

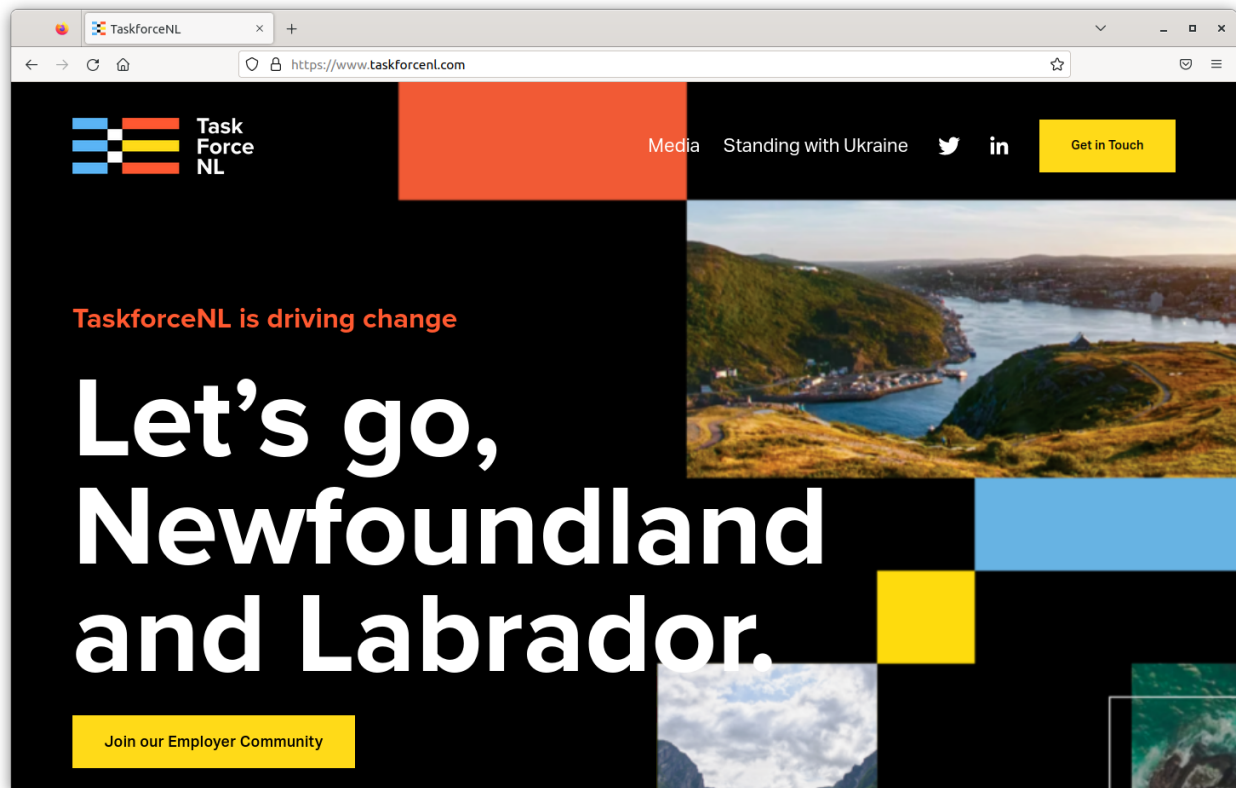
**Task
Force
NL**

WEBSITE REVIEW

November 10, 2022

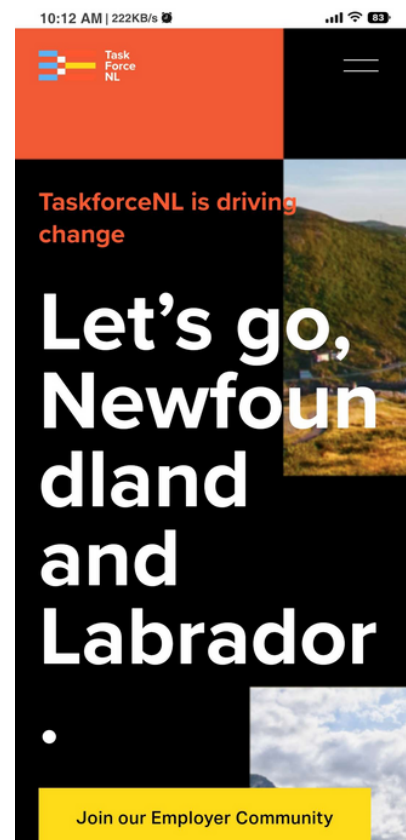
Dewan Mukto
PSDP Intern Fall 2022

The current state of the website seems nearly perfect when viewed on desktop computers.

