

INTRANET DESIGN TO STREAMLINE SEASONAL STAFF RECRUITMENT

Philadelphia Parks & Recreation (PPR)

Andrew Viren — Performance Manager

coding it forward >



PHILADELPHIA
PARKS & RECREATION

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Civic Innovation Corps '23

TODAY'S PRESENTATION

- Objective
- Product Development Process
- Research Insights
- Minimal Viable Product (MVP)
- Demo
- Retrospective
- Q&A + Feedback



OBJECTIVE

Project Goal

- Design an accessible internal tool that facilitates resource-sharing and networking for **recruitment of seasonal staff** at PPR

Rationale

- Seasonal employees make up the largest staff segment at PPR yet **lack access** to internal communication tools
- **1 in 5 vacancy rate** in City of Philadelphia positions makes the need to fill seasonal roles at PPR even greater
- Empowering frontline workers **benefits PPR** & the **community** it serves

PRODUCT DEVELOPMENT PROCESS

“Double Diamond” (Iterative Framework)

- **Discover (Week 1 - 2):** What is the underlying problem and/or opportunity that needs exploration?
- **Define (3 - 4):** Which problem statement(s) will guide our design?
- **Develop (5 - 6):** How can we generate a range of creative solutions to address the defined problem?
- **Deliver (7 - 8):** What's the most viable and user-centered solution, and how can we effectively bring it to fruition?

Project Deliverables

- **Discover:** Review of prior research findings, secondary research, additional user interviews
- **Define:** Research synthesis, personas, journey map, user stories
- **Develop:** Landscape analysis, sketches, user stories, features, wireframes (tool: Figma)
- **Deliver:** Prototype, moderated usability testing with 5 target users

RESEARCH INSIGHTS

1. Resource Accessibility

Research from 2022 highlights need for centralized “**one-stop shop**” accessible to seasonal staff for essential resources.

3. Decentralized Recruitment

Communications Team’s expertise and resources are **underutilized** due to lack of a centralized recruitment process.

2. File Management Challenges

Existing seasonal recruitment materials suffer from **inefficiency** due to lack of filtering and quick search options.

4. Networking Deficiency

Seasonal employees are interested in contract extensions, but **lack knowledge & channels** to initiate such discussions.

USER ARCHETYPES

"THE STAFF RECRUITER"



Background: In light of the staffing shortage, they seek ways to bridge the gap by optimizing recruitment tactics to fill vital seasonal positions. However, they struggle to navigate it effectively.

Needs:

- Efficient organization of recruitment materials
- Access to diverse communication platforms
- Enhanced outreach strategies to cast wide net

Goals:

- Establish robust talent pool of skilled candidates
- Enhance effectiveness of recruitment workflow
- Improve onboarding experience for new hires

"THE RETURNING APPLICANT"



Background: As a former seasonal staff member, they hold sentimental connection to PPR. However, a negative perception of the reapplication process hinders their desire to return.

Needs:

- Efficient access to reapplication details/materials
- Clear understanding on hiring process steps
- Easily accessible channels for seeking guidance

Goals:

- Simplify process of rejoining PPR
- Enhance quality of life for Philly residents
- Professional growth within Parks & Rec

DEFINING THE PROBLEM

Problem Statement

- How might we optimize the distribution of recruitment materials for **staff recruiters** in charge of hiring seasonals?

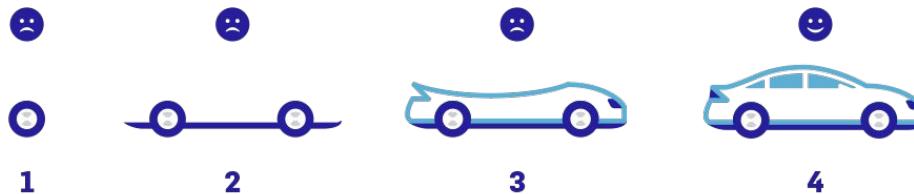
Opportunity Statement

- How might we transform the perception of the seasonal hiring process for **returning staff** to expand the pool of candidates that are rehired than would be otherwise?

