



Websites that Work

Building the Next Generation of
Child Support Websites



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BEFORE

during

AFTER



BEFORE





Colorado: DCSS Website BEFORE

- Site built in 1996 and not touched since then
- Cumbersome to navigate
- Not mobile-friendly
- Only available in one translated language
- Limited imagery





Colorado: DCSS Website Analysis



Recommendations
from DCSS Website
Governance Group

User Identities:
Potential Customer,
Current Customer,
Employers, Child
Support Caseworker,
Partner Agency

Dated user
experience

Complicated
content

One standard
masthead

Multiple pages
with minimal text



Utah: ORS Website Before

Circa 1996

Information
contained:

Too much
Too complicated
Disorganized
Out of date

Not mobile friendly

The screenshot shows the Utah Department of Human Services (DHS) website. The header includes navigation links for 'Services' and 'Agencies', a search bar, and a banner for the Utah Department of Human Services. Below the header, there is a sidebar with a list of links including 'ORS Home', 'About ORS', 'Application for Services', 'Child Support Calculator', 'Employer Information', 'Financial Institution Data Match Program', 'Housing Verification', 'ORS Interactive Case Access System', 'ORS Programs', 'ORS Public Policy', 'Receiving Child Support Payments', 'Remitting Payments to ORS', 'Pay at an ORS Office Kiosk', 'Pay by EFT', 'Pay by Mail', 'Pay by Phone', 'Pay Online', 'ORS Returned Check Policy', 'Paternity Matters', and 'Contact Us'. The main content area features a 'Recovery Services' section with a mission statement and a list of related links. At the bottom, there are buttons for 'MAKE A PAYMENT' and 'GET CASE INFORMATION', and a section for 'Customer Services Available Online' with a list of services.

Services Agencies

utah department of human services

DHS Home | Services | A-Z Index

Search Utah.gov

Related Links

- External Links
- Common Questions
- Glossary of Terms
- ORS Messages
- ORS Mission Statement
- ORS Statistics
- Contact ORS Webmaster

Custom Search

Search ORS

Recovery Services

ORS's primary mission is to promote responsibility.

We help ensure that parents are financially responsible for their children by providing child support services and support for children in care. We also work to help ensure public funds are used appropriately through the efforts of our Bureau of Medical Collections.

INTRODUCING:

Touch Pay® Kiosk

Effective September 6, 2019, ORS no longer accepts payments at the reception windows in our office locations. In-office payments can be made at our new self-service kiosks provided by TouchPay® (fees apply). In addition, when making a payment on the ORS website, you are redirected to the TouchPay® website to complete the online payment transaction.

[Click here](#) for a description of all payment options available.

MAKE A PAYMENT **GET CASE INFORMATION**

Customer Services Available Online. Follow these links for self-service 24 hours a day.

You can:

- Apply for services through the [Online Application for Services](#)
- Access Your Case Online - [Interactive Case Access \(ICA\)](#)
- Get a report of 12 months payment disbursements for housing- [Child Support Payment Verification](#)
- Print forms for EFT or Utah Debit MasterCard® payments [Electronic Payment Enrollment Form](#)

ORS
Promoting Responsibility



Utah: What Did We Want to Accomplish

- Make the site easier to update
- Drive more traffic to automated processes and services
- Enrich content—extensively



Utah: What to Keep and What to Eliminate from the Old Site?

■ ORS Home
■ About ORS
■ Application for Services
■ Child Support Calculator
■ Employer Information
■ Financial Institution Data Match Program
■ Housing Verification
■ ORS Interactive Case Access System
■ ORS Programs
■ ORS Public Policy
■ Receiving Child Support Payments
■ Remitting Payments to ORS
■ Pay at an ORS Office Kiosk
■ Pay by EFT
■ Pay by Mail
■ Pay by Phone
■ Pay Online
■ ORS Returned Check Policy
■ Paternity Matters
■ Contact Us

- Technology
- Content
- Design

<!--*****left menu configuration for IE 5.0, DO NOT EDIT!!!*****-->

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IT TAKES A VILLAGE



Colorado: DCSS Website Project Team



An added bonus:
CDHS Family
Voice Council



Utah: ORS Website “Team”

**ORS
Administration**

**Parent
Department
Comms**

**Department of
Technology
Services**

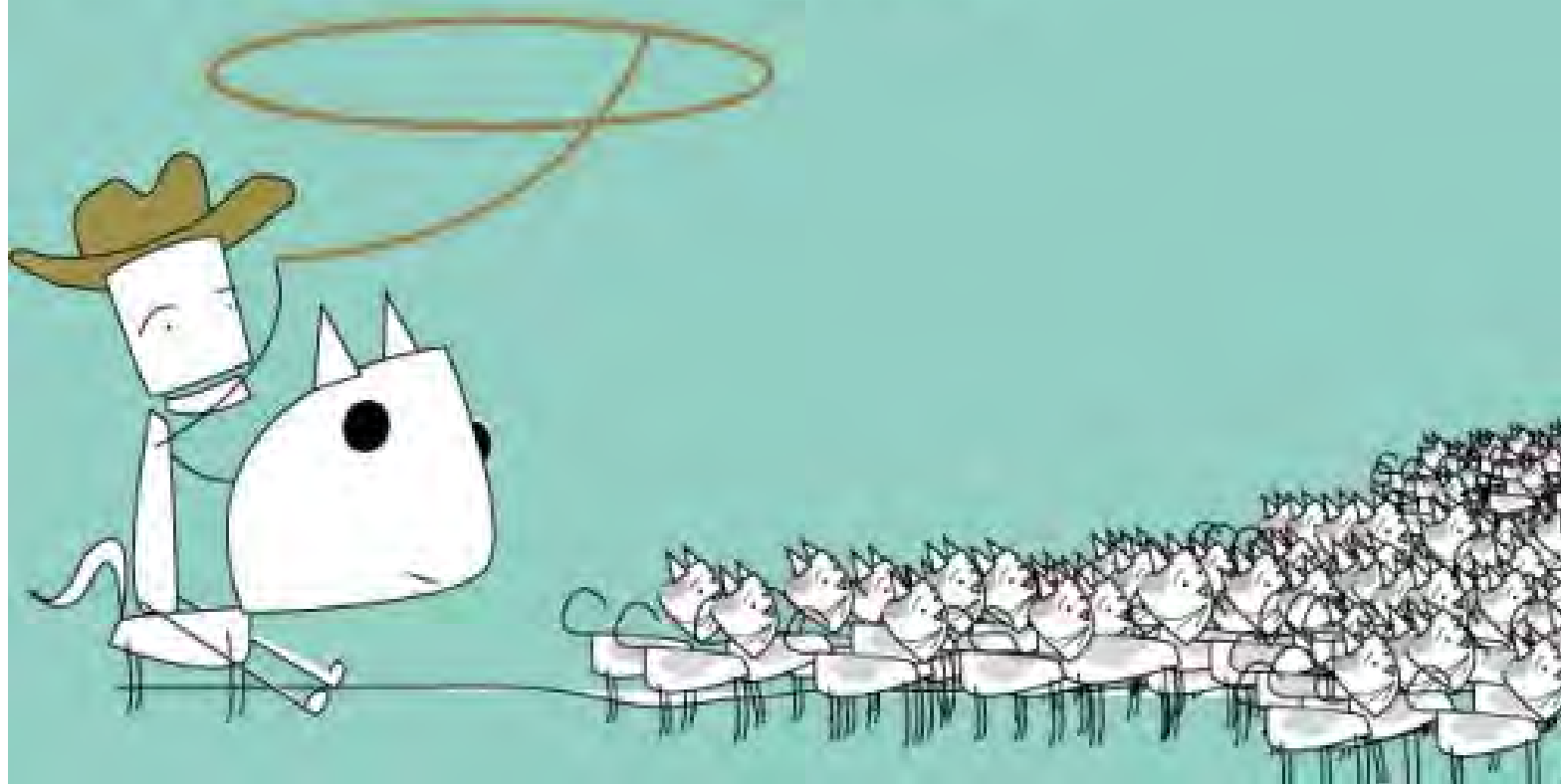
**David Ramm
James Britton**

Attorneys

**Policy
Analysts/
Technical
Writers**



it's like herding cats.





Utah: Project Management Approach

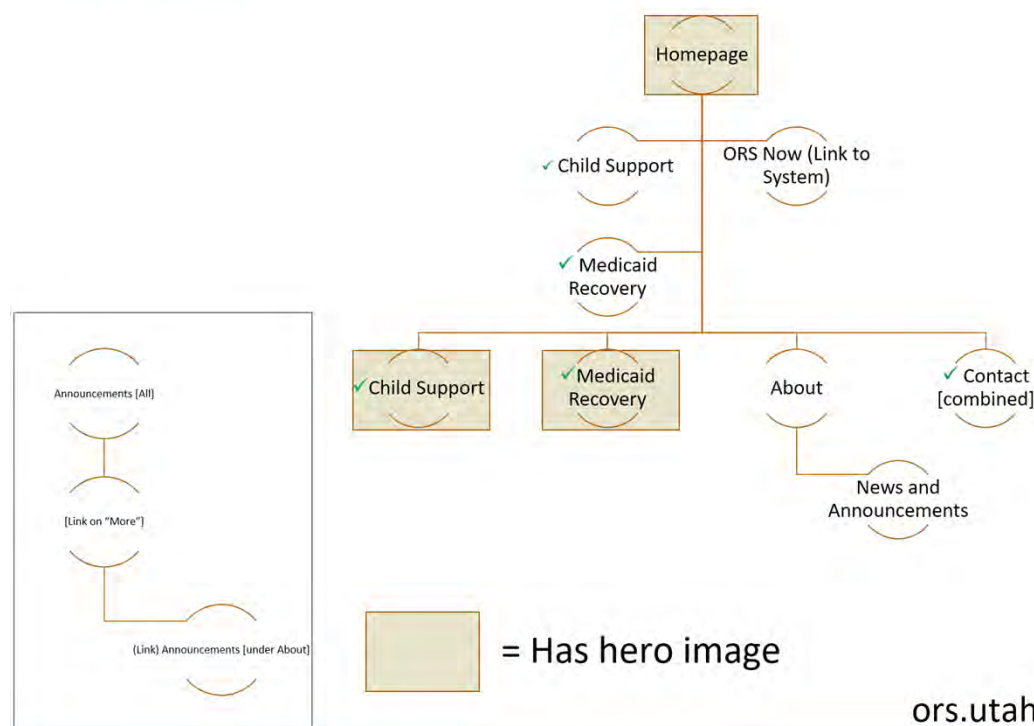
Internal name	Existing or New?	Status	Content Block	Content Update SME	Bullet Points	Content Development Rank
When Child Support Cases End	New		Child Support 3	Policy Contact: Mary Casey	Emancipation rules? Talk about other forms of case closure?	5
Children in Care Review and Adjustment Description	Existing		Child Support 4	Policy Contact: Nick Casey	Assuming this will be part of the main review and adjustment page--but what do we need to know that distinguishes it? Different forms? Point about administrative award only true during CIC time? https://ors.utah.gov/cic_calculate_support.htm	4
Review and Adjustment Description	Existing		Child Support 4	Policy Contact: Nick Casey	New name okay? Forms? Common problems? Talk to someone first?	4
Child Support Review and Adjustment Frequently Asked Questions	New		Child Support 4	Policy Contact: Nick Casey	Do any of these need to be updated? Anything missing? Are these in the right order (highest priority first)?	4



