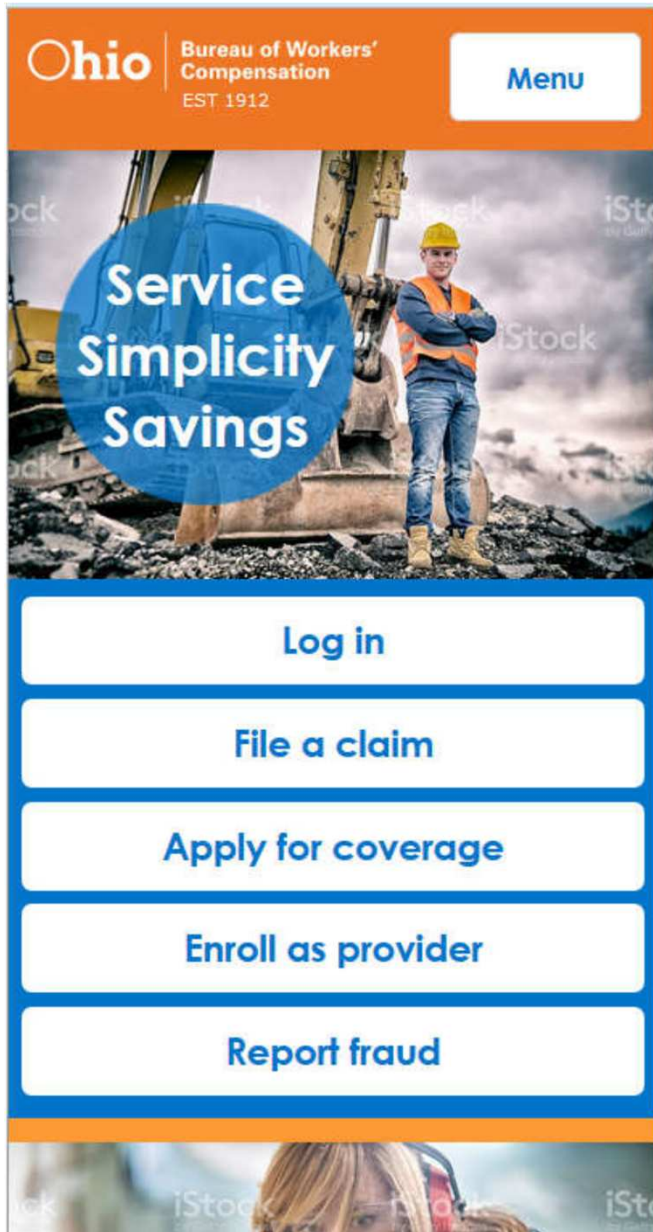# Employer Tree Test Results

Presented by Theresa Wilkinson

Agenda

1. Recommendations

2. Executive Summary

3. Feedback from the Tree Test

4. Suggested Solutions

5. Appendix

Ohio Bureau of Worker's Compensation

Employer Tree Test
Key Insights

Respondents failed 7 of the 10 tasks

Employer comments from recent survey

"I'm extremely disappointed in the changes you've made to the website. It most definitely IS NOT, user friendly!!!!"

"There' is a lot of information accessible online but it doesn't seem to be organized in a way that makes it easy for me to find what I want."

RECOMMENDATIONS

- Conduct focus groups with employers to explore new navigation

- Tree test proposed navigation

- Suggested solutions: Include "signposts" and "scent trails" in new website design to help employers find information quickly

Employer comments from recent survey

"Please update your website more quickly. "

"The website is very clunky with a less than optimal user experience."

EXECUTIVE SUMMARY

Overview

- New navigation for the employer section has been proposed by the internal Employer team.
- The proposed navigation was "tree tested", like a card sort, using Optimal Workshop.
- 44 Ohio employers participated and 35 (80%) of those completed all 10 tasks.

Goals

- Determine if employers can find information using the proposed navigation

Task 1 You need to complete a Workers' Compensation application for coverage, and you want to know if you can do this online.

- 86% (30 of 35) of respondents succeed
- 14% (5 of 35) of respondents failed

Task 2 Where would you go to find out information about reporting payroll?
- 83% (29 of 35) of respondents failed
- 17% (6 of 35) of respondents skipped

EXECUTIVE SUMMARY

Task 3 Where would you go to watch a video on preventing food service injuries?
- 83% (29 of 35) of respondents succeed
- 17% (6 of 35) of respondents failed

Task 4 You are a new employer and want to know if you need to obtain Workers' Compensation Coverage?
- 29% (10 of 35) of respondents succeed
- 71% (25 of 35) of respondents failed

Task 5 You suspect a physician is billing BWC for treatments he is not performing, and you want to report this.
- 78% (27 of 35) of respondents succeed
- 20% (7 of 35) of respondents failed
- 3% (1 of 35) of respondents skipped

Task 6 Where would you go to learn the requirements to be a self-insured employer?
- 25% (9 of 35) of respondents succeed
- 74% (26 of 35) of respondents failed

EXECUTIVE SUMMARY

Task 7 Where would you go to find information about drug free safety grants?
- 72% (25 of 35) of respondents succeed
- 43% (15 of 35) of respondents failed

Task 8 You are taking several employees out of state to work a job. Where would you go to find out what you need to do to ensure those employees are covered?
- 17% (6 of 35) of respondents succeed
- 81% (28 of 35) of respondents failed
- 3% (1 of 35) of respondents skipped

Task 9 Where would you go to find the safety council in your area?
- 73% (26 of 35) of respondents succeed
- 49% (9 of 35) of respondents failed

