



Empowering Debt-Free, High-Paying Futures: UX Design for Apprenticeship.gov

Charles Burr

- 1. Start an Apprenticeship in the Federal Government**
- 2. Explore Federal Apprenticeships**
- 3. Apprenticeship Job Search**
- 4. Design System**

What is Apprenticeship.gov?

A site run by the **Office of Apprenticeship** within the U.S. Department of Labor

Who do they serve?

- **Employers** and other organizations to develop quality, accessible Registered Apprenticeships
- **Career Seekers** looking for higher-skilled, higher-paying jobs
- **Educators** providing structured training



Paid Job

Earn as you learn with a guaranteed wage increase as you develop new skills



Credentials

Receive an industry-recognized and nationally-portable credential



Jumpstart Your Career

Ease the transition from school to career by working and learning at the same time



Education

Gain workplace-relevant skills in the field of your choice through on-the-job learning



Degree Potential

Get academic credit towards a college degree for the skills you learn while avoiding student debt



Mentorship

Connect with mentor(s) in your chosen industry who can help you advance your career

What problem was I solving?

The Apprenticeship HUB Initiative is an inter-agency project lead by both the Office of Apprenticeship and Office of Personnel Management

Goal

- To expand Registered Apprenticeships as a workforce development solution within the Federal Government
- Create interest around those roles

There are over 115,000 apprentices across the government



The location of the page now

Currently living under resources as one page

The screenshot shows the ApprenticeshipUSA website at https://www.apprenticeship.gov. The page features a navigation bar with links for CAREER SEEKERS, EMPLOYERS, EDUCATORS, RESOURCES, RA ACADEMY, and HELP. Below the navigation is a search bar and a "Translate this page" link. The main content area is divided into four columns: Information, News & Events, Apprenticeship Tools, and Office of Apprenticeship. Each column lists various resources and programs. At the bottom, there's a "VIEW THE FACTSHEET" button and a small video thumbnail showing three people.

Information	News & Events	Apprenticeship Tools	Office of Apprenticeship
Registered Apprenticeship Program Apprenticeship Industries Investments, Tax Credits, and Tuition Support Fact Sheets, Videos, Research, and More Delivering Apprenticeships Virtually Equal Employment Opportunity Federal Agency Apprenticeship Programs	Advisory Committee on Apprenticeship Ambassador Initiative Apprenticeship in the News Apprenticeship Events Infrastructure Resources National Apprenticeship Week Inflation Reduction Act Apprenticeship Resources	Data and Statistics Apprenticeship Job Finder Partner Finder Occupation Finder Express Interest In Starting a Program for Employers Standards Builder List Your Apprenticeship Jobs Evaluation of the American Apprenticeship Initiative (AAI) Verify My Apprenticeship	About Us Legislation, Regulations, and Guidance Recognitions and Celebrations Contact Us

The location of the page now

Buried in a place you might not expect it to be within resources

The screenshot shows the ApprenticeshipUSA website at https://www.apprenticeship.gov. The top navigation bar includes links for CAREER SEEKERS, EMPLOYERS, EDUCATORS, RESOURCES (which is currently selected), RA ACADEMY, and HELP. Below the navigation is a search bar and a 'Translate this page' link. The main content area is divided into four columns: Information, News & Events, Apprenticeship Tools, and Office of Apprenticeship. The 'Information' column contains links for Registered Apprenticeship Program, Apprenticeship Industries, Investments, Tax Credits, and Tuition Support, Fact Sheets, Videos, Research, and More, Delivering Apprenticeships Virtually, Equal Employment Opportunity, and Federal Agency Apprenticeship Programs (which is highlighted with a red box). The 'News & Events' column includes links for Advisory Committee on Apprenticeship, Ambassador Initiative, Apprenticeship in the News, Apprenticeship Events, Infrastructure Resources, National Apprenticeship Week, Inflation Reduction Act, and Apprenticeship Resources. The 'Apprenticeship Tools' column lists Data and Statistics, Apprenticeship Job Finder, Partner Finder, Occupation Finder, Express Interest In Starting a Program for Employers, Standards Builder, List Your Apprenticeship Jobs, Evaluation of the American Apprenticeship Initiative (AAI), and Verify My Apprenticeship. The 'Office of Apprenticeship' column features links for About Us, Legislation, Regulations, and Guidance, Recognitions and Celebrations, and Contact Us. At the bottom, there's a 'VIEW THE FACTSHEET' button and a photo of three people.



FEDERAL AGENCY APPRENTICESHIP PROGRAMS



Registered Apprenticeship is a proven workforce development solution that is helping U.S. federal government agencies to recruit and develop well-trained federal workers in high-demand occupations.

Federal agencies are using Registered Apprenticeship as an effective human resources strategy to increase diversity, equity, inclusion, and accessibility, recruit quality candidates, train employees to the specific agency needs, and retain and grow a highly-skilled workforce. Registered Apprenticeship can be used within the federal pay system to both up-skill the current workforce and to accelerate the productivity of new hires. Using standardized training curricula, which fit readily into existing agency training programs, federal agencies can ensure their employees have a comprehensive understanding of both the practical and theoretical components of mission-critical occupations. Apprentices are provided with opportunities for structured on-the job training under the direction of an experienced mentor, incremental wage increases, related educational experience, industry-recognized credentials, and a path towards a definitive career path within the federal government.



See firsthand how Registered Apprenticeship can impact U.S. federal government agencies by learning about NASA Langley Research Center's Engineering Technician Apprenticeship Program.

Only 2% of users clicked on USMAP case study

No Statistically significant number clicked on BOP case study, or either of the fact sheets

Learn How Federal Agencies are Implementing Apprenticeship

There are over 64 Registered Apprenticeship programs across the federal government with nearly 115,000 apprentices across multiple sectors including healthcare, financial services, transportation, hospitality, and construction. Below are some federal agency partner examples.

United Services Military Apprenticeship Program (USMAP)

Learn more about the history and evolution of USMAP's Registered Apprenticeship Program.

[LEARN MORE](#)

Federal Bureau of Prisons (BOP)

Learn how BOP uses apprenticeship to help inmates transition back into the workforce after incarceration.

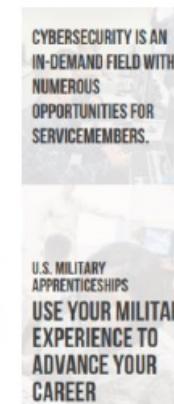
[LEARN MORE](#)

The United Services Military Apprenticeship Program (USMAP)

The United Services Military Apprenticeship Program (USMAP) is the largest Registered Apprenticeship program with over 100,000 active duty service member apprentices. Review the USMAP Factsheet to learn more. USMAP recently launched the first Federal Cybersecurity Apprenticeship Program which trains service members for 9 critical cybersecurity occupations. Review the USMAP Cybersecurity Factsheet to learn more about their program.



[USMAP NEW CYBER APPRENTICESHIPS](#)



[USMAP CYBER APPRENTICESHIPS FACTSHEET](#)



18.5% clicked through the active programs

16% went back to career seeking pages

Active Apprenticeship Programs within Federal Agencies

Discover which federal agencies have apprenticeship programs and reach out to the U.S. Department of Labor to learn more about how apprenticeship can work for your agency.