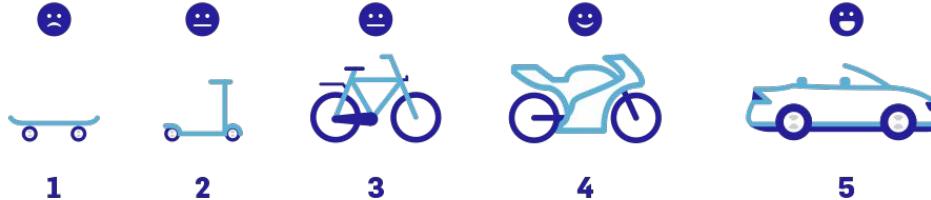


CREATING A MINIMAL VIABLE PRODUCT

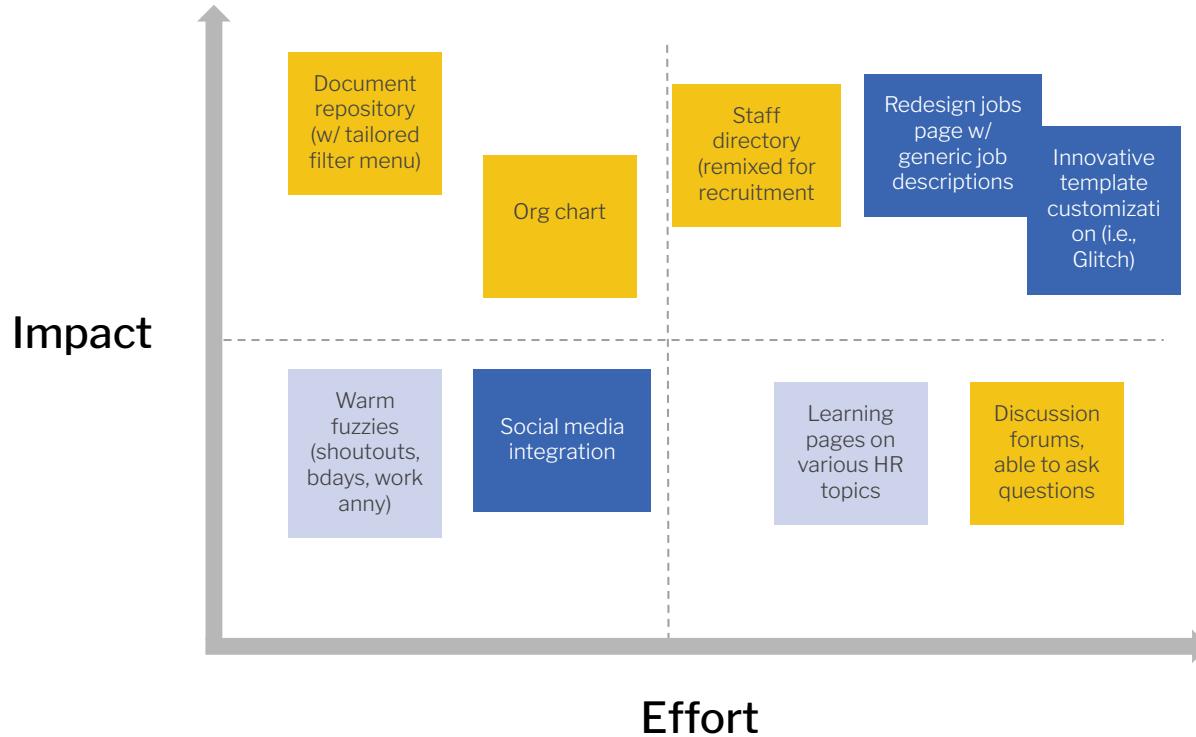
NOT LIKE THIS!