Task 10 Your employee was injured at work. Where would you go to find information on what you should do next?
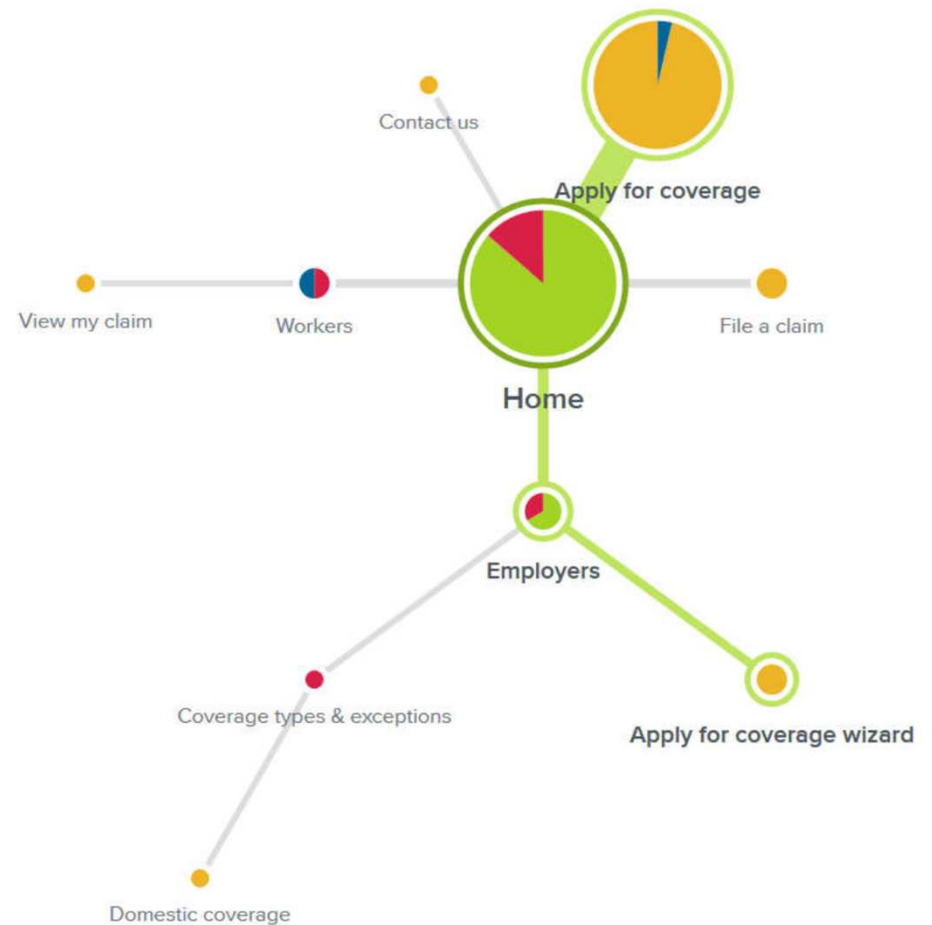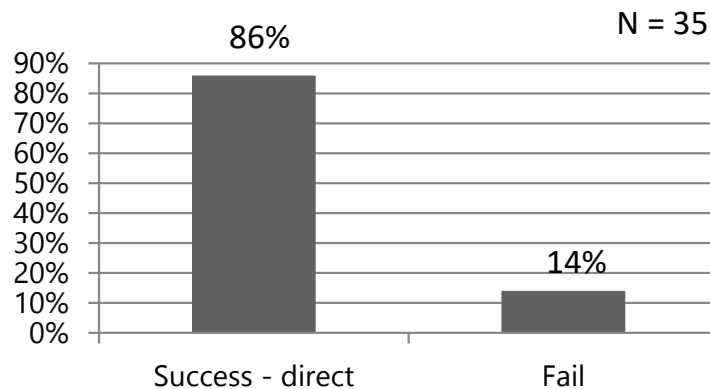- 19% (7 of 35) of respondents succeed
- 81% (24 of 35) of respondents failed

Employer Tree Test Results

Ohio Bureau of Worker's Compensation

Task 1

You need to complete a Workers' Compensation application for coverage, and you want to know if you can do this online.

- **86%** (30 of 35) Success
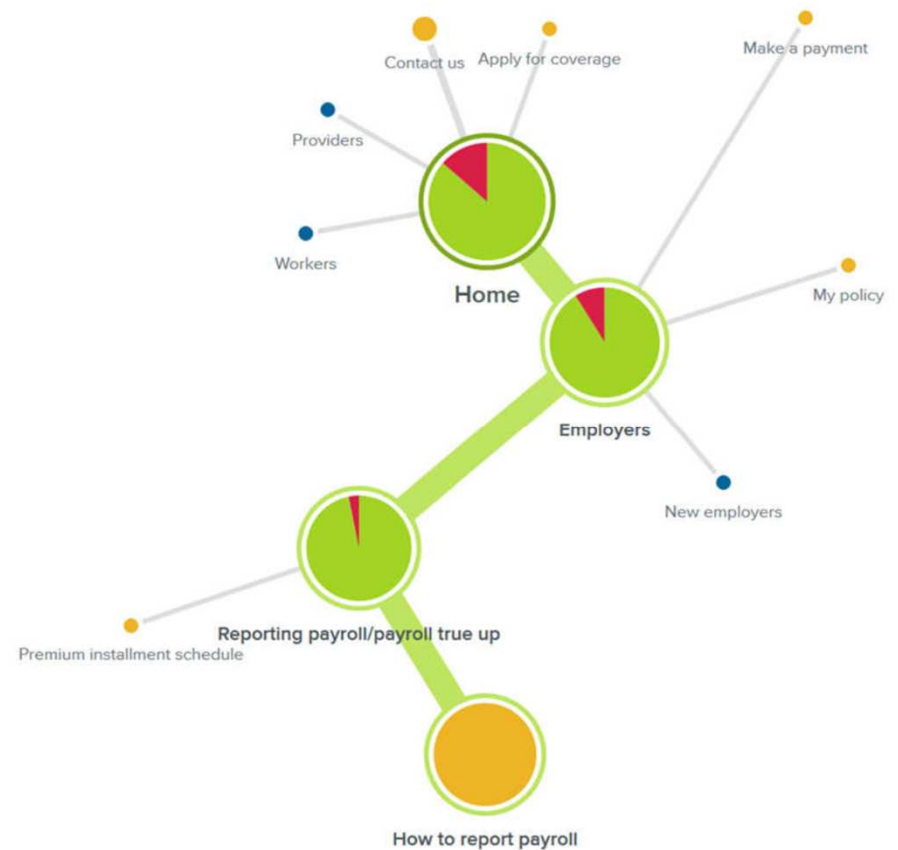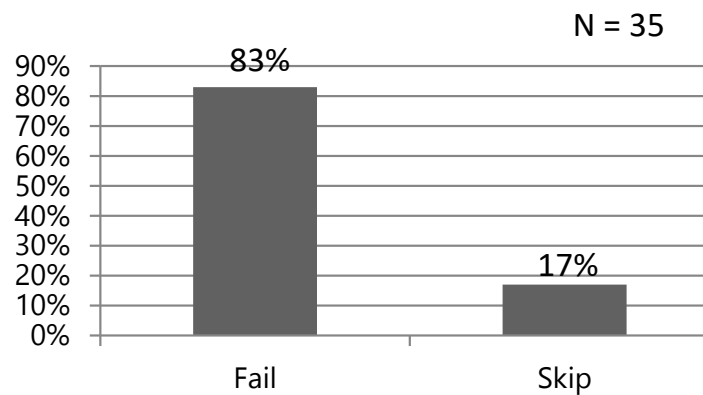- **14%** (5 of 35) Fail

N = 35

The correct path is highlighted in green.

