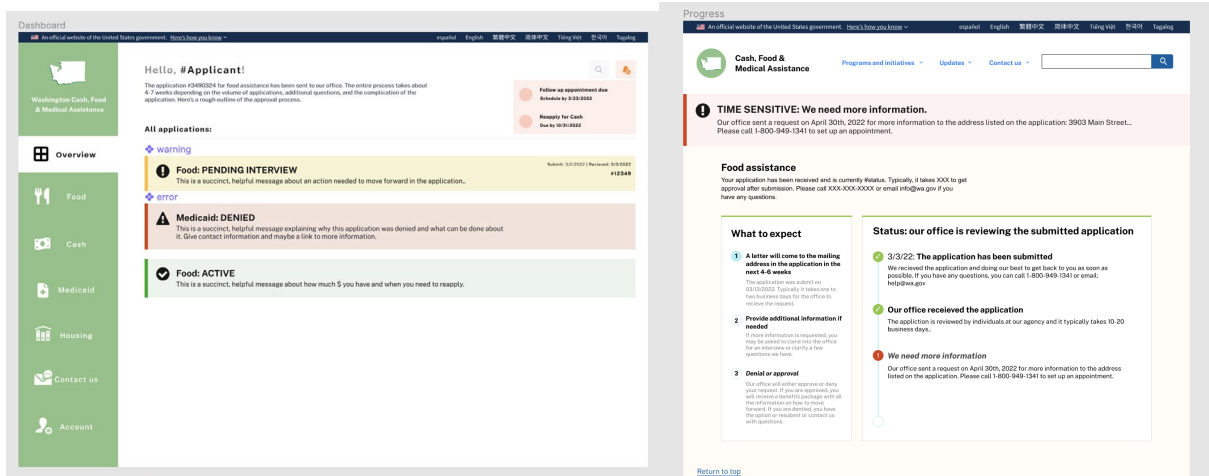


# Prototypes and Design Considerations

Below are three prototypes of how some of the user stories could be addressed by design.

## Design Direction 1: Using the US Web Design System (USWDS) to create a new site

What it *could* look like:



**Effort by organization:** High

**Value/Impact to users:** High

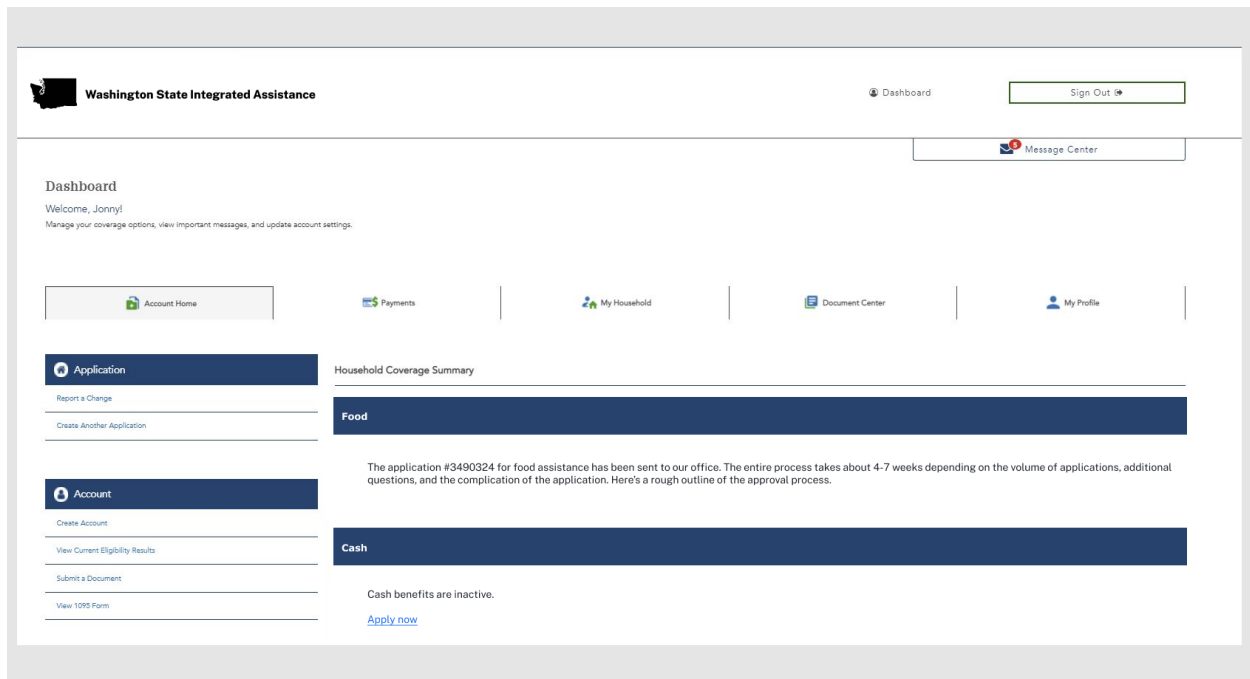
**Why?** The USWDS is a design system designed with government-specific needs. It is easy to customize to match a branding system. Since it has reusable components, teams will not spend time designing common web elements like forms, buttons, and headers. Human-centered design and Section 508-compliance was a major consideration since the beginning, so it meets the needs of a wide variety of users out of the box. Lastly, it is responsive, so it accommodates different size devices like mobile and tablet for a seamless user experience.

