

# USAJOBS Landing Page

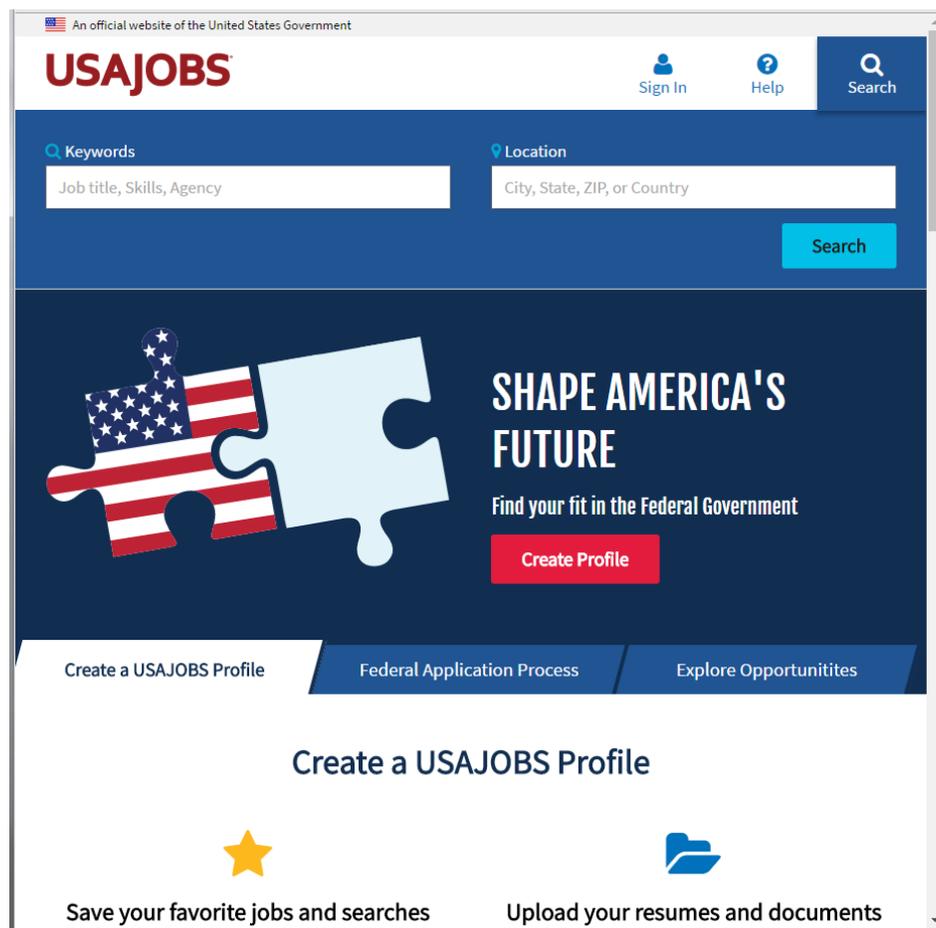
Expected Release – September 9th, 2016

## Background

The September 9th, 2016 USAJOBS.gov release will include a new landing page and redesigned unique hiring pages. Additionally, September 16, 2016 will mark the 20th Anniversary of USAJOBS.

User research has driven the redesign effort that has transformed USAJOBS.gov into an exploration site that makes applying for a job and tracking the status of your applications simpler and more intuitive.

## Feature Description



## **Hero (the image containing the puzzle pieces, and tagline “Shape America’s Future”).**

The design intent of the hero is to appeal to applicant’s sense of service and mission when seeking federal employment. We accomplish this through the tagline “Shape America’s Future” that attempts to inspire new users to engage with the site and create an account. We are also intentionally echoing the graphic design of The Work Projects Administration (WPA) posters from the 1930s in an attempt to elicit the same emotional response that those posters evoked.

## **Create a Profile**

The goal of this section is to highlight the benefits of creating a USAJOBS profile. This section provides a clear call-to-action for creating a profile which is the initial step most applicants will take. If an applicant completes their profile, they can apply to jobs without interruption and USAJOBS can leverage their information to provide a more personal experience.

## **Federal Application Process**

The goal of this section is to ground users in the federal hiring application process, and make more clear the role USAJOBS plays in that process. This section communicates to applicants that there are unique differences in the federal hiring process that are important to understand prior to submitting their application package.

## **Explore Opportunities**

The goals of this section are:

1. Allow users to browse government-wide Mission Critical Occupations (MCOs).
2. Highlight positions and agencies that employ MCOs.
3. Show the depth and breadth of the career opportunities the government has to offer.

## **About Us: The USAJOBS Story (timeline)**

The goal of this section is to communicate to users the evolution of the USAJOBS website and federal hiring process. Additionally this section visualizes new site functionality and highlights the USAJOBS approach to and execution of design.

## **Explore Unique Hiring Paths**

The Unique Hiring Paths section has been expanded to include more audiences that may be eligible for hiring authorities: current/former federal employees, military spouses, former overseas employees, and Peace Corps or AmeriCorps Vista alumni. Each Unique Hiring Path page has been rewritten in plain language and redesigned to highlight content that is vital to that specific audience.

## **Myths**

The Federal Hiring Myth section highlights one misconception that users have regarding federal employment. The intent of this section is to rotate through a set of myths in this space on the landing page to correct misconceptions about the federal hiring process.

### **Example:**

Myth: “I must move to Washington, DC if I want to work for the Federal Government.”

“False. About 15% of Federal jobs are in the Washington, DC metro area while approximately 85% are found in multiple locations throughout the country.”