

## DIGITAL ENABLEMENT & USER EXPERIENCE (UX) RESEARCH

### REBECCA JEONG

DIGITAL ENABLEMENT
OFFICE OF THE CHIEF INFORMATION OFFICER (OCIO)
TREASURY BOARD OF CANADA SECRETARIAT (TBS)

### **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

### **GCTools**



**GCcollab** 

A collaboration platform for public servants and Canadians.



**GCintranet** 

The Government of Canada's collection of employee resources.



**GC**connex

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



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.



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

### UX METHODS

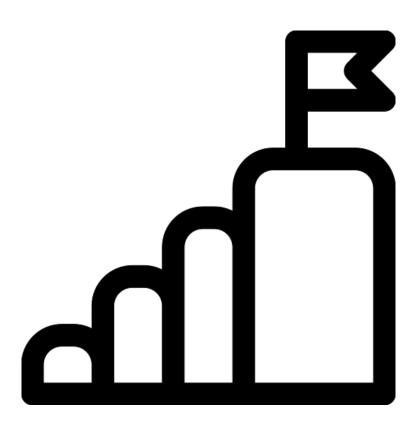
- DESIGN THINKING & IDEATION
- HEURISTIC EVALUATION
- TASK ANALYSIS
- FIRST-CLICK TESTING
- CARD SORTING (INFORMATION ARCHITECTURE)
- IN-PERSON & REMOTE INTERVIEW
- PERSONAS
- EMPATHY MAP
- JOURNEY MAPPING
- ETC...



### JOURNEY MAPPING

**REVIEW GOALS PERSONAS EMPATHY MAP SKETCH THE JOURNEY CHECK WITH SHARE AND USE AFFINITY REFINE AND MAPPING DIGITIZE USERS** 

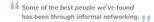
### 1. REVIEW GOALS



### **PERSONAS**

Ana Godiva, 41

Occupation: Staffing Advisor Employment Status: Indeterminate



### BIOGRAPHY

An Iregan worning in Human Resources (HR) after a career change at age 25. She had previously worked in communications for a small business. She discovered a layer for human resources after helping her friends revenue the mesures and find jobs. From there, are became interested in the string process, and received an HR Management

- For managers know where to find staff outby
   Currently no system in the GC robust enough or and easily to enable more horizontal movement
- . To find the best candidates for the position regardless of platform and method of staffing, while respecting local ties and Government of Canada Walles and Etnics Code.
- Name arthod for at level main fits. To see more

### ALTERNATIVE RESOURCES

- · Jobs.gc.ca

### FRUSTRATIONS

- usable to facilitate simple at level movement.
- efficient or normalized, resulting in an informa-"mahmadi" of processes and networking.
- employees are afraid of pay issues. If they move
- . Not all managers occurred off a common staffing communicating with HB.

· 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.

Lise Micron created a profile on GCcollab/corner in order to pain secess to the platform. She discord field understand how to use the platform, and help so though are would boneft from a training session. As her work can be sensitive In nature, she would love to see batter security options. She wants to be able to create a healthy and stimulating environment, but is often competing with other departments for resources.

- for promising talent.
- tire as quickly and efficiently as possible.
- ➤ To seek for candidates with "soft" skill a 'n
- To quickly and simply fill positions like

- To find sotential employees and keep an eye out
   Career Marketplace (CM) is hard to havigate.
  - . . . ob seekers have limited or irre evant informatio managers to determine if they are the right fit.
  - . Users misunderstand a lot of the language on CM.
  - + If it frustrating not being able to put applicant dictal s from existing pools or pregual fied cancidates.
  - CM search has poor filtering options. It doesn't sort. by position, at destification

### ALTERNATIVE RESOURCES

- Inhecice
- NRCAN system

### 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'.

GOALS

### Jake Piccata, 28 Occupation: Student Employment Status: FSWEP



Like moved to Ottawa to foster a concer in assemble it after consisting his Backston of Arts from the University of Calgary. He is currently earning a graduate certificate from Algoriquin College and is participating in a student interesting with the Severage of of Causda, take is using his SContable provides to active his with other public servants and secure a more long term job. He has done casual/contract coattions in the government prior to his intereship but would nee to have a core no nascer position.

if you post an opportunity saying you're

available it's just putting yourself out there.

### GOALS

- . To network and build connections with potential
- . To make a career within the Government of Danada. To have access to Career Marketplace between
- . To learn more about ordiging opportunities.

- Government hiring can take a long time, even
- Not many departments are using CM.
- + There are rarely student jobs posted on CM, since

### ALTERNATIVE RESOURCES

- · Linkson

### FRUSTRATIONS

- Very few opportunities for students.
- The platform is not depresed with students in mind.

and help him to develop or improve skills

- To find a topm with a work culture that fits him.
   Facpis working in agencies are triaced differently when it.
- Capturing skills is difficult on CM. departments and be award or what other Notification system is confusing and inofficient.

FRUSTRATIONS

To find now opportunities that are interesting:
 Some fields to complete in Caron Marketplace (CM) are vague.

