

Welcome to the final session of the 2020 virtual government UX summit. We are going to get started very shortly. As a reminder, this session is being recorded . While I am talking, please go into the chat window and tell us what agency or organization you are from. While you are in there you will find a link to the live captioning if you need it as well as helpful links to the community of practice and other communities of practice you might want to join. We have had a great so far this year. As I've said, this is the last session. It has been thrilling to hear from our colleagues in government from all across the country. I want to give a big thank you to everyone who has made this possible, especially my co-chair Jean Fox who has been working so hard for this community for so long. I want to thank the staff at GSA who has been supporting us, especially with all the technical implementation for this virtual event. I want to thank everybody who submitted proposals, who made it so hard for our volunteers who provided peer review and did all the program planning so that all of our presenters could take the time and share their experiences with us. I want to thank our session chairs who have been moderating the sessions and making sure that you, our attendees, are asking questions of these great presenters. We had a great program, and we are sad to say this is the last one. Don't forget, though, that we will come back next year for another government UX summit. Hopefully next year it will be in person as well as virtual.

This summit has been organized by the community of practice and Digital.gov. The mission of Digital.gov is to transform how government learns, builds, delivers and measures digital services in the 21st century. They do that by providing people in the federal government with the tools, methods, practices and policy guidance they need to deliver effective and accessible digital services. The user experience community of practice provides resources for those doing UX work at all levels of US government. These are open to anyone who has an interest in UX and a government email address. You will find information on joining the community in the chat window. A few more things before we get going. Videos of this presentation and all of the presentations will be available online in about two weeks. At the end of the session, you will find a link in the chat window to a survey, and we hope you will take the time to fill it out. It will help us plan for even better summits in the future. Direct all of your questions to the chat. As an attendee, you will not be able to unmute yourself, so if you have any questions for our speakers, put them in the chat and our happy and cheerful chair will be able to pass them on to our presenters. As a final reminder, this is being recorded. With that in mind, I would like to hand this over to our session chair, Jess Skretch. Jess, take it away.

Thanks Wendy. Welcome everyone. I would like to introduce our speakers today. We have Brooke Dine and Katie Kline. Their presentation is called "Discovering part of something bigger for the HHS careers website." Brooke Dine is a public affairs specialist in the office of the Assistant Secretary of Public Affairs at Health and Human Services. She is the product owner for the HHS careers site and the HHS Intranet. Brooke has more than 20 years of experience in managing digital products and services HHS, NIH and the U.S. House of Representatives.

Katie Kline is the senior content strategist supporting HHS as a contractor. She is also an award-winning communications professional, and Nielsen Norman group certified UX designer who has been building and managing websites for over 15 years in various roles. She served as the lead content strategist for the HHS careers site and spearheaded the agile discovery process. Working closely with the projects UX design lead she performed user research and detailed analyses that guided the content development and design work. She was instrumental in coming up with the part of something bigger messaging. We are very excited to have them presented today. With that, I will pass it over to Brooke and Katie.

Hello everybody. Happy Thursday, and Jess, thanks very much for the introductions and thanks to Jean and Wendy and the Digital.gov team for all this amazing work for the virtual conference. Katie and I are really excited to share our journey on discovering part of something bigger for the HHS careers site today. Hopefully you're familiar with the work of HHS, especially in light of our COVID-19 response. We might even convince you to apply for a position by the end of our presentation. We have more than 80,000 employees across the U.S. and around the world. They support our mission to enhance the health and well-being of all Americans by providing for effective Health and Human Services and fostering sound, sustained advances in the sciences underlying medicine, public health and social services. In 2019 we collaborated with the office of human resources or OHR to develop the new HHS careers site. Katie and I will share how we conducted our agile discovery process and the insights that help to develop the design and the user experience.

We want to start at the beginning with the project background and how we drove the project forward. HHS careers grew out of the reimagine HHS program, which started in 2017 under the former Secretary Price. The program goal was to transform HHS by advancing innovative solutions, institutionalizing continuous improvement and enhancing strategic collaboration internally and externally. The maximize talent initiative within this program aims to maintain and grow a workforce that is engaged and supported through peer performance processes and systems. Where better to start than improving the recruitment process? We also reviewed the goals of the current strategic plan and met with OHR leadership to better understand their vision. It is clear that they are dedicated to HHS becoming the employer of choice. As a large agency in the federal government we are consistently ranked as one of the top federal agencies behind NASA in employee satisfaction. We are always chasing the astronauts. OHR's definition of success was to create an experience that would increase the number of applicants to the HHS job openings through a robust narrative driven site that captures our mission. This new narrative would motivate potential applicants to take action and apply for a position. Our Chief Human Capital Officer also considers it a win if HHS inspires someone to become a public servant, even if they end up in another part of government.