Utah: Project Management Tools

ORS Homepage (v. 17)

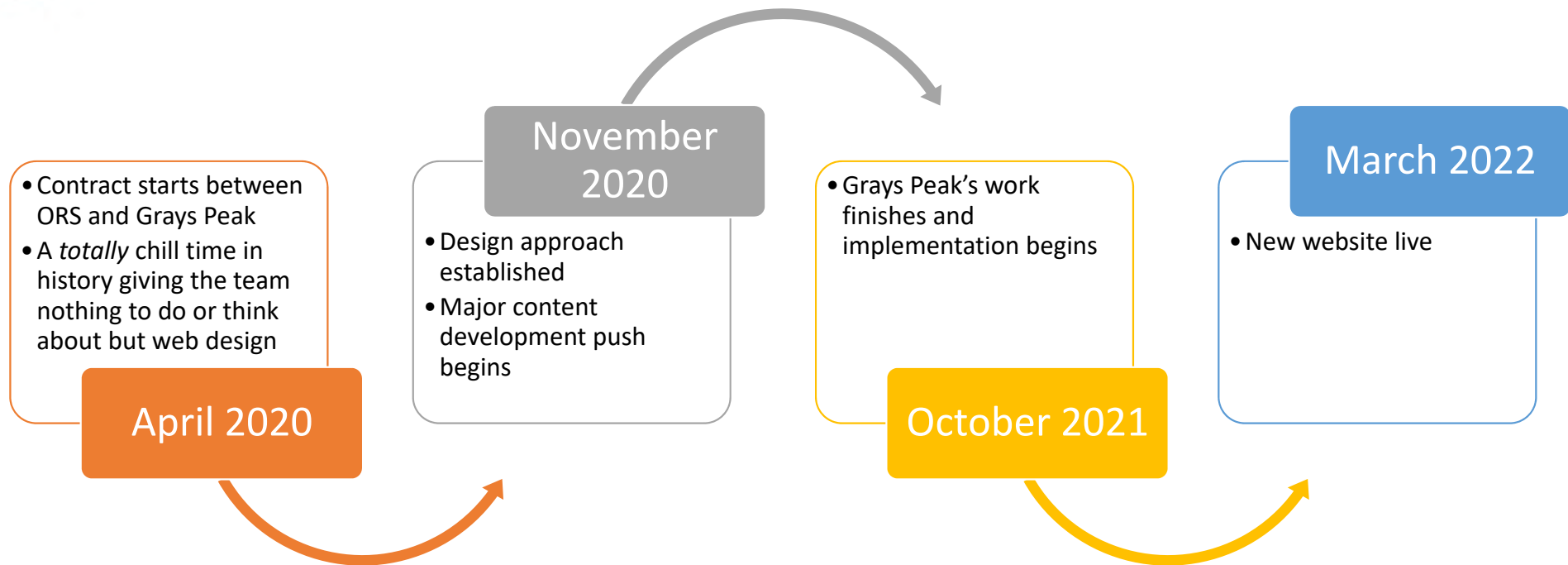
ors.utah.gov/



ors.utah.gov/



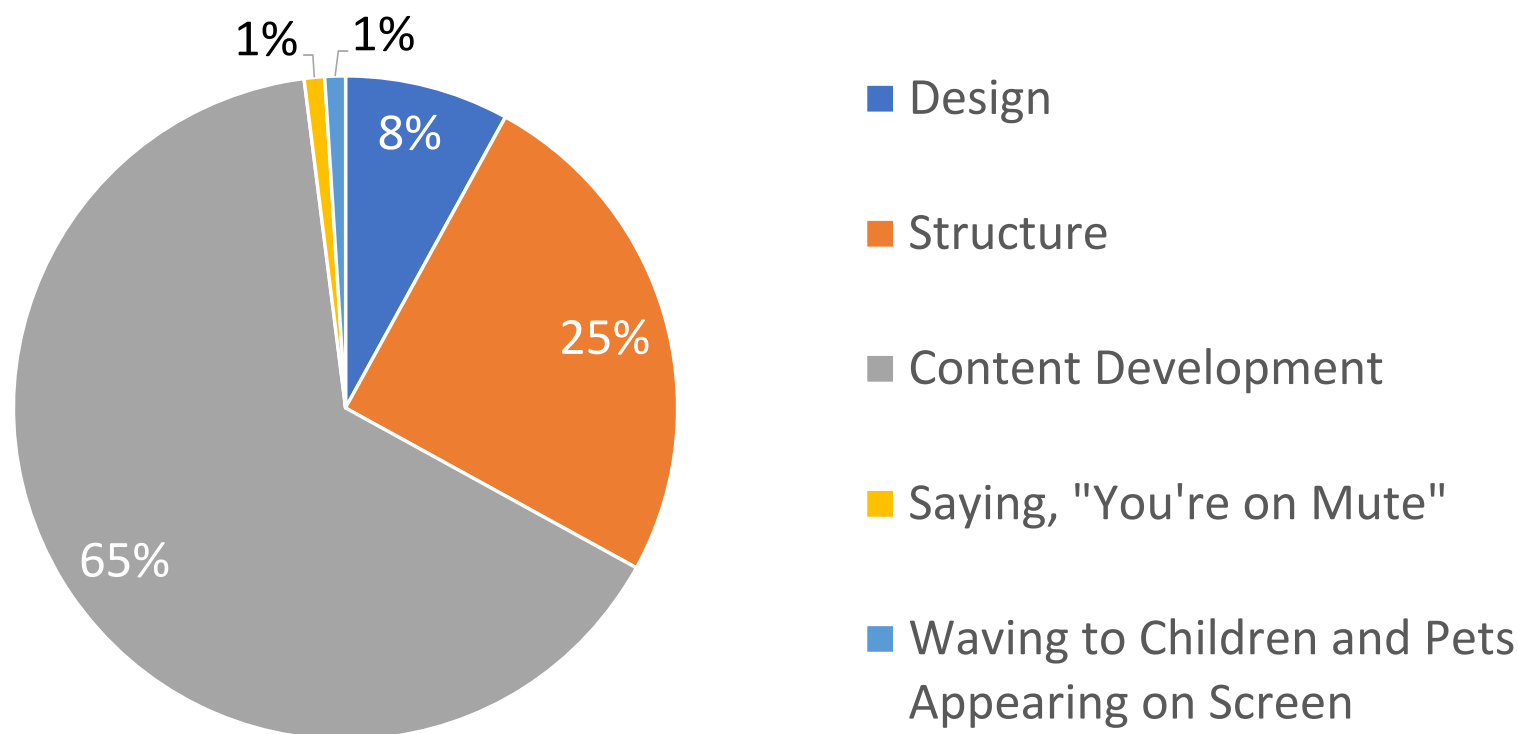
Utah: Project Timeline





Utah: Time by Task

ORS Web Redesign Update Tasks by % of Time*



* Percentages based on survey (n=1) of “What did it feel like at the time?”



Colorado: From Concept to Completion

Website redesign kicked off **Dec. 15, 2018**. The redesigned site launched **Aug. 19, 2019**.

Content Review & Edits: Approx. 2.5 months

Design Concepts & Approval: One month

Development: 3.5 months

General Project Management: Ongoing

One project manager (DCSS staff) who managed the work of multiple vendors, DCSS, and OIT employees.

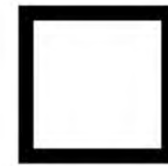
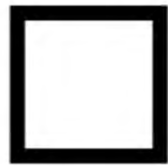




during



Where Should We Live?



Colorado: DCSS Development Platform



Drupal is a free, open-source, non-templated digital experience platform.

It provides top-notch security, including regular patches, which was a priority for the DCSS team.

Drupal offers a blank slate. It is highly customizable.

The platform's modular approach to website-building opens room to do much more than just content creation.





Colorado: Website Content Management System

Manage Shortcuts VendorSpearcaCommunications

[View profile](#) [Edit profile](#) [Log out](#)

Edit Basic page Make a Payment ☆

[View](#) [Edit](#) [Delete](#) [Revisions](#)

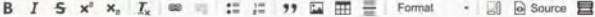
Home » » Make a Payment

Title *
Make a Payment

Page Header
 [Edit](#)

Child Support Orders
Make a Payment

Body (Edit summary)

B I S x² x₂ I₂  **Format** 

By law, paying parents are required to pay court-ordered child support on time and in full.

If you have an order enforced by a county child support office and are unable to pay, please contact your local county child support office as soon as possible.

If you're already registered to make an online payment, login to your [Online Account](#).

How to Make a Payment

The Family Support Registry (FSR) offers several easy ways for you to submit child support payments.

Your Role

The paying parent is known as the **obligor**. You have an eight-digit FSR account number to identify your account.

Published
Last saved: 08/13/2021 - 14:54
Author: cdhs_admin
☒ Create new revision
Revision log message

Briefly describe the changes you have made.

▼ MENU SETTINGS (Make a Payment)
☒ Provide a menu link
Menu link title
Make a Payment
Description

Shown when hovering over the menu link.

Parent link
-- Child Support Orders
Weight
-50
Menu links with lower weights are displayed before links with higher weights.

► METATAGS
▼ URL ALIAS (Automatic alias)
☒ Generate automatic URL alias
Uncheck this to create a custom alias below. [Configure URL alias patterns](#).
URL alias



Colorado: Website Content Management System

- + What should we do if we are not sure who the child's father is?
- + Who pays for genetic testing, and how long does it take to get the results?

Receiving Child Support Payments

- How long does it take for the Family Support Registry (FSR) to process a payment and send it out?

Payments received with the FSR account number and payor's name are processed on the same business day they are received. Payment is typically sent on the following business day. If you have direct deposit, your deposit is typically available within two business days.

- + If I have direct deposit to receive my child support, how do I change my bank information with the FSR?
- + How can I stop my direct deposit or the deposit onto my Child Support Payment card?
- + What can I do if I haven't received my payment and I believe it's a processing error?
- + What should I do if I lost my child support check/child support payment card?
- + I currently don't have an SSN. Can I still set up Direct Deposit or Child Support Payment Card online?
- + Where can I use my Child Support Payment Card?