[+ National Aeronautics and Space Administration](#)

[+ Smithsonian Institution](#)

[+ U.S. Department of Agriculture](#)

[+ U.S. Department of Defense](#)

[+ U.S. Department of Energy](#)

[+ U.S. Department of Interior](#)

[+ U.S. Department of Justice](#)

[+ U.S. Department of Labor](#)

[+ U.S. Department of the Treasury](#)

[+ U.S. Department of Transportation](#)

[+ U.S. Department of Veterans Affairs](#)

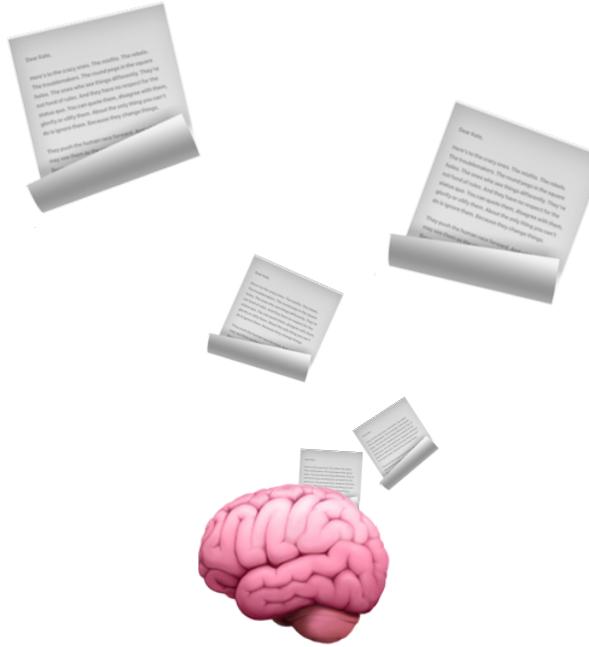
INTERESTED IN LEARNING MORE ABOUT FEDERAL APPRENTICESHIP PROGRAMS?

Visit our Contact Us page, send us a message, and we'll help connect you to an apprenticeship consultant to address your needs.

[CONTACT US](#)

Soaking up context

Reading through hundreds of pages of internal documents, listening sessions, webpages and more to understand the context of what problems I'm solving.



The Pain Points Discovered

- For Career Seekers
 - There is **no centralized resource** to find what apprenticeships the federal government offers for interested career seekers
 - It is difficult to use USAJobs to find apprenticeships
- For Federal Administrators
 - Setting up a federal apprenticeship is a new and difficult process for many looking to set up an RA in the federal government
 - When going to apprenticeship.gov federal agency staff find many resources for employers but not Federal Government specific resources

Who we're building for



Tom | HR Representative
Tom is responsible for the Human Resources component of the RA from onboarding them, to how they will be classified as an employee, etc.

Age 47
Occupation HR Rep
Location DC

“ I'm intrigued by the idea of us having an RA, but there are some HR specific questions that I need to answer to properly fulfil my duties. ”

Bio
Tom is an human resources representative for VETS who has been looped into the task of creating a registered apprenticeship program. He is responsible for handling the HR related issues that it takes to intake apprentices into the organization. He has questions about their classifications as employees, whether they will be term employees, and other federal HR specific issues.

Goals	Frustrations
<ul style="list-style-type: none"> Set up the RA effectively and do all required work to comply with his agency's HR rules Get apprentices onboarded in a timely manner 	<ul style="list-style-type: none"> There isn't a centralized place for his questions that are relevant to Federal RAs

Pain Points	Wins
<ul style="list-style-type: none"> The information on the site right now is tailored to private employers and Tom has federal employment specific questions he can't find answers to There is a lot of information to sift through 	<ul style="list-style-type: none"> Connections within OA are responsive and offer helpful information

Info via listening sessions notes & Interactive Apprenticeship Database
July 2023, Charles Burr

APPRENTICESHIP USA



Nancy | Program Manager
Nancy is responsible for managing NASA's registered apprenticeship program.

Age 47
Occupation PM
Location DC

“ I'm excited about creating a RA, but I just need more information on how to do it and more resources to get my senior leaders bought in. ”

Bio
Nancy has been with the organization for over 10 years and has successfully managed various projects related to employee training and development. She is looking for solutions to her aging workforce as has become bought in on RA as a pipeline to fill the roles of retiring employees. She needs people with very specific training that a RA is ideal for. Although she is bought in she struggles to acquire buy-in from senior leadership and needs stronger talking points to bring back to them.

Goals	Frustrations
<ul style="list-style-type: none"> Develop a high-quality registered apprenticeship program to develop skilled talent Replace aging workforce (over half of her technicians are ready for retirement) 	<ul style="list-style-type: none"> A lack of resources strains her between managing the RA and other managerial responsibilities Overcoming internal skepticism for stakeholder buy-in has proved difficult

Pain Points	Wins
<ul style="list-style-type: none"> Info on the Federal Apprenticeships site is minimal and there is no dedicated page for federal internal stakeholders The current site offers her little to take back to her leadership to convince them to buy-in 	<ul style="list-style-type: none"> Connections within OA are responsive and offer helpful information

Info via listening sessions notes & Interactive Apprenticeship Database
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APPRENTICESHIP USA



James | Career Seeking Technician
James is a career seeker with a GED and some trade experience looking for a technician RA

Age 25
Occupation Electrician
Location California
Education GED

“ I'm looking for a secure well paying job but I don't want to go the college route. I find supporting the federal government to be exciting and would like to work for a big name agency like NASA, the DOL, etc. ”

Bio
James is a technician in his early career who completed his GED. He has some trade experience but wants to level up his skills and get into a permanent track to a well paying job through an apprenticeship program. He knows he wants to work with the federal government and doesn't want to pursue the university track but is struggling to find apprenticeship programs.

Goals	Frustrations
<ul style="list-style-type: none"> To find a well paying job that doesn't require an expensive four-year degree Job security Get paid while he learns 	<ul style="list-style-type: none"> Federal apprenticeships are hard to find There is a lack of visibility into what positions are available as clear & up to date information is rare Requirements of specific four year degrees hold him back from applying to certain RAs