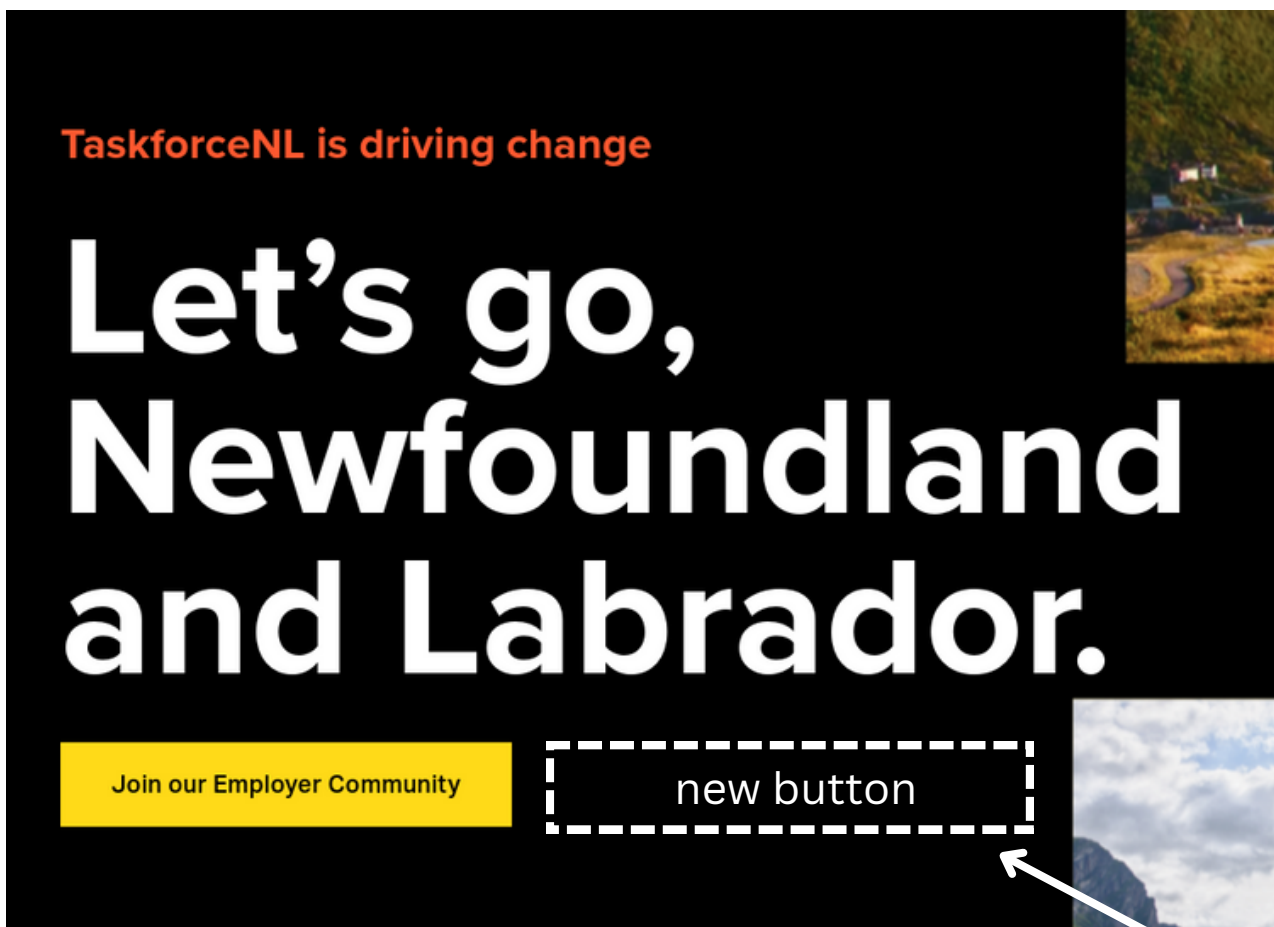


However, a few minor issues arise when accessed from mobile devices. The text sizing for the heading "Let's go, Newfoundland and Labrador" conflicts with the more limited width of a smartphone, so it appears to **break up** into extra segments.

