

# NEW MEXICO DEPARTMENT OF WORKFORCE SOLUTIONS

UX/UI DESIGNERS: JESICA MUNOZ + CHRIS DANG + CHAP EDMONSON





# Unemployment

Unemployment

## Unemployment Information for an Individual

Unemployment Insurance provides temporary financial assistance to qualified individuals who meet state eligibility requirements. Unemployment Insurance benefits are financed through employer payroll taxes; they are not deducted from employee paychecks.

## Information for Workers Affected by COVID-19

Unemployment information, job opportunities, additional resources, latest updates, and more.

[View COVID-19 Information](#)

### I just lost my job. Now what?

You may qualify for temporary financial assistance while you look for work.

[Learn More](#)

### How do I apply for unemployment benefits?

You can apply online at [www.jobs.state.nm.us](http://www.jobs.state.nm.us) anytime or over the phone at 1-877-664-6984 Monday-Friday, 7:00am-4:30pm.

# CURRENT WEBSITE

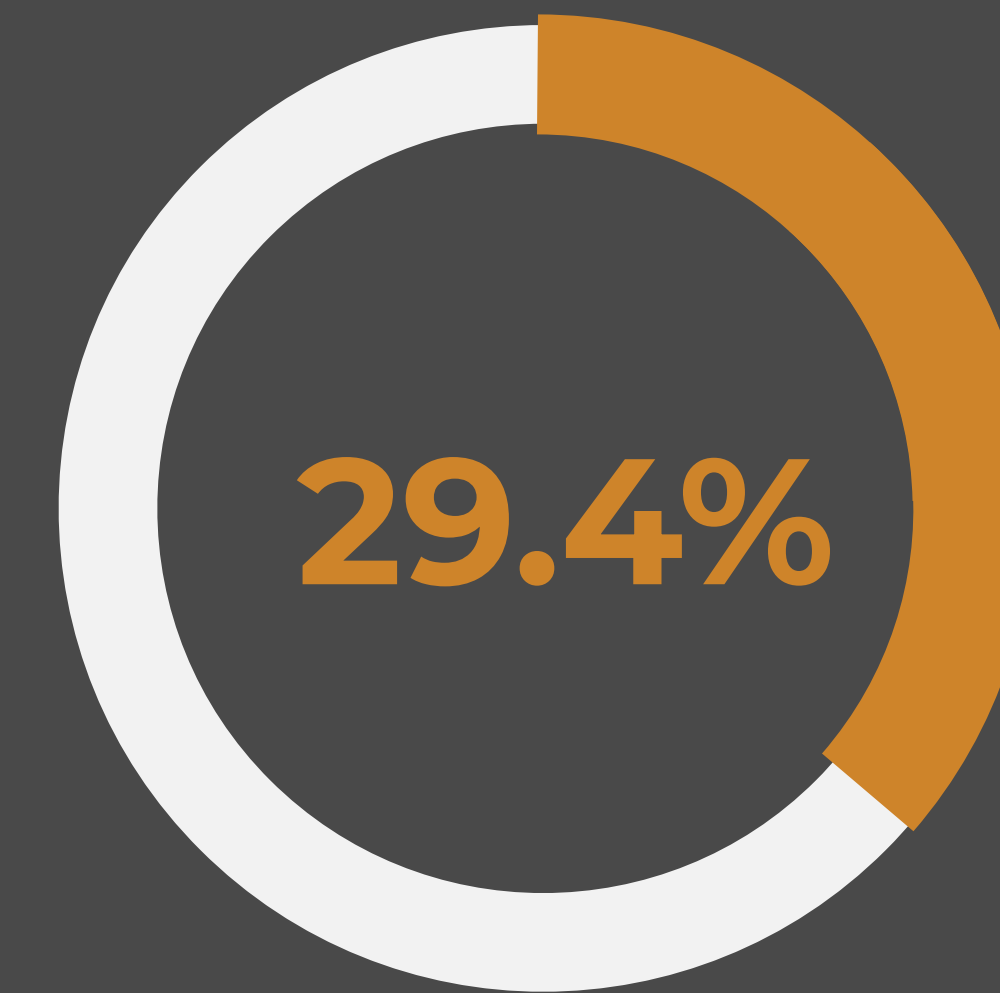
The website exists to provide temporary financial assistance to qualified individuals who meet state eligibility requirements.

# DATA POINTS:

**3.6%** Unemployment Rate

**34K** Total unemployed people

**9K** Unemployment insurance claims



- Only 29.4% of all unemployed New Mexico residents have filed claims to receive unemployment insurance benefits.
- By redesigning the website, it would better help New Mexicans looking for temporary assistance gain the necessary support needed to find employment.

# METRICS



## **Increase the ratio of unemployment insurance claims to unemployment by 10%**

By increasing the overall percentage of claims, it would increase the likelihood that New Mexicans looking for temporary assistance would have access to information and resources to return to the workforce.



## **Lower state unemployment by .9%**

Better connecting unemployed New Mexicans to available resources and jobs would put New Mexico in the top 10 states with the lowest unemployment rates.

# USER PROBLEM STATEMENT

I am a 37-year-old former sales agent living in New Mexico that has recently lost my job due to the COVID-19 pandemic. While looking to learn a new trade skill, I need to file for unemployment, however, the information is confusing and convoluted. I am unable to find information on if I qualify and how to start the application process.

---



MITCHELL SMITH

**Mitchell is a 37-year-old New Mexico resident that recently lost his job due to the COVID-19 pandemic.**

- He needs to file for temporary unemployment as he finishes training in a new field
- He wants to apply for unemployment benefits
- To learn information about how the process works after he applies to stay in compliance with the state.
- To find resources to connect him to potential jobs listings in his new field.

# MIND MAPPING

We focused on 4 sub groups:

- Functions
- Information
- Appearance
- Accessibility



# CONVERGE PHASE

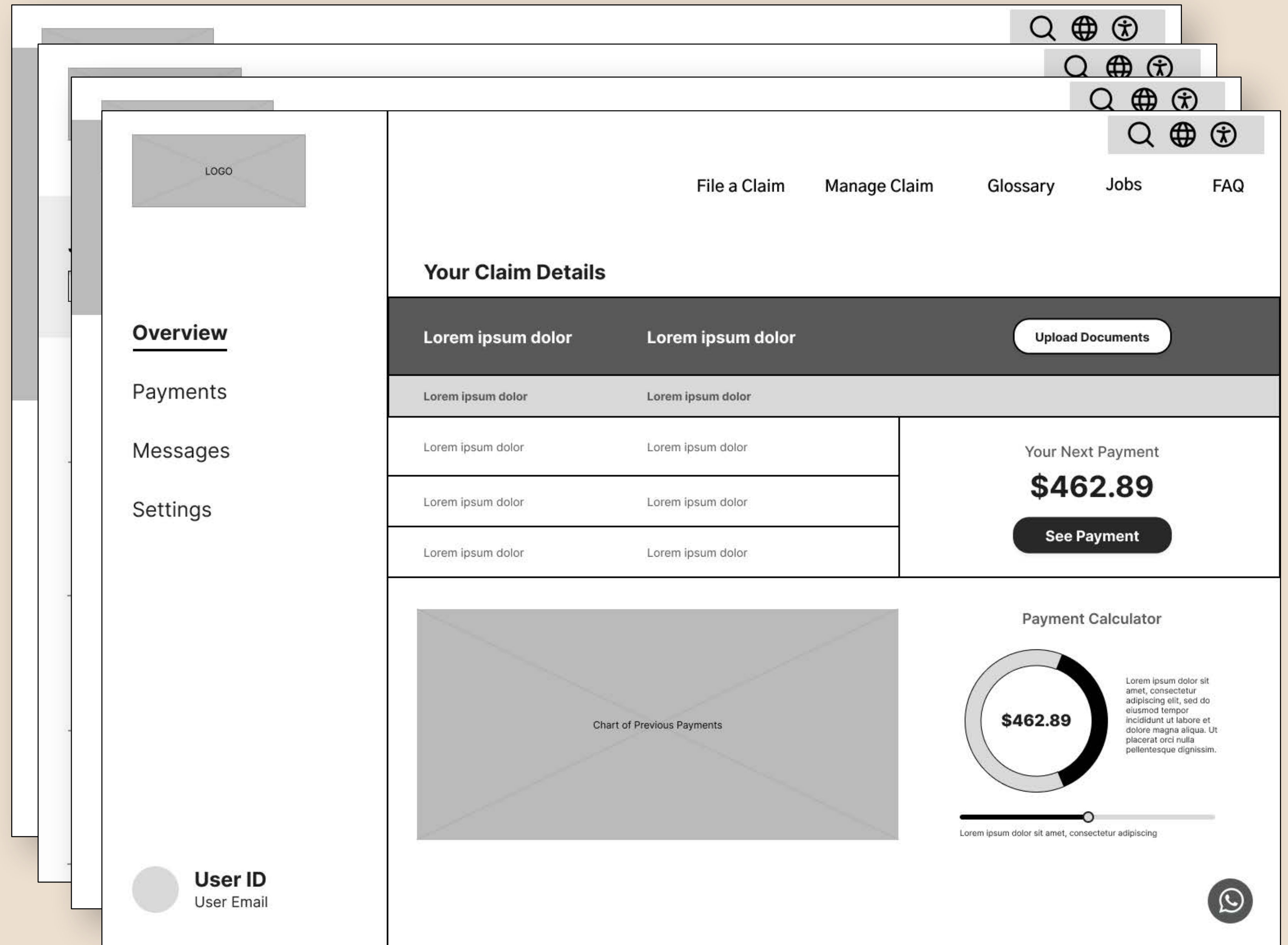
To construct our initial wireframe, we implemented the top ideas:

- Glossary of Terms
- Manage A Claim
- Minimalistic
- Images with Alt. Text
- Benefits Calculator





# LO-FI WIREFRAMES



**Welcome to My Employer Guest Workspace.**  
This page introduces you to features available in the system, lets you customize the content you are interested in, and offers suggestions to you. Please make a selection from the items below.

