

9:41

CPLC.com

CHICANOS
POR LA CAUSA

SEARCH

NEWS



SERVICES

SERVICES PROGRAMS

JOB OPPORTUNITIES ACADEMIC

Connect With Us!

NAME

EMAIL

MESSAGE

602-527-8481 General line
602-228-0337 WIOA Youth Program
workforce@cplc.org General email
youthinfo@cplc.org WIOA Youth Program

CPLC ENGAGEMENT CENTER
Desert Sky Mall
7611 W. Thomas Road
Phoenix, AZ 85033

CHICANOS
POR LA CAUSA

CPLC CASE STUDY



CHICANOS POR LA CAUSA

Connects you with jobs, careers, training, and your future.



[CASE STUDY ON MEDIUM](#)



ASSIGNMENT

Our group assignment is to redesign the UI for a nonprofit website of our choosing. For our project, we chose Chicanos por La Causa Workforce.

THE PROBLEM:

CPLC Workforce Solutions has the services and programs job seekers need to find, prepare for, and keep the right job. However, we have observed that the website isn't meeting the standard brand guidelines and representation of the CPLC, which is impacting the amount of users they can reach. Users aren't utilizing the services offered because they haven't communicated to their audience well. How might we improve the CPLC Workforce site so that their customers are successful based on the overall brand guidelines and mission?

TEAM MEMBERS

Ana Sofia Garcia, Rigo Morales, Amber Spencer, and Jake Tuller

TOOLS USED

Miro, FigJam, Figma, InVision, Illustrator, Photoshop, Google Workspace

The image shows a side-by-side comparison of the CPLC.com mobile application interface on the left and the redesigned Chicanos por la Causa website interface on the right.

Mobile App (Left):

- Header:** CPLC.com, Chicanos por LA CAUSA logo, search bar, navigation menu.
- Section:** PROVIDING ACCESSIBILITY TO EMPLOYMENT, featuring three people laughing.
- Text:** Direct services impacting lives from all backgrounds. Learn More.
- Call-to-action:** SERVICES.
- Icons:** SERVICES (green heart), PROGRAMS (megaphone).
- Bottom:** Connect With Us! form with NAME and EMAIL fields.

Website (Right):

- Header:** CHICANOS POR LA CAUSA logo, CONTACT 602-527-8451.
- Navigation:** ACADEMIC, JOB OPPORTUNITIES, PROGRAMS, SERVICES.
- Section:** PROVIDING ACCESSIBILITY TO EMPLOYMENT, featuring three people laughing.
- Text:** Direct services impacting lives from all backgrounds. Learn More.
- Call-to-action:** SERVICES.
- Icons:** EDUCATION (graduation cap), HEALTH AND HUMAN SERVICES (green heart), ECONOMIC DEVELOPMENT (briefcase), ADVOCACY (megaphone).
- Bottom:** CONNECT WITH US! form with NAME, EMAIL, and MESSAGE fields.
- Footer:** CPLC Engagement Center, Desert Sky Mall, Phoenix, AZ 85033; 602-527-8451 General line, 602-228-0337 WIOA Youth Program; workforce@cplc.org General email, youthinfo@cplc.org WIOA Youth Program.



STAKEHOLDER CONTACT

We started our redesign with user research. We spoke to a stakeholder at CPLC who said that the website didn't provide users with an accurate description of the services they provided. While their social media does an excellent job promoting upcoming events, the website seems unfinished and not up to date.

CHICANOS POR LA CAUSA
WORKFORCE SOLUTIONS

Home What We Do Trainings and Classes Trending Jobs WIOA Youth Program

Welcome to CPLC Workforce Solutions

CPLC Workforce Solutions connects you with jobs, careers, training, and your future.



COMPETITOR ANALYSIS

We looked first at "competitors" who offered similar services. Our nonprofit isn't competing with these companies, per se, but they offer similar services.

What were their competitors strengths and weaknesses? How might we be inspired by learning about what users appreciated from those sites?

From this analysis, we considered the site should have a profile for users to upload their resume, training and progress as they job hunt.

Onboarding Competitive Analysis	Competitive Advantage	Strengths	Weakness	General Notes
DIRECT COMPETITORS				
Raicesoftexas.org	Offers legal and social services to low-income immigrants.	User friendly. Big fonts, easy to navigate, not many hyperlinks, consistent color palette and fonts. Can change language to spanish.	not clear on how to access help and services. Need to visit a office to get help or view the services they provide.	Visually it is pleasant and consistent through the site, but it is hard for user to get access to the actual services and information they could provide. They only give general information about the organization and offer several volunteer and donation options.
twc.texas.gov	More of a well known site to find aid and a job, more programs	Easy to find, emailed notifications	No mobile version of the site, lots of information feels overwhelming	Site feels very dated, information is there but feels like its all over the place with too many links and drop down menus, odd color choice
INDIRECT COMPETITORS				
Indeed.com	<ul style="list-style-type: none"> Familiar and Popular All inclusive job posting site (includes contract positions, work-at-home jobs, summer jobs, and even volunteer work) Large range of locations to search 	<ul style="list-style-type: none"> Can Post Resume Can search by salary, workplace reviews, industry Can search for certifications in your area Personal info on resume does not show up unless applying for job - relatively safe Employees can review companies 	<ul style="list-style-type: none"> Search engine for jobs but offers few other resources Not interesting or enjoyable design Overwhelms users with job listings but not necessarily quality job listings 	<ul style="list-style-type: none"> Can find more job opportunities, but not necessarily ones you are qualified for
Ziprecruiter.com	<ul style="list-style-type: none"> The site has listings from all over the country Quick and accessible way to look for jobs in your location Has profile creation to keep a hold of all ongoing applications and previous job searches 	<ul style="list-style-type: none"> Simple, clean design Being able to search for jobs outside of your current location Profile creation Has mobile app 	<ul style="list-style-type: none"> Poor use of home page Lack of color Boring as hell with lifeless cards One picture on the whole site 	<ul style="list-style-type: none"> Overall site I would give a 6/10. The site gives the user exactly what they are looking for but nothing more than that. There are no services offered. The site is also lifeless and makes me feel like a robot sorting through cards.



