

IdeaStarter Web Testing Report: City Jobs

Testing Summary

Participants were asking to complete the following task:

You are interested in working for the City and would like to view job openings. Where would you go to find this information?

- While 9 of the 12 participants were eventually able to get to the job listings page, the majority expressed confusion finding the information.
 - 5 people took 4-5 clicks to get to the job listings and 2 people took 6-8 clicks
 - Several people went back and forth between the jobs and careers pages and were not clear on the difference between the pages.
 - When they did not immediately see or recognize the “Job Listings” button, people would start to click various links – applicant login, job descriptions, employee listings, etc.

Recommendations

The following changes are recommended to help make it easy for job seekers to find current job openings.

Page: Careers - <https://durhamnc.gov/3774/Careers>

- **Finding 1: Every person searched for some version of “City Jobs”**
 - Recommendation: Change page title to City Jobs to help page come up in search engines; the word “career” can still be incorporated on the page.
 - **Finding 2: Most people don’t scroll far down on the page before leaving** ○
 - Recommendation: Reduce main image to take up less space on the page; consider a collage that shows various types of jobs.
 - **Finding 3: Most people didn’t recognize the graphics on the page as clickable “buttons” and had trouble getting to the current job listings**
 - Recommendation: Add “Popular Resources” icons to highlight top links using the established button style.
 - Other recommendations:
 - Update “Why Join the City of Durham” icons to match the current web design; add links to direct people to more information in each area.
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Mock up of recommendations:

CITY JOBS

WORK, SERVE & THRIVE WITH THE CITY OF DURHAM (Subhead 1)

Start your public service career with the City of Durham where you will find opportunity for growth and advancement while making a real difference in the community you serve.

With 300+ unique job descriptions, the City offers career opportunities for a wide range of skills, experience levels, and backgrounds.



POPULAR RESOURCES (Subhead 1)

			
View Job Openings	Application Process & Login	Sign Up for Job Alerts	Contact HR Connect (?)

WHY JOIN THE CITY OF DURHAM? (Subhead 1)

 Exceptional Compensation (Subhead 2) Competitive pay for performance and one of the best benefits packages you'll find anywhere. Learn more about employee benefits	 Career Advancement (Subhead 2) Training and professional development that help you excel and move up. View job descriptions and salaries	 Opportunity for Impact (Subhead 2) Strategic, innovative City leadership encourages and rewards employees for solving community challenges and improving public services. Learn about the City's innovation programs	 Supportive Workplace (Subhead 2) Diverse, inclusive organization committed to employee satisfaction. Learn about equity and inclusion initiatives	 Superior Quality of Life (Subhead 2) Durham's economically prosperous, culturally vibrant, recreation-rich East Coast location is just three hours from the mountains and beach. Explore things to do in Durham
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Page: City Jobs - <https://durhamnc.gov/1473/City-Jobs>

- **Finding 1: Several people were not clear what was different about the jobs and careers pages.**
 - Recommendation: Change page title to Job Application Process & Login
- **Finding 2: Top of page says “Below is a list of current job openings.” People seemed confused by this and did not see or recognize the “job listings” button lower on the page. Some people thought the graphics on the page were an ad.**
 - Recommendation: Add a simple “browse current job openings” button near the top of the page in a similar style to other DurhamNC.gov buttons.
- Other recommendations:
 - Break up content with subheadings and lists

- Unpublish/archive this page which has duplicate content and can be combined with the updated page below: <https://durhamnc.gov/3826/Applicant-Login>

Mock up of recommendations:

JOB APPLICATION PROCESS & LOGIN

Welcome to the City of Durham's application process! The City uses GovernmentJobs.com to post current openings and accept applications.



Browse current job openings

TO START THE APPLICATION PROCESS: (Subhead 1)

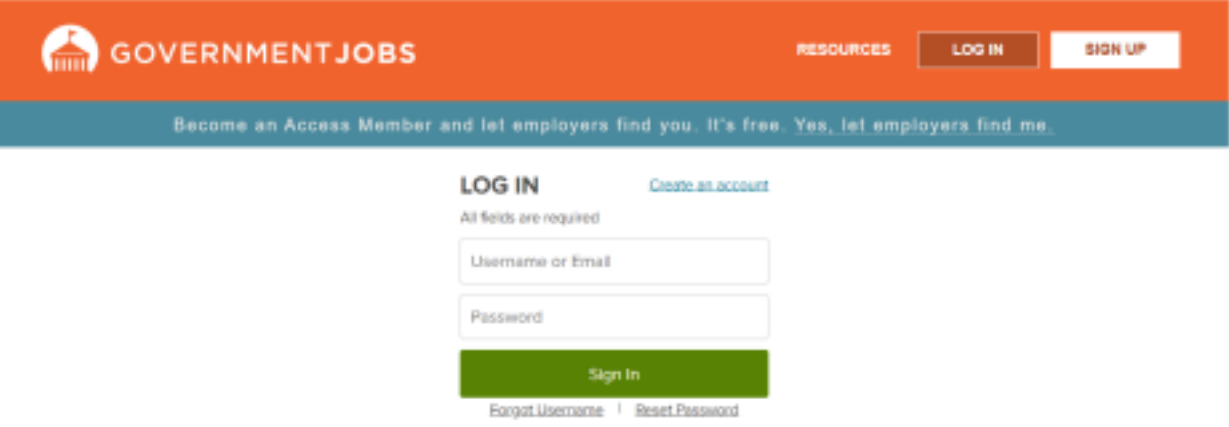
Once you find a job to apply for, you will need to create or login to your account to apply.

1. **Create or login to your account below.** First-time applicants should create a username and password, and then sign in to your account.
2. **Once you are logged in, you can apply** by clicking on the job description you are interested in. Click on the Apply button in the top right corner or follow the instructions for certain position openings that are managed by an outside firm.

TIPS & REMINDERS: (Subhead 1)

- Save your application frequently; it times out after 30 minutes.
- Your application form is our primary source of information in considering you for employment and, therefore, should represent your best effort and should be filled out as completely as possible. Applications may be rejected if incomplete.
- Your application will be saved, and you can use it to apply for future openings.
- Please note as you advance through the final stages of the City of Durham's employment screening and hiring process the references you provided on this application will be contacted. All internal candidates and previous employees at the City applying for positions will have their current and previous direct hiring managers contacted as a reference. **Submission of your application confirms your consent to have these references checked.**

- Online applications are stored on a secure site. Only authorized employees and hiring authorities have access to the information submitted.



The screenshot shows the GovernmentJobs.com login interface. At the top is an orange header with the GovernmentJobs logo on the left, and 'RESOURCES', 'LOG IN', and 'SIGN UP' links on the right. Below the header is a teal banner with the text 'Become an Access Member and let employers find you. It's free. Yes, let employers find me.' The main content area is white and features a 'LOG IN' section. It includes a link to 'Create an account', a note that 'All fields are required', and two input fields for 'Username or Email' and 'Password'. A green 'Sign In' button is positioned below the fields. At the bottom of the login section are links for 'Forgot Username' and 'Reset Password'.

Other Recommendations:

- Add a “View current job listings” link to the HR sidebar navigation which points directly to: <https://www.governmentjobs.com/careers/durhamnc>