My Employer Dashboard Directory of Services How We Can Help You

Employer News and Announcements

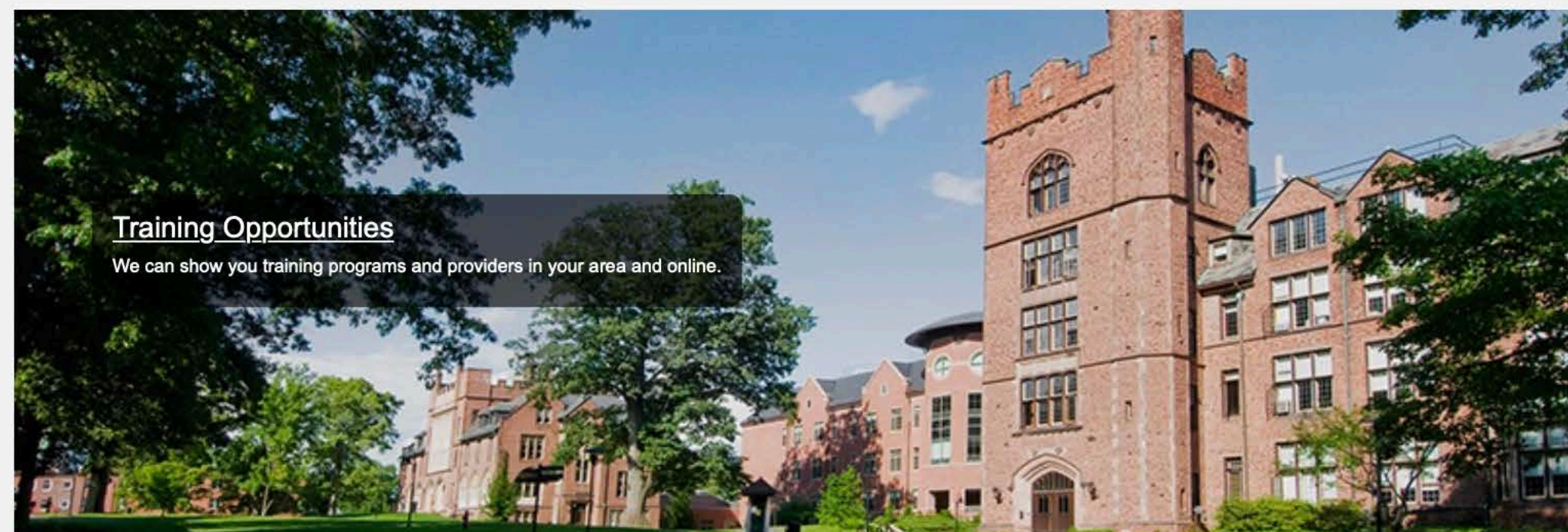
[Labor Market Review](#)

February 2023 —

- County Profiles – Cibola, Colfax, Curry
- 2020-2030 Occupational Employment Projections
- New Mexico Business Employment Dynamics: Second Quarter 2022

1 2

Services Preview



Pinned Links

Widgets

**Need help or more information**

[Assistance Center](#)  
Find the answers to your questions or issues.

[Learning Center](#)  
Watch self paced training videos and tutorials.

Note that help is available on most pages by clicking the information icon

**Surveys**

By participating in the following surveys you will help us to improve our services.

[Employer Satisfaction Survey - NM](#)

**Education Services**

[Training Providers and Schools](#)  
Locate information on specific training providers and schools.

[Training and Education Programs](#)  
Locate a training or educational program.

[Eligible Training Provider List](#)  
Select this option to view a list of programs approved for financial assistance through the Workforce Innovation and Opportunity Act

[More Education Services](#)

**Labor Market Services**

[Labor Market Facts](#)  
Find answers to commonly asked questions about the local labor market.

[Area Profile](#)  
Access a summary of the labor market in a selected area.

[Industry Profile](#)  
Access labor market information on industries in a selected area.

[Occupational Profile](#)  
Access labor market information on occupations in a selected area.

[Educational Profile](#)  
Access labor market information on education

**Recruitment Services**

[Manage Jobs](#)  
Select this option to add a new, or change an existing, job listing you wish to display online using our Job Order System.

[Candidate Search](#)  
Select this option to find and review the Résumés of candidates that have the qualifications you need.

[Virtual Recruiter](#)  
Create a system candidate search alert.

[More Recruitment Services](#)

# ARCHITECTURE & CONTENT ANALYSIS

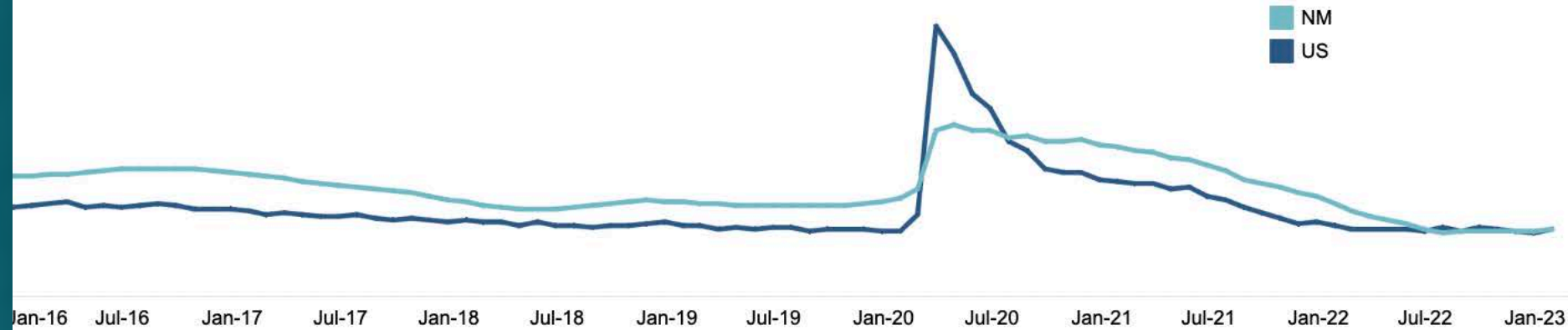
The site posed many cluttered interfaces, confusing navigation, and the occasional 404 error screens, which could lead users to frustration and a decrease in website traffic.

# LASER

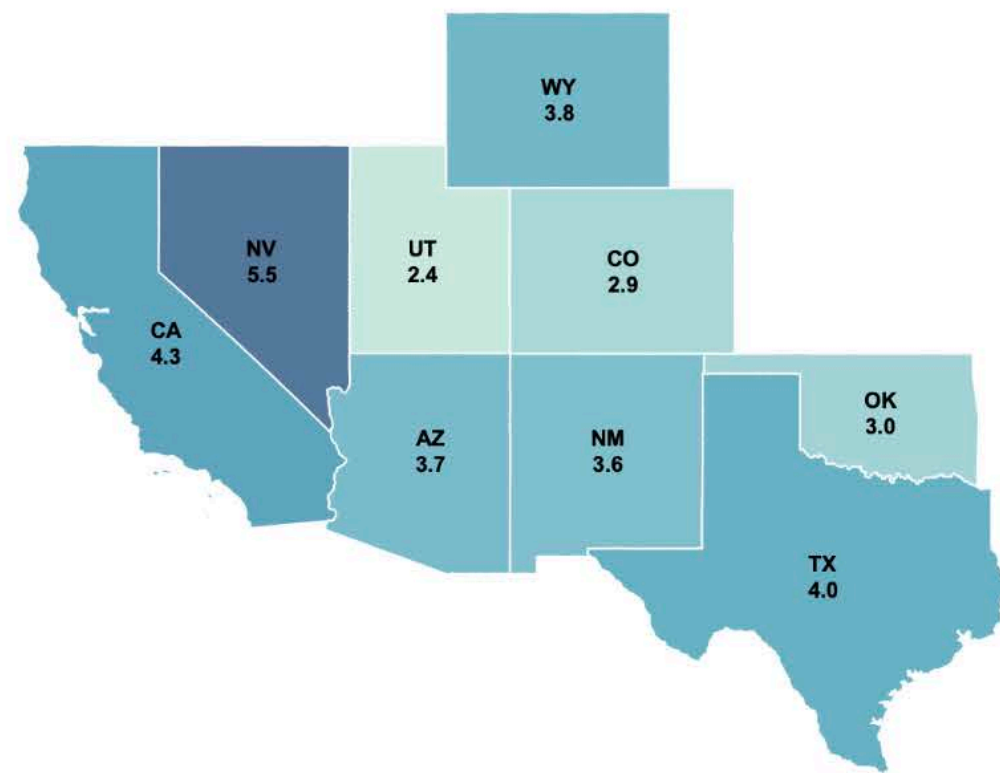
Labor Analysis Statistics & Economic Research

## New Mexico Employment Snapshot

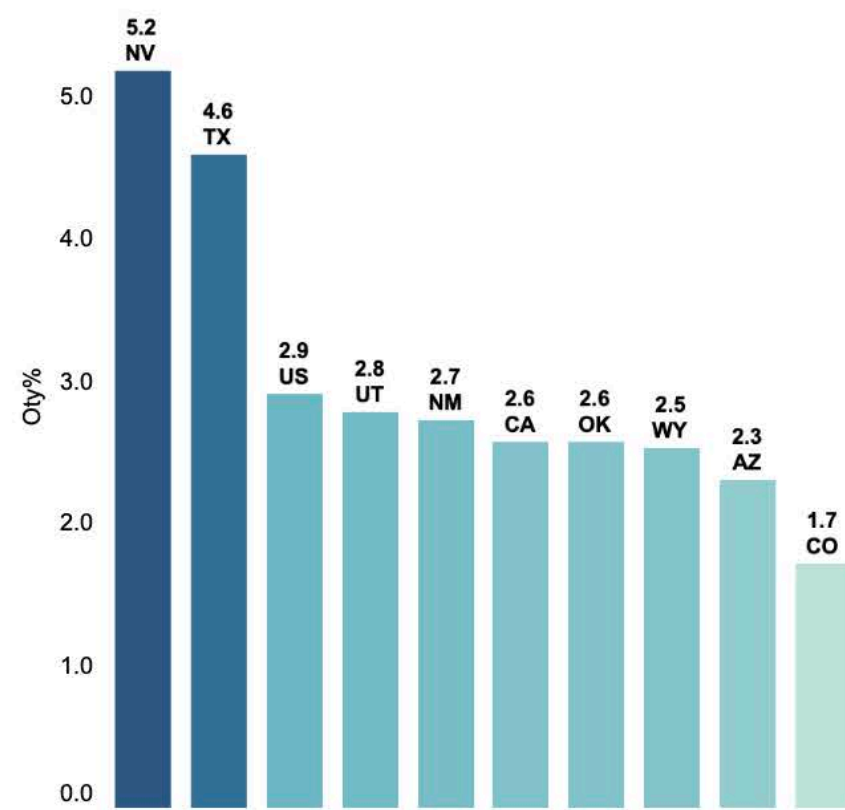
**New Mexico & United States Unemployment Rates (%)**  
January 2016 through February 2023  
*Seasonally Adjusted*



**Regional Unemployment Rates (%)**  
February 2023  
*Seasonally Adjusted*



**Regional Over-the-Year Employment Growth (%)**  
February 2022 to February 2023  
*Not Seasonally Adjusted*



+ a b e a u

### Data & Statistics

- Labor Force & Unemployment**
- [LAUS Local Area Unemployment Statistics](#)
- Employment & Industry**
- [CES Current Employment Statistics](#)
- [QCEW Quarterly Census of Employment & Wages](#)
- Occupations & Wages**
- [OEWS Wages Occupational Employment and Wage Statistics](#)

### Resources

- [Career Solutions](#)
- [Why I Work](#)
- [Internship Portal](#)
- [Apprenticeship Resources](#)
- [Other Data Resources](#)
- [Request to be Added to LMI Publication Email Notifications](#)

### Publications

- Monthly News Release**
- Labor Market Review**
- [Reports & Special Analysis](#)
- [Career & Employment Resources](#)
- [Understanding LMI](#)
- [2023 Monthly Publication Schedule](#)