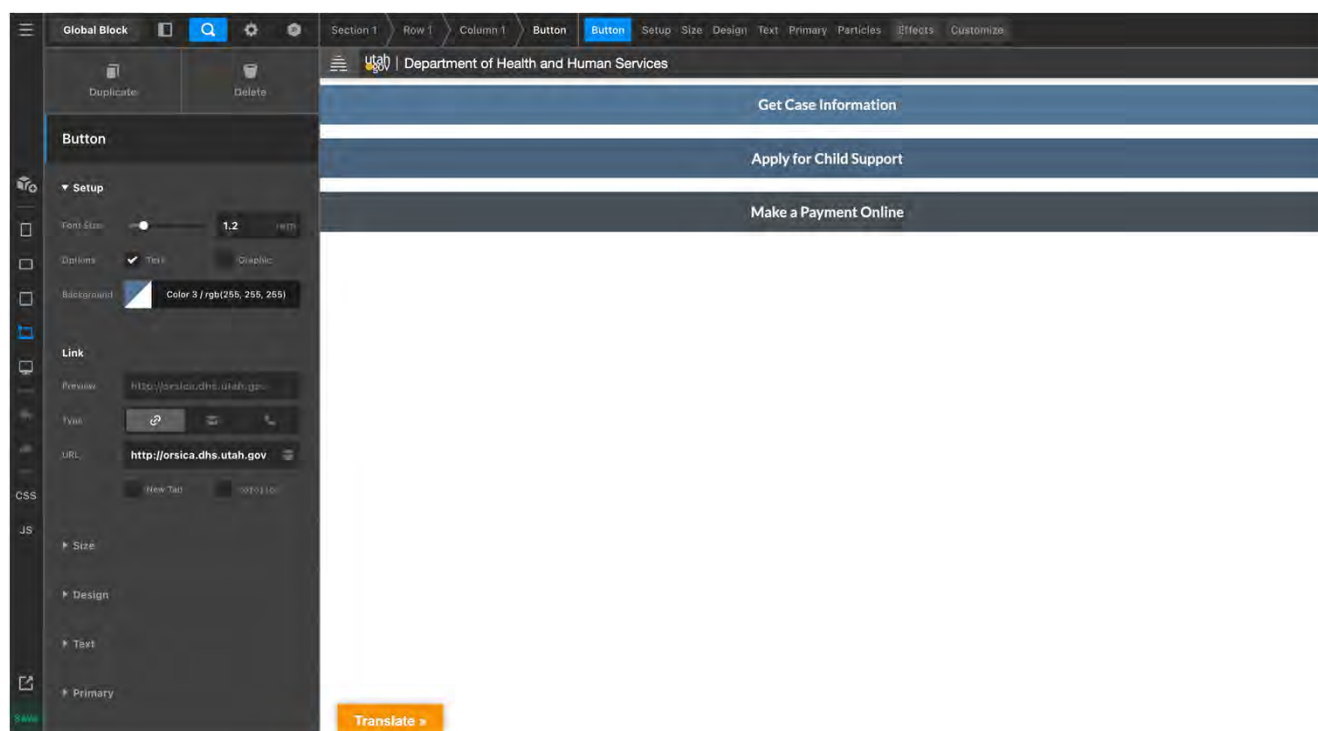
Utah: WordPress and Themeco Pro: Simplifying Development and Maintenance

The screenshot shows the Themeco Pro theme options panel on the left, with sections for Theme Options, Stack, Design, Blog Options, Portfolio Options, and Layout And Design. The main preview area displays the website for the Utah Department of Health & Human Services, featuring a header with navigation links, a hero section with a family photo and the text "OFFICE OF RECOVERY SERVICES", and a footer with three service cards: Child Support, Case Management System, and Medicaid Cost Recovery.

☐	Title	Author	Date				
☐	Child Support	Shancock	Published 2020/06/28 at 2:00 am				7 3
☐	Apply for Child Support	Imeson	Published 2021/10/28 at 8:34 am				2 18
☐	Calculate Child Support	Imeson	Published 2021/10/28 at 8:34 am				9 3
☐	Case Closure	Imeson	Published 2021/10/28 at 8:34 am				4 0
☐	Change a Child Support Order	Imeson	Published 2021/10/28 at 8:34 am				7 1
☐	Child Support Review and Adjustment: Frequently Asked Questions	Imeson	Published 2021/10/28 at 8:34 am				5 1
☐	Collect Child Support	Imeson	Published 2021/10/28 at 8:34 am				9 1
☐	Collect for Children in Care	Imeson	Published 2021/10/28 at 8:34 am				4 1
☐	Enforcement Tools	Imeson	Published 2021/10/28 at 8:34 am				7 2
☐	Fees	Imeson	Published 2021/10/28 at 8:34 am				6 1
☐	Income Withholding	Imeson	Published 2021/10/28 at 8:34 am				6 4
☐	Non-IV-D Processing	Imeson	Published 2021/10/28 at 8:34 am				6 1
☐	Contact Child Support	Imeson	Published 2021/10/28 at 8:34 am				2 11
☐	News and Announcement	Imeson	Published 2021/10/28 at 8:34 am				3 0
☐	Employer Services	Imeson	Published 2021/10/28 at 8:34 am				3 0
☐	Employer EFT Letter	Imeson	Published 2021/10/28 at 8:34 am				0 0
☐	Pay by EFT Page	Imeson	Published 2021/10/28 at 8:34 am				5 1
☐	Establish Child Support Orders	Imeson	Published 2021/10/28 at 8:34 am				7 0
☐	Child Support and Public Assistance	Imeson	Published 2021/10/28 at 8:34 am				5 1
☐	Out-of-state Child Support Cases	Imeson	Published 2021/10/28 at 8:34 am				4 0
☐	Establish Paternity	Imeson	Published 2021/10/28 at 8:34 am				5 2



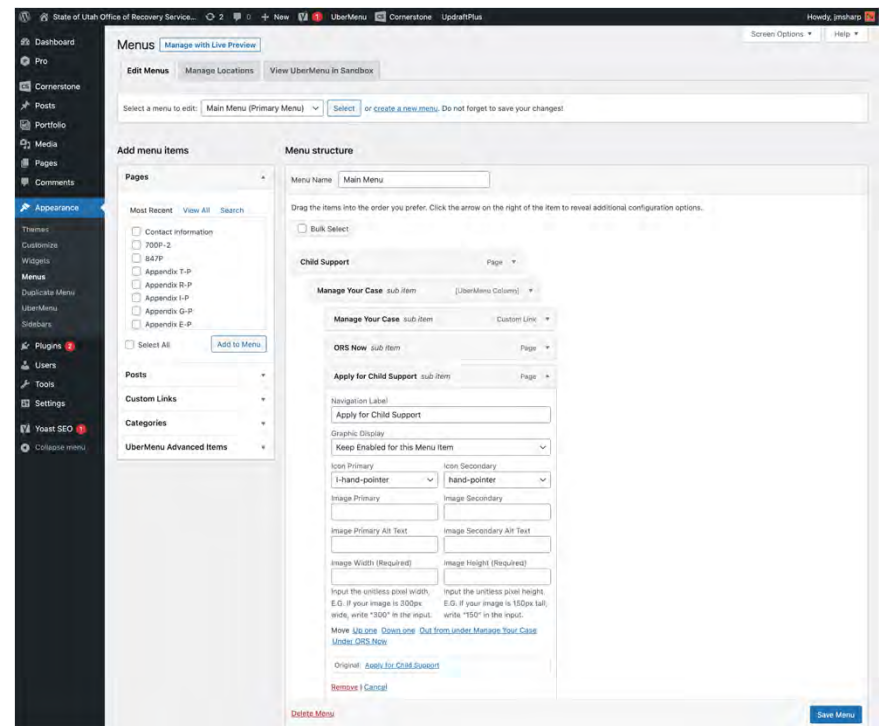
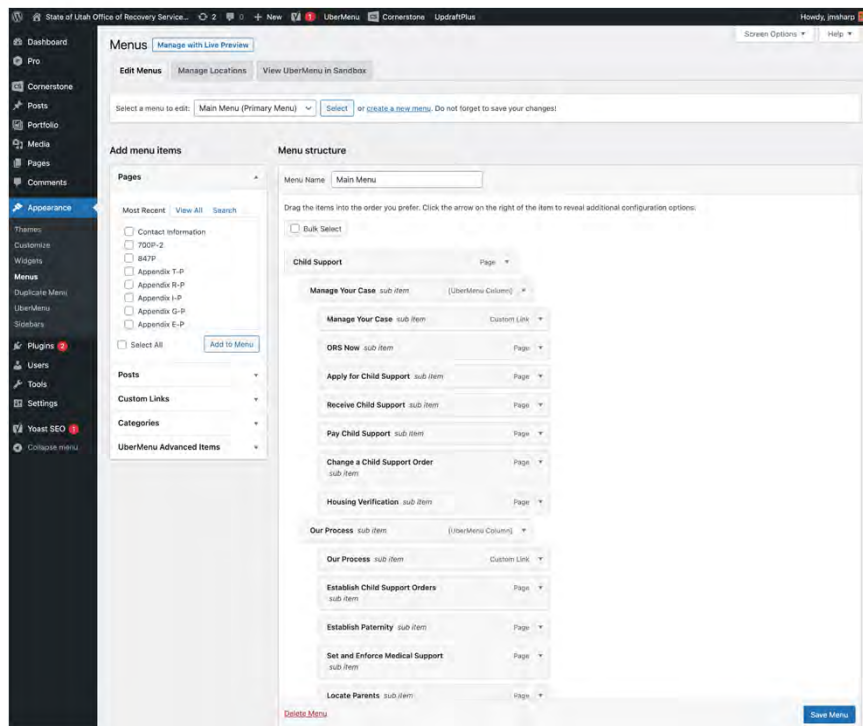
Utah: WordPress and Themeco Pro: Easy Sitewide Updates







Utah: WordPress and Themeco Pro: Making Menus





Utah: WordPress and Themeco Pro: Plugins, Security, and

State of Utah Office of Recovery Services... 2 + New LibarMenu Cornerstone UpdraftPlus Howdy, jmharp

Dashboard Pro Cornerstone Posts Portfolio Media Pages Comments Appearance **Plugins** Users

Users Add New

User deleted.

All (12) | Administrator (5) | Subscriber (2) | Content Admin (3) | State of Utah - Openid: State (1) | State of Utah - Openid: Agency (1)

Bulk actions Apply Change role to... Change

☐	Username	Name	Email	Role	Posts
☐	amcelavee			Administrator	0
☐	agin			Content Admin	0
☐	shancock			Administrator	0
☐	bmason			Content Admin	0
☐	dsandymouser@utah.gov			Subscriber	0
☐	jmharp			Administrator	2
☐	erixon			Content Admin	0
☐	openidAgencyAnonymousUser@utah.gov			State of Utah - Openid: Agency	0
☐	openidAnonymousUser@utah.gov			Subscriber	0
☐	openidStateAnonymousUser@utah.gov			State of Utah - Openid: State	0
☐	stansworth			Administrator	0
☐	vmluk			Administrator	0

Bulk actions Apply Change role to... Change

Thank you for creating with WordPress

Version 6.0.3

State of Utah Office of Recovery Services... 2 + New LibarMenu Cornerstone UpdraftPlus Howdy, jmharp

Dashboard Pro Cornerstone Posts Portfolio Media Pages Comments Appearance **Plugins** Users

Plugins Add New

All (8) | Active (8) | Update Available (2) | Auto-updates Disabled (8)

Bulk actions Apply

☐	Plugin	Description	Automatic Updates
☐	DTS Functions Plugin	Adds several features to sites hosted and maintained by DTS. Version 3.0.1 By Utah Department of Technology Services View details Check for updates	Enable auto-updates
☐	Duplicate Menu	Easily duplicate your WordPress Menus. Version 0.2.2 By Jonathan Christopher View details	Enable auto-updates
☐	Google Language Translator	The MOST SIMPLE Google Translator plugin. This plugin adds Google Translator to your website by using a single shortcode, [google-translator]. Settings include: layout style, hide/show specific languages, hide/show Google toolbar, and hide/show Google branding. Add the shortcode to pages, posts, and widgets. Version 6.0.15 By Translate AI Multilingual Solutions View details	Enable auto-updates
☐	Head & Footer Code	Easy add site-wide, category or article specific custom code before the closing <head> and <body> or after opening <body> HTML tag. Version 1.3.0 By Aleksandar Urodevic View details Support Donate	Enable auto-updates
☐	State of Utah - Openid	Provides SSO federated OpenID authentication by coordinating with id.utah.gov. Protected: WordPress determines protected pages/User Groups: All. Version 2.6.2 View details Visit plugin site Check for updates	
☐	UberMenu 3 - The Ultimate WordPress Mega Menu	Easily create beautiful, flexible, responsive mega menus. Version 3.7.8 By Chris Mavricos, SevenSpark Visit plugin site	
☐	UpdraftPlus - Backup/Restore	Backup and restore: take backups locally, or backup to Amazon S3, Dropbox, Google Drive, Rackspace, iSFT, iCloud, and email, on automatic schedules. Version 2.22.22.25 By UpdraftPlus.Com, DavidAnderson View details Check for updates	Enable auto-updates
There is a new version of UpdraftPlus - Backup/Restore available. View version 2.22.23.25 details or update now.			
☐	Yoast SEO	The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more. Version 19.6.1 By Team Yoast View details	Enable auto-updates
There is a new version of Yoast SEO available. View version 19.8 details or update now.			

