

PRODUCTIVITY CLASSROOM

Bureau of Labor Statistics | Office of Productivity and Technology

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Keywords:

Graphic Design, Education, Virtual Engagement, User Experience

Summary:

Productivity Classroom is the **rebrand** of the current Productivity 101 webpage, run by the Office of Productivity and Technology, that helps high school students learn more about productivity and its vital role in the economy. As visual design fellow, Culiandra used Adobe Illustrator to **complete a graphical overhaul** of the designs that already existed for the project, as well as create new designs to go along with several lessons of new material being introduced in the rebrand. She also provided **educational consulting** on the lesson plans made for the project.

PRODUCTIVITY CLASSROOM

Office of Productivity and Technology

Bureau of Labor Statistics

Jenny Rudd — Supervisory Economist

coding it forward >



CULIANDRA NERO

Tufts University

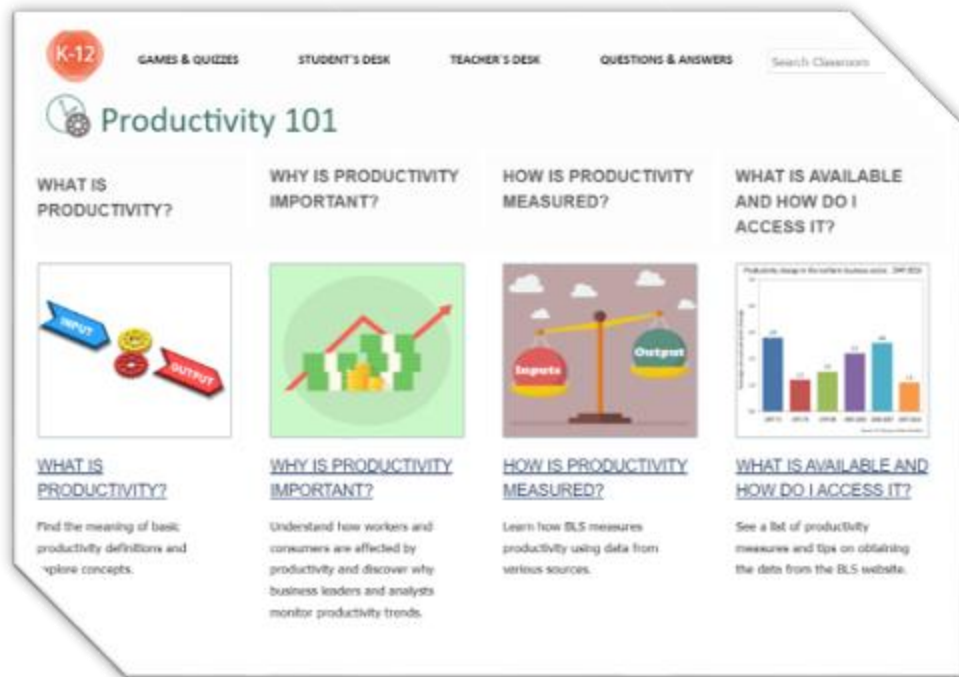
Child Studies & Human Development
and Film & Media Studies

WHAT IS PRODUCTIVITY 101?

It is an educational resource run by the **Office of Productivity and Technology** within the U.S. Bureau of Labor Statistics

Target Audience: high school students

Take a look at the [current site](#) 

