10th grade for better comprehension
- Simplified design improved clarity and satisfaction
- UX standards adopted across BWC digital initiatives
- Reduced reliance on call-center support by enabling self-service task completion



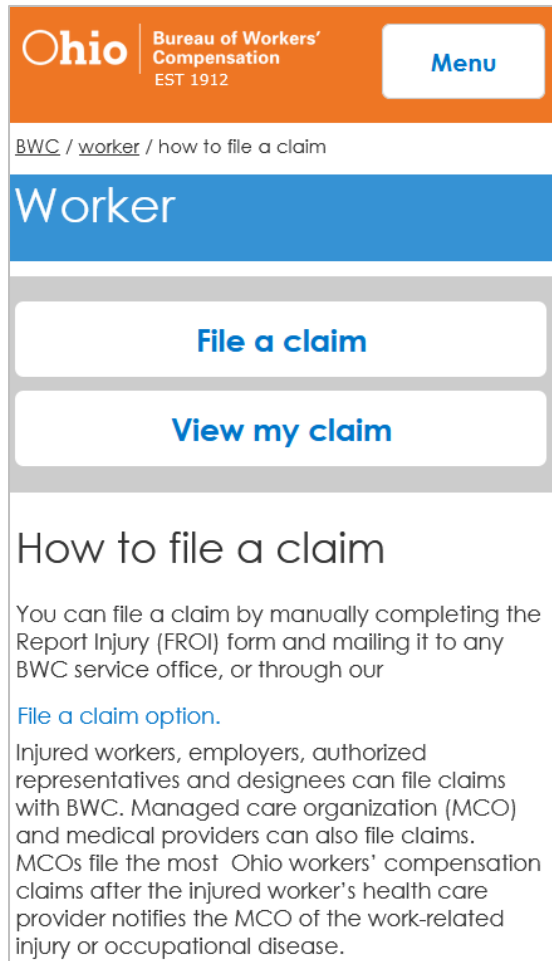
Stakeholder collaboration during design and alignment sessions

- Early stakeholder interviews were critical for aligning goals and managing expectations
- Quantitative tree testing effectively communicated navigation problems to non-design audiences
- Accessibility and plain-language improvements had high impact but required iterative refinement
- Future work should expand testing with healthcare providers and assistive-technology users



User research sessions

- **Research:** Optimal Workshop (Tree Testing), focus groups, moderated usability testing, stakeholder & customer support interviews
- **Analysis:** Excel (qualitative coding), PowerPoint (findings & reporting)
- **Design & Prototyping:** Axure RP
- **Testing:** WCAG 2.0 Accessibility Reviews, SEQ Metric



Transformed a 14-level, high-friction system into a clear, accessible, task-driven experience.

Through evidence-based design, usability testing, and cross-functional collaboration, the redesign improved clarity, accessibility, and task efficiency for Ohio's injured workers, employers, and healthcare providers.

Impact (Usability Testing)

- 100% task completion
- 100% ease-of-use rating
- 100% CSAT (10/10 participants)

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