Configuring the site's CSS to detect the device's screen width and auto-adjusting the font size could mitigate this problem.



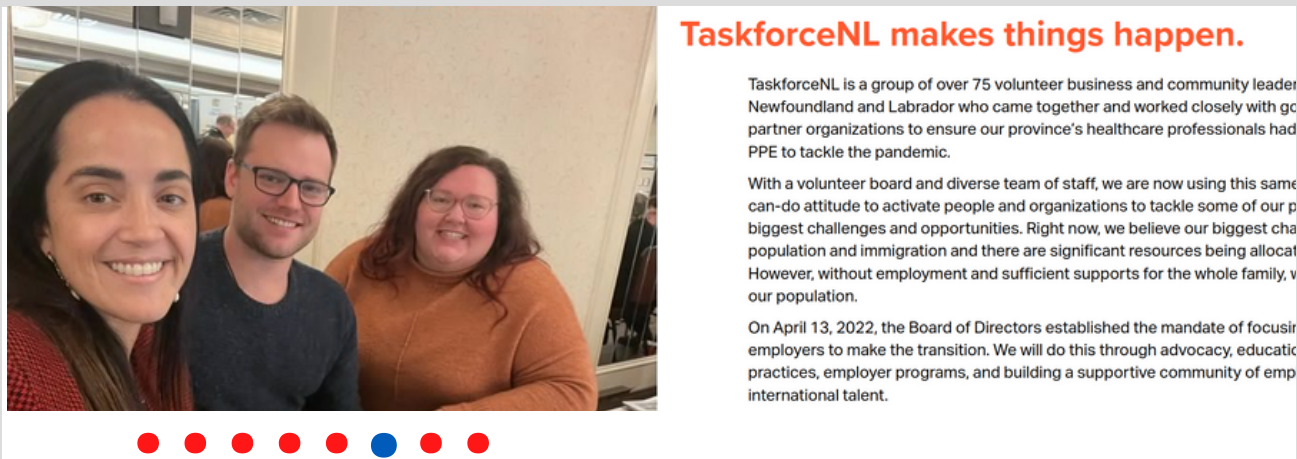
The landing "call to action" section at the very beginning of the website could be improved by adding a secondary button beside the primary **Join our Employer Community** one. It could be a new **View Current Projects** or **Our Story** button that allows visitors to gain more information without having to scroll through and click through other buttons irrelevant to what they're searching for.



It would **reduce** unwanted **time consumption**. Or for attracting more volunteers, there can be a **Volunteer With Us** button, so that there is a window for both employers as well as volunteers when they first visit the site.

For presenting the story of TaskForceNL's origin, there could be additional images or a carousel/slideshow of images that change every 2 seconds from various projects and years to **demonstrate** the success and efforts placed in by TaskForceNL and its employer community.

Images could be fetched from social media posts.



TaskforceNL makes things happen.

TaskforceNL is a group of over 75 volunteer business and community leaders in Newfoundland and Labrador who came together and worked closely with government partner organizations to ensure our province's healthcare professionals had PPE to tackle the pandemic.

With a volunteer board and diverse team of staff, we are now using this same can-do attitude to activate people and organizations to tackle some of our province's biggest challenges and opportunities. Right now, we believe our biggest challenges are population and immigration and there are significant resources being allocated. However, without employment and sufficient supports for the whole family, we are not serving our population.