Task 2

Where would you go to find out information about reporting payroll?

- **83%** (29 of 35) Fail
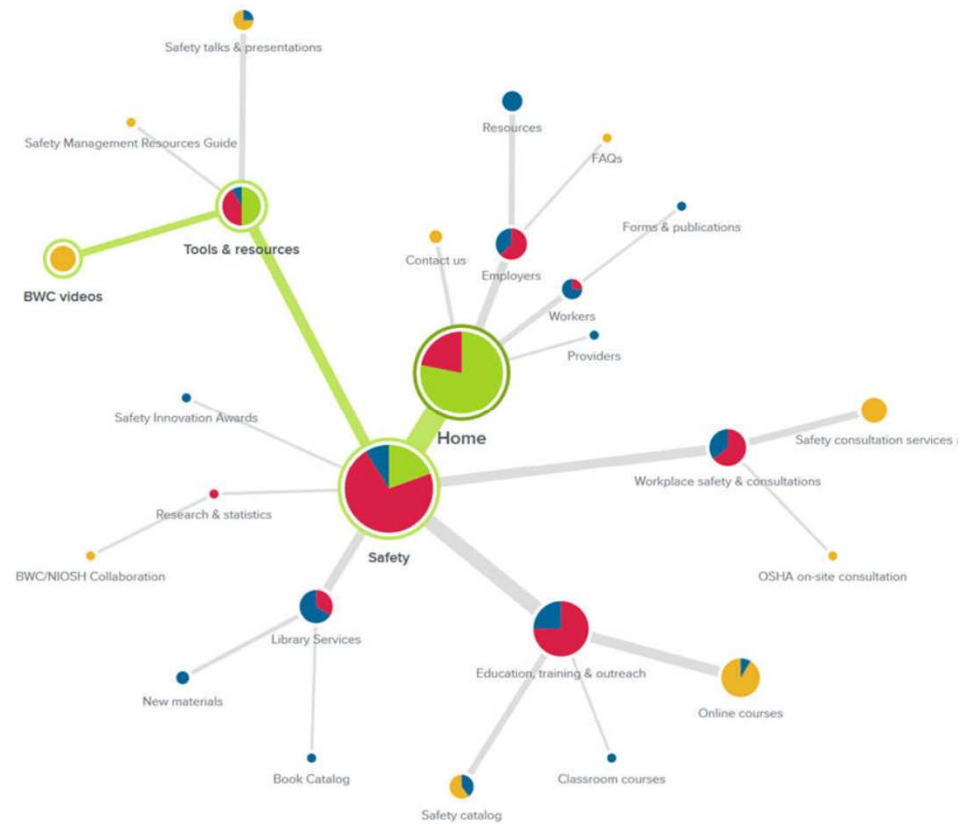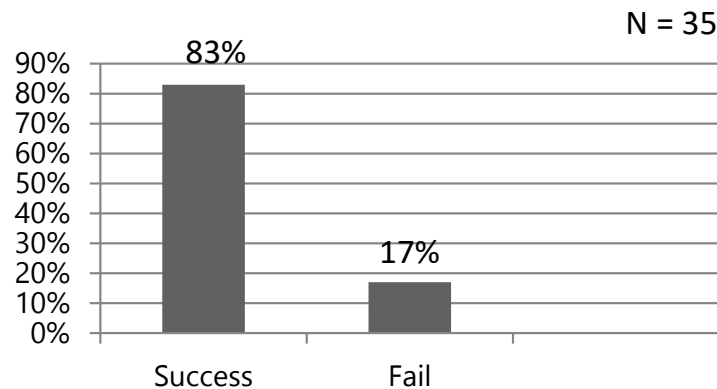- **17%** (6 of 35) Skip

N = 35

The correct path is highlighted in green.

Task 3

Where would you go to watch a video on preventing food service injuries?

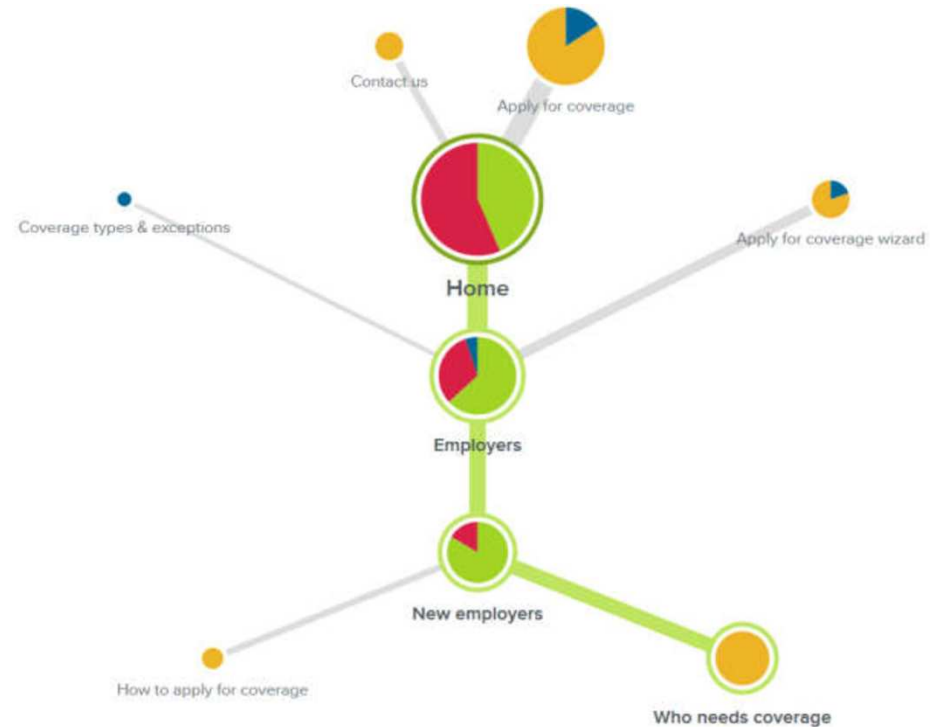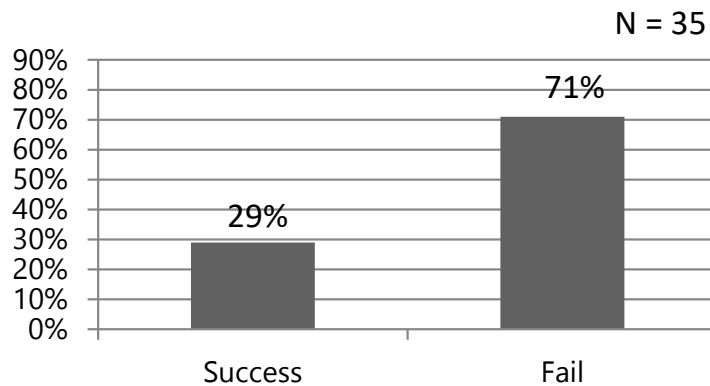- **83%** (29 of 35) Success
- **17%** (6 of 35) Fail

N = 35

The correct path is highlighted in green.