- + To find a promotion at a higher salary level and . The purpose of CM is not clearly communicated.

. The CM postings (cord UI design) don't show chough relevant

### ALTERNATIVE RESOURCES

- + lobs.gc.ca

Complicited GCca laborates after a colleague mentioned it was a good way to find other apportunities. He likes

having a profile so people can get to know him without introducing himself. Due to the nature of his work, he has

largeted training

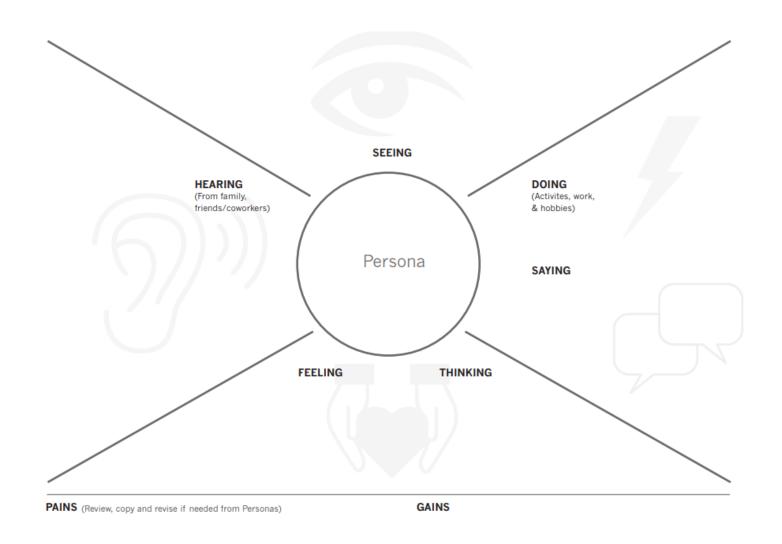


Currently under development



### 3.

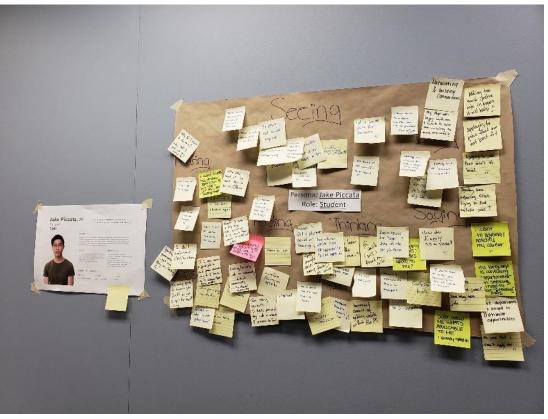
### **EMPATHY MAP**



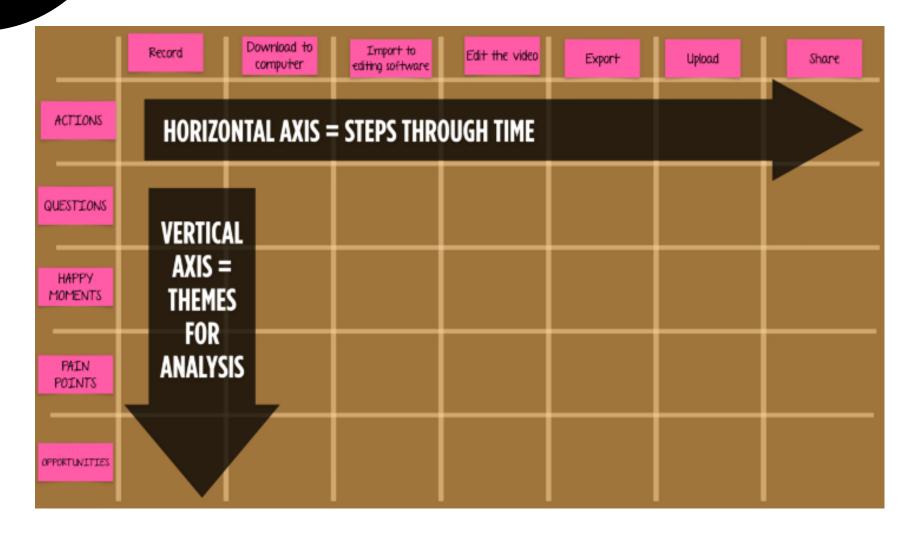
(UX Design Kit)

## PERSONAS & EMPATHY MAPS





### 4. SKETCH THE JOURNEY



### JOURNEY MAPPING



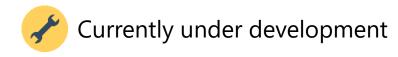
### JOURNEY MAPPING



5.

