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DIGITAL ENABLEMENT &
USER EXPERIENCE (UX) RESEARCH

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DIGITAL ENABLEMENT
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BECKY JEONG

HI, I AM BECKY.

I AM A USER EXPERIENCE (UX) RESEARCHER.

- BACKGROUND: MASTER IN HUMAN-COMPUTER INTERACTION (HCI), HEALTH SCIENCES, PSYCHOLOGY, GERONTOLOGY, RISK ASSESSMENT & MANAGEMENT
- RESEARCH: USER PERCEPTION OF SIGNAL PARAMETERS IN THE CONTEXT OF CYBERSECURITY WARNINGS

< 229,000

users on GCTools

(@DigiEnablement)

GCTools

GCcollab

A collaboration platform for public servants and Canadians.

GCintranet

The Government of Canada's collection of employee resources.

GCconnex

A collaboration platform for public servants. Now in maintenance mode.

GCpedia

A wiki-based collaborative workspace. Now in maintenance mode.

GCdirectory

A Government of Canada employee directory accessible to federal public servants. Now in maintenance mode. Replacement product in development.

(GCcollab)

IN THE PIPELINE

Single Sign-on

A single account that allows users to sign on to the digital workspace and access all the products.

Profile

A single user profile controlled by the user, available across all services and approved applications.

Career Marketplace

A refreshed product to connect people to at-level opportunities.

(GCcollab)

UX METHODS

- DESIGN THINKING & IDEATION
- HEURISTIC EVALUATION
- TASK ANALYSIS
- FIRST-CLICK TESTING
- CARD SORTING (INFORMATION ARCHITECTURE)
- IN-PERSON & REMOTE INTERVIEW
- PERSONAS
- EMPATHY MAP
- JOURNEY MAPPING
- ETC…

JOURNEY MAPPING

JOURNEY MAPPING

1

REVIEW GOALS

2

PERSONAS

3

EMPATHY MAP

4

SKETCH THE JOURNEY

5

AFFINITY MAPPING

6

REFINE AND DIGITIZE

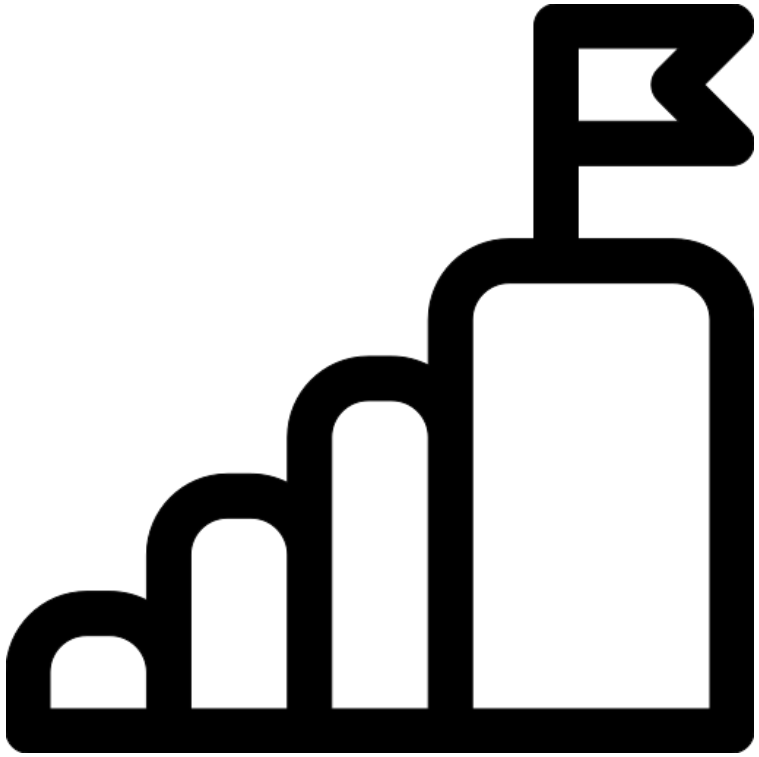
7

CHECK WITH USERS

8

SHARE AND USE

1. REVIEW GOALS



2. PERSONAS

Ana Godiva, 41

Occupation: Staffing Advisor
Employment Status: Indeterminate

> "Some of the best people we've found has been through informal networking."

