



# 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.

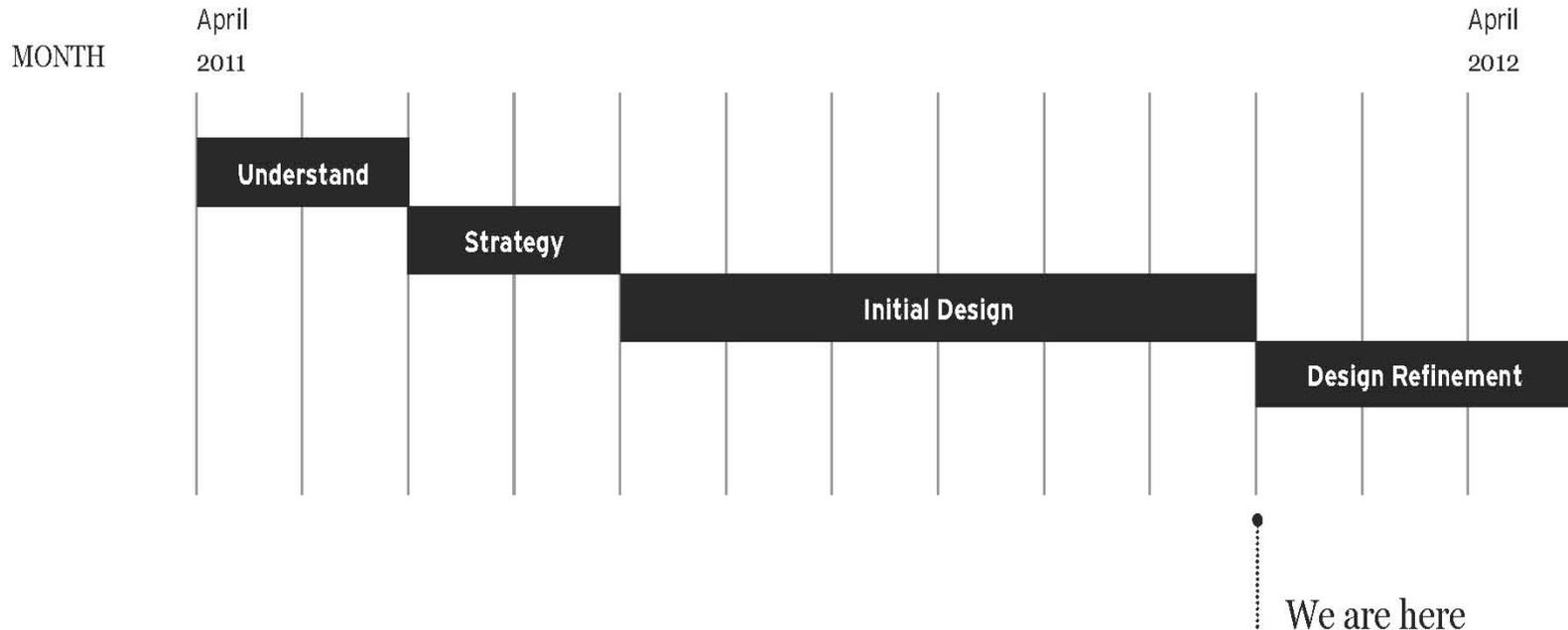
## OVERVIEW

# 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.

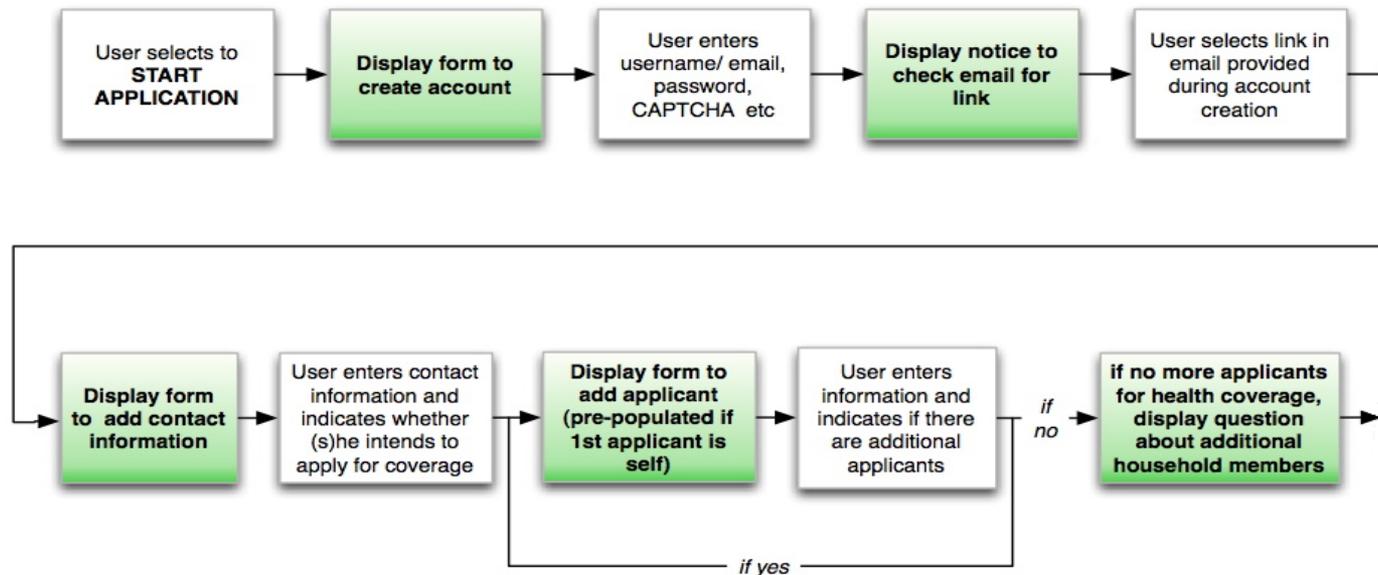


# INITIAL DESIGN

## 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 links for "Learn More", "Apply Now", "Browse Plans", and "Find Assistance". It features a "LIVE CHAT" button and a "NEED HELP? 1-800-555-1212" link. The form is divided into sections: "APPLICANT" (with fields for "In progress", "APPLICANT", "APPLICANT", and "APPLICANT"), "WHO IS SEEKING COVERAGE?", and a "HELP LOWER MY COST" section with a "CALCULATE" button. The "WHO IS SEEKING COVERAGE?" section includes fields for "Applicant's Name" (Judy, Jane, Jebson), "Date of Birth" (08/20/1983), "Social Security Number" (554-95-8848), "Gender" (Male, Female), "Are you pregnant?" (Yes, No), "When is the due date?" and "# of babies expected:", "Race" (White), "Ethnicity" (Caucasian), "Home Address" (S24 Lower st., Orlando, FL, 32801), "E-mail" (jebson@gmail.com), and several yes/no questions: "Are you a U.S. citizen?", "Are you a member of an American-Indian tribe, or Alaskan Native?", "Are you currently incarcerated?", and "Would you like to add another applicant?". The form concludes with "SAVE FOR NOW", "BACK", and "NEXT" buttons. To the right, a vertical sidebar shows a "HELP" section with the phone number "0-555-1212" 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 health coverage. At the top, there's 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?' button offers 'Voice/TTY 1-800-123-4567' and 'Chat Now'. The main navigation includes 'LEARN MORE', 'APPLY NOW', 'BROWSE PLANS', and 'FIND ASSISTANCE'. A progress indicator shows 'Where in the application progress am I?' with steps for 