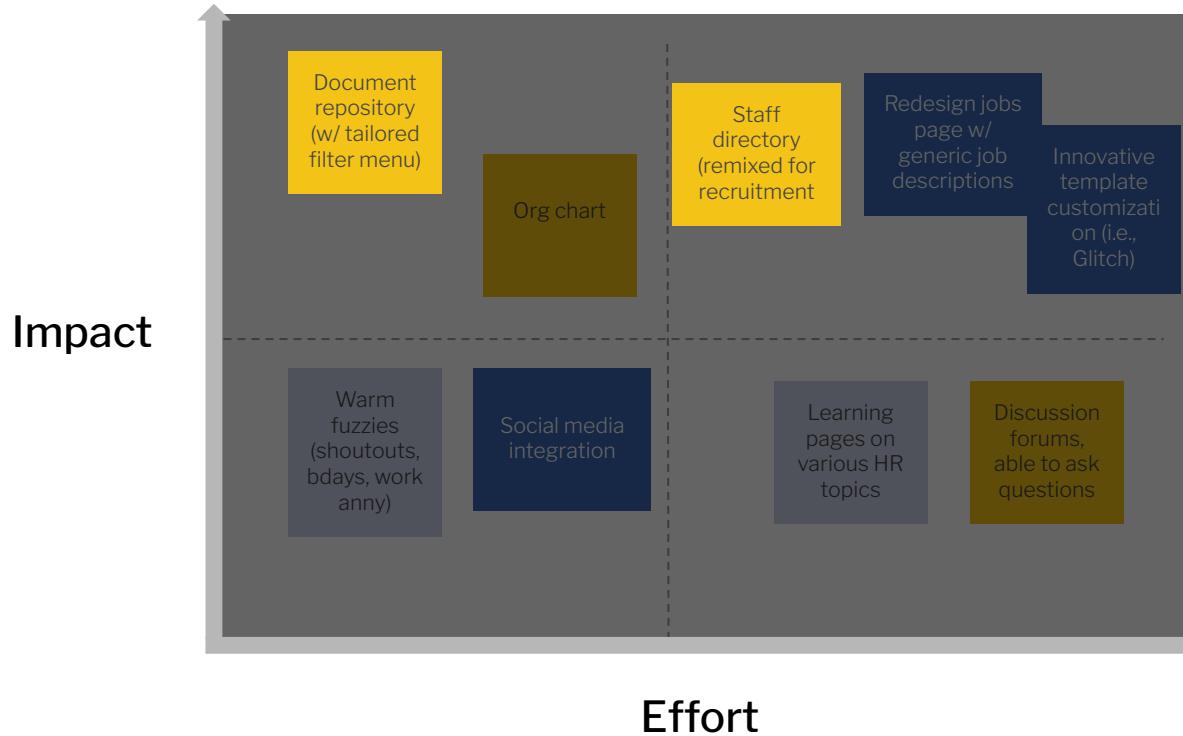
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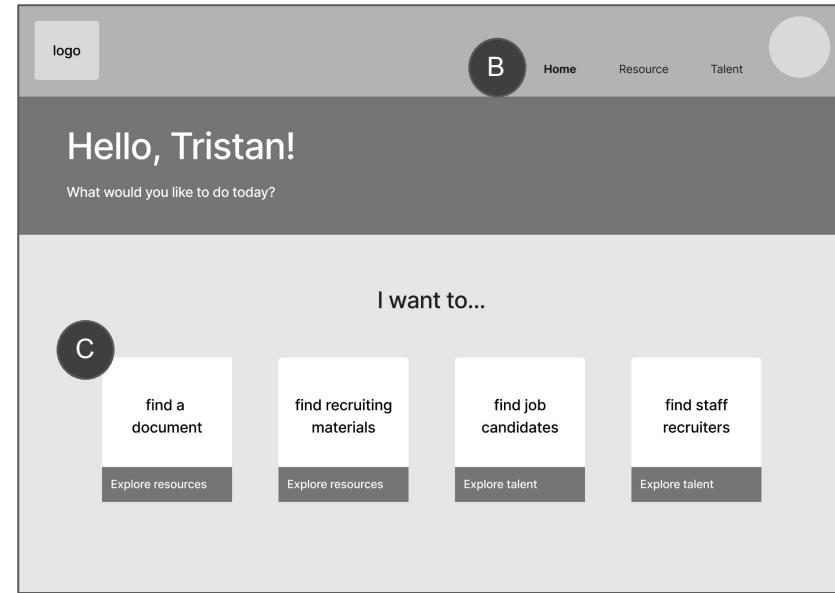
PRIORITIZING FEATURES FOR MVP