Bulk actions Apply

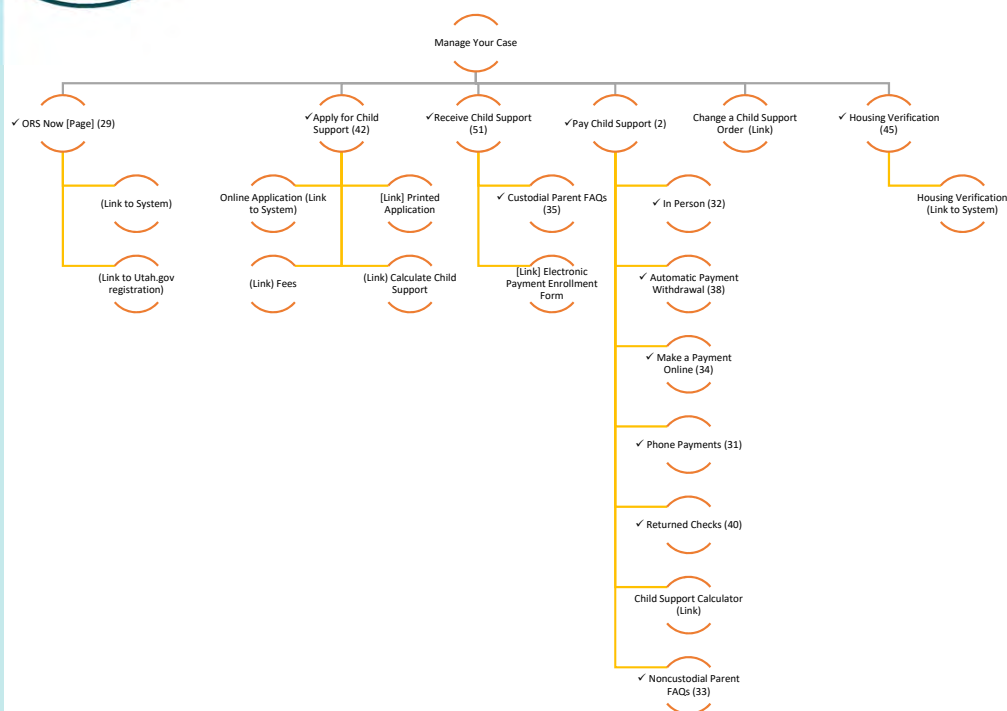
Thank you for creating with WordPress

Version 6.0.3





Utah: From Research to Design



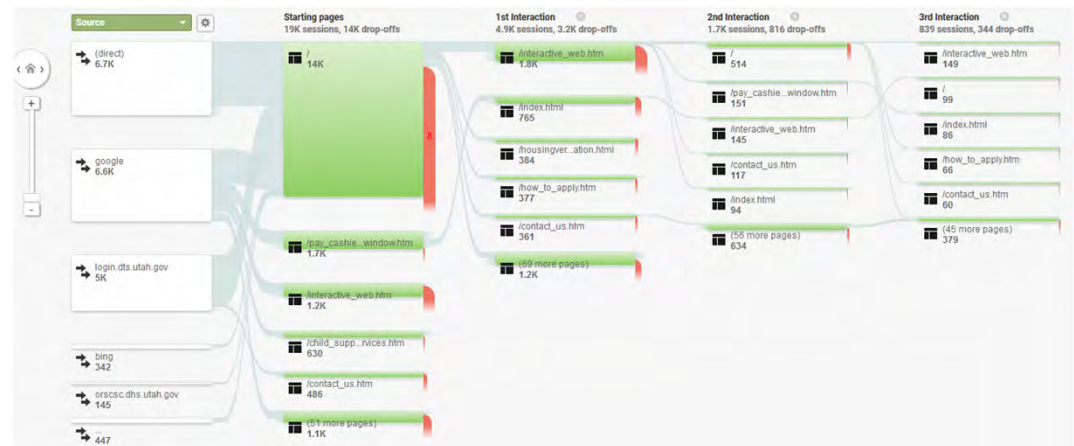
Child Support ▾	Medicaid Recovery ▾	News	Contact	Q
Manage Your Case - ORS Now - Apply for Child Support - Receive Child Support - Pay Child Support - Change a Child Support Order - Housing Verification	Our Process - Establish Child Support Orders - Establish Paternity - Set and Enforce Medical Support - Locate Parents - Collect Child Support - Case Closure	Calculate Support Calculate Child Support	Professional Services - Employer Services - FIDM	Resources - Forms - Glossary - Public Policy - Statistics
Contact News and Announcements				



Utah: Analyzing the Analytics

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
	34,809 % of Total: 100.00% (34,809)	26,353 % of Total: 100.00% (26,353)	00:02:57 Avg for View: 00:02:57 (0.00%)	19,326 % of Total: 100.00% (19,326)	59.87% Avg for View: 59.87% (0.00%)
1. /	20,253 (58.18%)	14,703 (55.79%)	00:03:58	14,271 (73.84%)	65.85%
2. /interactive_web.htm	4,038 (11.60%)	3,250 (12.33%)	00:02:11	1,229 (6.36%)	75.26%
3. /pay_cashier_window.htm	2,021 (5.81%)	1,711 (6.49%)	00:00:31	1,653 (8.55%)	7.20%
4. /contact_us.htm	1,330 (3.82%)	1,032 (3.92%)	00:02:43	486 (2.51%)	63.79%
5. /index.html	1,300 (3.73%)	1,070 (4.06%)	00:01:47	114 (0.59%)	62.28%
6. /child_support_services.htm	930 (2.67%)	741 (2.81%)	00:01:32	630 (3.26%)	23.81%
7. /how_to_apply.htm	831 (2.39%)	573 (2.17%)	00:05:34	81 (0.42%)	61.73%
8. /housingverification.html	602 (1.73%)	524 (1.99%)	00:06:17	82 (0.42%)	62.20%
9. /pay_online.htm	477 (1.37%)	299 (1.13%)	00:02:35	95 (0.49%)	52.63%
10. /direct_deposit.htm	419 (1.20%)	311 (1.18%)	00:01:08	49 (0.25%)	55.10%

11. /access/access.htm	21. /faq_css.htm	31. /return_check.htm
12. /faq_compute_cs.htm	22. /faq_paternity.htm	32. /css_publicpolicy.htm
13. /faq_for_npc.htm	23. /pay_by_mail.htm	33. /faq_cic.htm
14. /utah_debit.htm	24. /obtaining_info.htm	34. /ors_mission.htm
15. /publicpolicydefault.htm	25. /fdmp.htm	35. /bureau_of_rmc.htm
16. /empl_info.htm	26. /access/commonquestions.htm	36. /external_links.htm
17. /faqtoc.htm	27. /ors_messages.htm	37. /pay_by_EFT.htm
18. /faq_mod_esc.htm	28. /cic_calculate_support.htm	38. /faq_bmc.htm
19. /credit_card.htm	29. /receive_by_check.htm	39. /faq_fraud2.htm
20. /faq_for_cp.htm	30. /contact_web.html	40. /glossary_of_terms.htm





Colorado: Utilizing Ogilvy's 2018 Report

In 2018, Ogilvy (a global public relations firm) conducted qualitative focus group research for California Department of Child Support Services. This research revealed important insights as to how parents viewed themselves when applying for child support as well as how they viewed the child support program and marketing of services.

Unhappy

Shame

Vulnerability

Anger

Distrust

Transactional
service

No parenting
advice

No two parent
families in photos

Colorado: DCSS Website Redesign Process



Content

Rewrite content using plain language, removing complicated terms and jargons

Make child support more approachable

Design

User experience design

Content entry portals

Intentionality with selected images

Engagement

SME review of revised content

Project advisory board

CDHS Family Voice Council



Colorado: Making it Easier for People to Get the Information They Need

Our Focus:

- Applying for a Child Support Order
- Making a Payment
- Logging into an Existing Account
- Finding a County Child Support Office

Google Analytics was used on the front end to better understand site traffic and user engagement.

DCSS continues to use Google Analytics to monitor traffic and gather metrics from digital marketing campaigns.

Analytics All accounts > ChildSupportWebsite

All Web Site Data

Try searching "Users today"

	Sessions	% New Sessions	New Users	Source name	Session	Avg. session Duration	Conversion Rate	Completions	Goal Value
1. /siteuser/do/Auth	335,011 (28.13%)	17.74%	59,440 (21.67%)	11.86%	4.69	00:03:40	0.00%	0 (0.00%)	\$0.00 (\$0.00)
2. /	293,328 (24.89%)	36.27%	106,380 (38.77%)	12.53%	5.68	00:03:55	0.00%	0 (0.00%)	\$0.00 (\$0.00)
3. /siteuser/do/parents/GetPaymentHistory	129,663 (11.68%)	4.48%	5,807 (2.12%)	50.67%	2.73	00:02:15	0.00%	0 (0.00%)	\$0.00 (\$0.00)
4. /family-support-registry	52,039 (4.46%)	37.50%	19,514 (7.52%)	11.68%	6.37	00:05:42	0.00%	0 (0.00%)	\$0.00 (\$0.00)
5. /siteuser/do/vfs/fragfile=/cm/remFSR.jsp	51,833 (4.46%)	17.39%	9,016 (3.25%)	0.39%	7.38	00:04:07	0.00%	0 (0.00%)	\$0.00 (\$0.00)
6. /siteuser/do/vfs/fragfile=/cm/Logout.jsp	36,146 (3.08%)	6.95%	2,511 (0.92%)	41.87%	3.90	00:01:49	0.00%	0 (0.00%)	\$0.00 (\$0.00)
7. /make-payment	34,751 (3.03%)	45.81%	15,918 (5.80%)	69.43%	2.25	00:02:16	0.00%	0 (0.00%)	\$0.00 (\$0.00)
8. /siteuser/do/parent/GetParentOverview	26,023 (2.24%)	6.71%	1,745 (0.64%)	39.28%	3.19	00:02:29	0.00%	0 (0.00%)	\$0.00 (\$0.00)
9. /calculating-payments	22,923 (2.00%)	74.63%	17,107 (6.24%)	74.11%	1.72	00:01:37	0.00%	0 (0.00%)	\$0.00 (\$0.00)
10. /siteuser/do/parent/GetCaseStatus	21,058 (1.80%)	6.12%	1,288 (0.47%)	48.69%	3.19	00:02:27	0.00%	0 (0.00%)	\$0.00 (\$0.00)
11. /siteuser/do/general/application/eAppforservices	11,440 (1.00%)	61.51%	7,037 (2.57%)	53.57%	5.58	00:06:09	0.00%	0 (0.00%)	\$0.00 (\$0.00)
12. /siteuser/do/parent/ChangeOrder	9,733 (0.88%)	4.76%	463 (0.17%)	63.19%	3.47	00:02:10	0.00%	0 (0.00%)	\$0.00 (\$0.00)



Colorado: DCSS Website AFTER



The screenshot shows the Colorado DCSS website. At the top, there is an orange navigation bar with links for SEARCH, CONTACT US, and LANGUAGE. Below this is the Colorado Office of Economic Security logo and a navigation menu with links for About, Services, Child Support Orders, Family Support Registry, Employers, People We Serve, and Resources. The main banner features a photo of two children hiking in a field, with the text 'We put children first' and 'by helping parents and caretakers provide for their families'. A dropdown menu for 'Child Support Orders' is open, showing options: Make a Payment, Receiving Payments, Enforcing Orders, Changing an Order, and Closing a Case. Below the banner, there is a section titled 'The Colorado Child Support Services Program works with parents and caretakers to make sure all Colorado kids get the financial support they need to thrive.' followed by 'We can help you:' and two bullet points: 'Set up a child support and medical (health insurance) order' and 'Collect child support payments'. At the bottom left, there is a URL: 'https://childsupport.state.co.us'. On the right, there are two buttons: 'APPLY Apply for Child Support' and 'PAY Make a Payment'.



