KEY

Frontline worker Knowns	Gatekeeper Knowns	DfE Programme provider knowns
Frontline worker Assumption	Gatekeeper Assumption	DfE Programme provider Assumption
		Research questions

USERS

Frontline:
• Newly Qualified Social Workers
• Social workers
• Experienced Social Workers

Gatekeepers:
• First line managers
• Middle managers
• Senior managers

DfE: Children and Family Social Worker Service Line

How will content be maintained? What will be the user's 'way in'

JOBS

Plan career — Identify next role — Apply for new roles or promotions

Plan career (Managers) — Plan career (Director of Children's Services)

Promote development programmes — Why does DfE want to promote their brand?

PAINS

Not enough time to support frontline staff — Need support in retaining frontline staff

System Interactions

Career development teams via email — LA Websites

Help frontline staff to understand their career development? — Learn about management pathways — Learn about leadership pathways (DCs)

What does good career development look like? — Check with workforce development teams?

Do content on these workforce development sites meet GDS guidelines?

OUTCOMES

Ensure development programmes help progress their careers — Seamless navigation/UX — Awareness of career options — Understand different roles and responsibilities in C&FSW

Own route/journey within site

Provide accurate and upto date information about programmes — Increase sign ups to development programmes — improve overall quality of social work — A starting point for future services — Expand provider market — Control the message to SWs - "one version of the truth" — Own the infrastructure not providers — reduce costs from providers

Registration/ completion rates for development programmes

How will we know our outcome has been achieved? What's the measure?

CTR to provider sites — Content feedback - probably a bad measure as it can focus on negative comments — Analytics — Alpha feedback routes

Opportunities

Can we find a place where we can promote our service? — Information about programmes from the perspective of a user — Provide information on the Early career framework — Who should notify the information?

Act as an entry point for Assessments and Accreditations — Provide guidance on taking the assessment — Provide guidance after taking the assessment

Career Pathway Maps — Successful LA's career pathways — Roles & Responsibilities information — Where will users find this guidance?

Case Studies & Blogs — A space for DfE to communicate directly with the frontline

Card sort / tree test potential IA?

Single access point for career development information — What should this service be called?

Push notifications

Tools? — How do they want to be guided?

Information or guidance management want on career options — PLP programme scope? Managers

Information or guidance social workers want on Leadership