

SCR 9784

Prenatal Education Program Enrollment

Wireframes, v. 3.3

November 14, 2009

Latest version: Copy of 9784PrenatalEnroll_2008_11_26.vsd

Summary

Blue Shield wants to increase enrollment in its Prenatal Education Program. User Experience recommends that some key ways to do so are to:

- Offer the program within the Women's Health and Pregnancy & Baby sections in addition to its current home within Health Programs.
- Make information about the program freely available on pages that do not require a login to see
- Streamline the enrollment process

This document embodies those recommendations.

Notes

Revisions

10/17/2008 **v.1.0** **John Boykin** **First draft**

10/22/2008 **v.2.0** **John Boykin**

Dropped alternate registration page design
 Combined Info and Registration pages into one
 Created authenticated and unauthenticated versions of the Info/Registration page
 Added Thank you page, with revisions from status quo
 Moved name and address onto Thank you page
 Added ability to register for online account
 Added info about correcting/updating profile info

11/04/2008 **v.2.1** **John Boykin**

Added internal email page

11/05/2008 **v3.0** **John Boykin**

Moved login from the Info/enrollment page to its own page, thereby dropping authenticated version of the Info/enrollment page

11/13/2008 **v3.1** **John Boykin**

Info/enroll page: Replaced body copy

11/21/2008 **v3.2** **Ram Lukas**

Updated verbiage for dropdown menu on info/enroll wireframe
 Removed new login page and replaced it with current login page, while ensuring appropriate interactions are still applied to page.

11/26/2008 **v3.3** **John Boykin**

Info/enroll page: Detailed spec about slugline

What wireframes are -- and aren't

Wireframes are like a blueprint. Their purpose is to express the idea of the site or page(s), not to spell out every detail that might carry out the idea.

What Wireframes Give You

Wireframes document:

- structure of the site
- interrelations among pages
- navigation
- what elements are present on each page, their approximate placement and importance
- functionality, where it goes, and what steps users must take to complete a given task
- changes from the status quo, if any
- recommended wording for key elements

What Wireframes Do Not Give You

While some wireframes may be more detailed or ambitious than others, their purpose is limited. They make the plan for the site/pages concrete so everyone understands what we're working toward, but they are not place to look for certain details of execution. Wireframes are not meant to be the sole basis on which the site is developed or QA'ed.

| Wireframes will <u>not</u> give you | Appropriate source for that |
|---|-----------------------------|
| Colors | Comps |
| Art specifics (subject, exact placement, exact size or aspect ratio, etc.) | Comps |
| Exact placement and sizes of elements | Comps |
| Framework elements (e.g., boxes, lines, background shading) | Comps |
| Fonts and type treatment | Comps |
| Content wording* | Copy deck |
| Latest business rules (e.g., which data to show, which users have access to what, which products are offered, password formats, etc.) | BRD |

*A word about wording

Wording shown for menus, navigation elements, icons, links, and action buttons should generally be considered a very strong recommendation. They have generally been carefully chosen, and changes to them should not be made lightly.

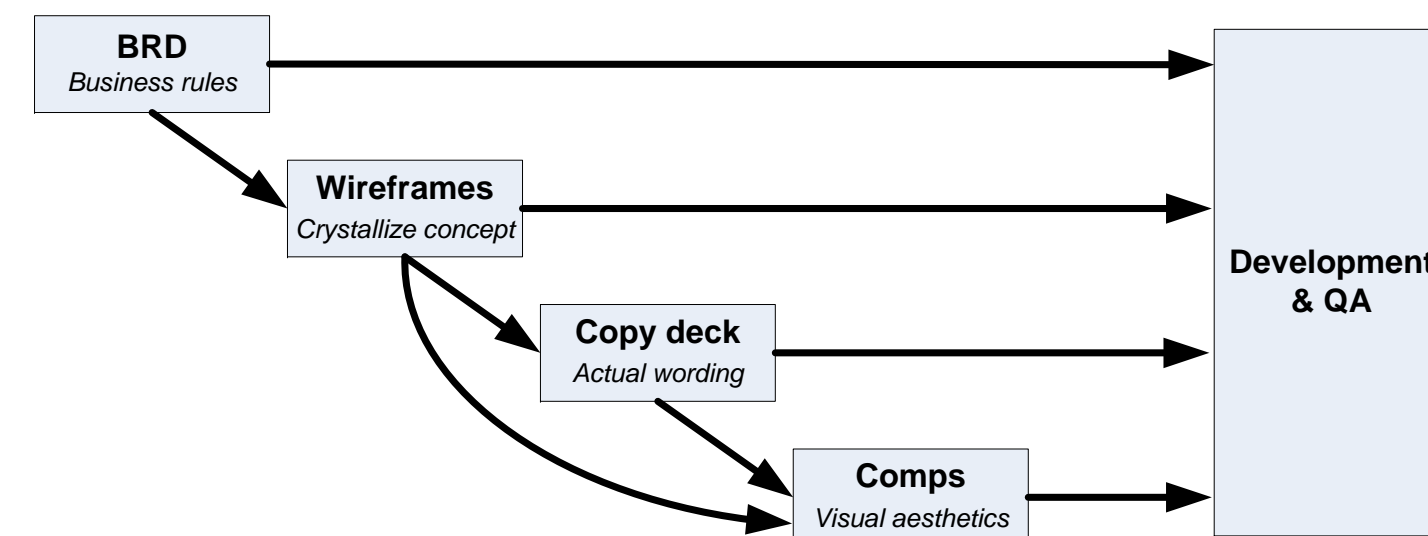
The wording of page titles, heads, and instructions is often intrinsic to the design. Body copy usually is not. Provisional placeholder wording is usually indicated by the presence of nonsense wording such as "lorem ipsum" and/or by enclosing the text between < and >.