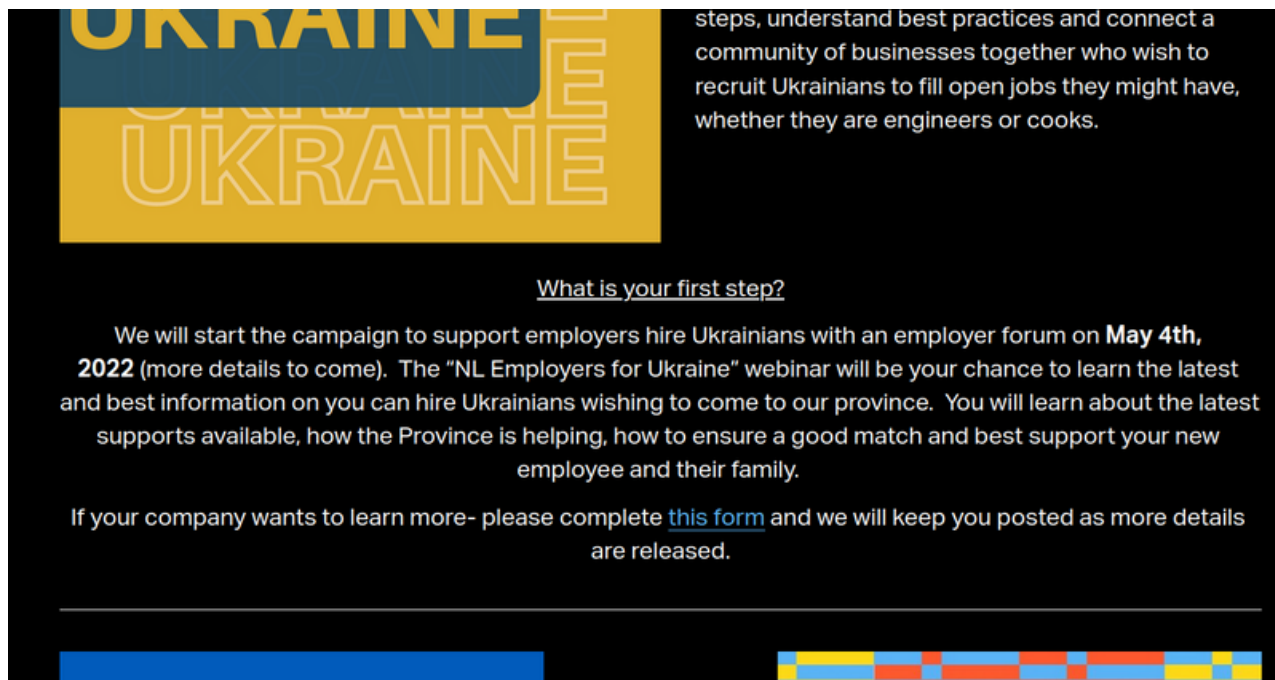
On April 13, 2022, the Board of Directors established the mandate of focusing on employers to make the transition. We will do this through advocacy, educational practices, employer programs, and building a supportive community of employers and international talent.

There could also be a new "timeline" approach to defining all the projects, events and accomplishments made so far. Integrating them together may make certain sections on the homepage redundant, so a new 'unlisted' webpage related to outlining the timeline may help - unlisted webpages are those which can be viewed through some button or link but aren't directly accessible via any options in a navigation menu.



example of a timeline with random data for illustration purposes

Headings and subheadings of certain sections on the website should have some **more emphasis**, e.g. by capitalization, bold fonts, bigger font size, different colors, animation (if possible). The "What is your first step" part below the currently highlighted project is an example where such headings could be improved.



