



Optum LiveandWorkWell.com

Content Audit

March, 2016

Purpose

- 1 **Log differences** between content types
- 2 **Look for opportunities** for where items can be improved, based on desired feature lists and stakeholder interviews
- 3 **Expand** on features list with templates needed to implement those features

Observations

LAWW Content Types



PDF Guide

A downloadable guide with more detailed information on a subject.

Example:

Family Recovery and Resiliency Tools



Microsite Guide

A small limited LAWW branded website with more detailed information on a subject.

Example:

Allergy Center for Parents



Articles / News

Text informational content on health and wellness topics

Example:

Why Diabetes and Smoking Don't Mix



Webinar/ Videos

Video instructional content on health and wellness topics

Example:

Beat Your Smoking Triggers



Calculators

Small webforms to provide important numbers and goals for user's health and finances

Example:

BMI Calculator



Screeners

A longer webform for gauging diagnosis likelihood or possible health issues

Example:

Depression Screener



LAWW Tools & Programs

Multi-step activities owned by LiveandWorkWell

Example:

Tobacco Cessation Plan



Third-party Tools & Programs

Multi-step activities that are created and hosted by outside vendors

Example:

Mindfulness Tools



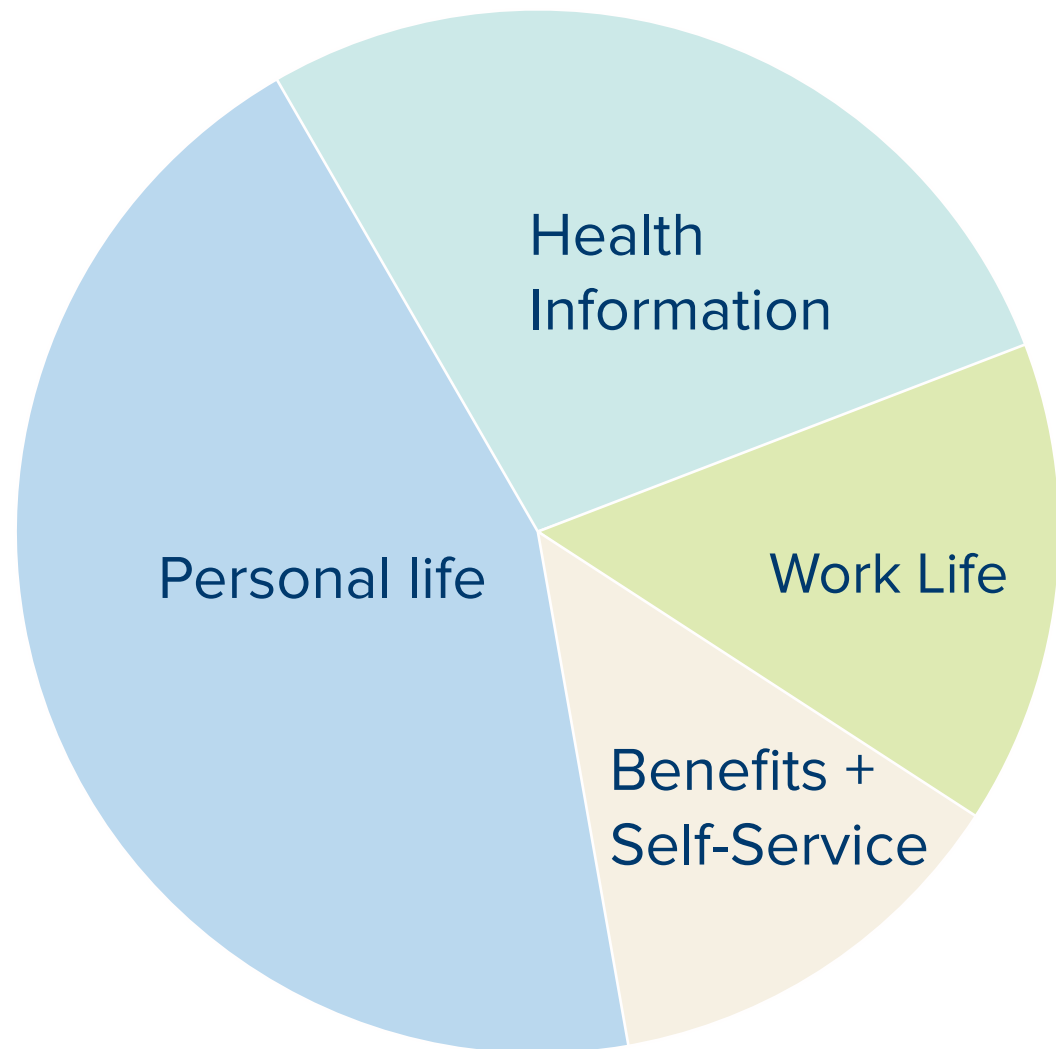
Self-Service webform

Single or Multi-Step forms used to complete a transactional action

Example:

Submit a Claim

LAWW Content Areas : An Approximate Breakdown



PERSONAL LIFE

Most content in this area is located in the current "LiveWell" section

HEALTH INFORMATION

Most content in this area is located in the current "BeWell" section

WORK LIFE

Most content in this area is located in the current "WorkWell" section

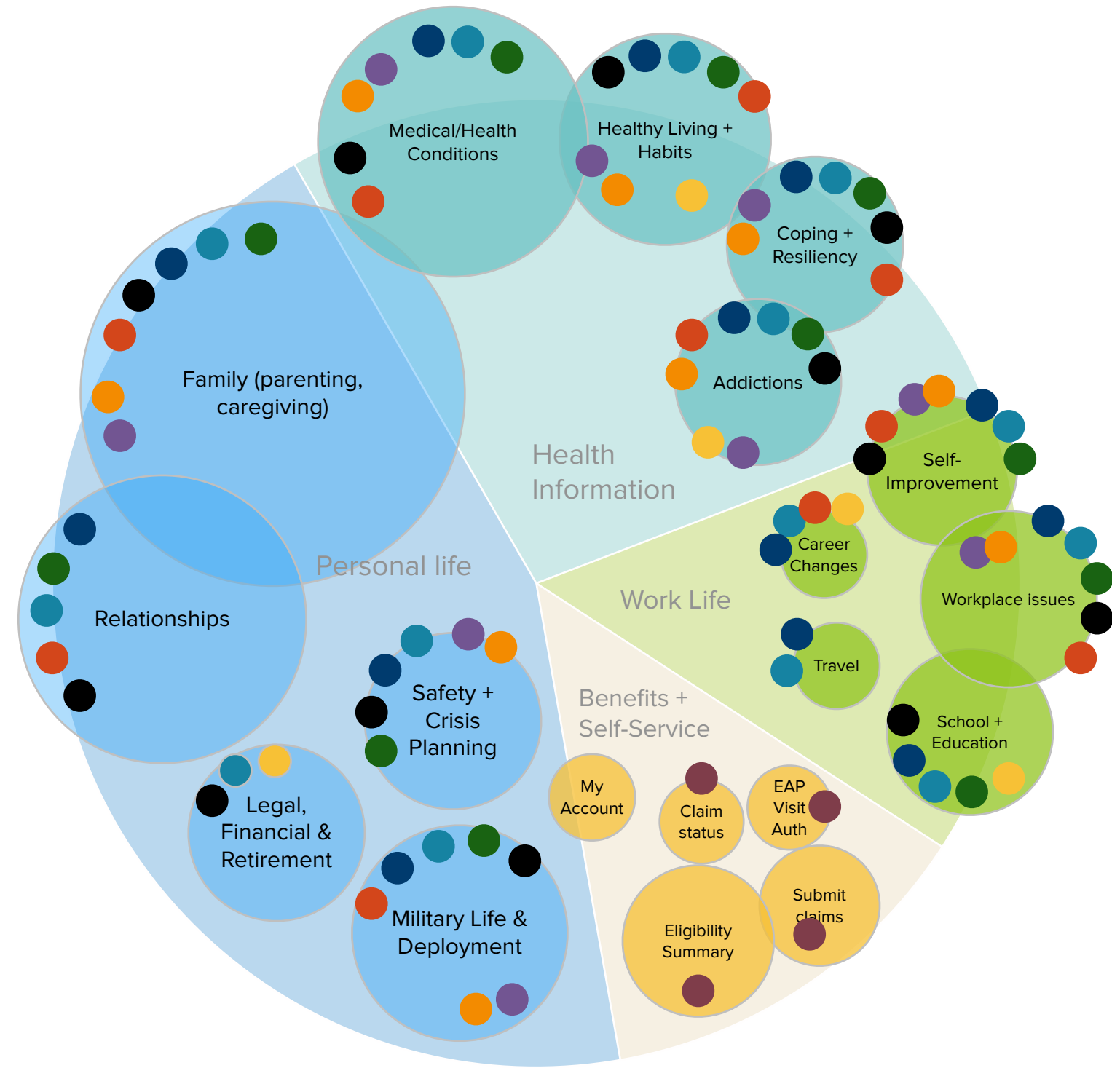
BENEFITS + SELF SERVICE

Most content in this area is located in the current Claims & Coverage area

Content Model

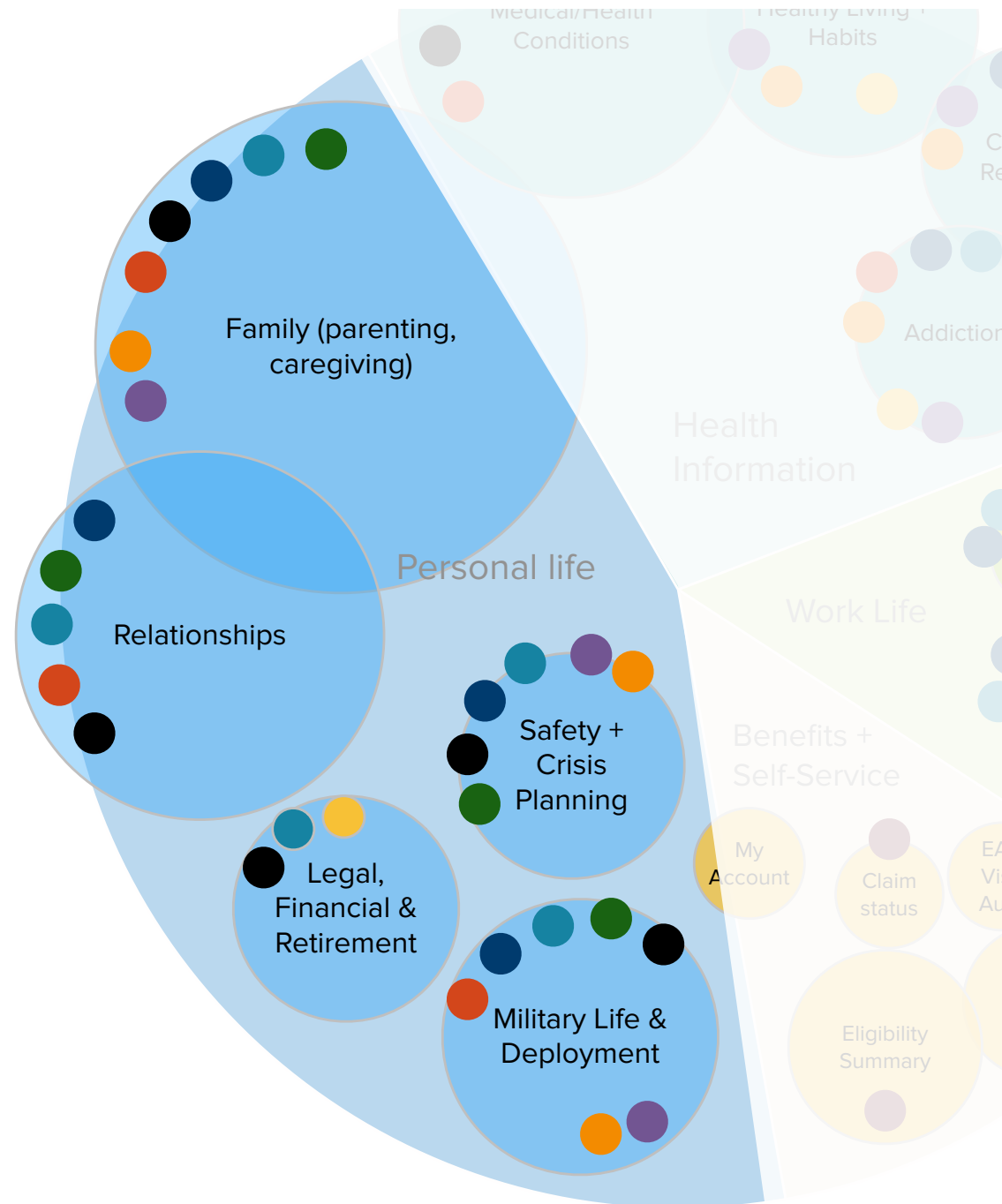
Content Types:

Links to the following content types are provided in the landing and hub pages for health center and other categories



* Additionally, external links to resources outside LAWW are provided in most sections.

Personal Life: Related Content



What this tells us

Microsites are being used for all but one subcategory

This means content currently only available in these microsite guides would benefit from being surfaced into real website content.

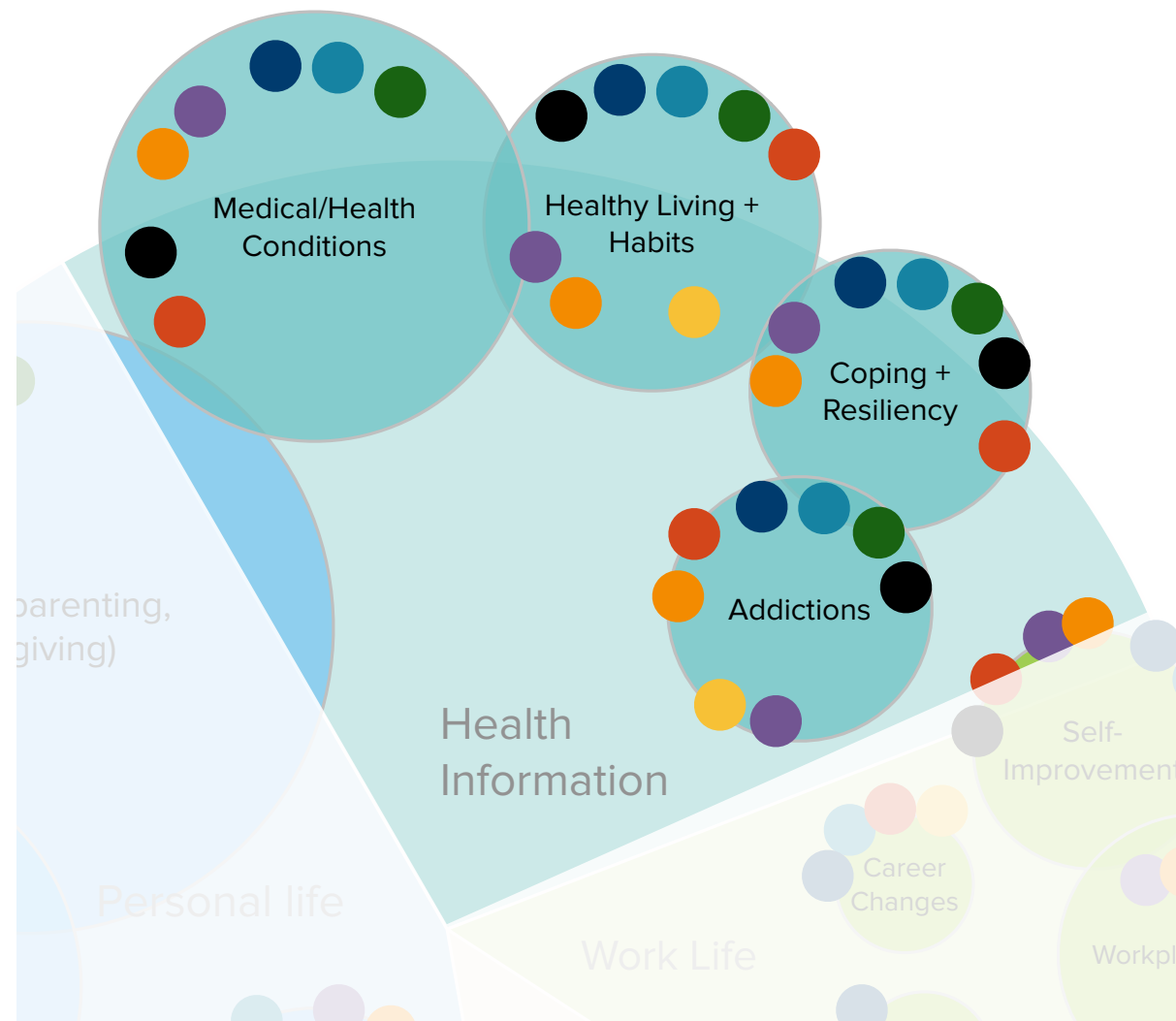
This section has the greatest amount of content with a large number of subcategories, especially within family-related topics.