That said, actual final wording comes from the copy deck.

One of Four Documents

Except on the smallest projects, there are typically four documents that work together to spell out the plan for the site:

- BRD** The Business Requirements Document spells out the business stakeholders' objectives and business rules. It is typically written by the functional lead, project manager, and/or other business stakeholder.
- Wireframes** The wireframes express the vision for how to bridge what the business stakeholders want to accomplish and what end users need. This document is created by an interaction designer in User Experience. Some other companies call these schematics.
- Copy deck** This gives the actual wording to use for page titles, headlines, body copy, etc., keyed to the wireframes. It is written by a writer/editor in User Experience.
- Comps** Short for "comprehensive," the comps convey the visual design: art, colors, type treatment, and sizes, placement, and spacing of the elements, etc. There is typically one comp for each page type.



Why multiple documents?

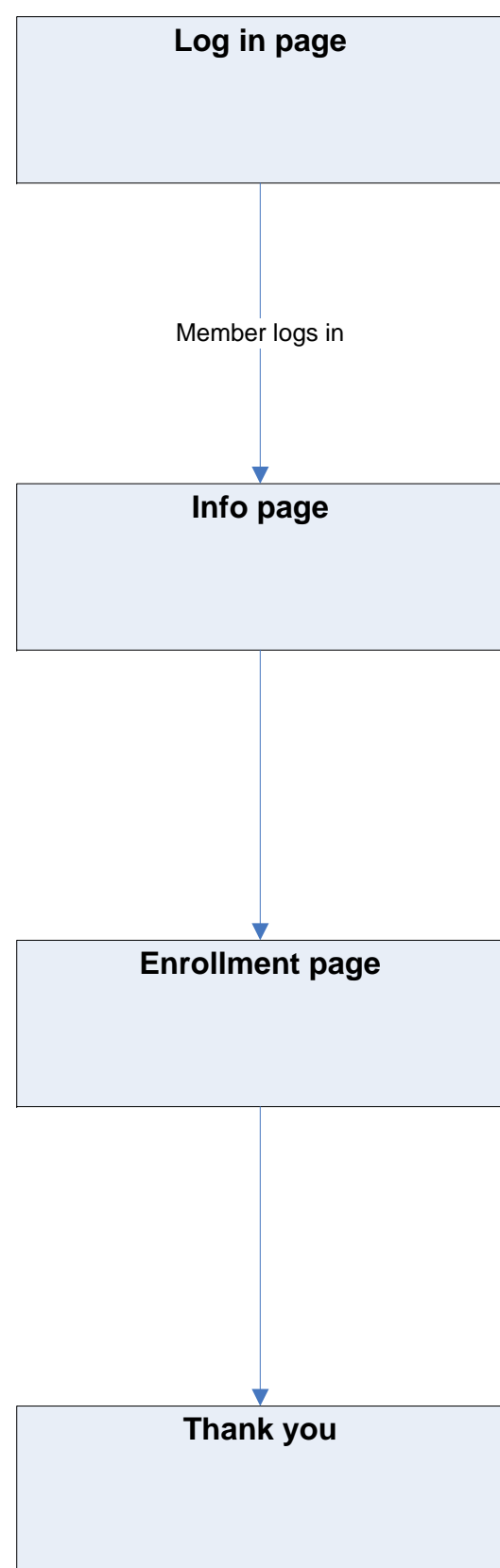
The BRD is the basis for the wireframes, and the wireframes are the basis for the copy deck and the comps. But the wireframes are not a substitute for any of those other documents.