PRIORITIZING FEATURES FOR MVP



PILOT PROTOTYPE: HOMEPAGE



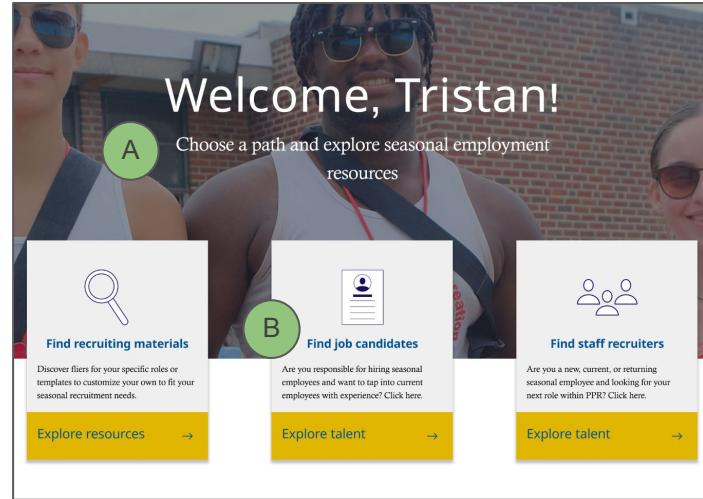
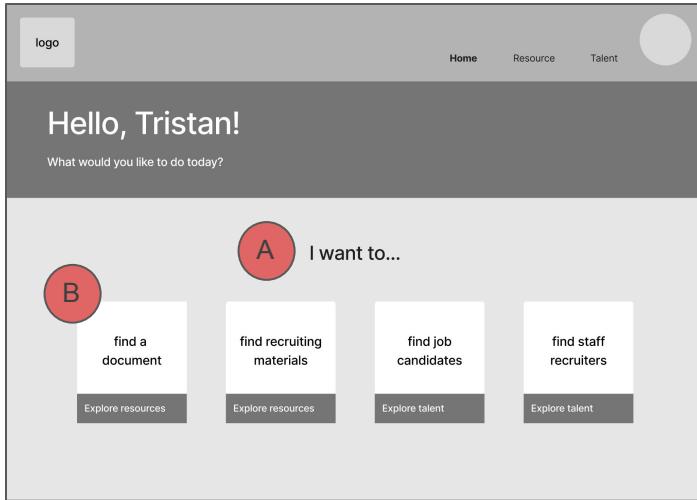
Pain Points

- Employee: No access to internal resources, must ask supervisor
- Employer: Hard to find OneDrive folder, constant emails to Comms

Solution: “PPR Recruit HQ”

- **A.** Intranet site is accessible for employees without phila.gov emails
- **B.** Simple navigation to orient users on site's core value proposition
- **C.** Quick links for main features

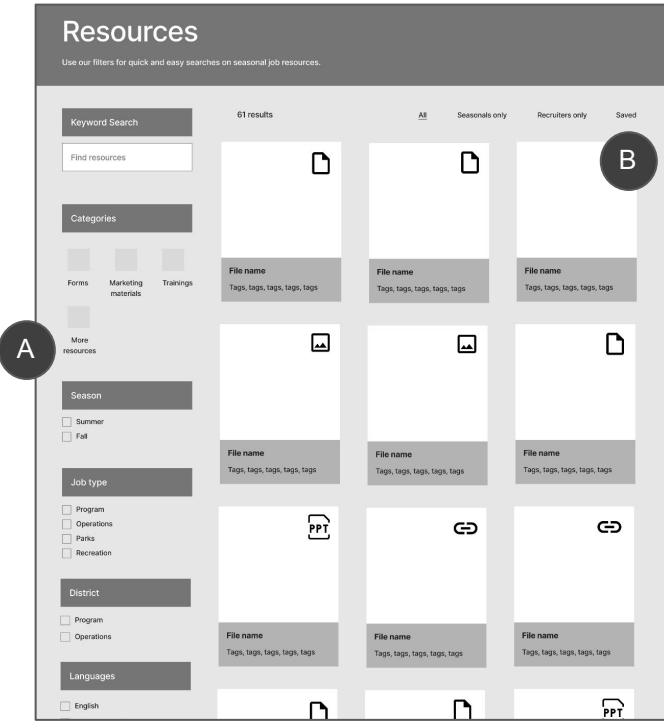
USABILITY TEST + ITERATIONS



- A.** Most participants expressed confusion with purpose of quick links
- B.** “Document” is too vague