Katie will speak to the employee evidence and explain the methodology in the future slides. Let's begin with the old career presence on HHS.gov. What you see here is the job openings page within the careers section of HHS.gov. It was providing a basic overview of HHS, its agencies and the various hiring paths available to potential applicants. Was part of the about HHS section of the site information architecture, however, there was no call to action to apply for a job. There is a link called link, which I will challenge you all to find it on the page, which directed potential applicants to the HHS jobs portal on the USA jobs site. Not really inspiring for someone looking to join one of the top employers in the federal government. While the section did provide a brief overview of our organizational structure, much of the public does not realize that NIH, CDC, FDA and our other operating staff divisions are part of the HHS family. Many of our interviewees shared how they were not aware of HHS when they accepted their position at those agencies. Because we are one of the largest departments in the executive branch, we have jobs in almost every series, but someone new to federal hiring does not understand the government application process. While the previous I provided an overview of the special hiring authorities, we did not have the extensive information on how to apply for the types of jobs they might be interested in and qualified for. Going to go over to Katie.

If we could go back a slide to the user flow?

Let me stop sharing. I pulled up the wrong one. While we're doing that, I can let you know that what we're about to pull up is a user flow that walks us through the various pages that the user had to take to get to that applied page that Brooke was just talking about. A lot of users were actually using the search functionality on the site, or they were going through Google and going directly to that apply page and bypassing the careers page, which was actually intended to introduce users to the HHS structure and then the benefits and incentives for working at HHS, which is key information that was being left out for prospective employees. And then, once they were on that page, the users were spending only a couple of minutes with the content, and then half of the users were exiting the page, and of the exiting users, only about 12,000 were going to usajobs.gov. This is based on data pulled from January 1, 2019 through July 2019. So not a lot of people going to usajobs.gov, probably related to the hidden link.

What were users looking for an HHS careers site? what that is what we asked ourselves. We did this through initial conversations with HR and also through the Google analytics analysis like what I just showed you with the user flow. It started as a guidepost for framing some of our questions such as our users interested in learning how to apply since it is the topic of the most popular page? or is that page just the most findable through search? We also found out that through call-center inquiries that there was some confusion around the application interviewing and hiring process for federal jobs. So we had the hypothesis that prospective employees want to know what to expect during the application and hiring process. We also got onboarding feedback that suggested that new HHS employees were unclear where their office fell in the HHS structure. So we assumed that there was confusion around the structure of HHS, and that education on the organization would be beneficial early on in a site, in a career site.

We set out to test these hypotheses and figure out the goals and vision for the new site. We did this through two sets of interviews. First, we interviewed subject matter experts who were HR professionals in various operating divisions or agencies in HHS. We wanted to ask them questions around the vision for an HHS careers site and on what they thought a successful site would look like. They had been in their current positions between 2 1/2 and eight years, but their experience in the federal government ranged from six years to 34 years. Their areas of expertise included recruitment, diversity, workforce planning, human capital, outreach marketing and operations. Then the subject matter experts actually recommended various employees that they thought we should speak with for a second round of interviews, and for those interviews we asked questions that explored the participants views of HHS, their experience of the hiring process in general, their feelings around public health, and the benefits of working for the government. They held a variety of roles such as administrative assistant, chief medical officer and communications specialist, and they came from all of the operating divisions except for CMS. So we captured all of these responses in writing and did a theme analysis within each group, and then across both groups, and we noticed quickly that the themes within the groups were starting to overlap within the groups. So one of the major themes that emerged overall was of public service.

Participants thought of it as both an important message to communicate about HHS and also as a driver for employment and retention. We also heard personal stories of employees who applied to work at HHS because they knew of people who worked at HHS, or knew of the mission of HHS from previous experiences. For example, participants told stories of loved ones who worked with researchers who were willing to review lab test results during cancer treatment. Or another participant talked about the respect they felt when they were trained by the CDC to evaluate and treat patients abroad while they were in the Navy. In addition to the user research, we also know that word-of-mouth is a great way of adding credibility to a brand and that people relate with characters and stories and put themselves in their shoes. Knowing

all of this, we decided one of the approaches for the site should be to highlight the stories so that they are no longer just, you know, oral history. We knew we would not have a problem procuring the stories because all of the respondents gave us a reason for wanting to work at HHS, and so many of them reported feeling inspired by the mission.