BIOGRAPHY

GOALS

FRUSTRATIONS

ALTERNATIVE RESOURCES

- Jobs.gc.ca
- Informal Networking

Lise Mignon, 49

Occupation: Manager
Employment Status: Indeterminate

> "I feel less compelled to use Career Marketplace because my department set up their own version and that's the one the 'higher ups' put their weight behind."

BIOGRAPHY

GOALS

FRUSTRATIONS

ALTERNATIVE RESOURCES

Jake Piccata, 28

Occupation: Student
Employment Status: PSWEP

> "If you post an opportunity saying you're available it's just putting yourself out there."

BIOGRAPHY

GOALS

FRUSTRATIONS

ALTERNATIVE RESOURCES

- Jobs.gc.ca
- PSWEP
- LinkedIn
- Informal Networking
- Facebook groups
- Twitter

Corey Jordan, 52

Occupation: Analyst
Employment Status: Indeterminate

> "I was looking for legitimate job postings but it has become inundated with people posting 'looking for jobs'."

BIOGRAPHY

GOALS

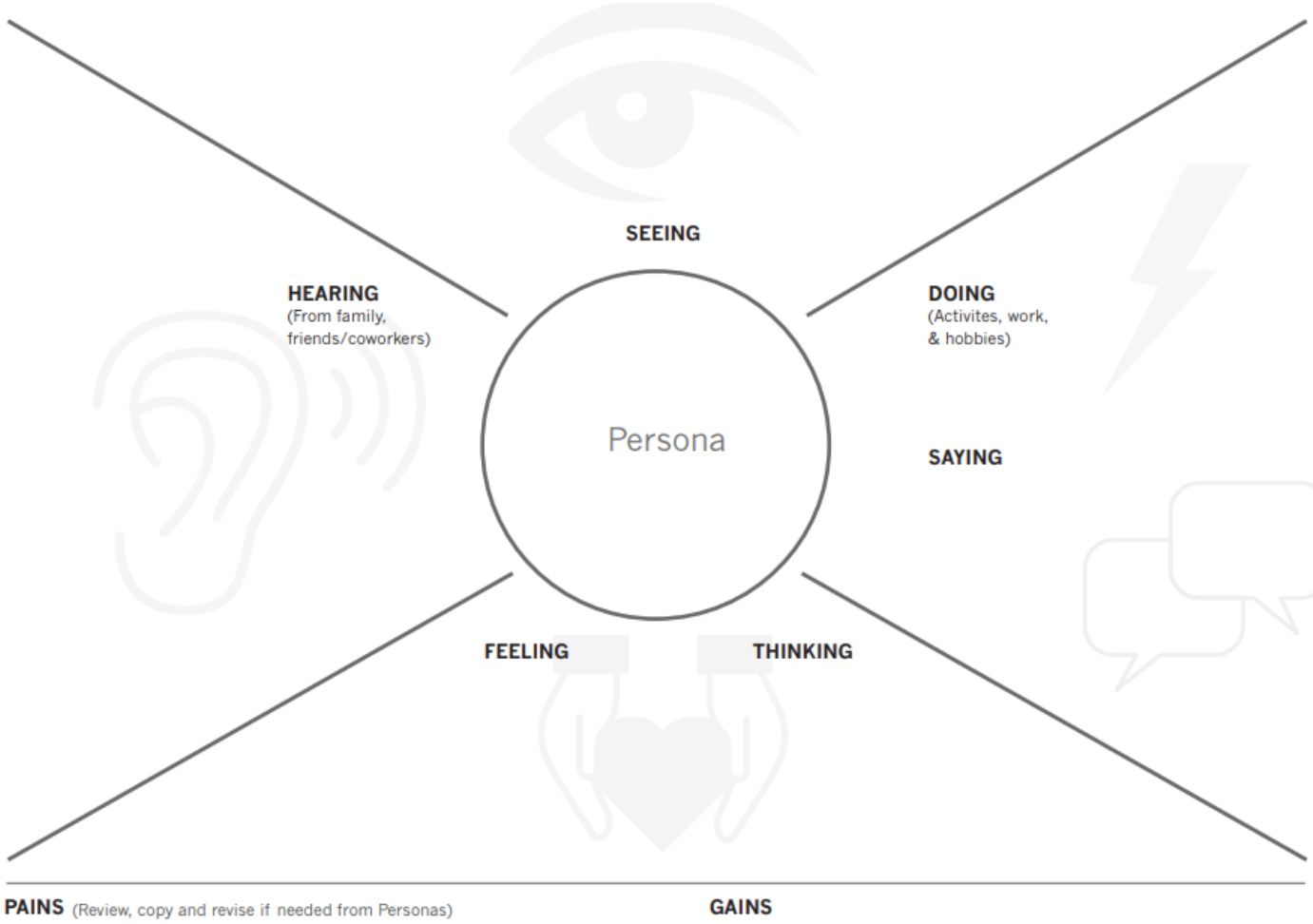
FRUSTRATIONS

ALTERNATIVE RESOURCES

- Jobs.gc.ca
- Informal Networking
- NRCAN system
- GCconnex community
- Facebook
- targeted training

