

# Paid Family & Medical Leave Advisory Committee

## February 23, 2018



**Employment Security Department**  
WASHINGTON STATE

# Introductions

- ▶ Advisory Committee
- ▶ In-person attendees
- ▶ Call-in participants
  - ▶ Call in (360) 407-3780
  - ▶ \*6 to mute/unmute

# Approve January Minutes

## ▶ Discussion

# Usability & Accessibility

▶ Wendy Wickstrom - WaTech



**Employment  
Security  
Department**  
WASHINGTON STATE



"the consolidated technology services agency -RCW 43.105.006"

# PFML Program User Experience Services

*PFML Advisory Committee Meeting*

February, 2018  
Wendy Wickstrom

# User Experience (UX) Goals

- Create easy-to-use systems to support the Paid Family Medical Leave Program
  - Involve users in all aspects of design and development
  - Focus on usability of internal and external systems
- Ensure systems are accessible for all users, regardless of disability, software or device used
  - Meet Section 508 Government Accessibility Standards
  - Meet Washington State OCIO Policy 188 on Web Accessibility
  - Partner with Services for the Blind, School for the Blind and other organizations to involve users with disabilities in development and testing of systems

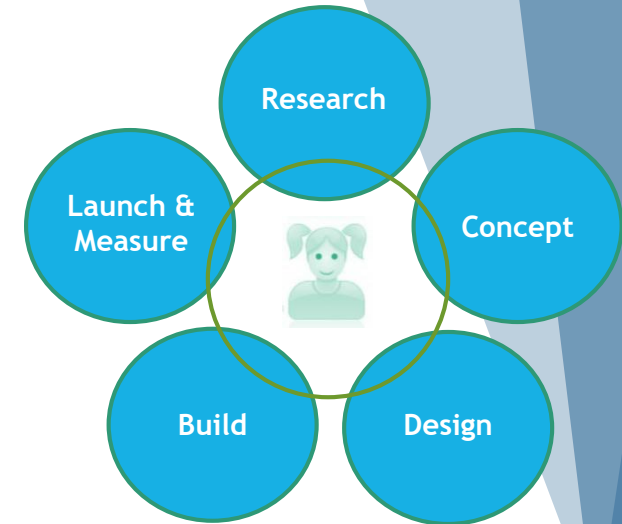
*“Usability is the measure of the quality of a user’s experience when interacting with a product or system - whether a website, a software application, mobile technology or any user-operated device” - Jakob Nielsen*



# Why UX and User-centered design (UCD)?

User-centered design helps create products that are relevant to users and easy to use by focusing on user needs at every stage of development.

- UX and UCD increase:
  - Usability of websites and applications
  - Customer satisfaction and loyalty
  - Employee satisfaction
- UX and UCD decrease:
  - Development time and costs
  - Training costs
  - Help desk calls
  - Risk of law suit for inaccessible systems



# UX Services: User Research

► User research aims at improving the usability of products by incorporating experimental and observational research methods to guide the design, development, and refinement of a product.

- Stakeholder interviews
- User interviews and surveys
- Comparative analysis
- Journey mapping
- UX requirements development

*“Usability is not a polish you spread over a product at the end. It is an integral part of the process of creating the product from the first moment you start to think about the purpose.” -*  
Ginny Redish





# UX Services: User Personas

meet **Larry**



## Fiscal Analyst 4 - Payroll

### My Goals

- ✧ Get accurate data
- ✧ Streamline processes
- ✧ Eliminate the need for adjustments and corrections

### WSDOT's Goals

- ✧ Digitize timekeeping processes, eliminate duplicative data entry
- ✧ Improve accuracy of timekeeping correctly
- ✧ Ensure compliance with Collective

### A day in my life

- As a payroll administrator I spend most of my day working with numbers.
- I work with a number of our labor systems including TRAINS where I process employee payroll deductions, adjustments, and corrections.
- I run and analyze financial reports on a daily basis to verify that our payroll data is accurate.
- I also act as a timekeeper for our Marine Division, entering employee's time and leave on a daily basis.