# ARCHITECTURE & CONTENT ANALYSIS

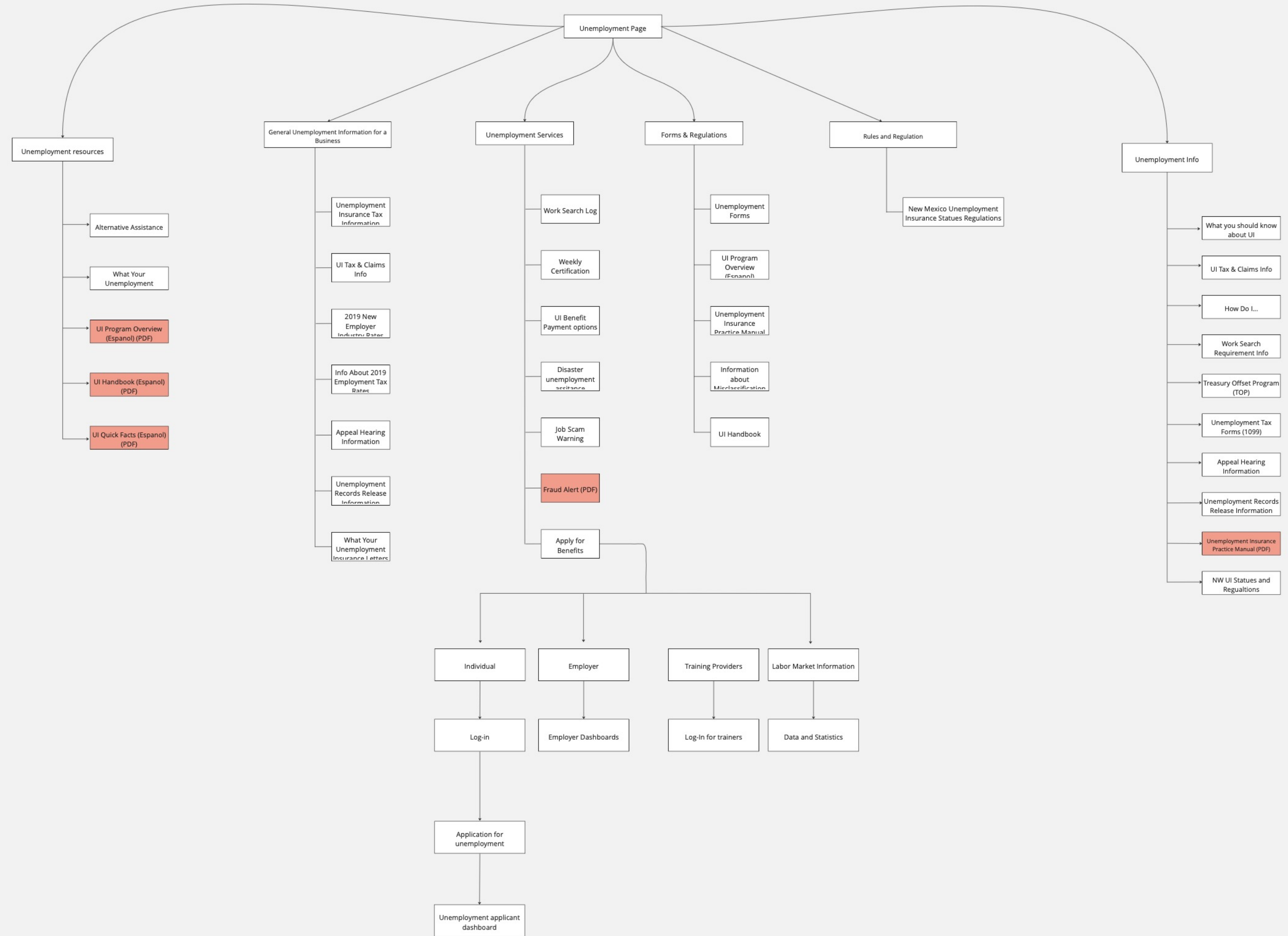
With this in mind, our team thoroughly reviewed the existing site and reevaluated the website's content and design.

We identified strengths and weaknesses of the current site, as well as opportunities for improvement.

# WEBSITE NAV ANALYSIS

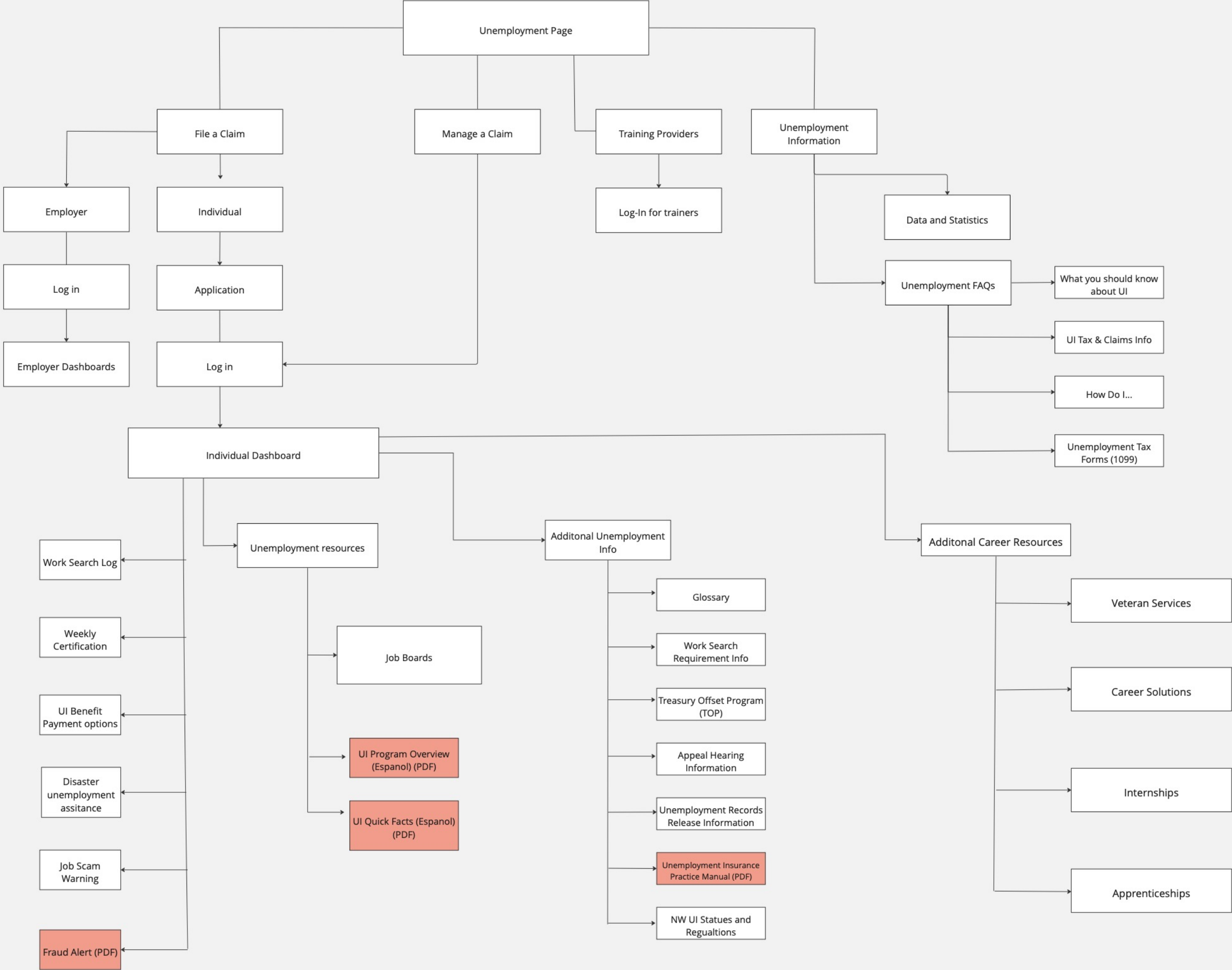
The current navigation makes it difficult for qualified individuals who meet state eligibility requirements to gain temporary financial assistance. For our updated navigation, we would like to:

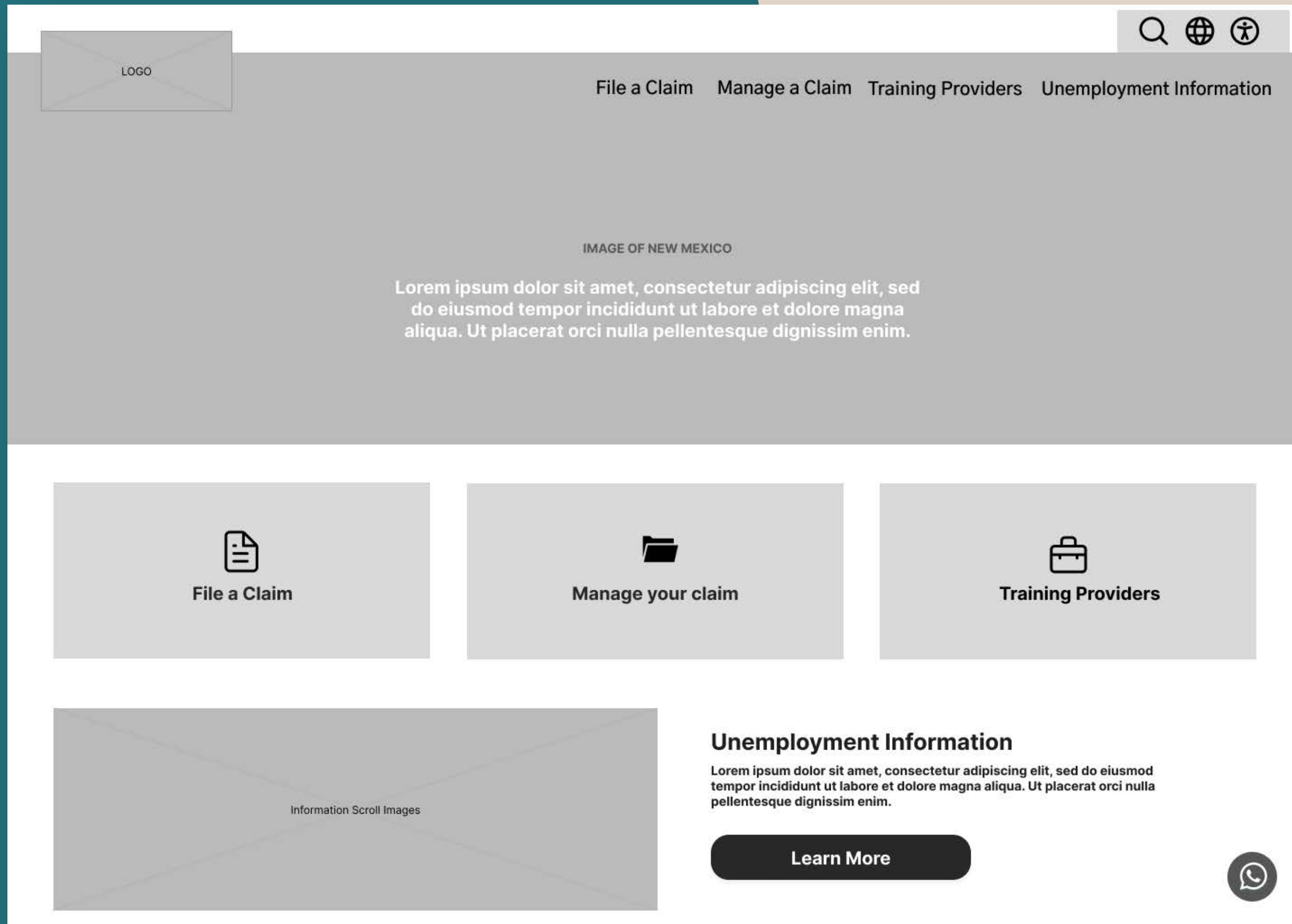
- Keep Unemployment information
- Add Start A Claim
- Add Manage A Claim
- Keep a separate login for employers
- Keep Training Providers



# NEW SITEMAP

In our new site map, we decided to focus on giving the user simple options to choose from based on their needs to easily access how to start and manage claims or find information about unemployment information and who may qualify.

