

WWW.JOBANK.GC.CA

REPORT

USABILITY TESTING

REPORT

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The screenshot shows the official website for the Canadian Job Bank. At the top, there are links for the Government of Canada and Gouvernement du Canada. Below that is a dark header bar with the word "Job Bank". Underneath, a navigation bar includes "Job search", "Career planning", "Labour market information", and "Hiring". A prominent teal banner features the text "Your career starts here" and "Search 152,419 job postings in Canada". It also includes fields for "KEYWORDS" (Job title, employer) and "LOCATION" (City, province or territory), along with sorting options ("Sort by: Best match", "Date posted", "Last 30 days") and search filters ("Search jobs for: Part time, Remote, IT, Student, LMIA"). The background of the main content area shows a photograph of wind turbines.

This screenshot is identical to the one above, but it features a large green rectangular overlay at the bottom. The overlay contains the text "Labour market information" and "Explore the market By occupation". Below this, there is a section titled "Job title" with a white input field. The rest of the page, including the header and main search area, remains visible through the green overlay.



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Job Bank

 [Sign in](#)[Job search](#) [Career planning](#) [Labour market information](#) [Hiring](#) [Help](#) [About](#)[Job Bank](#)[About us](#)

Your career starts here

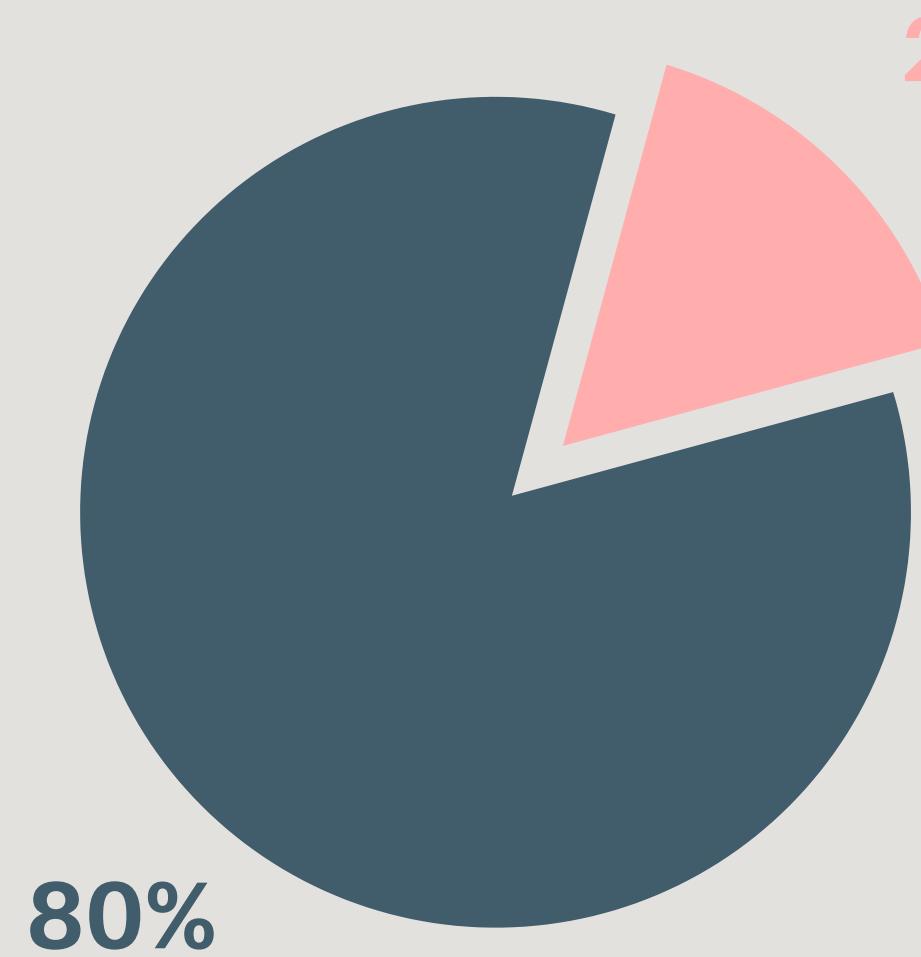
About The Website

Job Bank is Canada's national employment service, available as a website and mobile app. They help Canadians find work and plan their careers, and they make it easier for employers to recruit and hire across the country.

On Job Bank, they come a long way from the days of paper job postings pinned to boards. They draw on a hundred years of experience helping Canadians succeed in the labour market.