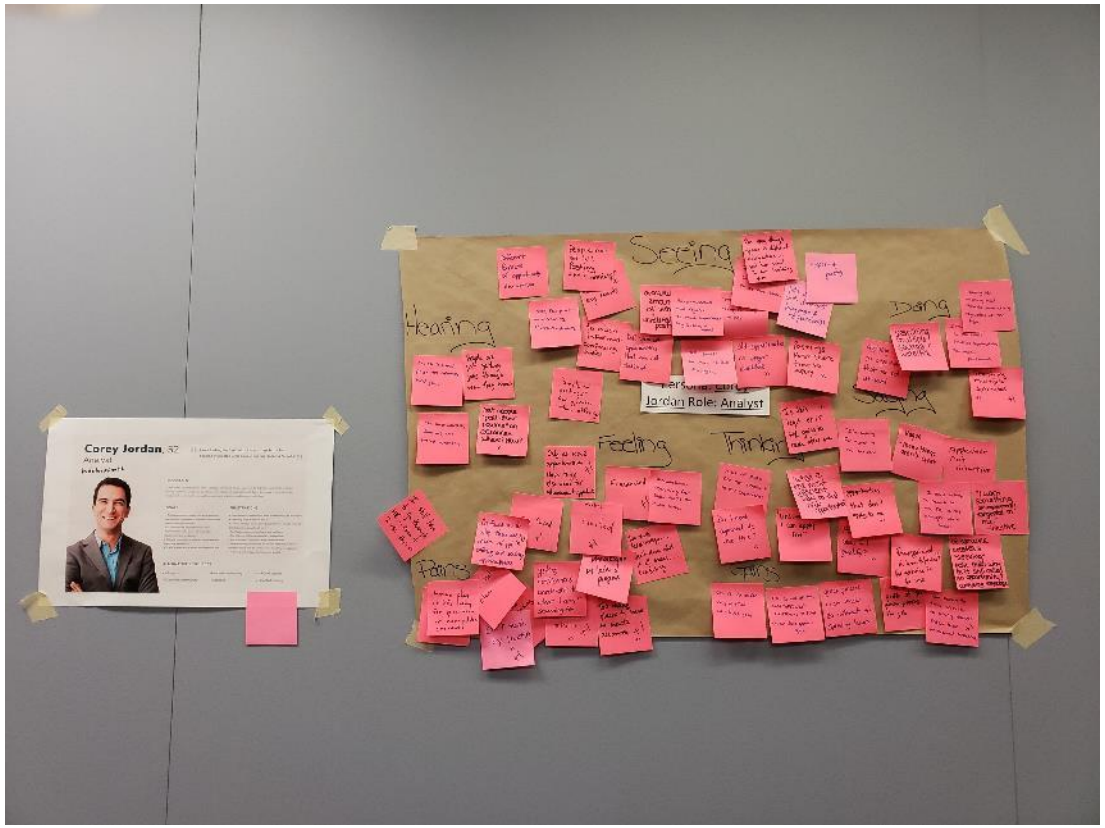
Currently under development

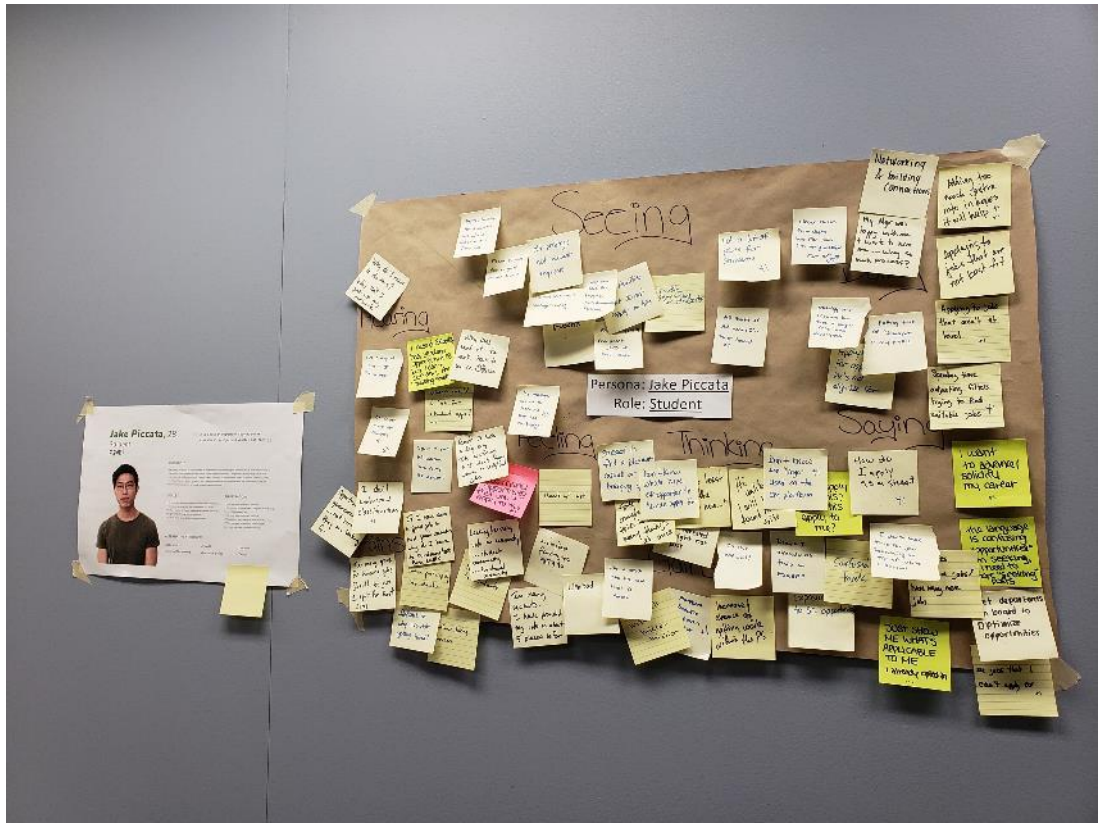