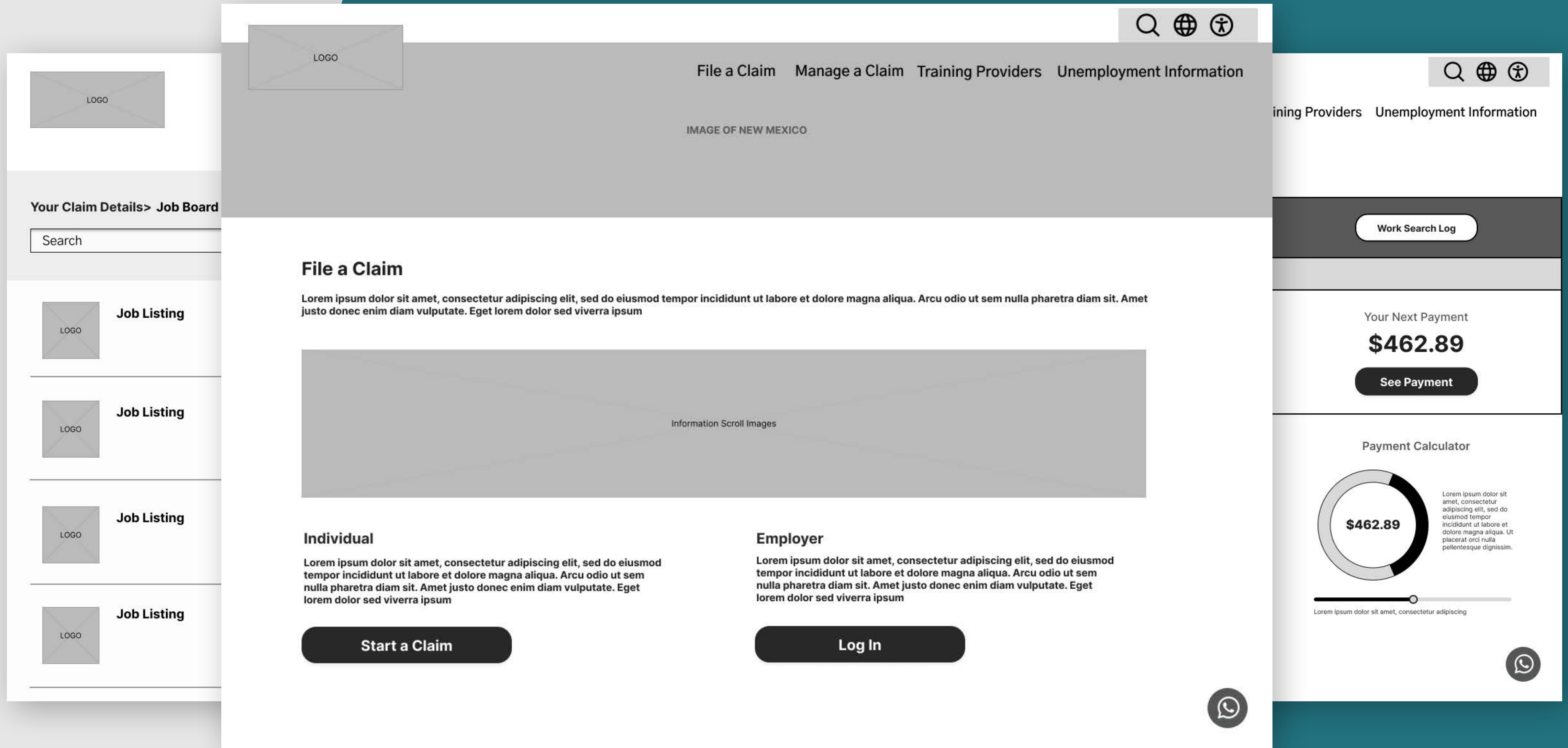




## Homepage With Primary Navigation

We also carried the hierarchical structure for our primary navigation menu on the home page using different aspects such as grouping, size, and color.

# MID-FI WIREFRAMES



# PATTERN LIBRARY

## Form Elements

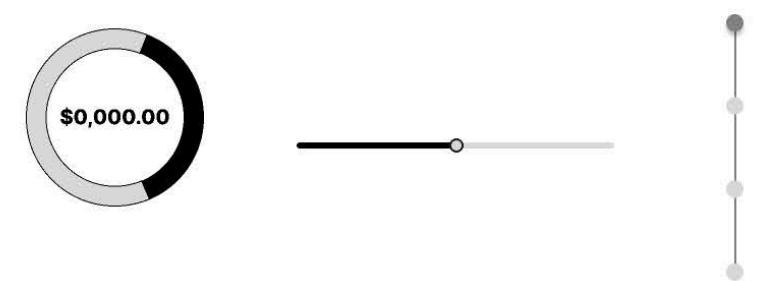
Form elements including text inputs, a radio button group, and a form card.

Text inputs: Lorem ipsum: [input], Lorem ipsum: [input], Lorem ipsum: [input]

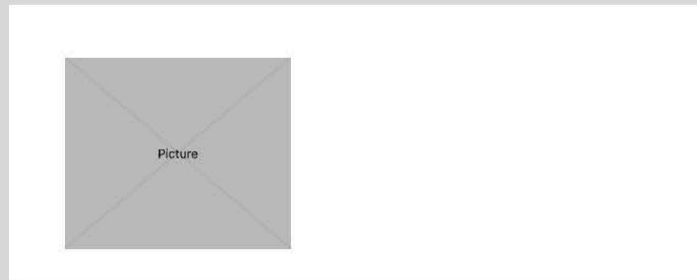
Radio buttons: Lorem ipsum?  Yes  No

Form Card: CARD TITLE, Lorem ipsum, Lorem ipsum, Button, Lorem ipsum, Lorem ipsum, Lorem ipsum, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Arcu odio ut sem nulla pharetra diam sit. Amet justo donec enim diam vulputate. Eget lorem dolor sed viverra ipsum

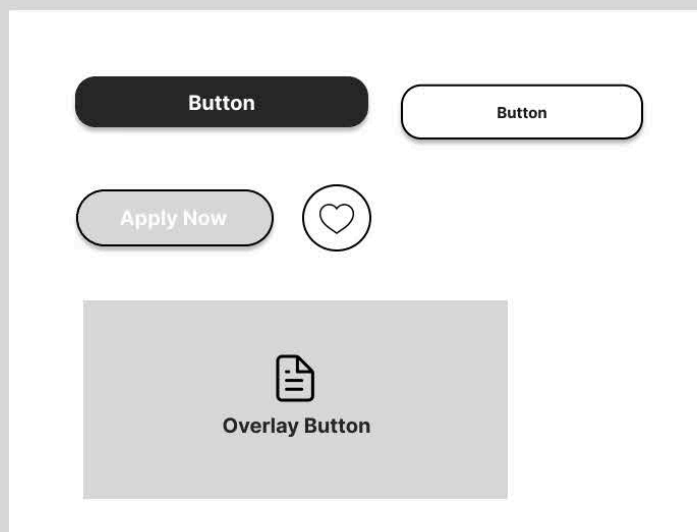
## Graph Elements



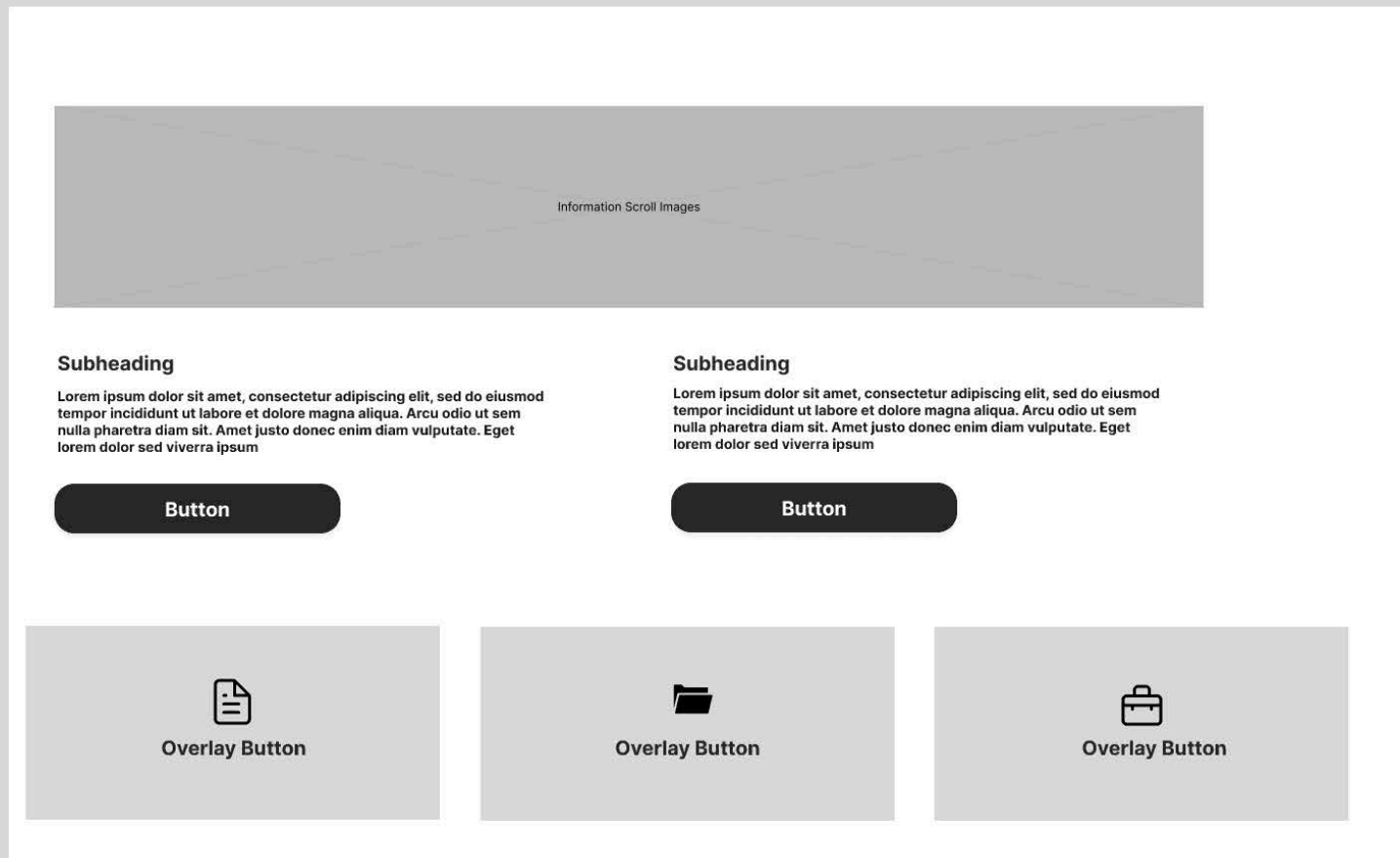
## Images



## Buttons



## Section Templates



## Section Dividers



## Input Elements

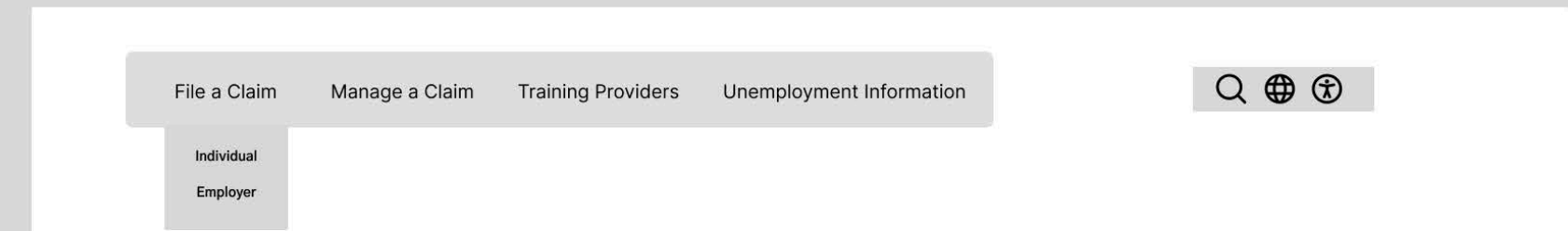
Input elements including a dropdown menu, a search bar, and a text input.