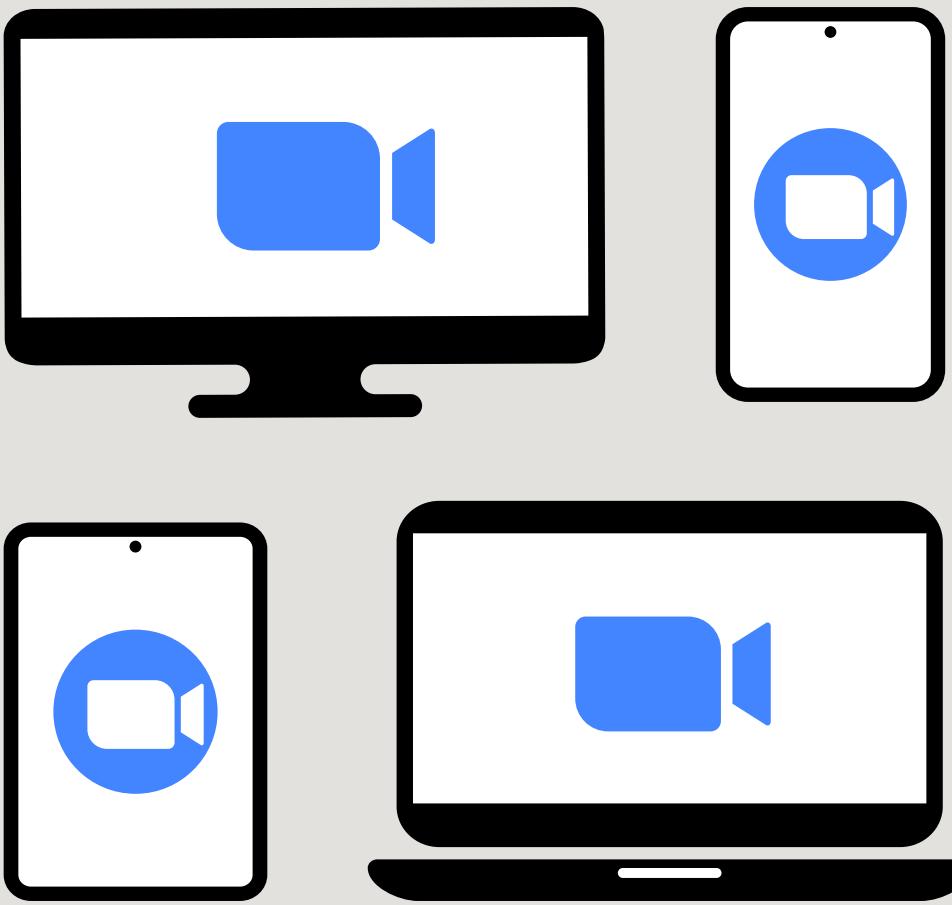
Test Methodology

USER DEMOGRAPHICS



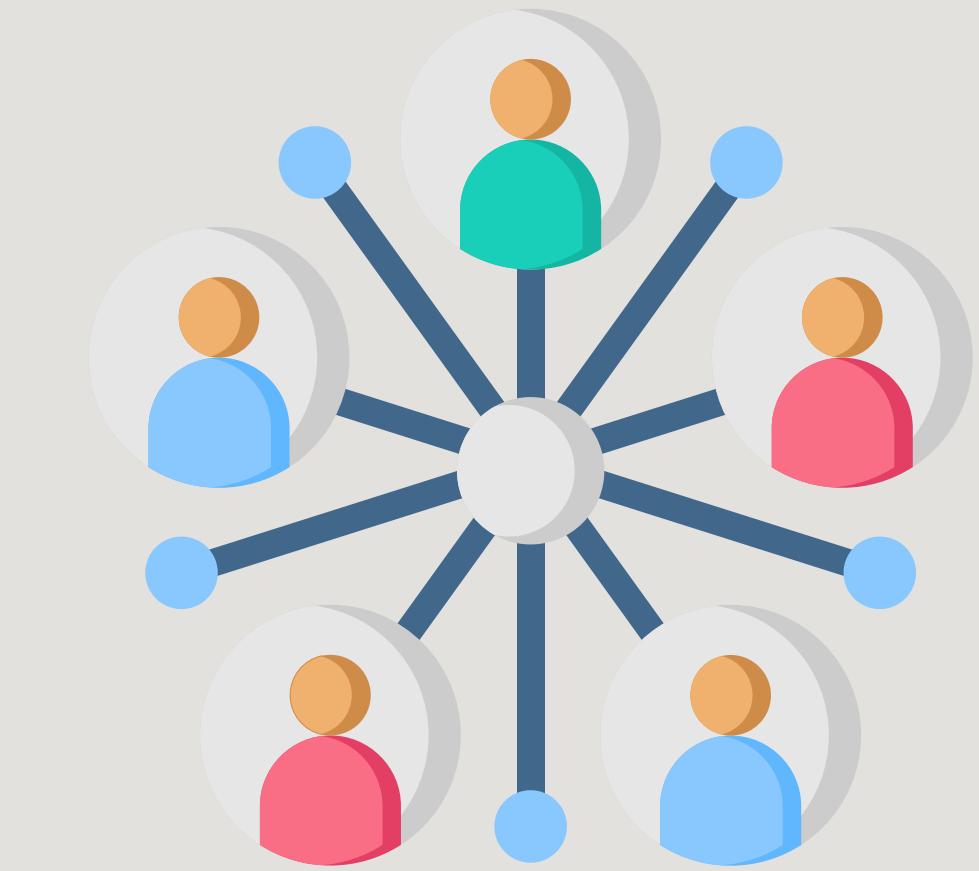
15-40 YEARS OLD
40+ YEARS OLD

TOOLS USED



ZOOM

TOTAL PARTICIPANTS



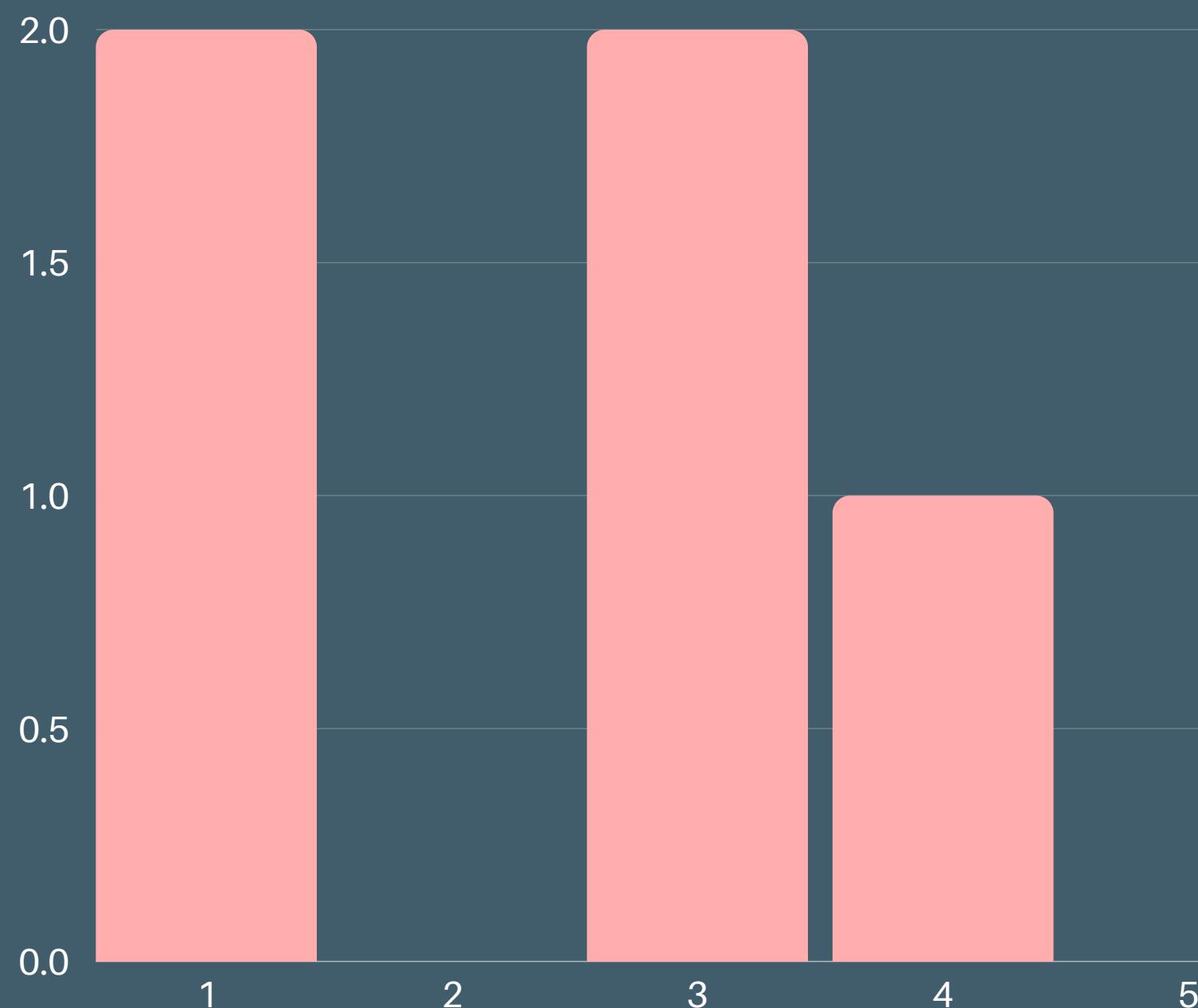
5 PARTICIPANTS
WERE RECRUITED

Participants Familiarity with Job Bank Canada

01 The majority of participants rated their familiarity as either 1 (Not Familiar) or 3 (Somewhat Familiar).

02 Primary goal to use platform is to find a suitable job that fits their experience and qualifications

03 Most participants use platforms like Indeed and LinkedIn for job searches





Research Report

5 INTERVIEWS

Several Insights

I chose Job Bank Canada as the platform for my usability research because job searching is a priority for users exploring multiple platforms. Users frequently visit job search websites to find suitable opportunities, compare listings, and set up alerts for new openings.