- User stories under “Using the Site,” (e.g., works for mobile and accessibility) are part of the template
- Easily customizable to match agency branding
- Government-centric and offers compliance with Section 508 and 21st Century IDEA out of the box
- Tested and common modern design solutions (like buttons, forms, and alerts) that users expect
- Access to a community of content managers, designers, and developers that chat, ask questions, and share solutions in a public Slack and through GitHub
- There is also a dedicated team improving the system based on user feedback so updating versions is a possibility in the future

- **Challenges:** Deciding on new branding is time consuming and requires specialty design skills. It also requires agency approval, team buy-in, changes to online and offline marketing and branding material, and rounds of iteration

## Design Direction 2: To fast-track an improved Washingtonian experience, work with Health Plan Finder (HPF) instead of reinventing the wheel

What it *could* look like:



**Effort by organization:** Low(er)

**Value/Impact to users:** High

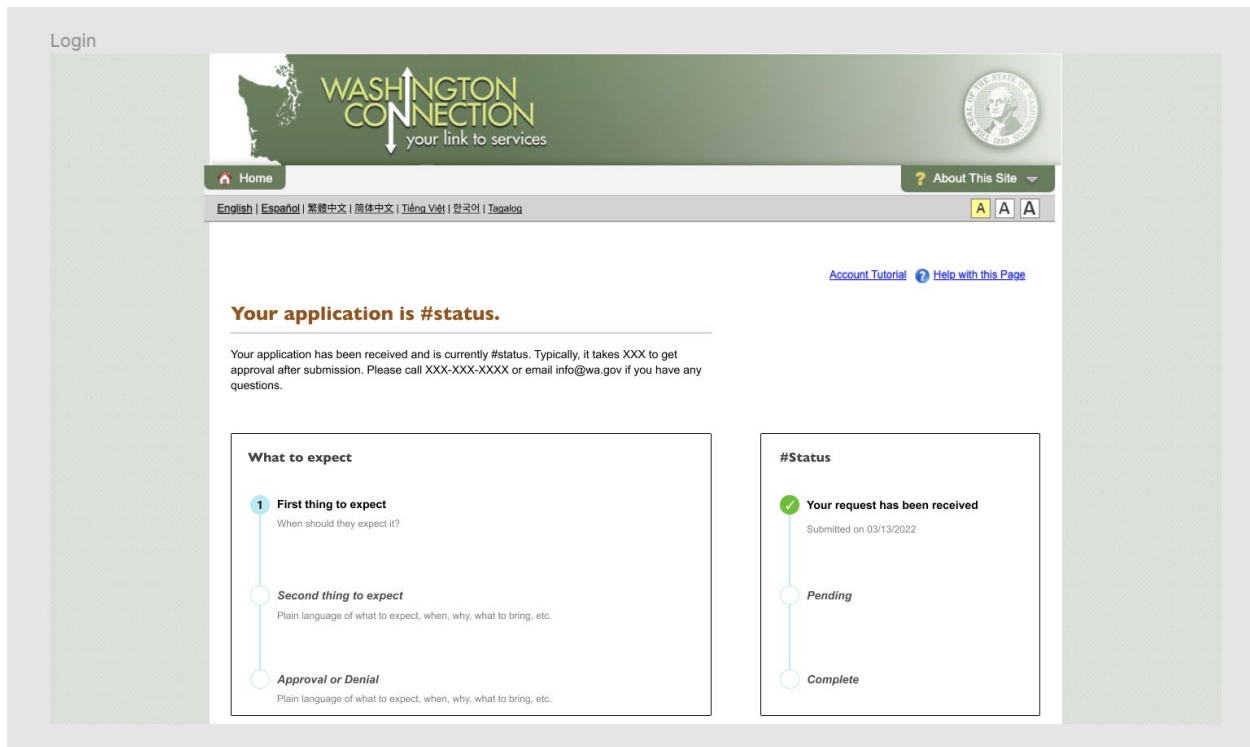
**Why?** If the goal is a seamless user experience, reusing an existing design system is a great place to start.