Task 4

You are a new employer and want to know if you need to obtain Workers' Compensation Coverage.

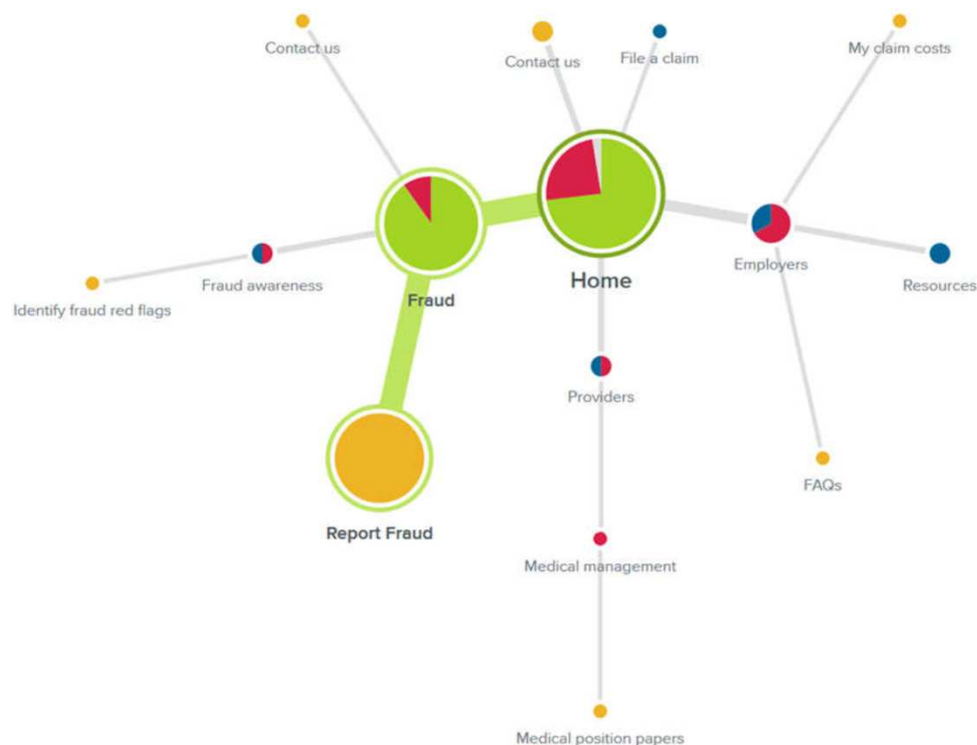- **29%** (10 of 35) Success
- **71%** (25 of 35) Fail

N = 35

The correct path is highlighted in green.

Task 5

You suspect a physician is billing BWC for treatments he is not performing and you want to report this.

- **78%** (27 of 35) Success
- **20%** (7 of 35) Fail
- **3%** (1 of 35) Skip
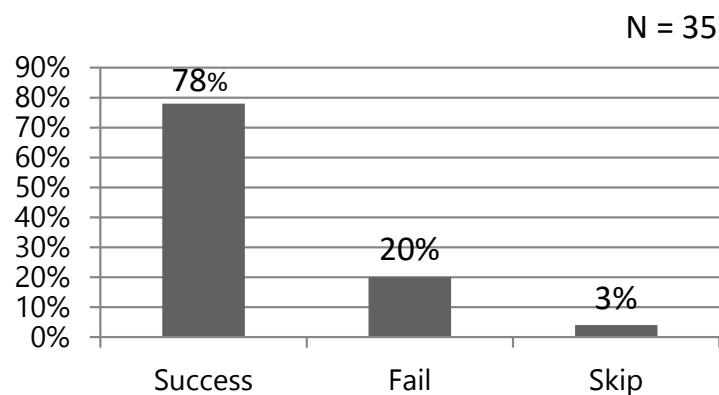
The correct path is highlighted in green.

Task 6

Where would you go to learn the requirements to be a self-insured employer?

- **25%** (9 of 35) Success
- **74%** (26 of 35) Fail

N = 35

The correct path is highlighted in green.
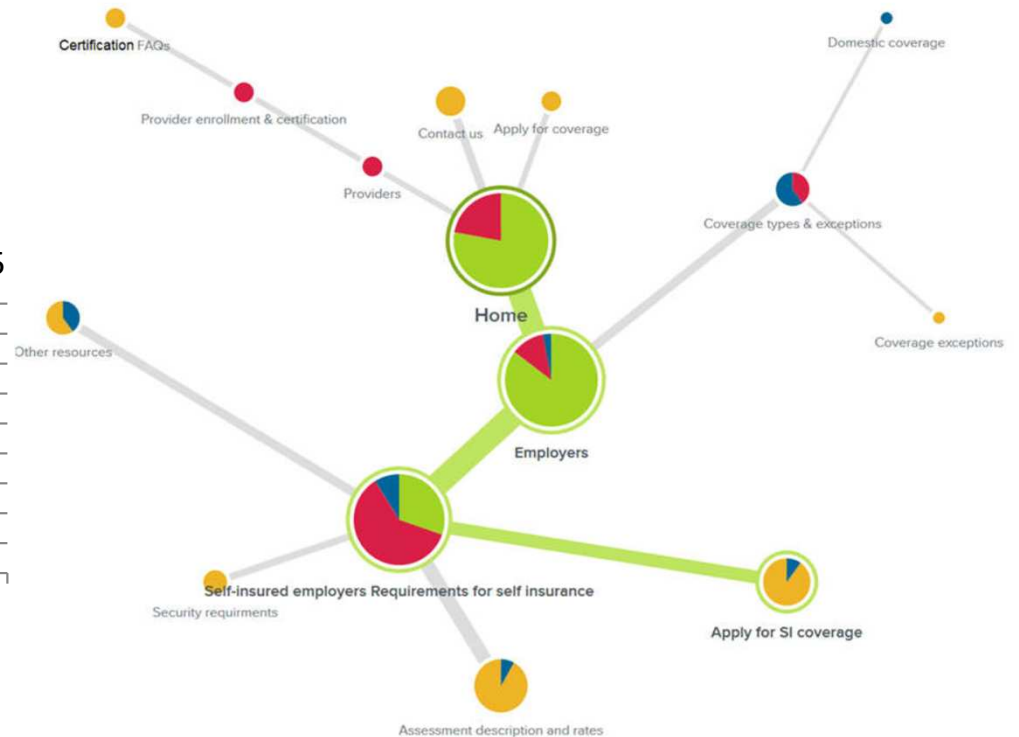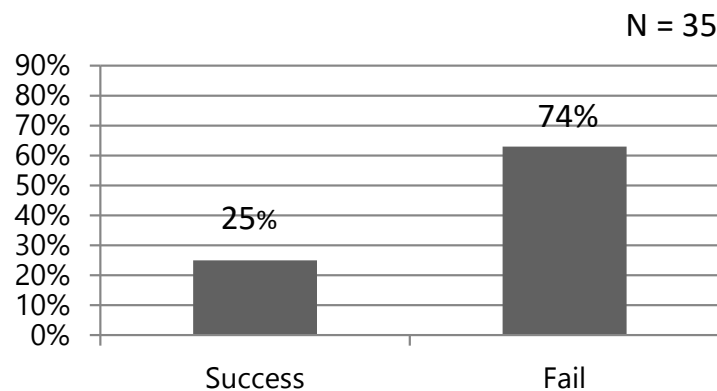
Ohio Bureau of Worker's Compensation

