

Summer 2023 Fellowship Outcomes

The Mayor's Office for Economic Opportunity

City of New York, NY

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coding it forward >



OSKAR LELKO

University of Rochester
Computer Science & Political Science

MARIVI SIFUENTES

University of Michigan
Human-Computer Interaction

Agenda

- **Workforce Data Portal**
 - Redesign Common Metrics
 - Ideation and iteration
 - Common Metrics implementation
 - New design system & next steps
 - Screen reader accessibility
 - New chart types & SEO
- **MyFile replatform**
- **Q&A**

Workforce Data Portal

- Portal is part of an integrated data system that collects, integrates, and visualizes data on the City's workforce development system
- Standardizes 13 measures and definitions of program outcomes
- Enables policymakers, practitioners, and advocates to track long-term impact of programs on participants



PREVIOUS COMMON METRICS DESIGN



Common Metrics

The City provides many programs designed to help New Yorkers get and retain employment. These programs vary in size, the services that they offer, and eligibility requirements. To get a better understanding of how our workforce system is serving New Yorkers, we standardized [a set of commonly defined performance measures](#) and applied them to data integrated from a variety of City programs to provide a uniform presentation of participant outcomes. Explore the Common Metrics by program population below. For more information about the development, use, and interpretation of data on this dashboard, please visit the [Data Guidance](#) page.

Time Span:
2017 - 2022

Filter data by:
Populations

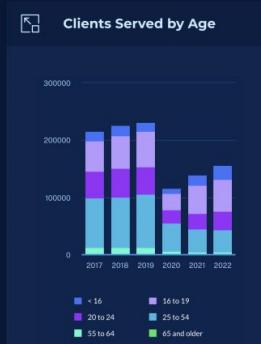
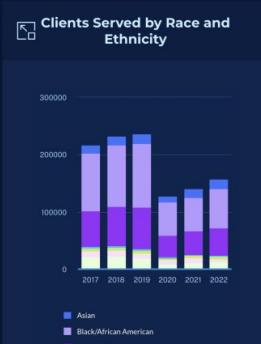
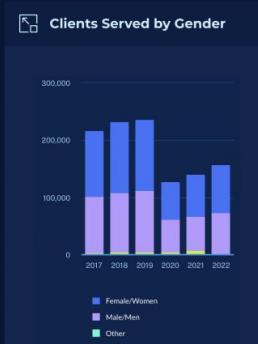
Metric 1/13 — Clients Served ▾

642,173

— The unique number of clients who participated in programs that offer career development services (resume help, interview workshop, job referral, etc.), vocational and employment-based training, industry credentials, job skills development, or academic opportunities. This does not include activities such as registration, enrollment, assessment, or brief orientations (for example, those shorter than one hour).

[Read a Story with this Metric →](#)

Distribution View



Users filter data by target population and time span



Common Metrics

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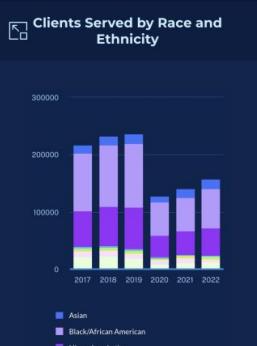
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[Read a Story with this Metric →](#)

Distribution View



Select data from 13 metrics: job placement and retention, training, and growth



Common Metrics

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Filter data by: Populations

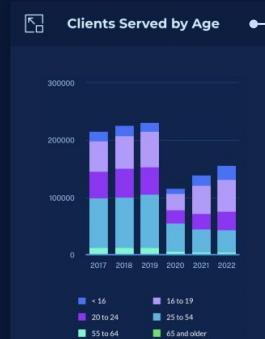
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[Read a Story with this Metric →](#)

Distribution View



Track outcomes with 3 data visualizations

Redesign

WORKFORCE DATA PORTAL

X A  Menu

Common Metrics

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Select a Metric

Clients Served Full Time Placements Part Time Placements Industry-Based Training Enrollment

Academic Enrollment Training Credential Attainment Academic Degree Attainment

Academic-Based Skills Gain Employer-Validated Training Completion Job Retention- 2 Quarters

Job Retention - 4 Quarters Job Continuity - 4 Quarters Job Continuity - 8 Quarters

Q1 2017 — Q3 2022

Clients Served

 **642,173**

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Clients Served ↑

Filter Data By

Time Span

2017 – 2022

Target Population

Select a population

View as

 Chart Table

Distribution View

 Off On

Clients Served by Gender

This chart shows the breakdown by self-reported gender of unique clients who participated in programs that offer career development services, vocational and employment-based training, industry credentials, job skills development, or academic opportunities.