- The HPF team uses some level of human-centered design to inform design decisions, using these learnings can cut down on duplication of work and make product decisions easier
- HPF has a list of features that Product 1 would need or should consider such as the ability to change communication preferences, alert a user when they qualify for another program, or view documents that have been sent by mail.
- HPF alerts applicants when they qualify for food or cash and sends them (and their data) through Washington Connection. It is unclear if Washington Connection does the same. If the goal is to help clients find coverage, anyway, to get systems talking to one another is very important.

- Working with HPF's team can unsilo and build synergy between teams. It is also a great way to share resources such as usability testing participants and research
- Working with a group that has recently made the successful transition to Agile can provide the team with peer mentorship or a partnership
- When it is time for one to redesign, the sites could redesign together either using the exact same design or a design that complementary
- **Challenges:** This could only be a temporary fix until a decision is made on how best to put this going forward

## Design Direction 3: Using the current Washington Connection style to save on time and get something out the door

What it *could* look like:



**Effort by organization:** Low

**Value/Impact to users:** Low

- **Why?** By using the old design system there is no need to decide on a new visual identity or branding
  - It could be a good stop gap between deciding on bigger design decisions
  - Using an interface people are familiar with, it may be easier for repeat clients to access their information

- **Challenges:** The code and the site are outdated and may be confusing to users accustomed to more modern websites. The site does not seem to be responsive, so it may not work for people on mobile devices

## User stories that helped inform the designs:

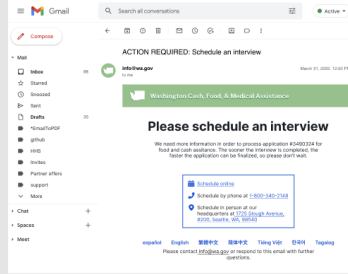
### Accessing the site

- As a Washingtonian who has applied for benefits, I need to find out about the tracker so that I know how to check the status of my application
- As an applicant or client, I need to be notified of updates and announcements relevant to me so that I can effectively manage my benefits
- As an applicant, I need to be able to sign on once to access all my applications so that I can save time and confusion from going to multiple sites or remembering multiple logins

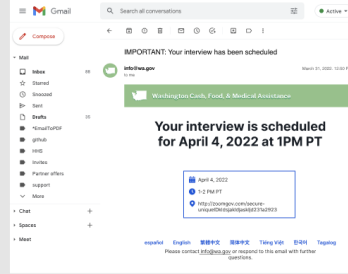
### Design comments:

- The first thing that needs to be solved is how do people find out about and access the status tracker. Initially, one of the problems we were trying to solve is the challenge of people missing or overlooking paper mail.
- Since the move is digital, it would make sense to have email integration. One of the major challenges there is that a user has to opt-in to receive email correspondence.
- If there are too many steps to access this status tracker (e.g., the user must transcribe a URL from a paper mail or phone call, then create an account) the benefit to the user becomes less clear, more time consuming, and leaves a larger space for errors.
- Thinking about email integration is important, as this would solve for how people would first access the site and hopefully reduce the number of misplaced paper mail. As everyone needs an email to create an account, this seems like a good first step
- Examples of email correspondence include:
  - Application submitted
  - Application under review
  - Account changes
    - Language
    - Authorizing a new representative
    - Mailing address
    - Correspondence preferences
  - Schedule an appointment
  - Appointment reminders
  - Denial notice
  - Approval notice
  - Update notice