Task 7

Where would you go to find more information about drug free safety grants?

- **72%** (25 of 35) Success
- **28%** (10 of 35) Fail

N = 35
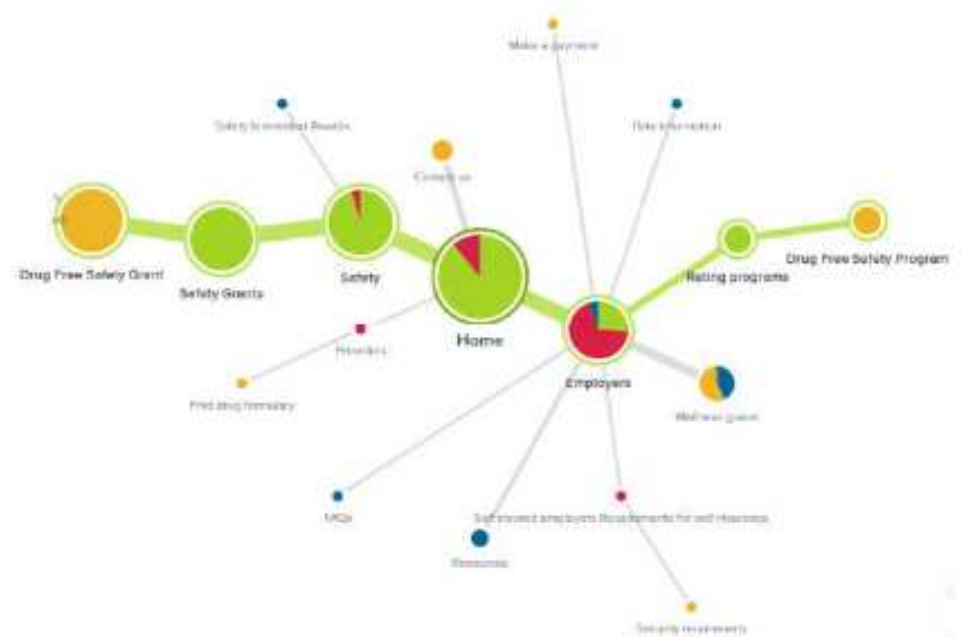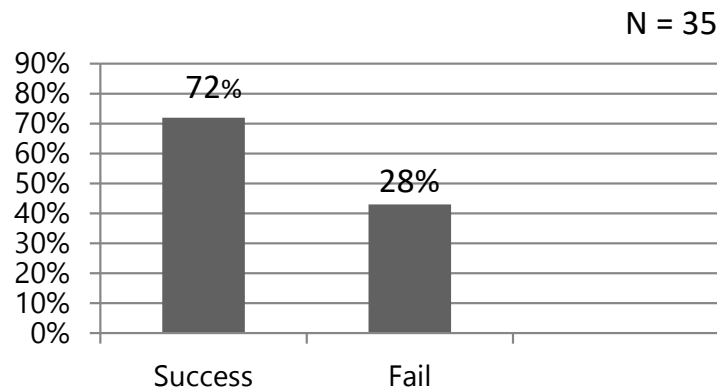
The correct path is highlighted in green.

Task 8

You are taking several employees out of state to work a job. Where would you go to find out what you need to do to ensure those employees are covered?