Colorado: DCSS Design Process

- Followed existing DCSS brand standards
- 3 content entry portals
- Mobile-friendly
- Easy to navigate
- Contact information readily accessible
- Translated into 50+ languages
- Images reflect diverse people and landscapes



If you cannot find the answer to your question below, please contact your local county child support office. Your caseworker can answer specific questions about your case. Enter your county or city name in the **Find a County Child Support Office** search field to find this contact information.

FAQ topic areas include:

- ▲ Calculating Child Support
- ▲ Enforcing Child Support Orders
- ▲ General Questions
- ▲ Interstate Cases
- ▲ Making Child Support Payments
- ▲ Parentage
- ▲ Receiving Child Support Services
- ▲ COVID-19 FAQs
- ▲ Website Login Troubleshooting

Calculating Child Support

What is a guideline worksheet?

A guideline worksheet is a form used to calculate the amount of child support that is owed. Colorado has two guideline worksheets.

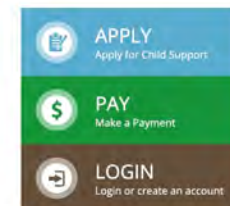
1. Worksheet A, "Sole Physical Care" is used in cases when one parent has 92 or fewer overnights
2. Worksheet B, "Shared Physical Care" is used in cases when both parents have more than 92 overnights with the child

I pay for child care and buy all the child's clothes. Does this count as child support?

What expenses are considered and what documentation must I provide regarding expenses?

We share custody. Does that impact the amount I have to pay?

Are my other bills, such as rent and car payments, taken into consideration when calculating the amount of support?





Colorado: Post-Launch

A few months after the launch of the new site, the State of Colorado went through a rebrand – new logo, colors and brand voice.

The DCSS website will soon reflect this new look and feel.

Process reflects the importance of staying nimble. New leadership and staff can impact the design of a website.



Brand User Guide

Bright, Modern and Diverse. People-first.

Color Palette

	#001970		#009ADD
	#FFD100		#25CAD3
	#C3002F		#4DC1DF
	#FFFFFF		#8FC6E8
	#000000		#82BC00
	Gradient		#6CC049

Typefaces

Museo Slab 500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trebuchet MS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Best Practices

Photos:

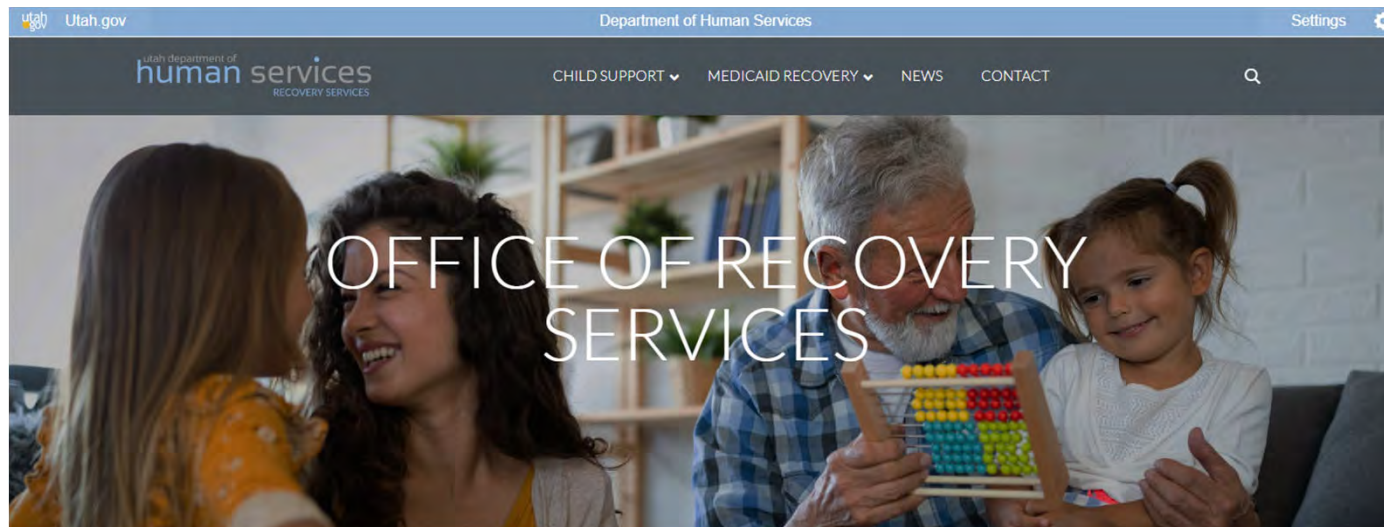
- Ensure each photo has adequate resolution.
- Use photos of people whenever possible.
- Display diversity in images. The most common types of diversity to keep in mind are:
 - Race/Ethnicity
 - Gender identity/expression
 - Age
 - Geographic location
 - Cognitive ability
 - Physical abilities
 - Sexual orientation
 - Socioeconomic status
 - Religious beliefs

Accessibility standards:

- All text should be black
 - To accent text, you may bold the font or use an accent color.
- If you're unsure if something is hard to read, it probably is!

Brand Voice:

When people interact with our brand, we want them to feel they are seen, heard, supported and that we care about them as individuals. When communicating as CDHS, write or speak in a way that is helpful, caring and competent.



The primary mission of Utah Office of Recovery Services is to promote responsibility. We help ensure that parents are financially responsible for their children by providing child support services and support for children in care.

We also work to help ensure public funds are used appropriately through the efforts of our Bureau of Medical Collections.



Child Support

Our office ensures that parents are financially responsible for their children by providing child support services and support for children in care.

[LEARN MORE](#)

Case Management System

Access specific child support case information including payment information, case status, and balance/monthly due information.

[LEARN MORE](#)

Medicaid Cost Recovery

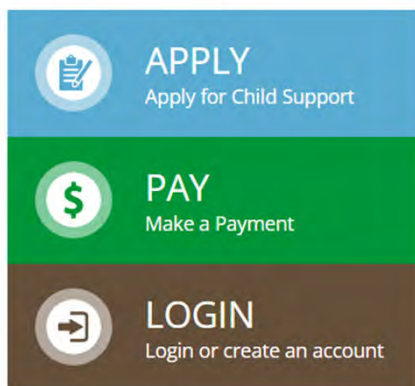
Our office collects medical reimbursement from responsible third parties to both reimburse and avoid state Medicaid costs.

[LEARN MORE](#)

