

A light blue map of Washington state is positioned on the left side of the image, set against a darker blue background. The map shows the state's outline, including its coastline and major islands.

# WA Claims App

You've earned it.





Have any of you ever had this happen? The sinking feeling in your stomach, the panic, the sheer terror of what's going to happen next?



What do I do  
now?



## Stated Mission:

- *“We partner to connect employers and job seekers - supporting transitions to new jobs and empowering careers.”*

# Unemployment benefits

- During normal economic times, an individual may collect regular benefits for up to 26 weeks.
- While collecting unemployment benefits, you must look for suitable work and keep a job-search log.







- Claimants must verify they meet requirements by filing a claim each week.
- Currently, claims can only be made:
  - Online
  - On the phone (not recommended)

## What's the problem?



Currently, 46% of initial applications are made over the phone. However, the records show that

94% of ALL claims could have been completed online.

WA state knows that there are some usability issues on their current desktop site.

They would like to put their resources into a mobile site.



# Issues

- Critical website errors
- Unfriendly
- Not mobile optimized
- No job application tracking
- Harsh visuals
- Not comforting
- Too much information



# Pros

- Approval process easy
- Claims processed on time
- Extensions easy to file
- Exceptions able to submit
- Process straightforward
- Clear requirements

# User Assumptions

- Not career driven
- Less educated
- Less tech savvy
- Blue collar
- Job search #1 goal

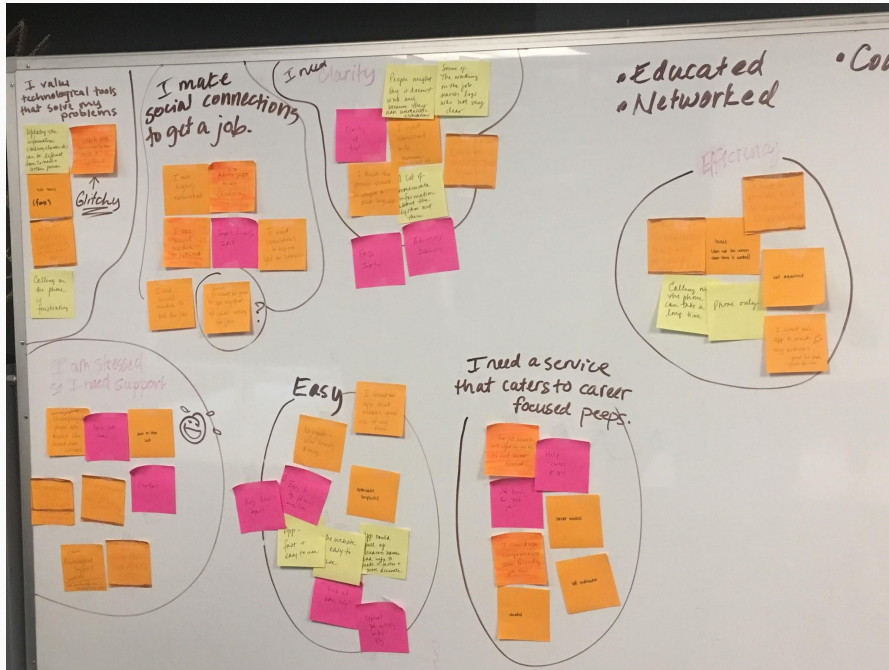


# Feedback reflected in design

- 72.7% use Apple iOS device
- 72.7% currently employed
- 8 of 11 have been unemployed at some point
- 72.7% have utilized unemployment benefits



# What would you like to see in an app?



- Comprehensive
- User friendly
- Able to enter claim on the go
- “Tailored to my needs”
- “Keep it focused on the resources you need to use.”

# Interview Results

- Educated
- Career Focused
- Networked
- Would rather do job search on own
- Looking for stress-relief/support
- Uses technology to make life easier
- A service that is easy, user friendly
- I make social connections to get a job
- Looking for clarity, efficiency



# Users just looking for the money

2

Define  
The  
Ask

3

We started  
with ASSUMPTIONS:

- No Degrees
- No Career
- No Transferable skills
- No Transferable skills
- No Transferable skills
- No Transferable skills

