



Tree Testing Research Plan and Discussion Guide

Worker & Employer Navigation

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Overview

The BWC website redesign will also include new navigation. The navigation for each section was defined by senior managers.

Methodology

The new BWC navigation will be tested via Optimal Workshop tree tests.

The study participants will complete a tree testing activity online using their own computer. They will be asked to nominate where they'd expect to find the answers to a series of tasks using the proposed information architecture.

Goals

- Understand if the proposed navigation enables the users to find information quickly

Research Questions

- Is the proposed content hierarchy well structured?
- Is the taxonomy and navigation labelling appropriate?
- Can users find what they're looking for?

Participants

The links to the tree test were sent to > 10,000 injured workers and employers.

Task Metrics

- Task Success

Schedule

This Treejack tree test study was launched on May 26, 2017.

Proposed navigation

The navigation that was tested:

	Primary navigation	Secondary nav	Tertiary nav
Home			
	Log in		
	File a claim		
	Apply for coverage		
	Enroll as provider		
	Report fraud		
	Worker		
		File a claim wizard	
		View my claim	
		Claims process	
			How to file a claim
			Next steps in the claims process
			Roles & responsibilities
			Find assigned MCO
			Claims appeal process
			Choose/change physician
			Medical treatment/prescriptions
			Compensation
		FAQs	
	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
			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
			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
			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
		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
			SI auditing
			SI complaints
			Make a payment
			Other resources
		Injured Worker Rights	
		Forms & publications	
		FAQs	
	Provider		
		Provider enrollment & certification	
			Certification FAQs
		File a claim wizard (login)	
		View a claim (login)	
		Billing & Reimbursement Manual	
		Find a fee schedule	
		Medical bill payment lookup (login)	
		Find drug formulary	
		MCO Directory	
		Reporting a Claim	
			MCO filing requirements
			ICD codes
			Diagnosis guidelines
			Next steps in claims process
		Medical	

		management	
			Treatment guidelines
			Presumptive approval
			Standardized prior approval
			Requesting treatment approval
			Physician's Report of Workability
			Alternative dispute resolution
			Medical documentation
			Requesting more allowances
			Understanding of vocational rehab
			Medical position papers
		Pharmacy benefits	
			Outpatient medicine prior approval
			Opioid prescribing guidelines
		DEP	
			Disability Evaluators Panel
			DEP physicians services
			DEP physician criteria
		Medical initiatives	
			Enhanced care program
			BWC Medical & Health Symposium
			Provider resource report
		Rules & policies	
			Medical policies
			Policy alerts
			Rules, statues & hearing information
			MCO policy reference guide
		Forms & publications	
			Monthly newsletter
			Dental guide
			Medical guide
		FAQs	
	Safety		
		Workplace safety &	

		consultations	
			Safety consultation services
			OSHA on-site consultation
			PERRP for public employers
		Education, training & outreach	
			Online courses
			Classroom courses
			Classroom course locations
			Course descriptions
			Safety catalog
			Fellowship program
			Protecting older workers
			Youth safety
		Safety Congress & councils	
			Safety Congress
			Safety councils
		Safety Grants	
			Safety Intervention Grant
			Workplace Wellness Grant
			Firefighter Equipment Grant
			Social/Healthcare Workers Grant
			Health & Wellness Grant
		Library Services	
			Book Catalog
			New materials
			Periodicals
			Ask us a question
			Monthly safety update
		Research & statistics	
			Bureau of Labor Statistics/SOII
			Bureau of Labor Statistics/CFOI
			Safety & Health Research Program
			BWC/NIOSH Collaboration

			Industry Comparison Tool
		Safety Innovation Awards	
			Apply for Safety Innovation Award
			Finalists & their innovations
			Previous award winners
		Tools & resources	
			BWC videos
			Industry specific tools
			Ergonomics Resources Guide
			Safety Management Resources Guide
			Ohio Administrative Codes
			Disaster & pandemic preparedness
			Safety talks & presentations
			Other tools & resources
	Fraud		
		Report Fraud wizard	
		About Special Investigations	
			Claimant
			Employer
			HCPT
		Fraud awareness	
			Fraud FAQs
			Identify fraud red flags
			Request information
			Presentations
			Educational material
		Fraud news	
		Contact us	
	Espanol		
	Contact us		
	Recent news		

Discussion Guide

Worker Activity Scenarios

Activity 1

You need to file a claim and you want to know if you can do this online.

Goal	User will find the answer
Input	N/A
Assumptions	User will find information
Steps	Path 1 1. File a Claim wizard
	Path 2 1. Worker 2. File a Claim wizard
Success criteria	Goal of the task is to select File a Claim wizard
Notes	

Activity 2

Where would you go to find out the required information needed to file a claim?

Goal	User will find the answer
Input	N/A
Assumptions	User will find information
Steps	Path 1. Worker 2. Claims process 3. How to file a claim
Success criteria	Goal of the task is to select How to file a claim
Notes	

Activity 3

Where would you go to learn more about the claims process?