This makes it a good candidate for further organization and breakdown.

All subcategories are utilizing PDF guides

This means content being left or hidden within PDF files would benefit from being surfaced to real website content.

Health Information: Related Content



What this tells us

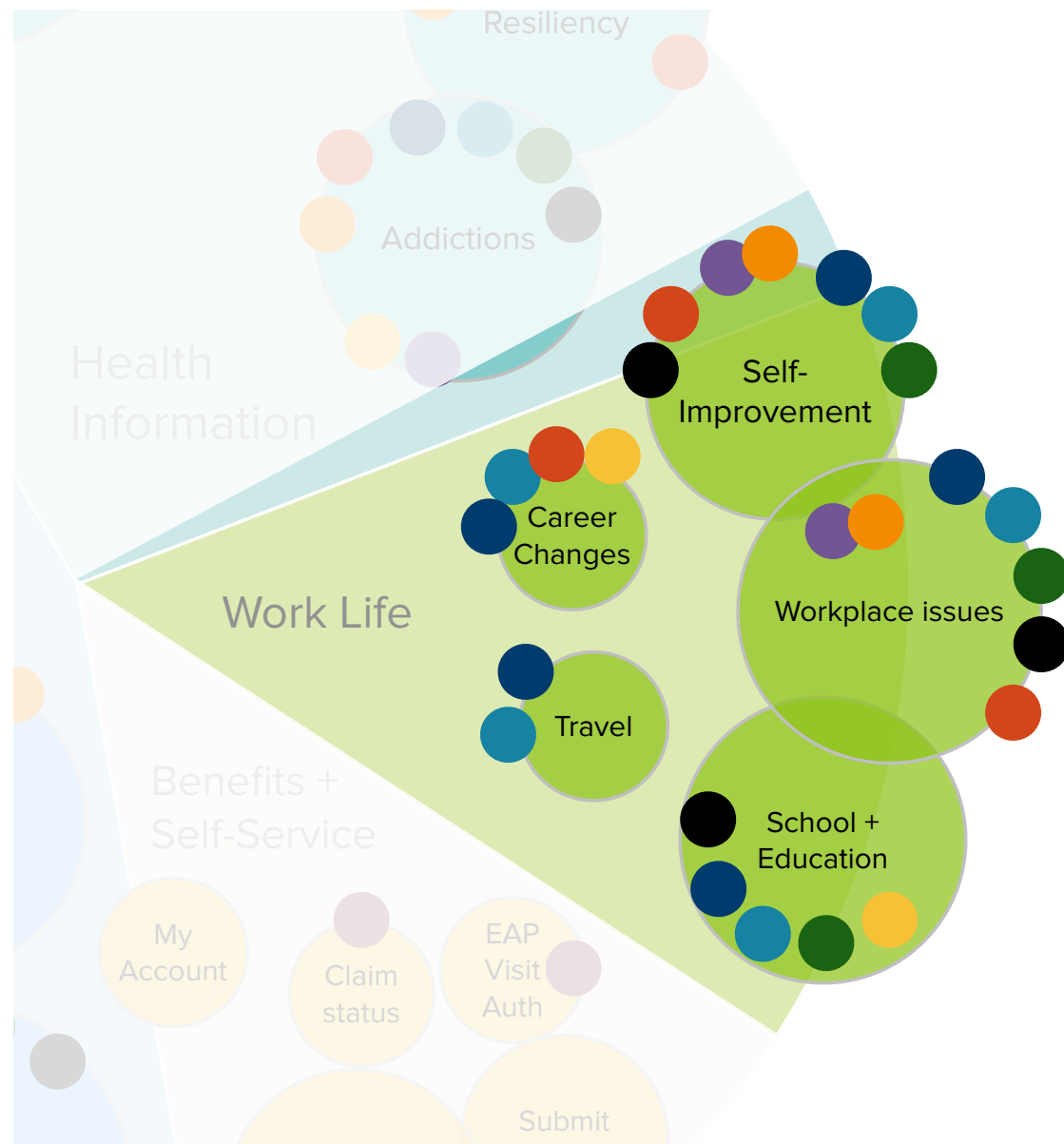
Microsites are being used for all subcategories

This means content currently only available in these microsite guides would benefit from being surfaced into real website content.