4

We moved on  
to RESEARCH

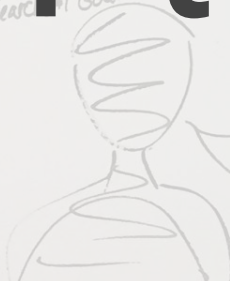
- Often had degrees
- Career Focused

5

User Goals

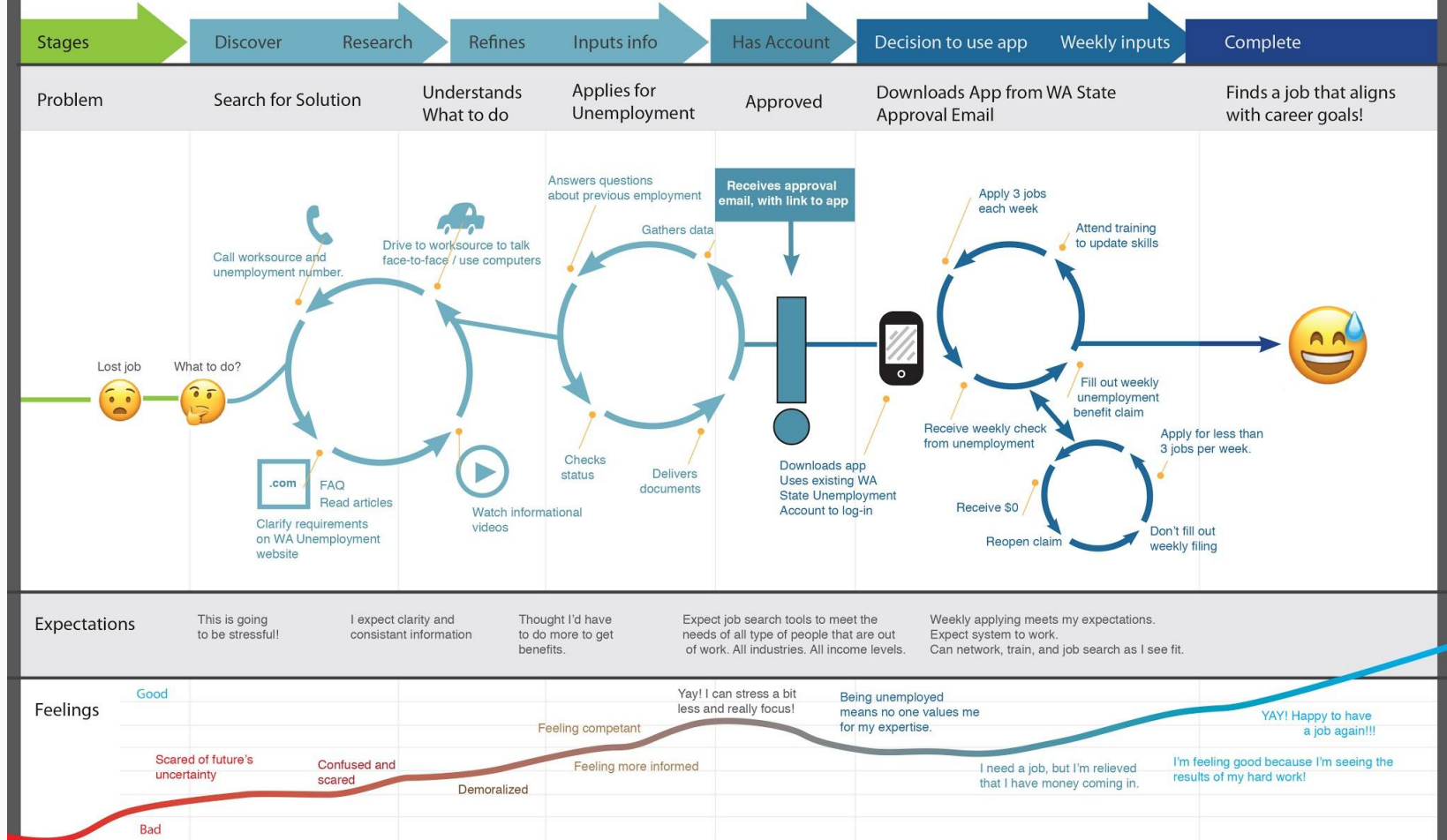
#1 Goal

All interactions led to #1 goal



"This is stressful & the info is inconsistent & the website crashes. It"