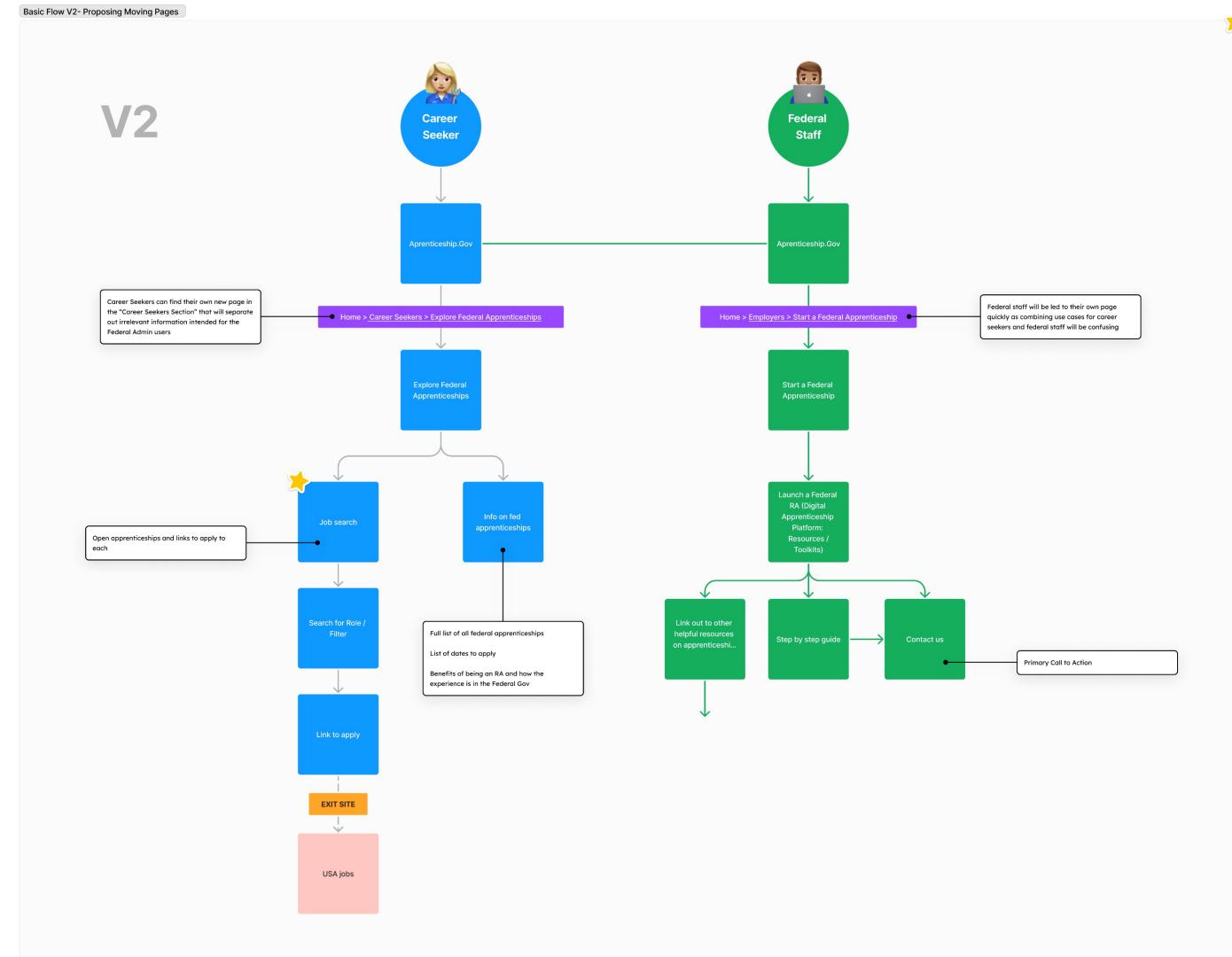
Pain Points	Wins
<ul style="list-style-type: none"> When he goes to the federal apprenticeships hub some of the links to jobs are broken and the ones he can click there is nowhere to apply Some information like wording addressing upskilling the workforce is irrelevant and confusing to him 	<ul style="list-style-type: none"> Job stability is very high for James once he secures an apprenticeship ---

Info via listening sessions notes & Interactive Apprenticeship Database
July 2023, Charles Burr

