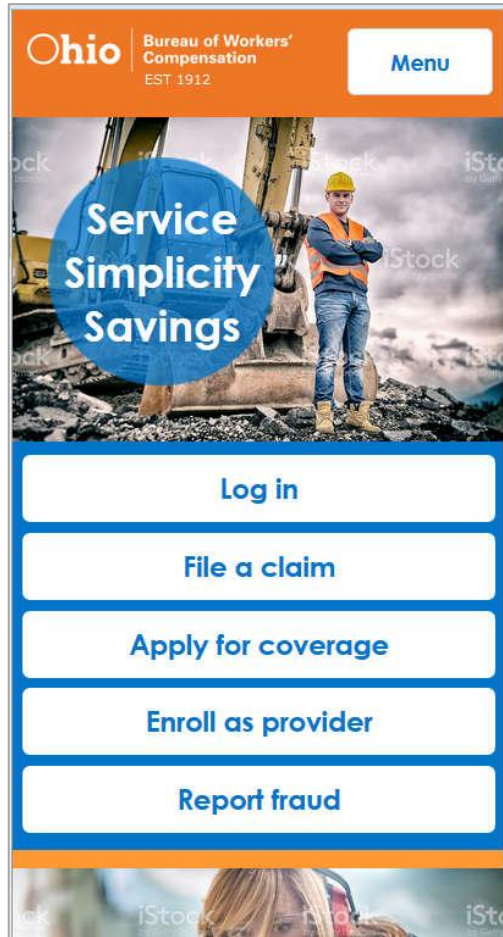


Ohio Bureau of Workers' Compensation Website Redesign Case Study

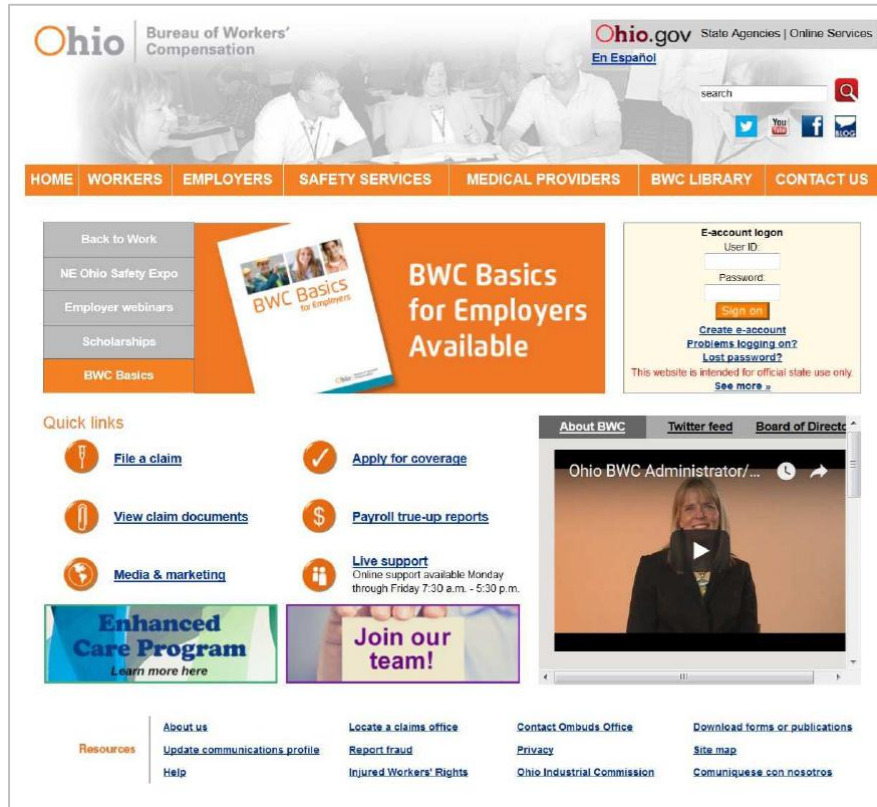
Presented by Theresa Wilkinson

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

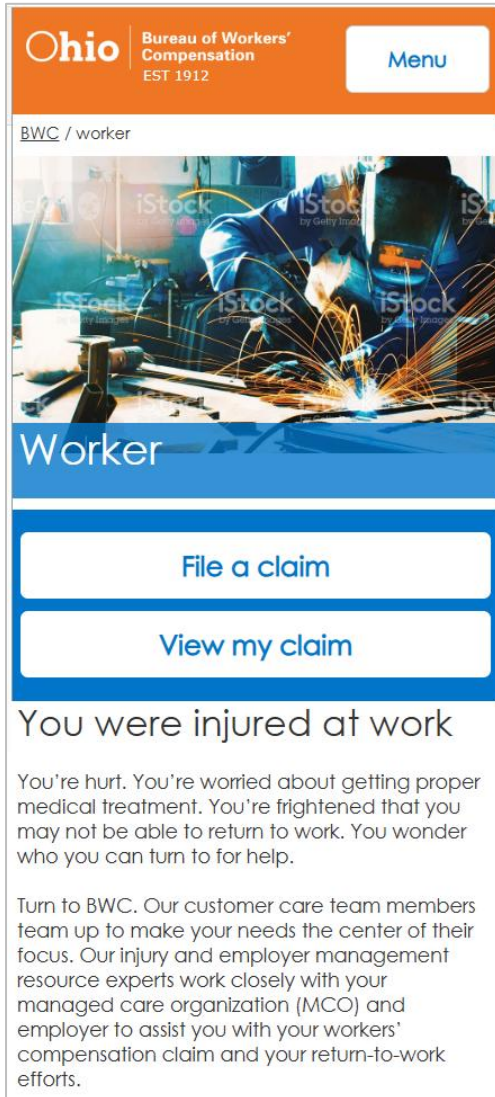
Overview

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
- Designed responsive layouts and visual hierarchy to support intuitive navigation across devices
Defined interaction patterns and content presentation standards adopted across BWC's digital ecosystem
Translated research findings directly into wireframes and high-fidelity prototypes to guide development
- 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

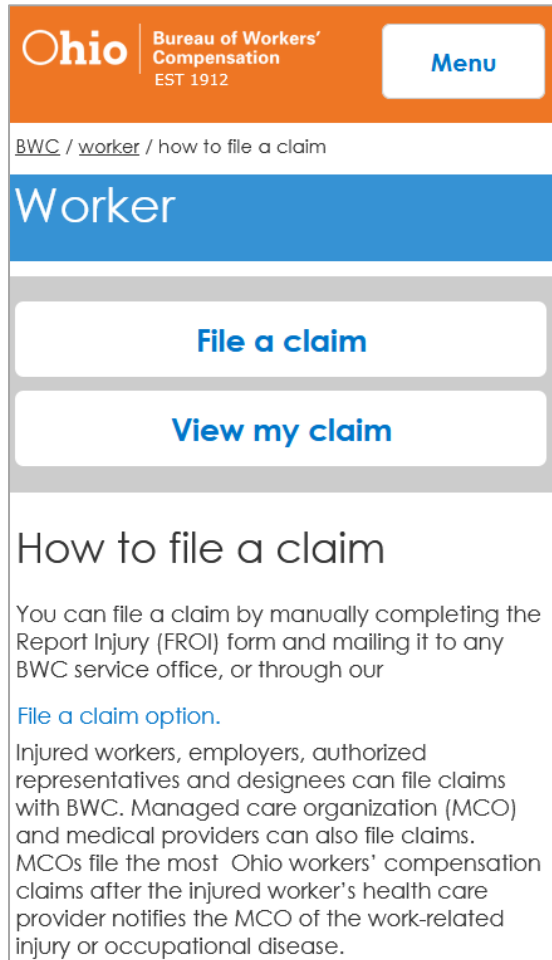
| Priority | Recommendation | Expected Impact |
|----------|---|---|
| High | Simplify navigation to improve findability of top tasks | Faster task completion, fewer user errors |
| High | Implement a robust search engine | Improved content discoverability and task success |
| Medium | Redesign content 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.

As both UX **researcher and designer**, I guided the full design process—from concept through prototype—to ensure user insights directly shaped navigation, layout, and visual hierarchy. The result was a cohesive, mobile-responsive interface that balanced accessibility, clarity, and consistency.

The project established enduring UX and design standards that continue to inform future BWC digital initiatives, measurably improving usability for Ohio's injured workers, employers, and healthcare providers.

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