# User Journey: Washington State Unemployment App



# This is Colin

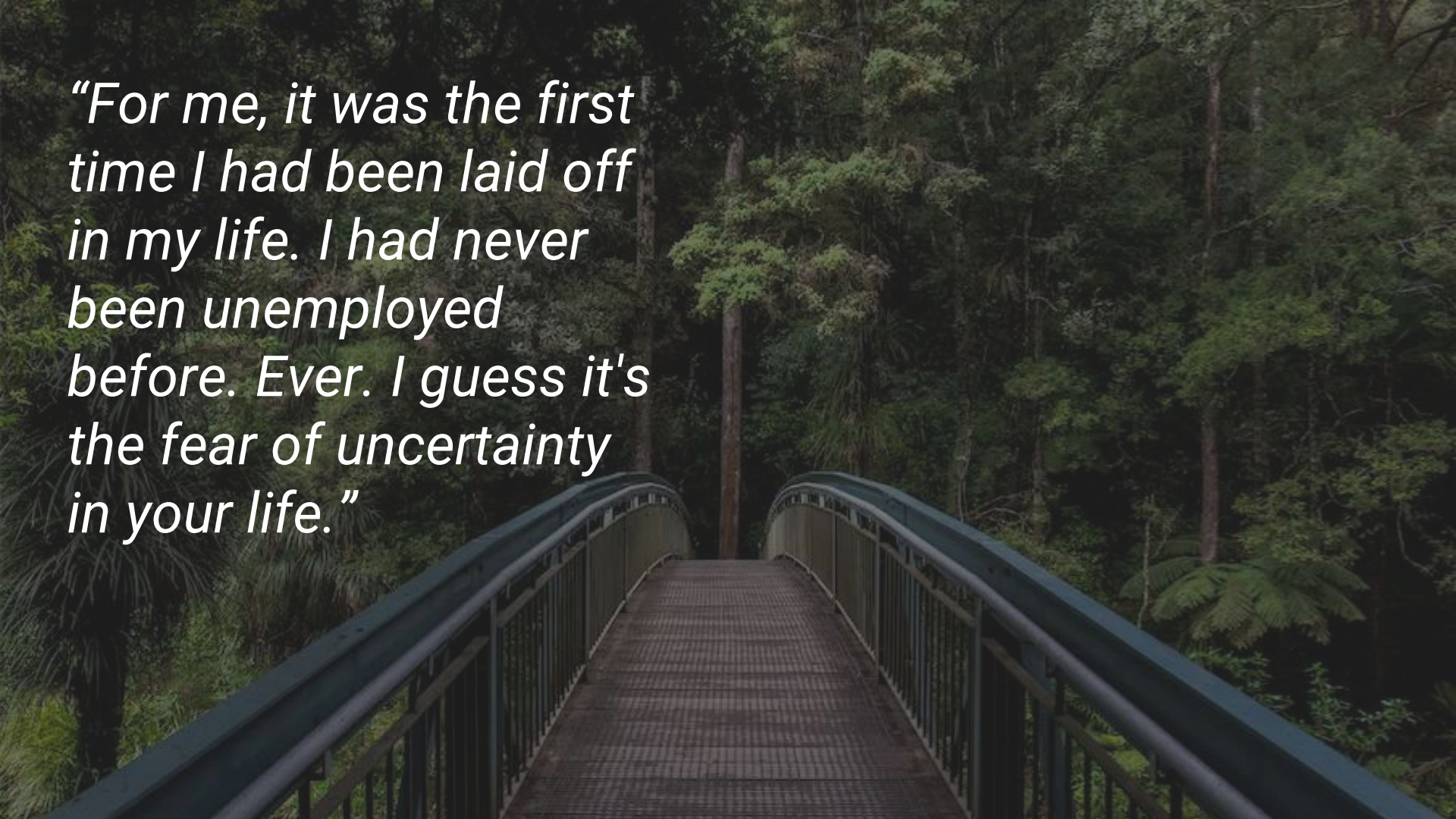
- 31 years old
- Lives in Seattle, WA
- Has wife, one child
- Computer Programmer
- Recently laid off



*“I think the hardest part is just the feeling of it. You're down on your luck and the dread is just multiplied ...”*