*2022 data only available through Q3

[!\[\]\(d8fdd8b2bb8b1ec8f8281882eb89eb1f_img.jpg\) Download Chart](#)[Expand Data Notes](#)

How did we get here?



Research

- Learn context
- Review accessibility testing insights
- Conduct full product audit



Design

- Define requirements
- Identify technical constraints
- Iterate, prototype, and test designs



Development

- Turned designs into reusable components
- Rebuilt existing page
- Resolved accessibility concerns

Redesign Goals



Ensure the website is accessible to users



Align WDP's design with other NYCO products



Increase engagement with the 13 metrics

Ideation

- WDP has no design system
- Design systems are libraries of standardized design elements that enable quick designing and developing
- Started leveraging NYCO's Opportunity Standard since it was used in other products



Figma file

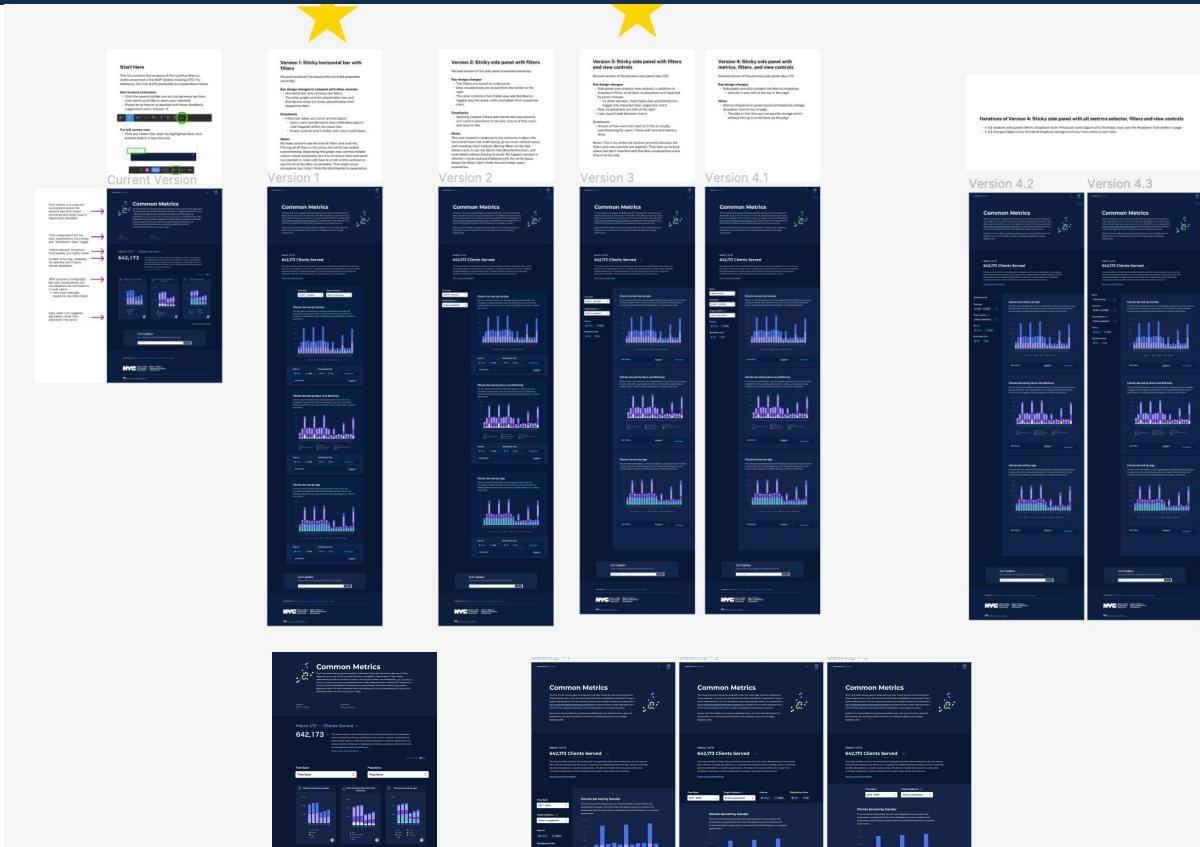
The screenshot shows a webpage titled "Workshops in User Experience (UX) Design". The URL is "Home > Programs > Flex into UX!". The page content includes:

- Navigation: "Programs" (back), "Copy link", "Share".
- Title: "Workshops in User Experience (UX) Design".
- Text: "Flex into UX! by Brooklyn Public Library (BPL) and City University of New York (CUNY)".
- Filters: "Apprenticeships and skills training, Career services", "BIPOC Black, Indigenous, Hispanic/Latino, and people of color, CUNY student, Immigrant, Justice-impacted individual, LGBTQ+ Lesbian, gay, bisexual, transgender, queer, and more, Low-income, NYCHA resident, Person with a disability, Public assistance recipient, Veteran, Woman".
- Details: "3 to 6 months, Daytime", "Disability Accommodation".
- Update: "Last updated on Jun 23, 2023".
- Buttons: "Next Steps", "Back to top".
- Feedback: "Let us know what you think about this website by [sending us feedback](#)".

Job Ready website

Ideation

- Designed mockups for the WDP team to review
- After 2 feedback sessions, the team selected a mockup to implement as a prototype and test



Ideation

Existing Design

The City provides many programs designed to help New Yorkers get and retain employment. These programs vary in size, the services that they offer, and eligibility requirements. To get a better understanding of how our workforce system is serving New Yorkers, we standardized a set of commonly defined [metric definitions](#) and applied them to data integrated from a variety of City programs to provide a uniform presentation of participant outcomes. Explore the Common Metrics by program population below. For more information about the development, use, and interpretation of data on this dashboard, please visit the [Data Guidance](#) page.

Time Span: 2017 - 2022 | Filter data by: Populations

Metric 1/13 — Clients Served ▾

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[Read a story with this Metric](#) →

Distribution View

Clients Served by Gender

Clients Served by Race and Ethnicity

Clients Served by Age

cif>

First Version

Metric 1 of 13

642,173 Clients Served ▾

The unique number of clients who participated in programs that offer career development services (resume help, interview workshop, job referral, etc.), vocational and employment-based training, industry credentials, job skills development, or academic opportunities. This does not include activities such as registration, enrollment, assessment, or brief orientations (for example, those shorter than one hour).

[Read a story with this Metric](#)

Time Span: 2017 - 2022

Target Population: Select a population

View as: Chart (selected) | Table

Distribution View: Off (selected) | On

Clients Served by Gender

This chart shows the breakdown by self-reported gender of unique clients who participated in programs that offer career development services, vocational and employment-based training, industry credentials, job skills development, or academic opportunities.

Legend: Female/Women (blue), Male/Men (purple), Other (green), Unknown/Not Reported (yellow)

