

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

([@DigiEnablement](#))



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.

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.

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

1

REVIEW GOALS

2

PERSONAS

3

EMPATHY MAP

4

SKETCH THE
JOURNEY

5

AFFINITY
MAPPING

6

REFINE AND
DIGITIZE

7

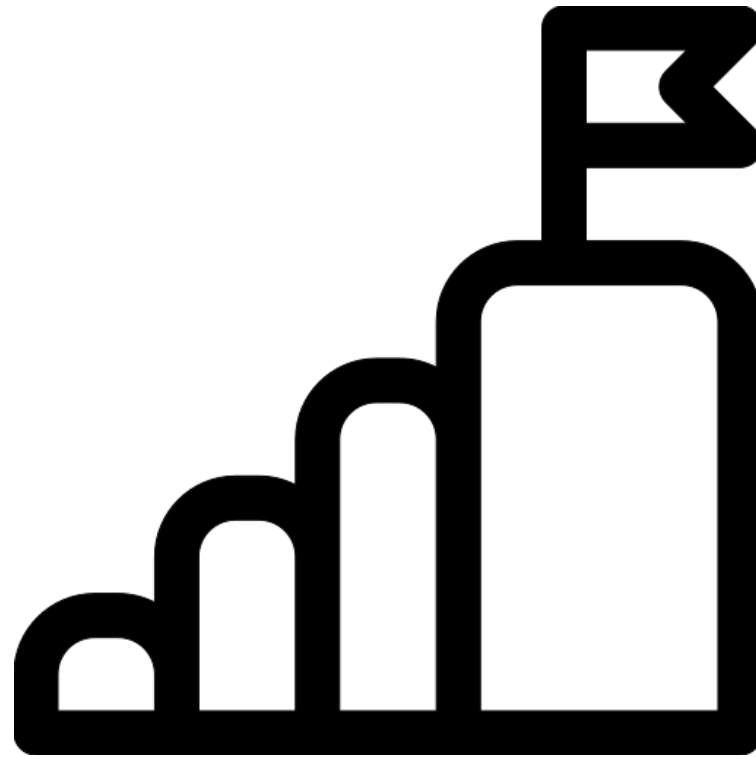
CHECK WITH
USERS

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

Ana began working in Human Resources (HR) after a career change at age 28. She had previously worked in communications for a small business. She discovered a love for human resources after helping her friends rework their resumes and find jobs. From there, she became interested in the hiring process, and received an HR Management certificate from York University.

GOALS

- For managers to know where to find staff quickly and easily to ensure more beneficial movement across the government.
- To find the best candidates for the position regardless of platform and method of staffing, while respecting legalities and Government of Canada Values and Ethics Code.
- To have Career Marketplace become an official hiring method for all levels of jobs. To see more data about successful matches on Career Marketplace.

FRUSTRATIONS

- Currently no system in the GC where enough or quick to find (late simple and movement).
- Current process for on-level starting is not efficient or streamlined, resulting in a lot of “in-between” of processes and networking.
- Difficult to staff at-level positions when employees are afraid of any moves if they move.
- Not all managers describe all a common staffing language, resulting in a lot of anger when communicating with HR.

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

Lise Mignon created a profile on GCConnective in order to gain access to the platform. She doesn’t fully understand how to use the platform, and feels as though she would benefit from a training session. As her work can be sensitive in nature, she would like to use better security options. She wants to be able to create a healthy and stimulating environment, but is often competing with other departments for resources.

GOALS

- To find a lot of employees and keep on eye out for emerging talent.
- To have more candidates from the outside and hire as quickly and efficiently as possible.
- To seek for candidates with “hard” skills in addition to their knowledge and experience.
- To quickly and simply fill positions for experiments and micro-missions.

FRUSTRATIONS

- Career Marketplace (CM) is hard to navigate.
- Job seekers have limited or no exact information available on their CV, so managers have to determine if they are the right fit.
- Users misunderstand a lot of the language on CM.
- It’s frustrating not being able to put important skills from existing pools or prequalified candidates.
- CM search has poor filtering options. It doesn’t work by position or qualifications.

ALTERNATIVE RESOURCES

- Jobs.gc.ca
- Facebook
- The Wire
- LinkedIn
- NACAN system

Jake Piccata, 28

Occupation: Student
Employment Status: FSWEP

“If you post an opportunity saying you’re available it’s just putting yourself out there.”



