

Developing BLS 101 Templates

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Background

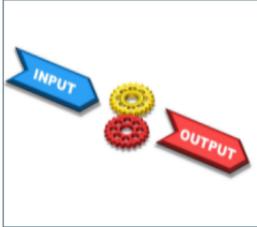
- A couple of years ago, subject matter experts in Bureau of Labor Statistics created Productivity 101, a series of tutorials about productivity concepts
- Felt that the final product did not meet expectations
 - Product was a little difficult to navigate around
 - The delivery of the product could be improved on
 - The user interface and user experience could be improved on

Background

Productivity 101



WHAT IS PRODUCTIVITY?



WHAT IS PRODUCTIVITY?

Find the meaning of basic productivity definitions and explore concepts.

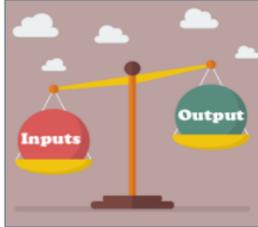
WHY IS PRODUCTIVITY IMPORTANT?



WHY IS PRODUCTIVITY IMPORTANT?

Understand how workers and consumers are affected by productivity and discover why business leaders and analysts monitor productivity trends.

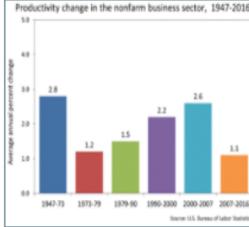
HOW IS PRODUCTIVITY MEASURED?



HOW IS PRODUCTIVITY MEASURED?

Learn how BLS measures productivity using data from various sources.

WHAT IS AVAILABLE AND HOW DO I ACCESS IT?



Period	Percentage Growth
1947-73	3.8
1973-79	1.3
1979-90	1.5
1990-2000	2.2
2000-2007	2.6
2007-2016	1.1

WHAT IS AVAILABLE AND HOW DO I ACCESS IT?

See a list of productivity measures and tips on obtaining the data from the BLS website.

Background

- BLS 101 takes off where Productivity 101 left off
 - Creates a series of tutorial-like content for BLS.gov that help acclimate users to BLS data and the concepts that underlie the data
 - Serves as an entry-level introduction to the complex constructs of BLS data
 - More approachable, inviting, and accessible

Overarching Goals of Project

- Develop a template for a BLS 101 product that could be used across data products
- Design the delivery vehicle(s) for the content
- Develop a content strategy for what topics the BLS 101 series will cover and prioritize the order on the basis of existing BLS research

Guiding Questions for Project

- What would a minimum viable product for BLS 101 look like?
- How could the delivery of the content be made more inclusive and user friendly to ALL users of [BLS.gov](#)?
- Who are the key stakeholders in the project and what are their goals? How does the process of incorporating user empathy and effective communication between stakeholders and users look like?

BLS 101 Design Process

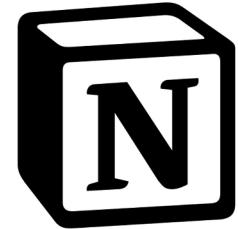
- User vision
 - to demystify statistical concepts and data while advancing mission of BLS
- Stakeholder Conversations
 - To understand what went well and what needs to be iterated on

BLS 101 Design Process

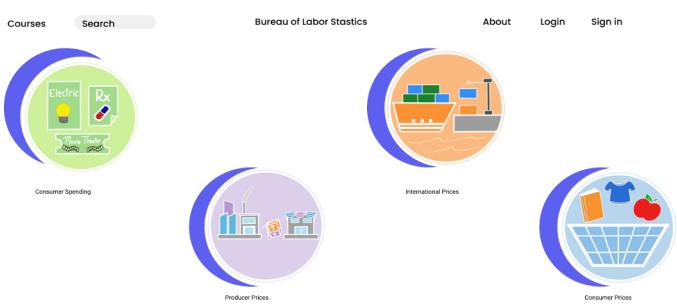
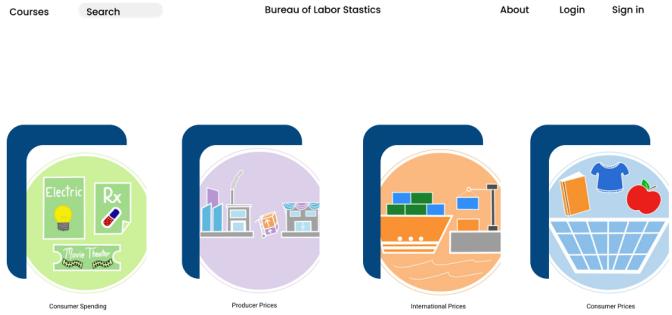
- Stakeholder Conversations
 - Collaborated with the Prices team to go over their site recommendations for BLS 101 as well as their prototypes and mockups
 - Discussed BLS 101 vision with Beth Cross, who worked on K-12 content and strategy
 - Looked into the US Web Design System for inspiration

BLS 101 Design Process

- Tools
 - Figma to create mockups of potential site designs
 - Notion to create a board of potential site designs and break down tasks to manage project
 - Trello to keep track of deadlines



BLS Design Process



BLS Design Process

The screenshot shows the homepage of the Bureau of Labor Statistics 101 website. The header features the U.S. Bureau of Labor Statistics logo and navigation links for HOME, SUBJECTS, DATA TOOLS, PUBLICATIONS, ECONOMIC RELEASES, CLASSROOM, and BETA. A search bar is also present. The main content area has a white background with a large, colorful abstract graphic on the right. The title "Bureau of Labor Statistics 101" is at the top left, followed by the tagline "learn Prices data easily, accessibly, and playfully". Below this are two blue buttons: "Start Here" and "Returning User". The footer contains a red star logo, links to various resources like Inspector General (OIG), Sitemap, and Budget and Performance, and contact information for Postal Square Building, Washington, DC 20532, and a phone number 1-202-601-5200.