USER OBSERVATION

We tested users on the usability of the original design, and they confirmed what we also recognized. While the website navigation was consistent, users had to scan pages and click through several links to find what they were tasked to find.

USER TESTING RESULTS

- No Search Bar
- No Spanish Option
- Some links do not link to content
- Not clear on services offered
- Very stock image heavy
- Content Unhelpful
- Needs better organization
- Consistent Navigation

more clickable options	more cohesive	wish website showed more of what they did	more user friendly	Feels the content isn't cohesive	No search bar	Colors of site didn't match	better organization of homepage
website was easier to understand	Felt pictures were very "stock image"	Footer is too large	Contact us feels out of place	Found nav bar most useful with quick links	typically will use google to search for jobs and training	would rate the information provided as a 6/7	could easily tell what the objective of the website was
Understand the main idea of the organization	Thinks information provided is not really helpful	Thought job post weren't informative enough	No search tab	No Spanish option	rated navigation at 8	finds information to be broad but hard to get specifics	some links only provide a large image with no content or specifics
It's unclear how to find help	Service tabs only make pictures larger in size.	Felt like things were unorganized	Though it could be more user friendly				



EMPATHY MAP

Our proto persona is Kara, a young single mother looking for work in the Phoenix, Arizona area. She has completed high school but is looking for work that not only will provide enough money to support her and her toddler son, but also has potential for growth and gaining new skills. Kara has a love for people and is a hard worker, but she has struggled navigating the world of unemployment. She hopes to be self sufficient with a secure future but feels overwhelmed and unconfident due to her lack of training. She finds CPLC as a promising resource to help her find the perfect job.





SURVEY

We posted a survey to get even more feedback about how users viewed the website and what frustrations they run into as they look for work.

How might we connect the dots between people searching for employment and the resources and employers who provide training and opportunity?

1. Take a few minutes to look over the homepage. What would you say was the main objective of this website?
2. How do you rate this site overall?
3. What's one thing about the website you consider most helpful
4. Did you find the information and help you needed
5. What programs do you use to help find a job?
6. How do you seek out mentorship programs or training opportunities?
7. What frustrations do you run into while searching for employment
8. What would help you feel more prepared in your job search?
9. What is your level of education?

Take a few minutes to look over the homepage. What would you say was the main objective of this website?
5 responses

help people obtain a job
To connect workers with companies.
To share resources on how to find training/employment
services and programs job seekers need to find, prepare for, and keep the right job
To helps people find the best suited job, career

How would you rate the site overall? (1-10)
6 responses

Rating	Percentage
7	33.3%
8	50%
9	16.7%

How do you find out about career services?
6 responses

Source	Percentage
Job listing sites	63.3%
Non-profit orgs	16.7%
Career Conversations	10%

What's one thing about the website you considered the most helpful?
6 responses

options menu
User friendly and not oversaturated with information
The search experience
The navbar at the top of the page has the most helpful links
listing all the things you can help with, makes it easier to know why I can rely on you
Easy to navigate

Did you find the information/help you needed?
6 responses

yes
No, I couldn't actually find what type of services or options CPC provide.

For the most part yes

Yes

What programs have you used to help find a job?
6 responses

LinkedIn
LinkedIn, Indeed
Indeed
Job posting websites only
LinkedIn
online webpages for international freelance jobs

How do you seek out mentorship programs or training opportunities?
4 responses

On the internet and university services
LinkedIn
Within my own workplace
via LinkedIn

What frustrations do you run into while searching for employment?
6 responses

not receiving a answer when applying
Extend descriptions for the position, not showing how much its paid on the position.
Getting ghosted by employers
The clear disconnect between the jobs requirements and the level that job is posted as (I.E entry level jobs asking for 3+ years of experience and other unnecessary qualifications)
None
Very little remote job offers

What would help you feel more prepared in your job search?
6 responses

Having more information about the job I am applying to.
A more accurate search engine according with my abilities
Expectations being aligned with reality of the roles they applying to
access to more job posting sites that have active users (recruiters)
Knowing where can I be more likely to be accepted
to know what webpage would have the most job opportunities for my career

What is your level of education?
6 responses

Degree	Percentage
High School Diploma	83.3%
Some College	16.7%



HEURISTIC EVALUATION

We next did a heuristic evaluation of the CPLC Workforce website. A few key points we pulled from this evaluation was that the homepage wasn't entirely clear on what services the CPLC Workforce offered. A user has to navigate throughout several pages to see what training is available and when it is available. Many of the links don't lead to content that is informative. Users struggling to navigate the site also didn't have a search bar to help assist them in finding information they needed.

Website Name: CPLC Workforce			
Website URL: https://www.cplcworkforce.org			
Heuristic	Rating	Comments	
Appearance/aesthetics: first impressions are important—they can make the difference between users staying or leaving your site			
Example	3	2	1
Primary goal or purpose is clear	x		
Clean, simple design		x	
Pleasing color scheme		x	
Appropriate use of white space			x
Consistent design	x		Header and footer stay consistent
Text and colors are consistent		x	too many fonts
Icons are universally understood	x		not many
Images are meaningful and serve a purpose		x	Worthless images
Content: users are at your site for the content—make it easy for them to find and use your site			
Major headings are easy to understand		x	
Easy to scan		x	too many going on
Minimal text/information presented		x	
Clear terminology; no jargon	x		Clear
Links are clear and follow conventions		x	Some links dont work
Help is available on every page		x	No search, no live chat or feedback
Important content is above the fold		x	
Search box is easy to identify and easy to use		x	NOT THERE
Navigation: make getting around your site easy and eliminate the user's guesswork			
Consistent navigation	x		Static nav bar
Easy to identify your location on the site (breadcrumbs, headers, colors)		x	Not standardized
Consistent way to return home	x		Dedicated Home button
Limited number of buttons and links		x	Not many buttons that work
Organization of information makes sense		x	Seems scatter-brained
Efficiency/functionality: following basic rules will keep user frustration to a minimum			
Website loads quickly	x		
Custom 404 errors		x	
Error messages are meaningful		x	
Login is in upper-right corner of page		x	
Proper etiquette for links off site		x	No warnings at all
Contact information is easy to find	x		In the footer, would add "careers" for CLPC
Login is easy to find		x	Not there
Hours are easy to find		x	No hours
No broken links	x		Lots
User knows the status of searches		x	No search bard
User knows if they are logged in/out		x	n/a
System supports undo and redo		x	n/a
Forms autofill and calculate when practical		x	n/a