Goal	User will find the answer
Input	N/A
Assumptions	User will find information
Steps	Path 1 1. Worker 2. Claims process 3. How to file a claim

	Path 2 1. Worker 2. Claims process 3. Next steps in the claims process
Success criteria	Goal of the task is to select How to file a claim or Next steps in the claims process
Notes	

Activity 4

Where would you go to find out who the assigned Managed Care Organization (MCO) is for your claim?

Goal	Find the address
Input	Search queries
Assumptions	User will find information
Steps	Path 1. Worker 2. Claims process 3. Find assigned MCO
Success criteria	Goal of the task is to select Find assigned MCO
Notes	

Activity 5

Where would you go to find out how to appeal a claim decision?

Goal	User will find the answer
Input	N/A
Assumptions	User will find information
Steps	Path 1. Worker 2. Claims process 3. Claims appeal process
Success criteria	Goal of the task is to select Claims appeal process
Notes	

Activity 6

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

Goal	User will find the answer
Input	N/A
Assumptions	User will find information

Steps	Path 1. Fraud 2. Report Fraud
Success criteria	Goal of the task is to select Report Fraud
Notes	

Activity 7

Where would you go to find out how to sign up for direct deposit to receive compensation benefits?

Goal	User will find the answer
Input	N/A
Assumptions	User will find information
Steps	Path 1. Worker 2. Claims process 3. Compensation
Success criteria	Goal of the task is to select Compensation
Notes	

Activity 8

Where would you go to change your physician?

Goal	User will find the answer
Input	N/A
Assumptions	User will find information
Steps	Path 1. Worker 2. Claims process 3. Choose/change physician
Success criteria	Goal of the task is to select Choose/change physician
Notes	

Employer Activity Scenarios

Activity 1

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

Goal	User will find the answer
Input	N/A
Assumptions	User will find information

Steps	Path 1 1. Apply for Coverage wizard
	Path 2 1. Employer 2. Apply for Coverage wizard
Success criteria	Goal of the task is to select Apply for Coverage wizard
Notes	

Activity 2

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

Goal	User will find the answer
Input	N/A
Assumptions	User will find information
Steps	Path 1. Employer 2. Reporting payroll/payroll true up 3. How to report payroll
Success criteria	Goal of the task is to select How to report payroll
Notes	

Activity 3

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

Goal	User will find the answer
Input	N/A
Assumptions	User will find information
Steps	Path 1. Safety 2. Tools & resources 3. BWC videos
Success criteria	Goal of the task is to select BWC videos
Notes	

Activity 4

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

Goal	User will find the answer
Input	N/A
Assumptions	User will find information
Steps	Path 1. Employer 2. New employer

	3. Who needs coverage
Success criteria	Goal of the task is to select Who needs coverage
Notes	

Activity 5

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

Goal	User will find the answer
Input	N/A
Assumptions	User will find information
Steps	Path <ol style="list-style-type: none"> 1. Fraud 2. Report Fraud
Success criteria	Goal of the task is to select Report Fraud
Notes	

Activity 6

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

Goal	User will find the answer
Input	N/A
Assumptions	User will find information
Steps	Path <ol style="list-style-type: none"> 1. Employer 2. Self-insured employers Requirements for self insurance 3. Apply for SI coverage
Success criteria	Goal of the task is to select Apply for SI coverage
Notes	

Activity 7

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

Goal	User will find the answer
Input	N/A
Assumptions	User will find information
Steps	Path 1 <ol style="list-style-type: none"> 1. Employer 2. Rating programs 3. Drug Free Safety Program

	Path 2 <ol style="list-style-type: none"> 1. Safety 2. Safety Grants 3. Drug Free Safety Grant
Success criteria	Goal of the task is to select Drug Free Safety Grant
Notes	

Activity 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?

Goal	User will find the answer
Input	N/A
Assumptions	User will find information
Steps	Path <ol style="list-style-type: none"> 1. Employer 2. Taking employees out of state 3. Interstate jurisdiction
Success criteria	Goal of the task is to select Interstate jurisdiction
Notes	

Activity 9

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

Goal	User will find the answer
Input	N/A
Assumptions	User will find information
Steps	Path 1 <ol style="list-style-type: none"> 1. Employer 2. Rating programs 3. Safety Councils
	Path 2 <ol style="list-style-type: none"> 1. Safety 2. Safety Congress & councils 3. Safety councils
Success criteria	Goal of the task is to select Safety councils
Notes	

Activity 10

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

Goal	User will find the answer
Input	N/A

Assumptions	User will find information
Steps	<p>Path</p> <ol style="list-style-type: none"> 1. Employer 2. New employers 3. BWC Basics Guide
	<p>Path 2</p> <ol style="list-style-type: none"> 1. Employer 2. New employers 3. New Employer Webinar
	<p>Path 3</p> <ol style="list-style-type: none"> 1. Employer 2. Claims mgt 3. What to do when an injury occurs
Success criteria	Goal of the task is to find where this info could be located
Notes	