Katie gave you an overview into all the insights we were able to find during this process and in the analysis. So we shared the results with the OHR leadership, and this research really helped to validate our initial hypothesis and share those new insights. We found that the interviewees were very busy asking about some of the things we hoped to accomplish something is making it easier for the external community to find job opportunities, ensuring that there was a clear organizational structure around our 12 operating divisions and the Office of the Secretary, and also provide education around becoming a federal employee and create paths for those prospective employees who want to work in the public sector. New insights from the SMEs were really critical in helping us grow the vision of the site. They were emphasizing the global nature of HHS jobs. Not just in D.C. or the DMV area or Atlanta, they are all over the country and around the world. At any one time we have between 1,500 and 5,000 employees overseas doing anything from research and academic institutions and working as health attaches in embassies to responding to crises such as hurricanes, Ebola and Covid. They really wanted to showcase the diversity of the workforce and the community's inclusive nature. With 80,000 employees, we are really fortunate we have such an incredible, diverse population who is talented and smart and really works on inclusion to solve these problems that we are addressing.

They also wanted the site to serve as a place where current employees could find new career opportunities at HHS. Ideally, we want you to come in and stay. There are a lot of opportunity across all of the operating divisions. So we took all of this information to the OHR leadership, and they immediately got behind these goals. They also wanted to showcase -- they added one, they wanted to showcase the superpowers of our employees, because we are passionate about public service and extremely dedicated to improving the health and well-being of the American people. We took those goals and the next step was to solidify them and define our minimum viable product or MVP for this new site. We had a limited budget from a OHR and a short time to finish building it out. So we took the goals and maps them to the things -- to the futures we were hoping to accomplish. We really wanted to create a narrative emphasizing those superpowers and the commitment to public service by our employees. We want to build a mini architecture that creates multiple approaches to finding the right position in the right agency. We wanted to leverage the placement of user flows to guide prospective employees through examples of public service opportunities. We wanted to speak to that one HHS spirit that featured both the operating and staff divisions which are in the Office of the Secretary. We really wanted to emphasize plain language because it is critical to help educate the visitors on the benefits of working for government. We then visually and in our messaging, the global reach of HHS and its core mission. Lastly, support diversity and inclusion through visual representation and accessibility of information. This is where Katie makes me cry.

As I mentioned, at the heart of the goals is this idea of storytelling. I wanted to share some examples of what we heard from the participants that really inspired us during the ideation phase around the theme for the messaging of the site. Starting from the bottom, I have always since I was little wanted to be a public servant. I wanted to make the world better. I get a sense of purpose when I get home from a day of work at HHS. What I am most proud of is knowing I directly contribute to the mission by helping HHS hire employees to advance HHS's great mission. The employees here are dedicated, who work hard and passionately every day! I love how HHS is there to support and help the public to keep them safe. I prefer HHS over the

private sector because the focus isn't on making money. It's about helping our citizens, researching what we can, to help them be the best they can. I am a caretaker type of personality. I know I don't have the heart or the stomach to do the work that nurses do. I'm not scientific enough to find a cure for cancer. But supporting the people who do that work is what matters. I can buy the beaker. I can make sure you know what to expect with work overseas. I love participating in something bigger that will help improve the world overall.

It was this idea of public service that the employees feel connected to something larger than themselves that led us to the theme of be a part of something bigger. This also highlights the idea that all the agencies are all a part of one HHS and together they all make a difference in health and human services. But it wasn't just the messaging that was inspired by the goals we teased out from the interviews, it was also the structure of the site. In the IA we wanted to have an overview of the mission because it was such a motivator for so many people we interviewed. We wanted to explain the agencies and organizational structure and even talk about the value of working for the government in general. At the heart of the site is the stories, and then we also wanted to specifically call out the audiences who have different hiring paths really go into detail about the application, interviewing and hiring process to be as transparent as possible. This is an area we identified as being confusing for prospective employees. Of course, the job opening section which Brooke will walk us through.