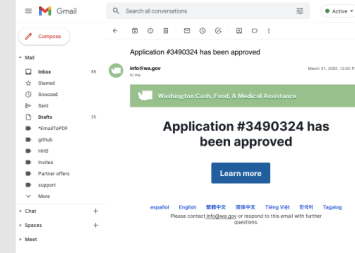
### Schedule your appt



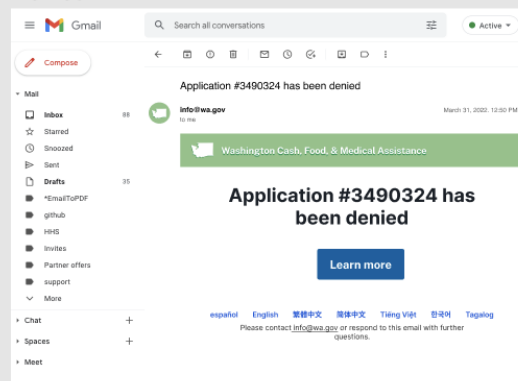
### Interview scheduled



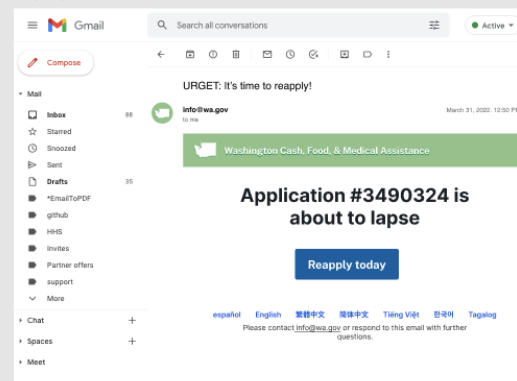
### Approved



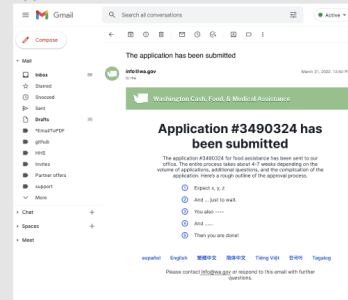
### Denied



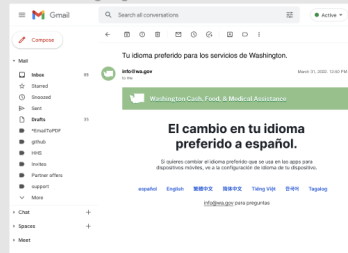
### Renew



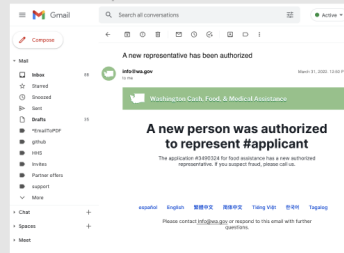
### App submitted



### Select a language



### Authorize a rep



Examples of email correspondence. Not final design — for example only

## Using the site

- As an applicant who relies on a mobile device for internet access, I need to access the tracker from my cell phone, not just a desktop or tablet, so that I can use the site
- As an applicant who is not familiar with technology and/or has a disability that requires me to use assistive technology, I need accessibility to the site
- As an applicant whose first language is not English, I need the site to support multiple languages so that I can use the site

## Design comments:

- Accessibility is built into the USWDS and should not be an afterthought
- USWDS also uses responsive design, so content scales to match device easily
- Standard banner on USWDS can accommodate language selection like on <https://civilrights.justice.gov/>

español English 繁體中文 简体中文 Tiếng Việt 한국어 Tagalog

*Examples of language selection. Not final design — for example only*

The image displays two side-by-side screenshots of the USWDS website's user interface. The left screenshot shows the 'Sign in' page, which includes a header with the USWDS logo and navigation links, a search bar, and a main content area with a 'Sign in' form. The form has fields for 'Email address' and 'Password', a 'Sign in' button, and a 'Forgot password?' link. The right screenshot shows the 'Create an account' page, which includes a header with the USWDS logo and navigation links, a search bar, and a main content area with a 'Create an account' form. The form has fields for 'Email address', 'Create password', and 'Re-type password', a 'Create account' button, and a 'Sign in' link for existing users. Both forms include a 'Show password' link and a checkbox for 'I agree to the terms and conditions'. The website footer includes a 'Return to top' link and a grid of links for 'Connect with us', 'How do I...', and 'About HCA'.

