



Designing a First-Class User Experience for Affordable Care Act Enrollment

Project Overview
February 2012

OVERVIEW

Project Objectives

1. Develop first-class user experience (UX) design for health insurance exchanges operated by state and federal governments under the Affordable Care Act.
2. Design the UX based on an understanding of consumer needs and refined through user testing.

OVERVIEW

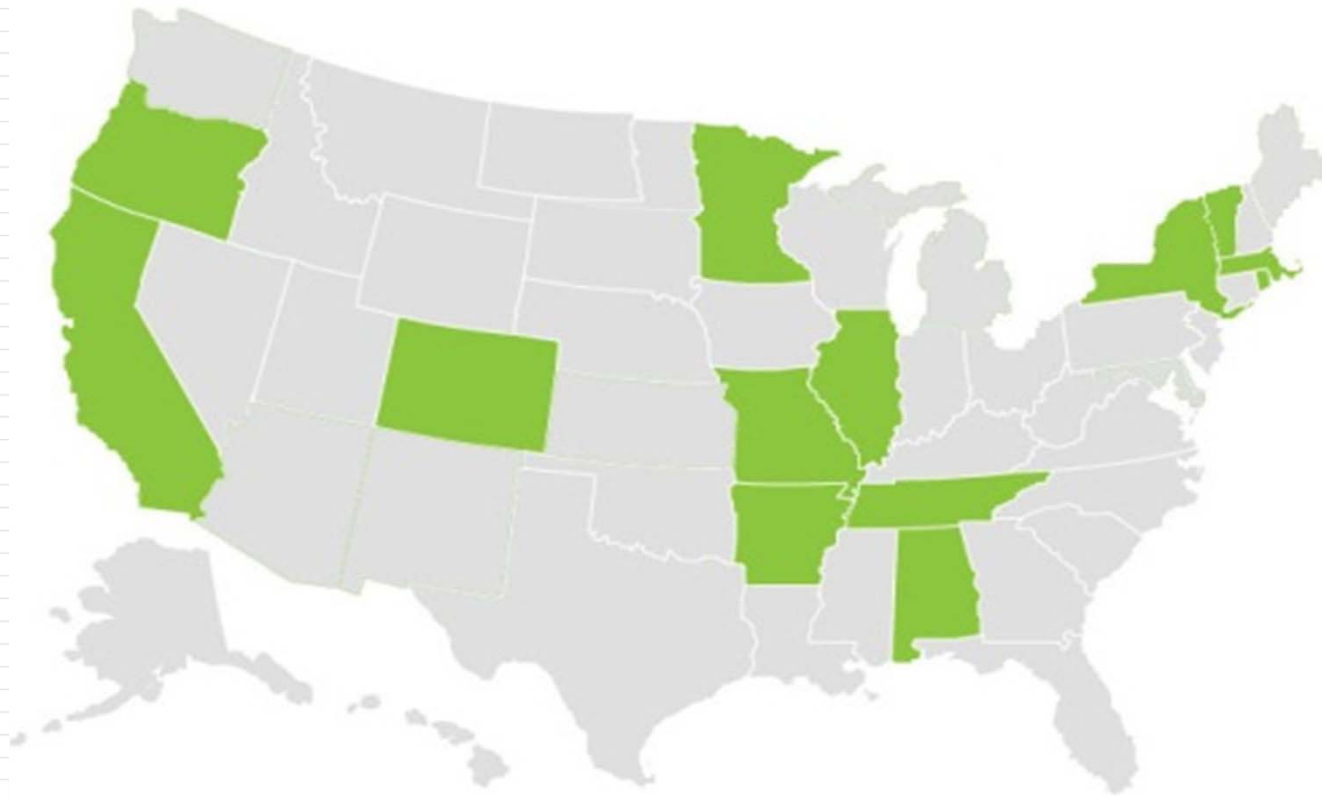
Public / Private Partnership



ENROLL 2014 **UX** WELCOME TO COVERAGE

OVERVIEW

11 Participating States



AL, AR, CA, CO, IL, MA (RI, VT), MN, MO, NY, OR, TN

ENROLL
2014 **UX** WELCOME
TO COVERAGE

OVERVIEW

UX 2014 Design Partner



- World-class design and innovation firm.
- Palo Alto-based with 10 offices on three continents.
- Market leader in simplifying design of complex systems; understanding and then translating needs and desires of end users.