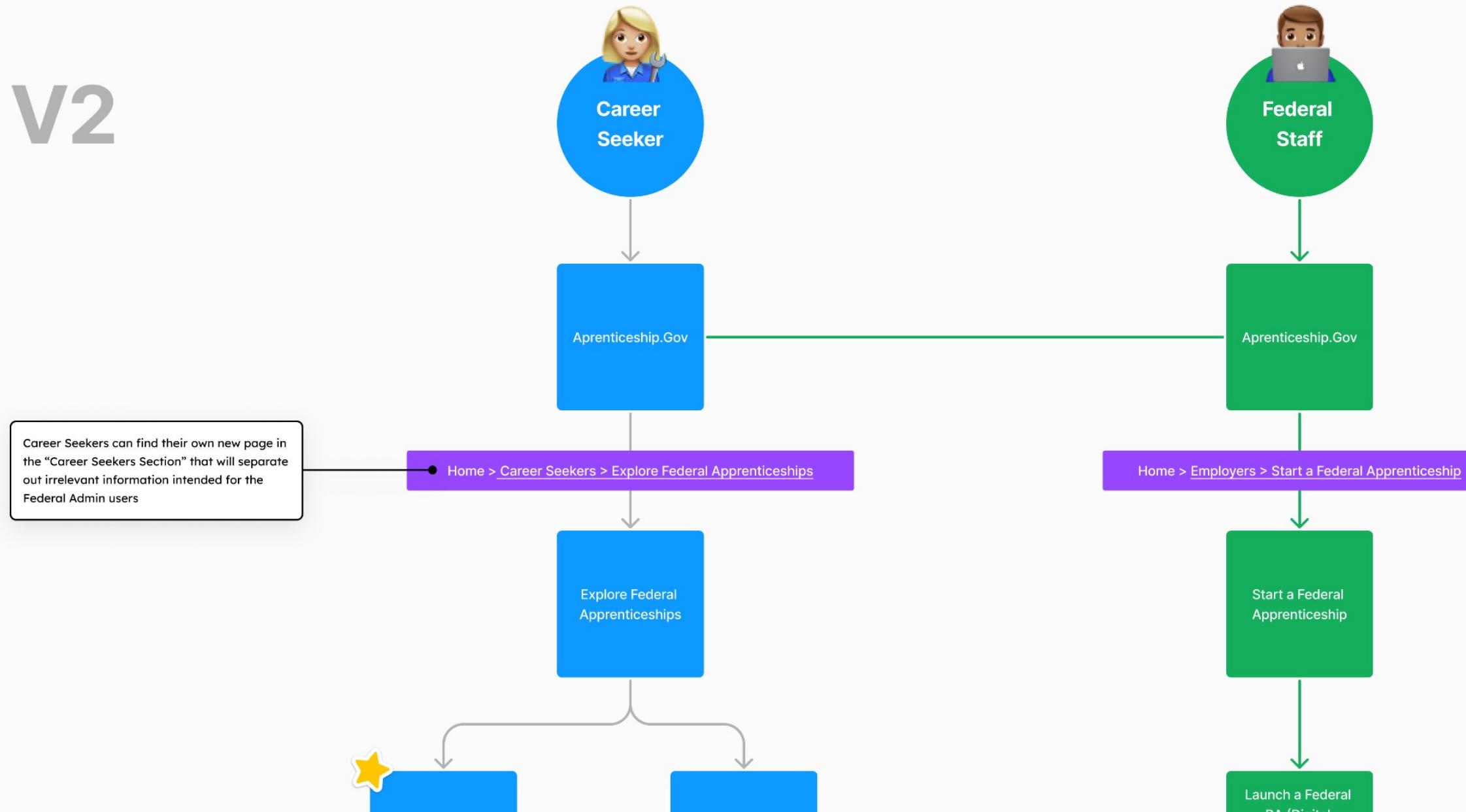
APPRENTICESHIP USA

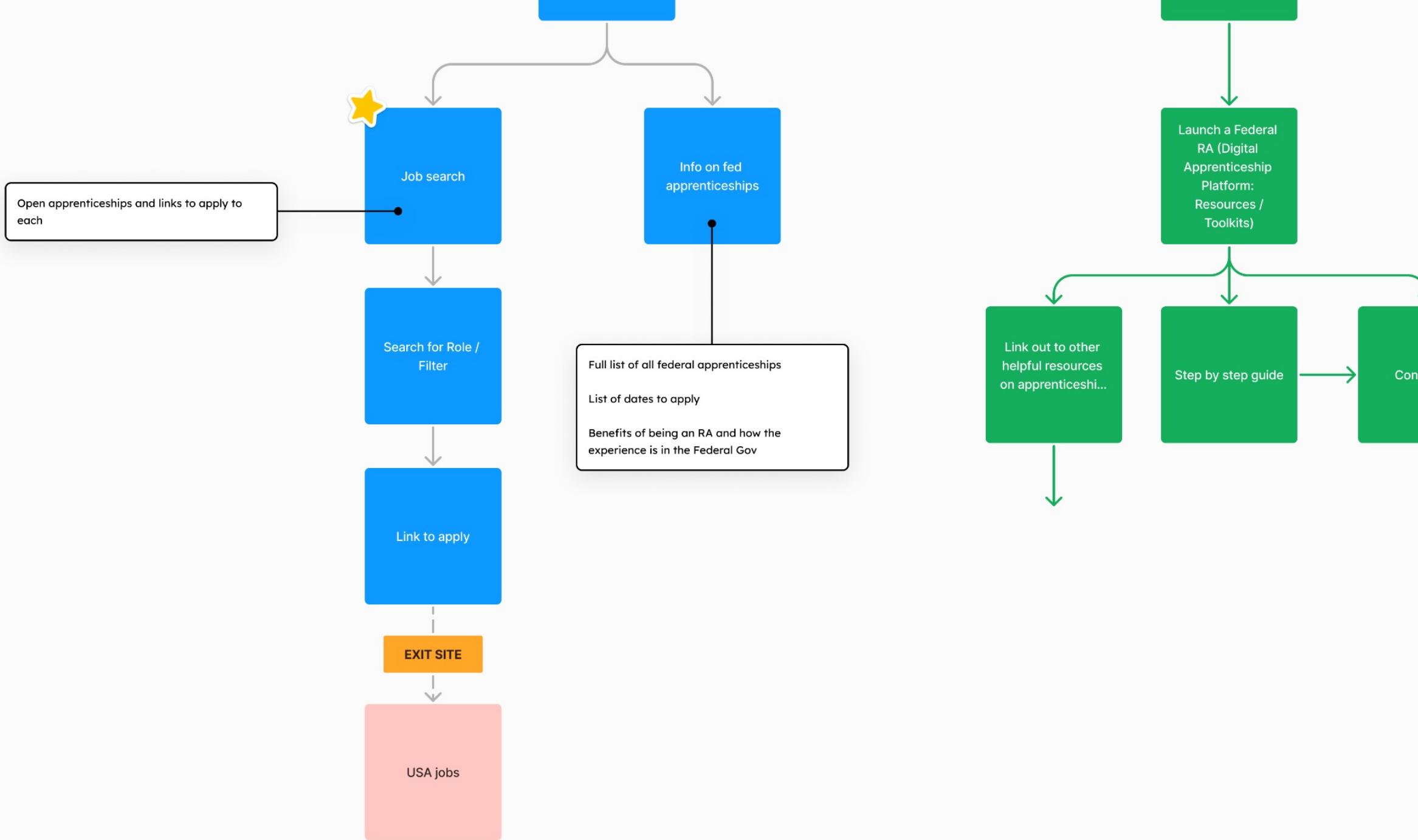
User Flow

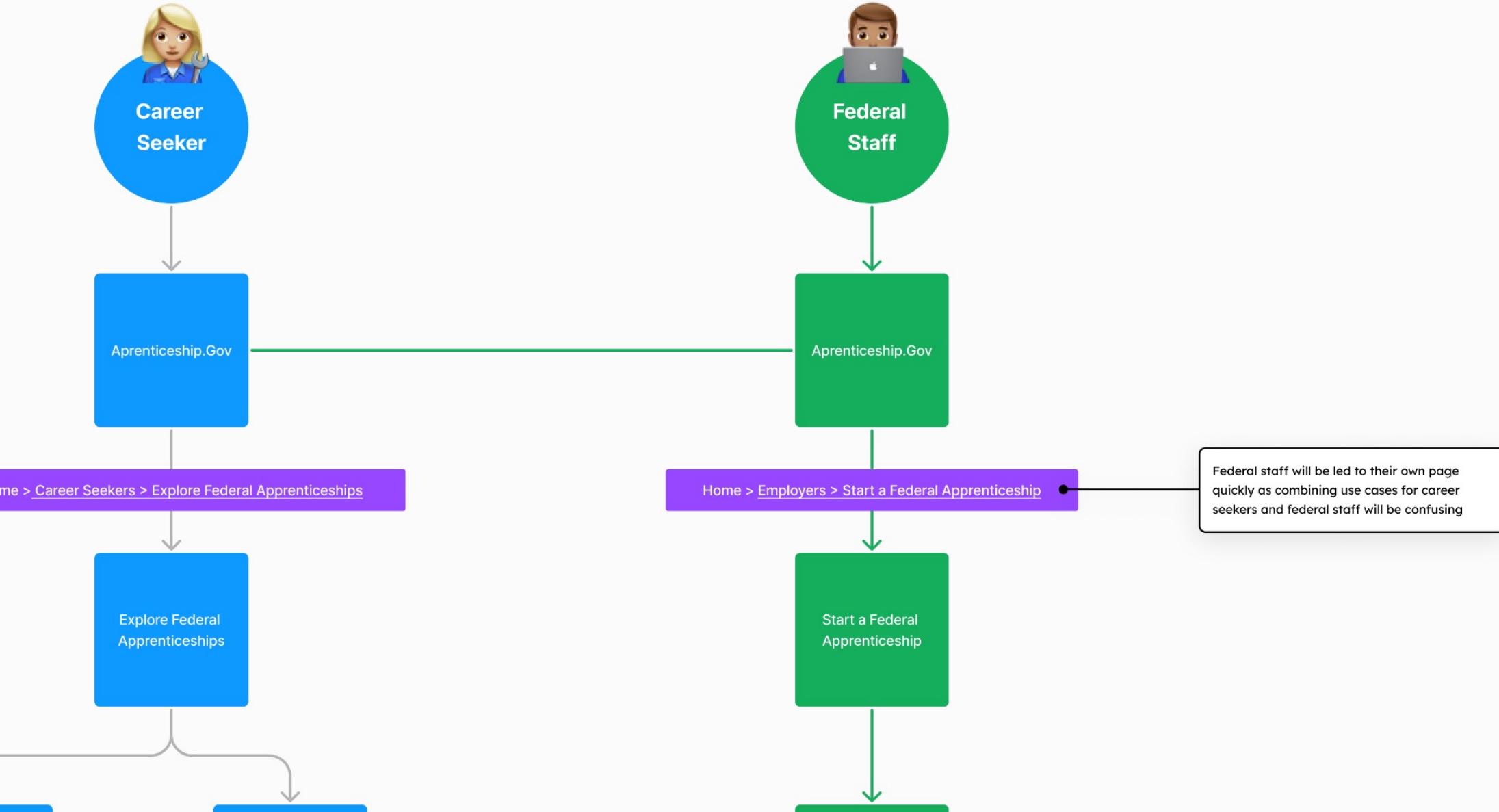
- Splitting Federal Agency Apprenticeship Program page into:
 - Explore Federal Apprenticeships
 - Under Career Seekers tab
 - Start a Federal Apprenticeship
 - Under Employers tab