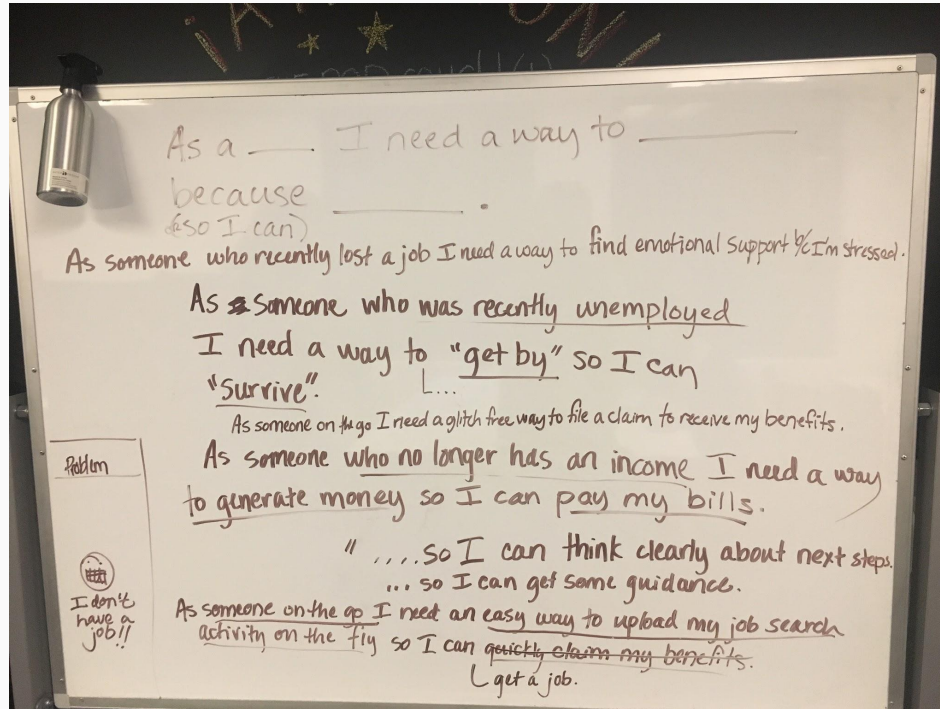


*“For me, it was the first time I had been laid off in my life. I had never been unemployed before. Ever. I guess it's the fear of uncertainty in your life.”*





# What Colin needs



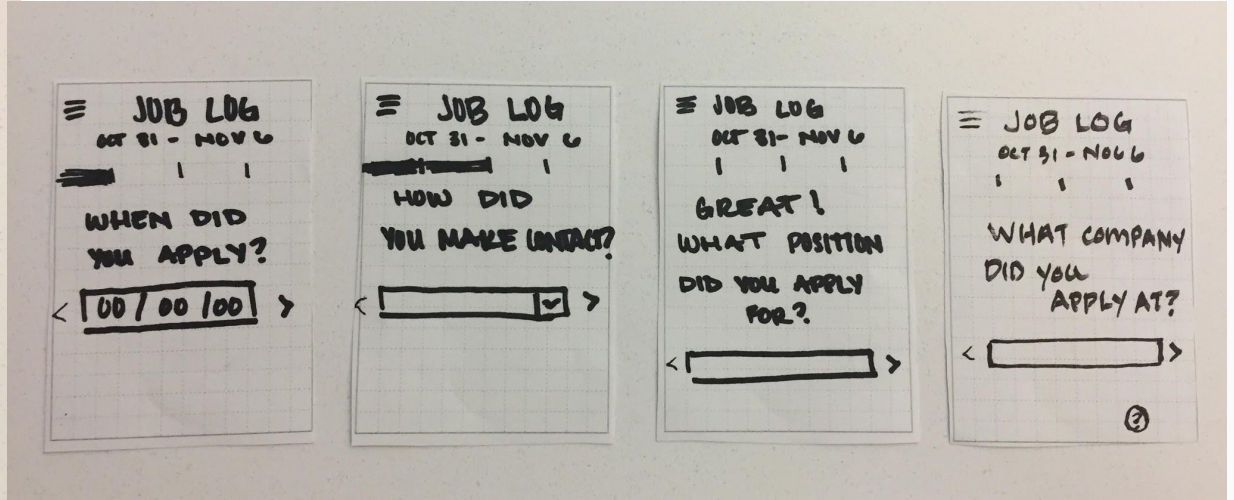
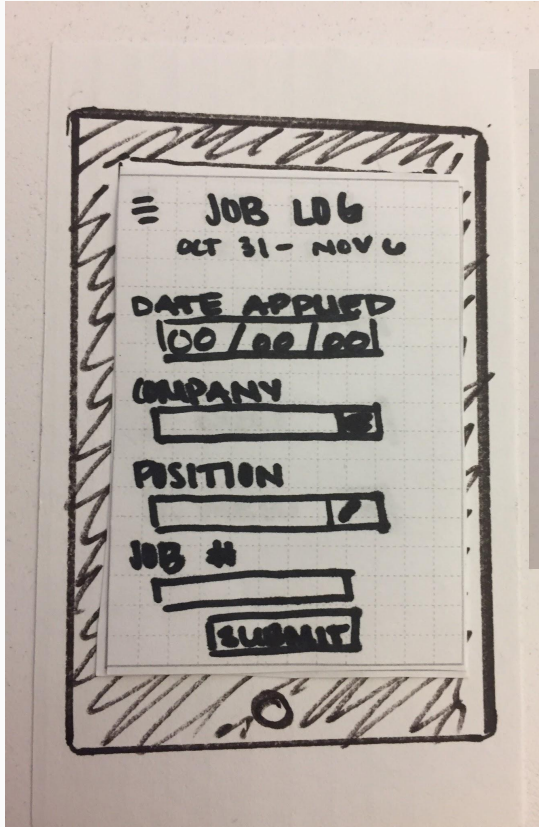
- Looking for clarity and comfort in this challenging, difficult time
- Needs to find a job as quickly as possible.
- Needs money to replace income he had when he was working