Dropdown: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ?

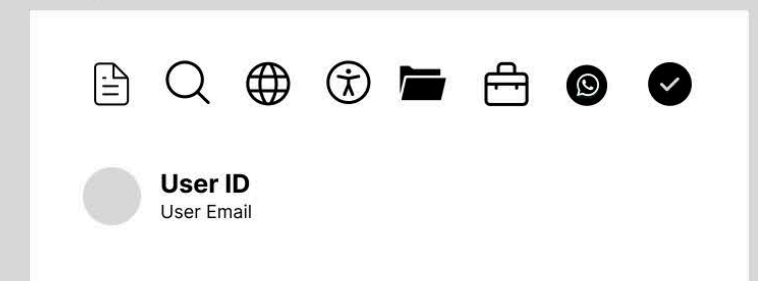
Search bar: Lorem ipsum [input] [search icon]

Text input: Lorem ipsum [input]

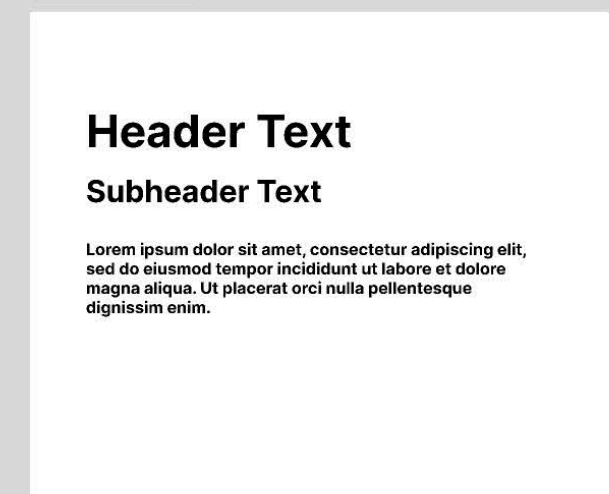
## Navigation & Menus



## Icons



## Text Elements







# ITERATED MID-FIDELITY WIREFRAMES

In our iterated mid-fidelity wireframes we updated design elements to match our pattern library.

LOGO

### Overview

- Unemployment Information
- Job Board
- Additional Career Resources
- Job Scam Warnings
- Disaster Unemployment Assistance

User ID  
User Email

LOGO

File a Claim   Manage a Claim   Training Providers   Unemployment Information

IMAGE OF NEW MEXICO

We are a leader in improving employment and poverty rates through workforce development, enhanced services for employers, and ensuring fair labor practices and workforce protections for New Mexicans.

File a Claim   Manage your claim   Training Providers

Information Scroll Images

### Unemployment Information

Use this helpful tool to find answers to frequently asked questions about letters you may receive.

Learn More

Providers   Unemployment Information

Filter  
Alphabetical

, understand, navigate, and interact disabilities in certain situations,

ment or shift, designed by an

partment of Labor, administers ants to states for public e services are primarily provided

mporarily extends unemployment

on which (1) currently has a mployment, and which proposes to relationship with employees as rols the work of that employee

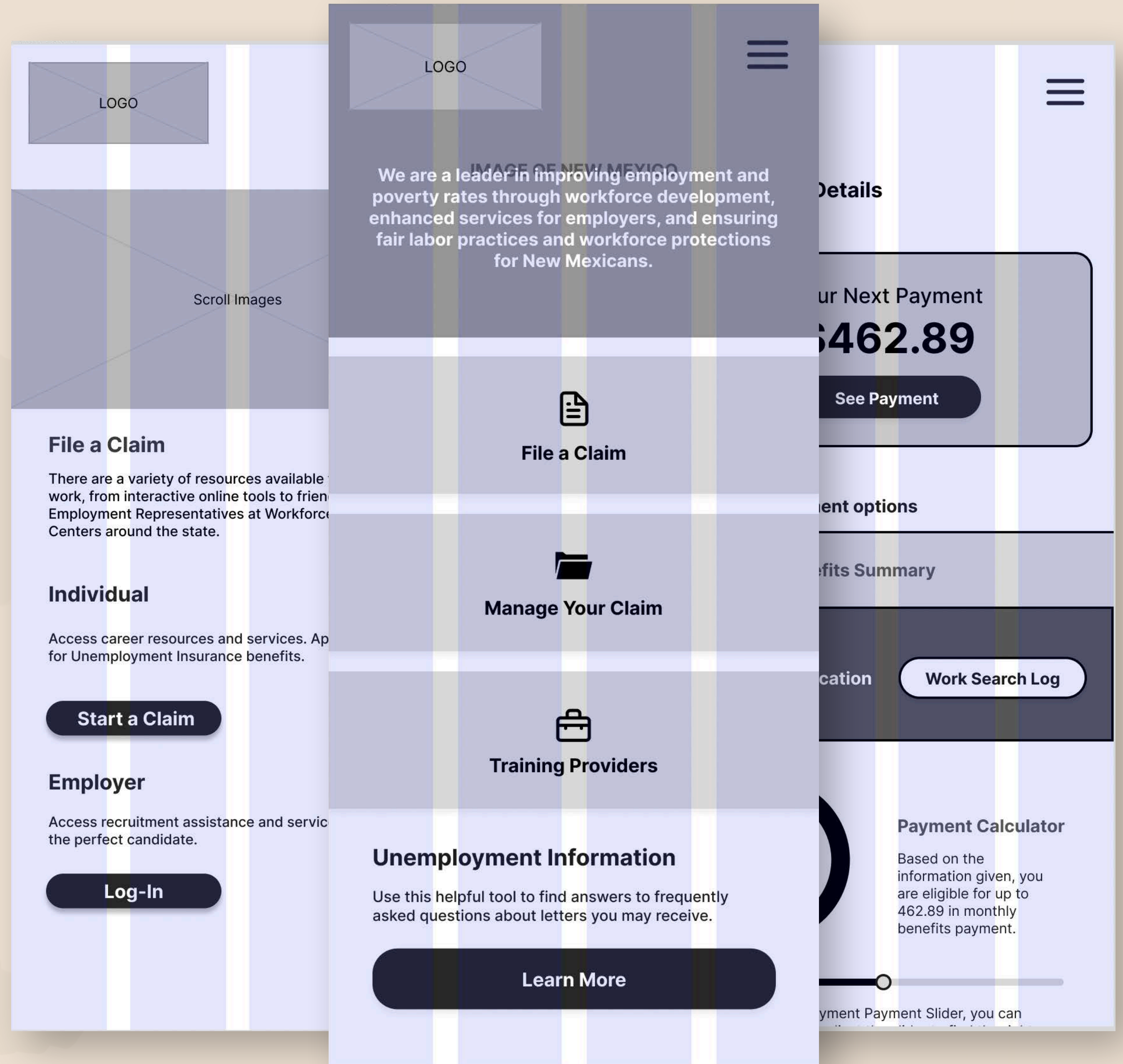
and analysis, Rapid Response, on-Tax Credit, layoff aversion, on-the- and other services.