BIOGRAPHY

Jake moved to Ottawa to follow a career in government after completing his Bachelor of Arts from the University of Guelph. He is currently earning a graduate certificate from Algonquin College and is participating in a student internship with the Government of Canada. Jake is using his GCConnective profile to check with other public servants and secure a more long-term job. He has done casual contract work in the government prior to his internship, but would like to have a more permanent position.

GOALS

- To network and build connections with public servants.
- To make a career within the Government of Canada.
- To have access to Career Marketplace between contracts.
- To gain skills through micro-missions.
- To learn more about ongoing opportunities.

FRUSTRATIONS

- Very few opportunities for students.
- Government hiring can take a long time, even through Career Marketplace (CM).
- Not many departments are using CM.
- The platform is not designed with students in mind.
- There are rarely student jobs posted on CM, a lot of new jobs are at level 1/2/3/4/5.

ALTERNATIVE RESOURCES

- Jobs.gc.ca
- Informal Networking
- FSWEP
- Facebook groups
- LinkedIn
- 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

Corey joined GCConnective after a colleague mentioned it was a good way to find other opportunities. He likes having a profile so people can get to know him without introducing himself. Due to the nature of his work, he has been involved with non-public servants, and wishes he could connect with them.

GOALS

- To find new opportunities that are interesting and help him to develop or improve skills outside of his day-to-day position.
- To connect with subject matter in other departments and be aware of what other departments are working on.
- To find a promotion at a higher salary level and target new clients.
- To find a team with a work culture that fits him.

FRUSTRATIONS

- Some folks to connect in Career Marketplace (CM) are vague.
- Computing skills, a difficult one to find.
- The CM postings (and UI design) don’t show enough relevant detail (location, greenhouse, etc.).
- Difficult on system is confusing and inefficient.
- The process of CM is not clearly communicated.
- People working in agencies are treated differently when it comes to hiring, and it’s unclear what jobs they can apply for.
- There is a lot of opportunities being posted.

ALTERNATIVE RESOURCES

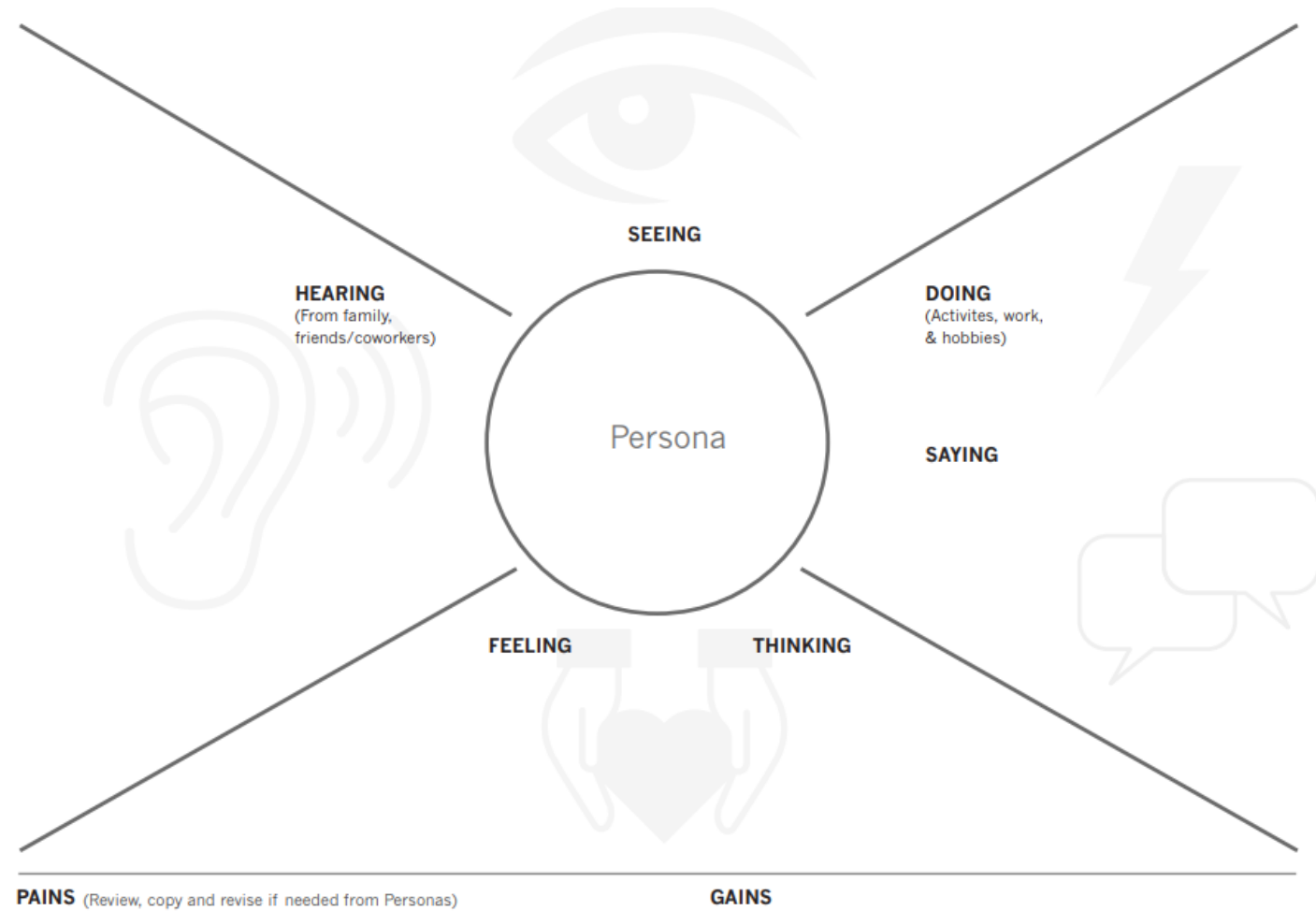
- Jobs.gc.ca
- GCConnective community
- Informal Networking
- Facebook
- NACAN system
- Targeted training