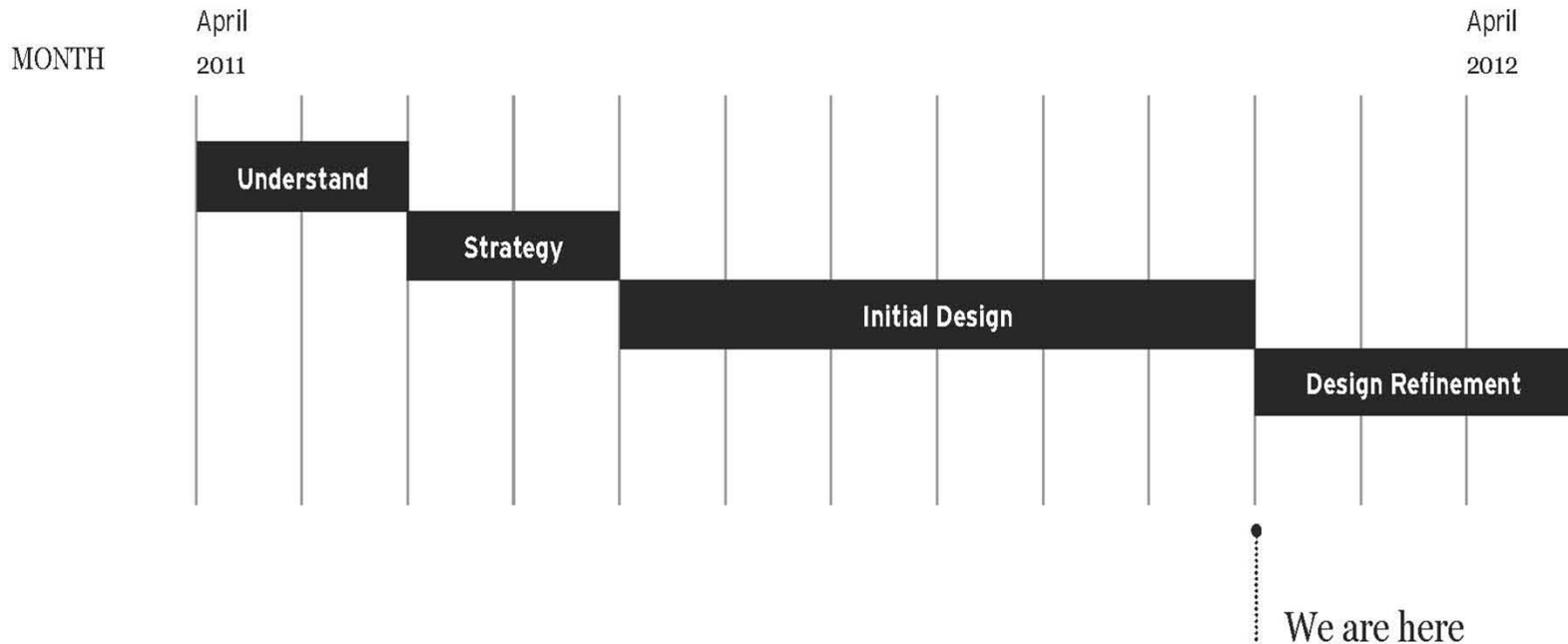
OVERVIEW

Project Scope

- Individual and family self-service enrollment.
- End-to-end eligibility, enrollment, plan comparison and selection, premium payment and retention experience.
- All health insurance affordability programs (Medicaid, CHIP, Exchange, Basic Health Plan); linkage to other human services programs.
- Multiple pathways; support for assisters.
- Design for diversity and ADA compliance.
- Vendor neutral, system agnostic and customizable.

OVERVIEW

Project Timeline



Deliverables:

Understand

Research Plan
HCD Project Journey
Research Snapshot

Strategy

Strategic Frameworks
Design Directions
Mobile Recommendations

Initial Design

Wireframes
Information Architecture
Preliminary Visual Design

Design Refinement

User Experience Design Spec
Reference Design Prototype
Communication Materials

OVERVIEW

Project Engagement and Communication

- Series of workshops with CMS and states.
- Webinars with states and national organizations and associations.
- Subject matter expert sessions.
- Panel and conference presentations.
- Public website with project updates to active mailing list.

ENROLL 2014 **UX** WELCOME TO COVERAGE

[Home](#) [About UX 2014](#) [Design Journey](#) [Design Zone](#) [Who's Involved](#) [FAQ](#)

The Enroll UX 2014 project will provide federal and state governments with a human-centered user experience (UX) design for health insurance exchanges. The design will help people better understand and connect with coverage.

HUMAN CENTERED DESIGN

UNDERSTAND

Human-Centered Design Research

Understand needs and desires of prospective users, and public and community-based agencies who interact with users as they flow in and out of the enrollment process.

- Received in-depth briefings on the Affordable Care Act.
- Conducted field interviews with consumers in three states.
- Talked with experts: frontline workers, state and federal, staff, advocates and policymakers.
- Reviewed Medicaid, CHIP and commercial health insurance online applications and other analogues.

UNDERSTAND Consumer Research



Isabella 30

133-400%
FPL

Jefferson Parish

Don't tell me it's 10% of the amount. I need to know if I can afford it.



Yvonne 41

<133%
FPL

Orleans Parish

I want to take advantage of everything available. Medicaid will pay for my gastric bypass surgery.



Darryl 47

133-400%
FPL

Orleans Parish

Case workers have no empathy for our situation. Their job provides them with medical care, they don't realize how important this is for us.



Judy 60

133-400%
FPL

St. Charles Parish

I tried to look for a car online. I don't know how to do it. I'm afraid to log on. I might have a problem and do it wrong.



Greg 22

300-400%
FPL

Jefferson Parish

We got a computer when I was 16. That's when the internet started for me.

UNDERSTAND

Research Insights

- Enrollment is challenging enough.
- People's circumstances often magnify the challenges.
- The current enrollment system doesn't make it any easier.

UNDERSTAND

Behavioral Segmentation

Helps to design a user experience that is responsive to people's different needs, desires and expectations.



Passenger

Get it done for me

How they want to engage: Hands-off

How they want to feel: Unburdened

What they're willing to give up: Control for convenience



Apprentice

Hold my hand

How they want to engage: Hands-on

How they want to feel: Like they're doing the right thing and making appropriate decisions

What they're willing to give up: Speed, convenience, and flexibility



Manager

Keep me posted

How they want to engage: Only when needed for oversight and approval

How they want to feel: Confident and well represented; that their time is used effectively

What they're willing to give up: A certain degree of control over the process



Engineer

Get out of my way

How they want to engage: Detail by detail

How they want to feel: Equipped to make decisions and changes when necessary

What they're willing to give up: Very little



Assister

How can I best help you?