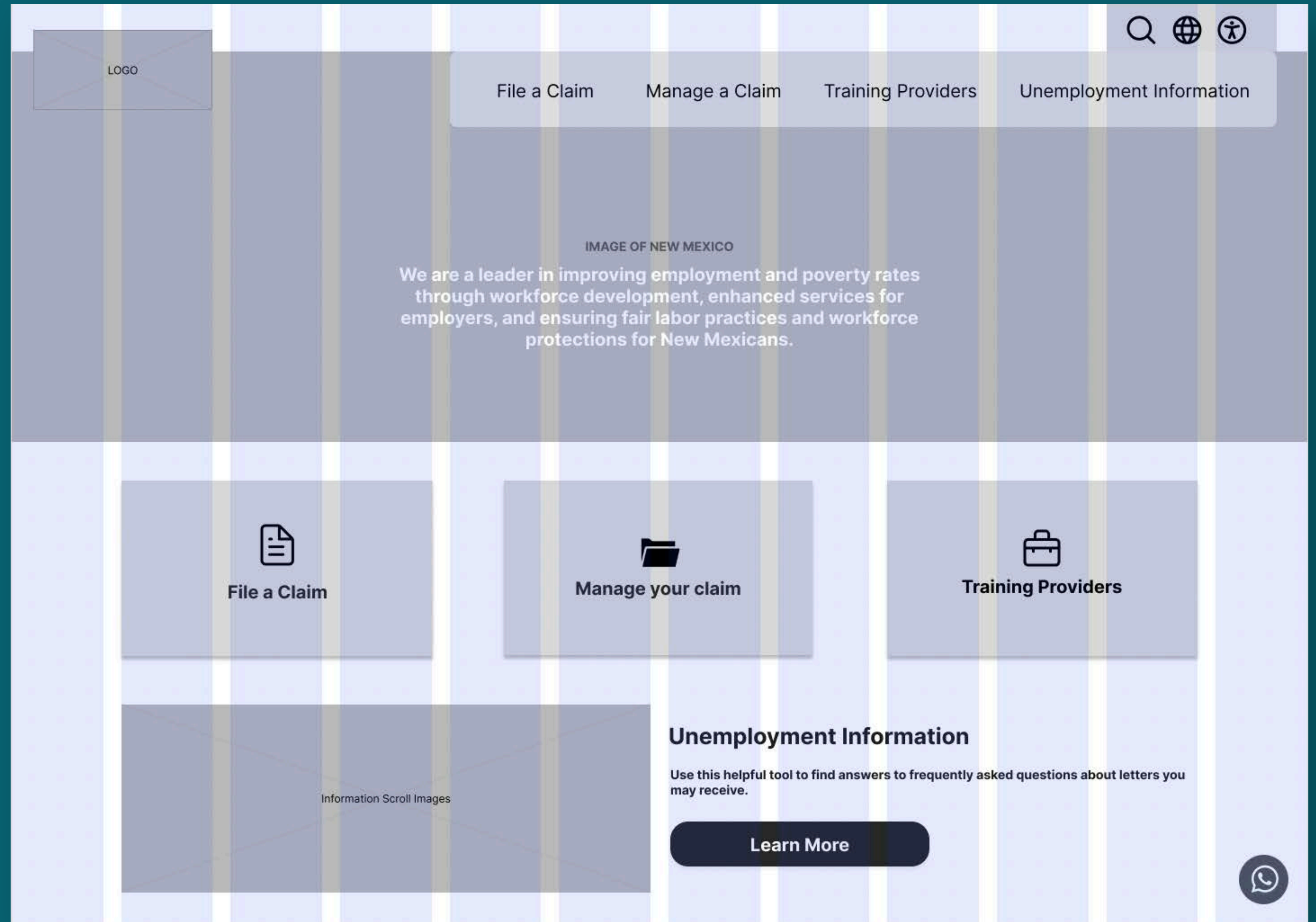
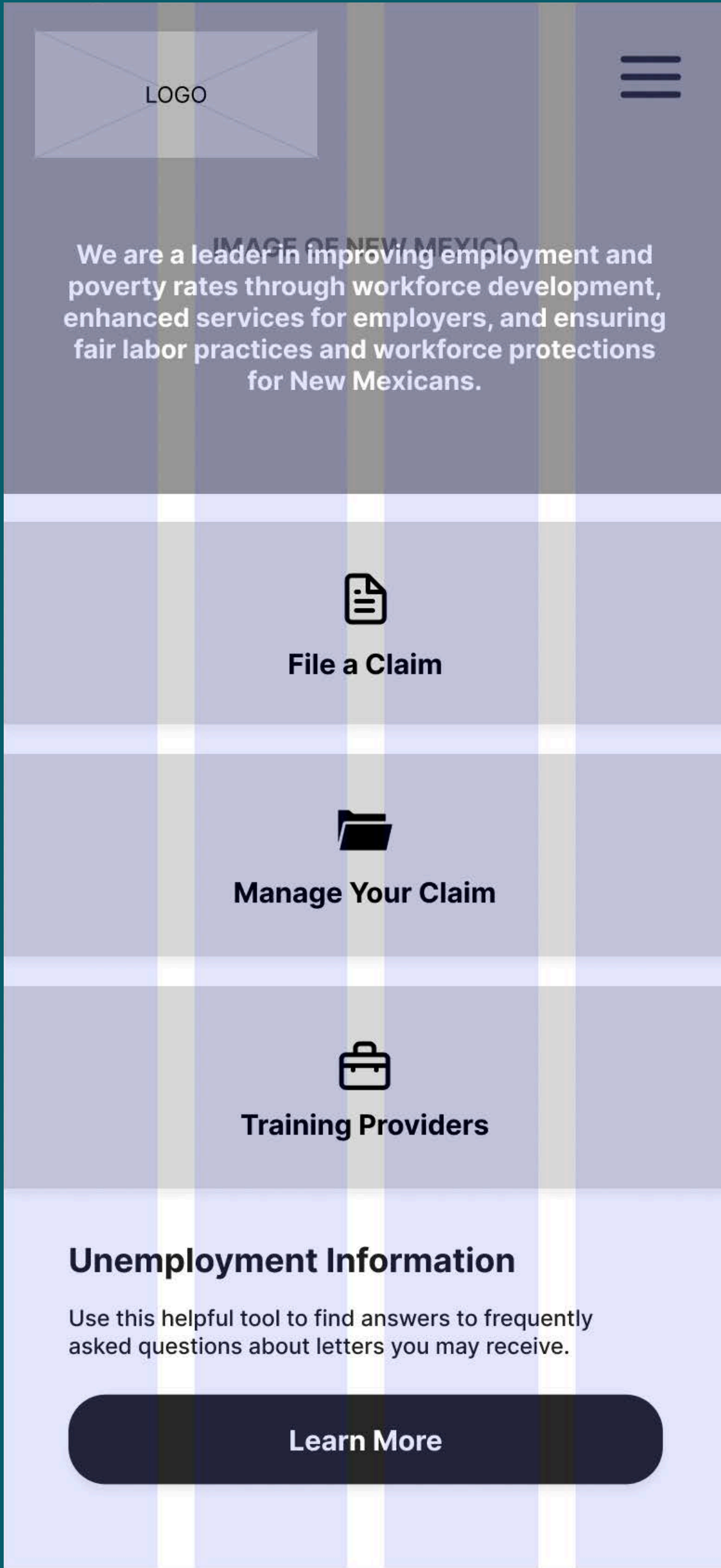
vertime pay, which affect most ent of Labor's Wage and Hour ise exempt at least the federal of pay.

WhatsApp icon

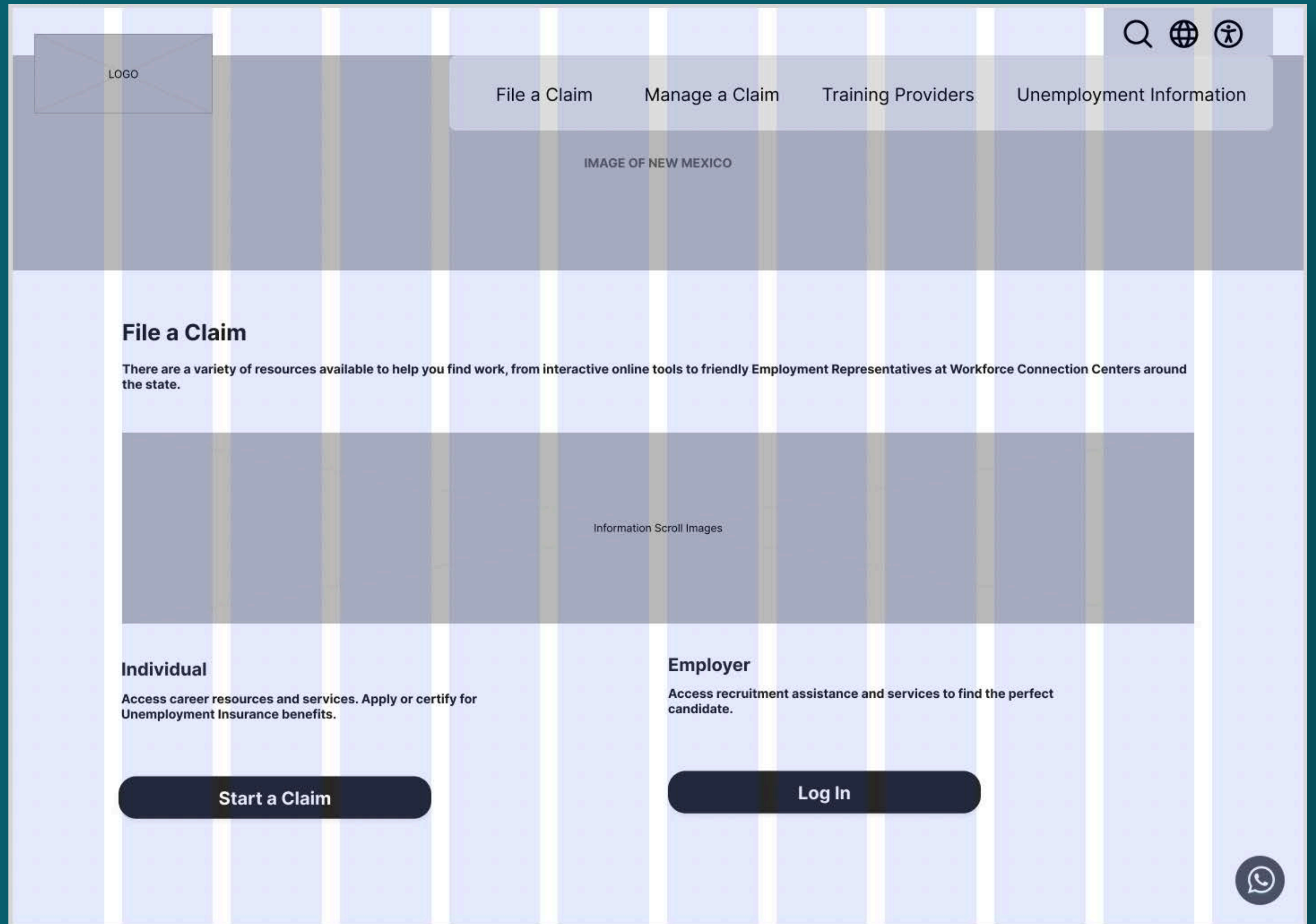
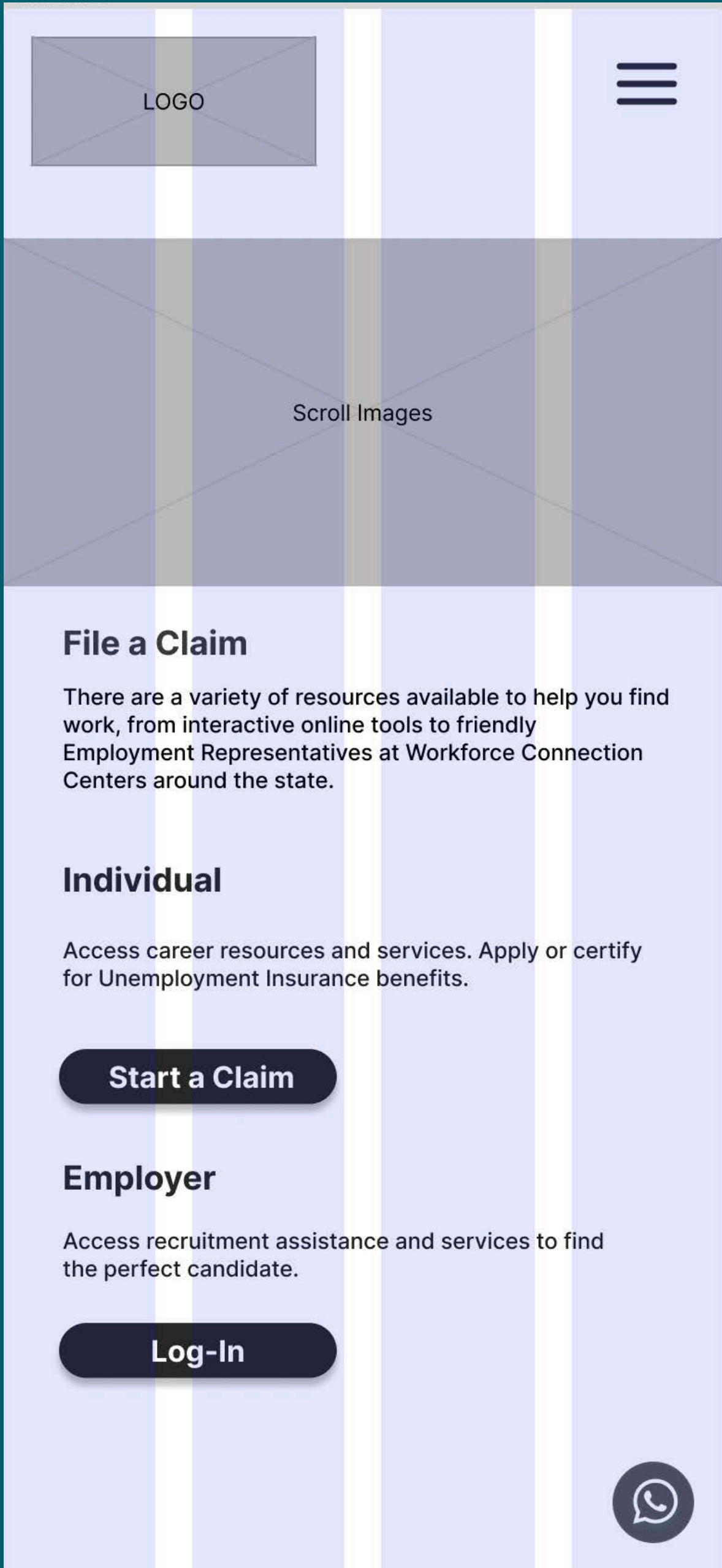
# MID-FIDELITY WIREFRAMES FOR MOBILE

Our mid-fidelity mobile wireframes were designed to maximize user experience and engagement.