### What matters to me

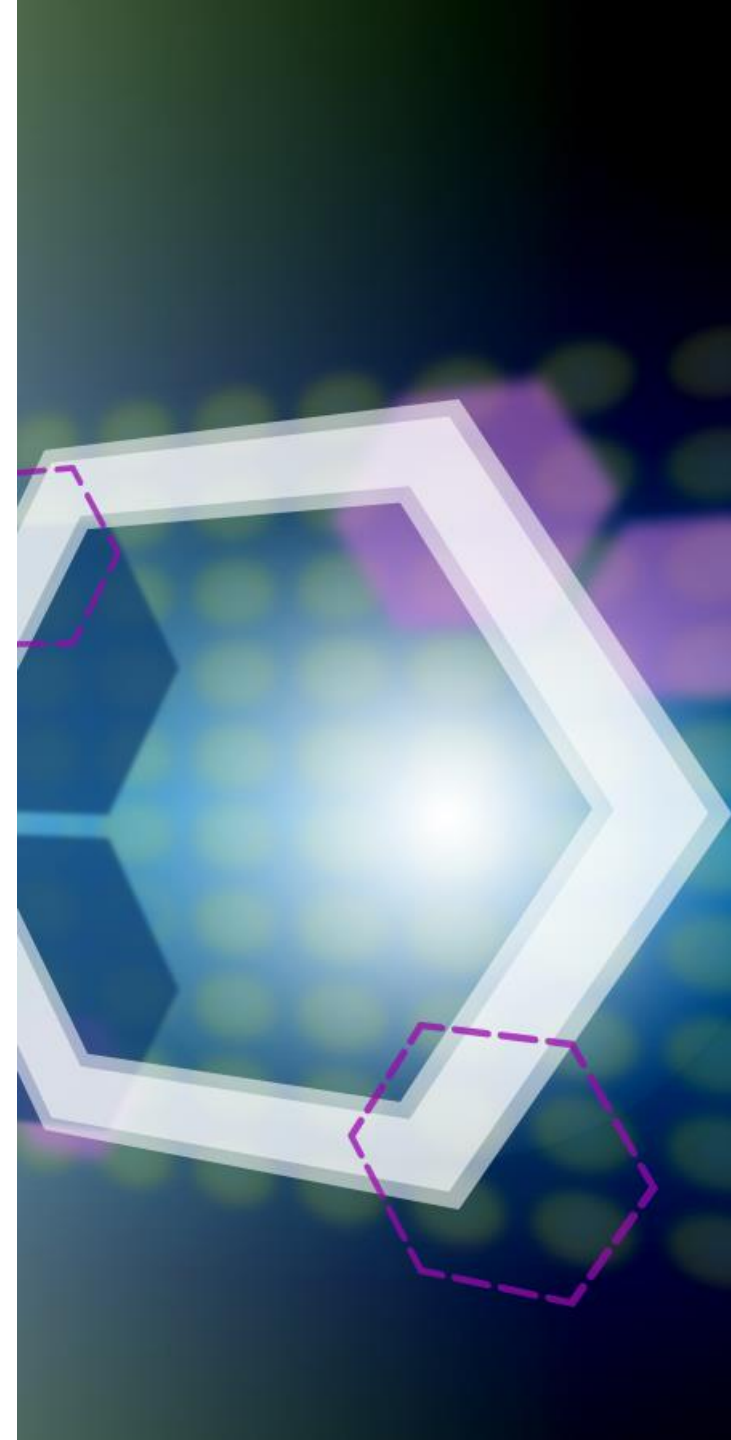
- I'm a bit of a perfectionist, which really helps me in my job. Although it does make me a little crazy that we have to make adjustments to our payroll because things are entered incorrectly.
- I pride myself on being professional and contributing to my agency. It's important that people get paid what they earn without hassle. I feel like I help make that happen.
- I look forward to coming to work and doing the best I can for DOT and its employees.