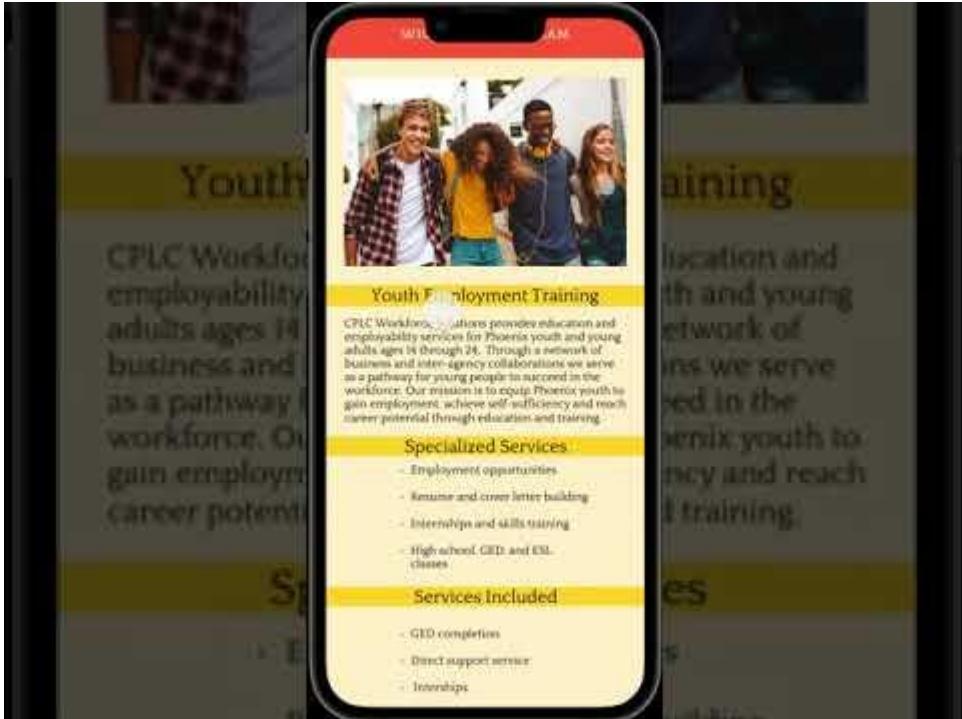


THE PROBLEM:

CPLC Workforce Solutions has the services and programs job seekers need to find, prepare for, and keep the right job. However, we have observed that the website isn't meeting the standard brand guidelines and representation of the CPLC, which is impacting the amount of users they can reach. Users aren't utilizing the services offered because they haven't communicated to their audience well. How might we improve the CPLC Workforce site so that their customers are successful based on the overall brand guidelines and mission?

MAIN GOALS:

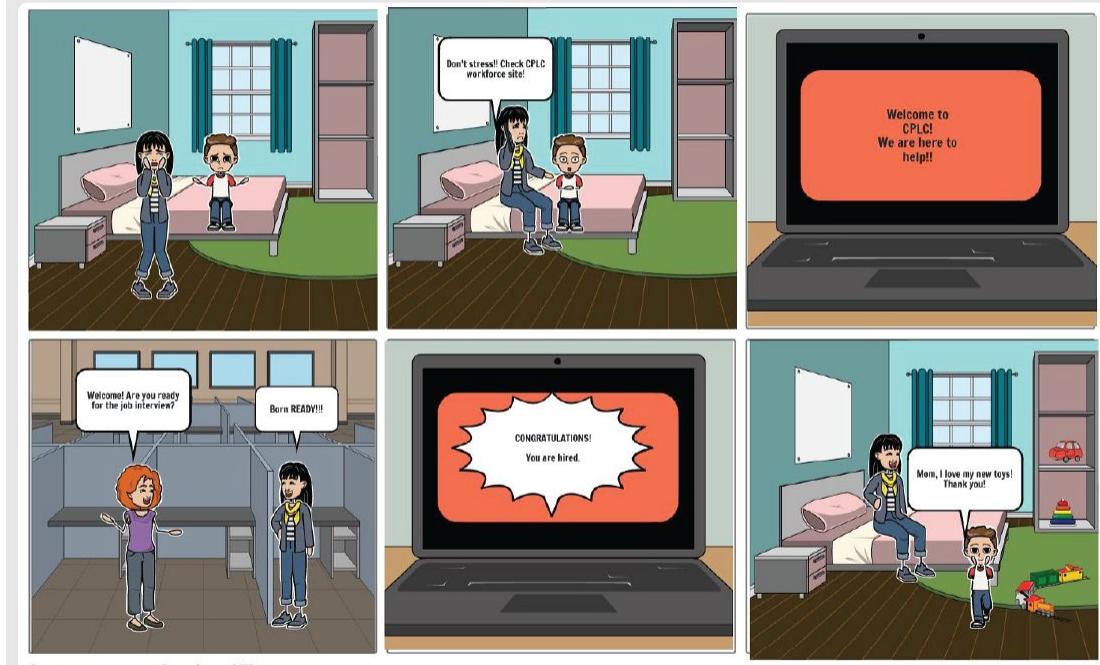
- Increase Usability
- Align with Parent ORG
- More user-friendly approach to site





STORYBOARD

We created a storyboard to narrate Kara's concerns and success.