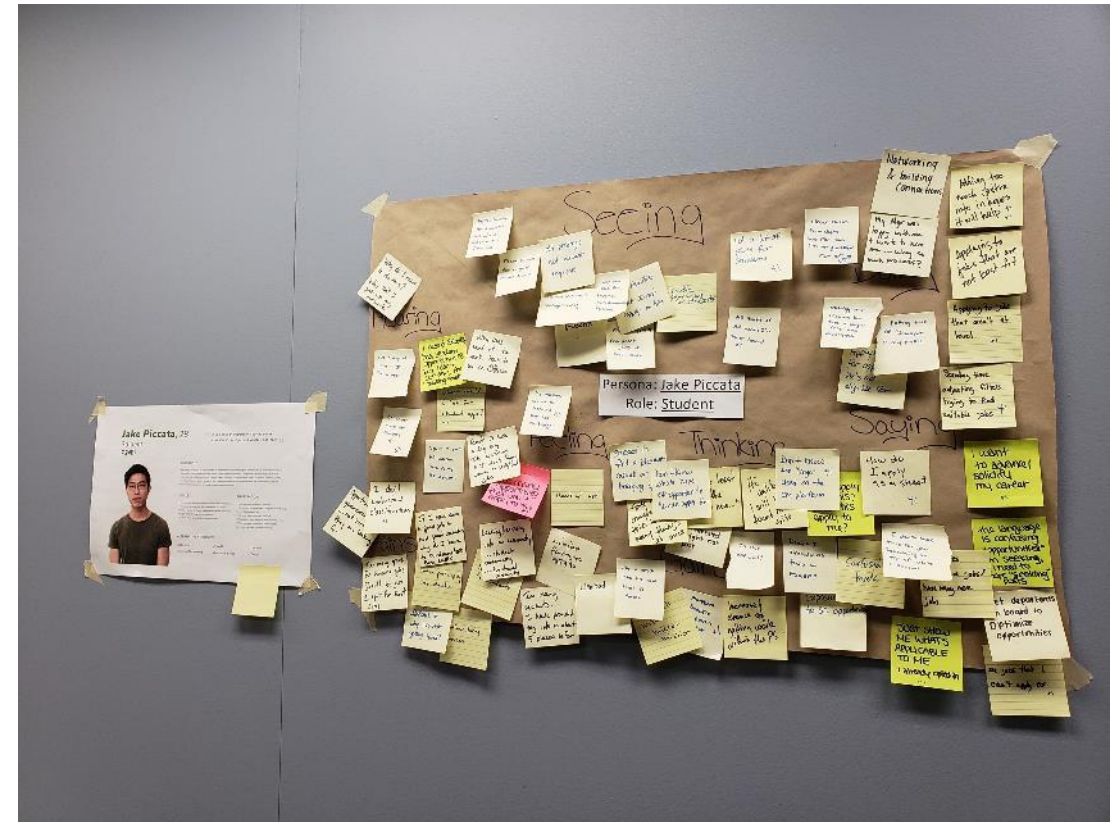
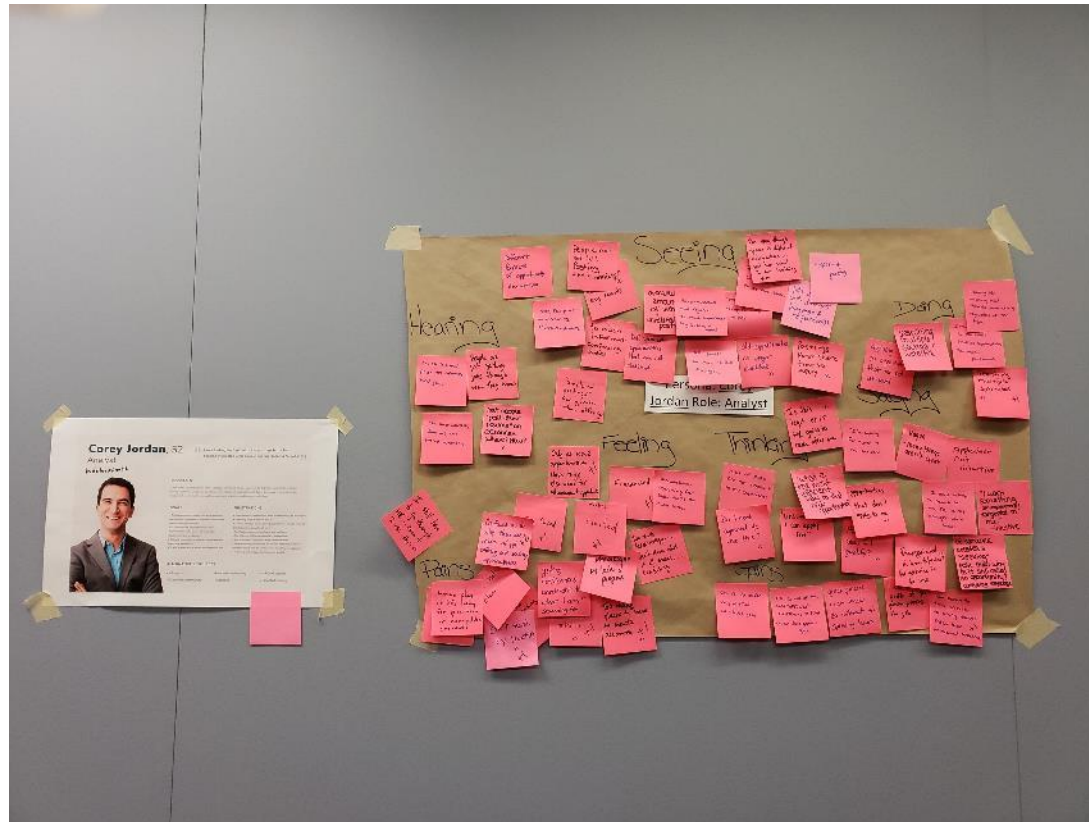
Currently under development