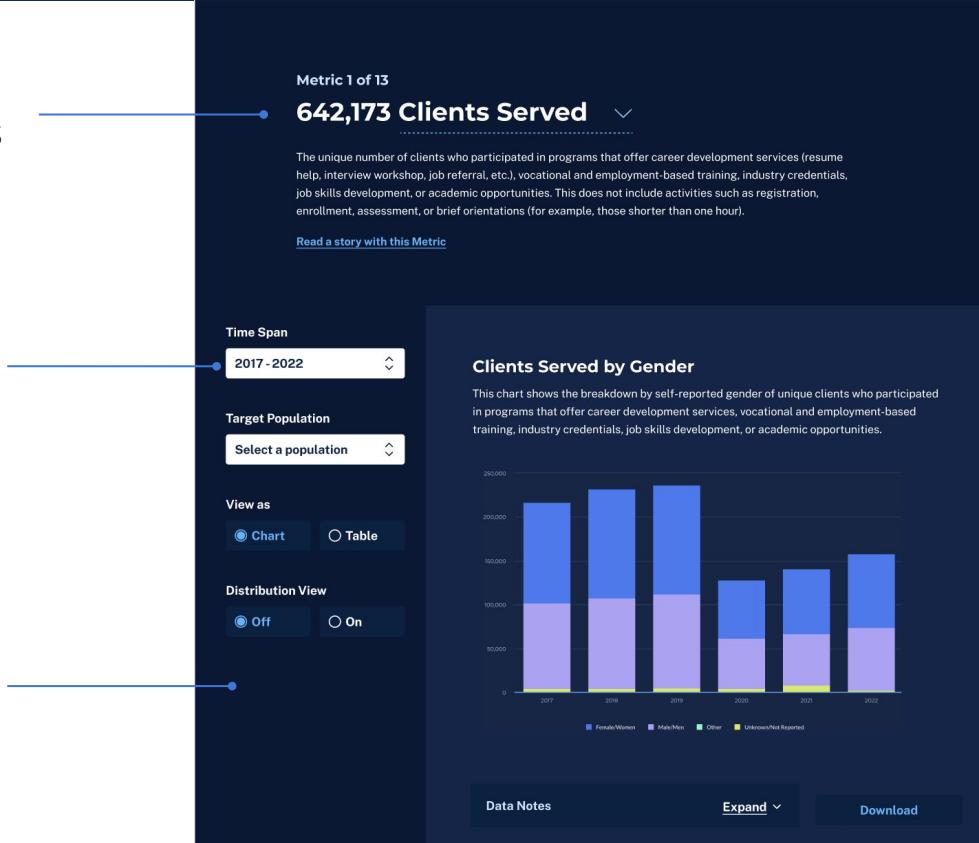
Year	Female/Women	Male/Men	Other	Unknown/Not Reported	Total
2017	~100,000	~100,000	~10,000	~1,000	~212,000
2018	~110,000	~110,000	~10,000	~1,000	~231,000
2019	~100,000	~100,000	~10,000	~1,000	~211,000
2020	~80,000	~80,000	~10,000	~1,000	~171,000
2021	~90,000	~90,000	~10,000	~1,000	~191,000
2022	~80,000	~80,000	~10,000	~1,000	~171,000