All subcategories are utilizing PDF guides

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Work Life: Related Content



What this tells us

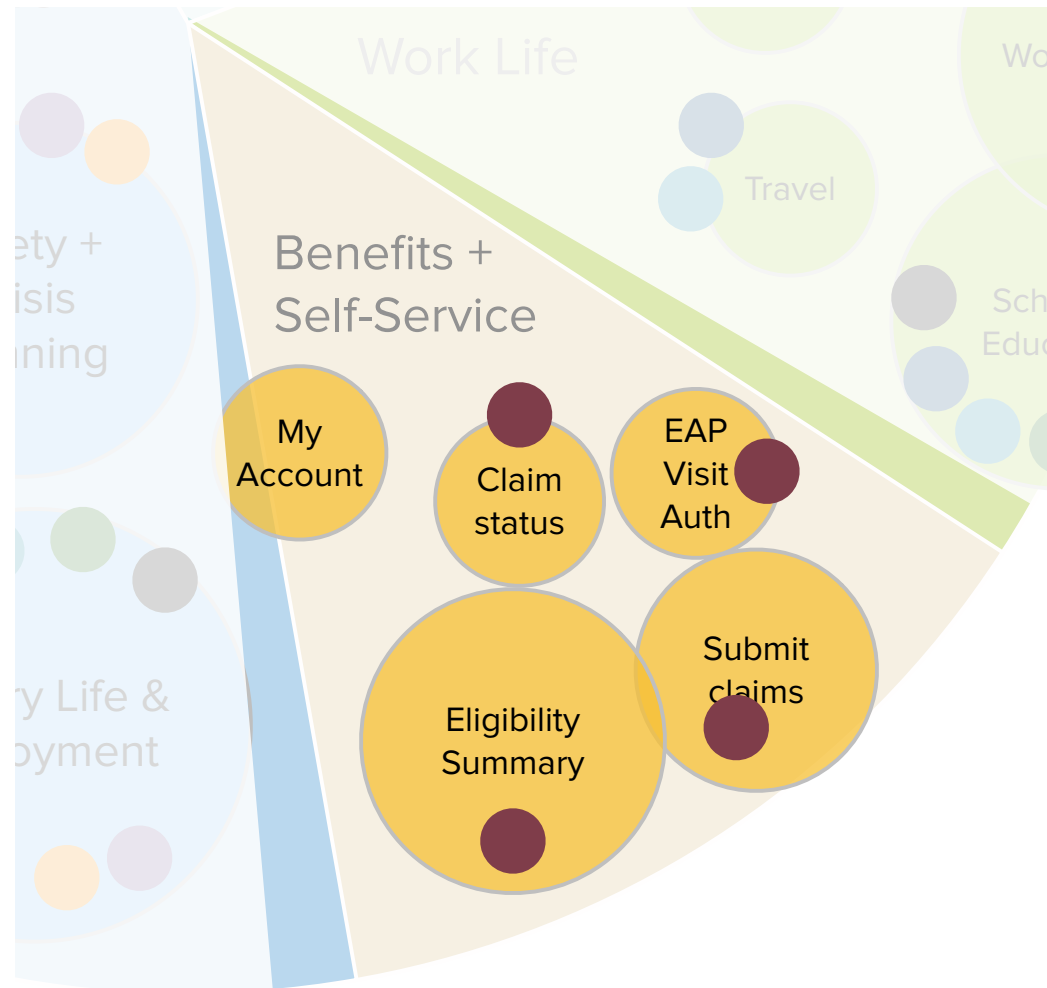
Microsites are being used for all subcategories

This means content currently only available in these microsite guides would benefit from being surfaced into real website content.

Several subcategories in this content area lack a variety of content types.

This means work-life-related topics could benefit from additional resources that fit into other types of content, such as videos, screeners, tools, and programs.

Self-Service: Related Content



What this tells us

No crossover to other content types or pages

This area consists of a single content type: self-service webforms. It could benefit from paths to other content types that could provide additional context and assist with task completion.

Account area does not hold any content types

This means the account area has the largest opportunity to grow by including paths to content.

Features

LAWW Feature Types

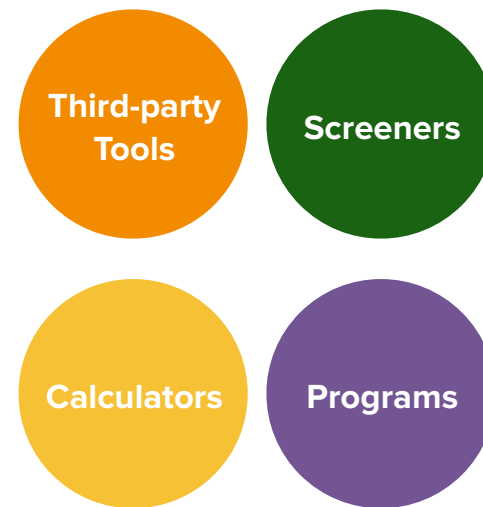
Consumable

Features that are meant for users to consume or collect



Interactive + Customizable

Features users can adjust to receive personalized results or suggestions



Administrative + Realizing

Features that help users complete tasks and take the next step



Content Types

Current Features by Goal

Consumable

Features that are meant for users to consume or collect

Article

News Story (HealthDay)

Webinar

Video

Guides (microsites or PDFS)

External Resources (links)

Interactive + Customizable

Features users can adjust to receive personalized results or suggestions

Self-Help Tool

Self-Help Program

Screeener

Calculator

Plan Creators (tobacco cessation)

eCards

Create Poster (DEH)