- A.** Added clear and concise call to action
- B.** Added descriptions of each quick link to improve comprehension

PILOT PROTOTYPE: RESOURCE HUB



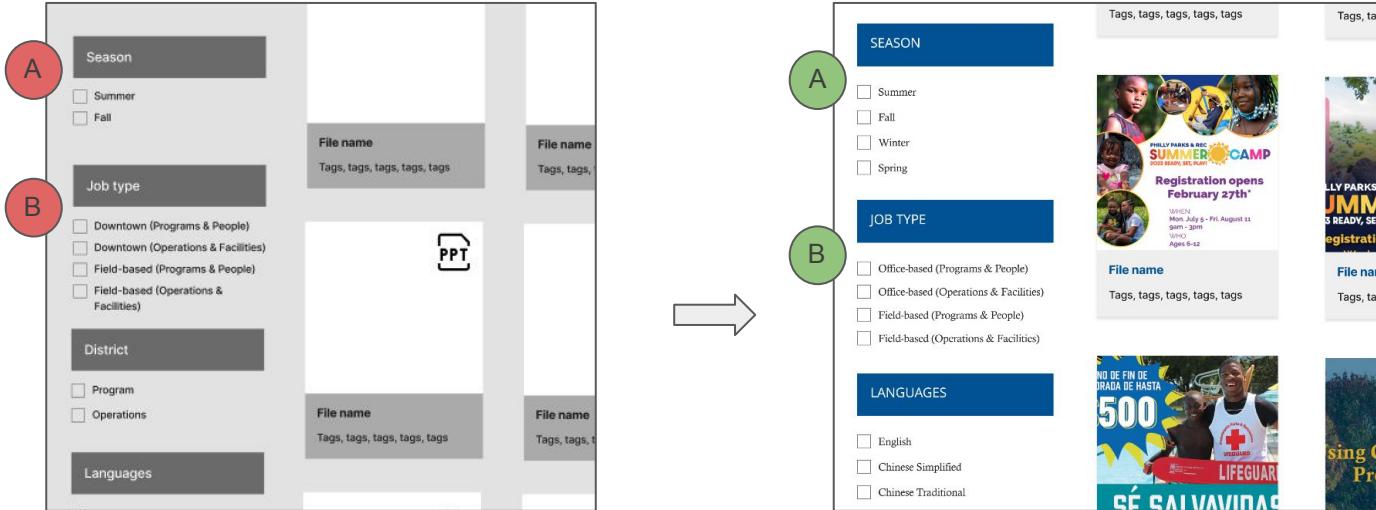
Pain Points

- Employee: Needs an easy way to access forms, documents, etc.
- Employer: Recruitment folders are inefficient, lacks organization

Solution: Resource Hub

- **A.** Filter menu tailored to seasonal employment & recruitment
- **B.** User-friendly visual navigation

USABILITY TEST + ITERATIONS



- A.** Some staff recruit year round
- B.** “Downtown” creates negative perception, reinforces division

- A.** Added all seasons
- B.** Recommended neutral terms (i.e., “Office” or “Office-based”)

PILOT PROTOTYPE: TALENT DIRECTORY

The screenshot shows a user interface for a 'Talent Directory'. At the top, there's a header with the title 'Talent Directory' and a sub-instruction 'Find talent, discover new paths, and check out the shared values that unite us.' Below the header is a search bar labeled 'View open roles' with a magnifying glass icon. The main content area is divided into three columns of three cards each. Each card features a placeholder icon of a person in a square frame. The cards are labeled with categories: 'Equity', 'Engagement', 'Experiences', 'Environment', 'Empowerment', and 'Ever-evolving'. Each category has a brief description below it. At the bottom of the page, there are two large circular callouts: 'A' on the left pointing to the search/filter section, and 'B' on the right pointing to the 'Experiences' card.