*Examples of USWDS login and account creation. Not final design — for example only*

## Viewing application status

- As an applicant, I need to view the status / result of an individual application so that I understand where I am in the process and what to expect
- As an applicant, I need to view what documents I need to provide and the status of documents I have already provided so that I can tell if I need to do anything to process my application
- As an applicant, I need to view any additional actions I need to take and my progress so that I can tell if I need to do anything to process my application
- As an applicant, I want a centralized view of what is happening across all my applications so that I can easily understand where I stand overall, and I can manage them collectively
- As a client who needs to recertify or submit a change of circumstance, I need to see what information I need to provide, when, the status, and the results so I can continue to receive needed benefits without interruption

### Design comments:

- There are a million ways to design ways for users to view their application status — below are 2 different ways that the information can be displayed.
- USWDS also uses responsive design, so content scales to match device easily

The image displays two examples of application status views. The left view is a dashboard for 'Washington Cash, Food & Medical Assistance' showing a list of applications with status indicators like 'PENDING INTERVIEW', 'DENIED', and 'ACTIVE'. The right view is a 'Progress' page for 'Cash, Food & Medical Assistance' showing a timeline of steps: 'What to expect', '3/3/22: The application has been submitted', 'Our office received the application', and 'We need more information'.

*Examples of viewing application status. Not final design — for example only.*

## Viewing benefit information

- As a client who is enrolled in benefits, I need to see what benefits I am receiving and how to access them, as well as how much time and/or funds I have left so that I can plan my budget
- As a client, I need to see a history of previous benefit issuances/premiums/cost of care so that I can understand any changes that are made

### Design comments:

- In this engagement we did not touch as much on other benefit information until the final weeks. Below is an idea of how a website could show both the application statuses and details of each program in different sections.
- The information shown in the boxes are for concept only, and do not represent the actual content. It is only meant to show that information can be structured in an easy to scan/digest way.

Dashboard

An official website of the United States government. Here's how you know

español English 繁體中文 简体中文 Tiếng Việt 한국어 Tagalog

Washington Cash, Food & Medical Assistance

Overview

Food

Cash

Medicaid

Housing

Contact us

Account

### Food benefits

The application #3490324 for food assistance has been sent to our office. The entire process takes about 4-7 weeks depending on the volume of applications, additional questions, and the complication of the application. Here's a rough outline of the approval process.

#### Benefit summary

**\$40 left until 3/31/2023**

The application #3490324 for food assistance has been sent to our office. The entire process takes about 4-7 weeks depending on the volume of applications, additional questions, and the complication of the application. Here's a rough outline of the approval process.

**\$200 a month**

The application #3490324 for food assistance has been sent to our office. The entire process takes about 4-7 weeks depending on the volume of applications, additional questions, and the complication of the application. Here's a rough outline of the approval process.

#### Application history

- ✓ **3/3/22: The application has been submitted**  
We received the application and doing our best to get back to you as soon as possible. If you have any questions, you can call 1-800-949-1341 or email: help@wa.gov
- ✓ **Our office received the application**  
The application is reviewed by individuals at our agency and it typically takes 10-20 business days..
- ! **We need more information**  
Our office sent a request on April 30th, 2022 for more information to the address listed on the application. Please call 1-800-949-1341 to set up an appointment.

#### Overview

**Re-apply 10/31/2022**

Application link

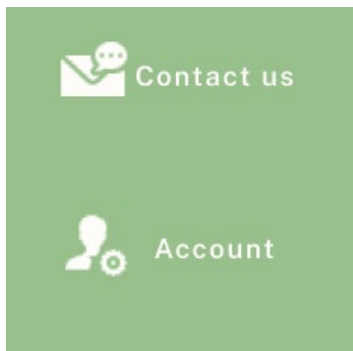
*Example of dashboard. Not final design — for example only*



## Getting help

- As an applicant, I need to be able to authorize a representative to assist me so that I can get help managing my application
- As an applicant viewing my status, I need to know what options I have for troubleshooting so that I can follow up in case I have questions
- As an applicant viewing my status, I need to know where to go to complete application- and account-related tasks that are not supported by the tracker so that the experience feels less confusing and fragmented

### Design comments:



*Example of contact and account management links to change settings, authorize a representative, and/or contact support.*

*Not final design — for example only*

## Staff-facing functionality

- As a staff member who is helping a customer, I need to have access to the same data we are providing them so that I can give consistent information and am not less informed than they are
- As a staff member who is helping a customer, I need to be able to see what they see so that I can help troubleshoot when they have questions about the site or the information they are seeing

### Design comments:

- There are no specific screens showing these screens, but administrator privileges could be granted to staff to allow them access to a user's account.