How they want to engage: Meet consumers where they are

How they want to feel: Like they're providing a valuable service

What they're willing to give up: Many of the easier cases

UNDERSTAND

Design Principles

Grounded in user needs and serve to inspire creative solutions to address those needs.



Give Me Direction



Keep Me Moving



Support Me My Way



Be a Good Neighbor

UNDERSTAND Strategy Workshop

July 12, 2011, Palo Alto, CA

Teams from eight states participated.

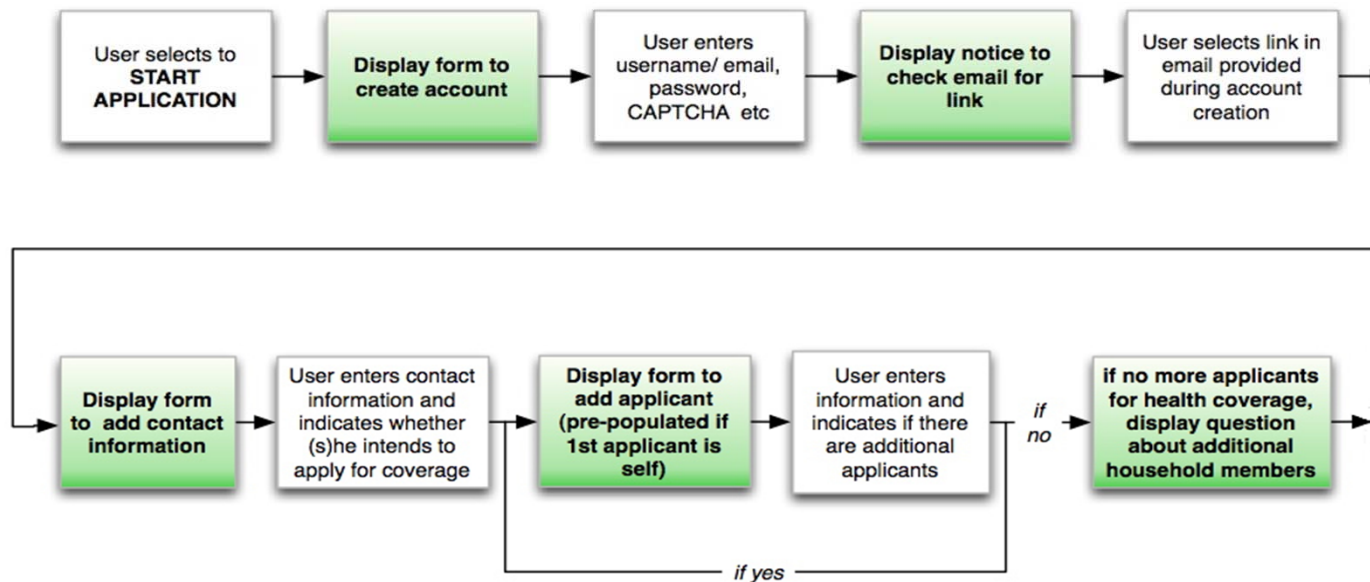


INITIAL DESIGN

System Flow

Diagram serves as a high-level illustration of the proposed information flow and functionality.

HIGH-LEVEL SYSTEM OVERVIEW: ELIGIBILITY APPLICATION



INITIAL DESIGN Wireframes

Show placement of all information and functionality on a page.

Ensure required data elements are included, everything fits, and the organization and flow works.

The wireframe shows a multi-step registration process for a health coverage portal. The main form is titled "HEALTH COVERAGE PORTAL" and includes navigation tabs for "Learn More", "Apply Now", "Browse Plans", and "Find Assistance". The "Apply Now" tab is active, showing progress bars for "APPLY" (in progress), "BROWSE PLANS" (not yet started), and "ENROLL" (not yet started). A sidebar on the right contains a "HELP" section with a phone number (1-800-555-1212) and a "HELP" button. The main form section is titled "WHO IS SEEKING COVERAGE?" and contains the following fields and options:

- Applicant's Name:** Text boxes for "Judy", "Jane", and "Jetson".
- Date of Birth:** Text box for "06/20/1983".
- Social Security Number:** Text boxes for "554", "95", and "6648".
- Gender:** Radio buttons for "Male" and "Female".
- Are you pregnant?** Radio buttons for "Yes" and "No".
- When is the due date?** Text box.
- # of babies expected:** Text box.
- Race:** Dropdown menu with "White" selected.
- Ethnicity:** Dropdown menu with "Caucasian" selected.
- Home Address:** Text boxes for "304 Lower st.", "Orlando", "FL", and "32801".
- E-mail:** Text box for "jetson@gmail.com".
- Are you a U.S. citizen?** Radio buttons for "Yes" and "No".
- Are you a member of an American-Indian tribe, or Alaskan Native?** Radio buttons for "Yes" and "No".
- Are you currently incarcerated?** Radio buttons for "Yes" and "No".
- Would you like to add another applicant?** Radio buttons for "Yes" and "No".

At the bottom of the form are buttons for "SAVE FOR NOW", "BACK", and "NEXT". The sidebar also includes a "HELP" button and a "NEXT" button at the bottom.

INITIAL DESIGN

Preliminary Visual Design

Visual design defines the look and feel, including explorations in color, typography, spacing and visual hierarchy.