Katie has told you about how we want to structure the site, we want to share with you four of the user journeys we mapped out as part of the prep to figure out how to make this happen. The first is the concern of how does a potential applicant find the right job to apply to? Our concept was to build a search interface for jobs on the career site instead of sending them directly to USAjobs. We wanted to leverage the API to allow people to view the current job openings, which we typically have between 850 and 1,100 on a given day, or that is what I have noticed through this project. And then be able to filter these positions by keywords, country, city, agencies, hiring paths and pay scale. This would allow the site to be elastic and expandable and down the road, there might be an opportunity to generate queries for openings via stories so that people understood how to apply for a specific position such as an epidemiologist. The user story or the user journey also allows the applicant to find the right position within HHS and its agencies, view the job description and then go to USAjobs to begin the application process.

The next is finding a position in an operating division or OPDIV. While OHR is in the office of the secretary, it collaborates across HHS on recruitment and employee engagement with the other HR offices. We wanted to support this effort by providing opportunities for potential applicants to find a position in their desired agency. This concept demonstrates more transparency about not only the organization structure, but it helps the applicants find the right agency to match their potential career path. Applicants may choose to stay on the career site, or go explore the agencies career site to focus their search.

One of the biggest goals of the MVP was to create a narrative emphasizing HHS employees' altruism, passion and commitment to public service. We wanted to tell personal stories of employees. The goal was to weave a story about their journey to the current position, the role they play within their agency, the responsibilities and the career path they took. By breaking down the stories into relatable spaces such as the lab, the officer or in the field, potential applicants can begin to imagine themselves in these roles at these agencies, and it speaks to the power of narrative that Katie mentioned earlier. If they are interested in applying, they would be able to select the related position types or career paths to find out more and apply for a position.

Lastly, for the last user journey that we will share, HHS is committed to diversity and inclusion in its hiring practices. Potential candidates may not understand the different hiring paths available to them when applying for a government position. We developed a path for these candidate pools to learn how to apply depending on their qualifications. Once they understand which hiring path they might pursue as a student, a recent graduate, a Native American or someone with a disability, a veteran or another audience, they can search for jobs within that specific audience. By providing clear explanations of the application process and qualifications, we wanted to reduce the burden on these different audiences as they apply for a position. If we are successful, we can increase the number of applicants to a position and create a more diverse pool to choose from.

The structure was deliberate not only in the information architecture, but on the page level as well. This is the homepage, and we knew from the beginning we wanted to have a search element right at the top to make the call to action salient. We had a blurb describing the different work being performed at HHS to draw in users and we wanted to highlight the global nature within the map. So out of this translate to the MVP? I think we were all pretty happy with it and we wanted to walk you through that. So here we have a group of people coming together to form a heart, which is representative of public service, but it also actually connects to this idea to the left at HHS, bioengineers are building devices to monitor blood oxygen levels in athletes. We also had the search functionality front and center. Then we had three navigational elements for this page that we thought were very important pieces. The stories, the global aspects, the locations. And then, what it is like to work at HHS. Brooke will go into detail about the stories.

The stories we wanted to give an entry on the home page for the latest stories, we currently only have three stories up. We are coordinating with OHR to develop more and get those as well. Really stories, again, reiterating this from the office, from the lab in from the field, and so as you can tell, we will have a short snippet here in a card with a photo. These don't have photos yet. And then linking directly to that story.

This is currently a static image that shows actual positions that are open at HHS around the world. We hope that in the future this will be an interactive map that will update in real time. Then we actually took those goods because they were so powerful, and we got permission to put them on the website. This is the one that makes me cry every time. We also wanted to feature some of the multimedia that we have. There was a I am HHS campaign in the past. We've been featuring that. Were also going to start featuring, we produce a lot of video not only within the Office of the Secretary, but across the department, so there is a lot of rich content that we don't need to create. We can simply plug and play. I hope I am not making people terribly sick by scrolling. Sorry. In terms of providing an entry to learn more about working at HHS, we have a very basic overview where we share the mission, benefits, the agencies and informational working in government. In terms of agencies, this is really the page we want to make it clear this family within HHS, so we give a basic overview of how many employees, where we are located, where in the 10 regional offices, like I am sure your department is or agency has representation there as well. And then, show the different agencies within that and give a brief overview, and then also include an overview of the positions you might find in there.