- **17%** (6 of 35) Success
- **81%** (28 of 35) Fail
- **3%** (1 of 35) Skip

N = 35
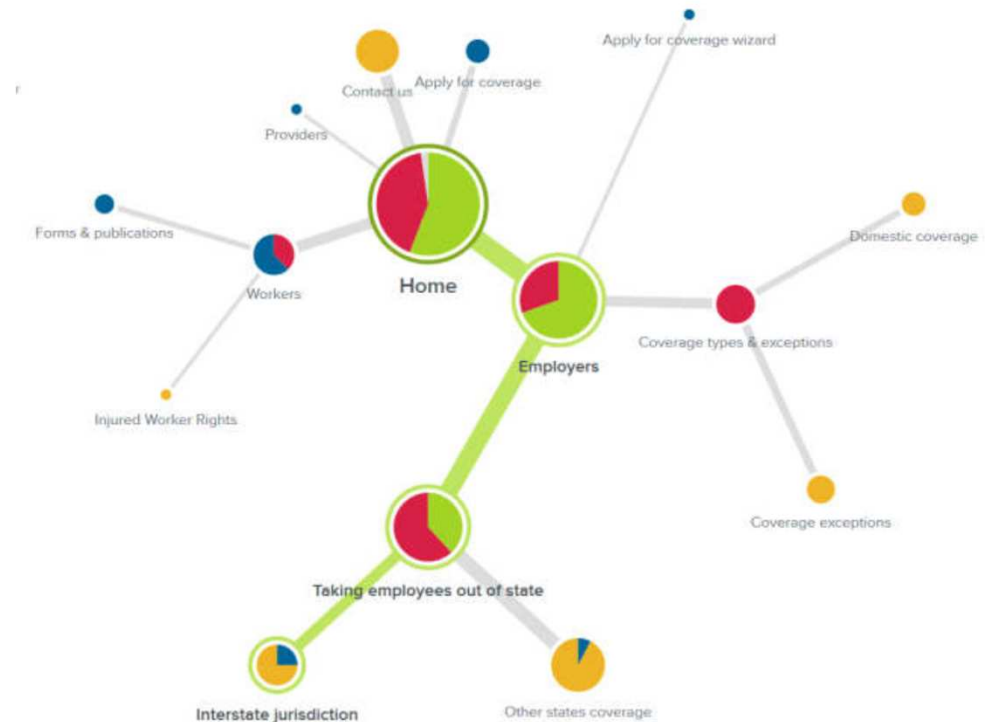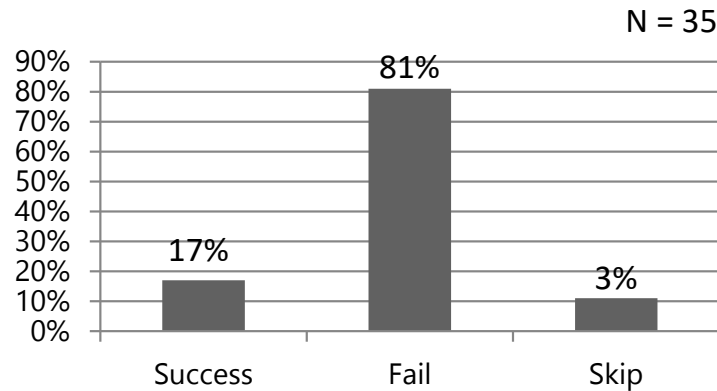
The correct path is highlighted in green.

Task 9

Where would you go to find the safety council in your area?

- **73%** (26 of 35) Success
- **27%** (9 of 35) Fail

N = 35
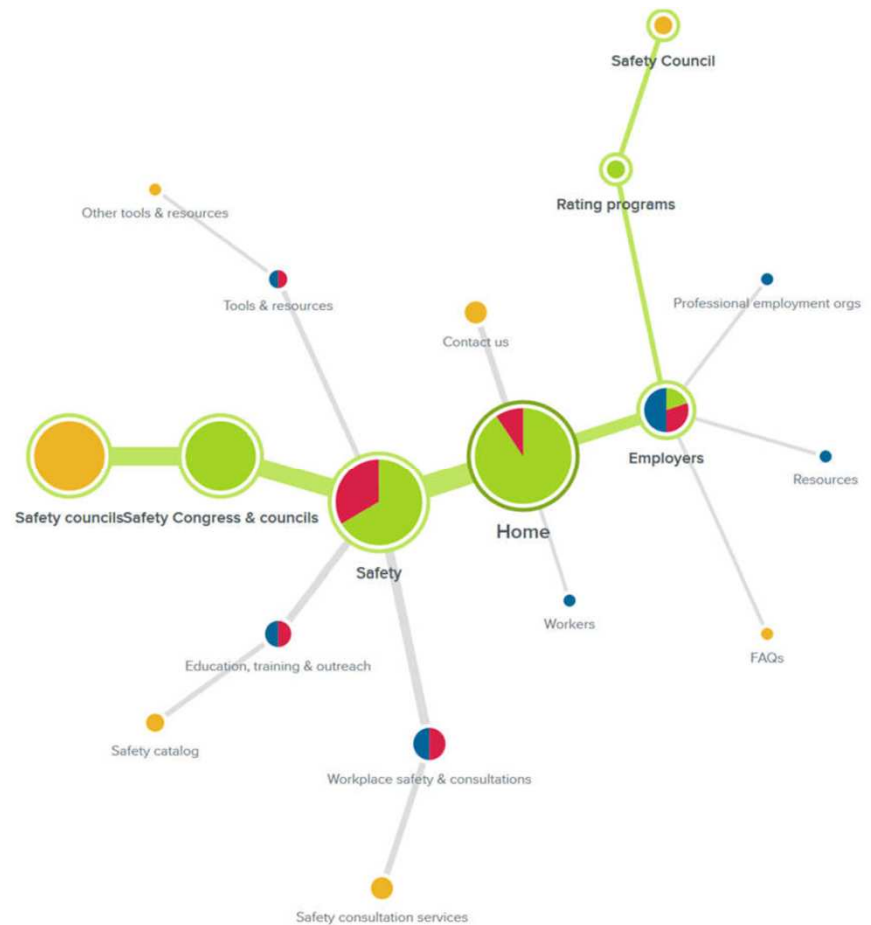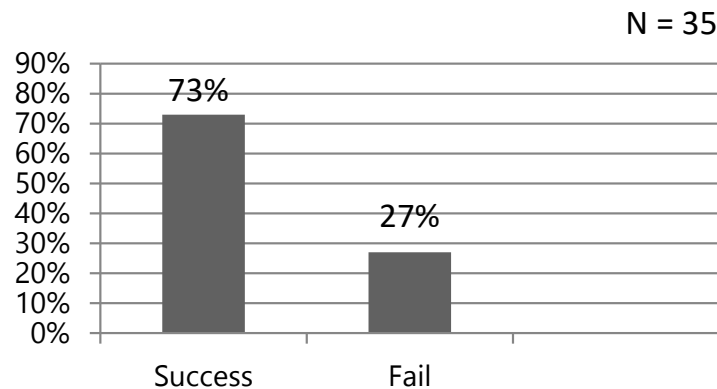
The correct path is highlighted in green.

Task 10

Your employee was injured at work. Where would you go to find information on what you should do next?