The screenshot shows a web application for a health coverage portal. At the top, there is a navigation bar with 'HELP CENTER', 'LANGUAGE', and user information 'Hello! John | View Account | Sign Out'. Below this is a banner for 'HEALTH COVERAGE PORTAL' with the tagline 'Connecting You to Health Insurance'. A yellow 'Need Help?' box contains contact information: 'Voice/TTY 1-800-123-4567' and 'Chat Now'. The main navigation includes 'LEARN MORE', 'APPLY NOW', 'BROWSE PLANS', and 'FIND ASSISTANCE'. A progress bar indicates the current step: 'Where in the application progress am I?'. Below the progress bar, there are sections for 'Who is Seeking Coverage', 'Plan Selection', and 'Enroll & Pay'. The 'Apply For:' section lists four individuals: John S. (Primary Applicant), Jane S., Hunter S., and Terry S., with an 'Add a Person' button. A sidebar on the left contains a 'Dictionary' with a search for 'PPO', a 'Live chat' window with a message from Cindy, and utility icons for 'Calculator', 'Live Chat', 'Video', and 'Dictionary'. The main form area is titled 'Who is Seeking Coverage' and contains the following fields: Full Name (John, Francis, Smith), Date of Birth (07 / 19 / 1970), Social Security Number (123 - 45 - 6789), Gender (Male selected), Race (White), Ethnicity (Caucasian), Home Address (100 Main Street Apt # 105, Palo Alto, CA, 94301), E-mail (johnsmith@gmail.com), Mailing Address (100 Main Street Apt # 105, Palo Alto, CA, 94301), Is John a U.S. citizen? (No selected), Alien Registration # (1234567890), U.S. Entry Date (03 / 21 / 2002), Is John a member of an American-Indian tribe, or Alaskan Native? (No selected), and Is John currently incarcerated? (No selected). At the bottom, there are 'BACK' and 'NEXT' buttons.

INITIAL DESIGN

Preliminary Visual Design

Visual design defines the look and feel, including explorations in color, typography, spacing and visual hierarchy.

The screenshot displays a web interface for a health coverage portal. At the top, there are navigation links for 'HELP CENTER', 'LANGUAGE', and user information 'Hello! John' with options for 'View Account' and 'Sign Out'. A prominent yellow banner asks 'Need Help?' with a phone number '1-800-123-4567' and options for 'TTY' and 'Chat Now'. Below this, there are four main navigation buttons: 'LEARN MORE', 'APPLY NOW', 'BROWSE PLANS', and 'FIND ASSISTANCE'. A progress bar indicates the user's current stage in the application process: 'Who is Seeking Coverage', 'Plan Selection', and 'Enroll & Pay'. The 'Plan Selection' stage is active, showing a 'Select Plan For:' section with icons for 'John S. Primary Applicant', 'Jane S.', 'Hunter S.', 'Terry S.', and an 'Add a Person' button. The main content area is titled 'Search Results' and shows '15 Plans Found'. A sidebar on the left allows filtering search criteria: 'Monthly Premium: \$ 300 - \$ 500 (28)', 'Annual Deductible: \$ 500 - \$ 700 (45)', 'Primary Care Co-Pay: \$ 20 (30)', 'Quality Rating: ★★★★★ (28)', and 'Plan Type: PPO (23)'. It also includes 'Additional Services' like 'Vision', 'My Doctor in Network', and 'Chronic Cost', and an 'Add More Criteria' button. A notification bubble states: 'I am expecting a baby soon and I just found out that my doctor's group left my medical plan. Do we have to get a new doctor to deliver our baby?'. Below the notification are utility icons for 'FAQ', 'Calculator', 'Live Chat', 'Video', and 'Dictionary'. The search results list four plans, each with a 'Monthly Premium' and a breakdown of costs: 'Deductible', 'Out of Pocket Expenses', 'Primary care Co-pay', 'Generic Prescription', 'ER Visit', and 'Specialist'.

Plan Name	Plan Type	Quality Rating	Monthly Premium	Deductible	Out of Pocket Expenses	Primary care Co-pay	Generic Prescription	ER Visit	Specialist
AgileLight Plus 1 Plan	PPO	★★★★★	\$259	\$250	\$5000	\$250	\$20	\$100	\$250
AgileLight Plus 1 Plan	PPO	★★★★★	\$265	\$250	\$5100	\$240	\$20	\$100	\$280
Nn Next network	PPO	★★★★★	\$270	\$260	\$5200	\$270	\$25	\$110	\$270
Nn Next network	HMO	★★★★★	\$280	\$260	\$5200	\$250	\$20	\$120	\$200

INITIAL DESIGN

“Walk the Wall” Exercise



To refine the flow of the application process.

INITIAL DESIGN Design Workshop

September 12-13, 2011, San Francisco
Teams from CMS and 14 states participated.



INITIAL DESIGN

Enrollment Vendor Briefing

October 28, 2011, Palo Alto, CA

44 representatives of 26 firms participated.



INITIAL DESIGN

User Evaluation

Evaluation Objectives

- Test the navigational structure.
- Test behavioral aspects of the interaction model.
- Collect feedback on general application flow.
- Evaluate two different approaches for finding health care plans.
- Collect feedback on the visual design direction.

Participants

- Participants from different socioeconomic backgrounds.
- Age and ethnic diversity.
- Range of familiarity with computer technology and online shopping.
- Emphasis on multi-plan families including mixed eligibility and people with current or very recent Medicaid or CHIP experience.

INITIAL DESIGN

User Evaluation

High-Level Insights:

- Navigational structure gave participants a sense of progress and accomplishment.
- General application flow was easy and manageable, especially when compared to paper applications.
- All participants struggled on income page, especially with current and projected income.
- During plan selection, participants felt focused and appreciated the context provided with filters and questions.
- Participants liked the idea of indicating flexibility on certain questions.
- While comparing, participants liked that they could go deeper into plan details without having to switch views.