Importance of Research: By conducting this research, I aimed to understand the user experience, identify potential pain points, and recommend improvements to enhance overall usability.

Follow Up Questions to Participants:

- 1. Overall, how satisfied were you with the ease of use of the Job Bank website?**
- 2. Did you encounter any specific difficulties while completing the tasks?**
- 3. What feature did you find most helpful on the Job Bank website?**
- 4. What would you suggest improving on the Job Bank website to make it easier to use?**

Tasks and Rationale for Each Task:



TASK 1

The screenshot shows the Job Bank Canada website. At the top, there's a navigation bar with links like "Job search", "Career planning", "Labour market information", "Hiring", "Help", and "About". Below the navigation is a large search bar with placeholder text "Your career starts here" and a button "Search 153,197 job postings in Canada". Underneath the search bar are fields for "Keywords" (Job title, employer) and "Location" (City, province or territory), along with "Advanced" and "Browse" buttons. There are also filters for "Sort by" (Best match, Date posted, Last 30 days) and "Search jobs for" (Part time, Remote, IT, Student, LMI). The background features a blurred image of wind turbines.

This task assesses how easily participants can use the “search functionality” to locate job listings that match their criteria.



TASK 2

The screenshot shows the "Skills and Knowledge Checklist" section of the Job Bank website. The main heading is "Match your skills and knowledge". A warning message states: "Job Bank is preparing for the decommissioning of the Skills and Knowledge Checklist. For more information or to report a concern, please complete this form. To continue exploring jobs and career options, you can use Career Quizzes and look at Job Profiles to discover the skills and knowledge required for each occupation." Below this, there's a grid of job titles and descriptions, with a button "Access the Skills and Knowledge Checklist". To the right, there are links for "Choose a career", "School to Work Transition Tool", and "Career Quizzes".

This task evaluates the ease of finding and using the “skill checklist” tool to match users with jobs based on their skill set.



TASK 3

The screenshot shows the "Explore the market" section of the Job Bank website. The main heading is "Explore the market" under "Labour market information". It includes a dropdown menu "By occupation", a search bar for "Job title", and a search bar for "Location". On the right side, there's a large image of a smiling man with red hair and glasses, and a laptop screen.

The purpose of this task is to evaluate how easily users can find and navigate the “Explore the Market” feature on the Job Bank Canada platform.

Results and Insights Task 1



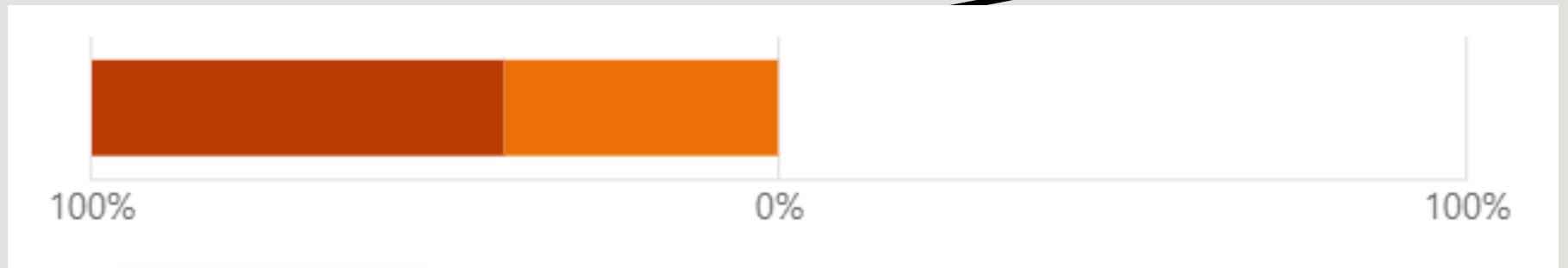
Task Description: For the first task, I told participants to search for a job relevant to their experience using the Job Bank Canada website.

Process to complete task:

- Participants navigated to the Job Bank homepage.
- They used the search bar to input keywords related to their desired job title and location.
- Additional filters such as job type (e.g., full-time, part-time) were also applied to refine the search results.

