

Think & Feel?

Current career post submission form is not a great process

Typical to have somebody fresh coming in

Feels messy

Career page is a priority

Challenging to do even simple tasks

Career payment piece is managed separately from the website

Want to bring engagement back to the website

Like the look of Saskatoon's website

See?

Site appearance differs based on device and settings

Duplicated information from international page

Navigation in multiple spots which makes content seem more complex than it is

Look nice and appealing

Doesn't display well on mobile

Duplicated navigation

Color is fine but can be changed

Say & Do?

"Want different ways to engage with membership"

"Better system for accepting payments for career postings"

"Want something simple and easy to use on the backend"

"Don't have any technical support right now"

Want simplified navigation

"Usually not a lot of time for training"

Role is to manage the website

Hear?

Analytics to see what users engage with the most

Tricky to find what you are looking for

Pain

Lack of technical experience

Manually entering job post data from form

Duplicated and confusing navigation

Gain

Improved job posting process

Easier to find things

Simple and easy to use on the backend

Trilby