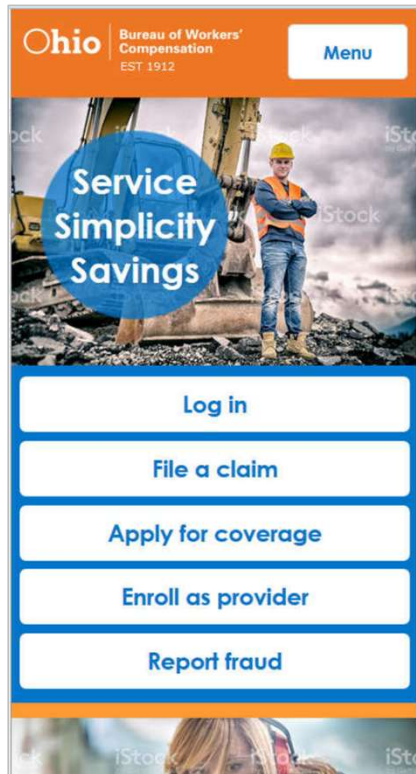


# Ohio Bureau of Workers' Compensation Website Redesign Case Study

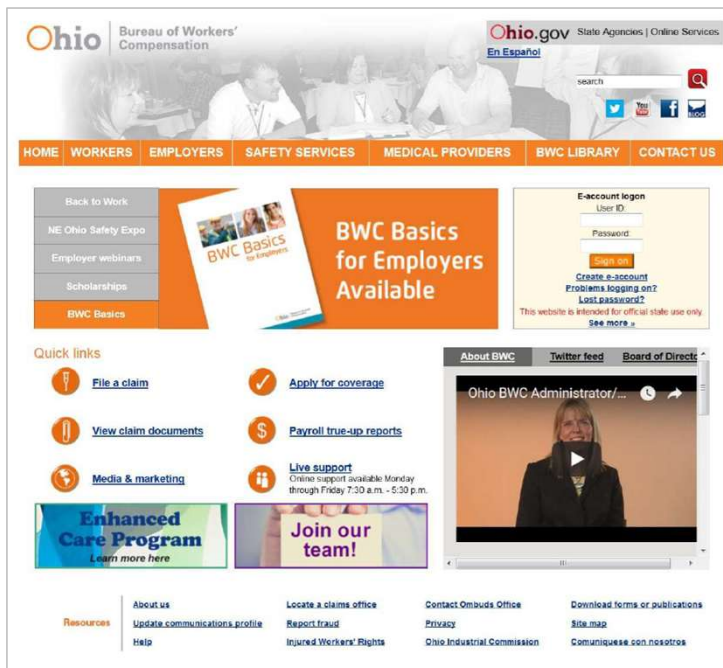
Presented by Theresa Wilkinson

# Ohio Bureau of Workers' Compensation Case Study



## Agenda

- Project Overview
- Objectives
- Approach
- Design & Prototyping
- Research Methodology
- 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, I directed the full redesign of the Ohio Bureau of Workers' Compensation public website—one of the state's most heavily used digital services. The legacy site, launched in 2000, had grown to 14 levels of navigation, making it difficult for injured workers, employers, and healthcare providers to find information. The project aimed to modernize the experience, improve accessibility, and enable users to complete key tasks independently, reducing reliance on call-center support.



### Objectives

- Simplify navigation to improve findability of top tasks
- Enable injured workers to file claims without logging in
- Redesign content and structure based on real user goals, rather than internal hierarchy
- Ensure full mobile responsiveness and WCAG 2.1 accessibility compliance
- Lower reading level to enhance comprehension across user groups



## Research and Discovery

- Led comprehensive UX research across multiple user segments and internal stakeholders to understand needs and pain points
- Conducted stakeholder interviews and user research with injured workers, employers, and healthcare providers
- Performed tree testing (Optimal Workshop) to evaluate existing information architecture and navigation paths
- Conducted moderated usability testing sessions to validate design concepts
- Analyzed qualitative data and quantified patterns in task success, completion time, and Single Ease Question (SEQ) ratings
- **Key Insight:** Tree-testing revealed only **48% direct task success** on basic navigation and as low as **4%** on complex workflows—confirming the need for a structural redesign.



- Created personas and a worker story mountain to visualize user goals and pain points
- Developed a simplified, user-centered information architecture and taxonomy
- Built an interactive Axure prototype to test usability and validate concepts iteratively
- Partnered with content strategists to simplify language and improve clarity

### **Accessibility and Compliance**

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

- 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

**Outcome & Impact:**

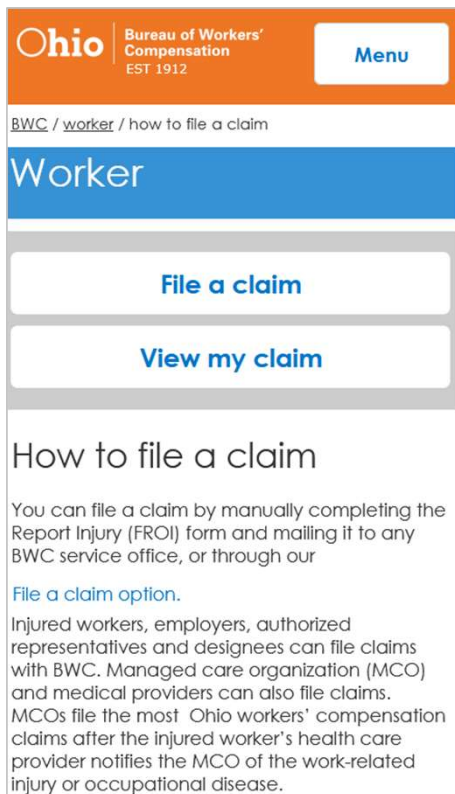
Priority	Recommendation	Expected Impact
High	Simplify navigation to improve findability of top tasks	Faster task completion, fewer user errors
High	Implement a robust search engine	Improved content discoverability and task success
Medium	Redesign content structure around real user goals	Tasks better 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



- Early stakeholder interviews were critical for aligning goals and managing expectations
- Quantitative tree testing helped effectively communicate 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



- **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 2.1 Accessibility Reviews, SEQ Metrics



Through evidence-based design, rigorous usability testing, and strong cross-functional collaboration, the BWC website redesign transformed a complex, text-heavy site into a clear, accessible, and highly efficient digital experience.

The project established enduring UX standards and measurably improved usability for Ohio's injured workers, employers, and healthcare providers.

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