DESIGN REFINEMENT

Design Refinement Workshop

January 30-31, 2012, San Francisco

Teams from CMS and 18 states participated.



VISUAL DESIGN CONCEPTS

The screenshot shows the State Health Exchange website interface. At the top, there is a navigation bar with the logo and links for 'Apply for Coverage', 'Learn More', and 'Get Assistance'. Below this is a secondary navigation bar with 'Gustav's Account (3)', 'Sign out', 'Continue Application', 'Your Account', 'Other Language', and 'Cart (3)'. The main content area features a large illustration of a family and a tree, with a 'Start your application' heading and an 'Apply for Coverage' button. A 'Sign In' form is visible on the right side, including fields for 'Username' and 'Password', a 'Remember me' checkbox, and a 'Sign in' button. Three yellow callout boxes provide design insights: 'Color Coordination' notes the use of color for orientation; 'We Speak Your Language' highlights multi-lingual support; and 'Speaking and Doing' discusses typography and visual cues.

STATE Health Exchange

Apply for Coverage

Learn More

Get Assistance

Gustav's Account (3) Sign out

Continue Application

Your Account

Other Language

Cart (3)

Color Coordination
Color is used throughout the site to help orient the user and provide continuity.

We Speak Your Language
The web site supports multi-lingual requirements

Speaking and Doing
Distinctions in typography and visual elements provide the user with cues to differentiate moments of speaking and doing.

Start your application for

Apply for Coverage

Should I Apply for Financial Assistance?

LEARN MORE

Learn about your State Health Benefit Exchange

LEARN MORE

State News & Important Dates

READ MORE

Open Enrollment
January 2014- June 2014

Sign In
Don't have an account? [Sign up Now](#)

Username

Password

Remember me

Forgot your Username or Password?
Are you an Assister?

Sign in

VISUAL DESIGN CONCEPTS

The screenshot shows the 'Apply for Coverage' section of the State Health Exchange website. The top navigation bar includes 'Apply for Coverage', 'Learn More', and 'Get Assistance'. The user is logged in as 'Gustav's Account (3)'. The main content area is titled 'Household member 2 of 4' and contains a form for entering personal information. The form includes fields for Name (First, Middle, Last), Title, Suffix, Date of Birth, and Relationship. A 'Scalable Elements' callout points to the form fields, and a 'Context Sensitive Information' callout points to a help icon. A 'Signature Action Color' callout points to the green highlights on the form. A 'Next' button is at the bottom right.

Signature Action Color
An actionable color is used throughout the application to indicate most interactive elements (e.g. radio buttons, pull-down menu, section navigation elements, and key confirmation buttons.)

Scalable Elements
Text and form elements can be resized to meet the visual requirements of users. Based on consultation with accessibility experts, users can use browser tools to manipulate text size.

Context Sensitive Information
Informational touch points throughout the interface are provided to access context sensitive information.

STATE Health Exchange

Apply for Coverage

Learn More

Get Assistance

Gustav's Account (3) Sign out

Saving Application...

Your Application

- 1 Start Your Application Complete
- 2 Build Your Household In Progress
- 3 Your Household Income Incomplete
- 4 Additional Questions Incomplete
- 5 Review, Declare & File Incomplete

Household member 2 of 4

NAME

Beatrice

Middle Name

Hermannson- Smith

Title

Suffix

DATE OF BIRTH

April 07 2004

RELATIONSHIP (to primary contact)

Self

Is this person applying for coverage?

yes no

SOCIAL SECURITY NUMBER

XX XXXX ?

↓ Next

VISUAL DESIGN CONCEPTS

The screenshot displays the STATE Health Exchange website interface. At the top, there is a navigation bar with links for 'Apply for Coverage', 'Learn More', and 'Get Assistance'. Below this is a user account section for 'Gustav's Account (3)' with a 'Sign out' link. The main content area features a progress bar on the left with five steps: 'Start Your Application' (Complete), 'Build Your Household' (In Progress), 'Your Household' (Incomplete), 'Additional Questions' (Incomplete), and 'Review, Declare & File' (Incomplete). The central banner area has a green background with an illustration of a family and the text 'Build your household'. A 'Continue' button is located at the bottom right. Three yellow callout boxes highlight design concepts: 'Maintaining Orientation', 'Flexible Section Interstitials', and 'Effective Hierarchies and Contrast'.

Maintaining Orientation
The site navigation area grounds users by clearly showing where they are in the application process. Progress is marked in a positive manner as users make their way through the site.

Flexible Section Interstitials
Scalable header area contains an inviting, positive imagery. This area could be customized to meet individual state's needs.

Effective Hierarchies and Contrast
Subtle dimensional cues and an effective use of negative space reinforces the hierarchy of the page.

VISUAL DESIGN CONCEPTS

The screenshot shows a user account page for 'Gustav's Account (3)'. The page has a top navigation bar with 'Sign out', 'Saving Application...', 'Other Language', and 'Cart (3)'. A left sidebar contains 'Your Account' with sub-items 'Overview', 'Settings', and 'My Program & Plans', and 'Messages & Notices (3)'. The main content area includes a 'Utility Navigation' section, a 'Help Near By' section, a 'Your Enrollment Process' section with a progress bar, and a 'Change' section. Three yellow callout boxes highlight design concepts: 'Utility Navigation', 'Help Near By', and 'Bold Touch Points'.

Utility Navigation
A persistent utility navigation area is separated from other elements through the use of implied tactile quality and 'pinning'—helping anchor this key navigation area.

Help Near By
Persistent access to help and support tools are maintained in the window at all times.

Bold Touch Points
Clearly indicated primary touch points within the interface show users in a clear and compelling fashion how to get started and keep them moving through a transaction.