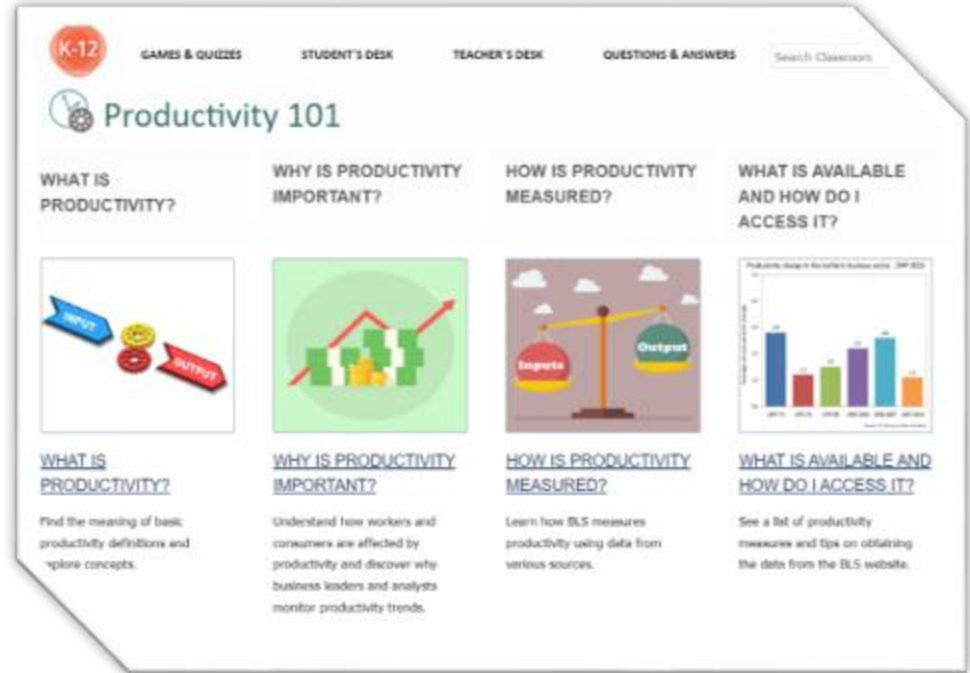


Existing home page of Productivity 101

PRODUCTIVITY 101 REBRAND

An expert review of Productivity 101 led to these **key targets** for the rebrand:

- Look and Feel
- Structure
- **Content**



WHAT PROBLEM WAS I SOLVING?

1ST Pain Point

- **Inconsistent design styles**
distract from the text rather
than support it

With growth in productivity, an economy is able to produce—and consume—increasingly more goods and services for the same amount of work.



Purchased services inputs are services purchased from other businesses in other industries or sectors.

Examples:



Automotive repair



Accounting services



Legal services



Laboratory analysis

Goods that are used in
the production of other
goods are both raw materials
and intermediate goods.

Examples:



Metal ore to make steel



Fabrics to make clothing



Flour to make
baked goods



Steel to make cars

2ND PAIN POINT

There is **not much graphic continuity** connecting the webpage to other related educational products



Scene from video titled "Understanding Unit Labor Costs"

3RD PAIN POINT

Some examples were **not relatable** to users



The profits may be distributed to the workers, in the form of higher wages; reinvested in the business, perhaps in the form of additional capital investment; distributed to the owners of the business, i.e., as dividends; or distributed to the consumers, in the form of lower soybean prices.



MY MAIN OBJECTIVE

To increase engagement with the new Productivity Classroom page by increasing the consistency and relatability of the visual content



MY PROCESS

1. **Research:** product analysis, user feedback review
2. **Give Feedback:** educational recommendations
3. **Design:** iterations in Adobe Illustrator
4. **Revisions:** accessibility feedback, consistent branding
5. **Designer – Team Handoff:** documentation, walk-throughs



EDUCATIONAL CONTENT

Background: Child Studies &
Human Development

Productivity Classroom – lesson 1			July 10, 2024
Scene	Image	Content	
	[new rebranded logo] [Lesson 1 icon for productivity icon with number 1 to read]	Title card	
SECTION: What is Productivity?			
1	 change light bulb to "1"	What do you think of when you hear the word productivity?	
2		Some people think it means working faster, making more things, doing more with less, or using more technology.	
3		Productivity is not work effort. Productivity measures efficiency. It shows how well we turn resources (inputs), such as wood or time spent working, into goods (output), such as birdhouses or furniture.	
4	[graphic: output getting larger, input getting smaller, animated]	Over time, productivity allows us to produce more for the same amount of work. In other words, when we make more output with fewer inputs, productivity goes up.	
5	[formula graphic]	The more output changes compared to input, the more productivity changes. We <u>can</u> think of productivity as a ratio of output over input.	
SECTION: What is Output?			
1	[formula graphic with output highlighted] [infographic for examples of output]	Output is the amount of goods or services produced. It can be measured as a count of items sold or produced, such as the number of birdhouses made, or the number of cakes or sandwiches served.	
2	[animation of cake and sandwich -> cash register -> money] [link to Output Made Easy]	Output can also be measured as the money received from selling goods or services. Measuring this way lets us combine the value of different goods and services—such as cakes and sandwiches—into a single measure.	
SECTION: What are Inputs?			
1	[formula graphic with input highlighted]	Remember, productivity is a ratio of output to input.	
2	[infographic for examples of inputs]	Inputs are any resources needed to create goods and services. Examples of inputs might be the time spent working, the wood and nails used to construct	

Made suggestions for flow and clarity:

- Page labels, specificity, and navigability
- Educational strategies
- Glossary
- Extended Universe
- Continuity across mediums

INTERPRETATION

Interpreted descriptions into graphics:

- Editability, Time Management

8	[infographic of services examples]	Services are purchases from other businesses to help produce a good or service. These may include bookkeeping, legal, or cleaning services.
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Incorporating Feedback:

- Modernization, Consistent Branding, Accessibility



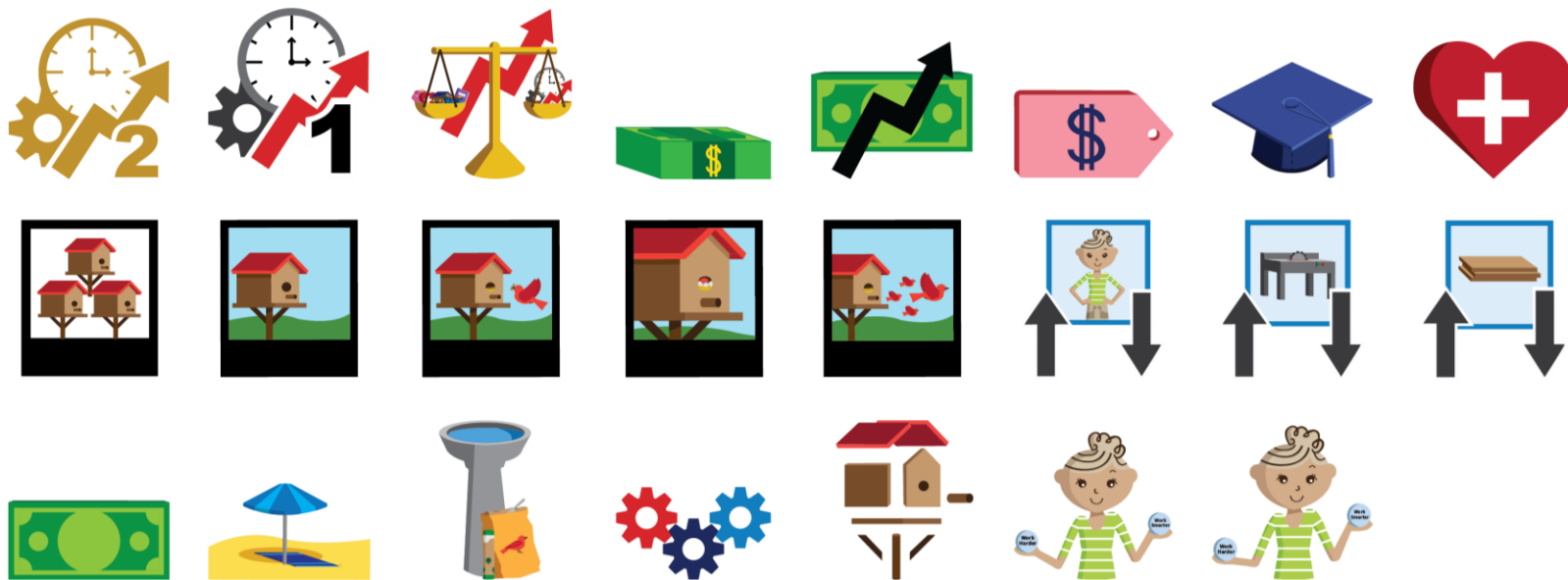
LESSON ONE DESIGNS



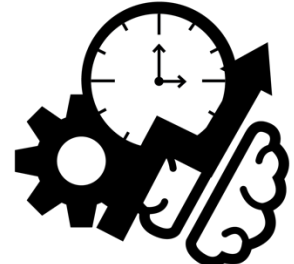
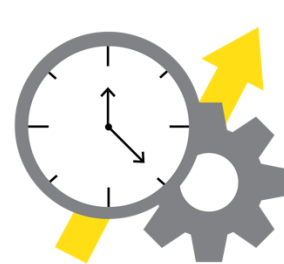
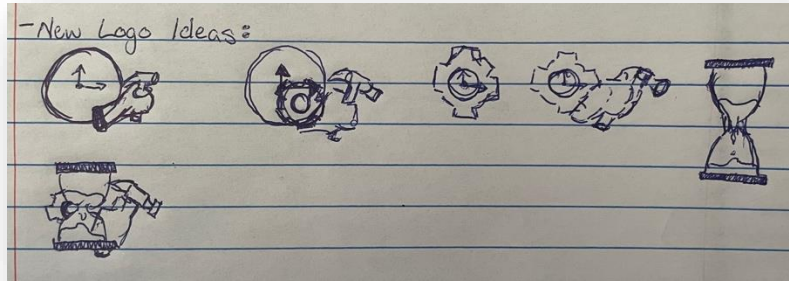
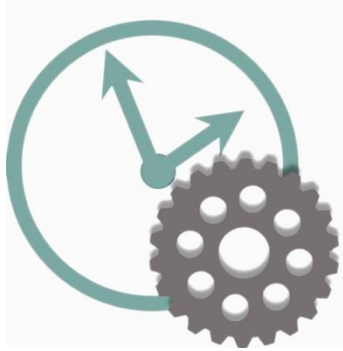
L1 REVIEW SECTION DESIGNS