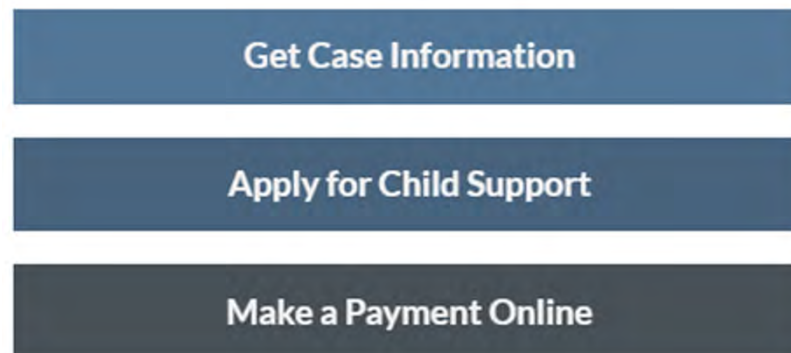


Utah: Some Ideas Are Too Good Not to Steal

The Colorado Child Support Services Program



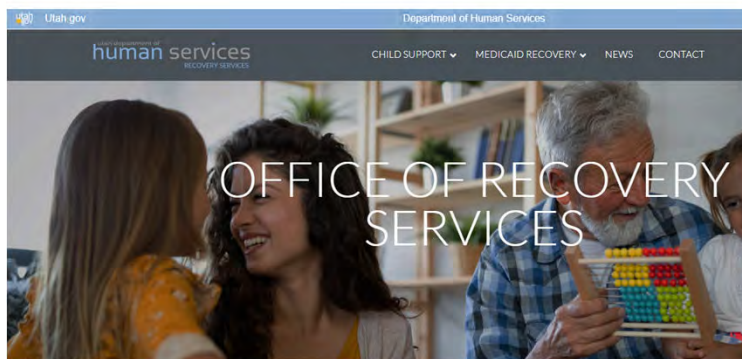
The Utah Child Support Services Program





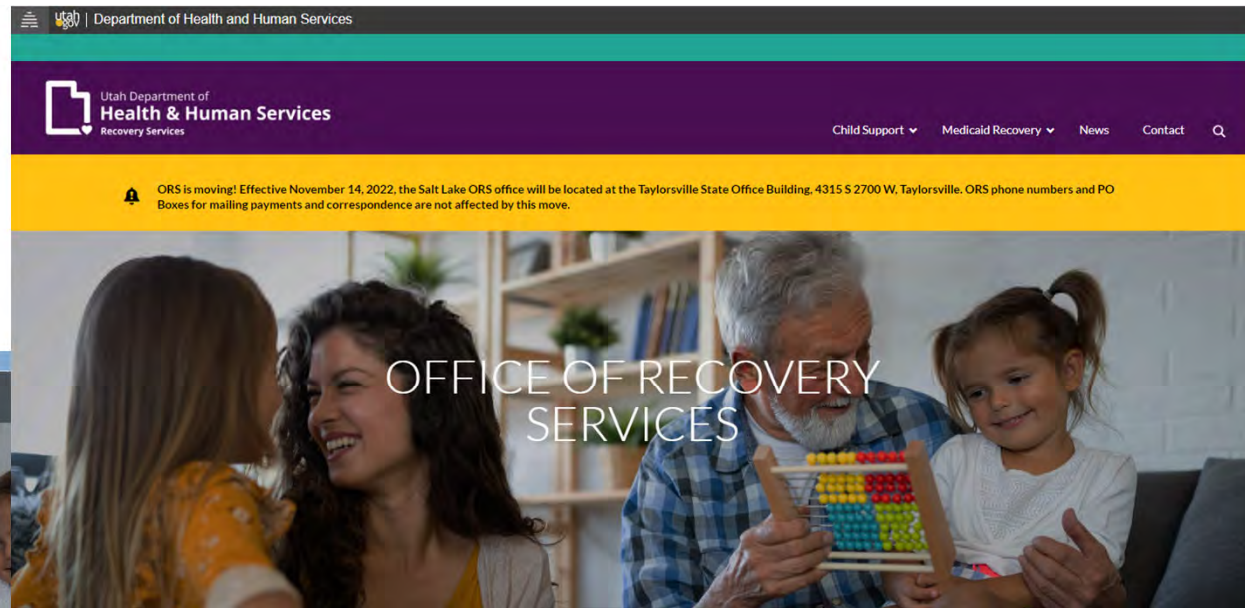
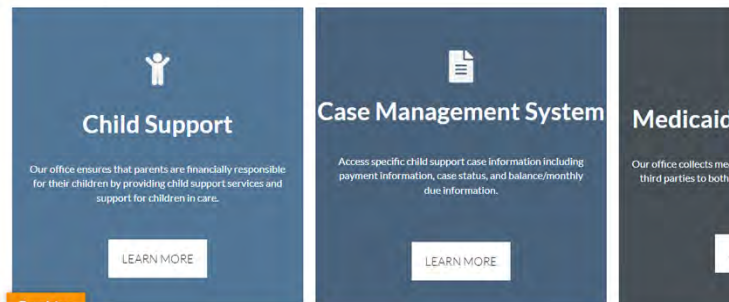


Utah: Shifting Design Requirements



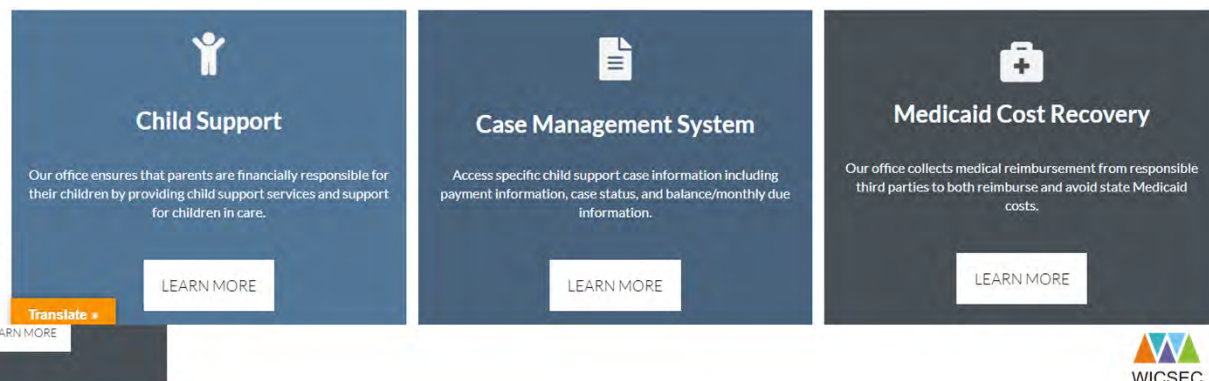
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Changes to rest of website are currently in progress to comply with new department standards.

Governor has announced that he will soon require a statewide standard, so more updates will be needed.

DHHS Color palette



The color palette is an important aspect of our brand. It contributes to our visibility, credibility, and memorability.

We can build a consistent brand image and connect all of our materials together by only using the colors in the primary color palette. The coolness and variety of colors reflect a calm and friendly feeling.

For four-color print applications, use the CMYK (cyan, magenta, yellow, black) equivalents. For electronic applications, use RGB (red, green, blue) or web-safe equivalents.

Note that because of wide variations of color calibration in computer monitors and different computer platforms, colors will vary in appearance on different computer screens. When using the logo, never vary from these colors or equivalents.

				Tints are allowed.				
Yellow	C: 0 M: 25 Y: 93 K: 0	R: 255 G: 193 B: 18 #FFC112	Pantone 108 U					
Teal (used in logo)	C: 96 M: 1 Y: 54 K: 0	R: 35 G: 165 B: 149 #23A595	Pantone 3255 U					
Aqua	C: 97 M: 4 Y: 33 K: 0	R: 26 G: 161 B: 183 #1AA1B7	Pantone 306 U					
Navy	C: 88 M: 81 Y: 30 K: 57	R: 10 G: 12 B: 74 #0A0C4A	Pantone Blue 072 U					
Purple (used in logo)	C: 72 M: 98 Y: 29 K: 24	R: 73 G: 15 B: 82 #490F52	Pantone Medium Purple U 51-1-7 U					
Grey	C: 60 M: 49 Y: 47 K: 50	R: 71 G: 71 B: 71 #474747	Pantone 447 U					





Utah: The Content Crucible

Program Policies and Practices



Limits of Attention and Literacy



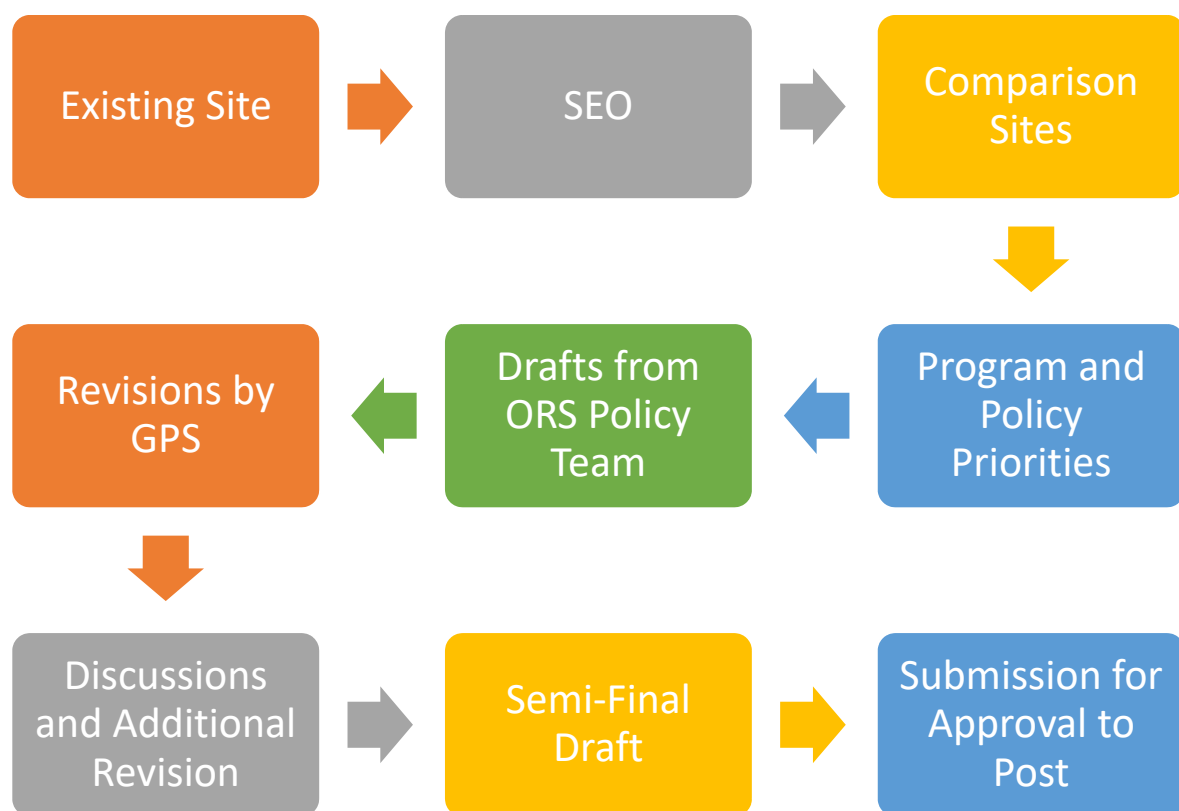
Power of SEO and Skimming



Better Outcomes for Participants



Utah: The Content Development Process in Practice





Utah: Readability

AUTOMATIC PAYMENT WITHDRAWAL

[Home](#) → [Child Support](#) → [Pay Child Support](#) → [Automatic Payment Withdrawal](#)

Automatic Payment Withdrawal

Automatic Payment Withdrawal (APW) lets you pay your child support directly from your bank account. This is not the same as bill pay through a bank. With APW, you start the process with a call to ORS, but most of it is handled through our website.

If you are approved for APW, you can use this method instead of income withholding.

To use APW you have to meet these qualifications:

- ORS has verified your address
- ORS has not disqualified you from APW in the past 12 months
- You are making payments on a case that ORS handles entirely. This means no other state, tribe, or country is involved
- You do not have an active bankruptcy

If you think you qualify, [contact your ORS caseworker](#) about setting up APW.

[Get Case Information](#)

[Apply for Child Support](#)

[Make a Payment Online](#)



Utah: Readability

Automatic Payment Withdrawal

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FAVES	GRADE	ISSUES	REACH
☆ ▼	A ^	11 ▼	100% ▼
Readability Grade Levels			
😊	Flesch–Kincaid Grade Level	5.3	
😊	Gunning Fog Index	7.1	
😊	Coleman–Liau Index	7.9	
😊	SMOG Index	9.1	
😊	Automated Readability Index	5.1	
😊	FORCAST Grade Level	9.0	
😊	Powers Sumner Kearl Grade	4.7	
😊	Rix Readability	7	
😊	Raygor Readability	5	
😊	Fry Readability	5	
Readability Scores			
😊	Readable Rating	A	
😊	Flesch Reading Ease	76.1	

Colorado: Content Development Process



Make Content More User Friendly: Move from a 12th grade to 5-8th grade reading level, where appropriate.

Content comparison & Subject Matter Expert engagement.

Keyword targets for SEO infused into content developed before site launched.





Colorado: SME Content Review

Message from Spearca Communications:

Our intent in reviewing and editing the DCSS website was to reorganize the content in a way that would be more user-friendly. We have also edited the content to be plain language and written at a fifth – eighth grade reading level, where appropriate. To make the content more approachable, custodial parent has been changed to non-paying parent and noncustodial parent to paying parent. Enforcement is used throughout the copy but much more sparingly than in the current DCSS website. County offices are referred to as local county child support offices, not CSE units. While the audience for the DCSS website is universal, we edited the content with an eye on better reaching and serving parents.

Instructions: After each area of content, please answer the questions in the "Reviewer Questions to Answer" sections by using the Google Suggestions functionality.

Content for Mary Clair, SME

I. Text to Review:

ORIGINAL TEXT

Starting a Case

Applying for services to establish paternity, a child support order, or to enforce an existing child support order, please do the following:

1. Contact the county Child Support Enforcement (CSE) unit nearest you for requirements to start a case. To find the CSE office nearest you, locate the Find our Offices box to the right of this page. Enter the county or city name where you live.
2. The CSE offices require an application to start a case. Please select [Application for Child Support Services](#) to obtain a current form. Complete the form and follow the instructions provided by the DCSS office or by the website after answering the questions and printing the form.