Account Created *Complete* Application Filed & Approved *Complete* Find & Enroll in a Plan

[Complete Your Enrollment](#)

[→ Moving](#) [→ Change in Income](#) [Learn how changes affect your coverage](#)

VISUAL DESIGN CONCEPTS



NAME

Beatrice

Last Name

DATE OF BIRTH

April

07

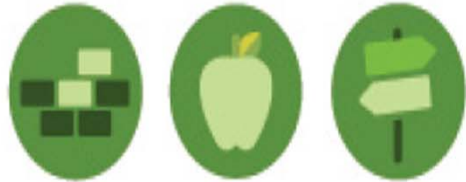
|

SOCIAL SECURITY NUMBER

XXXX - XX - XXXX



VISUAL DESIGN CONCEPTS



DELIVERABLES

Project Deliverables Summary

- User Experience Design Spec
 - Information architecture
 - Design principles
 - Detailed design specifications, including page annotations, wireframe illustrations
 - Visual design style guide: typography, color schemes, iconography and graphics
- Communications materials for sharing design
- Design reference click-through representing key design elements

DELIVERABLES

Implementation

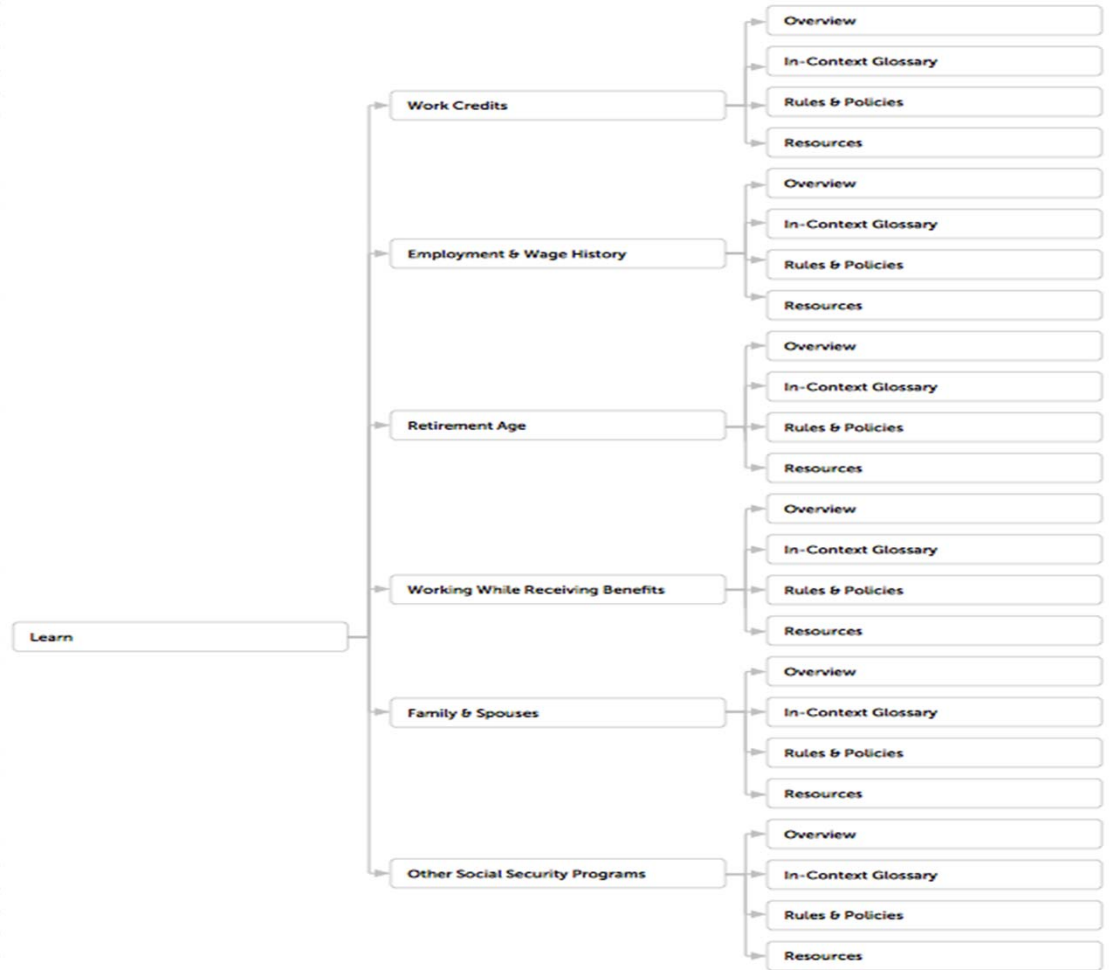
- Deliverables designed for use by a skilled software implementation team.
- Deliverables will be technology agnostic, applicable regardless of implementation frameworks and programming languages.

DELIVERABLES

Information Architecture

The information architecture defines the website structure, hierarchy and navigation. It takes the form of a site map which can be visualized as a tree diagram.

EXAMPLE FROM SOCIAL SECURITY ADMINISTRATION



DELIVERABLES

Design Principles

Design principles help ensure that human-centered design is observed as technical development and subsequent enhancements takes place.



Give Me Direction



Keep Me Moving



Support Me My Way



Be a Good Neighbor

DELIVERABLES

Page Annotations

EXAMPLE FROM SOCIAL SECURITY ADMINISTRATION

Annotations contain call-outs for key functional areas. Numbered descriptive paragraphs correspond to areas on pages.