'Who is Seeking Coverage', 'Plan Selection', and 'Enroll & Pay'. The 'Who is Seeking Coverage' section lists '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' for 'PPO', a 'Live chat' window with a message from Gindy, and utility icons for 'Calculator', 'Live Chat', 'Video', and 'Dictionary'. The main form fields include: '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?' (Yes 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). 'BACK' and 'NEXT' buttons are 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 displays a user interface for a Health Coverage Portal. At the top, there is a navigation bar with links for 'HELP CENTER', 'LANGUAGE', and user account options. The main header includes the portal's name and a 'Need Help?' section with a phone number and chat options. Below the header, there are tabs for '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 list of people to be covered: John S. (Primary Applicant), Jane S., Hunter S., and Terry S., with an option to 'Add a Person'. The search results section shows 15 plans found, sorted by 'Lowest Price'. Each plan card displays the monthly premium, deductible, out-of-pocket expenses, primary care co-pay, generic prescription costs, ER visit costs, and specialist costs. The plans listed are AgileLight Plus 1 Plan PPO (starting at \$259), AgileLight Plus 1 Plan PPO (starting at \$265), Nn Next network Plus 1 Plan PPO (starting at \$270), and Nn Next network Plus 1 Plan HMO (starting at \$280). A sidebar on the left allows users to refine search criteria by monthly premium, annual deductible, primary care co-pay, quality rating, plan type, and search by doctor. Additional services like Vision, My Doctor in Network, and Chronic Cost are also listed. A FAQ section is visible at the bottom of the sidebar.