Administrative + Realizing

Features that help users complete tasks and take the next step

Find a Provider

View Eligibility & Benefits

Submit Claim

View Claim Status

EAP Visit Authorization

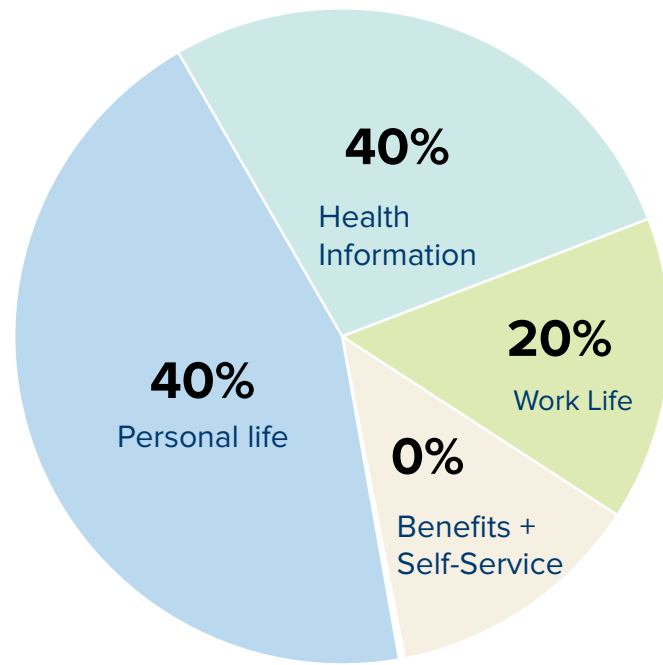
Message Center

Register for Account

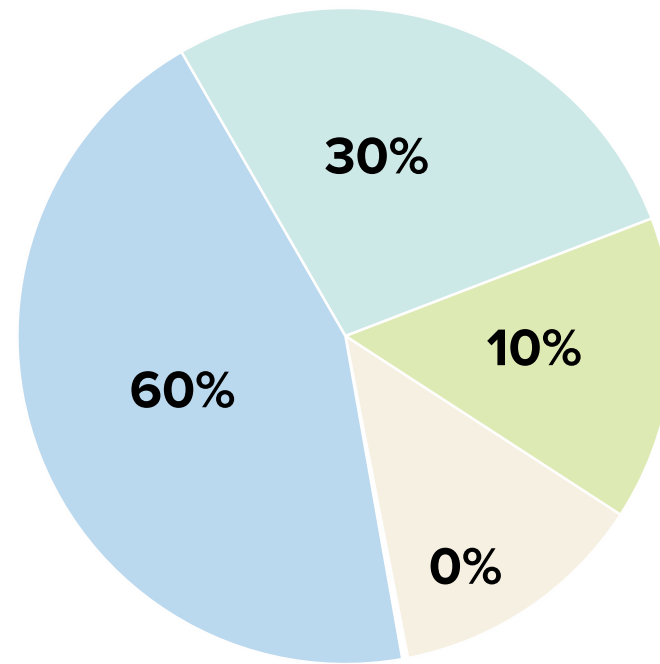
My Profile (same as registration)

How are these features organized currently?

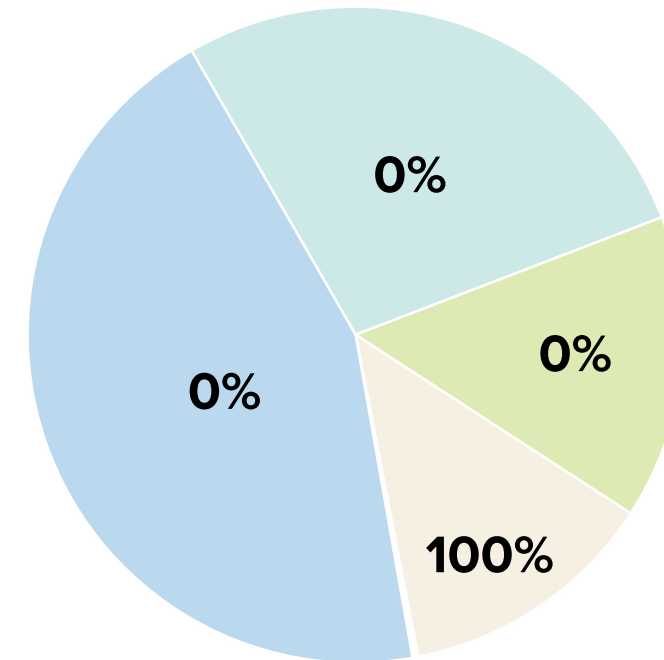
*Rough Estimated Percentages



Consumable



Interactive + Customizable



Administrative + Realizing

This shows us....

There is opportunity for more features for, and paths to, Benefits & Self Service

Work Life may not be as separate in concept from Personal Life and Health Information - can this type of information be distributed and shared?

There are opportunities for more interactive and customizable features for Work Life and Health Conditions

These features are very task-oriented, but they can still benefit from cross-referencing consumable and interactive content.

Templates

Current Templates

HUB PAGES

Main purpose is to **provide links** to content pages, interactive pages, external links, or guide users to other sections.

- H1** Homepage Public
- H2** Homepage (Signed in)
- M1** Main Area Hub (Live Well, Be well, etc)
- HC1** Health Center Hub (Depression, Diabetes)
- PH1** Program Hub: My Benefits & Programs
- PH2** Program Hub: Tools & Programs
- L1** Webinar Listing
- L2** Article Listing (Hard to find!)
- R1** Links to Resources
 - External Resources (links)

Feature Type

- Consumable
- Interactive/ Customizable
- Administrative

INTERACTIVE PAGES

Main purpose is to enable users to interact, learn, and participate

- F1** Form (single step - assessment)
 - Register for Account
 - My Profile (same as registration)
 - Screener
 - Request Services Online
- F2** Form (multi step - tobacco cessation) avatar?
 - eCards
 - Create Poster (DEH)
 - Self-Help Tool
 - Plan Creators (tobacco cessation)
- F3** Self-Service Form (multi step - submit claim)
 - Submit Claim
 - Find a Provider
- F4** Self-Service Form (single step)
 - View Eligibility & Benefits
 - View Claim Status
 - EAP Visit Authorization
- F5** Pop-up Forms
 - Calculator
- [many others]*
- V1** Vendor: Retirement Planner Leadfusion
 - Self-Help Tool
- V2** Vendor: Mindfulness Tools Silvercloud
 - Self-Help Program