Testing Feedback

Metrics dropdown design too subtle, users missed its functionality

Opportunity Standard elements take up a lot of space, are too stark

6/6 positively reviewed side panel, made filters readily available

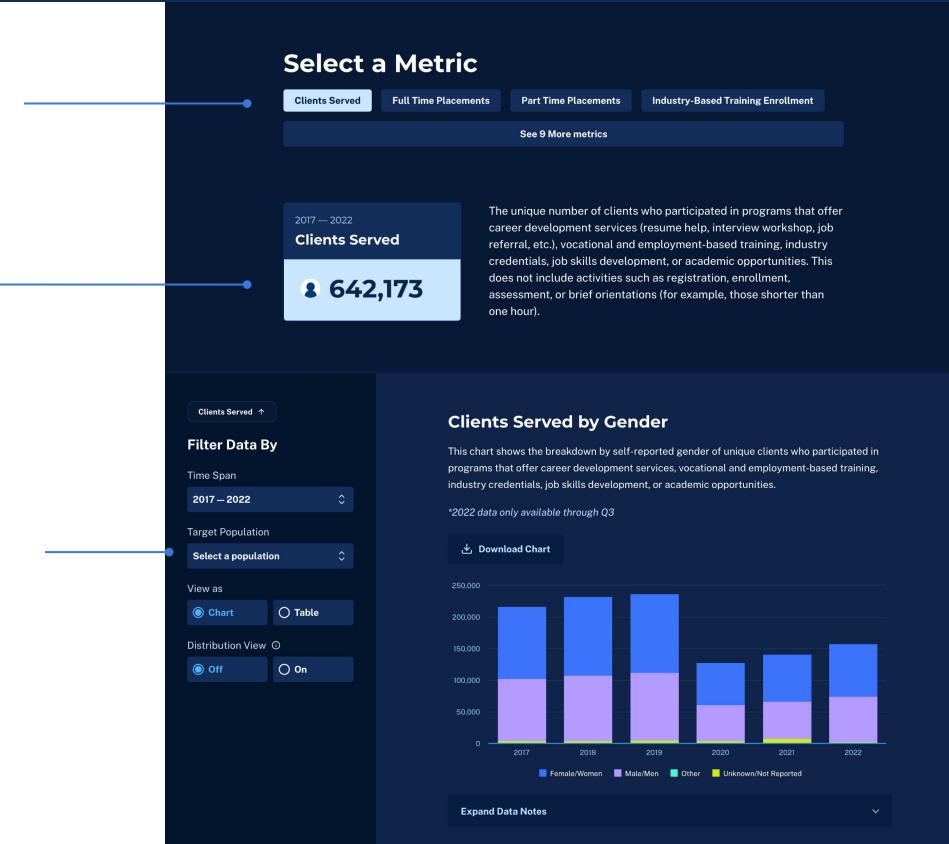


Final Design

EquityNYC-style chips reveal popular metrics

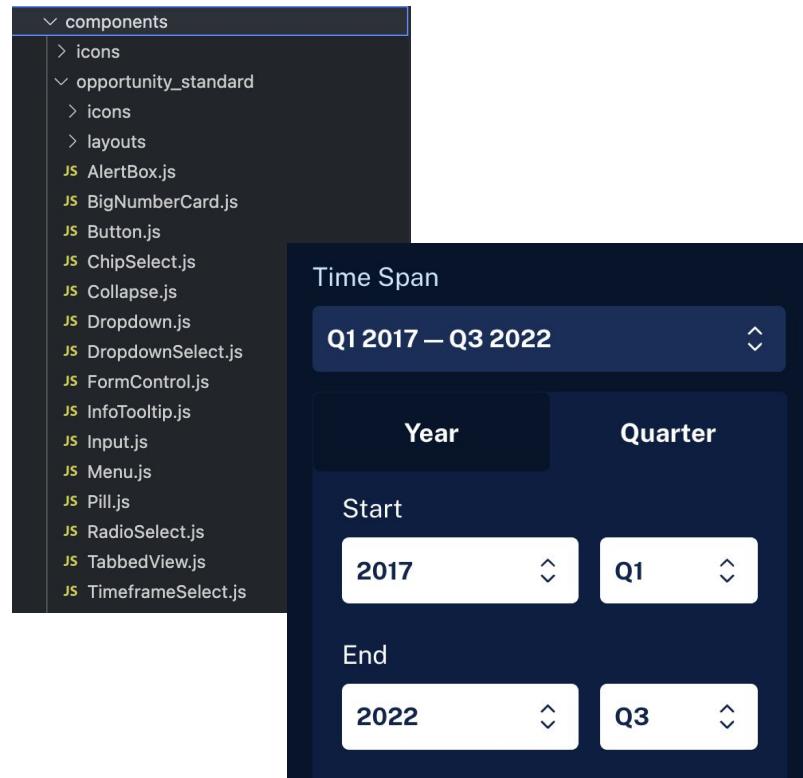
Highlighted marquee visualization

Reduced components' size and aligned to color palette



Common Metrics implementation

- After working with the existing Common Metrics code, decided to remake the page from scratch
 - Fixed pre-existing bugs
 - Based entirely on new, reusable React components following NYCO UI Patterns
 - Kept data load / filtering logic, but refactored into separate frontend service for separation of concerns and easier maintenance



Minor cross-site updates with new components

- Newsletter form now uses the same components as Common Metrics
- Footer responsiveness, etc.



Get Updates

Email address

Organization name

Organization name field is required

Select your industry

Non-profit

Municipal government

State government

Federal government

Philanthropic organization

Academic institution

Think tank

Workforce intermediaries and collaboratives

Other

Submit

New Design System

- Includes logos, icons, typography, buttons, grids, and reusable components

Desktop Text Styles

Font styles for desktop and tablet. Most headlines are set in Montserrat, all body content is set in Public Sans.

Name	Value	Style	Line Height	Font Family
Heading 1	55px	3.4375em	1.3	Montserrat
Heading 2	44px	2.73em	1.3	Montserrat
Heading 3	33.17px	2.01em	1.3	Montserrat
Heading 4	28.03px	1.6em	1.3	Montserrat
Heading 5	22.78px	1.4em	1.3	Montserrat
Heading 6	20.25px	1.2em	1.3	Montserrat
Paragraph-large	20.25px	1.2em	1.3	Public Sans
Paragraph-medium	18px	1.15em	1.3	Public Sans
Paragraph-italic	16px	1em	1.3	Public Sans

Tablet + Mobile Text Styles

Font styles for mobile and tablet. All headlines are set in Lucida, all body content is set in Public Sans.

Name	Value	Style	Line Height	Font Family
Heading 1	55px	3.4375em	1.3	Lucida
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Paragraph-italic	16px	1em	1.3	Public Sans

Icon Catalog

Open source icons below are from Feather Icons, but Lucide is another alternative with more selection. Frame size is 44px by 44px with 2px stroke width.