Iterations: The reason is that each document serves its own special purpose. Each is produced by a specialist who can bring the proper attention and expertise to their aspect of the project. On most projects, everything is iterative: Business rules change up to last minute, copy gets revised every time it's looked at, and visual design gets polished and repolished.

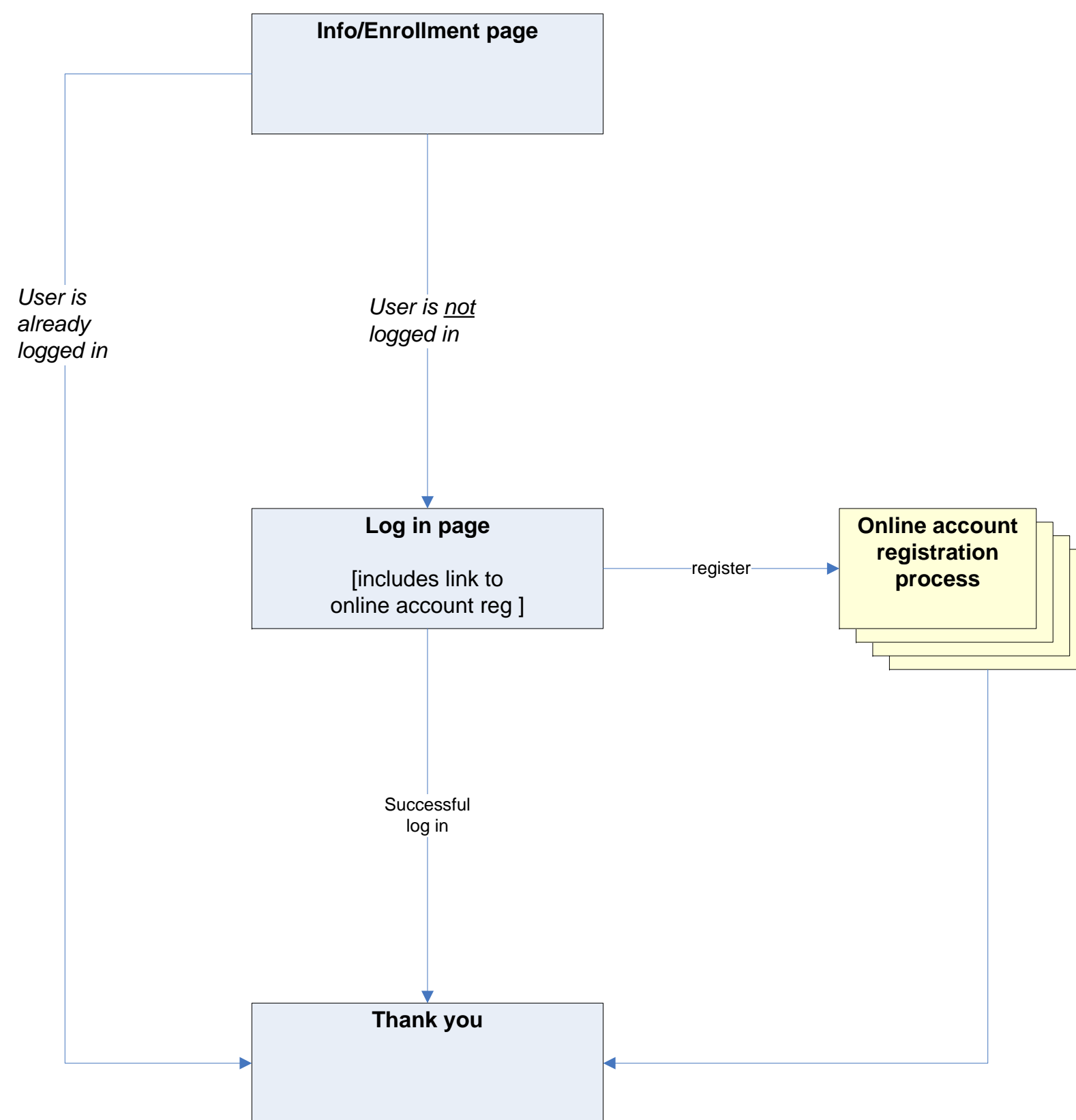
If the wireframes tried to reflect all of those changes, each change would have to be documented twice, the wireframes would never be finished, and projects would be delayed.