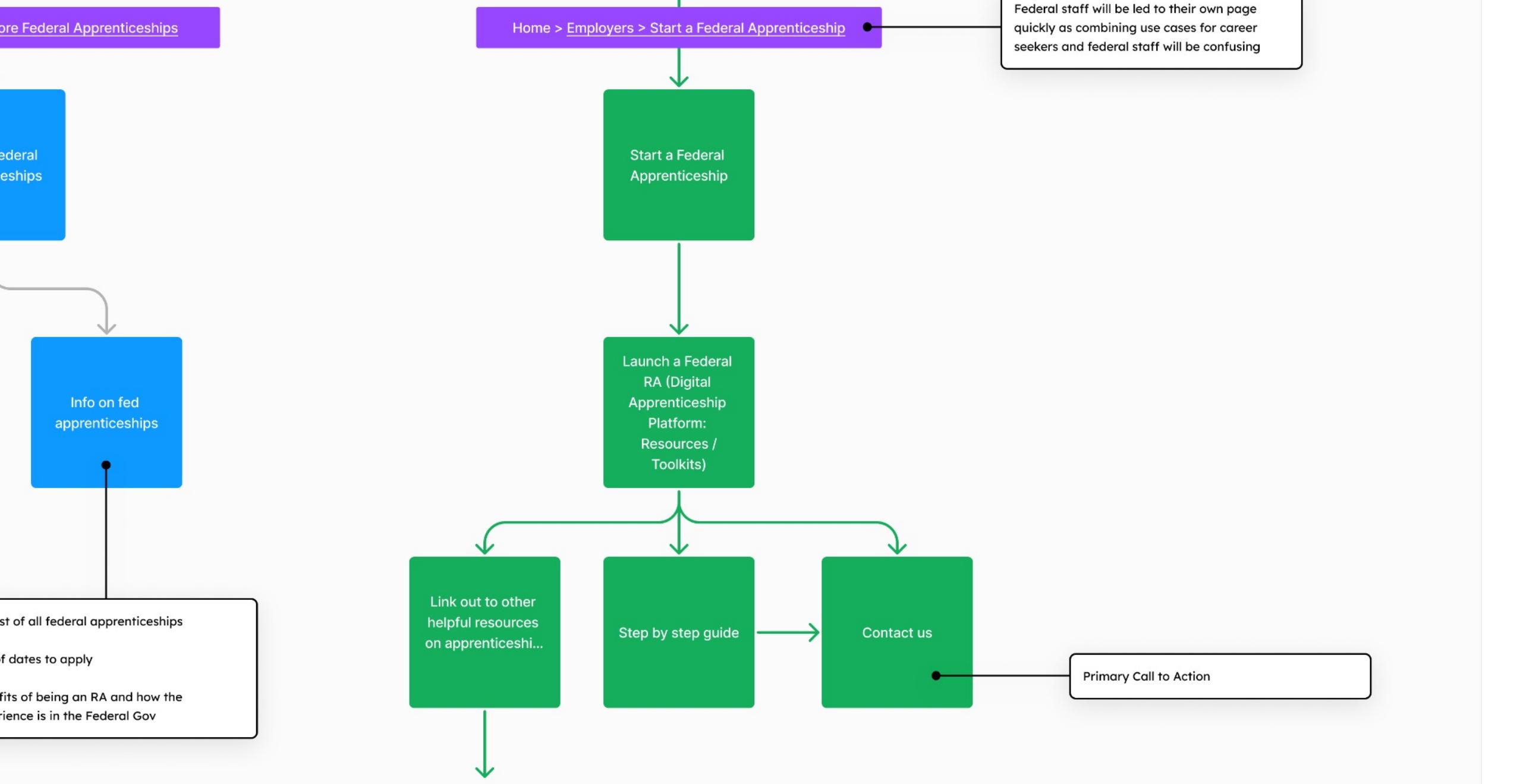


V2









Explore Federal Apprenticeships Page

A place for career seekers to see the benefits of working for the federal government through apprenticeship

Intro

Short, sweet, readable.

Issue with current paragraph is that it's so long that it's likely most people skim over it or don't read it at all.

Click off to Fed Staff page incase they end up on the wrong page via Google, click out of curiosity, etc

An official website of the United States government [Here's how you know](#) [Translate this page](#)

APPRENTICESHIPUSA CAREER SEEKERS | EMPLOYERS | EDUCATORS | RESOURCES | RA ACADEMY | HELP

Home / Explore Federal Registered Apprenticeships

Explore Registered Apprenticeships in the Federal Government

Discover 64+ federal Registered Apprenticeship programs with 115,000+ apprentices in diverse sectors like healthcare, finance, transportation, hospitality, and construction. Explore opportunities below.

i Are you a Federal Staff Member?
[Learn how to start a Registered Apprenticeship here](#)

A Proven Path to Success

With over 115,000 Registered Apprentices the Federal government provides a structured and time-tested approach to career development. As an apprentice, you'll receive on-the-job training from seasoned professionals, gaining real-world

Earn While You Learn

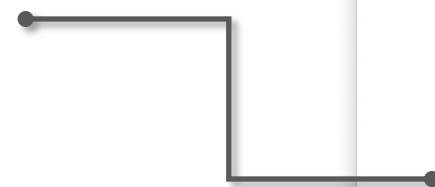
Instead of taking on student loan debt, this career option pays you. With a registered apprenticeship, you'll earn a competitive salary from day one. As you progress through the program, your earnings will increase to reflect your growing skills and responsibilities.

Diverse Career Opportunities

Whether your interests lie in technology, healthcare, law enforcement, or any other field, there's a registered apprenticeship opportunity waiting for you in the federal government. Discover the perfect match for your skills and passions, and open doors to a

Why seek to have an apprenticeship with the federal government?

A short explanation of each



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[Button](#)

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[Button](#)

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[Button](#)

Open Federal Registered Apprenticeship Roles

Most Recent

Welder/Shipfitter Apprentice

State of Washington

Olympia, WA | On-Site

Length: 1 Year \$60,000/yr

Welder/Shipfitter Apprentice

State of Washington

Olympia, WA | On-Site

Length: 1 Year \$60,000/yr

Software Developer

Techsmart Inc.

Seattle, WA

Length: 1 Year \$60,000/yr

Open Roles

Open roles with the filter of only federal government agency jobs will be shown here with an option to “see all”

Users will then be taken to a prefilled search on the job finder tool

time-tested approach to career development. As an apprentice, you'll receive on-the-job training from seasoned professionals, gaining real-world experience and expertise.

Button

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Button

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Button

Open Federal Registered Apprenticeship Roles

Most Recent

Welder/Shipfitter Apprentice State of Washington

Olympia, WA | On-Site

Length: 1 Year \$60,000/yr

15 Openings

Posted 2 Weeks Ago

Welder/Shipfitter Apprentice State of Washington

Olympia, WA | On-Site

Length: 1 Year \$60,000/yr

15 Openings

Posted 2 Weeks Ago

Software Developer Techsmart Inc.