Homepage



File a Claim

**User ID**  
User Email

**Your Claim Details**

Your Next Payment  
**\$462.89**  
[See Payment](#)

**UI Benefit Payment options**

Show Benefits Summary

[Weekly Certification](#)
[Work Search Log](#)

**Payment Calculator**

Based on the information given, you are eligible for up to 462.89 in monthly benefits payment.

With our Unemployment Payment Slider, you can

LOGO

[File a Claim](#)
[Manage a Claim](#)
[Training Providers](#)
[Unemployment Information](#)

**Your Claim Details**

**Weekly Certification** [Work Search Log](#)

[UI Benefit Payment options](#)
[See all documentation and Payments](#)

Weekly Benefits Summary

Monthly Benefits Summary

Yearly Benefits Summary

Your Next Payment  
**\$462.89**  
[See Payment](#)

**Payment Calculator**

Based on the information given, you are eligible for up to 462.89 in monthly benefits payment.

With our Unemployment Payment Slider, you can quickly and easily adjust the slider to find the right payment option tailored to fit your needs.

**User ID**  
User Email

Chart of Previous Payments

Individual Dashboard

# IF-THEN STATEMENT

---

**If** we increase the button size on our file a claim page, **then** first-time applicants will be able to access the unemployment application faster.

# HYPOTHESIS

We believe that enlarging the buttons on the file a claim page for first-time applicants will allow them to start an application faster.

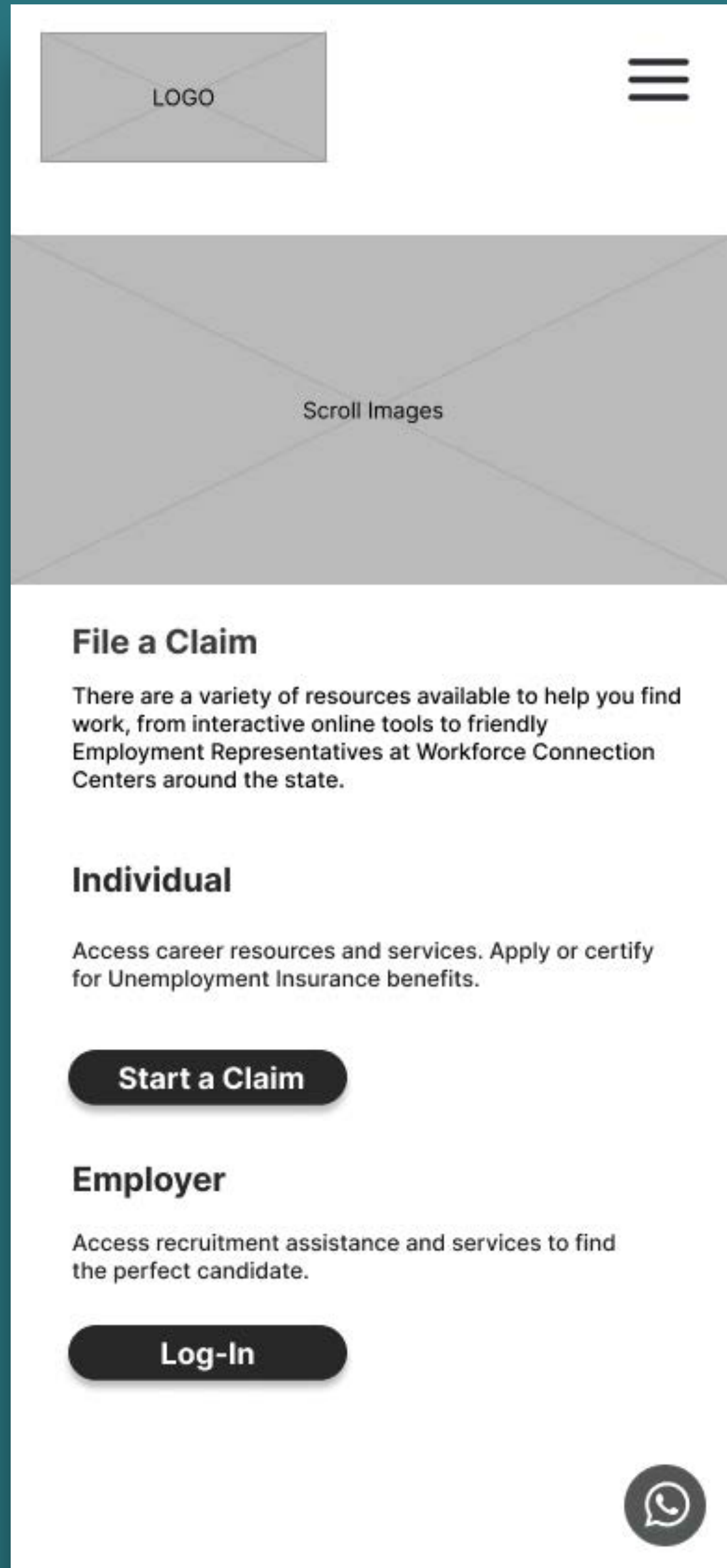
We will know we are successful if we decrease the time it takes to start an unemployment insurance claim.

---



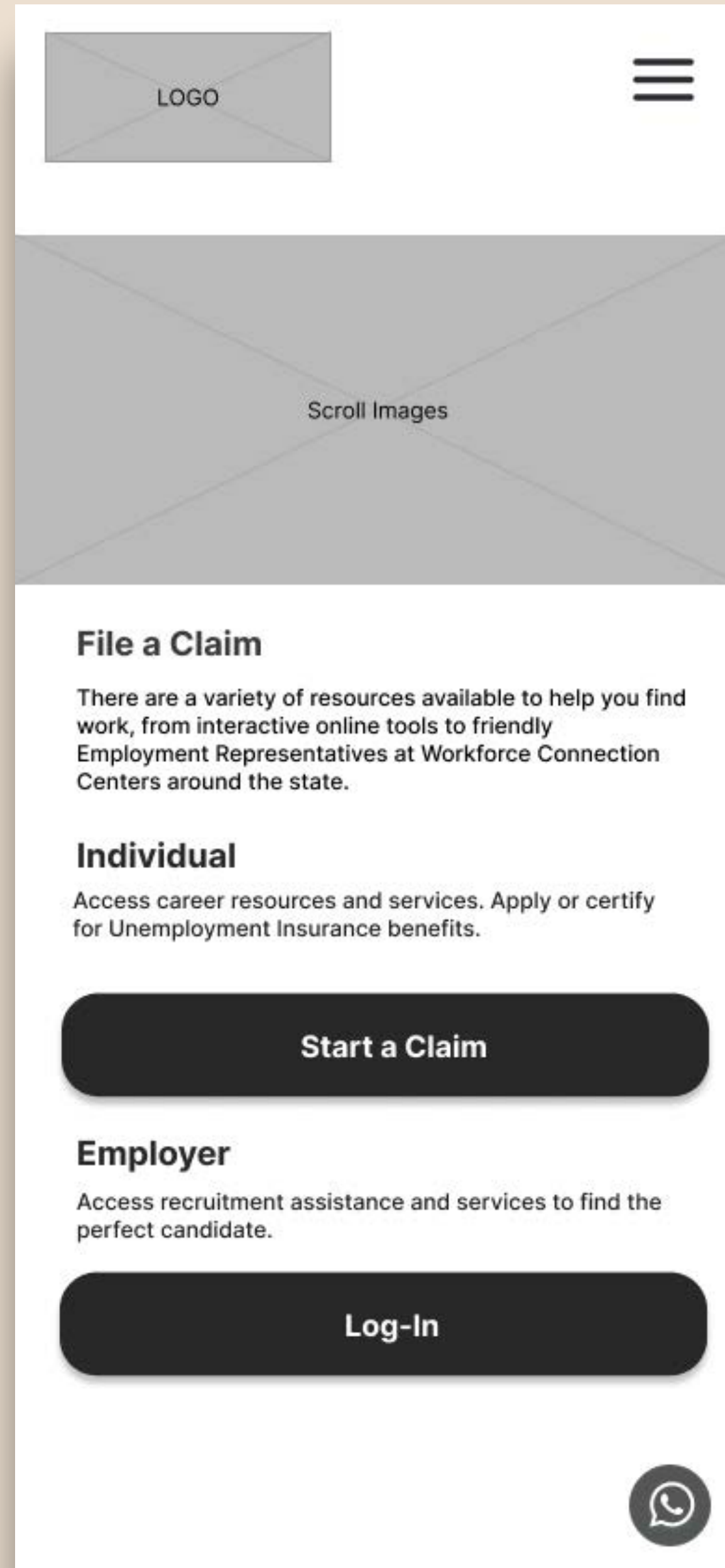
# A

## File a Claim



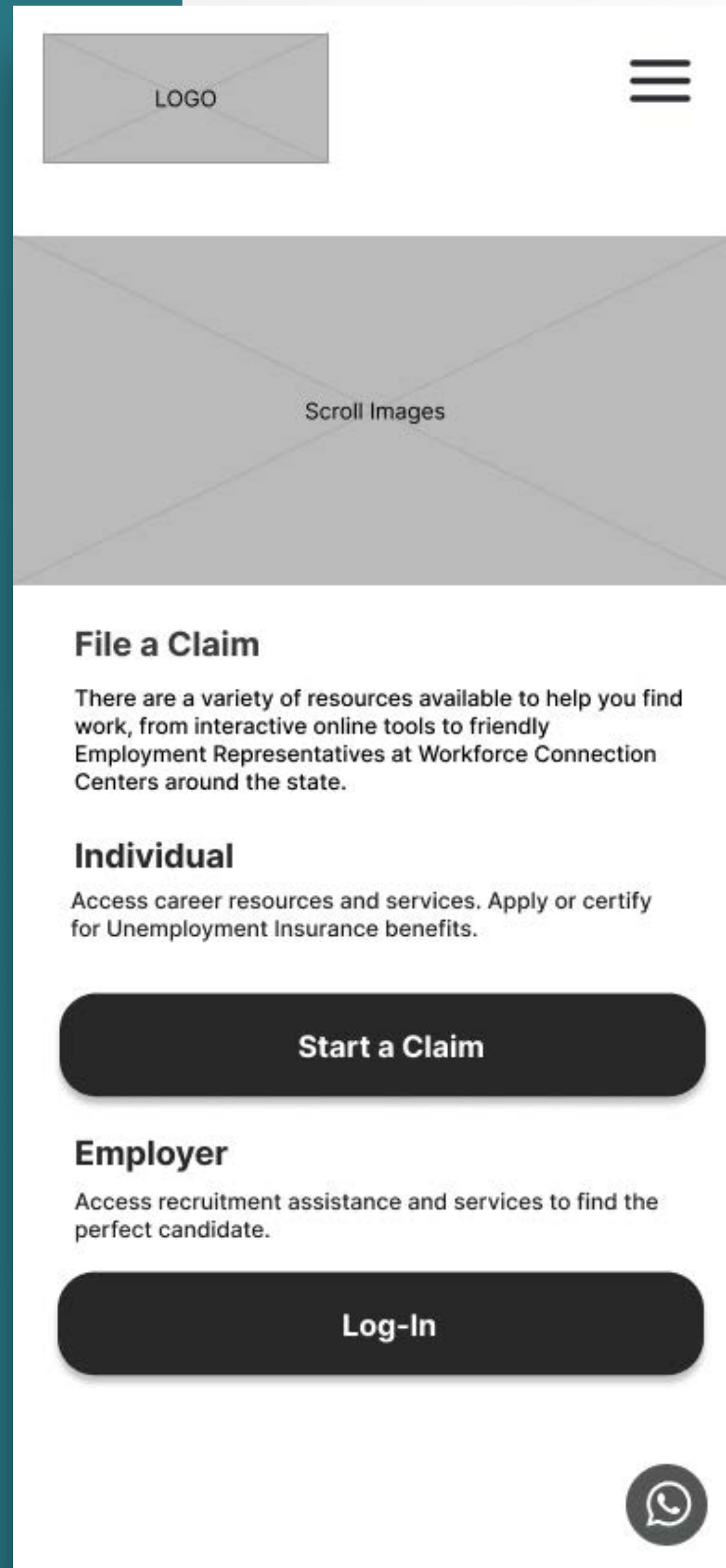
# B

## File a Claim



**We have increased the button size to start a claim and employer login in our variable.**

# A/B TESTING RESULT



# 4/5

- Users tested preferred the larger buttons on the File a Claim page.
- **Our hypothesis was correct.** We will implement the larger button size in future iterations.

