Introduction

The purpose of this study is to investigate how users of GC Collab and GC Connex view their profiles. The interview comes after a quantitative analysis of all profiles on GC Collab and a comparison of GC Collab profiles to external social media (LinkedIn, Facebook and Twitter). These analyses showed that most GC Collab users are not completing their profiles, even if they have fully filled out profiles on other social media.

The interview was proposed to determine why users are not completing their GC Collab profile, what value they think the profile has, which features they think are unnecessary, what would motivate them to have a complete profile on the platform, and to collect user stories that can be used in personas. A secondary goal of this study is to gather suggestions to be implemented for the profile redesign.

We anticipate that many of the participants will be using the GC Collab profile to interact with Career Marketplace. We are also expecting to gain a better understanding of what features are most important to a profile, the value of a profile, and the motivation behind completing a profile from the view of our current users.

Methods

Interviews were conducted with 16 GC Collab/Connex users from a diverse range of public service backgrounds. Participants received a short questionnaire inquiring about demographic information and their familiarity with the current profile, followed by an interview focusing on their current use, problems with, and thoughts about the profile.

Participants

Table 1. Job titles for participants

JOB TITLE	FREQUENCY
CONTRACT	1
CEO	1
ENGINEER	1
FREE AGENT	1
OFFICER	1
STUDENT	2
MANAGER	3
ANALYST	6

Results

Quantitative analysis shows that the most important information a profile contains is the users' email address, name, phone number and department. An affinity diagram session was held to analysis the qualitative data. Over the course of this session, 5 main themes about the profile emerged. These themes reflect user opinions and should be considered when redesigning the profile.

"I want to promote myself"

A subset of participants stated that they used their profile in order to promote themselves. They used it to show who they are, and what they are doing with their work. Some participants noted using their profile to display their experience and education, which was useful to express their credibility as a subject matter expert when participating in group discussions on the platform. It was also used as a marketing tool (i.e. a method of personal branding) to apply for jobs, or hire new employees.

"I have problems using the profile"

Many participants believed that the profile was often too cluttered and hard to navigate. There was also concern that some of the features (specifically About Me and Skills) were too difficult to define and confusing to fill in, requiring more of a cognitive effort, which leads to incomplete profiles.

"I don't use my profile"

Participants claimed not to use their profile for one of two major reasons: they felt as though they had no colleagues on the platform and the current user base is only a small portion of the workforce, and they didn't see a value in having a profile.

Motivation for having a profile

While some users proactively created and completed their profiles, the majority of participants said they only had a profile in order to complete another goal. The two main goals that led to creating a profile were to be able to use the GC Collab/Connex platforms, and to find jobs/new employees.

Conditions for profile pictures

Throughout the interviews, participants articulated they preferred when other users had photos as it helps to build trust on the platform, and reinforces that the other user is a real person. Many participants did not care if the picture was a real headshot of the user as long as some effort was made to upload a photo (whether it was a real photo, a cartoon, a pet, etc.).

Conclusions

In designing the new profile, the above concerns should be addressed. The new design should allow users to easily promote themselves and their work to their colleagues and encourage discussion of ongoing projects. It should also encourage users to upload a profile picture to build trust between users on the platform and trust of the government and public servants as a whole. It should be made clear that it is possible to apply for jobs directly through the Career Marketplace, and that having a filled out profile makes this process less burdensome. Finally, the new platform should have an easily navigable, intuitive design. Addressing these concerns would increase the current value of the profile and encourage more users to complete their profile.