There will be a one-time \$20 application fee. If you receive public assistance you will be automatically referred to a CSE office and will not be required to pay an application fee. Some counties may waive the application fee if you are receiving certain forms of public assistance or for financial hardship, please contact your county for more details.

3. If you live in another state, contact the nearest CSE office in that state and complete their application. The other state will establish and enforce an order there or if they need to involve a Colorado CSE office they will notify us directly.

- DCSS identified SMEs in different areas of child support
- Spearca reviewed copy on old website and drafted new, user-friendly text
- Old and new copy presented to SMEs for comparison
- Checklist completed for approval or changes



Colorado: SME Content Review

RECOMMENDED NEW TEXT

Applying for Services

Figuring out how to apply for child support services may seem overwhelming and confusing. We are here to help you as you apply for a child support order, establish paternity or make sure an existing order is enforced.

The Colorado Child Support Services Program oversees the state's child support system. However, each Colorado county manages the individual child support orders established within county lines.

The following steps will guide you through the process of applying for child support. If you need help, click on the **Contact Us** link on the right side of every page of this website.

The instructions below are specific to Colorado. If you'd like to start a case in another state, this **website** provides contact information for all state and territory child support offices.

Step One: To start a child support case, contact the county child support office closest to where you live to learn what's required. You can search for your county office in the **Find County Offices** button.

Step Two: County child support offices require an application to begin a child support case. You can access the application for child support services **here**. There are three ways to apply:

1. Start an online application.
2. Print an application for child support services.
3. Request an application directly from a county child support office.



Colorado: SME Content Review Checklist

Reviewer Questions to Answer:

Write feedback as a google suggestion by highlighting the questions and clicking the symbol

that is a chat box with a plus in it. Looks like this:



You may do this within the text above where you have a suggestion or below next to the question.

1. Is the information accurate?

Yes / No yes

If not accurate, what would you say that could make the information more accurate?

[Write feedback here](#)

I like the addition of how confusing applications can be

2. Is there something that you find confusing with the language?

Yes / No no

If yes, what would you say that could make it less confusing?

[Write feedback here](#)

You captured the message perfectly

|

3. Is there anything missing from the content?

Yes / No no

If yes, what would you like to see added?



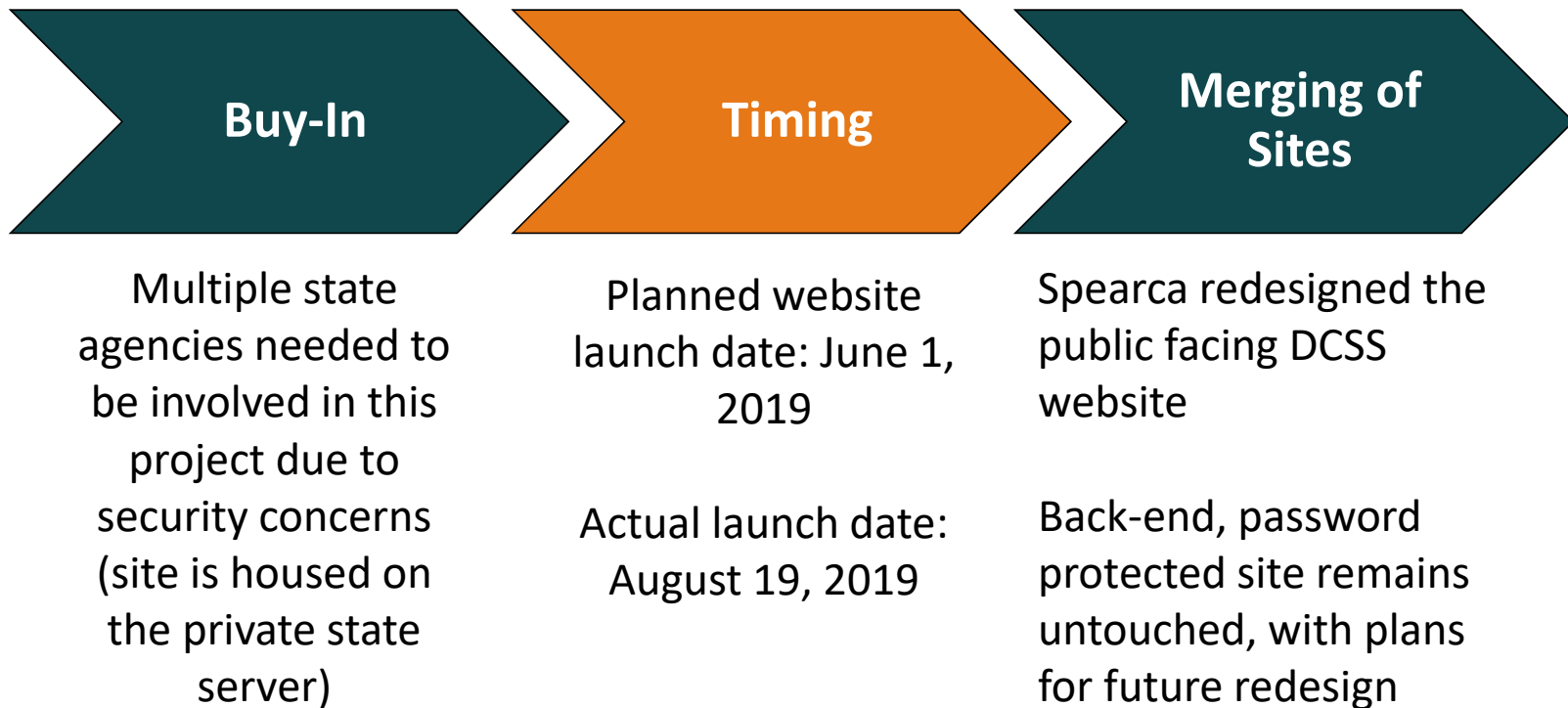
Things are always harder than
you think they're going to be.

Jacqueline Novogratz

quote fancy



Colorado: Biggest Obstacles





AFTER



Recovery
Services

Utah: Before and After

Custodial Parents Frequently Asked Questions

1. [What is the function of the Office of Recovery Services Child Support Program?](#)
2. [What about custody and visitation issues?](#)
3. [Can you collect support even if the other parent lives in another state.](#)
4. [How do I open a child support case?](#)
5. [What information does ORS/CSS need to proceed with a case.](#)
6. [What if I can't answer all of the questions in the application form?](#)
7. [How long after a case is opened will I receive child support?](#)
8. [What about collecting child care?](#)
9. [How do I find out who my agent is?](#)
10. [What happens if the non-custodial parent owes support to another person too?](#)
11. [Can I also use a private child support collection agency while I have an open case with ORS/CSS?](#)
12. [Who do I call for more information?](#)
13. [How can I get my child support amount raised?](#)

FAVES	GRADE	ISSUES	REACH	WORDS
☆	C	131	78%	1551
^	^	^	^	^
Readability Grade Levels				
☹	Flesch-Kincaid Grade Level		11.0	★
☹	Gunning Fog Index		13.1	★

https://web.archive.org/web/20200122071655/https://ors.utah.gov/faq_for_ncp.htm

CUSTODIAL PARENTS: FAQs

[Home](#) → [Child Support](#) → [Receive Child Support](#) → [Custodial Parents: Frequently Asked Questions \(FAQs\)](#)

Applying for Child Support

How Do I Open a Child Support Case?

Complete a [child support application](#). Parents and relatives of a minor child can apply. Anyone receiving public assistance or Medicaid will automatically be referred to ORS for child support services.

After I Open a Case, How Long Will It Take to Receive Child Support?

The amount of time between opening a case and receiving a payment varies.

In general, ORS will open a case record within 20 days of receiving an application. The next actions on the case include seeking to collect payments. You can find more information about the child support timeline on the [Notice of Services](#).

ORS cannot guarantee that we will collect child support. But in our effort to collect, we will use as many tools as possible. These include comprehensive databases and serious enforcement actions.

[Get Case Information](#)

[Apply for Child Support](#)

[Make a Payment Online](#)

FAVES	GRADE	ISSUES	REACH	WORDS
☆	A	83	100%	1167
^	^	^	^	^
Readability Grade Levels				
😊	Flesch-Kincaid Grade Level		7.8	★
😊	Gunning Fog Index		8.8	★

<https://ors.utah.gov/child-support/receive-child-support/custodial-parents-faqs/>



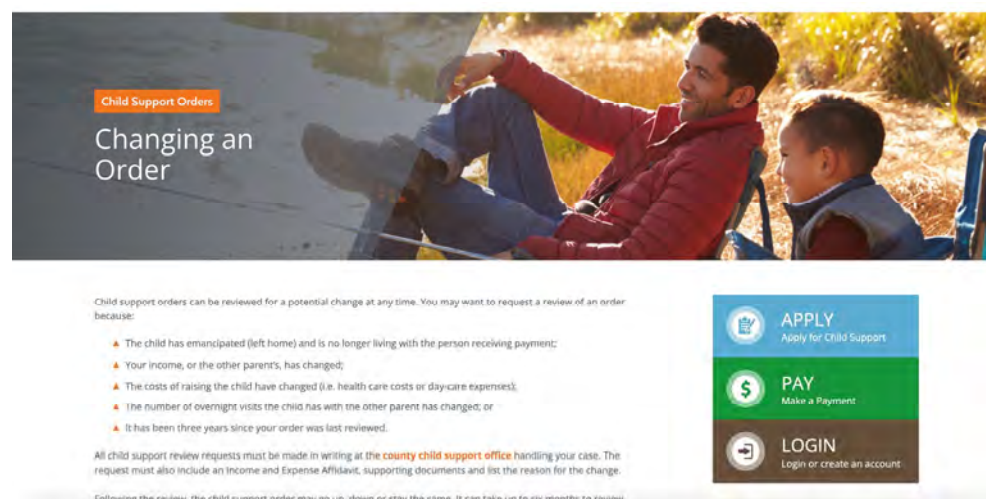
**THE REVIEWS
ARE IN**



Colorado: Outcomes

The launch of Colorado's new website blew our expectations out of the water. DCSS received positive feedback from hundreds of customers, state employees, and county child support workers.

Colorado moved from a dated, inaccessible website to an intuitive, mobile-friendly website built for the future.