## 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 left is the logo with the text "STATE Health Exchange". Navigation links include "Apply for Coverage" (highlighted in green), "Learn More", and "Get Assistance". A user account section shows "Gustav's Account (3)" with a "Sign out" link and a "Continue Application Your Account" button. A language selector shows "Other Language" and a cart icon with "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.

**Should I Apply for Financial Assistance?**  
LEARN MORE  
Tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, sed do. eiusmod. Lorem ipsum dolor sit amet, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, sed do.

**Learn about your State Health Benefit Exchange**  
LEARN MORE  
Lorem ipsum dolor sit amet, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**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 page features a top navigation bar with 'Apply for Coverage', 'Learn More', and 'Get Assistance' dropdown menus. A user account bar shows 'Gustav's Account (3)' and a 'Sign out' link. A progress sidebar on the left lists five steps: 'Start Your Application' (Complete), 'Build Your Household' (In Progress), 'Your Household Income' (Incomplete), 'Additional Questions' (Incomplete), and 'Review, Declare & File' (Incomplete). The main form area is titled 'Household member 2 of 4' and includes a legend for required fields. The form fields are: NAME (First: Beatrice, Middle: Middle Name), SURNAME (Hermannson- Smith), DATE OF BIRTH (April 07 2004), RELATIONSHIP (to primary contact) (Self), and SOCIAL SECURITY NUMBER (partially masked as XX XXXX). A question 'Is this person applying for coverage?' has radio buttons for 'yes' and 'no'. A 'Next' button is at the bottom right. Three yellow callout boxes highlight design concepts: 'Signature Action Color' (pointing to the green border on form fields), 'Scalable Elements' (pointing to the progress sidebar), and 'Context Sensitive Information' (pointing to a help icon on the SSN field).

**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

✓ 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

Indicates required field

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 shows a web interface for a State Health Exchange. At the top, there is a navigation bar with the logo and text 'STATE Health Exchange', and three main menu items: 'Apply for Coverage', 'Learn More', and 'Get Assistance'. Below this is a secondary navigation bar with 'Gustav's Account (3)', 'Sign out', 'Saving Application...', 'Other Language', and 'Cart (3)'. The main content area features a large green banner with the text 'Build your household' and an illustration of a family. On the left, a vertical sidebar lists the application steps: 1. Start Your Application (Complete), 2. Build Your Household (In Progress), 3. Your Household (Incomplete), 4. Additional Questions (Incomplete), and 5. Review, Declare & File (Incomplete). The main content area below the banner includes a section titled 'Coming up in this Section of your enrollment' with placeholder text, and a list of documents: 'Documents you may need' including 'Tax Information' and 'Recent Pay Stubs'. A 'Continue' button is located at the bottom right.

**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

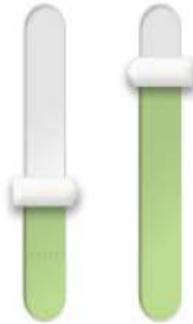
**Utility Navigation**  
A persistent utility navigation area is separated from other elements through the use of implied tactile quality and 'pinning'—helping anchor this key navigation area.

**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.

The screenshot shows a user account page for 'Gustav's Account (3)'. The top navigation bar includes 'Sign out', 'Saving Application...', 'Other Language', and 'Cart (3)'. The left sidebar contains 'Your Account' (Overview, Settings, My Program & Plans) and 'Messages & Notices (3)'. The main content area displays 'You have no Alerts at this time.', 'Your Enrollment Process' (Account Created Complete, Application Filed & Approved Complete, Find & Enroll in a Plan), and a 'Complete Your Enrollment' button. Below this is a 'Change' section with a 'Learn how changes affect your coverage' link.