Pain Points

- Employee: Short contract, wants to return but holds negative view of PPR, lacks awareness of other roles
- Employer: Lacks bandwidth to foster relationships (traditional recruitment method)

Solution: Talent Directory

- **A.** Search/filter options to connect employees and staff recruiters
- **B.** Emphasize PPR core values

USABILITY TEST + ITERATIONS

Talent Directory

Find talent, discover new paths, and check out the shared values that unite us.

Staff Job type ^ Available start date ^

| Job Type | Description | Start Date |
|-------------------|------------------------------------|------------|
| Seasonal employee | Downtown (Programs & People) | 7/31/2023 |
| Staff Recruiter | Downtown (Operations & Facilities) | 8/14/2023 |
| Equity | Field-based (Programs & People) | 8/28/2023 |

Working as a recreational leader allows me to have a positive impact in the community and create a safe haven for youth.

B



Talent Directory

Find talent, discover new paths, and check out the shared values that unite us.

Staff Job Type ^ Available Start Date ^ Duration ^

| Job Type | Description | Start Date | Duration |
|--|----------------------------|------------|----------|
| Seasonal Employee | Employer (Staff Recruiter) | 8/11/2023 | 3 months |
| Program: Administration | | | 6 months |
| Program: Visual Arts | | | 9 months |
| Program: Sports & Athletics/Golf Camp | | | |
| Program: Performing Arts | | | |
| Program: Administration | | | |
| Program: Environmental Education | | | |
| Program: Development/Urban Agriculture | | | |
| Operations: Administration | | | |
| Operations: Urban Forestry | | | |
| Operations: Ranger | | | |
| Operations: Concessions | | | |
| Operations: Stewardship | | | |
| Operations: Park | | | |

Jackson Morgan
Pool Operations Manager
Cobbs Creek Aquatic Center
Available Start date: 9/11/2023
[VIEW PROFILE](#)

Ava Mitchell
Recreation Coordinator
Clark Park Foundation
Available start date: 9/11/2023
[VIEW PROFILE](#)

- A.** Lack of clarity with job type
- B.** *Most users wanted to see skills, interests, and experience

- A.** Used buck sheet to improve filters (i.e., specific job types, added “duration”)
- B.** *Concern with user-generated content

USABILITY TEST IMPACT

Improved user experience based on user feedback (i.e., clearer copy and terminology, icons, and navigation).

Opportunities for enhanced filtering and functionality, such as specific job titles, skill filters, and job descriptions.

Potential and recommendations. Users recognize app's potential via continuous improvement + feedback.



This could be very helpful. It's bringing us more current to the current operations for recruitment. We're not there yet, but we can be there with something like this.

Participant 5 (Program Manager)

DEMO: HOMEPAGE (GIF)

The image shows a screenshot of the Philadelphia Parks & Recreation homepage. At the top, there's a blue header bar with the "FIND YOUR PATH" logo, the "PHILADELPHIA PARKS & RECREATION" text, and a navigation menu with "Home", "Resource", and "Talent" links, along with a user profile icon.

The main content area features a large photograph of three young people (two boys and one girl) wearing sunglasses and tank tops, standing outdoors. Overlaid on the photo is a welcome message:

Welcome, Tristan!

Choose a path and explore seasonal employment resources

Below this, there are three call-to-action boxes:

- Find recruiting materials**
Discover filters for your specific roles or templates to customize your own to fit your seasonal recruitment needs.
[Explore resources →](#)
- Find job candidates**
Are you responsible for hiring seasonal employees and want to tap into current employees with experience? Click here.
[Explore talent →](#)
- Find staff recruiters**
Are you a new, current, or returning seasonal employee and looking for your next role within PPR? Click here.
[Explore talent →](#)

DEMO: RESOURCE HUB (GIF)

 PHILADELPHIA PARKS & RECREATION

Home Resource Talent 

Resources

Your one-stop shop for resources ranging from seasonal recruitment materials to employee documents.