I can show you CDC, which has, this is something we're trying to get to where they have a page dedicated to explaining health sciences -- health scientists, one about medical officers and one about senior executive service. Each blurb is supposed to really give that overview of this is the agency, this is where their headquarters is in this is the type of work they do. These are potential positions that you can learn more about and understand because we all know, I am a

public affairs specialist currently, I've been a librarian, I have been a supervisory library and, a technical information specialist, all doing very similar work to what I do now. It can be very confusing to somebody who is not familiar with government. We want to make that process as easy as possible.

So we have the different operating divisions. I do want to call out the Indian health service. If you knew anybody who is a nurse, a doctor, anything to do with public, the public health field or health professionals, they are looking to hire. It is a great place to work. The mission is incredible, and again, throughout the U.S., Alaska and Hawaii. Then we will jump to the stories section. Again, this was something that became apparent of how to tell the stories. I see a lot of examples across government of how the departments and agencies and organizations are doing this. I think it really helps to break down those barriers so people understand what it is we do and the mission driven nature of our work. And so, we try to give that basic overview again, stories from the field and how the global workforce might impact our mission. In this case we are featuring a woman named Denise, an anthropologist with the CDC, and she works on Ebola or has worked on Ebola in the past, then this is -- I will go back to the landing page to show it to you, but basically likely ideally we will have some sort of image and then really show this career path that she has been on, what she is doing currently, what she has done and where she was before she came and her interests, her education, things like that so a young scientist or anthropologist can look at this and go, oh, I want to do that. I just got out of the Peace Corps. This allows it. and learn how to apply as a Peace Corps person which Katie will talk about in a moment. I wanted to just go back to the landing page. The goal is that we are featuring the new stories here in on the home page. Right now, we are called to action to see job openings, and then providing the ability to get back to the other landing pages. How to apply.

For how to apply we really wanted to first go over the general process for everybody for applying to a job, not just at HHS, but in general for the government. And then after that we wanted to highlight this specific hiring paths that have specific criteria associated with them. So for example, if we go with Native Americans for example, we go into detail about the Indian Health Service and Indian preference and how it differs from veterans preference. We also have a veterans page that goes into detail about noncompetitive hiring versus competitive hiring and veterans preference, building your resume. Like how you would use your experience in the military to build a resume that would be more specific for a government position. We separated out recent grads from students because there are different qualifications there, different experiences. Students have programs like pathways that they would be able to apply for - just a lot of different information, very specific for the different hiring paths that we wanted to highlight.

I think one of the things that has been really great is HR has the flexibility to grow this. So they are working on joining the COVID-19 response. So we threw this page up and they will list, they have included the application, or they will be including the application process once those positions are ready to post.

For job openings, we wanted to provide a really clean and user-friendly way of searching and filtering positions. You can filter by location, agency, within HHS, hiring paths, pay scale, grade. Then it gives you a brief summary before taking you to usajobs.gov. Eventually, we hope to have these as individual pages, which will highlight mostly the job description aspect of it and less on the application process part of it since we go that in different sections of the site. And then usajobs.gov will fill in the detail when you go to that page as well. So really pulling out the salient, making the job description information the most salient part.

I can switch back to the presentation for questions about that, but I will stay on the site for a bit. I think the big thing -- Katie and I both agree this is probably, for me is one of the most rewarding projects I've ever worked on in my career. I have been fortunate to be on a lot of projects at various organizations where leadership was amazing, encouraging and got rid of roadblocks. It was refreshing to work with the OHR leadership, the vision that they brought, the understanding when we were presenting the analytics and evidence around the users. They immediately got it, there was no convincing them of it. It was a really unique experience to really bring something to life very quickly, and with so much backing. Katie, if you want to speak to that at all.

This was a really great project that I think allowed us even given the short timeframe that we had to go through the full discovery process and do it properly and do the user research that needed to be done doing the stakeholder interviews and finding that vision that served as a guidepost, and I think it really set a great example as a project that we should look to in the future for other projects.

Thank you guys for attending. We are happy to take questions.

Thank you so much for walking us through all that. The new site is awesome. And hearing how you guys integrated the stories from everyone you spoke to into the site and sharing that with us is really inspiring. Seeing comments to that effect in the chat. There are a few questions. First question that came in is a detail question on your homepage. What tool did you use to build the map?

The reason you see in images that this was a good lesson learned for me as a product owner. Katie can speak to the decision matrix we created as we were going. We went on the road of trying to, I can't ever remember, we looked at so many different things. We initially thought we would do -- Katie, can you remember? we looked at leaflet, we looked at --

Google.