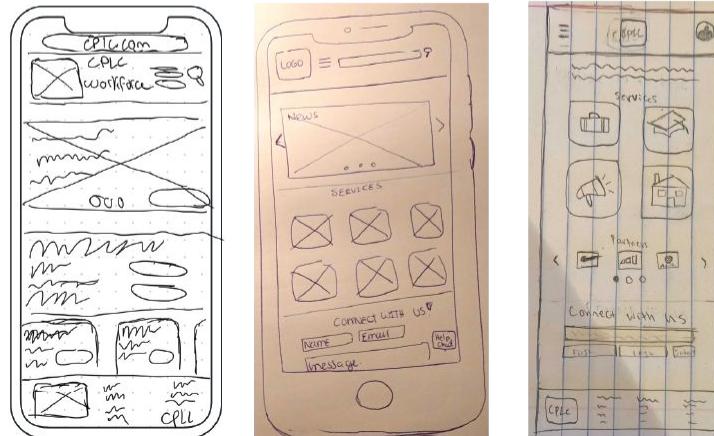
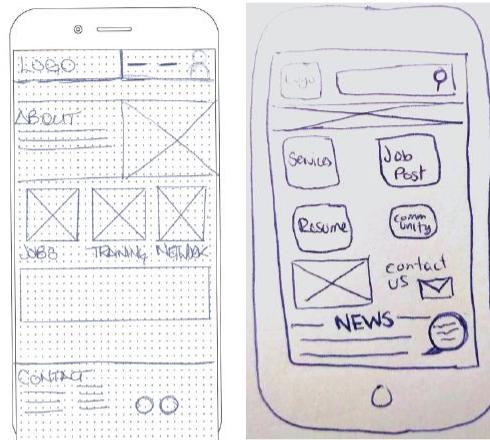




SKETCHING

We began with sketches of what the home page of the mobile site could possibly look like. We designed mobile first with the intention of the site being responsive.

Our sketches were similar enough that we quickly moved forward into midfi prototyping.

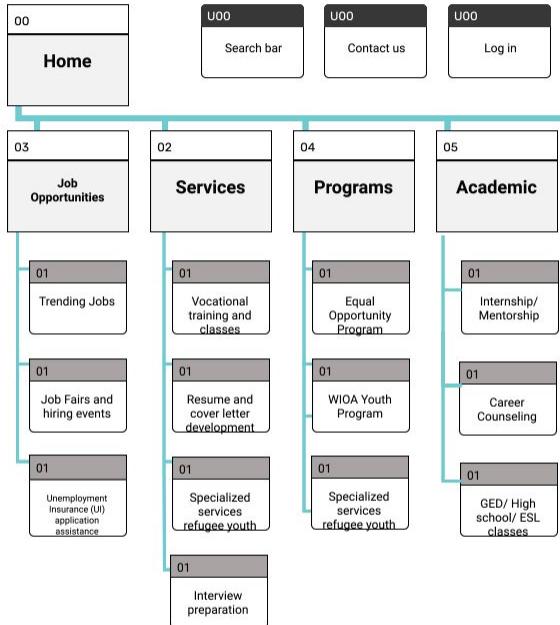




INFORMATION ARCHITECTURE

SITE MAP

From our card sorting activity, we designed our original site map, focusing on what we think are user priorities: job opportunities, services provided, programs provided, and academic opportunities.





INFORMATION ARCHITECTURE

I LIKE, I WISH, WHAT IF

In reviewing the current website design, we began the "I Like, I Wish, What If" design thinking process.