Currently in use

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Data Notes Accordion

Used within Common metrics page to hide non-essential information relevant to the data visualizations. Do not include sensitive information within accordion, i.e. notice communicating that data set is incomplete

Updates

Compact version for mobile view, stacks the submit button and email input field.

On all screens, background extends to full page width but content width has 1000px max

Get Updates

Enter your email address to receive updates about the Workforce Data Portal.

Footer

Workforce Data Portal
About
Contact Us
Feedback
Programs
NYC
Privacy Policy
Terms of Service
Sitemap

Next Steps

- Redesigning homepage and applying design system to other pages

card / structure Inspo

How to show data story card styles + partner logo presentation

Desktop - 14

Desktop - 15

Desktop - 16

card / structure Inspo

The header features a dark blue bar at the top of the page. On the left, the text "WORKFORCE DATA PORTAL" is displayed in white. In the center, there is a search bar with the placeholder "Search the portal". On the right side of the header, there are several links in white text: "Common Metrics", "Data Stories", "Programs", "Data Guidance", and "About". Above these links is a small "Translate" button with a gear icon. The background of the page is a dark navy blue.

New Data Story: COVID-19 Wage Loss [Learn More →](#)

Explore the impact of New York City's workforce development system

The Workforce Data Portal is an initiative of the Mayor's Office for Economic Opportunity that standardizes a set of performance measures from workforce programs to provide a uniform presentation of participant outcomes.

[Explore the Common Metrics](#)

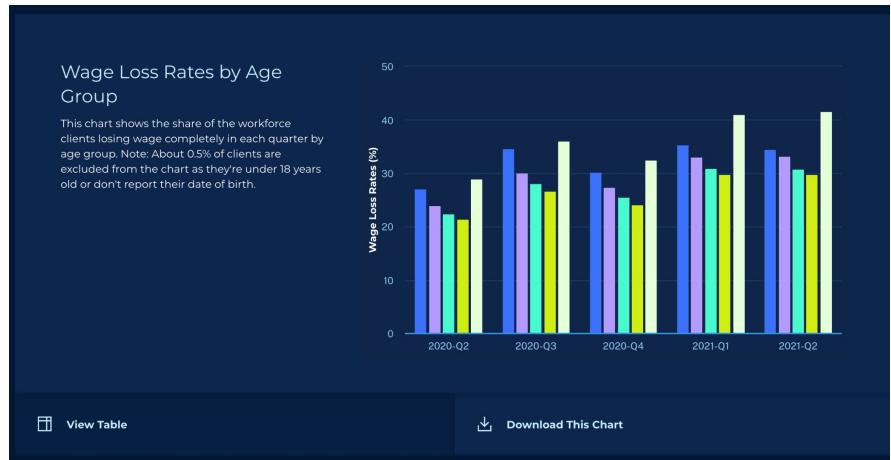
A decorative graphic at the bottom of the page consists of a series of colored dots arranged in a loose, horizontal pattern. The dots are primarily purple and green, with some smaller blue and yellow ones interspersed. They are set against a dark, textured background that appears to be a photograph of a city street at night.

Accessibility

- Two rounds of testing with MOPD (Arthur Jacobs)
- Fixed 50+ screen reader issues
 - *Page change behavior*
 - *Semantic elements*
 - *Tabbing behavior*
 - *Alt text...*

Data visualization for screen readers

- Our data viz library was difficult to use with a screen reader
 - For example, each data point required user interaction (60+ clicks), and the order of reading was wrong
- Developed a script which automatically turns any chart on WDP into HTML content that can be easily navigated with a screen reader