3. EMPATHY MAP



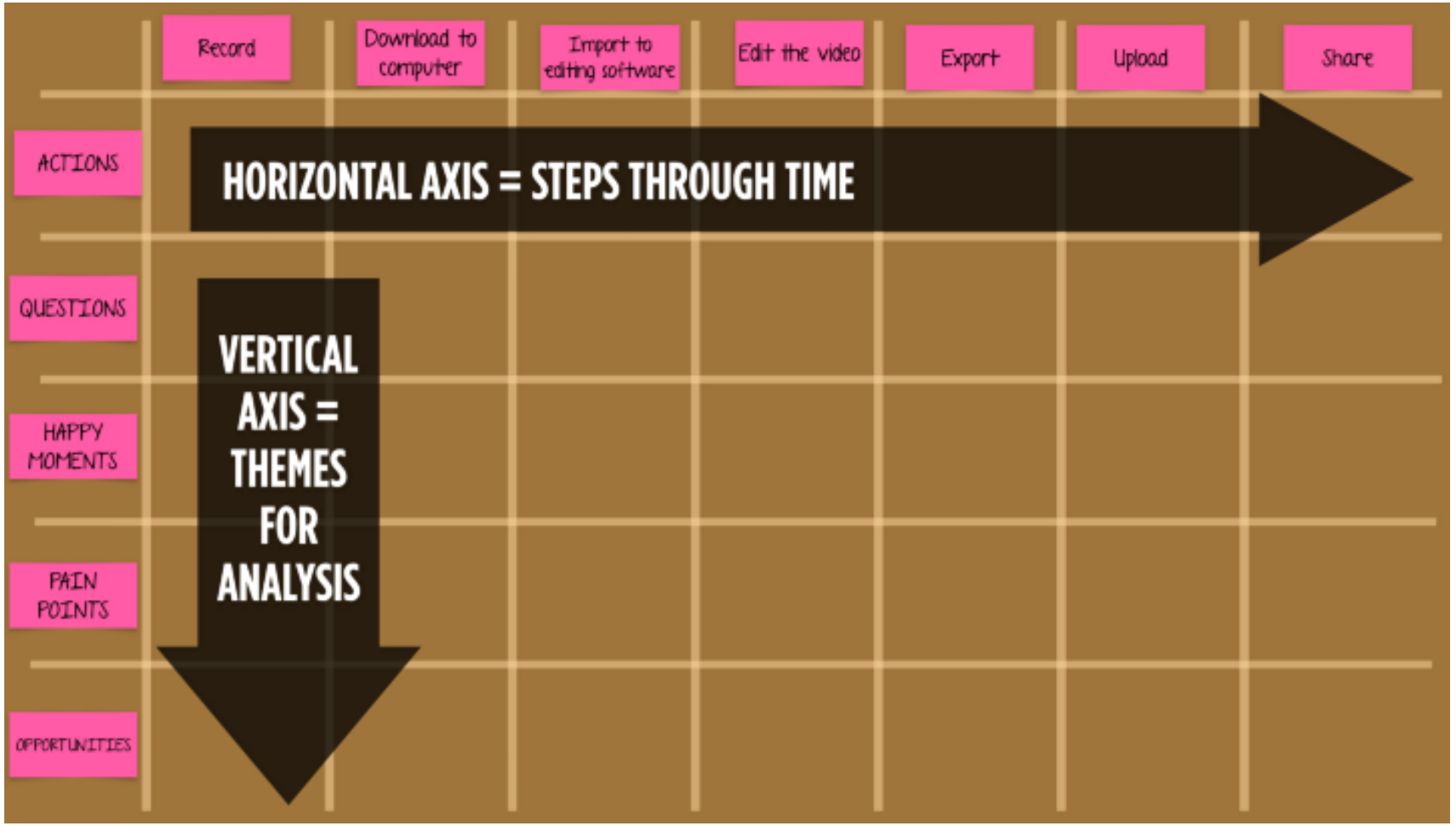
([UX Design Kit])