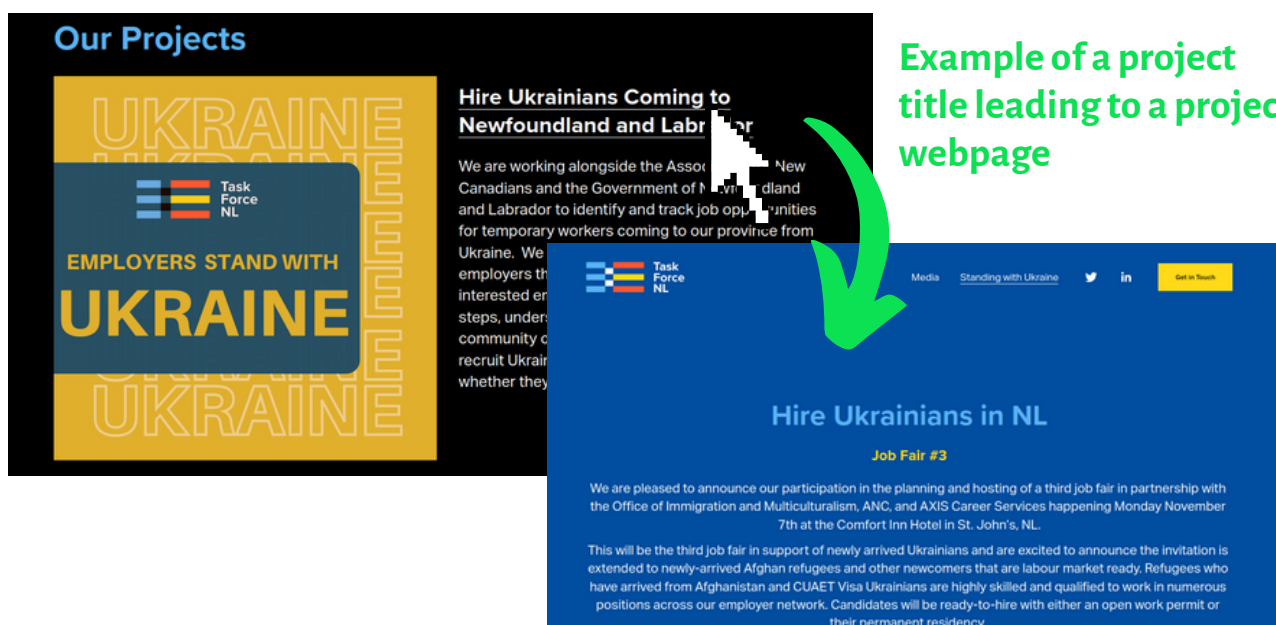
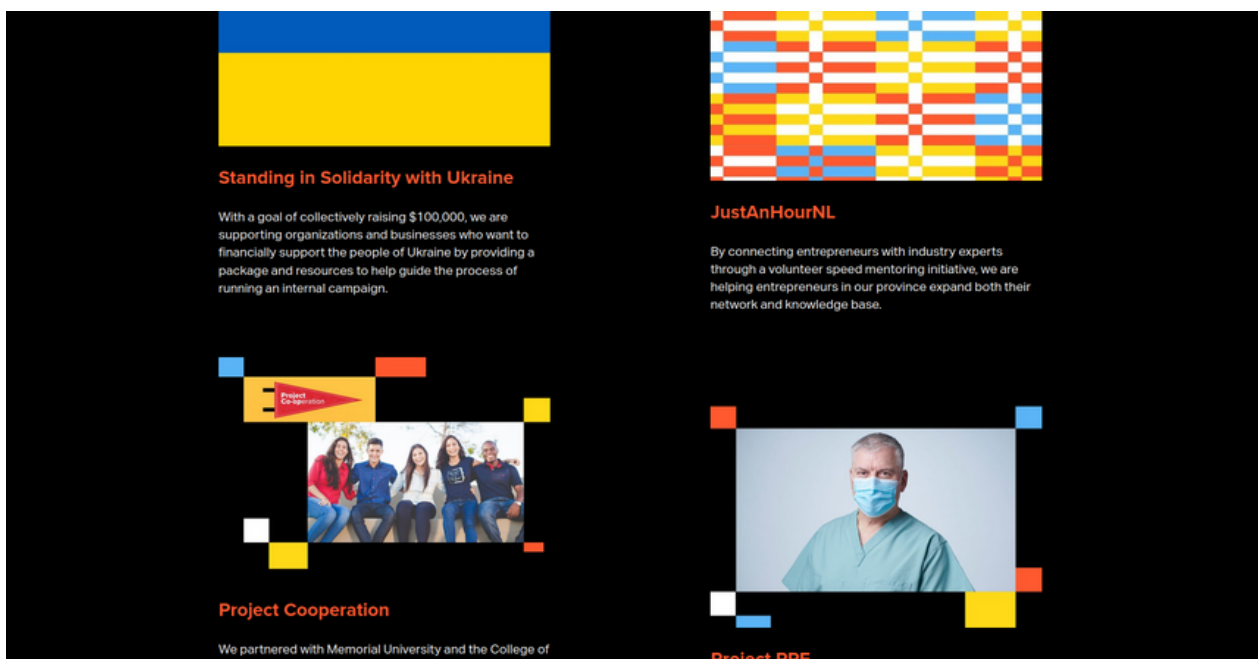
It is also worth noting that having a search option on a website is crucial for improving visitor experience and letting them find the relevant information they need before deciding whether to contact TaskForceNL. In the short term, people can inquire via email but for long term vision of TaskForceNL, it would be a lifesaver to have this feature pre-installed.