- 1 A Pre-File Checklist helps users feel fully prepared before starting the filing process, minimizing any potential distraction of searching for paperwork in the midst of filing.
- 2 The Privacy Act Statement is communicated in clear and transparent terms, and communicates the benefit to the user.
- 3 Each section of the application is marked with a "real-time" status update: Incomplete, Complete, or Needs Review. This gives users a sense of accomplishment as they advance, and clearly communicates which sections still need attention, if any.
- 4 Sections expand sequentially to allow for a more focused filing process. When each line of a section is filled out, a marker appears to indicate if the inputted information is correctly formatted. If correct, the user will see a check. If incorrectly formatted, an "x" will indicate that the line needs review.
- 5 Along the right column, a Progress Box placed at the section of current focus indicates the user's progress through the application.
- 6 When deciding whether or not to file early and take reduced benefits, users are presented with two straightforward options: to apply now with a reduction in benefits or to apply later to receive the full amount. Users are reminded that if they leave and come back later, the information they have provided thus far will be saved.
- 7 Upon completion of the application, users are reminded that a local representative will review it and get in touch should they need additional information.
- 8 In the interest of transparency and openness, the user is thanked for applying online, thus helping the organization run more efficiently.

Good Afternoon Susan Jennifer Wilkes Your Account New Messages Sign Out Chat Live Telephone Services 1 (800) 772 1213 Search

SOCIAL SECURITY ONLINE PROGRAMS SERVICES

Home » Programs » Retirement » Apply for Retirement Benefits

Apply for Retirement Benefits

For most people, applying for retirement benefits online is the fastest, easiest way to file. We provide this option for your comfort and convenience. The process is short and straightforward, and shouldn't take long to complete.

- 1 **But Before You Begin...**
We will be asking you a few questions that might require you to gather some information:
 - All Social Security Numbers you have used
 - Social Security Number and Date of Birth for current and former spouses
 - Most recent employer, address, and dates of employment
 - The Social Security Statement you receive annually in the mail
 - Earnings information for 2009-2010
 - Direct deposit details (your bank account number & bank routing number)
 - If applicable, your Medicare or Medicaid number and start date
- 2 **SIGN IN**
If you've registered online, we can use the information in your account to fill out some the application for you.
PIN Password Sign In
[I don't have an account](#)
- 3 **PRIVACY ACT STATEMENT**
We are authorized to collect the information on this form under sections 202(a), 205(a), and 1872 of the Social Security Act, as amended (42 U.S.C. 402(a), 405(a), and 1395f(3)). While it is voluntary, except in the circumstances explained below, we may not pay benefits unless we receive an application. Your response is mandatory where the refusal to disclose certain information affecting your right to payment would reflect a fraudulent intent to secure benefits not authorized by the Social Security Act. We need the information on this form to determine if you and your dependents are entitled to insurance coverage and/or monthly benefits. If you do not provide all or part of this information, it could prevent us from making an accurate and timely decision on your claim or your dependent's claim, and could result in the loss of some benefits or insurance coverage.

The information you furnish on this form is almost never used for any purpose other than to determine if you and your dependents are entitled to insurance coverage and/or monthly benefits. However, there is a possibility that for the administration of the Social Security programs or for the administration of programs requiring coordination with the Social Security Administration, we may disclose information to another person or to another agency as follows:

To enable a third party or an agency to assist Social Security in establishing rights to Social Security benefits and/or coverage;
To comply with federal laws requiring the release of information from Social Security records (e.g., to the General Accounting Office and Department of Veterans' Affairs); and
To facilitate statistical research and such activities necessary to secure the integrity and immutability of the Social Security Administration's records.


DELIVERABLES

Wireframes

A tool to show placement of all information and functionality on a page to ensure everything fits and the organization and flow works.

Apply

- ✓ Start Your Application
Complete
- ✓ Build Your Household
Complete
- ✓ Your Household Income
Complete
- 4 Additional Questions**
In Progress
- 5 Review, Declare & File

 **APPLY FOR COVERAGE**
ADDITIONAL QUESTIONS

You're only a few steps away from filing your application. Please complete the following questions.

Is Penelope Hermansson-Smith a tobacco user?

yes *no*

Is Liam Hermansson a tobacco user?

yes *no*

Is Penelope Hermansson-Smith disabled?

yes *no*

Is Liam Hermansson disabled?

yes *no*

Is Beatrice Hermansson disabled?

yes *no*

Are Penelope Hermansson-Smith, Liam Hermansson and/or Beatrice Hermansson currently enrolled in coverage? [Why are you asking?](#)

yes *no*









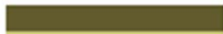








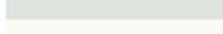

Do Penelope Hermansson-Smith and Liam Hermansson have access to other health coverage? [What does this mean?](#)

DELIVERABLES

Color Palette

Specific values for colors used throughout the website will be identified and detailed in the style guide.

EXAMPLE FROM SOCIAL SECURITY ADMINISTRATION

(R G B)		
009 022 026		Pine Green As the primary accent color on the website, Pine Green is a symbol of stability that communicates endurance and growth.
002 102 105		
072 189 168		
211 235 228		
036 014 014		American Rose The rose is the national flower of the United States. It represents health and strength.
108 013 014		
196 070 071		
243 125 112		
097 092 047		Olive Branch The olive branch—most notably found in the Great Seal of the United States—is a symbol of peaceful living and prosperity.
203 206 101		
229 236 170		
025 070 126		Cerulean Blue Cerulean Blue—with allusions to sky and sea—represents progress and forward thinking.
027 181 228		
268 222 243		
227 244 252		
025 070 126		Alabaster Many of the website's ambient elements are set in varying shades of Alabaster, a warm neutral hue with subtle connotations to money.
027 181 228		
268 222 243		
227 244 252		

DELIVERABLES

Typography

Typography guidelines provide an overview of type faces, relevant weights and sizes.