### Why I'll use TLA

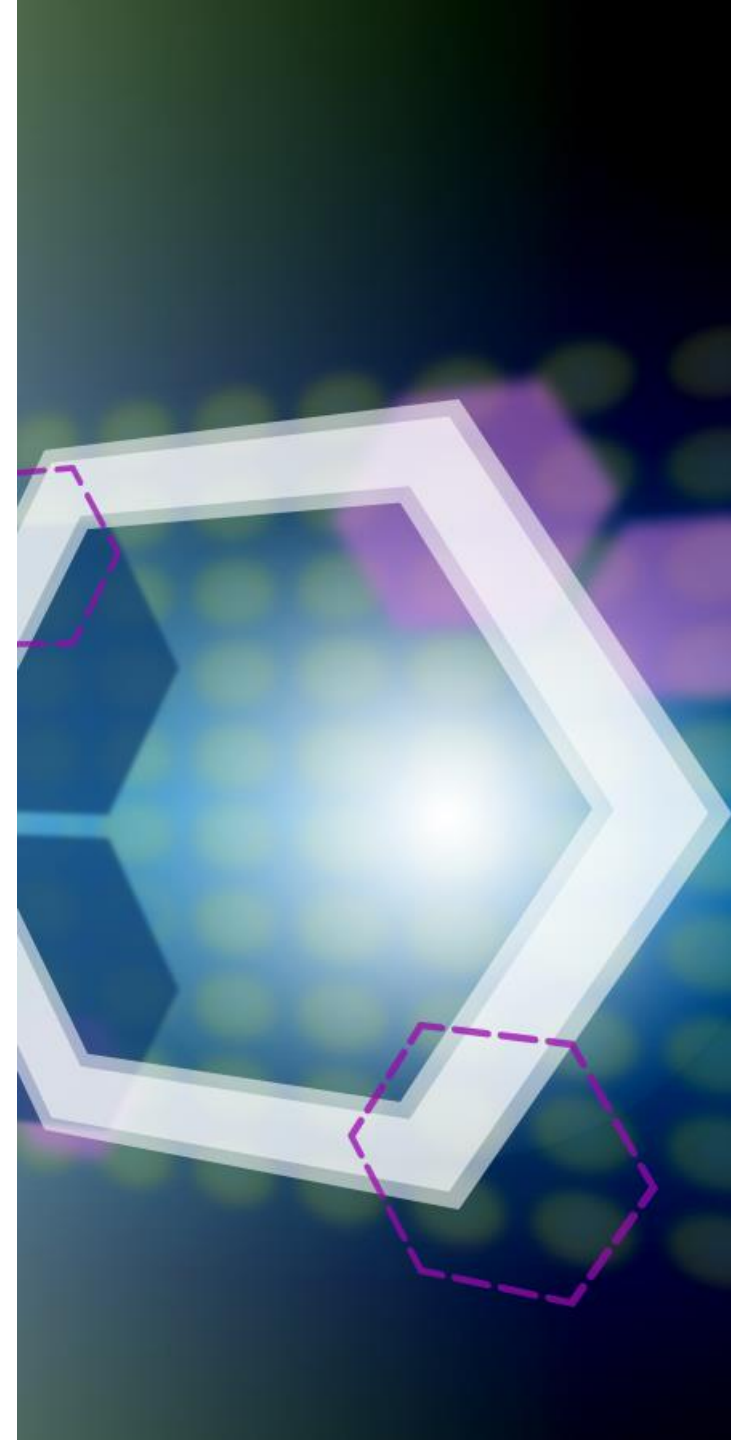