# A/B TESTING RECOMMENDATIONS

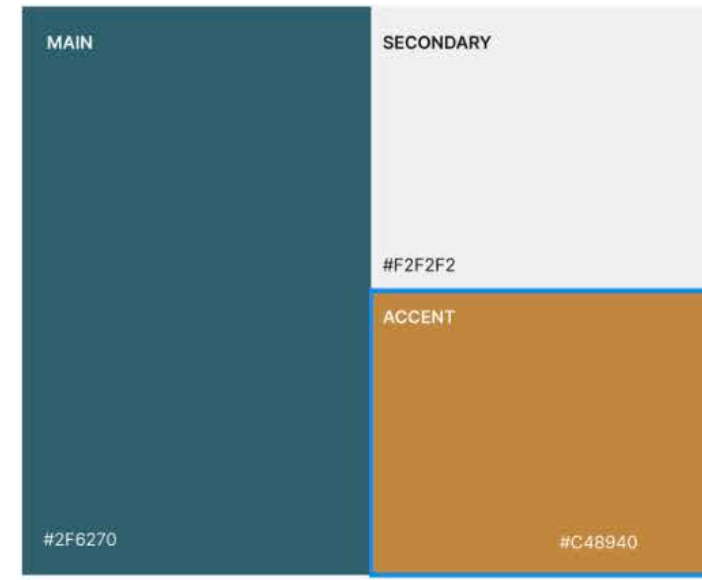
**Our recommendation, based on the results, is to implement a larger button size in future iterations. This will improve the user experience by making it easier to know where to click and navigate the interface faster.**

---

# THE STYLE GUIDE

## Style Guide

### 01. COLOR



### 02. TYPOGRAPHY

#### HEADLINES

Headline 1  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

Headline 2  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

#### BODY

Body 1  
New Mexico Department of Workforce Solutions

#### BUTTON/LINK

Large  
New Mexico Department of Workforce Solutions

#### FIELDS

Text, Placeholder  
New Mexico Department of Workforce Solutions

### 03. VOICE

- Empathetic
- Trustworthy

### 04. TONE

The New Mexico Department of Workforce Solutions' tone is formal yet empathetic. We use language that is easy for people to understand. We want to provide clear, concise, and accurate information. In understanding who utilizes our services, we want to make our users feel they are in trusted hands, not judged. We want people to feel supported, respected and heard. It is imperative to us that our users know we are here for them, and we will do our best to help them navigate the resources available. We never assume that our users are familiar with the terms used to access unemployment benefits. Our tone also considers cultural differences.

### 05. LOGO



## Form Elements

Form elements including text inputs, checkboxes, and radio buttons.

Form elements including a card title, text inputs, and buttons.

Buttons

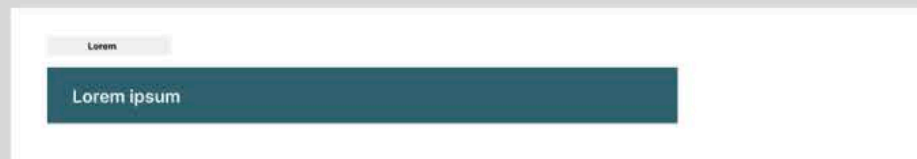
Form elements including buttons with different styles and sizes.

Icons

User ID  
User Email

Form elements including icons and user ID/email fields.

## Section Dividers



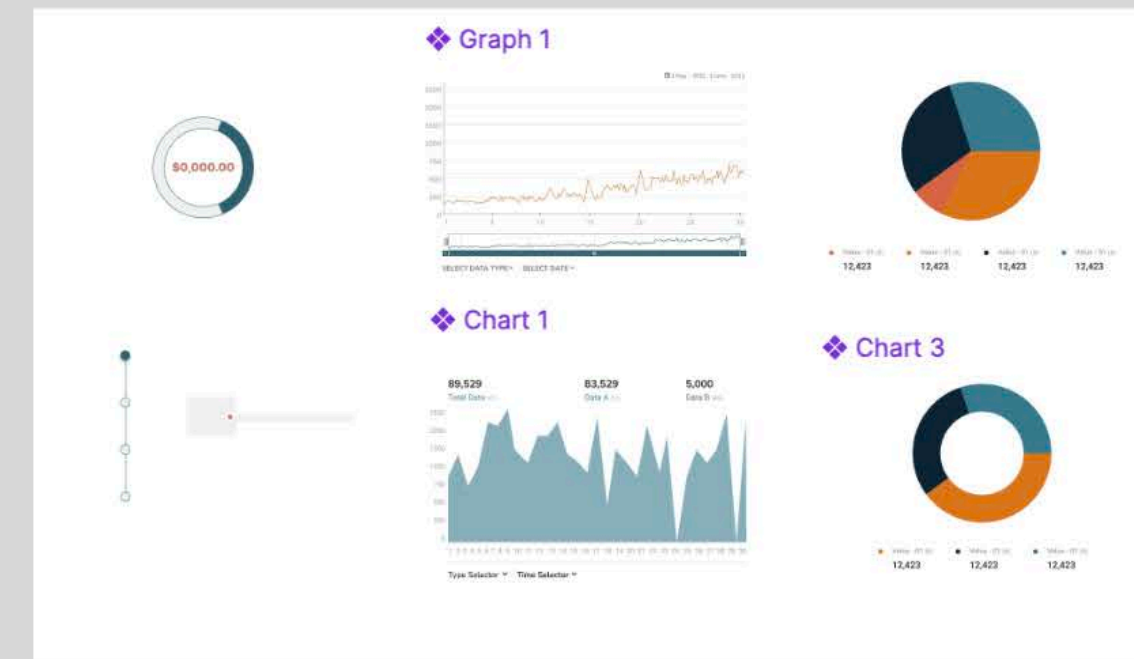
## Input Elements

Input elements including text fields, dropdowns, and search boxes.

## Section Templates

Section templates showing subheadings, buttons, and overlay buttons.

## Graph Elements



## Navigation & Menus



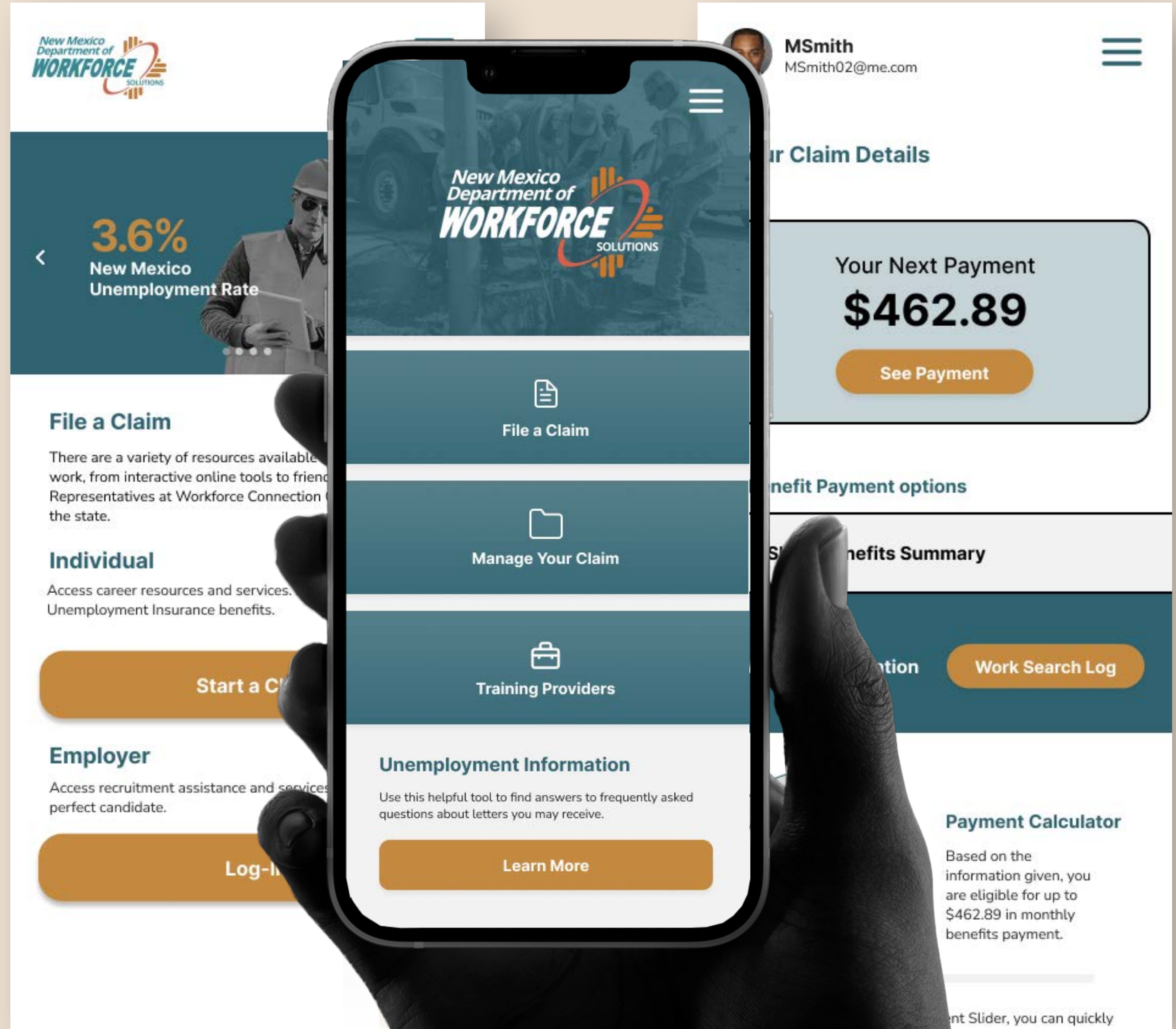
# VOICE & TONE

---

- We are empathetic.
- We are trustworthy.



# THE PROTOTYPE





# WHAT IS NEXT?

---

**We will have users test our high-fidelity home page screen using the "five-second test."**