PERSONAS & EMPATHY MAPS





4. SKETCH THE JOURNEY

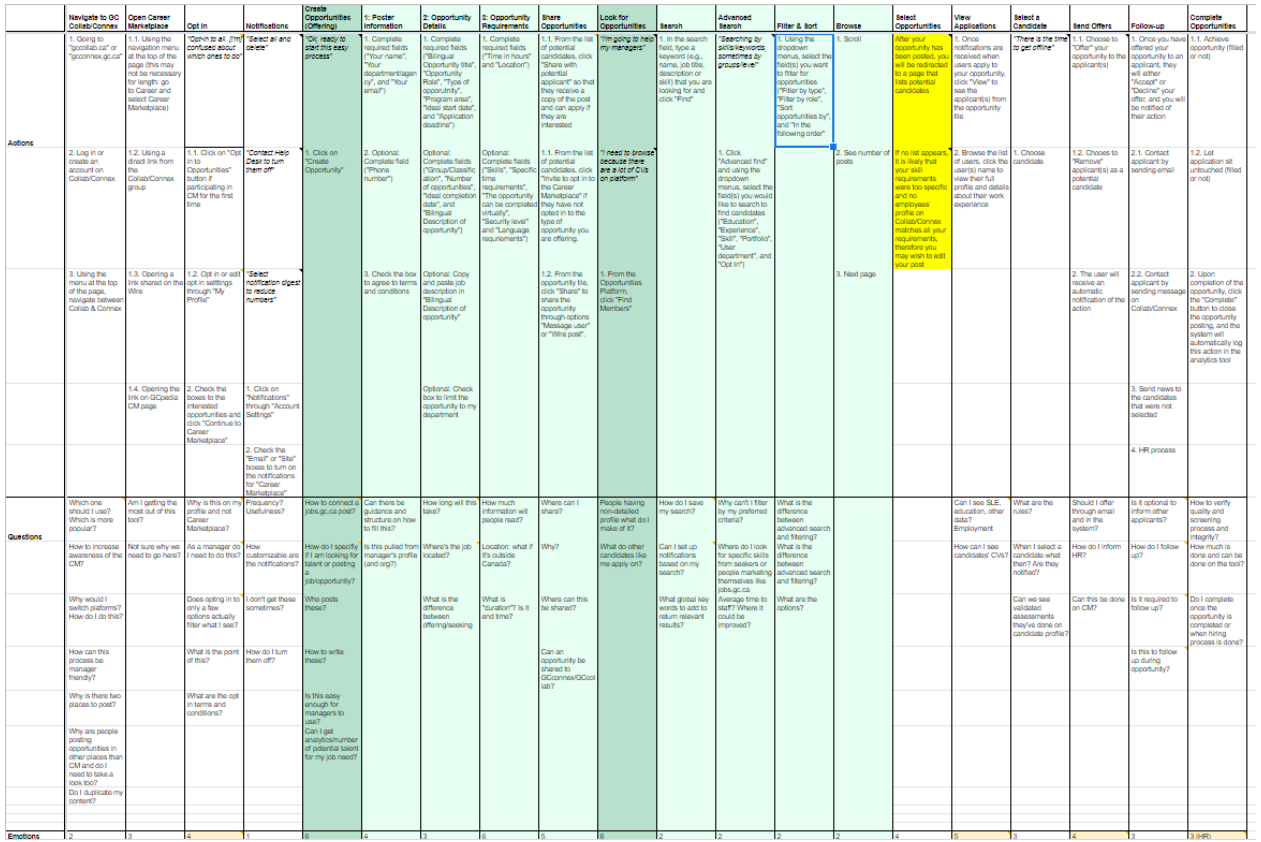


(Brignull, H)