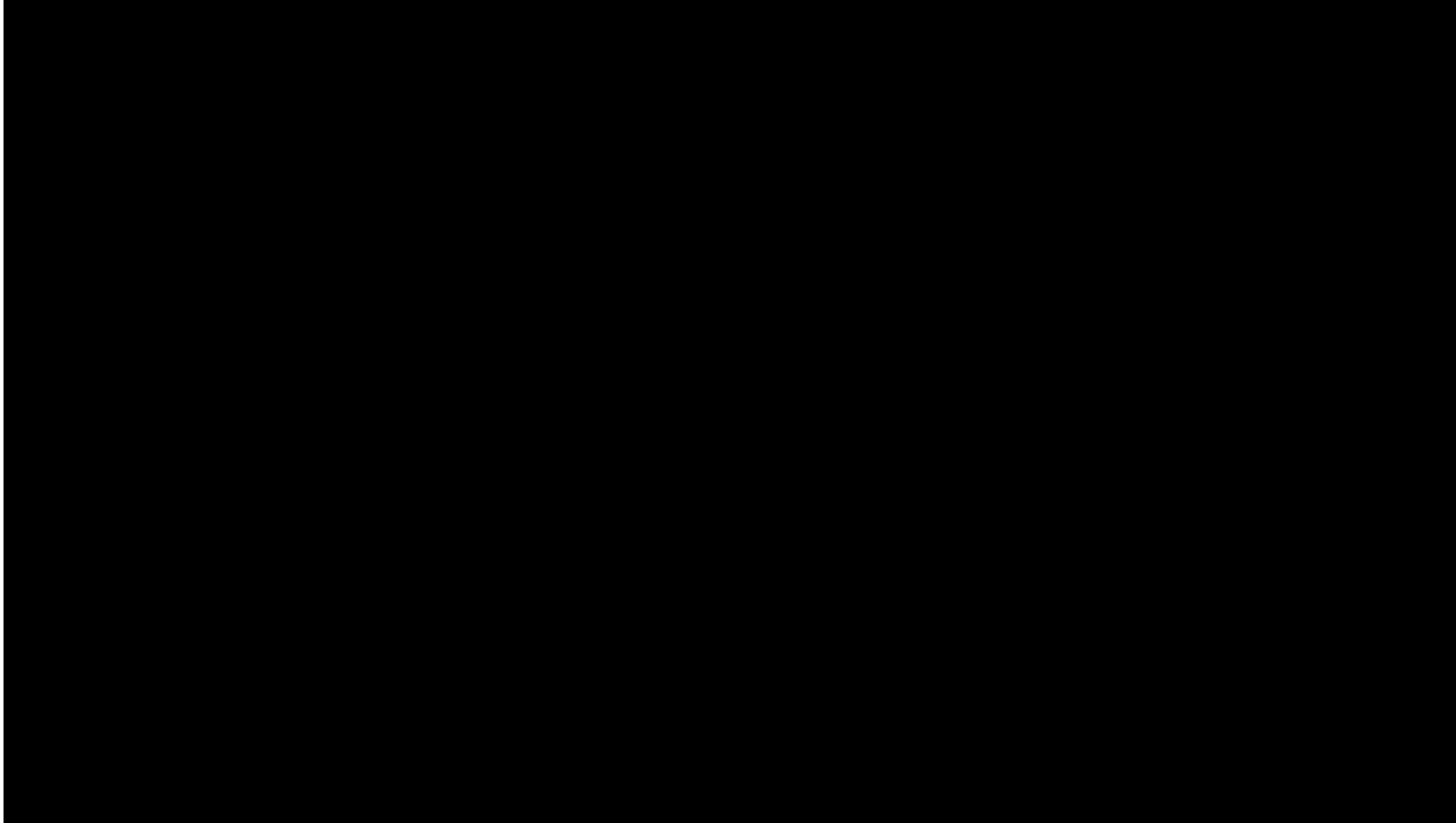
# UX Services: Information Architecture