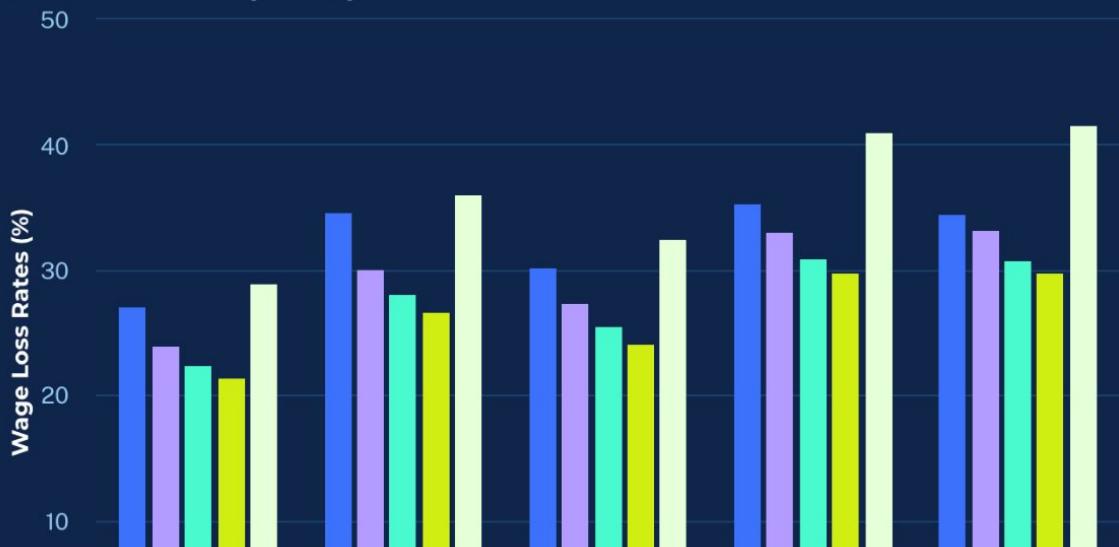


Accessibility: what a screen reader now sees

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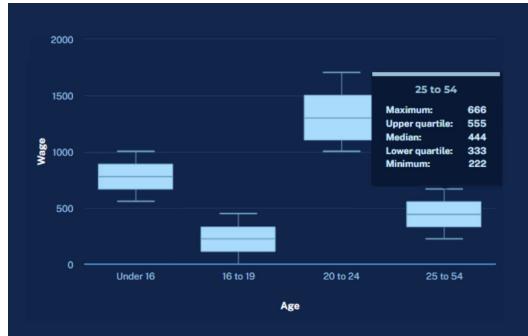
Wage Loss Rates by Age Group
Data summary
This is a column chart. The X axis covers a range from 2020 to 2021. The Y axis shows Wage Loss Rates (%).
Data content
1 of 5: 2020 quarter 2.
18 to 24: 27.1 percent.
25 to 34: 24 percent.
35 to 44: 22.4 percent.
45 to 64: 21.4 percent.
65 and older: 29 percent.
2 of 5:
2020 quarter 3.
18 to 24: 34.6 percent.
25 to 34: 30.1 percent.
35 to 44: 28.1 percent.
45 to 64: 26.7 percent.
65 and older: 36.1 percent.
3 of 5: 2020 quarter 4.
18 to 24: 30.3 percent.
25 to 34: 27.4 percent.
35 to 44: 25.5 percent.
45 to 64: 24.1 percent.
65 and older: 32.5 percent.
4 of 5: 2021 quarter 1.
18 to 24: 35.3 percent.
25 to 34: 33.1 percent.
35 to 44: 31 percent.
45 to 64: 29.9 percent.
65 and older: 41.1 percent.
5 of 5: 2021 quarter 2.
18 to 24: 34.5 percent.
25 to 34: 33.2 percent.
35 to 44: 30.8 percent.
45 to 64: 29.9 percent.
65 and older: 41.6 percent.