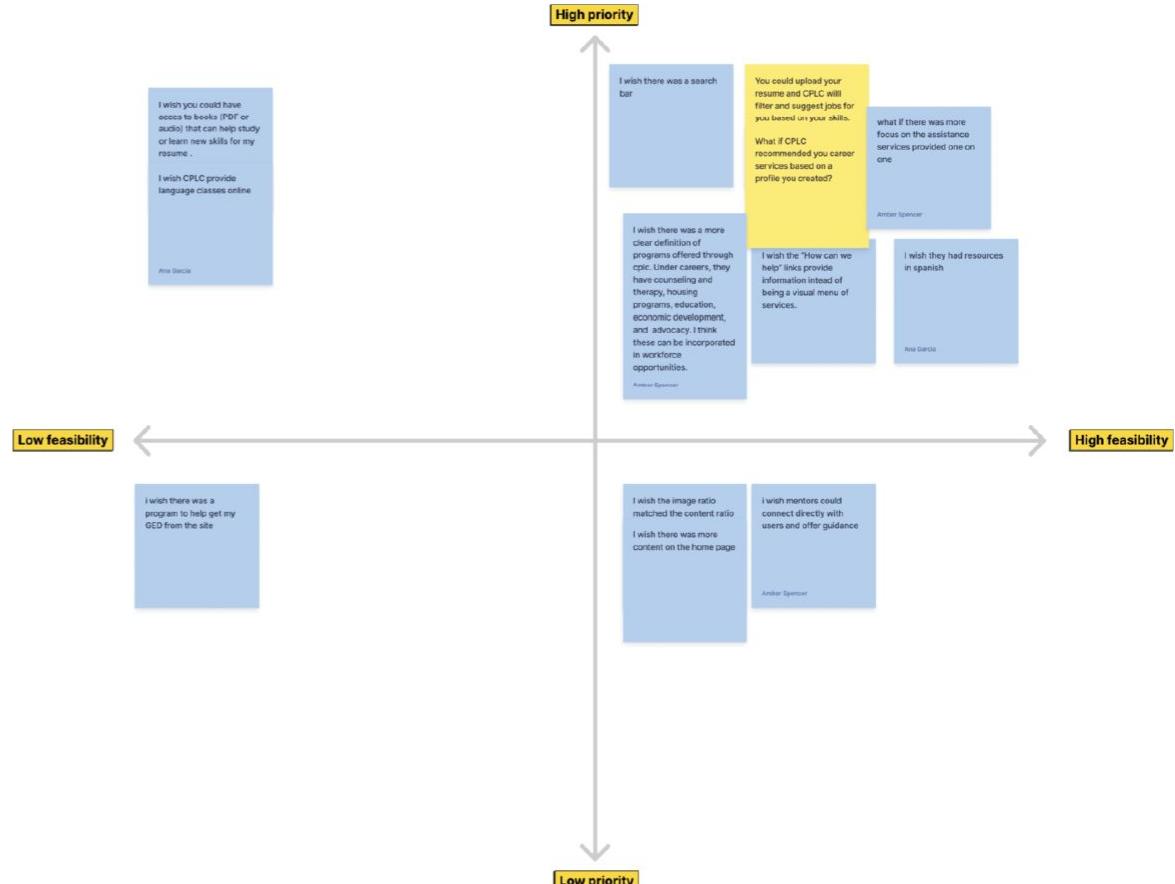
I Like...	I Wish...	What if...
I like that the nav get highlighted when you scroll over it	I like the helpful links	I wish the "How can we help?" links provide information instead of being a visual menu of services.
I like how clear the information is presented	I like the brand image that is tied into the title of the site	I wish I could apply directly from the CPLC site and be given suggestions to jobs that fit my skill set
I like how they put their partners on the main page	I wish the image ratio matched the content ratio	CPLC could provide services such as resume reviews, mock interviews and classes online.
I like the trending jobs section. There are only a handful posted. What if this section had more suggestions? Amber Spencer	I wish there was a search bar	You could upload your resume and CPLC will filter and suggest jobs for you based on your skills.
	I wish there was more content on the home page	What if CPLC recommended you career services based on a profile you created?
	I wish there was a program to help get my GED from the site	What if you were able to talk to a CPLC advisor that could directly get you a position?
	I wish mentors could connect directly with users and offer guidance Amber Spencer	what if there was a feed suggesting jobs specific to skills you entered - also suggested training for jobs you were interested in Amber Spencer
	I wish you could have access to books (PDF or audio) that can help study or learn new skills for my resume	
	I wish there was a more user friendly way of providing services through cplc. Under careers, they have counseling and therapy, housing programs, education, economic development, and advocacy. I think these can be incorporated in workforce opportunities. Amber Spencer	I wish CPLC provide language classes online Ana Garcia



INFORMATION ARCHITECTURE

PRIORITY FEATURE MATRIX

From that, we designed a priority feature matrix to help us prioritize which features we should focus on at this point in redesign.