3.

EMPATHY MAP

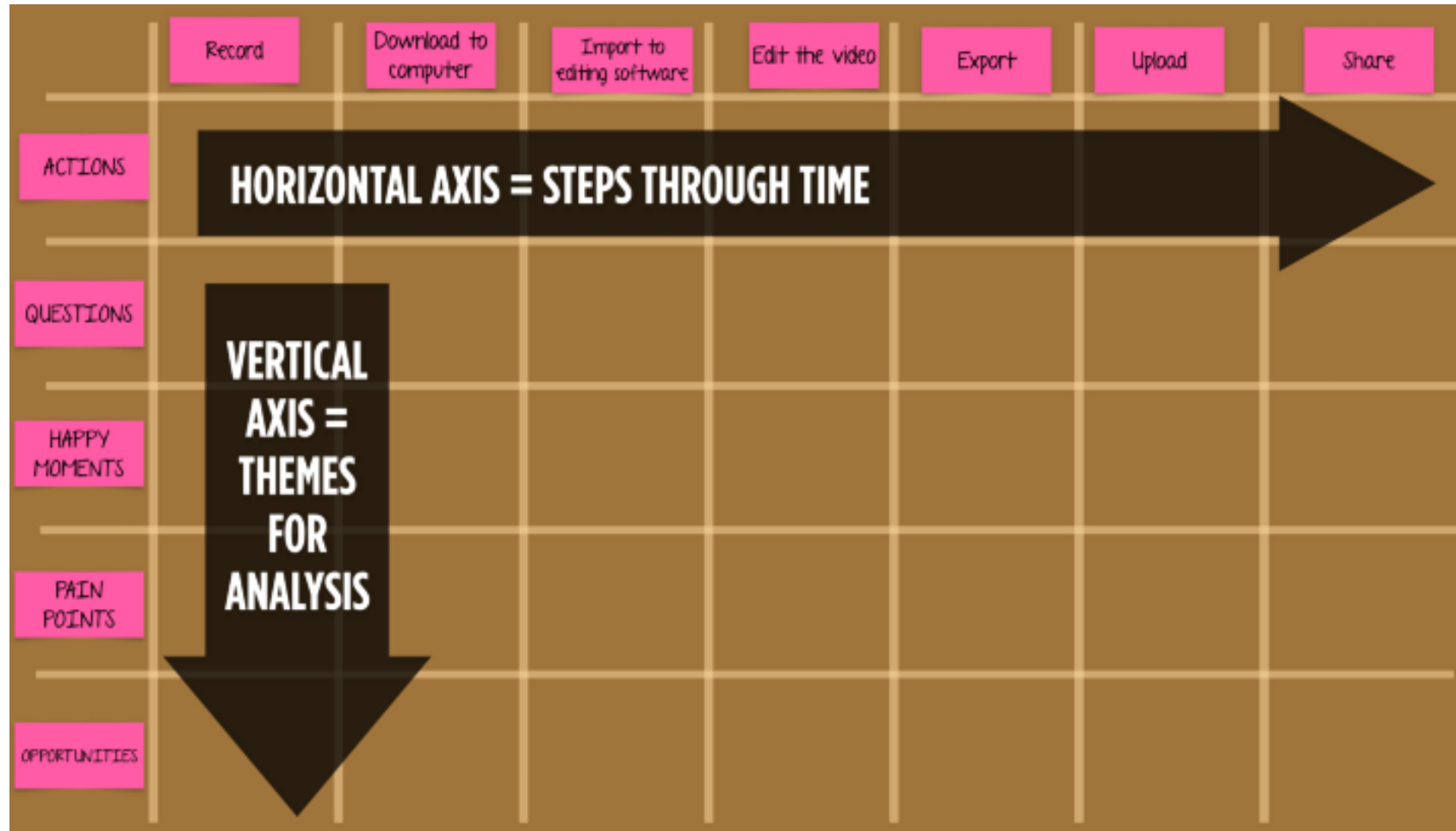


PERSONAS & EMPATHY MAPS



4.

SKETCH THE JOURNEY



JOURNEY MAPPING



JOURNEY MAPPING



5.