This screenshot shows the same website as above, but with a color-coded background overlay. The background consists of large, overlapping semi-transparent colored shapes: green, yellow, red, purple, and blue. The title "Bureau of Labor Statistics 101" and tagline remain the same. The footer content is identical to the first screenshot, including the red star logo and various resource links.

BLS 101 Prototyping Process

- Incorporated feedback on designs from PASCE team and Jay Meisenheimer
- Re-iterated design to include accessible design
 - alt text
 - aria headings
 - semantic HTML tags
 - contrasting colors

BLS 101 Prototyping Process

- Web Development Tools
 - Bootstrap: open source CSS framework directed at responsive web development
 - HTML and CSS for front-end
 - Python and Javascript for back-end

BLS 101 Prototyping Process

BUREAU OF LABOR STATISTICS 101

Empowering users to learn BLS concepts accessibly while having fun

Etiam et enim finibus, feugiat massa efficitur, finibus sapien. Sed cursus lacus quis arcu scelerisque, eget ornare risus maximus. Aenean non lectus id odio rhoncus pharetra

[FIND OUT MORE](#)

[HOME](#) [ABOUT](#) [CONTENT](#) [CONTACT US](#)

Quick Links Menu

[FIND OUT MORE ABOUT INFLATION](#)

[FIND OUT MORE ABOUT UNEMPLOYMENT STATISTICS](#)

[FIND OUT MORE ABOUT CONSUMER PRICE INDEX](#)

[FIND OUT MORE ABOUT INTERNATIONAL PRICES](#)

BLS 101 Prototyping Process

About BLS 101



Educational

Creates a series of tutorial-like content for BLS.gov



Empowering

Serves as an entry-level introduction to the complex constructs of BLS data



Inclusive

Enables the language depicting technical concepts to be more approachable, inviting, and accessible



BLS 101 Prototyping Process

The screenshot shows a landing page titled "Bureau of Labor Statistics 101 Content". At the top, there is a navigation bar with links to "HOME", "ABOUT", "CONTENT", and "CONTACT US". Below the navigation, the title "Bureau of Labor Statistics 101 Content" is displayed. The main content area features three cards with circular icons and text:

- Inflation**: Learn how the Bureau of Labor Statistics measures inflation. Includes a "READ MORE" button.
- Measures of Unemployment**: Learn how the Bureau of Labor Statistics calculates the unemployment rate. Includes a "READ MORE" button.
- Seasonal Adjustment**: Learn how the Bureau of Labor Statistics determines seasonal adjustment. Includes a "READ MORE" button.

At the bottom of the page, there are three small dots indicating more content below the fold.

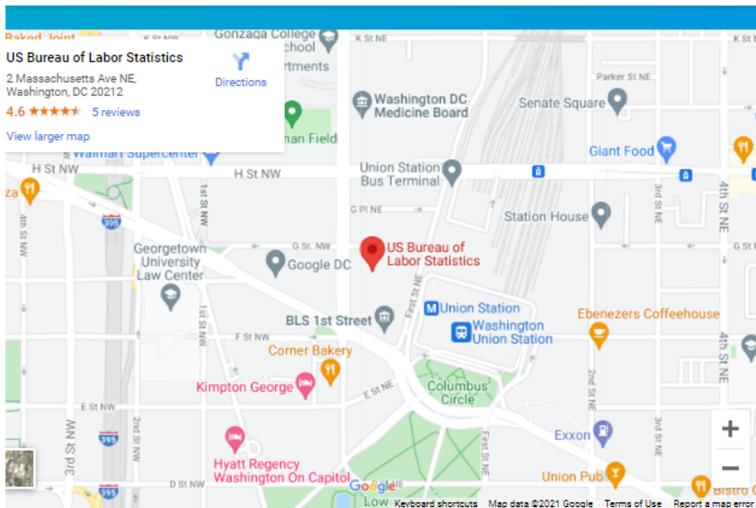
The screenshot shows a page titled "Measures of Unemployment Statistics" under the "CONTENT" section of the Bureau of Labor Statistics 101 website. The page includes a sub-navigation bar with links to "HOME", "ABOUT", "CONTENT", and "CONTACT US". The main content area has a heading "Understanding Unemployment Statistics" and a video thumbnail titled "Understanding BLS Unemployment Stat...". To the right of the video, there is a sidebar with a dropdown menu and several questions with arrows pointing to them:

- What are the basic concepts of employment and unemployment?
- Who is counted as employed?
- Who is counted as unemployed?
- What are the unemployment rate, labor force participation rate, and employment-population ratio?
- How is unemployment measured for states and local areas?
- Where can people get more information?

BLS 101 Prototyping Process

BUREAU OF LABOR STATISTICS 101

HOME ABOUT CONTENT CONTACT US



SEND IT

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Future Work

- Adding more content
 - More videos and more interactive content
- Cleaning up a tiny bug on the backend
- Adding different features onto BLS 101
 - Search function

Thank you

- Thank you to Emily Liddel and Jay Meisenheimer for providing invaluable and thoughtful feedback, patiently addressing all of my questions, and telling the most humorous jokes
- Thank you to Jay McDaniel for all of your help and guidance for BLS 101
- Thank you to Brandon Kopp and Alex Measure for introducing CIF fellows to BLS' technological frameworks and for creating a wonderful community
- Thank you to Karen Ransom, Kerri Chicarella, Brittney Forbes, and members of the PASCE team for invaluable feedback and advice