JOURNEY MAPPING

JOURNEY MAPPING

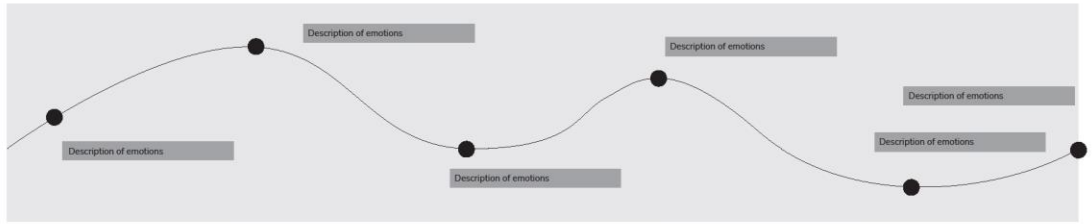
5. AFFINITY MAPPING



	Navigate to GC Collab/Connex	Open Career Marketplace	Opt in	Notifications	Create Opportunities (Offering)	1: Poster Information	2: Opportunity Details	3: Opportunity Requirements	Share Opportunities	Look for Opportunities	Search	Advanced Search	Filter & Sort	Browse	Select Opportunities	View Applications	Select a Candidate	Send Offers	Follow-up	Complete Opportunities
Actions	1. Going to "gccollab.ca" or "gcconnex.gc.ca"	1.1. Using the navigation menu at the top of the page (this may not be necessary for length: go to Career and select Career Marketplace)	"Opt-in to all. [I'm] confused about which ones to do"	"Select all and delete"	"Ok, ready to start this easy process"	1. Complete required fields ("Your name", "Your department/agency", and "Your email")	1. Complete required fields ("Bilingual Opportunity title", "Opportunity Role", "Type of opportunity", "Program area", "Ideal start date", and "Application deadline")	1. Complete required fields ("Time in hours" and "Location")	1.1. From the list of potential candidates, click "Share with potential applicant" so that they receive a copy of the post and can apply if they are interested	"I'm going to help my managers"	1. In the search field, type a keyword (e.g., name, job title, description or skill) that you are looking for and click "Find"	"Searching by skills/keywords, sometimes by groups that"	1. Using the dropdown menus, select the field(s) you want to filter for opportunities ("Filter by type", "Filter by role", "Sort opportunities by", and "In the following order"	1. Scroll	After your opportunity has been posted, you will be redirected to a page that lists potential candidates	1. Once notifications are received when users apply to your opportunity, click "View" to see the applicant(s) from the opportunity tile	"There is the time to get offline"	1. Choose to "Offer" your opportunity to the applicant(s)	1. Once you have offered your opportunity to an applicant, they will either "Accept" or "Decline" your offer, and you will be notified of their action	1.1. Achieve opportunity (filled or not)
	2. Log in or create an account on Collab/Connex	1.2. Using a direct link from the Collab/Connex group	1.1. Click on "Opt in to Opportunities" button if participating in CM for the first time	"Contact Help Desk to turn them off"	1. Click on "Create Opportunity"	2. Optional: Complete field ("Phone number")	Optional: Complete fields ("Group/Classification", "Number of opportunities", "Ideal completion date", and "Bilingual Description of opportunity")	Optional: Complete fields ("Skills", "Specific time requirements", "The opportunity can be completed virtually", "Security level" and "Language requirements")	1.1. From the list of potential candidates, click "Invite to opt in to the Career Marketplace" if they have not opted in to the type of opportunity you are offering.	"I need to browse because there are a lot of CVs on platform"		1. Click "Advanced find" and using the dropdown menus, select the field(s) you would like to search to find candidates ("Education", "Experience", "Skill", "Portfolio", "User department", and "Opt in")		2. See number of posts	If no list appears, it is likely that your skill requirements were too specific and no employees profile on Collab/Connex matches all your requirements, therefore you may wish to edit your post	2. Browse the list of users, click the user(s) name to view their full profile and details about their work experience	1. Choose candidate	1.2. Chooses to "Remove" applicant(s) as a potential candidate	2.1. Contact applicant by sending email	1.2. Let application sit untouched (filled or not)