Seattle, WA

Length: 1 Year \$60,000/yr

15 Openings

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[See all](#)

Federal Apprenticeship Index

Explore all Registered Apprenticeship Programs within the Federal Government. Use the drop down filters to sort by agency, role, duration, pay, or location.

Hide fields	Filter	Group	Sort	...
<input type="checkbox"/>	Program	Federal Agency	Roles Availa...	Duration (Years)

All Programs

All programs will be shown in a database format as well where users can filter for roles, pay, duration, etc

Allows users to see all roles available, not just the ones recruiting right now

Federal Apprenticeship Index

Explore all Registered Apprenticeship Programs within the Federal Government. Use the drop down filters to sort by agency, role, duration, pay, or location.

	Program	Federal Agency	Roles Available	Duration (Years)	Starting Pay
1	Office of Facilities Management and Reliability	Smithsonian Institution	Mechanic	2.0	\$22.00
2	Forest Service National Interagency Joint Ap...	US Department of Agriculture	Inspector	1.0	\$26.00
3	National Interagency Joint Apprenticeship Pr...	US Department of Agriculture	Inspector	4.0	\$28.00
4	U.S. Department of Agriculture, AMS, SCI Div...	US Department of Agriculture	Firefighter	5.0	\$30.00
5	China Lake Naval Warfare Center	US Department of Defense	Technician	2.0	\$20.00
6	DoD, U.S. Army - TMDE Activity	US Department of Defense	Technician	3.0	\$18.00
7	Office of Facilities Management and Reliability	Smithsonian Institution	Mechanic	2.0	\$22.00
8	Forest Service National Interagency Joint Ap...	US Department of Agriculture	Inspector	1.0	\$26.00
9	National Interagency Joint Apprenticeship Pr...	US Department of Agriculture	Inspector	4.0	\$28.00
10	U.S. Department of Agriculture, AMS, SCI Div...	US Department of Agriculture	Firefighter	5.0	\$30.00
11	China Lake Naval Warfare Center	US Department of Defense	Technician	2.0	\$20.00
12	DoD, U.S. Army - TMDE Activity	US Department of Defense	Technician	3.0	\$18.00
13	Forest Service National Interagency Joint Ap...	US Department of Agriculture	Inspector	1.0	\$26.00
13 records					

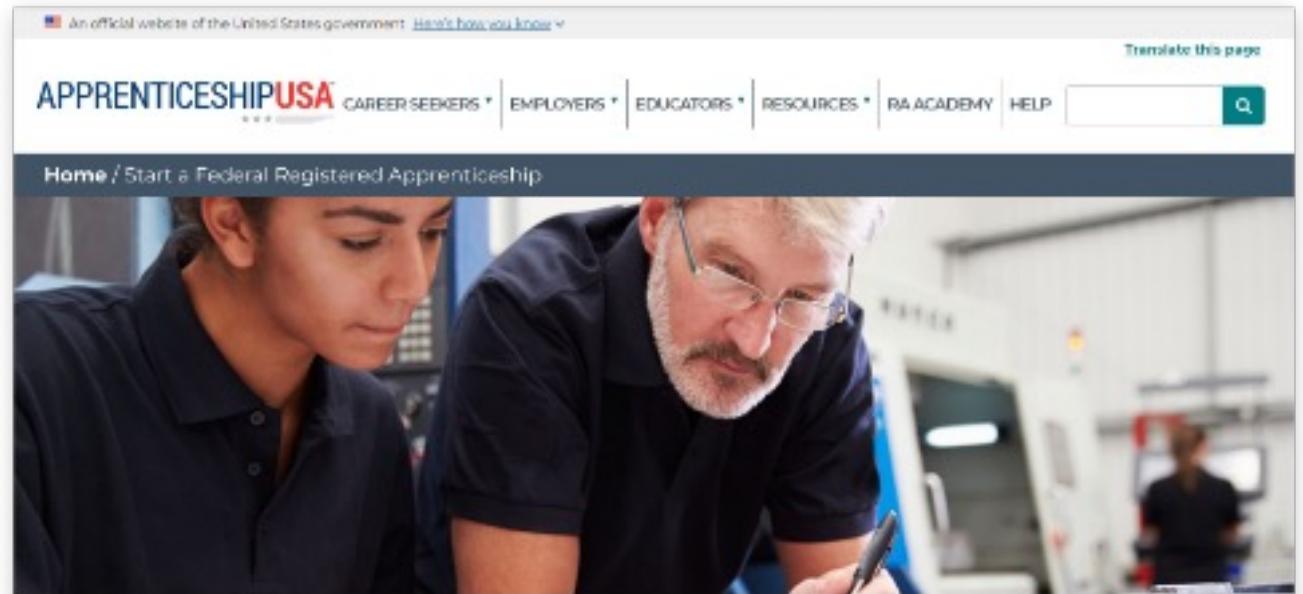
Start a Federal Apprenticeship Page

A resource for federal staff to start apprenticeships in the
federal government

Intro

Short and sweet

Added call to action



Starting a Registered Apprenticeship in the Federal Government

Registered Apprenticeship is a proven workforce development solution that is helping U.S. federal government agencies to recruit and develop well-trained federal workers in high-demand occupations.

Ready to get started?

Contact Us

Why Registered Apprenticeships?

Why RA?

On the regular employer page 6 top callout for benefits of starting an RA are highlighted.

This will be repeated for the federal staff but customized to issues that pertain to them.

Registered Apprenticeship is a proven workforce development solution that is helping U.S. federal government agencies to recruit and develop well-trained federal workers in high-demand occupations.

Ready to get started?

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Why Registered Apprenticeships?

Skilled Workforce

By providing structured training and on-the-job learning opportunities, apprentices are ideal for a sustainable highly skilled workforce.

Retention of Knowledge & Expertise

As experienced employees eventually retire or leave the organization, apprentices can fill the knowledge gap by continuing the legacy of expertise, preventing loss of critical knowledge.

Recruit Young Talent

98% of apprentices are under 54 and 40% are under 24.

Retain Workers

Apprentices have been shown to have higher retention rates than other employee types.

Customizable Training

Tailor learning experiences to specific job roles and agency needs, ensuring more efficient skill development and better alignment with organizational objectives.

Diversity

Registered apprenticeships foster diversity through inclusive recruitment, equal access to training, skill development for all, and empowering individuals from various backgrounds to pursue careers.

Find Resources Each Step of the Way

① Pre-Planning / Buy-in

To implement a successful Registered Apprenticeship program, gain agency buy-in by differentiating it from other government programs, and outline program goals such as attracting new staff, improving retention rates, enhancing performance on the Federal Employee Viewpoint Survey, and achieving long-term cost savings.

Step by step resource hub

This centralized area will illuminate both the process of making an RA and give users helpful resources to use at every step.

Find Resources Each Step of the Way

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[Filler Resources Page Link Out](#)
[Filler Resources Page Link Out](#)
[Filler Resources Page Link Out](#)
[Filler Resources Page Link Out](#)

② Planning

Plan the apprenticeship program, addressing onboarding, budget, duration, recruitment, staffing, education partners, mentoring, and program evaluation. Use the DOI's Express Interest questionnaire for a quick self-assessment and assistance in establishing the program.