“Not have it be an impossible,  
stressful thing to achieve.”



What if, there was a  
practical, simple  
solution?

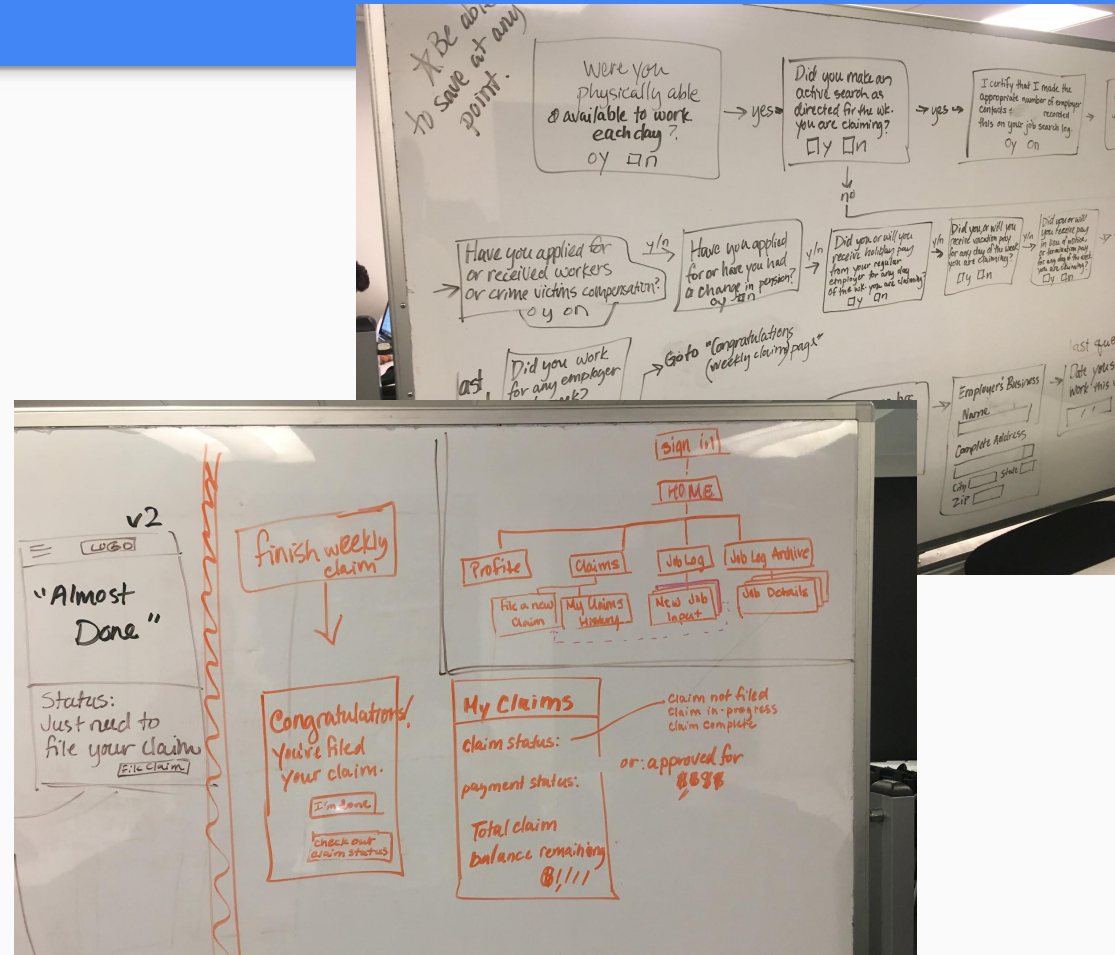
# A/B User Testing



- Enjoyed the claim questions being asked one screen at a time
- Progress bar