# VISUAL DESIGN CONCEPTS



NAME

Beatrice

Last Name

DATE OF BIRTH

April

07

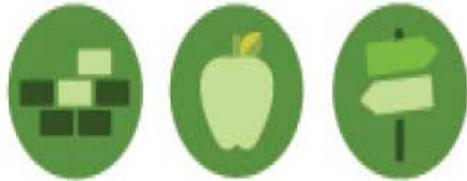
1

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

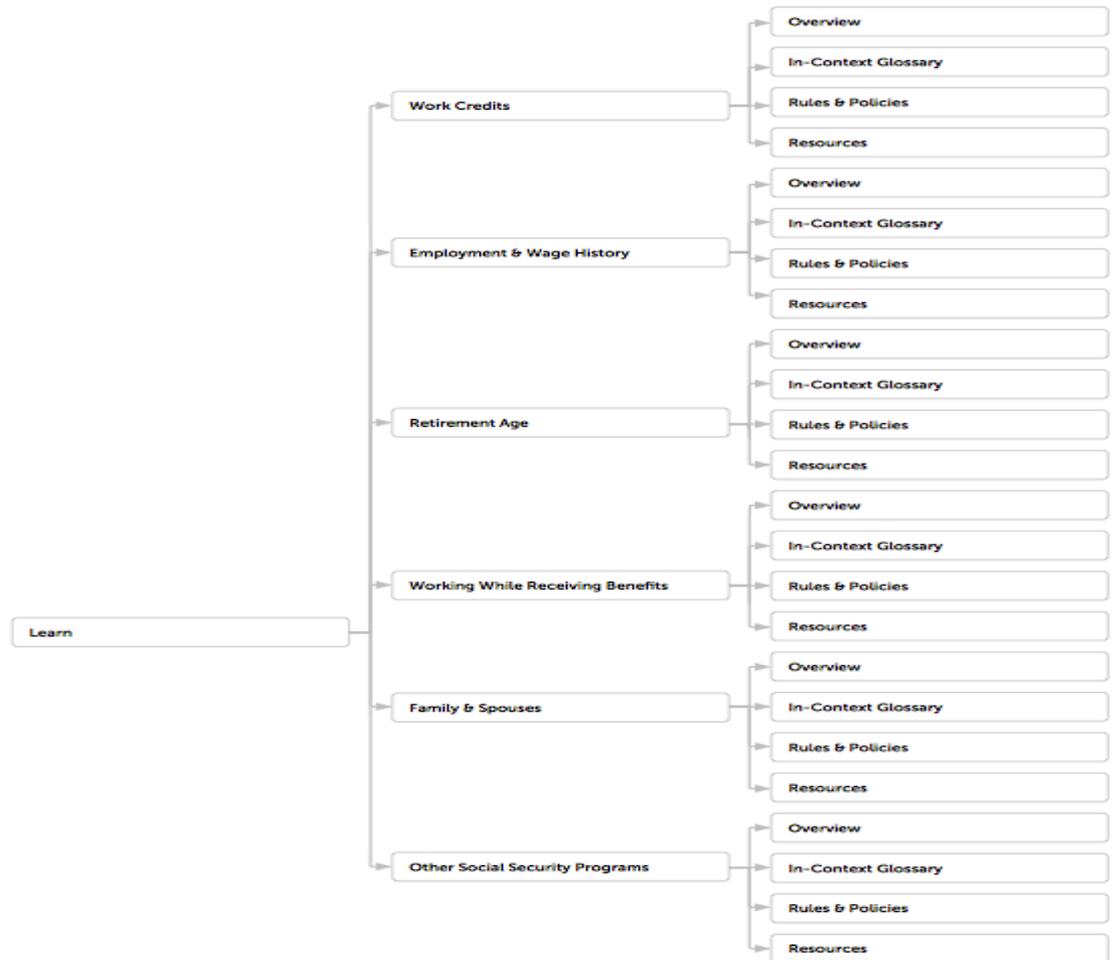
- Deliverables designed for use by a skilled software implementation team.
- Deliverables will be technology agnostic, applicable regardless of implementation frameworks and programming languages.

# 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

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

### EXAMPLE FROM SOCIAL SECURITY ADMINISTRATION

- 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  
Official Website of the Social Security Administration

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 **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 1395(f)). 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 other activities necessary to secure the integrity and improvement of the Social Security Administration's programs.

