BWC Website Redesign

UX Research Roadmap

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Agenda

1. Vision
2. Stakeholder Goals
3. Key Research Goals & Questions
4. Research Studies
5. Research Studies Timeline

Vision

We want to create a website that is easy to use and understand for all BWC customers.

Stakeholder Goals

The goals resulting from stakeholder and customer support interviews.

	All Goals
1	Learn about users; What changes do they need to succeed?
2	Reduce customer support inbound calls by 25%
3	Easy to use & navigate
4	Add functionality to improve the user experience.
5	Improve customer engagement
6	Improve customer satisfaction
7	Reduce customer wait times
8	Improve turnaround times for claims
9	Increase customer advocacy
10	Promote self-service and increase efficiency
11	Humanize the customer experience

Stakeholder Goals

The goals resulting from stakeholder and customer support interviews.

	All Goals
12	Ensure website is easy to use for workers, employers, and providers.
13	Add functionality to improve the user experience.
14	Ensure it provides a seamless experience across all devices.
15	Improve the user experience and navigation.
16	Reflect the latest business and marketing strategies.
17	Ensure the reliability of filing a claim.
18	Ensure the accuracy of filing a claim.
19	Ensure the reliability of applying for worker's compensation coverage.
20	Add functionality to easily update the website content.
21	Ensure workers can find information quickly

Stakeholder Goals

The goals resulting from stakeholder and customer support interviews.

	All Goals
22	Ensure employers can find information quickly
23	Ensure workers can easily understand all information

Key Research Goals & Questions

Goal		Usability Testing Questions
1	Learn about users; What changes do they need to succeed?	What words do workers use? Why do they call support? What tasks are they trying to accomplish that they need help with? Do workers understand Filing a Claim? Do they understand the file a claim process? What kind of aids could we use to help users understand difficult terms? Would definitions be helpful? If so, where should they be placed? If they don't understand a term or have a question, what do they do? Do workers call asking what something means? If so, what?
2	Easy to use & navigate for all customers	How easy or difficult is it to File a Claim? How easy or difficult is it to Apply for Coverage? How easy or difficult is it to Report Fraud? How easy or difficult is it to find forms? How easy or difficult is it to navigate the website?
3	Add functionality to improve the user experience	How easy or difficult is it to File a Claim? How easy or difficult is it to Apply for Coverage?

Key Research Goals & Questions

Goal		
4	Ensure it provides a seamless experience across all devices.	Usability testing conducted with a mobile prototype.
5	Ensure workers can easily understand all information	How easy or difficult is it to File a Claim? How easy or difficult is it to find forms? How easy or difficult is it to navigate the website? What words do workers use? Why do they call support? What tasks are they trying to accomplish that they need help with? Do workers understand Filing a Claim? Do they understand the file a claim process? What kind of aids could we use to help users understand difficult terms? Would definitions be helpful? If so, where should they be placed? If they don't understand a term or have a question, what do they do? Do workers call asking what something means? If so, what?

Research Studies

Methodology	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
Discovery Research	X				X
Stakeholder interviews	X				X
Tree Testing		X			
Personas	X				
Worker User Journey	X	X			
User Flows		X			
Service Blueprints		X			
Heuristic Evaluation		X	X	X	X
Usability Testing		X	X	X	
Readability Study					X
Accessibility Testing		X			X

Goal 1 Learn about users
Goal 2 Easy to use & navigate for all customers
Goal 3 Add functionality to improve the user experience
Goal 4 Ensure it provides a seamless experience across all devices
Goal 5 Ensure workers can easily understand all information

Research Studies Timeline

Q1	Q2	Q3	Q4	Q1

Discovery Research

Stakeholder Interviews

Tree Testing

Tree Testing - Provider

Personas

Worker User Journey

User Flows

Service Blueprints

Heuristic Evaluation

Usability Testing

Readability Study

Accessibility Testing

Ohio | Bureau of Workers' Compensation