- **19%** (7 of 35) Success
- **81%** (28 of 35) Fail

N = 35
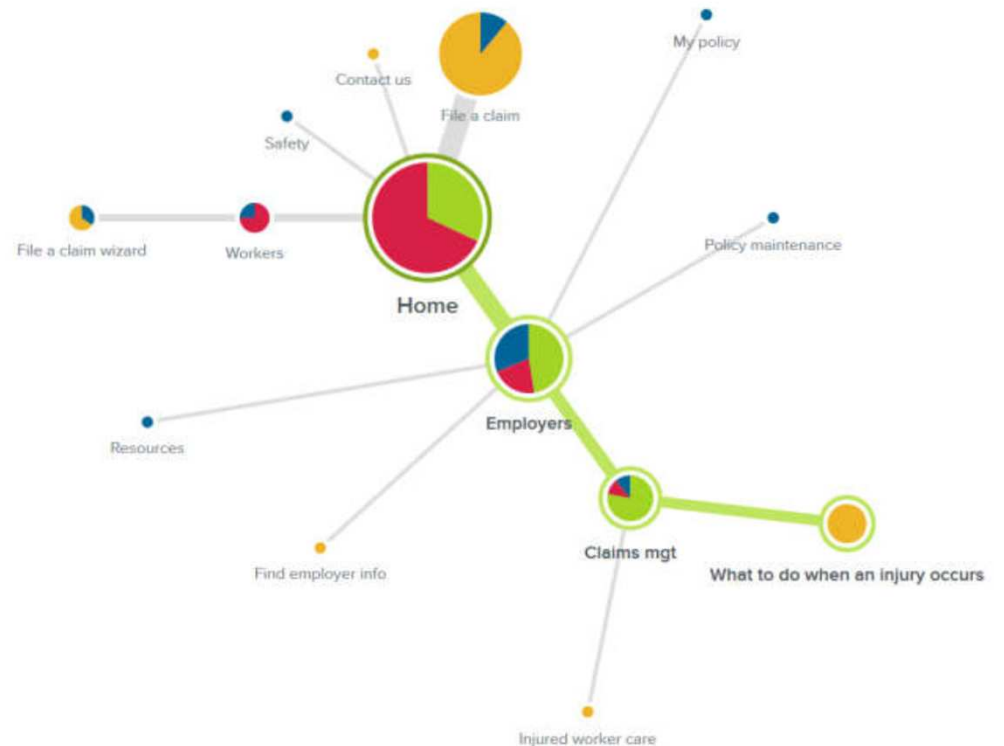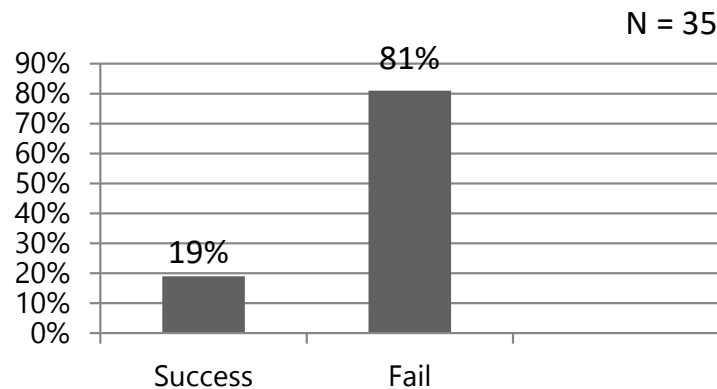
The correct path is highlighted in green.

Suggested Solutions

Overview

BWC users adapted to the current website design by calling the call center for help finding information on the website.

Suggested solutions for the new website design include:

- Common searches, also called scent trails, which can help employers find information quickly

- Some websites use signposts, which are static boxes of common links, to help users find to popular pages quickly

Common Searches

Many websites display common search queries, also called trending searches, to help users get to the desired information quickly.

Common searches, also called scent trails, which can help employers find information quickly.
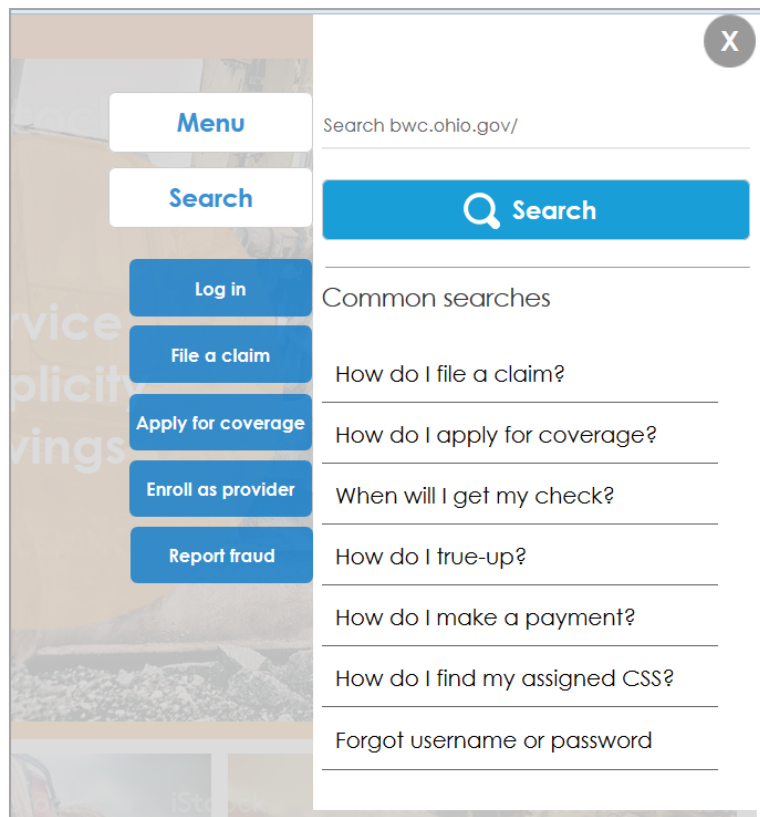
Scent Trail Example

Trending Searches Example

Signposts

The following box contains the top employer Call Center Support Reasons (from Call Center analytics). Some websites use signposts -- static boxes of common links that help users find to popular pages quickly

Common searches

What is the provider's status?

What are the allowed conditions in the claim?

Has the claim been filed?

Verify MCO on claim

Verify the CSS/MSS assigned to the claim
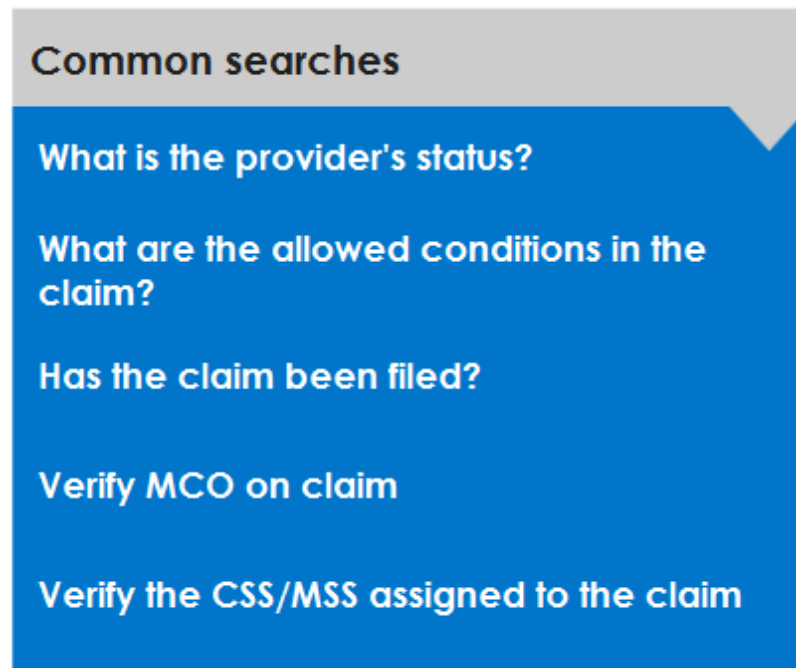
Signpost Example