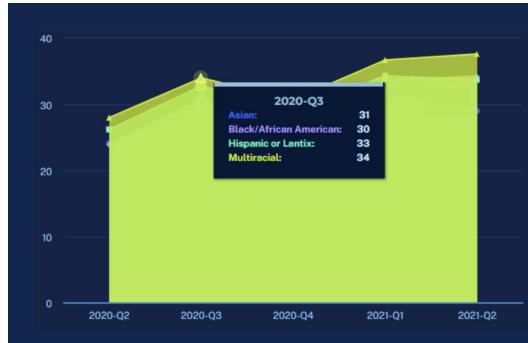
New chart types for data stories



Scatter charts



Box plots

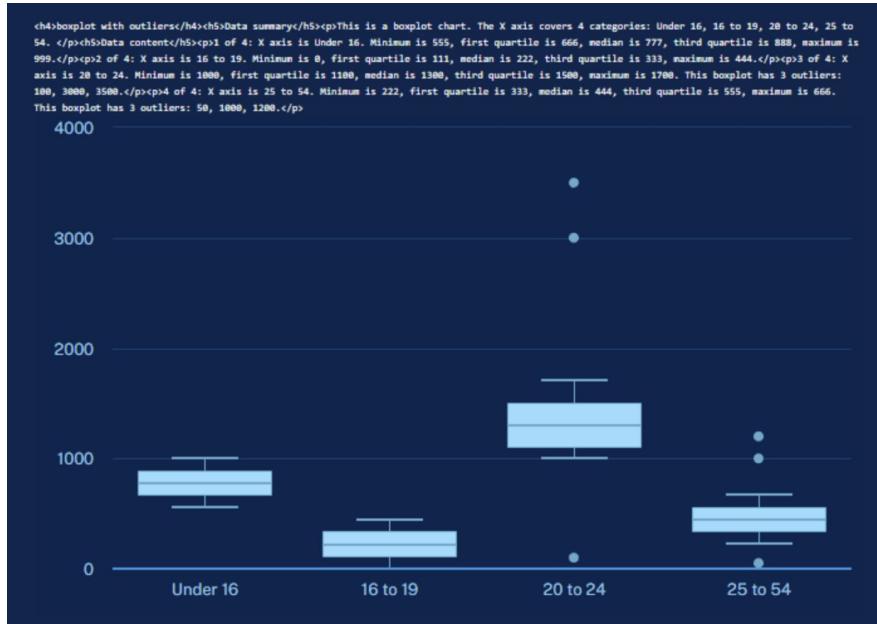


Area charts

New chart types

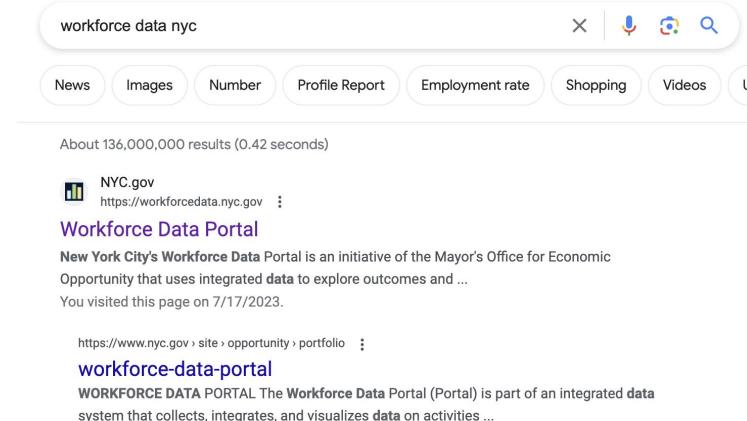
- Screen reader accessibility
- Multi-series support
- Table views

Category	X axis	Minimum	Q1	Median	Q3	Maximum	Outliers
wage	Under 16	555	666	777	888	999	—
wage	16 to 19	0	111	222	333	444	—
wage	20 to 24	1000	1100	1300	1500	1700	100, 3000, 3500
wage	25 to 54	222	333	444	555	666	50, 1000, 1200



Search engine optimization

- Google didn't show our subpages properly (*data stories, common metrics...*) because we're a single-page application
- Wrote a script that generates an up-to-date sitemap from the current site content
- Submitted to Google, SEO should improve



A screenshot of a search results page from a search engine. The search query is "workforce data nyc". The results show two main entries:

- NYC.gov** <https://workforcedata.nyc.gov> ::
Workforce Data Portal
New York City's Workforce Data Portal is an initiative of the Mayor's Office for Economic Opportunity that uses integrated data to explore outcomes and ...
You visited this page on 7/17/2023.
- <https://www.nyc.gov/site/opportunity/portfolio> ::
workforce-data-portal
WORKFORCE DATA PORTAL The Workforce Data Portal (Portal) is part of an integrated data system that collects, integrates, and visualizes data on activities ...

Below the search results is a screenshot of a Google Search Console interface titled "Submitted sitemaps". It shows a table with one row of data:

Sitemap	Type	Submitted	Last read	Status	Discovered pages	Discovered videos
/sitemap.xml	Sitemap	Aug 10, 2023	Aug 10, 2023	Success	22	0

At the bottom of the interface, there are pagination controls: "Rows per page: 10", "1-1 of 1", and navigation arrows.

MyFile replatform

- The MyFile team will be remaking the app in React
- Began building the React UI so that the team can save time when connecting to the backend

Thank you, NYCO!

Q&A