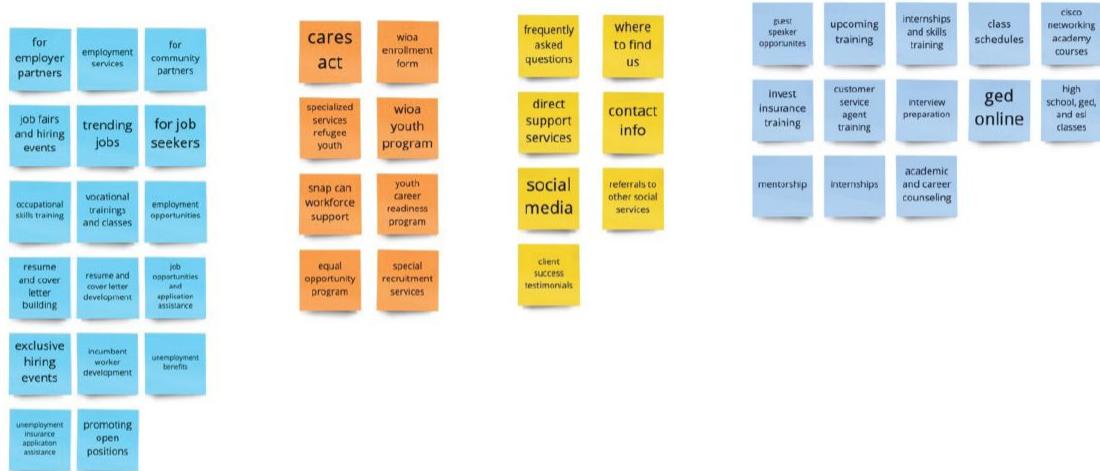


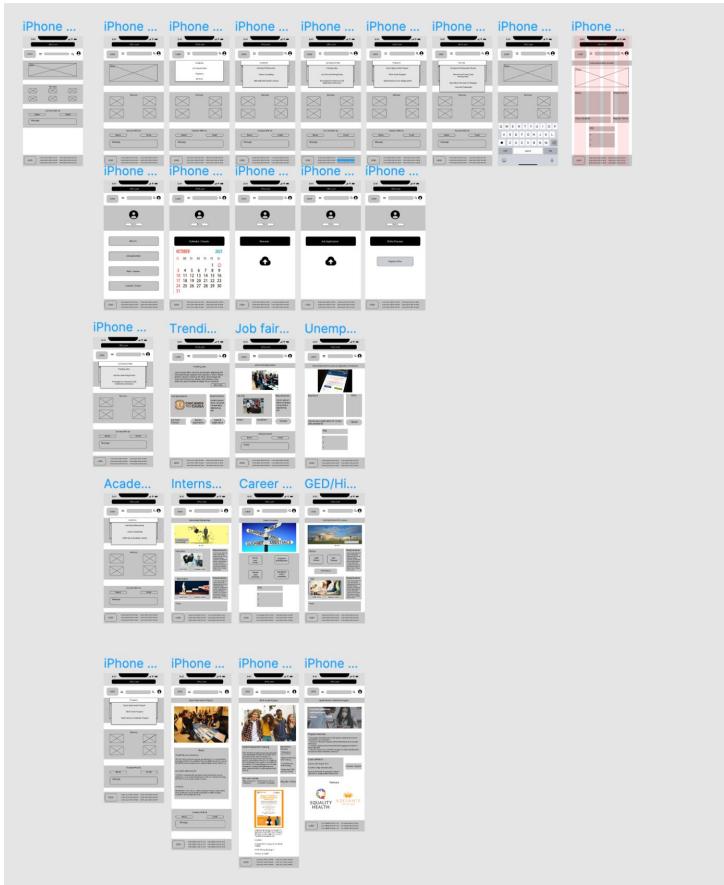


INFORMATION ARCHITECTURE

CARD SORTING

From our heuristic evaluation, we learned what links and pages were within the original website, and we worked as a group to reorganize the pages into categories that made more sense for users to navigate through..







EOP

9:41 CPLC.com

Equal Opportunity Program

About

PROMOTING OPEN POSITIONS

We can assist you in posting your job openings on our social media accounts, or here on our website. If you would like to discuss how we can get the word out about your employee needs, please contact us.

EXCLUSIVE HIRING EVENTS

If you have numerous job openings in various positions, we can assist you with an exclusive hiring event. We can organize, promote, and host an event at our location or yours.

JOB FAIRS

Become part of our partner network and get invited to our job fairs held throughout the year at Desert Sky Mall, or other strategic locations in the metropolitan area.

Connect With Us

Name _____ Email _____

Message

LOGO

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WIOA

9:41 CPLC.com

WIOA Youth Program

Youth Employment Training

CPLC Workforce Solutions provides education and training opportunities for youth ages 14 through 24. Through a network of business and agency partners, we offer a pathway for young people to succeed in the workforce. Our mission is to equip Phoenix youth to gain essential skills, achieve self-sufficiency and reach career potential through education and training.

Specialized Services

- *Employment opportunities
- *Resume and cover letter building
- *Internships and skills training
- *High school, GED, and ESI, classes

Services Include

- *GED completion
- *Internships
- *Direct support service
- *Academic Counseling

Register Online

LOGO

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HWCP

9:41 CPLC.com

Health Worker Certificate Program

Community Health Worker Certificate Program

Program Overview

This program is hybrid (online and in-person courses) and can be completed in two semesters. Courses are 8 weeks long and will be held Tuesday and Thursday afternoons.

In-person classes will be held at the CPLC Engagement Center in Desert Sky Mall.

- Courses include: Intro to Patient Navigation, Health Care Spanish I, Principles of Human Nutrition, and more.

Class schedule

Courses start August 2022!
Enrollment begins January 2022.
If you're interested in the program, please click here to complete the interest form.

[Click here to Register](#)

Partners

EQUALITY HEALTH

ADELANTE HEALTHCARE

LOGO

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UI STYLING

I had a heavy role in the UI styling and designed the imagery, dropdown menu functionality, buttons, grid systems, color palette, typography, and component elements. The type chosen is inspired by current branding for CPLC. Also within the current branding are the colors they have dedicated to housing, education, economic development, health and human services and advocacy. This was a difficult palette to work with because they are such primary and abrasive colors. I chose to create the pages as primarily monochromatic tones based off the Pantone orange used in the pre-existing logo. The images then are black and white cutouts of people enjoying their work environment and collaborating together. I created a design library of type pairings and components used for responsive design layout.

TYPE

- H1**
- H2**
- H3**
- Sub Title
- Body Copy
- BODY COPY STRONG**
- BODY COPY EMPHASIS**
- Small Copy
- BUTTON**