# 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.

The wireframe shows a vertical progress bar on the left with five steps: 1. Start Your Application (Complete), 2. Build Your Household (Complete), 3. Your Household Income (Complete), 4. Additional Questions (In Progress), and 5. Review, Declare & File. To the right is a form titled 'APPLY FOR COVERAGE ADDITIONAL QUESTIONS' with a family icon. The form contains several questions with radio button options for 'yes' and 'no'. The 'no' option is selected for all questions. The questions are: 'Is Penelope Hermannson-Smith a tobacco user?', 'Is Liam Hermannson a tobacco user?', 'Is Penelope Hermannson-Smith disabled?', 'Is Liam Hermannson disabled?', 'Is Beatrice Hermannson disabled?', 'Are Penelope Hermannson-Smith, Liam Hermannson and/or Beatrice Hermannson currently enrolled in coverage? Why are you asking?', and 'Do Penelope Hermannson-Smith and Liam Hermannson have access to other health coverage? What does this mean?'.

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 Hermannson-Smith a tobacco user?  
 *yes*  *no*

Is Liam Hermannson a tobacco user?  
 *yes*  *no*

---

Is Penelope Hermannson-Smith disabled?  
 *yes*  *no*

Is Liam Hermannson disabled?  
 *yes*  *no*

Is Beatrice Hermannson disabled?  
 *yes*  *no*

---

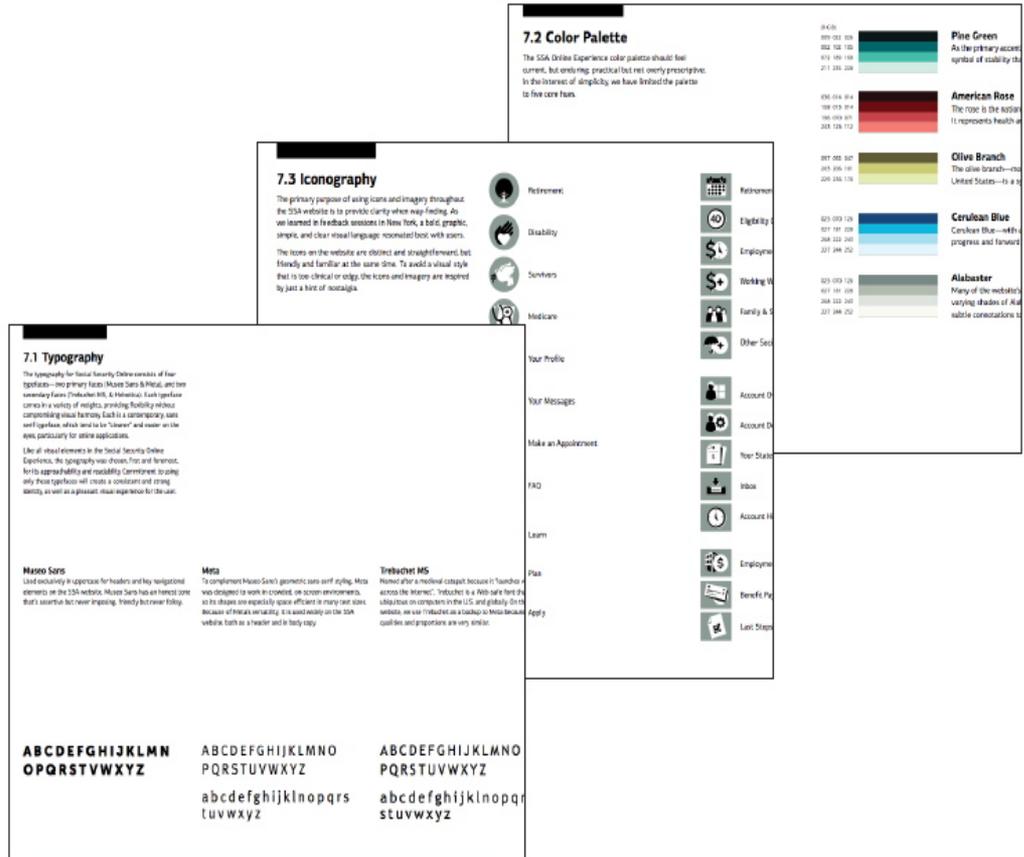
Are Penelope Hermannson-Smith, Liam Hermannson and/or Beatrice Hermannson currently enrolled in coverage? [Why are you asking?](#)  
 *yes*  *no*

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

# DELIVERABLES

# Visual Design Style Guide

The style guide includes definitions of typography, color palettes, graphic styles, iconography, grids, and unique page layouts.



# 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  
002 102 105  
072 189 168  
211 235 228



#### **Pine Green**

As the primary accent color on the website, Pine Green is a symbol of stability that communicates endurance and growth.