► Information architecture is the creation of a structure for an application that allows users to understand where they are in the system, and where the information they want is in relation to their position. Information architecture results in the creation of site maps, hierarchies, categorizations, and navigation.

- Card sorting
- TreeJack testing



# UX Services: Formal Testing



# UX Services: Accessibility Evaluations and Testing

- Evaluate systems against [WCAG 2.0 AA](#) standards ([meets OCIO Policy 188](#)).
- Provide detailed findings of failures and issues along with recommendations on how to improve accessibility
- Conduct formal usability testing with assistive technology users



# How you can help

- Participate!
- Help us reach users

► *Put users first when making design or other decisions that will impact user experience*





► Questions?



# Communications Update

▶ [Video](#)



# Communications Update

## ► What have we been up to?

### Outreach

- Updates
  - Legislators
  - Listserv (+1,800!)
  - Inside ESD
- TSB & other presentations
- Public comment portal CA Paid Family Leave check-in

### Shareable Content

- Video (428+ views!)
- Employer/Employee FAQs
- Sick vs Paid Family & Medical (updated)
- Q&A Topic on public portal

### Other

- Career fair
- Communications consultant
- New employee orientations
- Communications process set-up and planning (ongoing)





# Communications Update

## ► What's next

### Outreach

- Voluntary plan outreach
- Outreach timeline
- Outreach coordinator hiring
- Usability testing volunteers
- Language & accessibility research and planning

### Shareable Content

- Branding
- Social media
- Premium estimate calculator (website)
- Internal templates
- E-learning development (training)

### Other

- Hiring fair
- Messaging templates
- Communications process set-up and planning (ongoing)



# Rules Update

- ▶ Jason Barrett, Lead Policy Analyst



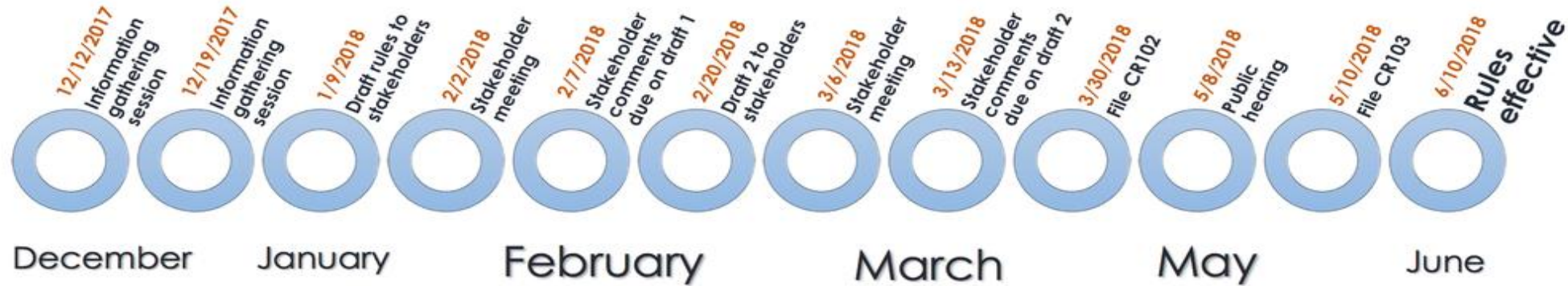
# Substantive Changes from Round One

- ▶ Self-employed individuals opting in
  - ▶ Coverage will begin the following quarter
  - ▶ Individual may provide specific documentation (personal logs, contracts, etc.) to overcome department denial of eligibility
- ▶ New employer size assessment
  - ▶ Employers with less than four quarters of reporting will have their size determined after their first full quarter of reporting for the purposes of premium liability

# Substantive Changes from Round One

- ▶ Information request for voluntary plan employers
  - ▶ Employers with a voluntary plan can request benefit information from a previous employer to prevent excessive benefit allowance
- ▶ Voluntary plan benefit eligibility
  - ▶ Employers with a voluntary plan may offer eligibility requirements that are more generous than the state requires
- ▶ Voluntary plan reapproval
  - ▶ The annual reapproval of a voluntary plan that is required by statute for the first three years is not subject to the \$250 application fee

# Phase One Timeline



\*This timeline is a draft intended to give stakeholders an approximate timeframe for completion of draft rules for "Phase I" of the Paid Family and Medical Leave rulemaking process. Dates subject to change, per needs of the project.

# Phase Two Topics

- ▶ Employer reporting and recordkeeping
- ▶ Penalties
- ▶ Small business grants

# Phase Two Timeline (tentative)

- ▶ March 20 & 27- Listening sessions
- ▶ April 24 - Release draft one
- ▶ April 26 - Pre-102 meeting
- ▶ May 28 - Release draft two
- ▶ May 31 - Pre-102 meeting
- ▶ July 16 - File 102

# Suggestions

- ▶ Data Collection
  - ▶ Significance Analysis
  - ▶ Small Business Economic Impact Study





# For the Good of the Order

▶ Public Comment

# Contact

## Advisory Committee Chair, Cami Feek

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