But this is where a short timeframe doesn't do you any service because in attempting -- everything was meeting so quickly. Additionally, we were rolling out the HHS Intranet to say we have multiple jobs on the contracting end and on the federal end, it would be an understatement. I think many of you can relate to that. We landed on Tableau because that was something we had in house, and then we learned we did not have access to the public server, which is what we would need. We went through the process of trying to get pricing for it, and found that economically it was not feasible. So that became something we had to put in the backlog because the process to get there was a bit painful, and it's something I wish the lesson learned would have been, and this is where I made an egregious error as a project manager, really sitting down with our contracting and tech ops team and going through these features and saying this is what we want to use, what are the security concerns, are there contracting concerns. In the future we are actually in the process of, my colleague Katie Messner is the product owner for HHS.gov and will be looking to redesign that. It is when the things I am putting in the backlog as I want some sort of mapping feature. One thing we have thought about is leaflets. I'm telling you a very long-winded story of we didn't really get to implement the map yet.

There is a question about the HHS site having a similar look to USAjobs. Was that intentional?

So, it does have a similar look. This also speaks to the timeframe. Has a similar look in terms of the API we tracked it how we position things. What you're seeing as an MVP. A lot of the additional features that we wanted to include we were able to get to. Those are in the backlog such as generating a page where people can actually go and read the entire list like you wouldn't USAjobs. Part of the reason that it does have that look and feel is the familiarity with USAjobs, but also we wanted to keep people on our site for as long as possible so they can get a sense of HHS and not get dumped into USAjobs where we might be competing with other things. Katie, you want to speak to that at all?

Sure, yeah, I think a lot of it is consistency. We wanted to kind of be a bridge between the HHS site and usajobs.gov. We are kind of a stepping stone here where we are getting people familiar with the process of what they are going to expect to see on usajobs.gov. We heard in the interviews that there was, that the usajobs.gov site had a lot of nuances that were, that you needed to learn, and so we wanted to create an environment where we were kind of teaching people along the way. There is actually a page specifically in the IA that goes through how, what to expect when you go to usajobs.gov and how to navigate the site as well.

There are a few questions related to filters. I will read through those and maybe you can walk us through that section of the site a little bit. The first question is, noticing there isn't a filter for type of job, medical versus administrator of, etc. and assuming that can be done by free text, but curious if you can talk through the choice not to build a filter for that or generally the logic behind the filters shown or not shown. And then, I will bundle these together for you. The other one is about wanting to see how the UI behaves when you're with the filters.

Katie, do you want to go first?

So we wanted to scale back the options. As I said, this was supposed to be a stepping stone. So not to overwhelm the user. There are a lot of options on usajobs.gov. And that is great. Because you can get into those nuances, but when you are just starting off and just, your prospective employee, this ideally has a campaign around it that is bringing in people who never maybe thought of being a public servant before, and now they are just kinda dipping their toe into the idea of being a government employee, a federal employee. So, they are now exploring that a little bit. So we wanted to be that bridge that is like, here are some of the basics, here is some of the stuff you need to know, and then when you are ready to get more into the details of the different filters, here is usajobs.gov. Does that sound about right, Brooke?

We do have plans for making, to your point, we really do want to have the ability to be able to map, if somebody types in "doctor," a lot of this happened anyway on the backend, but it pulls in physician. And also, if you have tried to, even as a Fed, find a new job, the series don't make sense. The titles. Like this, what on earth is a quality management director? obviously, it has to do with managing the quality of something. But it really is a new world for people, and so -- and the other thing is the time constraint really did limit us in terms of what we can deliver. We spent a lot more time in discovery so that we could build out as backlog, but we only had a small budget from OHR. So, it was really meant to be an MVP project. These are things we are hoping to build and, in the future, because it is critical to people who are new, especially the position part. I want my vision he stories, they will have a couple of different series that people understand what they can apply to. Does that help answer the question?

I just wanted to know that thinking behind the filters.

If only we had more time and money.

Another question about how the keyword search works. Does it scan through the text of the positions' responsibilities section? what does it cover?

You can see as I type, it is mainly on the job summary currently, but it's pulling in. I don't think -- I can't remember. I will have to ask. Honestly, we launched this in late December as a soft launch. One of the things we do is as we type in keywords, you will see them there.

Did you say late December?