BUTTON VARIANTS

COLOR

EE3E2C				
F79520				
F7FCE0				
6BDD44				
3A549A				

IMAGERY

NEWS

JOB OPPORTUNITIES

SERVICES

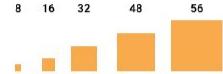
ICONS

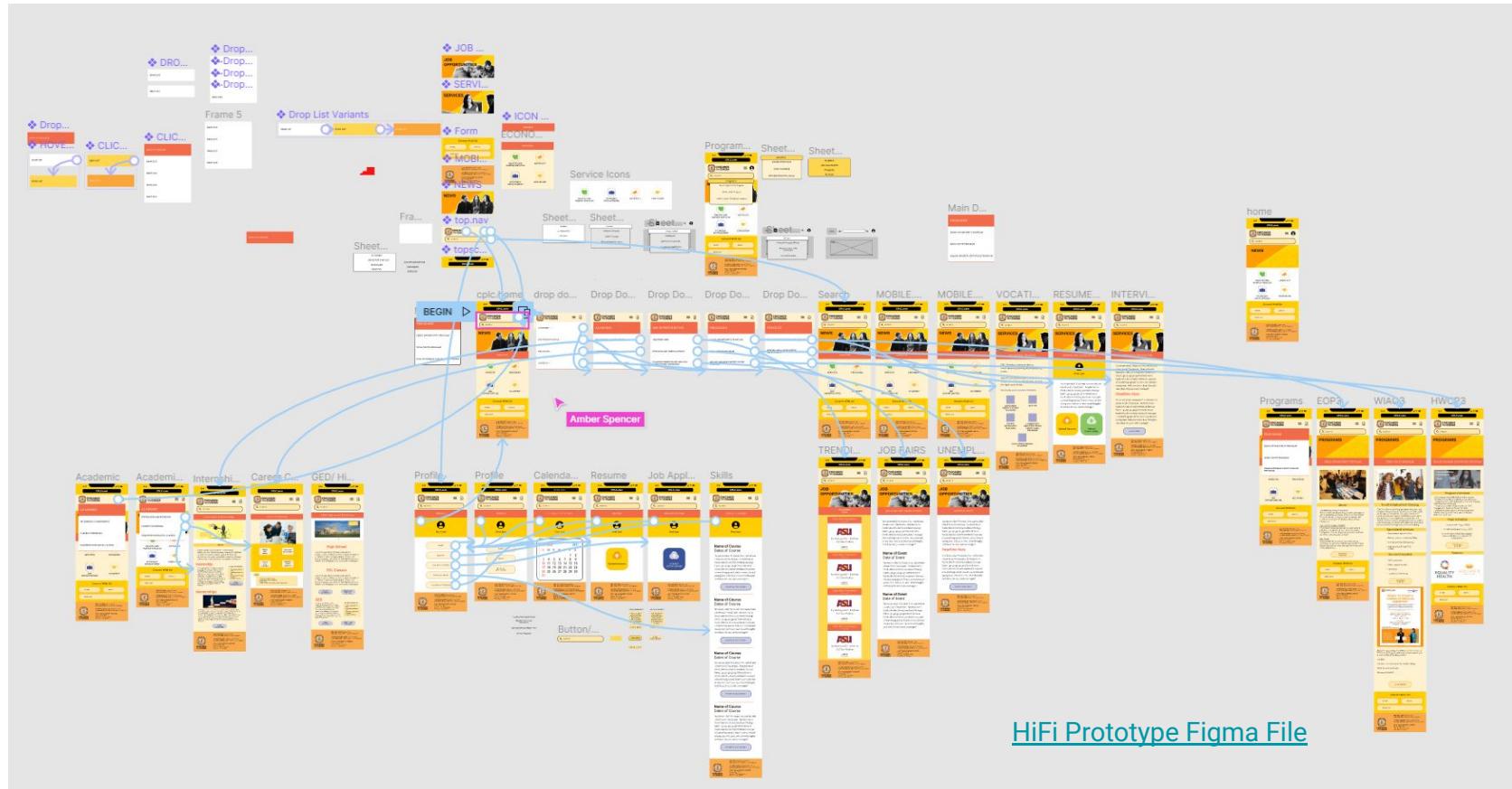
HOUSING	EDUCATION	ECONOMIC DEVELOPMENT



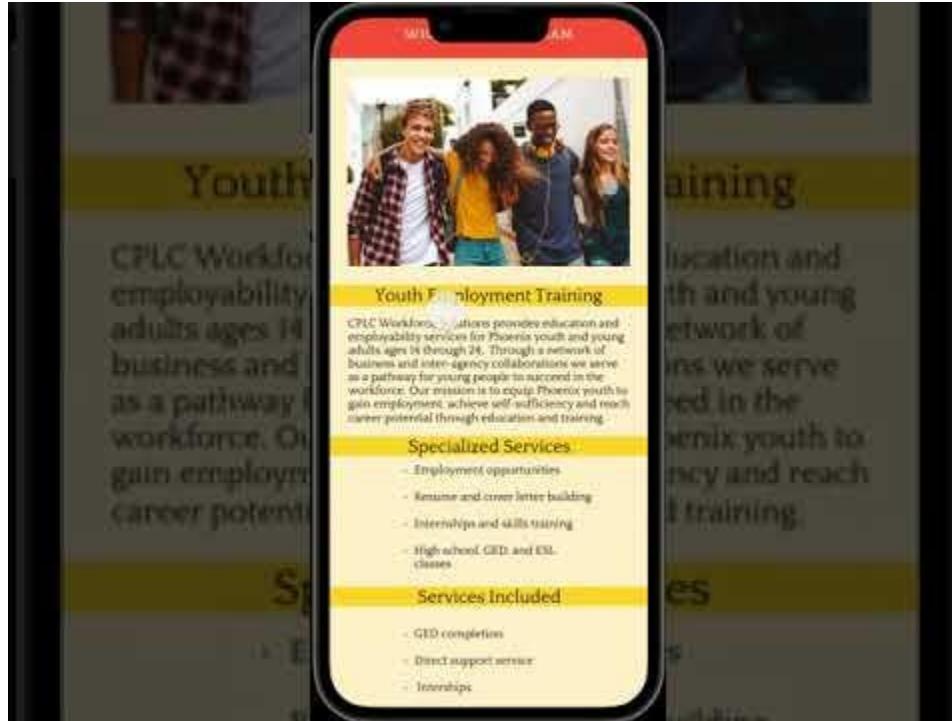
Typography

Title/Header 1	Family: Roboto Weight: Bold Size: 68 Spacing: 0%	The five boxing wizards jump quickly.
Header 2	Family: Roboto Weight: Bold Size: 48 Spacing: 0%	The five boxing wizards jump quickly.
Header 3	Family: Roboto Weight: Bold Size: 30 Spacing: 0%	The five boxing wizards jump quickly.
Sub Title/Body Large	Family: Roboto Weight: Regular Size: 30 Spacing: 0%	The five boxing wizards jump quickly.
Body Copy	Family: Quattrocento Weight: Regular Size: 18 Line Spacing: 150%	The five boxing wizards jump quickly.
Body Copy Strong	Family: Quattrocento Weight: Bold Size: 16 Line Spacing: 23	THE FIVE BOXING WIZARDS JUMP QUICKLY.
Body Copy Emphasis	Family: Quattrocento Weight: Italic Size: 18 Letter Spacing: 5%	The five boxing wizards jump quickly.
Small Copy	Family: Quattrocento Weight: Italic Size: 12 Letter Spacing: 5%	The five boxing wizards jump quickly.
Button	Family: Quattrocento Weight: Italic Size: 12 Letter Spacing: 15%	THE FIVE BOXING WIZARDS JUMP QUICKLY.