EXAMPLE FROM SOCIAL SECURITY ADMINISTRATION

Museo Sans

Used exclusively in uppercase for headers and key navigational elements on the SSA website. Museo Sans has an honest tone that's assertive but never imposing, friendly but never folksy.

**A B C D E F G H I J K L M N
O P Q R S T V W X Y Z**

Meta

To complement Museo Sans's geometric sans-serif styling, Meta was designed to work in crowded, on-screen environments, so its shapes are especially space efficient in many text sizes. Because of Meta's versatility, it is used widely on the SSA website, both as a header and in body copy.

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l n o p q r s
t u v w x y z

Trebuchet MS

Named after a medieval catapult because it "launches words across the Internet", Trebuchet is a Web-safe font that is ubiquitous on computers in the U.S. and globally. On the SSA website, we use Trebuchet as a backup to Meta because its qualities and proportions are very similar.

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l n o p q r
s t u v w x y z

Helvetica

We use Helvetica for all field input text labels, both static and dynamic and for numeric displays. It is also used as a second backup to Trebuchet MS.

A B C D E F G H I J K L N O
P Q R S T U V W X Y Z

a b c d e f g h j k l n o p q r
s t u v w x y z

DELIVERABLES

Iconography

The style guide will include a master set of icons and a description of key visual characteristics to inform any subsequent icon creation.

EXAMPLE FROM SOCIAL SECURITY ADMINISTRATION



DELIVERABLES

Design Reference Click-Through

A web-based click-through of key design elements will serve as a design reference

EXAMPLE FROM SOCIAL SECURITY ADMINISTRATION



DELIVERABLES

ADA and Accessibility Compliance

The user experience design will support a developer's ability to implement a Section 508 and ADA compliant website. Design decisions are informed by:

- Interaction design industry best practices
- ADA and Section 508 Guidelines
- WAI (Web Accessibility Initiative) recommendations
- WCAG (Web Content Accessibility Guidelines)
- ARIA (the Accessible Rich Internet Applications Suite)

Final design review will be conducted by internal and external accessibility experts.

DELIVERABLES

Browser Compatibility

- The user experience design is browser agnostic.
- The design will support desktop, notebook, and tablet computers.
- Browser compatibility is determined through implementation, which is beyond the scope of the Enroll UX project.

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About UX 2014

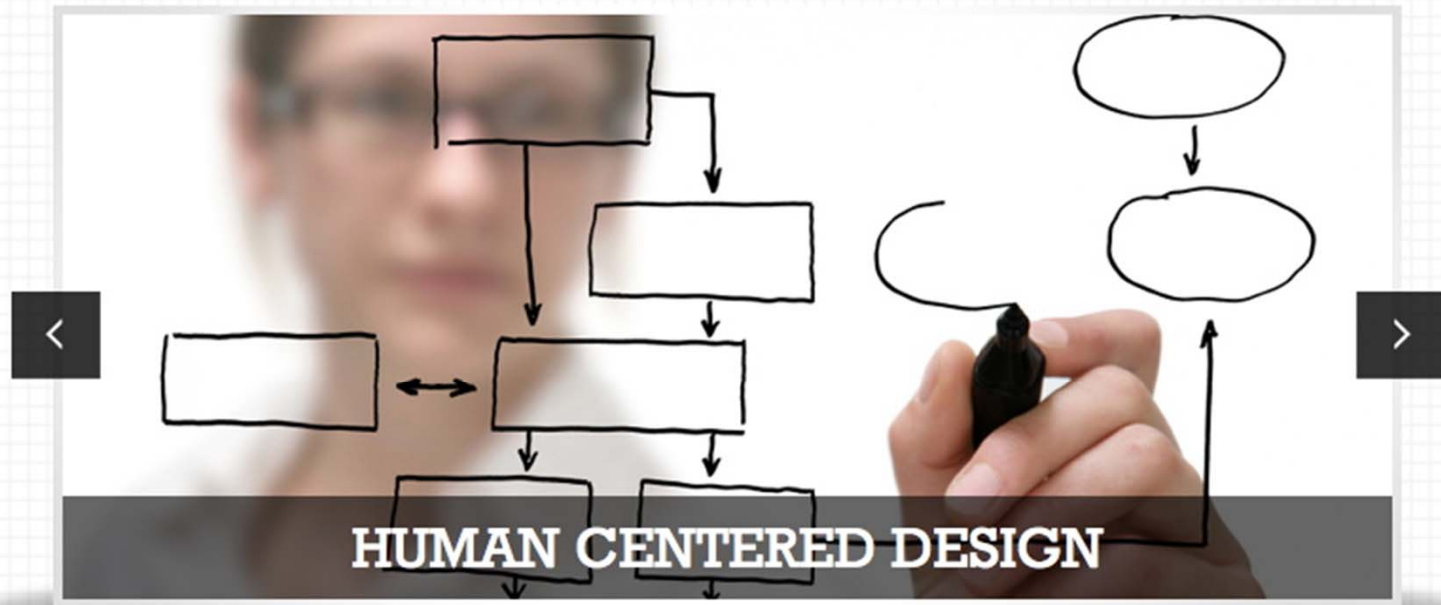
Design Journey

Design Zone

Who's Involved

FAQ

The Enroll UX 2014 project will provide federal and state governments with a human-centered user experience (UX) design for health insurance exchanges. The design will help people better understand and connect with coverage.



www.ux2014.org

Questions & Answers

For more information, contact:
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