LESSON 2 DESIGNS

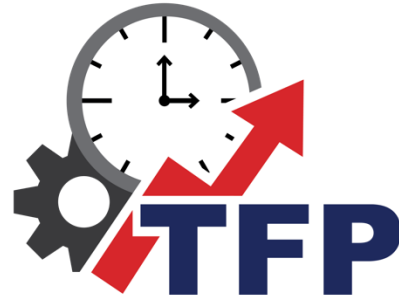


LOGO REDESIGN: THE PROCESS



42 Iterations

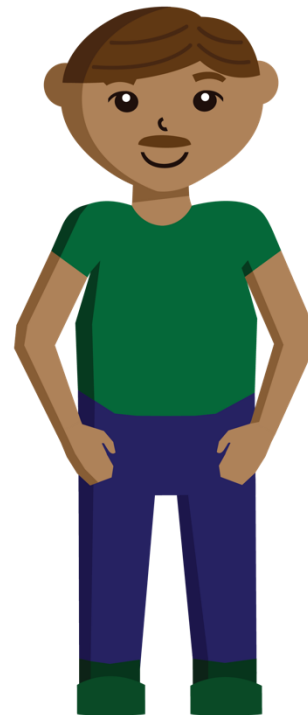
INCORPORATING FEEDBACK



CHARACTER REDESIGNS



NEW CHARACTER DESIGNS



WEBSITE BANNER



PRODUCTIVITY POSTER

Productive People Create a Productive Economy

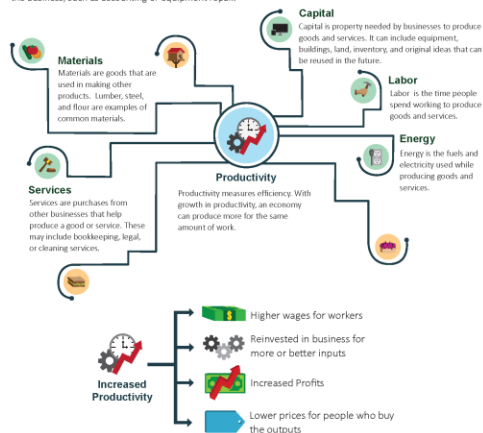
Productivity is important to the health and wealth of our economy and its ability to compete globally. Increases in productivity can lead to production of more goods and services, higher wages for workers, increased profits, and lower prices for consumers.

INPUTS

Inputs are any resources needed to create goods and services. Examples of inputs might be the time spent working, the wood and nails used to construct birdhouses, or the mixer and oven needed to make cakes. Inputs can also include services needed to run the business, such as accounting or equipment repair.

OUTPUTS

Output is the amount of goods or services produced. It can be measured as a count of items sold or produced, such as the number of birdhouses made or the number of cakes or sandwiches served.



WHAT IS PRODUCTIVITY?

PRODUCTIVITY

Productivity measures efficiency. With growth in productivity, an economy can produce more for the same amount of work.

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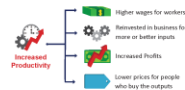
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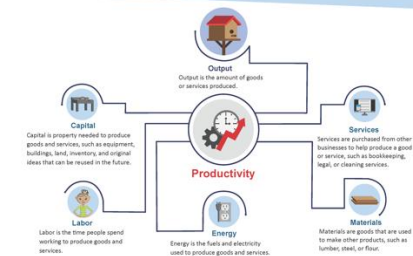
Productivity measures how efficiently inputs are converted into output. Over time, productivity allows us to produce more with the same amount of inputs.

OUTPUT

Output is the amount of goods or services produced. It can be measured as a count of items produced or the money received from selling goods or services.

INPUTS

Inputs are any resources used to make goods and services. Inputs fall into the categories of capital, labor, energy, materials, and services.



Productive People Create a Productive Economy

Increases in productivity benefit workers, businesses, and consumers.



NEXT STEPS

Productivity 101 Published



Culiandra's Work



Project Going Forward

- User Interface Redesign
- Additional Lessons
- Publish new content to web

THANK YOU.

BLS Team

Jenny Rudd

Jennifer Price

Kandi Miller

Erin Boon

Brandon Kopp

Everyone!

Coding it Forward

Yuyang Zhong

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Cassie Rubio

All the Fellows

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Chaeun Park