Quality & schedule: So while the multi-document approach may seem inconvenient, it makes for a higher-quality end product and a higher likelihood of meeting the schedule.

Status quo – for reference only



Recommended new flow



Where program info lives

The Prenatal Education Program information should be available in the locations pointed out here.

| | |
|--|---|
| Member Programs | |
| Health Programs | → |
| NurseHelp 24/7 | |
| LifeReferrals 24/7 | |
| Lifepath Decision Guide | |
| Wellness Discount Programs | |
| Healthy Living | |
| Healthy Lifestyle Rewards | |
| Women's Health | → |
| Pregnancy & Baby | → |
| Children's Health | |
| Men's Health | |
| Senior Health | |
| Health Library | |
| Topics A - Z | |
| Healthy lifestyle | |
| Condition Centers | |
| Body Systems | |
| Complementary & Alternative Health | |
| First Aid | |

Info page

The screenshot shows the 'health programs' section for the Prenatal Education Program. It includes a navigation menu on the left with categories like Member Programs, Health Programs, Healthy Living, and Health Library. The main content area describes the program's purpose, lists included benefits (newsletter, keepsake calendar, vaccine information), and provides an 'Enroll Now' section with contact information. The footer contains copyright information and a date stamp '03.005 01/03'.

Enrollment page

The screenshot shows the enrollment form for the Prenatal Education Program. It includes a navigation menu on the left and a main form area with various input fields. The form includes sections for 'We Protect Your Confidentiality', 'Today's Date', 'First Name', 'Last Name', 'Subscriber #', 'Your Date of Birth', 'Mailing Address', 'City', 'State', 'Zip Code', 'Day Time Phone', 'Night Time Phone', 'Plan Type', 'Partner's Name', 'Partner's Subscriber #', 'Which free book would you like to receive?', 'When is the baby due?', and 'How did you hear about the Prenatal Education Program?'. A 'send' button is located at the bottom of the form. The footer contains copyright information and a date stamp '03.005 01/03'.

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health programs

Prenatal Education Program

Know what to expect when you're expecting.
Our prenatal program:

- Advocates early and continuous prenatal care
- Encourages a healthy lifestyle before, during and after pregnancy
- Is provided at no additional cost to you
- Is designed to supplement the care you receive from your doctor

Ongoing, extra support during your pregnancy

Enroll in our Prenatal Education Program and you'll receive an educational information packet that includes:

- Tips and information about each stage of your pregnancy
- A home safety checklist to help you prepare your home
- A pregnancy calendar to help you track appointments, questions for your doctor, special milestones and more
- Information about vaccines that may be available to your child

Enroll now
By phone: Call **(877) 289-4415, option 5.**
Hearing or speech-impaired members should call **(800) 794-1099.**
Online: Please fill out the form below.

* Required fields

* Which free book would you like to receive?

- What to Expect When You're Expecting
- What to Expect the First Year
- Every Woman's Guide to Eating During Pregnancy
- What to Expect: The Toddler Years

* Date baby is due: (mm/dd/yyyy)

How did you hear about the Prenatal Education Program?

We protect your confidentiality. Please see our [Internet Privacy Policy](#) for more information.

[footer]

Description:

This is a new page that gives information about the program in an unauthenticated environment, so prospective participants can learn about it without having to log in first. This page combines elements from two current pages:

- Info page (https://www.blueshieldca.com/bsc/hw/hw_324.jhtml)
- Registration page (https://www.blueshieldca.com/bsc/hw/hw_324_enroll.jhtml)

We are omitting a number of fields that are included on the current Registration page. The reason is that, based on the user's login, the system will already know:

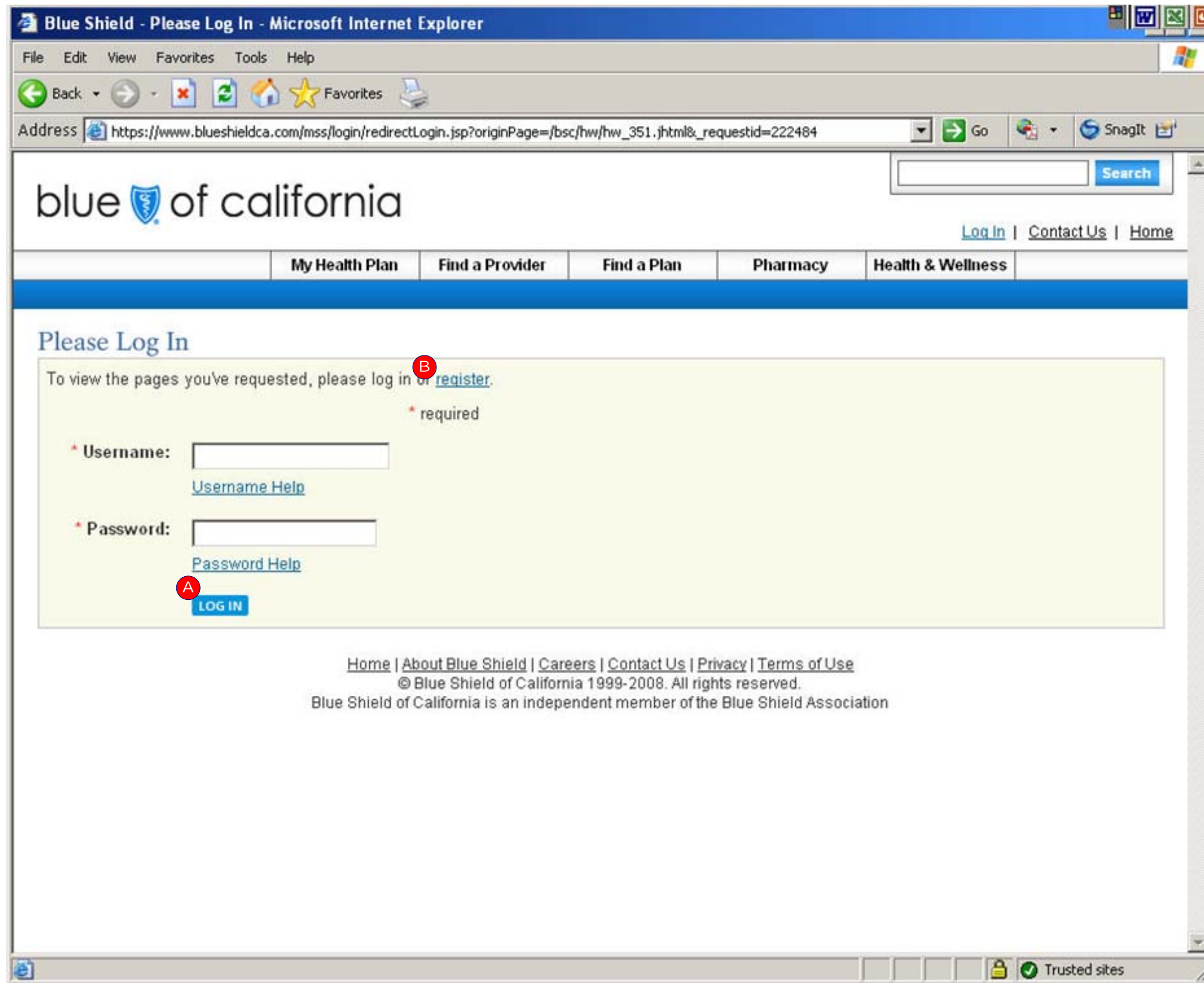
- the user's demographic information
- plan type
- whether the user is enrolled under their partner's plan
- partner's name
- partner's subscriber number

There is therefore no reason to ask for that information in this workflow. The Thank you page will include the member's name and address, as reassurance that the system recognizes the user. But we should not lard up the workflow with material that does not inform either the user or the system.

Specifications:

- A** The current top-of-page material, left nav, and footer are all picked up as is.
- B** The slugline may vary, depending on where the page lives. If the user reached this page from within:
 - Health Programs, then the slugline is "health programs"
 - Women's Health, then the slugline is "women's health"
 - Pregnancy & Baby, then the slugline is "pregnancy & baby"
 Current plans call for a reorganization of the entire Health & Wellness section, so this page may in the future be reached from within a section called something else. Whatever the title of the section may be, that title appears here.
- C** The name of the book that the member selects here will be populated on the Thank you page.
- D** The date field works exactly the same as it is currently on the Registration page, except that we are now also offering a standard calendar function.
- E** The calendar works in the standard way: Clicking the icon brings up a calendar; selecting a date in the calendar populates that date in the date field and closes the calendar.
- F** Listbox defaults to "Select one." The options listed are the same ones we currently use, with the inclusion of Member Homepage.
- G** **Link text:** Continue
Effect: The system checks all entries on the page and presents any appropriate error messaging in the standard way. If all required fields have appropriate entries, if there are no formatting problems, and
 - If the user is not logged in, the Login page loads.
 - If the user is already logged in, the Thank you page loads
- H** **Link text:** Cancel
Effect: Clears all entries from all fields and resets the page to its default state.
- I** **Link text:** Internet privacy policy
Effect: load page https://www.blueshieldca.com/bsc/aboutbsc/privacy/internet-privacy.jhtm