	3. Using the menu at the top of the page, navigate between Collab & Connex	1.3. Opening a link shared on the Wire	1.2. Opt in or edit opt in settings through "My Profile"	"Select notification digest to reduce numbers"		3. Check the box to agree to terms and conditions	Optional: Copy and paste job description in "Bilingual Description of opportunity"		1.2. From the opportunity tile, click "Share" to share the opportunity through options "Message user" or "Wire post".	1. From the Opportunities Platform, click "Find Members"				3. Next page				2. The user will receive an automatic notification of the action	2.2. Contact applicant by sending message on Collab/Connex	2. Upon completion of the opportunity, click the "Complete" button to close the opportunity posting, and the system will automatically log this action in the analytics tool
		1.4. Opening the link on GCpedia CM page	2. Check the boxes to the interested opportunities and click "Continue to Career Marketplace"	1. Click on "Notifications" through "Account Settings"			Optional: Check box to limit the opportunity to my department												3. Send news to the candidates that were not selected	
				2. Check the "Email" or "Site" boxes to turn on the notifications for "Career Marketplace"															4. HR process	
Questions	Which one should I use? Which is more popular?	Am I getting the most out of this tool?	Why is this on my profile and not Career Marketplace?	Frequency? Usefulness?	How to connect a jobs.gc.ca post?	Can there be guidance and structure on how to fill this?	How long will this take?	How much information will people read?	Where can I share?	People having non-detailed profile what do I make of it?	How do I save my search?	Why can't I filter by my preferred criteria?	What is the difference between advanced search and filtering?			Can I see SLE, education, other data? Employment	What are the rules?	Should I offer through email and in the system?	Is it optional to inform other applicants?	How to verify quality and screening process and integrity?
	How to increase awareness of the CM?	Not sure why we need to go here?	As a manager do I need to do this?	How customizable are the notifications?	How do I specify if I am looking for talent or posting a job/opportunity?	Is this pulled from manager's profile (and org?)	Where's the job located?	Location: what if it's outside Canada?	Why?	What do other candidates like me apply on?	Can I set up notifications based on my search?	Where do I look for specific skills from seekers or people marketing themselves like jobs.gc.ca	What is the difference between advanced search and filtering?			How can I see candidates' CVs?	When I select a candidate what then? Are they notified?	How do I inform HR?	How do I follow up?	How much is done and can be done on the tool?
	Why would I switch platforms? How do I do this?		Does opting in to only a few options actually filter what I see?	I don't get these sometimes?	Who posts these?		What is the difference between offering/seeking	What is "duration"? Is it end time?	Where can this be shared?		What global key words to add to return relevant results?	Average time to staff? Where it could be improved?	What are the options?				Can we see validated assessments they've done on candidate profile?	Can this be done on CM?	Is it required to follow up?	Do I complete once the opportunity is completed or when hiring process is done?
	How can this process be manager friendly?		What is the point of this?	How do I turn them off?	How to write these?				Can an opportunity be shared to GCconnex/GCcollab?										Is this to follow up during opportunity?	
	Why is there two places to post?		What are the opt in terms and conditions?		Is this easy enough for managers to use? Can I get analytics/number of potential talent for my job need?															
	Why are people posting opportunities in other places than CM and do I need to take a look too?																			
	Do I duplicate my content?																			
Emotions	2	3	4	1	6	4	3	6	5	6	2	2	2	2	4	5	3	4	3	3 (HR)