Observations and Results

easy &
very easy



Observations:

All participants were able to locate the search bar and they completed task in few minutes. Most participants used a combination of keywords and location filters to narrow down their search results.

Insights:

Participants found the search functionality relatively easy to use, with most able to find relevant jobs within a few minutes.

Participants appreciated the detailed job descriptions and clear layout of the postings, making it easy to identify key information such as qualifications, salary, and job responsibilities.



Task 2 Evaluation

Task Description: For the second task, participants need to use the Skills and Knowledge Checklist feature on the Job Bank Canada website. This tool helps users find job matches based on their skills and qualifications.

Process to complete task:

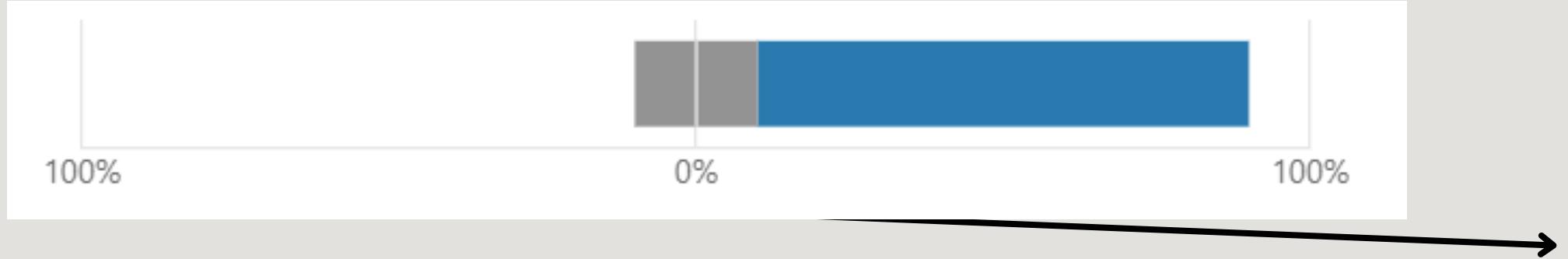
- Participants navigated to the "Skills and Knowledge Checklist" section.
- They selected skills that matched their experience and knowledge base.
- After completing the checklist, participants were prompted to view job recommendations based on their chosen skills.

Observations:

In this task, I observed most of the participants overlooked the skill feature which indicated that it may not be displayed properly. Few participants even not be able to find this feature on the website, they were searching it through the search bar. Moreover, skills and checklist was appearing after clicking on the button which most participants could not find it.



Results & Insights



Challenging

Participants found it challenging to locate the Skills Checklist feature on the website. They noted that the button for this feature was not easily visible and suggested that it should be highlighted or made more prominent. Additionally, Participants mentioned that some of the skill sets listed in the checklist were not clearly defined. Several participants pointed out that key skillsets related to their professions were missing from the checklist, making it difficult for them to fully represent their qualifications and expertise.

The Skill Checklist button should be more prominent, such as using a different color, size, or position, to make it easier for users to find. Participants suggested that the Skills Checklist should be personalized or categorized based on user experience levels and job roles.



Task 3 Evaluation

Task Description: For the third task, participants were asked to use the "Explore the Market" feature on the Job Bank Canada platform. This feature provides information on job trends, salaries, qualifications, and skill requirements based on occupation and location.

Process to complete task:

- Participants navigated to the "Explore the Market" section.
- They were instructed to search for a specific occupation and find details about wages, job outlook, and educational requirements.

Observations:

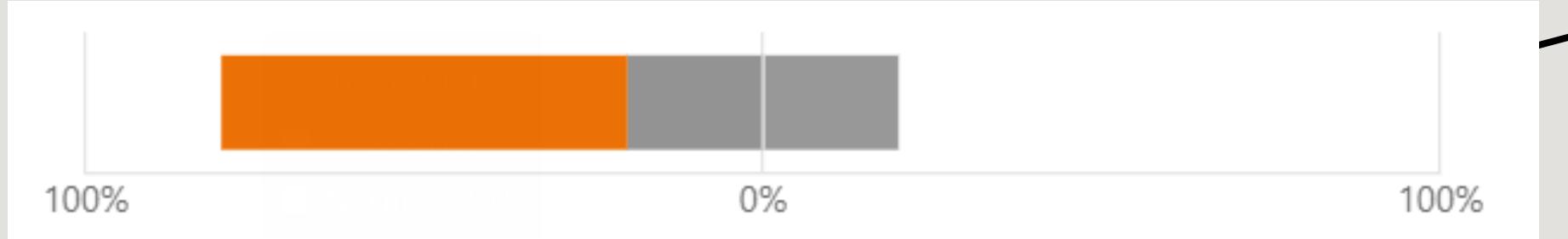
In this task, I observed that it was challenging tasks for the few participants. They were looking this feature on the search bar but it was in the menu. Few participants found this feature and they explored the jobs on this feature to know about the latest job trends.