61 results

All Seasonals only Recruiters only Saved

KEYWORD SEARCH

Find resources 

CATEGORIES

 Forms  Recruiting materials  Templates

SEASON

Summer Fall Winter Spring


Are you passionate about parks, community, and play?
JOIN PARKS & REC'S TEAM
JOBs: SUMMER 2023
Lifeguards
Spend your summer on the pool decks, keeping your community safe. Parks & Rec offers lifeguard training and certification fees for anyone interested in becoming a lifeguard. Get started at [phillyrec.org/lifeguard](#)

File name
Tags, tags, tags, tags, tags

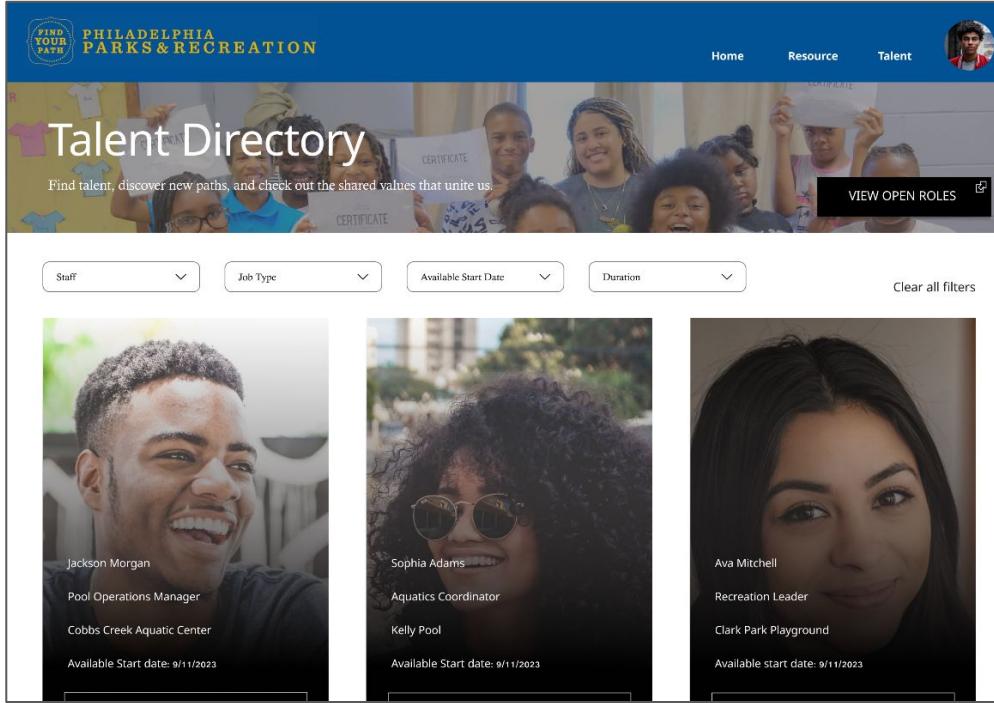

NEARBY POOLS SPRAY SPOTS DOLL STICKERS
TENNIS COURTS AND SWIMMING POOL LOCATIONS
DRAFT YOUR OWN SWIMMING POOL
CAMP SCHEDULE
MATERIALS USE
SOCIAL MEDIA
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¡UNIRTE A NOSOTROS!
Lifeguards
SÉ SALVADAS ¡SALVA EL VERANO!
• Ganar \$16-18/hora
• Mayores de 16 años
• Días de verano
File name
Tags, tags, tags, tags, tags


PHILLY PARKS & REC
SUMMER CAMP
2023 READY, SET, PLAY!™
Registration opens


Hiring flyer Templates
File name
Tags, tags, tags, tags, tags

DEMO: TALENT DIRECTORY (GIF)