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[Filler Resources Page Link Out](#)

③ Pilot

During the implementation phase, a pilot program is suggested to smooth out initial challenges before scaling. To ensure success, it is crucial to document accomplishments, address challenges, gather feedback from stakeholders, keep senior leaders informed, and collaborate with relevant agencies.

[Filler Resources Page Link Out](#)
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④ Studying

This is the opportunity to examine pilot program and make any necessary adjustments. Objectively evaluating data obtained during the doing/pilot phase, helps to create a "continuous improvement" process

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[Filler Resources Page Link Out](#)

How does this differ from other employment options?

HR professionals and federal staff will be choosing a few different options when developing their workforce

It's important for us to show how registered apprenticeship compares

Ready to get started?

Contact Us

How do Registered Apprenticeships Differ from other Workforce Development Solutions?



Registered Apprenticeship

- Entry level work into the Federal Government often with a term
- Does not require an advanced degree
- Includes education and custom training for employees
- Results in full time employees with job-specific skillsets

Button



Pathways program

- Entry level work into the Federal Government often with a term
- Requires an advanced degree
- Is not required to include educational components

Button



Full Time Employees

- Entry level work into the Federal Government often with a term
- Does not require an advanced degree
- Includes education and custom training for employees
- Results in full time employees with job-specific skillsets

Button

Frequently Asked Questions

Accordion heading

+

Accordion heading

-

We the People of the United States, in Order to form a more perfect Union, establish Justice, insure domestic Tranquility, provide for the common defence, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.



FAQ

Frequently asked questions will be centralized to address doubts or common concerns.

Frequently Asked Questions

Accordion heading

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Accordion heading

-

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Accordion heading

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Still have a question?

Final opportunity to contact

Still have a question?

Ask a question about apprenticeships

Email

Phone Number

Button

Ready to get started?

Contact Us

Search

Apprenticeship Job Finder

Search

Why take a focus on search?

- The job finder is where career seekers would find apprenticeships in the federal government
 - These users are my specific focus during this fellowship

The screenshot shows the ApprenticeshipUSA website's job finder interface. At the top, there are navigation links for CAREER SEEKERS, EMPLOYERS, EDUCATORS, RESOURCES, RA ACADEMY, and HELP. There is also a "Translate this page" link and a search bar. Below the header, the URL is HOME / APPRENTICESHIP JOB FINDER / LISTINGS. The main content area has tabs for APPRENTICESHIP JOBS and APPRENTICESHIP PROGRAMS. A search bar allows users to search by Occupation, Company Name, or Keywords (e.g., Electrician) and Location (City, State, or Zip) (e.g., Seattle, WA). A "SEARCH" button with a right-pointing arrow is present. A "MY SAVED JOBS" button is highlighted in blue. A message encourages users to browse their saved apprenticeship jobs. Below this, filters for Location, Program Type, Skills, and Date Posted are available, along with a "Reset All" link. The search results are sorted by Most Relevant. The first result is for an Apprentice position at BERGELECTRIC in Seattle, WA, posted 23 days ago. The second result is for an Apprentice position at BERGELECTRIC CORP. in Seattle, WA, posted 25 days ago. The third result is for an RV Technician Apprentice position at BLUE DOG RV PASCO in Pasco, WA, posted 2 months ago. The fourth result is for an RV Technician Apprentice position at BLUE COMPASS RV in Pasco, WA, posted 178 miles away. On the right side of the results, there is a detailed view for the first result, showing the job title, company name, location, distance, posting date, and application options (APPLY, Save Job, Copy page link). It also includes a Job Details section with the posting date (July 10, 2023) and a Summary section with a detailed description of the job requirements and benefits.

Direct User Research

Career seeking users in their early 20s familiar with job search boards were asked to use the apprenticeship job finder and complete two tasks while thinking out loud.

Tasks:

- Find an apprenticeship relevant to your chosen position posted in the last month
- Find a Federal Registered Apprenticeship

Participants:

3

100% of users failed to find an apprenticeship with a Federal Agency

2.00/5 Ease of reading job descriptions
2.33/5 Usability
3.33/5 Recentness of Postings

On job descriptions:

“I don’t want to read that”

On job saving users became confused why they could save things without an account and what that means

“What happens when I save a job??”

On order of search results:

“These should be organized by time”

“I want to leave the page”

Heuristic Evaluation

An evaluation of a page or site based on 10 universally accepted user experience design principles.

[Read more here](#)

Heuristic: Visibility of System Status

“The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.”

Our issues:

- It's unclear which search you are using when switching between “Apprenticeship Jobs” and “Apprenticeship Programs”

The screenshot shows the ApprenticeshipUSA website's job finder interface. At the top, there are navigation links for CAREER SEEKERS, EMPLOYERS, EDUCATORS, RESOURCES, RA ACADEMY, and HELP. A search bar is located at the top right with a 'Translate this page' link. The main header reads 'APPRENTICESHIP JOBS' and 'APPRENTICESHIP PROGRAMS'. Below this, a search message encourages users to search for apprenticeship job opportunities across the country. The search form includes fields for 'Occupation, Company Name, or Keywords' (set to 'Electrician') and 'Location (City, State, or Zip)' (set to 'Seattle, WA'), with a 'SEARCH' button. A 'MY SAVED JOBS' section allows users to browse their saved apprenticeship jobs. Below the search form, filters are available for Location, Program Type, Skills, Date Posted, and a 'Reset All' button. The results are sorted by 'Most Relevant'. There are five job listings displayed:

- Apprentice** at BERGELECTRIC in Seattle, WA, posted 23 days ago.
- Apprentice** at BERGELECTRIC CORP. in Seattle, WA, posted 25 days ago.
- RV Technician Apprentice** at BLUE DOG RV PASCO in Pasco, WA, posted 2 months ago.
- RV Technician Apprentice** at BLUE COMPASS RV in Pasco, WA, posted 178 miles away.

On the right side, a detailed view of the first job listing is shown. It includes the company name (BERGELECTRIC SEATTLE, WA), a 'Map' link, and buttons for 'APPLY', 'Save Job', and 'Copy page link'. The 'Job Details' section shows the job was posted on July 10, 2023. The 'Summary' section contains a detailed job description for an Apprentice Electrician position at Bergelectric Corp., mentioning established in 1946, competitive salaries, benefits including 401(k) and pension plan, and responsibilities like installing new electrical systems and repairing existing ones while maintaining compliance with national, state, and local codes.