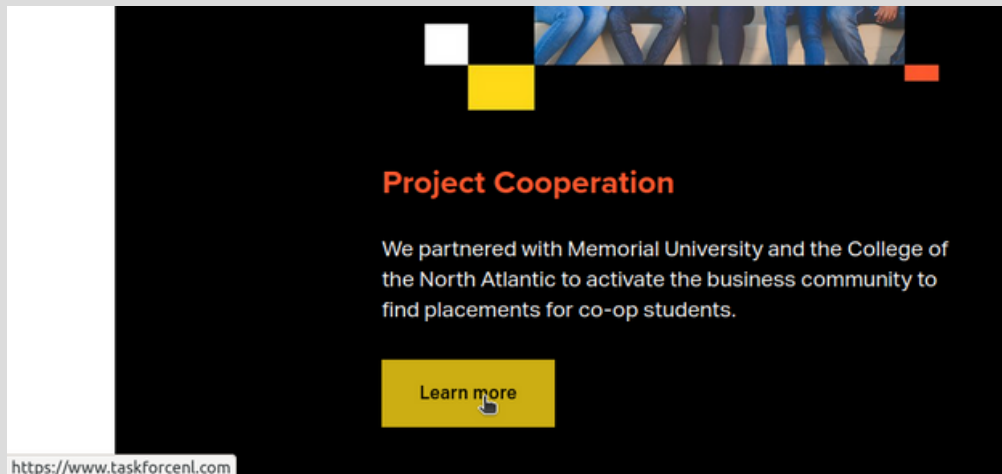
Currently only the Twitter and LinkedIn social profiles are mentioned on the website. It would be more beneficial to have the other channels on Instagram, Facebook, etc. listed here, too, to officially associate them with the website and to let visitors know that they can contact TaskForceNL through those pages as well.

If the other previous projects are supposed to link back to other webpages belonging to their respective project (like the way how the current 'Hire Ukrainians Coming To Newfoundland and Labrador' project leads to 'taskforcenl.com/ukraine') then I must inform that they are **not functioning**; they do not link back to any webpages right now. If they were not intended to have any full webpages detailing about them, it would be ideal to do so.

Having detailed pages of each project could elaborate further about the endeavors behind them, so it would produce a portfolio with a greater range of activities included and documented.



The 'Learn more' button under the '**Project Cooperation**' project does not seem to have any links associated with it, so visitors would just end up back at the homepage, leaving them rather **confused**.



The 'Working Alongside our Partners' section on the homepage have some images of the partners' logos and brands. Their own respective websites could be linked through the images, so that visitors of TaskForceNL can jump into theirs for a quick preview of each partner's values and services.

This can add weight for gaining trust for foreign visitors and also reinforce local employers' confidence in staying with a good business relationship with TaskForceNL.

Working Alongside our Partners



For future projects' webpages, it is recommended to have adequate spacing between the blocks of text. Also it would be easier for the eyes to have the text naturally left-aligned with greater margins to keep the text within the prime focus of the visitor's field of vision.

Hire Ukrainians in NL

Job Fair #3

We are pleased to announce our participation in the planning and hosting of a third job fair in partnership with the Office of Immigration and Multiculturalism, ANC, and AXIS Career Services happening Monday November 7th at the Comfort Inn Hotel in St. John's, NL.

This will be the third job fair in support of newly arrived Ukrainians and are excited to announce the invitation is extended to newly-arrived Afghan refugees and other newcomers that are labour market ready. Refugees who have arrived from Afghanistan and CUAET Visa Ukrainians are highly skilled and qualified to work in numerous positions across our employer network. Candidates will be ready-to-hire with either an open work permit or their permanent residency.

As Newfoundland and Labrador continue to grow their newcomer population, we look forward to supporting this growth by engaging and connecting our fantastic network of employers across the province. Newcomers, immigrants, and refugees, working in the province not only support our economic development but provide a meaningful opportunity to build new communities and share diverse cultural backgrounds.

Registration for this event ends on Thursday, November 3rd at 12 pm.

[Register to Attend](#)

Are you an employer in Newfoundland and Labrador looking to fill positions within your organization?

Many Ukrainians with diverse skillsets have arrived in our province and are actively seeking employment. Click the button below to see a list of profiled individuals who may be a fit for your labour needs. If you see the profile of an individual whom you would like to see a full resume and be connected with, please email us at jobs@taskforcent.com and we will get you connected

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