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# **RESEARCH TO CONSIDER**

23 Million Vets in the US

15% Unemployment for New Veterans

2.1 Million Veterans in California



## CHARLIE

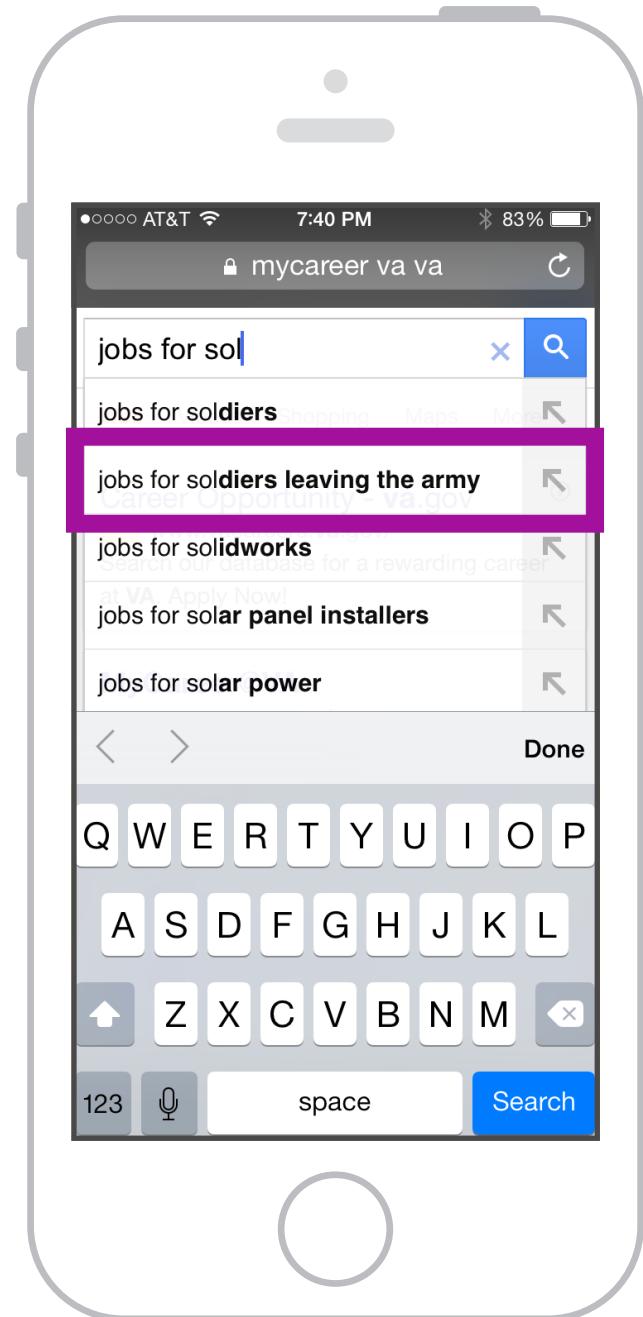
After serving his country for 4 years, Charlie prepares for a life outside the military.



## CHARLIE

Charlie starts his searches looking for advice when leaving the service.

Charlie clicks on a top search result.





## CHARLIE

Where is taken to eBenefits, a government sponsored website.

The screenshot shows the ebeneft.va.gov website displayed on a mobile device. The top of the screen shows the AT&T signal, the time (8:25 PM), and the battery level (88%). The main content area features a banner for transitioning to civilian life, followed by sections for how to get a DS Logon and how eBenefits can assist users based on their role (Veteran, Service Member, Family Member). To the right, there's a sidebar with links to popular features and social media integration for Facebook and Twitter. The bottom of the screen includes standard mobile navigation buttons.



# CHARLIE

Charlie reviews his search results.

Several catch his eye.

The ebenefits.va.gov Job Search page displays a list of 253 job postings. The first few entries are:

- Technician Accountant (MPPI) - Southern California Edison, Rosemead, CA (Job posted on 3/26/2014)
- Accountant - Marriott, Los Angeles, CA (Job posted on 5/14/2014)
- Senior Accountant, International Home Entertainment - Sony Pictures Entertainment, Culver City, CA (Job posted on 4/26/2014)
- Tax Accountant in Los Angeles, CA - Randstad, Los Angeles, CA (Job posted on 5/12/2014)
- Project Accountant I - Parsons Brinckerhoff, Los Angeles, CA (Job posted on 5/23/2014)
- Auditor, Sr - MemorialCare Health System, Fountain Valley, CA (Job posted on 4/17/2014)
- Staff Accountant - Caesar's Entertainment, Santa Monica, CA (Job posted on 3/27/2014)
- Accountant - Kforce, Pasadena, CA (Job posted on 5/22/2014)
- Tax Staff Accountant - Kforce, Downey, CA (Job posted on 5/22/2014)
- Cash Accountant - Robert Half Finance & Accounting, El Segundo, CA (Job posted on 4/10/2014)
- Senior Accountant - Robert Half Finance & Accounting, Carson, CA (Job posted on 5/18/2014)
- Project Accountant - Robert Half Finance & Accounting



## CHARLIE

...But he spends most of his time entering and re-entering the same information over and over again.

Charlie wishes the application process was easier.