Employer Tree Testing Email Text
Participant Locations
Primary Navigation
Employer Navigation
Tree Testing Tasks and Navigation Paths

APPENDIX

Employer Tree Testing Email Text

Subject line: Would you like to help BWC redesign the website?

Hi,

The Ohio Bureau of Worker's Compensation is embarking on a website redesign!
One of the first steps is to create an easy-to-use website navigation.
More about the test:

- We have created a series of questions and tasks with proposed navigation where you would look to find answers.
- This "tree test" should only take about 10 minutes to complete.
- You can complete it anytime during the test cycle of February 2016.
- It can be completed it remotely in any quiet area with computer access.

We'd love to get your feedback. If you're interested, please click the link below:
Testing link

Your opinion counts! Thank you for helping us redesign the website. We appreciate you taking time out of your day to be involved.

OH BWC Employer Team

Participant Locations

All BWC certified employers were sent the tree test invitation. BWC does not collect demographic data. Nine Ohio employers* abandoned the test. 35 completed all tasks. Location information was the only statistic gathered from Optimal Workshop.

Location	#
Columbus, Ohio	10
Cincinnati, Ohio	8
Cuyahoga Falls, Ohio	8
Dayton, Ohio	5
Jackson, Ohio	4
Newark, Ohio	4
West Palm Beach, Florida	2
Wadsworth, Ohio	1
Myrtle Beach, South Carolina	1
Dublin, Ohio	1
TOTAL	44

*In Ohio, all employers with one or more employees must, by law, have workers' compensation coverage.

Primary Navigation

The current BWC website has 9 levels of navigation.

Primary	
Log In	Employer
File a Claim	Safety
Apply for Coverage	Fraud
Enroll as Worker	Española
Report Fraud	Contact Us
Worker	Recent News

Employer Navigation

Primary	Secondary	Tertiary
Employer		
	Apply for Coverage Wizard	
	Make a Payment	
	My Policy	
	New Employers	Who Needs Coverage
		How to Apply for Coverage
		BWC Basics Guide
		New Employer Webinar
	Coverage Types & Exceptions	Domestic Coverage
		Marine Industry
		Coal Mine Operators

Employer Navigation

Primary	Secondary	Tertiary
		Volunteer Coverage
		Public Employers
		Coverage Exceptions
	Policy Maintenance	How to Maintain Coverage
		How to Transfer Coverage
		How to Cancel Coverage
	Reporting Payroll/Payroll True Up	How to Report Payroll
		Premium Installment Schedule
		How to Cancel Coverage
		True-up Report
	Rate Information	How to Calculate an EM

Employer Navigation

Primary	Secondary	Tertiary
		Base Rates (pdf)
	Rating Programs	Program Eligibility Lookup
		Grow Ohio
		Deductible
		Group Experience Rating
		$15,000 Medical Only Program
		Individual Retrospective
		One Claim Program
		Group Retrospective Program
		EM Capping
		Drug Free Safety Program

Employer Navigation

Primary	Secondary	Tertiary
		Transitional Work Program
		Safety Council
		Industry Specific Safety Programs
		Lapse Free
		Go Green
	Wellness Grants	
	Professional Employment Orgs	PEO Lookup (service offering)
	Managed Care Orgs	
	Taking Employees Out of State	Other States Coverage
		Interstate Jurisdiction

Employer Navigation

Primary	Secondary	Tertiary
	My Claim Costs	
	Claims Mgt	Prevention
		What to Do When an Injury Occurs
		Injured Worker Care
		Claims Mgt Strategies
	Find Employer Info	
	Self-Insured Employers Requirements for Self Insurance	Apply for SI Coverage
		Policy Renewal
		Assessment Description and Rates
		SI-40 Reporting
		Security Requirements

Employer Navigation

Primary	Secondary	Tertiary
		SI Auditing
		SI Complaints
		Make a Payment
		Other Resources
	Injured Worker Rights	
	Forms & publications	
	FAQs	

Employer Tree Testing Tasks and Navigation Paths

	Task	
1	You need to complete a Workers' Compensation application for coverage, and you want to know if you can do this online.	Home > Apply for Coverage wizard
2	Where would you go to find out information about reporting payroll?	Home > Employer > Reporting Payroll/Payroll True Up > How to Report Payroll
3	Where would you go to watch a video on preventing food service injuries?	Home > Safety > Tools & Resources > BWC Videos
4	You are a new employer and want to know if you need to obtain Workers' Compensation Coverage.	Home > Employer > New Employer > Who Needs Coverage
5	You suspect a physician is billing BWC for treatments he is not performing, and you want to report this.	Home > Report Fraud
6	Where would you go to learn the requirements to be a self-insured employer?	Home > Employer > Self-Insured Employers Requirements for Self Insurance > Apply for SI Coverage
7	Where would you go to find information about drug free safety grants?	**Path 1** Home >Employer > Rating Programs > Drug Free Safety Program > Nationwide Usability Testing Research Plan & Discussion Guide; **Path 2** Home > Safety > Safety Grants > Drug Free Safety Grant
8	You are taking several employees out of state to work a job. Where would you go to find out what you need to do to ensure those employees are covered?	Home > Employer > Taking Employees Out of State > Interstate Jurisdiction

Ohio Bureau of Worker's Compensation

Employer Tree Testing Tasks and Navigation Paths

	Task	
9	Where would you go to find the safety council in your area?	**Path 1** Home > Employer > Rating Programs > Safety Councils; **Path 2** Home > Safety > Safety Congress & Councils > Safety councils
10	Your employee was injured at work. Where would you go to find information on what you should do next?	**Path 1** Home > Employer > New Employers > BWC Basics Guide; **Path 2** Home > Employer > New Employers > New Employer Webinar; **Path 3** Home > Employer > Claims Mgt > What to do when an injury occurs