AFFINITY MAPPING

	Navigate to OC Colab/Conex	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 "Colab/Conex" or "gocorrex.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	1.1. Click on "Opt in" to the "Opportunities" button if participating in CM for the first time	1.1. Click on "Opt in" to the "Opportunities" button if participating in CM for the first time	1.1. Click on "Opt in" to the "Opportunities" button if participating in CM for the first time	1.1. Complete required fields "Your name", "Your email address", and "Your phone number"	1.1. Complete required fields "Title", "Description", "Program area", "Level and date", and "Application deadline"	1.1. Complete required fields "Time in hour" and "Location"	1.1. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.1. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.1. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.1. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.1. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.1. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.1. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.1. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.1. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.1. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.1. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.1. From the list of potential candidates, click "Share with" to share the opportunity with your network
	2. Log in or create an account on Colab/Conex	1.2. Using a direct link from the Colab/Conex group	1.2. Using a direct link from the Colab/Conex group	1.2. Using a direct link from the Colab/Conex group	1.2. Using a direct link from the Colab/Conex group	2. Optional: Complete field "Phone number"	Optional: Complete fields "Group/Classification", "Number of opportunity", "Ideal completion date", and "Bilingual Description of opportunity"	Optional: Complete fields "Bilingual Description of opportunity", "Time in hour", and "Language requirements"	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network
	3. Using the menu at the top of the page, navigate between Colab & Conex	1.3. Opening a menu at the top of the page, navigate between Colab & Conex	1.3. Opening a menu at the top of the page, navigate between Colab & Conex	1.3. Opening a menu at the top of the page, navigate between Colab & Conex	1.3. Opening a menu at the top of the page, navigate between Colab & Conex	3. Check the box to agree to terms and conditions	Optional: Copy and paste job description in "Bilingual Description of opportunity"	Optional: Check box to limit the opportunity to my department	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network	1.2. From the list of potential candidates, click "Share with" to share the opportunity with your network
		1.4. Opening the menu at the top of the page, navigate between Colab & Conex	1.4. Opening the menu at the top of the page, navigate between Colab & Conex	1.4. Opening the menu at the top of the page, navigate between Colab & Conex	1.4. Opening the menu at the top of the page, navigate between Colab & Conex															
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 job to a post?	Can there be a link to a job to a post?	How long will this last?	How much information will people need?	Where can I share?	People having no idea what I do?	How do I save my search?	Why can't I filter by my preferred search?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?
	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?	How do I specify if I am looking for talent or posting a job opportunity?	Where is the job posted?	Where is the job posted?	Why?	What other candidates have I applied to?	Can I set up notifications based on my search?	Where do I look for specific skills from seekers or people installing themselves like me?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?