Yeah, soft launch late December. We have been trying to do cleanup, and then we were supposed to have, Katie alluded to a media campaign, social media campaign that was supposed to start March 17. You all know what happened on March 16th. We have been, I and I'm sure a lot of you are, everything CoVID now. OHR has been in that, we have been in that lane. Frustration is a product owner of, you do your best to create this quality product and keep it going, but then real life happens. It is something we are trying to circle back to. At some point in the future, and I can't even say when, but yes, it is looking for the different terms you might include, whatever it is. I think it might be currently on a job summary and then in real time filter those down.

We have got a bit of a bug right now with the pay scales. We are working on fixing that with the API pulling in the information.

Can you speak a little bit about how since launching you have been tracking effectiveness of the redesign or evaluating it?

Katie can speak a little bit to that.

Yeah, as Brooke said, CoVID is making things a little interesting. We have had an uptick in general to the HHS.gov site for traffic related to CoVID. As a result, there has been -- we assume as a result there has been an increase in traffic to all areas of the site, including careers. So we hesitate to say that any uptick in traffic is related to the redesign because there has also been an uptick around the site in general. We have seen an increase in the average time on page. So that is a promising indicator that people are reading the content and actually using the filters. So, there is that. But like I said, it is a little hard to, without further research, to tease out exactly what the source of the increase in traffic is.

Okay. Totally makes sense. Do you have a sense within the context of the site how people are using it and which pages are being accessed more than others, things like that?

People are definitely going to the current job openings section, which is what we want. So that is exciting.

One of the things we need to coordinate with HR. We really want to see if our assumption that it would increase applications -- it is hard because we have created the search interface on our site, then somebody goes to apply at usajobs.gov and either drop or continue on. If they get hired, they go to USA staffing. And then they are in our system. So how do you track across multiple systems that aren't owned by the same department or agency can be difficult. Once we

are able to stand up the campaign, we really want to start having that as the official baseline and see how the storytelling and coupling that with a social media campaign can increase our numbers. Qualtrics is on my list of things to do. We have it on the rest of the site, but we really want to create a survey that is specific to careers and not generally HHS.gov.

Could you guys talk a little bit about your process when you were going from the early part of your discovery process and making her way towards your themes and your goals? at what those methods and processes look like to get from A to B?

There is always, I think, this big question in UX and content strategy about how do you structure unstructured data. That was our biggest challenge because he had a lot of qualitative -- we were sorting through. So we started with the script, and it was really about how we framed the questions. And I would be happy, I don't know if this is cool with everybody, I would be happy to share some of those questions if anyone is interested. We framed them very specifically so that they were, that they were getting at very specific feedback, and then we were able to take the feedback and match it to a specific category. So, we knew there were certain categories that were emerging organically. Diversity was a big one. Obviously, I talked about public service. But we started noticing these words were repeating throughout. So, we pulled those out and started quantifying the actual terms from the scripts. That is how we did that. We have a chart when we did a gap analysis, not a gap analysis, but analysis of every single interviewee and which terms they mentioned. And then, tallied up all of that and added it up and did the math. Without having the visuals, it is really hard to describe.

They also did a lot of content auditing of all the career sites, not only across operating divisions, but looking at other departments and agencies. Looking to the outside sector, finding out what the OHR folks thought was successful. There is a lot of building on people's concepts on what they think they like. I don't know what it is, everybody loves NIH, and I come from NIH so I get it. but it is always like, we want what NIH has. I think it really was critical and helped us. The scrum master who worked with me was very much like, we've got to stay in the discovery period as long as possible so we really get this information. It was nice to do that for once.

It sounds like it paid off for sure. Sharing the script would be amazing. If there is a format we can do that, that would be great. You've also been getting comments that the site looks great in the work is fantastic. We are really grateful you guys could share all this with us today. We have two minutes. I'm going to pass it back to Wendy.

Thank you so much for sharing this awesome story. I used to do work with several HHS and this is great to see. And Jess thank you for sharing today. Thank you everybody who attended. Make sure you check out the COP if you're not already a member. I hope to see you there in the upcoming months. I hope everything a one of you considers proposing for next year's government UX summit. We will be starting planning for it soon. We will need another co-chair, and I am hoping you all have a peaceful rest of your week and rest of 2020.

Go apply for a job at HHS.

Be good public servants. Jean, did you want to say anything?

No. I'm good. Thank you to everyone.

Extra things to GSA.

Thanks to GSA and everyone. A lot of really great presentations.

Wonderful. Thank you all. Be safe.