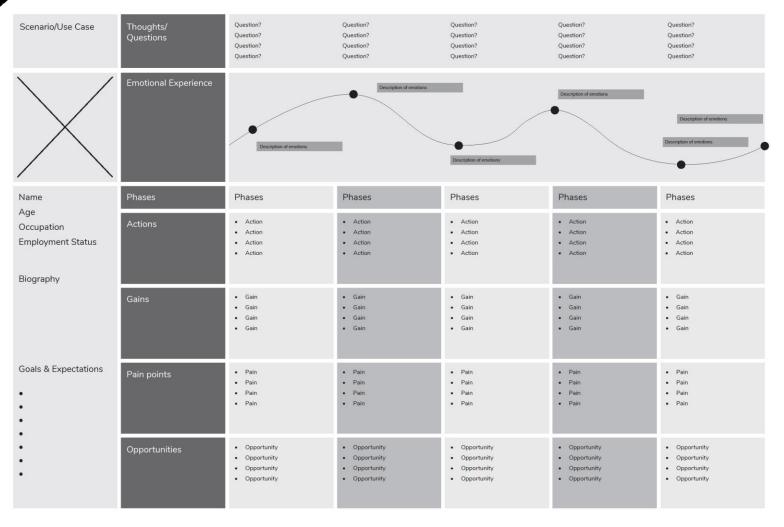
### AFFINITY MAPPING

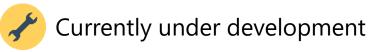
	Navigate to GC Collab/Connex	Open Career Marketplace	Opt In	Notifications	Opportunities (Offering)	1: Poster Information	2: Opportunity Details	S: Opportunity Requirements	Share Opportunities	Look for Opportunities	Bearoh	Advanced Search	Filter & Bort	Browse	Select Opportunities	View Applications	Select a Candidate	Bend Offers	Follow-up	Complete Opportunities
Actions	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)		delete"	"Ok, ready to start this easy process"	Complete required fields ("Your name", "Your department/agen cy", and "Your email")	Complete required fields ("Blingual Coportunity title", "Opportunity Role", "Type of opportunity", "Program area", "ideal start date", and "Application deadline")	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 menagers"	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/level"	1. Using the dropdown menus, select the fields) you want to filter for opportunities ("Filter by type", "Filter by role", "Sort opportunities by", and "in the following order"	1. Soroli	After your opportunity has been posted, you will be redirected to a page that lists potential candidates	Chose notifications are neceived when users apply to your opportunity, click "Visw" to see the applicant(s) from the opportunity tile.	"There is the time" to get offline"	1.1. Choose to "Offer" your opportunity to the applicant(s)	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 (file 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"	Click on "Create Opportunity"	Optional: Complete field ("Phone number")	("Group/Classific ation", "Number of opportunities", "Ideal completion date", and "Bilingual Description of	time requirements", "The opportunity can be completed virtually", "Security level" and "Language	1.1. From the list of potential candidates, click linvite to opt in to the Career Marietplace' if they have not opted in to the type of opportunity you are offering.	"I need to brouse" 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		2. See number of posts	it is likely that your skill requirements were too spedific and no employees' profile on Collab/Connex matches all your requirements, therefore you may wish to edit	<ol> <li>Browse the list of users, click the user(s) name to view their full profile and details about their work experience</li> </ol>	Choose candidate	1.2. Chooss to "Remove" applicant(s) as a potential candidate	2.1. Contact applicant by sending email	1.2. Let application sit untouched (filled or not)
	Using the menu at the top of the page, navigate between Collab & Connex	1.3. Opening a link shared on the Wre	1.2. Opt in or edit opt in settlings through "My Profile"	"Select notification algest to reduce numbers"		<ol> <li>Check the box to agree to terms and conditions</li> </ol>	Optional: Copy and paste job description in "Billingual 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"		"Opt In")		3. Next page	your post			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 th opportunity, disk the "Complete" button to close the opportunity posting, and the system will automatically loo this action in the analytics tool
		1.4. Opening the link on GCpedia CM page	Check the boxes to the interested opportunities and click "Continue to Career Marketplace"				Optional: Check box to limit the apportunity to my department												Send news to the candidates that were not selected	
				Check the "Email" or "Site" boxes to turn on the notifications for "Career Marketplace"															4. HR process	
	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 CM7	Not sure why we need to go here?	As a manager do I need to do this?	How customizable are the notifications?	If I am looking for	Is this pulled from manager's profile (and org?)	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 inhs on co.	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 plaforms? 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 those?		What is the difference between offering/seeking	What is "duration"? Is it and 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 triendly?		What is the point of this?	How do I turn them off?	How to write these?				Can an opportunity be shared to GCconnex/GCcol lab?										Is this to follow up during apportunity?	p committee of the
	Why is there two places to post?		What are the opt in terms and conditions?		is this easy enough for managers to use?				Nab?											
	Why are people posting opportunities in other places than CM and do I need to take a look too? Do I duplicate my				Can I get analytics/humber of potential talent for my job need?															
	content?																			



6.

### REFINE AND DIGITIZE





### NEXT STEPS

7 8
CHECK WITH SHARE AND USE USERS



# THANK YOU QUESTIONS?

### **BECKY JEONG**



### USER EXPERIENCE (UX) RESEARCHER DIGITAL ENABLEMENT @DigiEnablement

- Rebecca.Jeong@tbs-sct.gc.ca
- in http://ca.linkedin.com/in/rebeccajeong
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