	Why would I switch platform? How do I do this?		Does opting in to this mean I will receive a lot of notifications?	I don't get these sometimes?	Who posts these?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	Where can this be shared?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?	What is the difference between advanced search and filtering?
	How can this process be manager friendly?		What is the point of this?	How do I turn them off?	How to write these?	How to write these?	How to write these?	How to write these?	Can an opportunity be shared to Colab/Conex?	Can an opportunity be shared to Colab/Conex?	Can an opportunity be shared to Colab/Conex?	Can an opportunity be shared to Colab/Conex?	Can an opportunity be shared to Colab/Conex?	Can an opportunity be shared to Colab/Conex?	Can an opportunity be shared to Colab/Conex?	Can an opportunity be shared to Colab/Conex?	Can an opportunity be shared to Colab/Conex?	Can an opportunity be shared to Colab/Conex?	Can an opportunity be shared to Colab/Conex?	Can an opportunity be shared to Colab/Conex?
Emotions	Why is there two places to post?		What are the opt in terms and conditions?		Is this easy enough for managers to use?	Is this easy enough for managers to use?	Is this easy enough for managers to use?	Is this easy enough for managers to use?												
	Why are people posting opportunities in other places than CM and do I need to take a risk to do I duplicate my content?				Can I get analytics/number of potential talent for my job need?	Can I get analytics/number of potential talent for my job need?	Can I get analytics/number of potential talent for my job need?	Can I get analytics/number of potential talent for my job need?												



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 Goals & Expectations • • • • • • •	Phases	Phases	Phases	Phases	Phases	Phases
	Actions	<ul style="list-style-type: none"> Action Action Action Action 	<ul style="list-style-type: none"> Action Action Action Action 	<ul style="list-style-type: none"> Action Action Action Action 	<ul style="list-style-type: none"> Action Action Action Action 	<ul style="list-style-type: none"> Action Action Action Action
	Gains	<ul style="list-style-type: none"> Gain Gain Gain Gain 	<ul style="list-style-type: none"> Gain Gain Gain Gain 	<ul style="list-style-type: none"> Gain Gain Gain Gain 	<ul style="list-style-type: none"> Gain Gain Gain Gain 	<ul style="list-style-type: none"> Gain Gain Gain Gain
	Pain points	<ul style="list-style-type: none"> Pain Pain Pain Pain 	<ul style="list-style-type: none"> Pain Pain Pain Pain 	<ul style="list-style-type: none"> Pain Pain Pain Pain 	<ul style="list-style-type: none"> Pain Pain Pain Pain 	<ul style="list-style-type: none"> Pain Pain Pain Pain
	Opportunities	<ul style="list-style-type: none"> Opportunity Opportunity Opportunity Opportunity 	<ul style="list-style-type: none"> Opportunity Opportunity Opportunity Opportunity 	<ul style="list-style-type: none"> Opportunity Opportunity Opportunity Opportunity 	<ul style="list-style-type: none"> Opportunity Opportunity Opportunity Opportunity 	<ul style="list-style-type: none"> Opportunity Opportunity Opportunity Opportunity



Currently under development

NEXT STEPS

7

**CHECK WITH
USERS**

8

SHARE AND USE

 Next steps

THANK YOU 
QUESTIONS?

BECKY JEONG



USER EXPERIENCE (UX) RESEARCHER
DIGITAL ENABLEMENT @DigiEnablement



Rebecca.Jeong@tbs-sct.gc.ca



<http://ca.linkedin.com/in/rebeccajeong>



@beckyjeong