HII PROTOTYPE TESTING RESULTS

- Spanish Translation Option Needed
- Likes the Color and Mood Better
- Was Unclear of Overall Cause Immediately
- Liked Flow and Navigation
- More Clarification for Survey Form
- Needs a Way to Close Menu or a Back Button
- Search Bar Needs More Presence
- Likes Card Format for Trending Jobs

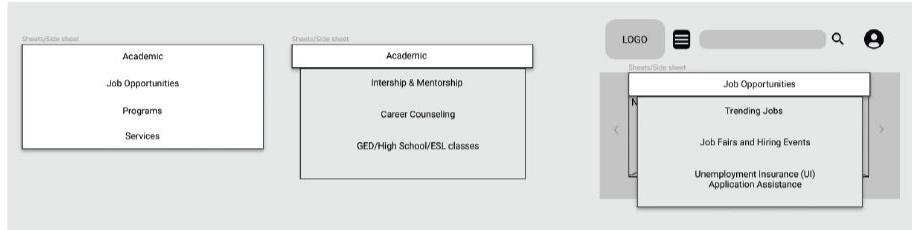
likes survey form	way to close the menu	Good use of spacing between the content	Likes the use of color to divide the content on the pages	Understand purpose of website	liked the colors and mood	Felt like there was more information provided	liked the concert with us at the bottom of site	Make the search bar have more presence or hide it all together
Confused by the profile/account tab	Enjoys the top nav and everything makes sense to user	Really likes the card format for trending jobs	Confused about resume/job application option	Wasn't sure if apply to job on CPLC or actual job site	Liked the flow and navigation	Make use of white space	Understands the purpose the site	Should add a translate button for Spanish speakers
Adding a close/back button for form	knows it is for latinos	chicanos por la causa is understood, but doesn't immediately know what the cause is	wishes there was a back button	maybe in spot where it says "news" could have mission statement	still felt clueless about intention of training but realized it was for jobs	if filled out job application, would they contact her through the site	would she apply directly via website	



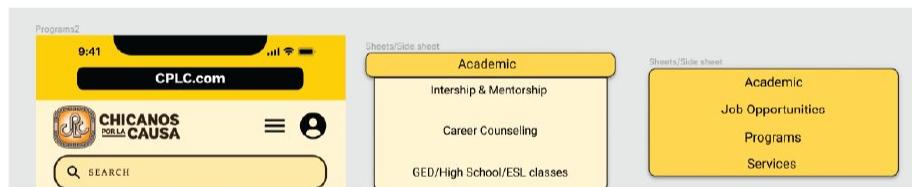
NAVIGATION ITERATIONS

As we iterated between lofi an hifi prototypes, we took feedback from user testing to adjust the top navigation.

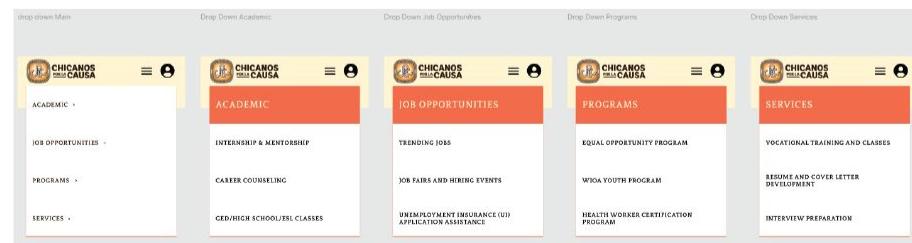
Lofi



Midfi



Hifi

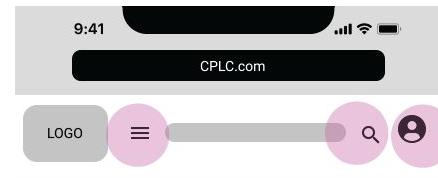




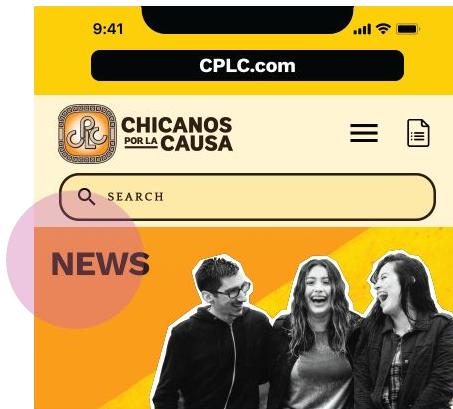
MOBILE NAV ITERATIONS

Iterations of Mobile Nav included rearranging the hamburger icon, giving the search bar more prominence and rather than just a category headline, a brief and clear description of CPLC purpose. We also moved from idea of profile page to submitting form that would send you personal offers and content based off your experience and interests.

ORIGINAL



BEFORE USER TEST



AFTER USER TEST





FUTURE OPPORTUNITIES

Future opportunities include providing a translate option within the site itself. Although users can navigate to pages through the main nav, they really rely on the back button. Given more time, we would like to continue to work out the form submission and specialized news letter option.

CPLC.com (Mobile View)

9:41
CPLC.com

CHICANOS
POR LA
CAUSA

SEARCH

PROVIDING
ACCESSIBILITY
TO EMPLOYMENT

Direct services impacting lives from all backgrounds. Learn More

SERVICES

**CHICANOS
POR LA
CAUSA**

CONTACT 602-527-8451

ACADEMIC JOB OPPORTUNITIES PROGRAMS SERVICES

SEARCH

**PROVIDING
ACCESSIBILITY
TO EMPLOYMENT**

Direct services impacting lives from all backgrounds. Learn More

SERVICES

EDUCATION HEALTH AND HUMAN SERVICES ECONOMIC DEVELOPMENT ADVOCACY

CONNECT WITH US!

NAME MESSAGE

EMAIL

NAME

EMAIL

CHICANOS
POR LA
CAUSA

CPLC Engagement Center
Desert Sky Mall
7611 W. Thomas Road
Phoenix, AZ 85033

602-527-8451 General line
602-228-0337 WIOA Youth Program

workforce@cplc.org General email
youthinfo@cplc.org WIOA Youth Program