Colorado: Outcomes

Apply for Services Webpage Traffic and Behavior by Period

	Baseline June 1 -July 31, 2019	Intervention Sept. 1 – Oct. 31, 2019	Difference	Percent Change
Total Users	1,708	3,203	1,495	87.5%
Number of New Users	1,124	2,313	1,189	105.8%
Number of Sessions	2,222	4,034	1,812	81.5%
Average Session Duration	7:18	4:55	-2.63	
Average Pages per Session	3.9	3.7	-.2	5.3%



Utah: Outcomes

Page	Pageviews Before Redesign (Monthly Average, July-October 2021)	Pageviews After Redesign (Monthly Average, July-October 2022)	% Change
All Pages Combined	179,269	201,951	13%
Combined Homepages (ors.utah.gov + Child Support + Medicaid Recovery)	130,706	138,558	6%
Child Support Homepage	3,612	16,956	369%
Medicaid Recovery Homepage	103	797	676%
Apply for Child Support	3,850	6,508	69%
Receive Child Support (Combined Pages)	2,148	3,743	74%
Child Support Portal	15,354	14,212	-7%
Forms	N/A	1,726	N/A



Proper Care and Maintenance





Colorado: Maintaining the DCSS Website

Partnership with OIT

Ensures security
patches and
Drupal upgrades
are managed
appropriately

Monthly SEO Checks

Ongoing
monitoring of
keyword
performance
and areas of
opportunity

Content & Design Updates

Managed by DCSS
Marketing &
Communications
Specialist with
ongoing support
from Spearca



Utah: Maintaining the Website

Division of
Technology
Services

Security patches

Major changes to
site structure

Website
Content
Editor
(Business
Analyst)

Add content to
website

Manage
notifications

Minor changes
to appearance

Technical
Writers,
Director

Content

Parent
Agencies

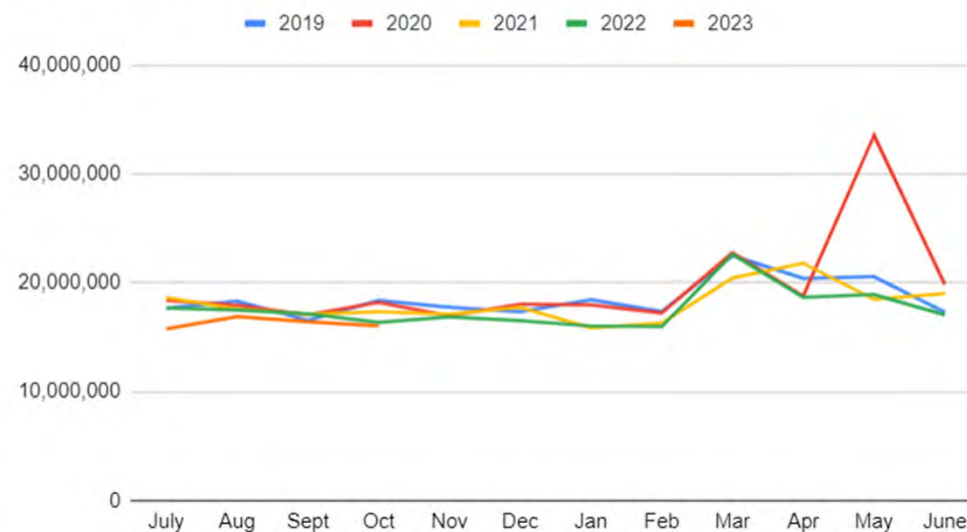
Govern
look and feel
standards



Ease of Maintaining (Example)

	2019	2020	2021	2022	2023
July	17,673,049	18,398,491	18,645,149	17,710,582	15,765,805
Aug	18,339,795	17,961,290	17,607,510	17,527,739	16,918,605
Sept	16,568,066	17,088,319	17,131,523	17,179,295	16,444,887
Oct	18,400,439	18,200,642	17,358,607	16,369,941	16,059,721
Nov	17,753,008	16,964,475	17,125,636	16,884,969	
Dec	17,359,124	18,045,429	17,750,648	16,540,795	
Jan	18,459,807	17,994,447	15,871,374	16,044,777	
Feb	17,389,112	17,248,837	16,313,756	15,985,407	
Mar	22,512,985	22,771,905	20,461,254	22,610,818	
Apr	20,434,729	18,798,269	21,817,340	18,681,678	
May	20,572,984	33,554,469	18,489,292	18,928,107	
June	17,306,661	19,870,626	19,025,939	17,079,948	

Child Support Collections by Month





What's
next?

Colorado: A Whole New Digital World



Prior to the launch of the new website, DCSS had a hybrid paper / online application.

Once the new site launched, DCSS convened a team to reimagine Colorado's application for child support services.

Updated application is more streamlined and intuitive for users.

Users can now complete, sign, and submit an application for child support services on the DCSS website.

In three month period after the online application launched, web-based application submissions increased 148%.



Colorado Child Support Services Application

We Put Children First

The Colorado Division of Child Support Services (CSS) works with parents and caretakers to make sure all Colorado kids get the financial support they need to thrive.

We're making it easier for Colorado families to apply for, and receive, child support services. You can now complete an application for child support services online. Our online application will guide you through the process based on your family's situation.

Once you submit your application, you will not be able to make additional changes. The submission activates the county review period. During this time, your county child support office will be in touch with you to collect the \$20 application fee and gather the required legal documents needed to complete the application process.

We strongly encourage you to complete your application online. This is a streamlined process that will get your information to your county child support office faster. If you are unable to do this, a printable version in **English or Español** is available. Please complete and mail the printed application to your county child support office.

CSS Tip: Do not fill out this online application for child support services if you are receiving Temporary Assistance for Needy Families (TANF). Your case may have already been referred to us. Contact the child support office in the county you are currently receiving TANF benefits to find out the status of your case.

We are here to help you and your family. If you have questions, please contact your local county child support office.

Get Started

Returning to Application?

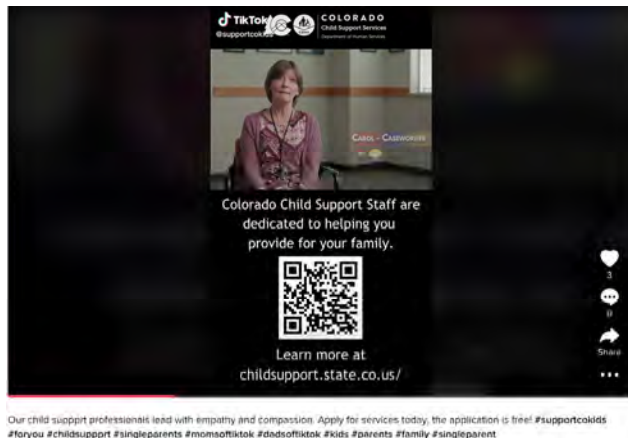
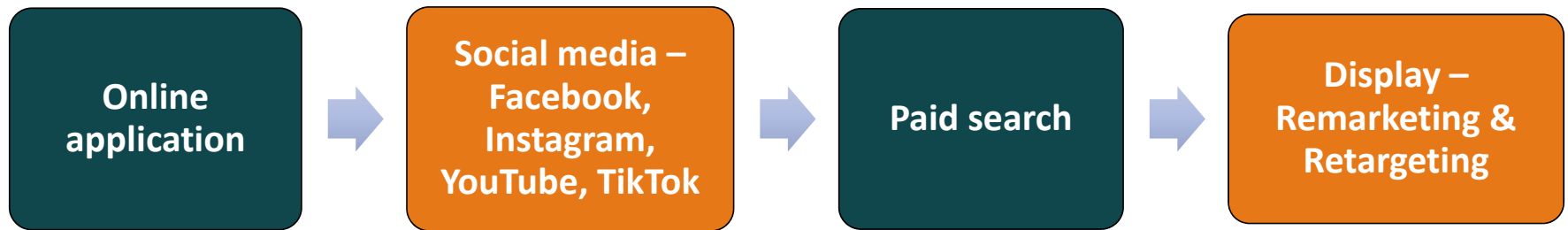
PIN:

Last Name:

First Name:

Date of Birth:

[Review](#)

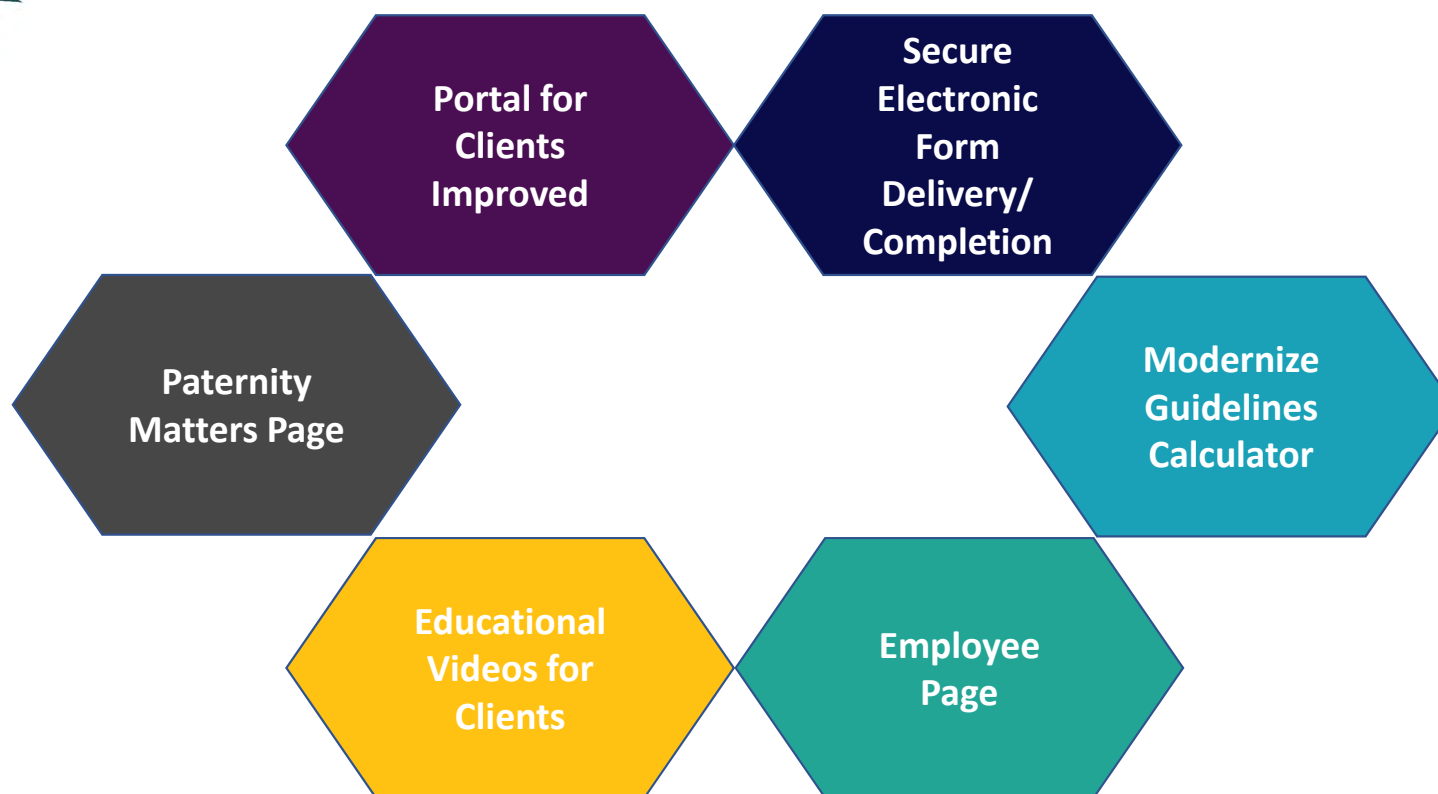


Our child support professionals lead with empathy and compassion. Apply for services today, the application is free! #supportcolids #foryou #childsupport #singleparents #momsoftiktok #dadsoftiktok #kids #parents #family #singleparent





Utah: Next Steps





If i had to do it all over again? Why not, I would do it a little bit differently.

Freddie Mercury

quote fancy



Colorado: Three Big Tips From Our Experience

Time Commitment

Triple the amount of time you think it will take to concept, develop, and deploy the website



Stakeholder Engagement

Buy-in across multiple departments is required; continuous communication needed to be successful



Keep It Direct & Simple

Get rid of the jargon. Copy should communicate how child support can help parents provide for their children (i.e. a helpful resource responsive to parents' needs)





David Ramm

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Maggie Spain

Maggie@spearcadenvr.com