Duplicate and/or Similar Layout

CONTENT PAGES

Main purpose is to provide information for users to consume

- A1** Article (Single pane)
 - Article
 - News Story (HealthDay)
- A2** Article (multi pane) - Prevention Program
- W1** Watchable Resource
 - Webinar
 - Video
- G1** General Text
 - 24/7 Call line
 - Error Page

No template/ One-off Templates within LWW

- Guides (microsites or PDFS)
- External Resources (links)
- Claims Center Tour
- Reporting
- Message Center
- Flash Content:*
 - DEH
 - Site Tour

Takeaways

High Level of Visual Variation and Layout

22+ Templates (not including one-off templates for items like demos)

2+ Vendor tools with unique set of **4-5+ templates**

13+ Microsites (at least one in most subcategories in the content model)

12+ PDF Guides (at least one in most subcategories in the content model)

55+ variations in layout

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High Level of Topics Organized by Smaller Number of Sub-Categories

LiveWell organized into **6 sub-categories** that hold **43 Topics**

BeWell organized into **4 sub-categories** that hold **58 Topics**, with **34 topics** under the "Conditions by name" subcategory, alone

WorkWell organized into **5 sub-categories** that hold **26 Topics**

127 Topics found under **3 major categories** and **15 sub-categories**

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Tools & Programs Organized in Inconsistent Ways

8 Screeners listed with **0 sub-categories**, while also holding **1 Internal Program** (Track your Mood)

27 Calculators organized into **8 sub-categories**

16 Self-Help Programs organized into **8 sub-categories**, consisting of multiple content types (vendor programs, guides, webinars, multi-step forms)

51 Tools & Programs organized in **3 Tabs by Type** (not purpose or topic-based)

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Simplify

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Improve Navigation

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How to fix

Simplify

Improve Navigation

Reorganize

Takeaways

Reorganize

features
for better usability

Simplify

layout with
consistent templates

Improve Navigation

with
site architecture

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Recommendations

Re-assembling

Feature Recommendations

For Consuming

Benefits / Self Help FAQs

Related Content

Article + News Tagging

Recently Viewed

Login/ Registraton Value prop & privacy

Resource Listing Pages

Site Intro/ Tour

Crisis Helper

Popular/Trending

Podcasts

Tutorials/ How-to

Demos

Interactive + Customizable

Saving/ Favoriting content

Triage: How can we help today?

Follow topics

Search filters

Goal Setting App

location/ geo customization

Personalization
(surfacing content relate to user's
commonly viewed areas)

online classes w/ real instructors

Event Registration

Gamification

Community/Social

Administrative + Realizing

Management reporting tools

personalization during registration

Online coaching

Unauthenticated Chat

eCommerce

Template Recommendations

These templates organize overall page types needed. Components to build out these pages will be determined in future design rounds.

HUB PAGES

Main purpose is to provide links to other places and guide users to other sections.

H1 Homepage Public

Content links to:
Main-Topic hub
Sub-Topic Hub

To organize public resources, provide value for registration, and help users log in

H2 Main Topic Category Hub

Content links to:
Sub-Topic Hub
Article
Vendor Shell
Forms

To organize resources and health centers under overarching categories

H3 Health Center / Sub-Topic Hub

Content links to:
Sub-Topic Hub
Article
Vendor Shell
Form pages

To organize all resources under the topic

L1 Resource/ Result Listing

Content links to:
Article Pages
Forms
Vendor Shell

To list out webinars, articles, news, tools, programs, and provide filters for finding specific content

Variation: Search Results

To list out pages, resources, content, and provide filters for narrowing search

Variation: Empty State

To provide search suggestions and assistance

P1 My Profile Hub

Content links to:
Resource Pages
Forms
Vendor Shells

To list out links to self-service forms, saved resources, programs started/completed, account information

Could take the place of Homepage when signed in?

INTERACTIVE PAGES

Main purpose is to enable users to interact, learn, and participate

F1 Form (single step)

Standardizing the following types of forms:

- Calculators
- Assessments
- Requesting contact

F2 Form (multi step)

Standardizing the following types of forms:

- Submitting a claim
- Tobacco Cessation
- eCard Tool

F3 Locator Form

Locator to be used to the "Find a Provider" resource - can include map features and filters

V1 Vendor Shell

Create a shell for external vendor tools to allow easy path back to LAWW

CONTENT PAGES

Main purpose is to provide information for users to consume

R1 Resource

Providing general **text OR video** content

Including architecture sets to provide articles, related content, and other articles in sequence or within same category

Variation: Text only

Variation: Video/ Webinar only

i General Information

Providing general **text** content - to be used for information about LAWW, for Legal or "About" type information

What's Next...

- 1 **Create Site Architecture** to understand overall organization and hierarchy of all templates
- 2 **Determine Features by Page** to assign content and features to certain templates
- 3 **Determine components needed** to implement top priority features

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Archive

Future State: Features by Goal 2

For Consuming

Interactive + Customizable

Administrative + Realizing

Current State:

Article
 News Story (HealthDay)
 Webinar
 Video
 Guides (microsites or PDFS)
 External Resources (links)

Self-Help Tool
 Self-Help Program
 Screener
 Calculator
 Plan Creators (tobacco cessation)
 eCards
 Create Poster (DEH)

Find a Provider
 View Eligibility & Benefits
 Submit Claim
 View Claim Status
 EAP Visit Authorization
Message Center
 Register for Account
 My Profile (same as registration)

Identified in Previous Exercises:

◆ ◆	Benefits / Self Help FAQs	◆	Saving/ Favoriting content	◆	Unauthenticated Chat
◆	Demos	◆ ◆	Event Registration	◆	eCommerce
		◆	Gamification	◆ ◆	Online coaching
		◆ ◆	Community/Social	◆	Management reporting tools
		◆	Goal Setting App		