# Findings

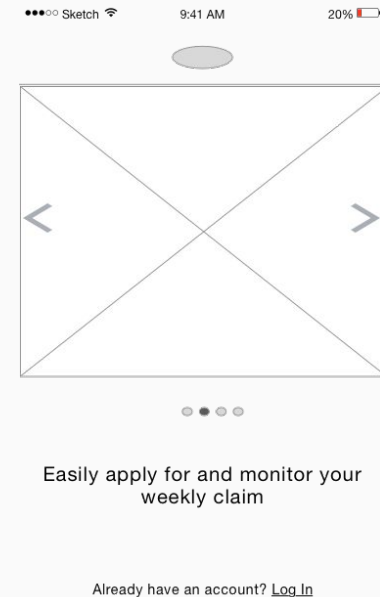
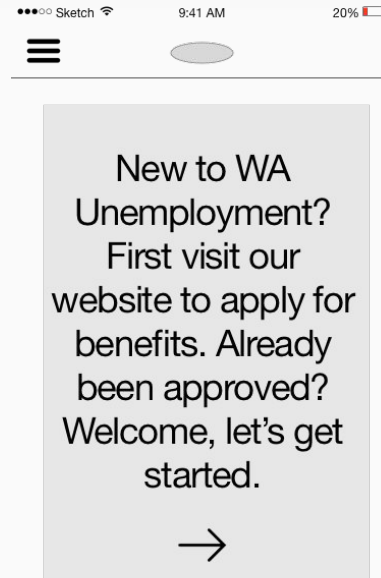
- Mini-tutorial up front
- Encouragement
- Job App Tracking
- Payments history, account balance

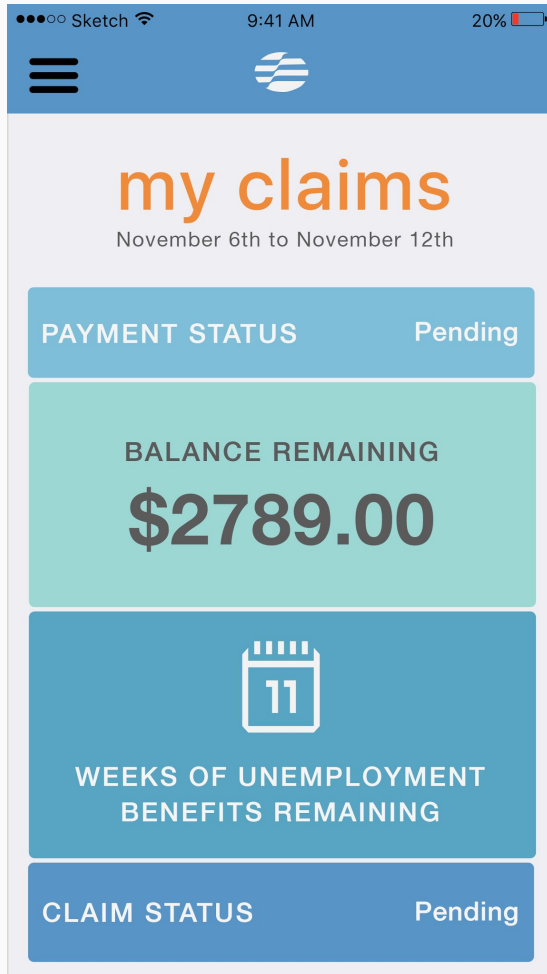
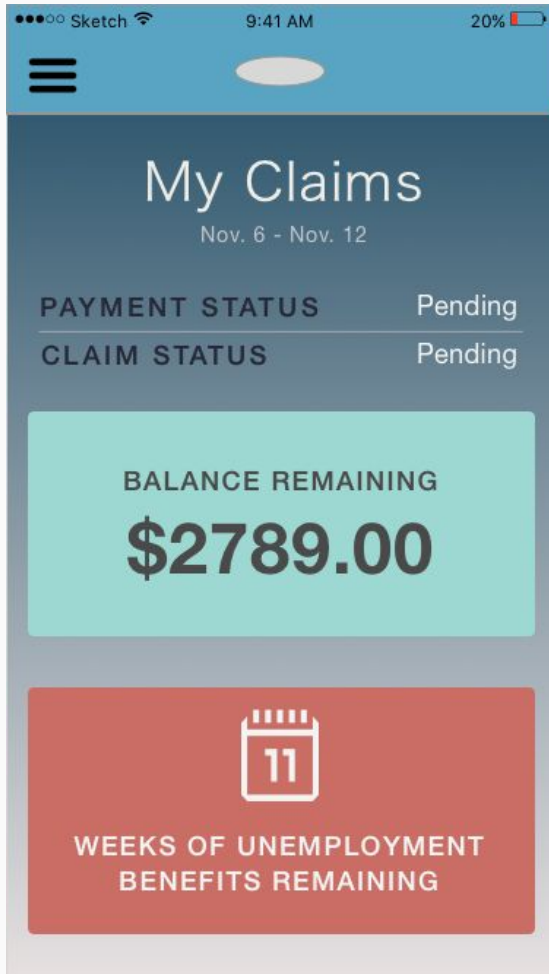