Heuristic #1

Visibility of System Status

Example:

1. 00:00 Nearly nothing changes when going from jobs to programs
 1. Filters appear the same even though they are different
2. 00:04 Job postings are still displayed in programs
3. 00:09 Even when page is reset it still shows job postings not programs
4. 00:23 When switching back to jobs and trying to reset the page again it breaks and we're taken to a program page

The screenshot shows a web browser displaying the ApprenticeshipUSA website at apprenticeship.gov/finder/listings?occupation=Electrician&location=. The page title is "APPRENTICESHIP JOBS". The search bar contains "Electrician". The results section shows 1 - 15 of 236 Results for Electrician, Nationwide. Two job listings are visible:

- ELECTRICIAN**
K2 ELECTRIC, INC.
Park City, UT
8 MONTHS AGO
★ REGISTERED
- ELECTRICIAN**
K2 ELECTRIC, INC.
PARK CITY, UT
APPLY Save Job Copy page link
★ REGISTERED

Heuristic #1

Visibility of System Status

Low contrast between different search functions

Filters don't update when switched

Jobs don't update when switched

The screenshot shows the ApprenticeshipUSA website's job search interface. A red box highlights the top navigation bar, which includes tabs for 'APPRENTICESHIP JOBS' and 'APPRENTICESHIP PROGRAMS'. Another red box highlights the 'Filters' section, specifically the 'Location' dropdown which lists 'SEATTLE, WA' and 'PASCO, WA'. A third red box highlights the main job listing area, showing five apprenticeship jobs for an electrician in Seattle and Pasco.

APPRENTICESHIPUSA

CAREER SEEKERS | EMPLOYERS | EDUCATORS | RESOURCES | RA ACADEMY | HELP

HOME / APPRENTICESHIP JOB FINDER / LISTINGS

APPRENTICESHIP JOBS APPRENTICESHIP PROGRAMS

Search open apprenticeship job opportunities from employers across the country and directly apply with the employer of the apprenticeship program. Can't find an open apprenticeship job to match your preferred location or occupation? Try connecting with an apprenticeship program to learn more about when they are accepting new apprentice applications by searching on the "Apprenticeship Programs" tab.

Occupation, Company Name, or Keywords: Electrician

Location (City, State, or Zip): Seattle, WA

SEARCH >

MY SAVED JOBS

Browse your saved apprenticeship jobs to revisit job postings you've selected. To remove an apprenticeship job from your saved postings, click, or tap, the heart icon on the job description card. Please note that your saved jobs are only saved temporarily. ⓘ

Filters: Location Program Type Skills Date Posted Reset All

SEATTLE, WA + PASCO, WA +

Sort: Most Relevant

Map:

1 - 5 of 5 Results for Electrician in Seattle, WA

Apprentice
BERGELECTRIC
Seattle, WA 11 MILES 23 DAYS AGO

Apprentice
BERGELECTRIC CORP.
Seattle, WA 11 MILES 25 DAYS AGO

RV Technician Apprentice
BLUE DOG RV PASCO
Pasco, WA 178 MILES 2 MONTHS AGO

RV Technician Apprentice
BLUE COMPASS RV
Pasco, WA 178 MILES

Apprentice
BERGELECTRIC
SEATTLE, WA

APPLY Save Job Copy page link

Job Details

Job Posted: July 10, 2023

Summary

Job Description - Apprentice (23000300)Apprentice-(23000300)JOB TITLE:Apprentice Electrician\$18.00-\$42.00ABOUT US:Established in 1946, Bergelectric Corp. has made its mark on the construction industry by providing the highest quality electrical and technology systems. We are one of the largest, privately held, electrical contractors in the United States. During the last decade, Engineering News Record (ENR) has consistently ranked us among the top 20 specialty contractors. We offer competitive salaries and a range of benefits including, but not limited to; comprehensive medical benefit packages, 401(k), and a pension plan.OVERVIEW:Function as an Apprentice Electrician, under a certified or licensed Electrician for Bergelectric Corp. Assist electricians with installing new electrical systems and repairing existing electrical systems while maintaining compliance with national, state, and local electrical codes along with all Bergelectric Corp. policies

Conclusion

Scope of work

A groundwork for future modernization

Next steps:

Collaborate on handing off implementation over the next week

Impact: 1.5-2 million users a year

Personal takeaway:

UX is for me!



Thank you!

Let's connect

www.charlieburr.com

[Charles Burr | LinkedIn](#)



Who we're building for



James | Career Seeking Technician

James is a career seeker with a GED and some trade experience looking for a technician RA

Age	25
Occupation	Electrician
Location	California
Education	GED

“ I'm looking for a secure well paying job but I don't want to go the college route. I find supporting the federal government to be exciting and would like to work for a big name agency like NASA, the DOL, etc.

Bio

James is a technician in his early career who completed his GED. He has some trade experience but wants to level up his skills and get into a permanent track to a well paying job through an apprenticeship program. He knows he wants to work with the federal government and doesn't want to pursue the university track but is struggling to find apprenticeship programs.

Goals

- To find a well paying job that doesn't require an expensive four-year degree
- Job security
- Get paid while he learns

Frustrations

- Federal apprenticeships are hard to find
- There is a lack of visibility into what positions are available as clear & up to date information is rare
- Requirements of specific four year degrees hold him back from applying to certain RAs

Pain Points

- When he goes to the federal apprenticeships hub some of the links to jobs are broken and the ones he can click there is nowhere to apply
- Some information like wording addressing upskilling the workforce is irrelevant and confusing to him

Wins

- Job stability is very high for James once he secures an apprenticeship
- -----

Who we're building for



Nancy | Program Manager

Nancy is responsible for managing NASA's registered apprenticeship program.

Age 47
Occupation PM
Location DC

“ I'm excited about creating a RA, but I just need more information on how to do it and more resources to get my senior leaders bought in. ”

Bio

Nancy has been with the organization for over 10 years and has successfully managed various projects related to employee training and development. She is looking for solutions to her aging workforce as she has become bought in on RA as a pipeline to fill the roles of retiring employees. She needs people with very specific training that a RA is ideal for. Although she is bought in she struggles to acquire buy-in from senior leadership and needs stronger talking points to bring them back to her.

Goals

- Develop a high-quality registered apprenticeship program to develop skilled talent
- Replace aging workforce (over half of her technicians are ready for retirement)

Frustrations

- A lack of resources strains her between managing the RA and other managerial responsibilities
- Overcoming internal skepticism for stakeholder buy-in has proved difficult

Pain Points

- Info on the Federal Apprenticeships site is minimal and there is no dedicated page for federal internal stakeholders
- The current site offers her little to take back to her leadership to convince them to buy-in

Wins

- Connections within OA are responsive and offer helpful information

Info via listening sessions notes & [Interactive Apprenticeship Database](#)
July 2023, Charles Burr

APPRENTICESHIPUSA

Who we're building for



Tom | HR Representative

Tom is responsible for the Human Resources component of the RA from onboarding them, to how they will be classified as an employee, etc.

Age 47
Occupation HR Rep
Location DC

“ I'm intrigued by the idea of us having an RA, but there are some HR specific questions that I need to answer to properly fulfil my duties. ”

Bio

Tom is an human resources representative for VETS who has been looped into the task of creating a registered apprenticeship program. He is responsible for handling the HR related issues that it takes to intake apprentices into the organization. He has questions about their classifications as employees, whether they will be term employees, and other federal HR specific issues.

Goals

- Set up the RA effectively and do all required work to comply with his agency's HR rules
- Get apprentices onboarded in a timely manner

Frustrations

- There isn't a centralized place for his questions that are relevant to Federal RAs

Pain Points

- The information on the site right now is tailored to private employers and Tom has federal employment specific questions he can't find answers to
- There is a lot of information to sift through

Wins

- Connections within OA are responsive and offer helpful information

Info via listening sessions notes & [Interactive Apprenticeship Database](#)
July 2023, Charles Burr

APPRENTICESHIP USA