The screenshot shows the Philadelphia Parks & Recreation Talent Directory homepage. At the top, there's a banner featuring a group of diverse individuals holding certificates, with the text "FIND YOUR PATH" and "PHILADELPHIA PARKS & RECREATION". Below the banner, the page title "Talent Directory" is displayed, along with a subtext: "Find talent, discover new paths, and check out the shared values that unite us." A "VIEW OPEN ROLES" button is also present. The main content area features three cards, each showing a staff member's profile:

- Jackson Morgan**
Pool Operations Manager
Cobbs Creek Aquatic Center
Available Start date: 9/11/2023
- Sophia Adams**
Aquatics Coordinator
Kelly Pool
Available Start date: 9/11/2023
- Ava Mitchell**
Recreation Leader
Clark Park Playground
Available start date: 9/11/2023

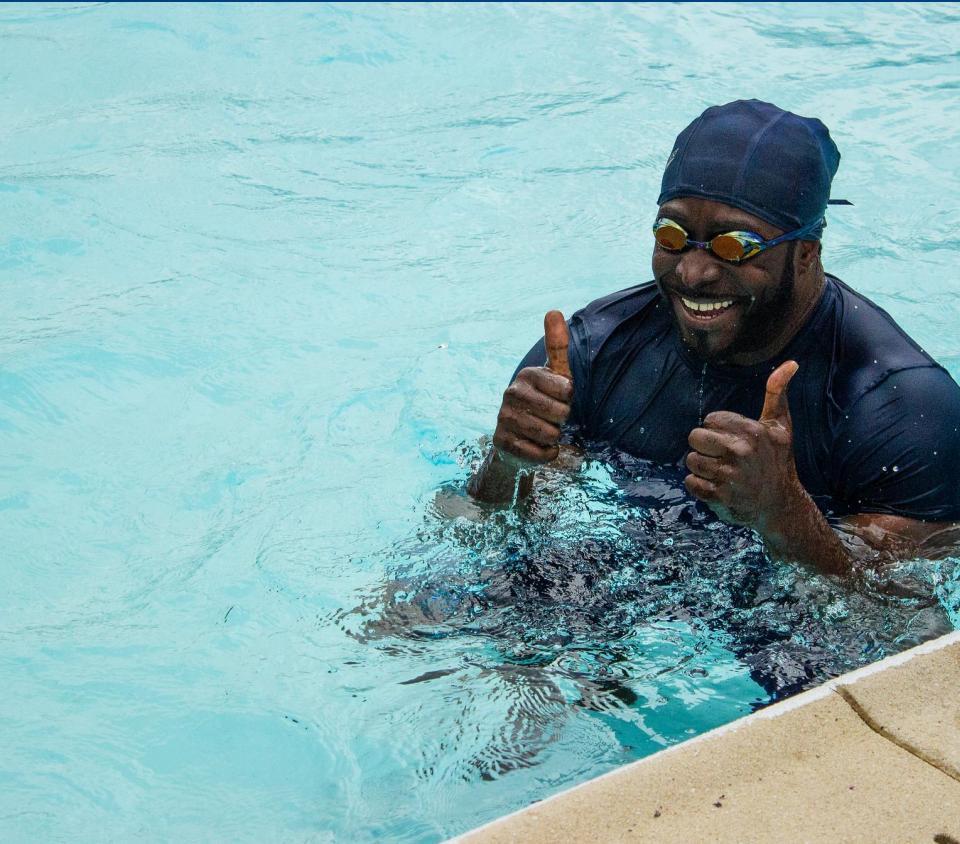
At the top of the content area, there are four filter dropdowns: "Staff", "Job Type", "Available Start Date", and "Duration", followed by a "Clear all filters" link.

NEXT STEPS

Additional testing on more field-based seasonal staff (early adopters) to provide feedback for strategic direction and future product development.

Develop training/onboarding plan to help users understand app features; increase adoption and engagement.

Establish governance plan for updating site information and ensuring relevance.



LESSONS LEARNED

Comfort with ambiguity. Test early and often, and let users guide the way.

Growth mindset in an agile workflow.
Embrace failure as opportunities to learn and get closer to the most ideal solution.



THANK YOU!

Questions, comments, and/or feedback?

Contact → joel.d.yap@phila.gov or andy.viren@phila.gov

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