Currently under development

6. REFINE AND DIGITIZE

Scenario/Use Case	Thoughts/ Questions	Question? Question? Question? Question?	Question? Question? Question? Question?	Question? Question? Question? Question?	Question? Question? Question? Question?	Question? Question? Question? Question?
	Emotional Experience					
Name Age Occupation Employment Status Biography	Phases	Phases	Phases	Phases	Phases	Phases
	Actions	• Action • Action • Action • Action	• Action • Action • Action • Action	• Action • Action • Action • Action	• Action • Action • Action • Action	• Action • Action • Action • Action
	Gains	• Gain • Gain • Gain • Gain	• Gain • Gain • Gain • Gain	• Gain • Gain • Gain • Gain	• Gain • Gain • Gain • Gain	• Gain • Gain • Gain • Gain
Goals & Expectations • • • • • • •	Pain points	• Pain • Pain • Pain • Pain	• Pain • Pain • Pain • Pain	• Pain • Pain • Pain • Pain	• Pain • Pain • Pain • Pain	• Pain • Pain • Pain • Pain
	Opportunities	• Opportunity • Opportunity • Opportunity • Opportunity	• Opportunity • Opportunity • Opportunity • Opportunity	• Opportunity • Opportunity • Opportunity • Opportunity	• Opportunity • Opportunity • Opportunity • Opportunity	• Opportunity • Opportunity • Opportunity • Opportunity

Currently under development

NEXT STEPS

7

CHECK WITH USERS

8

SHARE AND USE

Next steps

THANK YOU ☺

QUESTIONS?

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