# Improvements from testing

- Log in flow
  - Fingerprint login
- Navigation
  - Arrows vs Swiping vs Buttons
- Save vs. Auto-Save
- Clarify utility of app (enrollment vs weekly claim)





- Cool
- Peace
- Calm
- Sense of assurance
- Decrease anxiety

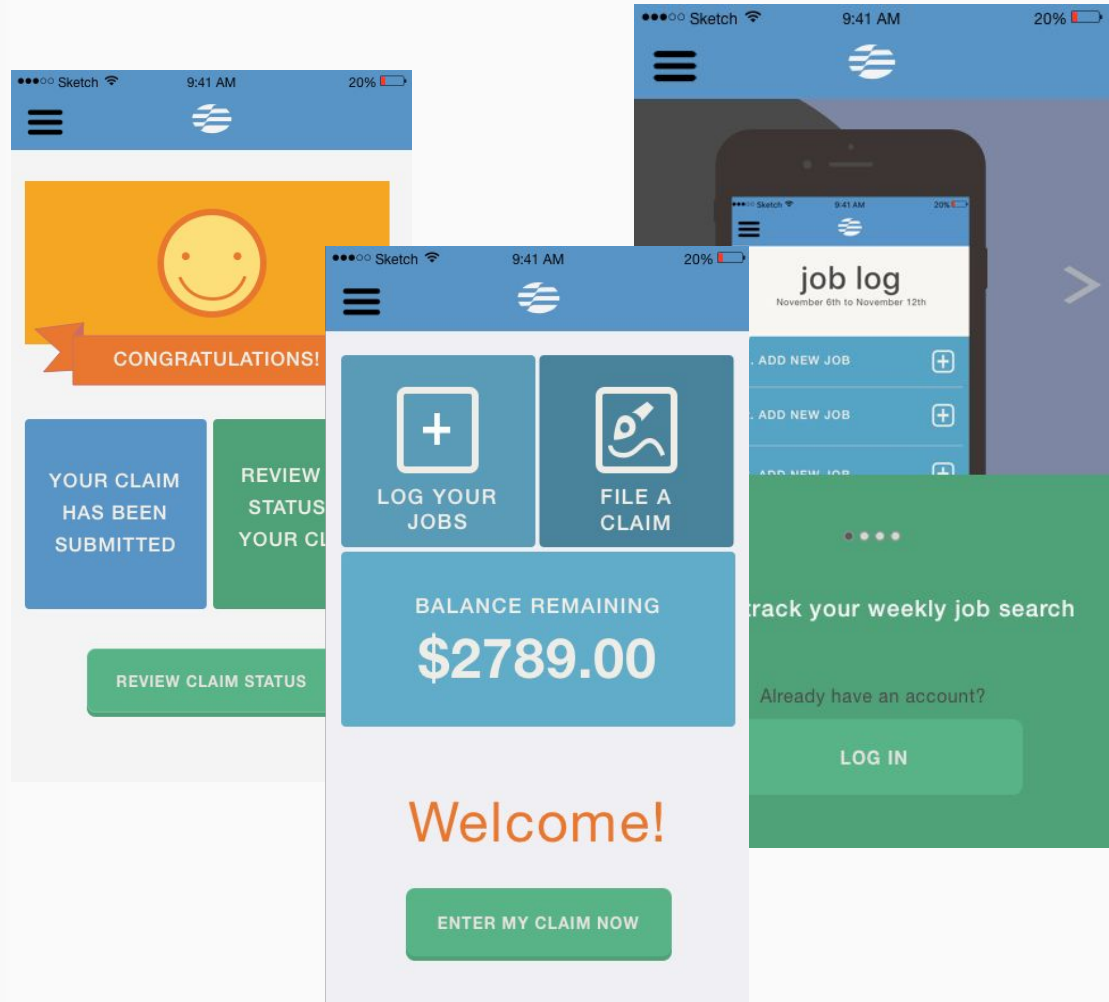
Easy, clear Navigation

Productive

Sense of accomplishment

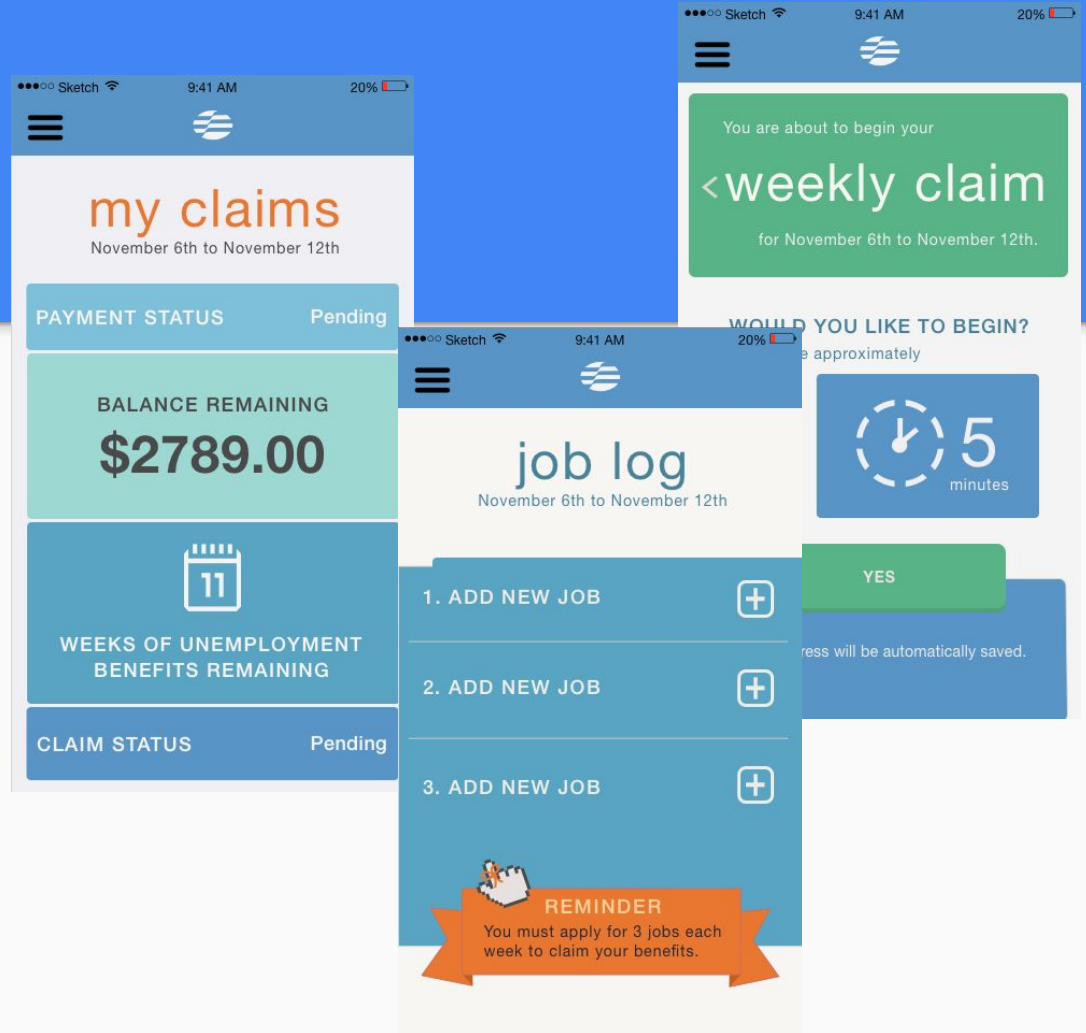
Beauty, color, mood-lifting

User centered



# Chosen Flows

- File Claim
- Track Jobs
- Weekly Claim Status





Oh, cool. Check  
out this app!



# Looking forward



- All-in-One service (Be able to enroll program)
- Live chat
- Push notifications
- Wellness section
- Events (Networking)
- FAQs/Help section

# Sustaining the future of Washington



Because you've  
earned it.

