

“It is scary waking up in the hospital and not remembering what happened. Lisa and the kids were really scared. I am hoping I don’t lose my job or apprenticeship. I am worried how long it will take me to get back to work.”

- Aiden

Aiden – Construction Worker



ABOUT

- 26 years old
- GED
- Married with 2 daughters
- Wife expecting a boy in June 2024
- Wife does not work
- Independent contractor with no health benefits

GOALS

- Understand BWC claim process
- Get checks ASAP
- Heal quickly so he can get back to work and continue with iron worker apprenticeship
- Become a FT employee with benefits

QUESTIONS

- How long with this process take?
- Do I have to pay anything out of pocket?
- Can I get both unemployment and workers’ compensation?

UX NEEDS

- Communicate workers’ compensation process
- Communicate what information is needed by what date to file a claim
- Ensure filing a claim is easy to do and understand
- Don’t require registration to file a claim

PERSONALITY

- Organized, prepared
- Appreciates facts, hard data, information presented in a logical manner
- Writes lists for everything

FEELS

- Overwhelmed, in pain, worried
- Frustrated, stressed
- Not sure he has enough money saved to be out of work for a long period of time

THINKS

- *“Should we move in with my parents?”*
- *“If we do, Lisa could get a job and mom could help with the kids.”*
- *“How long will this process take?”*

SAYS

- *“What are the out-of-pocket costs?”*
- *“When will I get my first check?”*
- *“Could I lose my job?”*
- *“Do I need a lawyer?”*

DOES

- With help from his boss, files for workers’ compensation
- Calling his boss because he is trying to find out more about the process.

"I cannot believe this happened to me. I cannot believe how much it hurts. I was so fuzzy after the boxes fell on me. I never thought my head could hurt so much. Now, it hurts to just to move."

- Sarah

Sarah – Fulfillment Worker



ABOUT	GOALS	QUESTIONS	UX NEEDS
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- 30 years old
- GED; Single
- Injured by falling boxes while working and was taken to the emergency room by co-worker
- She has a concussion and back injuries
- She has medical insurance

- Understand the workers' compensation process
- Understand employer sick leave
- Heal quickly so she can get back to work
- Ask her mother to help her out some

- Are more tests needed for my back covered by insurance?
- Can I get workers' compensation if I have medical insurance?
- How long will I be off work?

- Communicate workers' compensation process
- Communicate what information is needed by what date to file a claim
- Ensure filing a claim is easy to do and understand
- Don't require registration to file a claim

PERSONALITY

- Spontaneous; Dislikes following a strict routine
- Loves trying new things; Appreciates the personalized touch
- Dislikes dealing with details; Fears "missing out" on whatever life has to offer; Personal and activity oriented

FEELS	THINKS
<ul style="list-style-type: none"> • Overwhelmed, in pain, worried • Unsure how much sick time she has • Unsure how much time off she has if she needs more time off due to injury 	<ul style="list-style-type: none"> • <i>"I am not sure how much time they will give me to cover my healing process."</i> • <i>"I really don't want to use any vacation time."</i>

SAYS	DOES
<ul style="list-style-type: none"> • <i>"How many tests are needed for my back? What are the co-pays?"</i> • <i>"Filing a Claim is really confusing."</i> • <i>"I don't know what some of these words mean. Who can I ask for help?"</i> 	<ul style="list-style-type: none"> • Calls her employers office to ask for help filing a claim. • Asks how many days of medical leave she has.

“I get over 100 pieces of mail from BWC weekly. Most of it is about guys I no longer employ. Why is it so difficult to get BWC to stop sending me mail about them? It is so frustrating.”

- Xavier

Xavier – Employer



PERSONALITY

- Competitive, motivated, success- and goal-driven, hard-working, image-conscious, good planners
- Intense, very persuasive about getting their way; Irritated by inefficiency
- Business-like, power-oriented, disciplined

ABOUT

- 40 years old
- Bachelor’s Construction Mgt from OSU
- Uses the website daily to review claim-related documents
- Gets weekly mail from BWC – often more than one piece about the same issue

GOALS

- Spend less time on BWC website
- Reduce the amount of BWC mail he gets weekly
- Make things easier to use so he can complete his tasks quickly (after log-in).

QUESTIONS

- Why do I get BWC mail for workers who I no longer employ?
- Why do I get duplicate mail for the same worker?
- Why can’t I get a notification when a worker files a claim?
- Why is this so frustrating?

UX NEEDS

- Notification when his workers’ file a claim to certify or deny the claim & enter a back-to-work date
- Notify BWC when a worker no longer works for him and stop getting worker’s mail
- Easily fill out forms online
- Easily view worker claim and history info
- Easily enter the workers’ weekly wages & accident location
- Enter his PERRP info and it is saved. Then log in and send it.

FEELS

- Annoyed and frustrated
- Annoyed that he spends up to 90 minutes per day on BWC trying to complete his tasks on BWC

THINKS

- *“Why is everything on this website so difficult to do?”*
- *“This website is so dated and hard to use.”*

SAYS

- *“Why do you send me mail about an employee who has not worked for me in 5 years?”*
- *“Can you send me an email when one of my CURRENT employees files a claim?”*

DOES

- Calls BWC with the same questions at least twice a week.

“I am living my dream come true! My neighborhood market is now open! I am so excited. I hope I can talk with other employers and get some help with BWC workers’ compensation insurance.”

- Isabella

Isabella – Employer



PERSONALITY

- Humanistic
- Very creative and entertaining
- Enjoys helping others
- Slow to reach a decision
- Good listener
- Prefers the big picture
- Personal, relationship-oriented

ABOUT

- 36 years old
- Bachelor in Business Admin from Franklin University
- Just starting a neighborhood market in Clintonville
- Employes four people

GOALS

- Learn more about workers’ compensation insurance
- She offers a good benefits package including health insurance to her four employees.

QUESTIONS

- Do I need to get workers’ compensation insurance?
- What does it cover?
- How much does it cost?
- What does it do for my business?

UX NEEDS

- Easily find answers to her questions as a new employer
- Easily view worker claim and history info
- Easily apply for coverage

FEELS

- Overwhelmed but excited about setting up her new business
- Hoping her experience is better than other business owners she has talked to

THINKS

- *“It is really hard to find information on this website.”*
- *“I don’t understand what half these words mean.”*

SAYS

- *“Why is applying for coverage so difficult?”*
- *“This form is so difficult to understand?”*

DOES

- Calls BWC to ask questions and get help applying for coverage
- Trying to locate an BWC employer group in her area to ask questions about BWC