Recommended:

◆	Related Content	◆ ◆	Triage: How can we help today?	◆ ◆	personalization during registration
◆	Article + News Tagging	◆ ◆	Follow topics		
◆	Recently Viewed	◆ ◆	Search filters		
◆	Popular/Trending	◆	location/ geo customization		
◆	Resource Listing Pages	◆ ◆	personalization (surfacing content relate to user's commonly viewed areas)		
◆ ◆	Site Intro/ Tour	◆ ◆	online classes w/ real instructors		
◆	Podcasts				
◆	Tutorials/ How-to				
◆ ◆	Crisis Helper				
◆ ◆	Login/ Registraton Value prop & privacy				

Further work needed first

Top Priorities

◆ Business Need

◆ User Need

How these features solve user and business needs

Features listed based on ease of implementation and level of helpfulness

Business Need

Improve Engagement by:

Providing features that bring users back, and suggest further exploration

- Article + News Tagging
- Related Content
- Saving/ Favoriting content
- Recently Viewed
- Login/ Registraton Value prop & privacy
- Follow topics
- Personalization during registration
- Online coaching
- Goal Setting App
- Personalization (surfacing content relate to user's commonly viewed areas)
- Popular/Trending
- Tutorials/ How-to
- Podcasts
- Online classes w/ Instructors

Reduce Overhead by:

Providing features that help users find what they are looking for.

- Triage: How can we help today?
- Crisis Helper
- Search filters
- Resource Listing Pages

Providing features that answer questions on behalf of users.

- Benefits / Self Help FAQs
- Unauthenticated Chat
- Community/Social

Improve Retention & Sales by:

Providing features that make employers' jobs easier

- Management reporting tools
- Site Intro/ Tour
- Demos
- Location/ Geo Customization

Obtain Direct Revenue by:

Providing relevant products for user's needs, and an easy platform to purchase them.

- Event Registration
- eCommerce
- Member Discount / Affiliation Programs

...and by Improving Engagement

User Need

Enable Users by:

Providing features that help users identify and complete long term plans

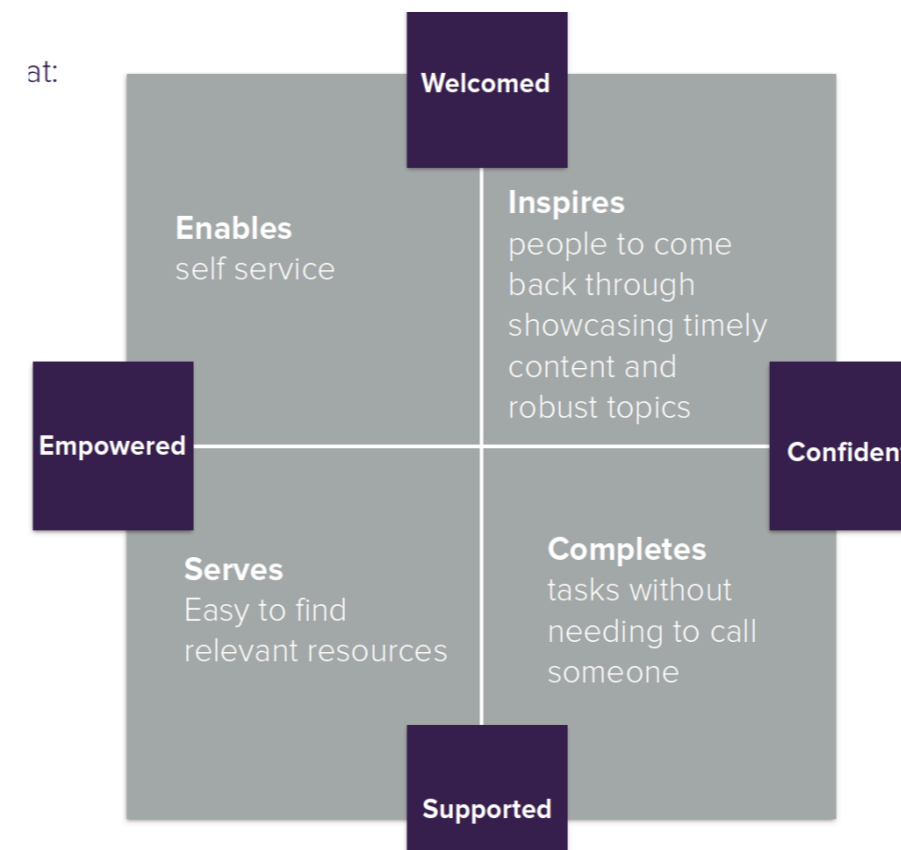
- Online coaching
- Goal Setting App
- Tutorials/ How-to
- Online Classes w/ Instructors
- Gamification

Inspire Users by:

Providing features that suggest additional relevant content for users to engage with

- Article + News Tagging
- Related Content
- Follow topics
- Personalization during registration
- Community/Social
- Popular/Trending
- Personalization (surfacing content relate to user's commonly viewed areas)
- Podcasts
- Event Registration

at:



Serve Users by:

Providing features that make it easier for users to find what they indicate is relevant

- Triage: How can we help today?
- Crisis Helper
- Search filters
- Resource Listing Pages
- Saving/ Favoriting content
- Recently Viewed
- Location/ Geo Customization
- eCommerce

Ease User Task Completion by:

Providing features that assist with issues they may run into during tasks

- Benefits / Self Help FAQs
- Site Intro/ Tour
- Unauthenticated Chat