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Description:

Members will continue to use the current Login page:
 (https://www.blueshieldca.com/mss/login/redirectLogin.jsp?originPage=/bsc/hw/hw_351.jhtml&_requestid=222484)

While the basic functionality of the login page and the username and password field interactions have not changed, some modifications have been made to the login page to facilitate the new enrollment process of the Prenatal Education Program.

The following modifications apply when the log in page is loaded after the user successfully completes the Prenatal Education Program enrollment process.

Specifications:

A Button text: LOG IN

Effect: The system checks username and password entries and presents any appropriate error messaging in the standard way. If the combination is valid:

- On the basis of the username and password combination, the system checks this member's record for data that will be needed on the Thank you page and begins tracking this member's info for reporting purposes
- The system enrolls this member in the Prenatal Education Program
- The system logs the member into the member portal
- The Thank you page loads.

B Link text: register

Effect: Load standard member site enrollment step 1 page:

https://www.blueshieldca.com/mss/registration/registerStep1.jsp

At successful completion of site enrollment process, the system remembers that the member was enrolling in the Prenatal Education Program and loads the Thank you page.

[top of page material]

H Emily Carruthers

[Left nav]

health programs I

Thank you for enrolling in the Prenatal Education Program

A You should start receiving your copy of [book name] and other materials in about 3 weeks. We will mail them to the address we have on file for you at each ship date. The address we currently have is:

B Emily Carruthers
2743 Peachtree Lane
Bakersfield, CA 94302

If this address is not current or correct, please contact your employer. If your coverage is not through an employer, please contact Blue Shield of California Customer Service at [phone number].

C For additional information, please contact us at:

D Email: CHI@blueshieldca.com
Phone: (877) 289-4415, option 5

- E [Women's Health](#)
- F [Pregnancy & Baby](#)
- G [Health Programs](#)

[footer]

Description:

This page is reached by clicking Submit on either the authenticated or unauthenticated Registration page. Whereas currently we show the member's address on the Registration page itself, we now show it on this Thank you page.

Specifications:

- A Insert name of the book the member selected on the Registration page.
- B Insert the name and address that the system currently knows for this member.
- C Insert Customer Service's phone.
- D **Link text:** CHI@blueshieldca.com
Effect:
- E **Link text:** [Women's Health](#)
Effect: Load Women's Health page, https://www.blueshieldca.com/hw/healthyliving/hw_category.jsp?categoryId=4&requestid=213952
- F **Link text:** [Pregnancy & Baby](#)
Effect: Load Pregnancy & Baby page, https://www.blueshieldca.com/hw/healthyliving/hw_category.jsp?categoryId=5&requestid=214069
- G **Link text:** [Health Programs](#)
Effect: Load Health Programs page, https://www.blueshieldca.com/bsc/hw/hw_323.jhtml
Note that this is different from the status quo, which offers a link to member programs.
- H The member's name appears in the header, in the standard Member portal way.
- I The slugline may vary, depending on whether the page lives within Health Programs, Women's Health, or Pregnancy & Baby.

Status quo (for comparison only)

The screenshot shows the Blue Shield of California website interface. At the top, there is a search bar and the user is identified as 'Sub Coronet'. Navigation tabs include 'My Health Plan', 'Find a Provider', 'Find a Plan', 'Pharmacy', and 'Health & Wellness'. The main content area is titled 'health programs' and features a section for 'First StepsSM Prenatal Education Program'. The text reads: 'Thank you for enrolling in the First Steps Prenatal Education program. You should begin receiving materials in approximately 3 weeks.' Below this, it says 'For additional information, please contact us at:' followed by 'E-mail: CHI@blueshieldca.com' and 'Phone: (877) 289-4415, option 5'. A link 'Return to member programs' is also present. The footer contains copyright information: '© Blue Shield of California 1999-2008. All rights reserved. Blue Shield of California is an Independent member of the Blue Shield Association'.

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