Moreover, few participants were new on this platform who did not find this feature. Just searched a job relevant to the experience.



Results & Insights

Easy & Neutral



Most participants found it Easy to locate the Job Market feature on the Job Bank Canada platform. However, some participants rated it as Neutral, indicating that the feature's visibility might not be optimal. Participants found the information provided on this platform relevant to their job experience and suggested that the feature should be more prominently highlighted. This would make it easier for users to navigate to this section and explore trends in the job market related to their specific fields.

The Job Market feature is not as visible as it could be. Enhancing its placement on the homepage or using a contrasting color scheme could improve its discoverability for first-time users. Participants expressed interest in using this feature again in the future because it provides valuable insights into job market trends.





Design Recommendations

- 1. Increase Visibility of Key Features:** Make buttons and features like the Skill Checklist and Explore the Market more prominent by using vibrant colours, larger fonts, or iconography to differentiate them from other elements on the page.
- 2. Highlight Important Buttons:** Ensure that buttons for key functionalities, such as job search and skill assessment, are clearly visible and easy to identify.
- 3. Visual Data Representations:** Use interactive graphs, charts, and infographics to present job market trends, salary comparisons, and employment outlooks.
- 4. Refine Search Engine Design:** Improve the search engine design by incorporating advanced search filters and options to narrow down job results based on specific criteria (e.g., job level, company size).

Wireframes

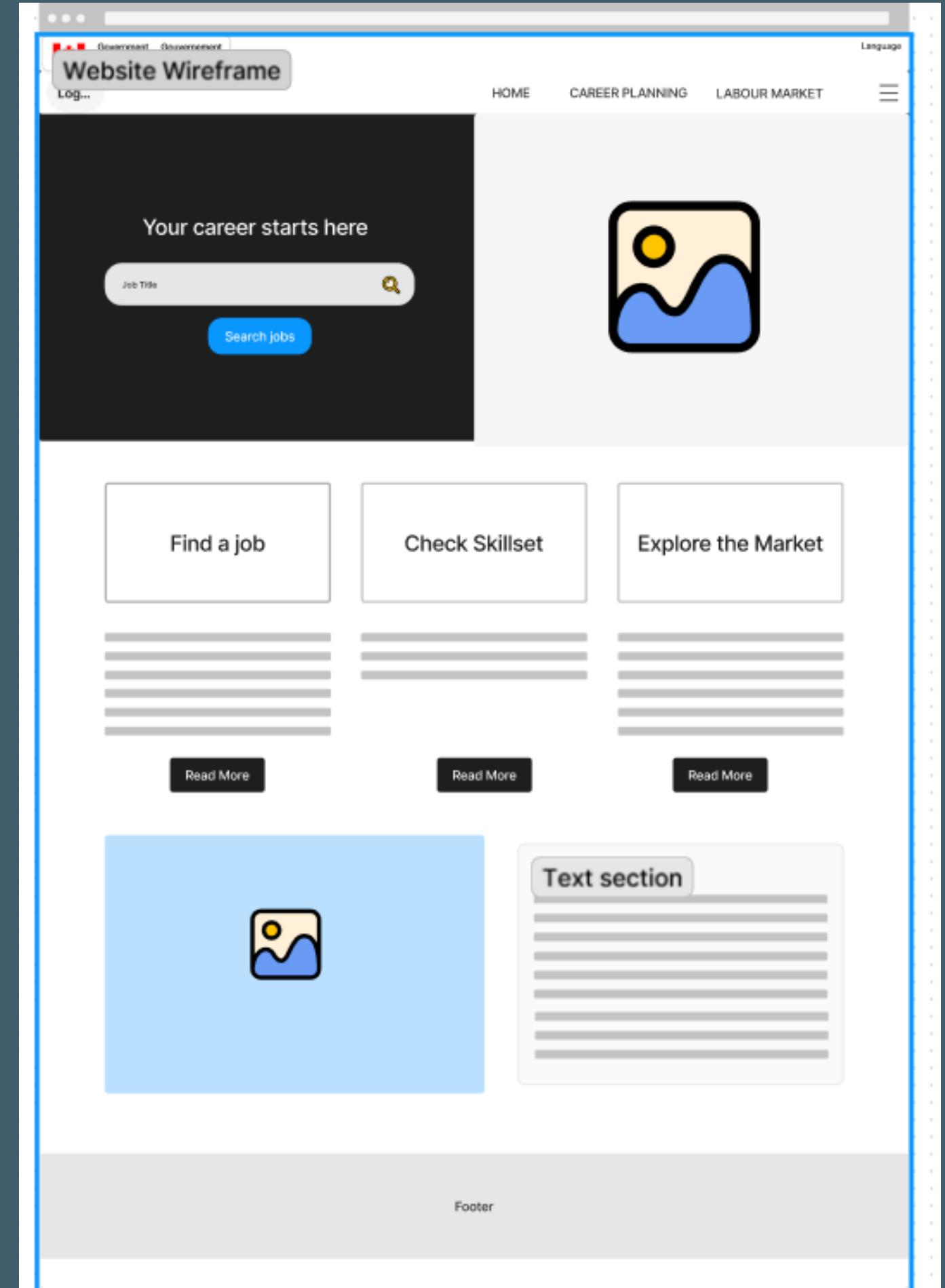
What I modified:

I used fig Jam to create my wireframe. I am not an expert in this but I tried my best to enhance the design of the website. According to participants' feedback, I redesigned the search bar to be more user-friendly with a focus on a single input field, making it straightforward for users to enter job titles or keywords.

I reorganized the homepage layout to ensure that all key features are visible above the fold.

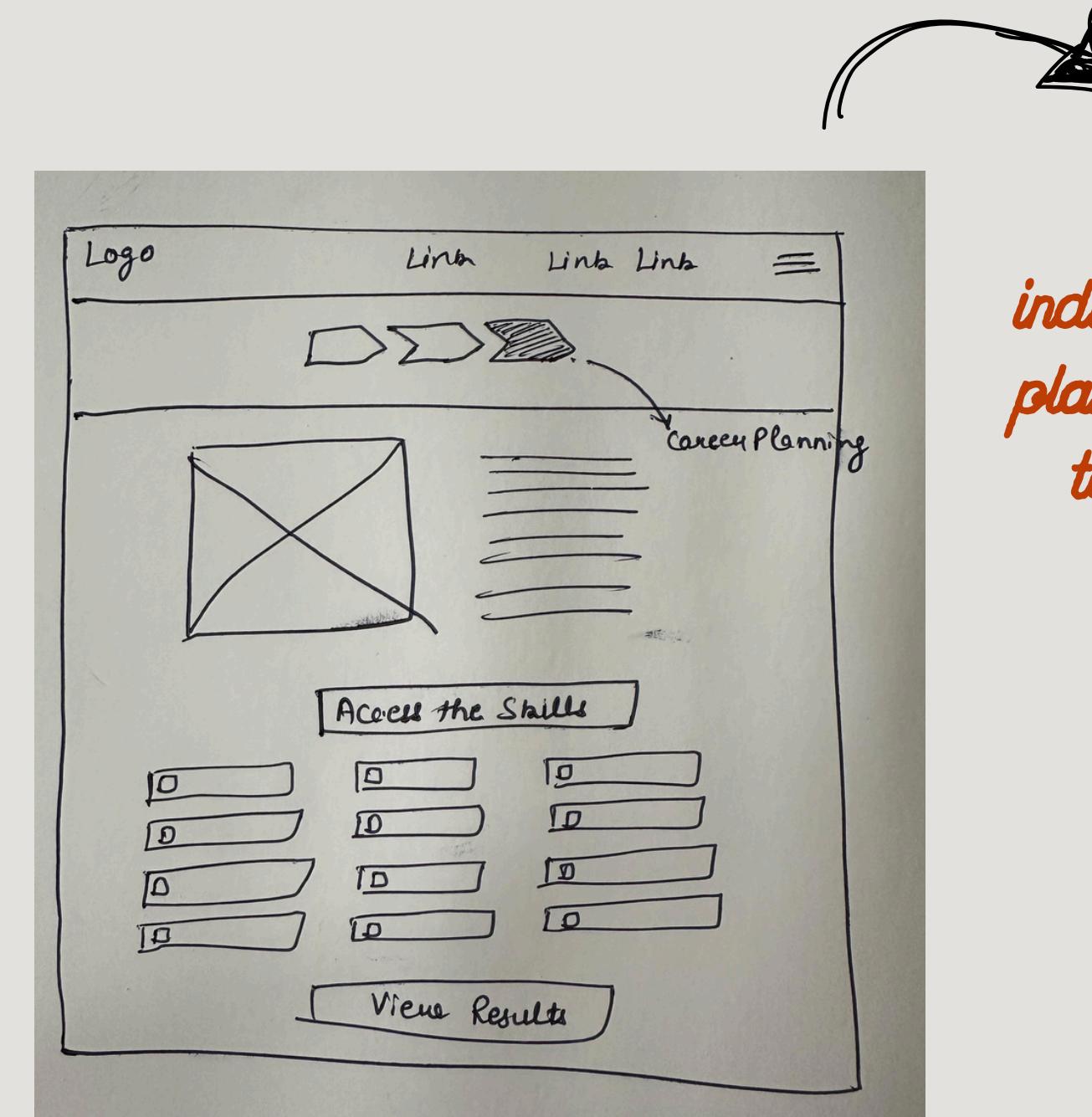
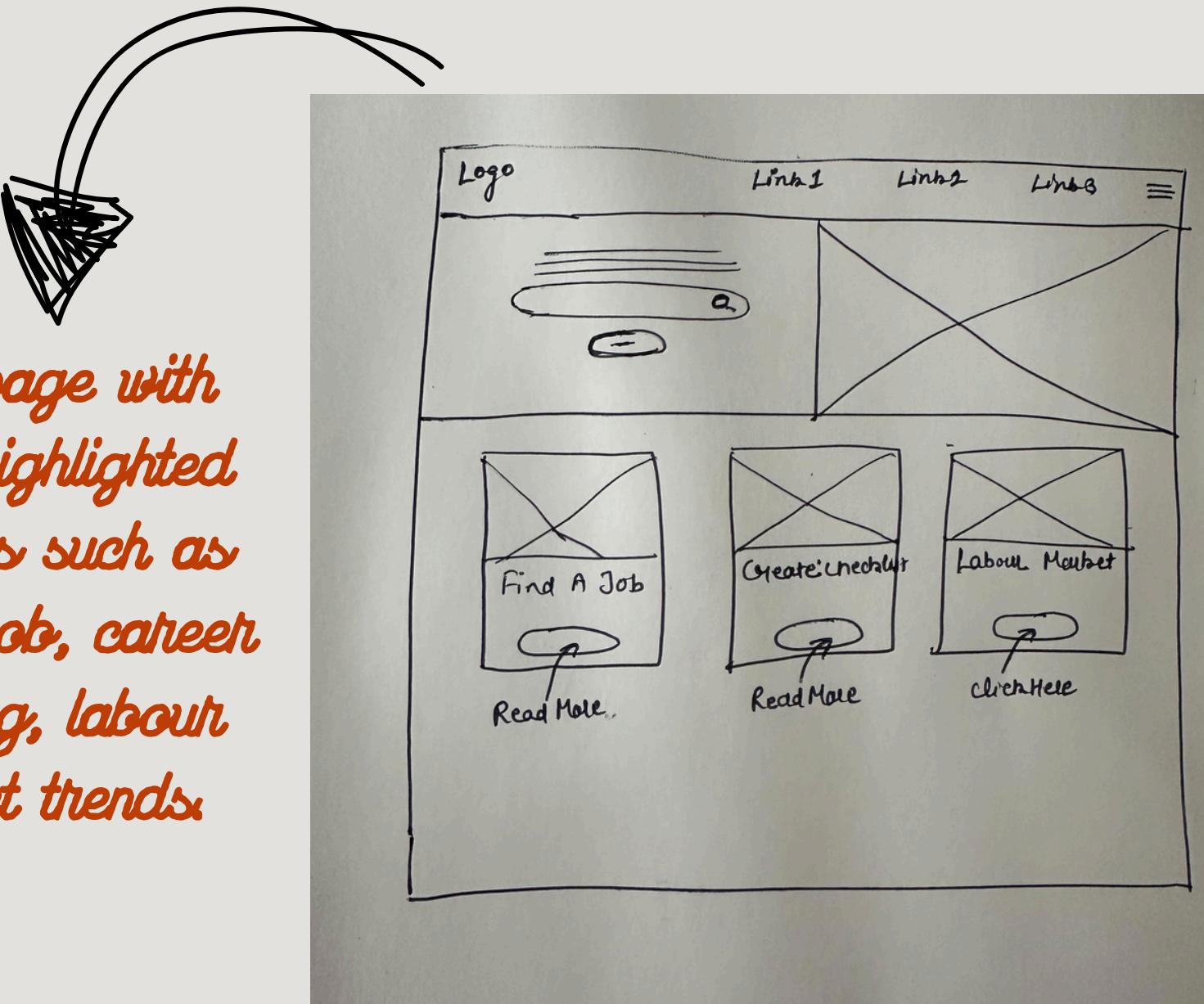
I added a dedicated section for each feature with short descriptions, so users can quickly understand what each feature offers.

I used a minimalist design approach to avoid clutter and ensure that users can focus on the main features.



Wireframe Sketches

Homepage with more highlighted features such as find a job, career planning, labour market trends.



This design indicates to career planning according to participants perspective

Resources Used



Canva Used for the
presentation



Figma Used for the
wireframe



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THANK YOU

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