036 014 014  
108 013 014  
196 070 071  
243 125 112



#### **American Rose**

The rose is the national flower of the United States. It represents health and strength.

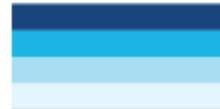
097 092 047  
203 206 101  
229 236 170



#### **Olive Branch**

The olive branch—most notably found in the Great Seal of the United States—is a symbol of peaceful living and prosperity.

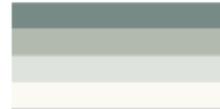
025 070 126  
027 181 228  
268 222 243  
227 244 252



#### **Cerulean Blue**

Cerulean Blue—with allusions to sky and sea—represents progress and forward thinking.

025 070 126  
027 181 228  
268 222 243  
227 244 252



#### **Alabaster**

Many of the website's ambient elements are set in varying shades of Alabaster, a warm neutral hue with subtle connotations to money.

# 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.

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

#### 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.

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopqr  
stuvwxyz

#### 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.

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopqr  
stuvwxyz

#### 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.

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopqr  
stuvwxyz

# 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

EXAMPLE FROM SOCIAL SECURITY ADMINISTRATION

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



## 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.

# ENROLL 2014 **UX** WELCOME TO COVERAGE

[Home](#)

[About UX 2014](#)

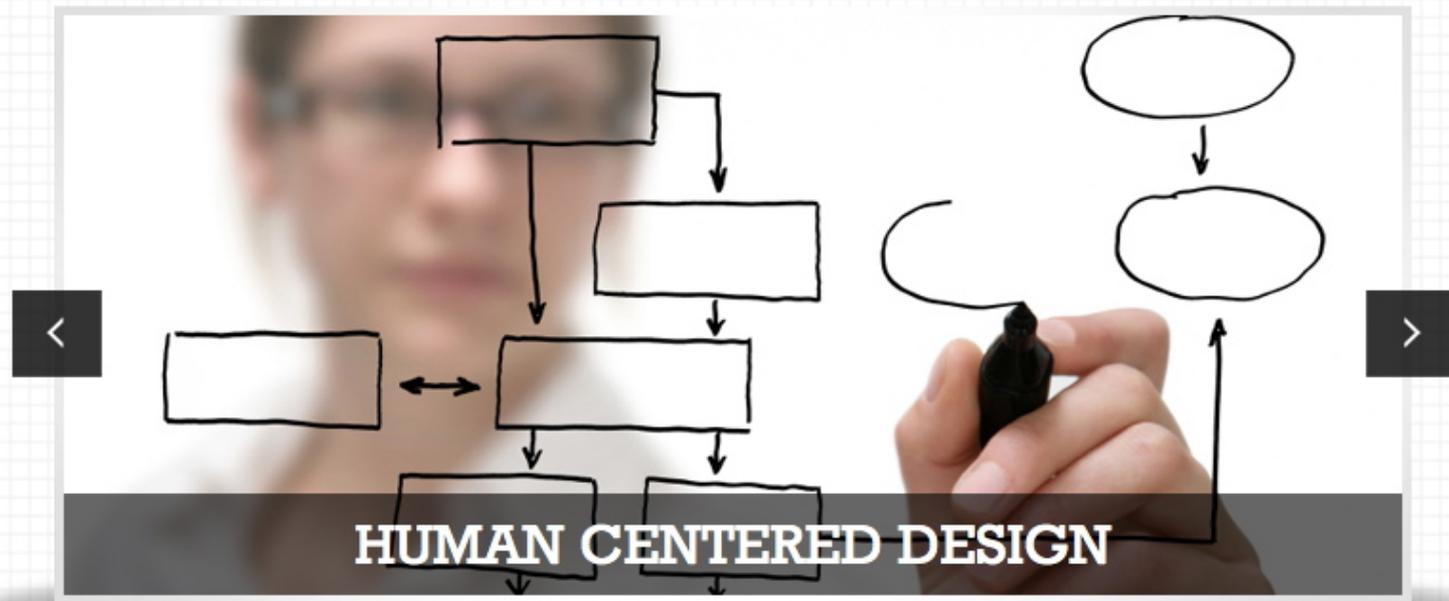
[Design Journey](#)

[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.



[www.ux2014.org](http://www.ux2014.org)

# Questions & Answers

For more information, contact:  
[info@ux2014.org](mailto:info@ux2014.org)