

SIMPLIFIED SITE DESIGN

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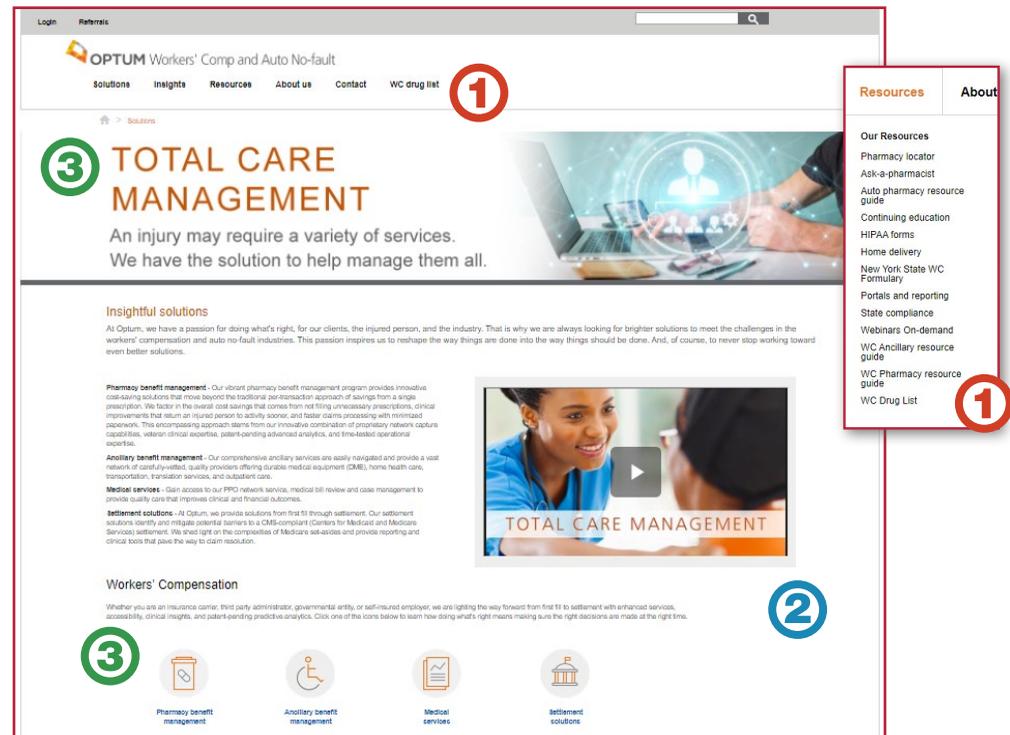
Defined our audience and our site goals.

1. Easier to navigate. First and foremost for industry professionals while making specific content geared to injured persons easy to find and not buried in sub-menus.
2. More frequent access to our educational and industry resources and more calls to action.
3. Clean up the design and create a better user experience.

Designed a site that reflected our new goals.

1. Navigation significantly cleaned up. Moved content off dozens of small sub pages and brought relevant content to the main pages. The pharmacy locator was moved into the main navigation as one of the most frequently used pages.
2. Sidebar added on each page to consistently display related content and adding a way to naturally cross-link to important information.
3. Grid system used to consistently align content and leave more breathing room. Site text was given some extra room to be more readable.

OLD



NEW

