



Heuristic review of Career Centre website

This document contains a high level heuristic analysis of the Career Centre website, along with recommendations for future reviews, processes and enhancements.

Introduction

Heuristics are high-level, general principles for user interface design and function. They assist in providing a high level set of expectations and guidelines for future improvement. Heuristics offer a numeric rating that can ultimately be tallied into quantitative data.

This document combines [a cognitive walkthrough](#) (see walkthroughs performed in [Appendix A](#)) with a heuristic assessment to provide a high level overview of the Career Centre website's current standing.

Scoring method

The heuristic review uses the following scoring method to rank results.

Rating	Score (out of 100)
Very Poor	less than 29
Poor	between 29 and 49
Moderate	between 49 and 69
Good	between 69 and 89
Excellent	more than 89

Heuristic review of Career Centre website

Assessment categories

During each activity forming part of the cognitive walkthrough of the website, the reviewer considers the below assessment categories. For each category, a series of questions are provided to frame the investigation. This formalises the review process and ensures that comparable future reviews can be performed. It also serves as a checklist, ensuring that nothing is forgotten.

See the table below for a brief summary of the kinds of analysis that is performed for each assessment category.

Category	Description
Features and functionality	<ul style="list-style-type: none"> • Does functionality support user goals and user preferences for workflow? • Are shortcuts to frequently used tasks readily available? • Are users of different expertise levels catered for? • Are calls to action clear and consistent?
Homepage / starting page	<ul style="list-style-type: none"> • Does the homepage provide a clear snapshot of available content, features and services? • Are users able to orient themselves effectively? • Is it clear and uncluttered with lots of whitespace?
Navigation and information architecture	<ul style="list-style-type: none"> • Is navigation consistent and easy to find? • Are naming conventions consistent and clear? • How flexible are the content finding pathways? • Can a user easily tell where they are within the website? • Are link structures based on user goals and not internal/business categories?
Search	<ul style="list-style-type: none"> • Is search feature easy to locate and use? • Are results consistent? • Is the search interface appropriate to support user goals? • Are common abbreviations, mis-spellings and topics addressed? • Are results comprehensive and well-displayed?
Control and feedback	<ul style="list-style-type: none"> • Is prompt and appropriate feedback given in response to user activities? • Is it easy to undo, go back and change, or cancel actions? • Can users easily provide feedback?
Forms	<ul style="list-style-type: none"> • Are complex forms broken up into readily understood steps and sections? • Are sign-up forms short, simple and inspire trust? • Is justification provided for asking more than the minimum amount of required information? • Are required fields marked? • Are help and instructions provided where necessary?



Heuristic review of Career Centre website

Errors	<ul style="list-style-type: none">• Are errors clear, easily identified and appear in appropriate locations?• Are error messages concise, written in plain language and describe any necessary actions?• Are common errors taken into consideration and presented using the user interface?• Are errors easy for the user to recover from?
Content and text	<ul style="list-style-type: none">• Is available content appropriate, relevant, and detailed enough to meet user goals?• Are there links to other relevant content and are they shown in context?• Is language, terminology and tone used appropriately and consistently?• Is content legible and easy to scan?
Help	<ul style="list-style-type: none">• Is online help provided and is it suitable for the user base?• Is online help concise, easy to read and does not impede users?• Can users easily get further help when necessary?
Performance	<ul style="list-style-type: none">• Does site or application performance inhibit the user experience? (Slow page loads, long delays between actions and results)• Do errors and reliability issues impact on user experience?• Does the site support a broad variety of web browsers and browsing platforms?

Assessors and reliability of results

This review is being carried out by a single subject matter expert, Wendy White, who has over ten years of experience in website usability and design. This allows for a quick, cheap, wide-scope benchmarking activity.

However, it is worth noting the following statements;

- **Heuristic usability reviews don't actually tell you how usable a system is**, just how usable *it should be*. The only way to really test the usability of a system is to do just that – test it using usability testing and by examining real world usage.
- **Important usability issues can be missed** and **suspected usability issues might not be issues at all** as usability reviews are by their nature educated guesses.
- **Heuristic usability reviews can be inconsistent**. Numerous studies have shown that multiple evaluators evaluating the same system often identify markedly different sets of usability issues



Heuristic review of Career Centre website

(known as the evaluator effect).

- **Heuristic usability reviews are subjective** and because there's no empirical evidence it can be difficult to argue the case for fixing suspected usability issues.
- **Heuristic usability reviews are dependent on the expertise of the evaluator.**

Heuristic usability reviews are most useful for a first pass evaluation of a website structure and design to investigate potential areas for improvement.

Whether a website truly meets its objectives and serves the needs of its specific audience can only be determined by utilising a combined approach spanning multiple investigative techniques.

Results

For detailed scores, see the Excel spread sheet used for scoring in each assessment area.

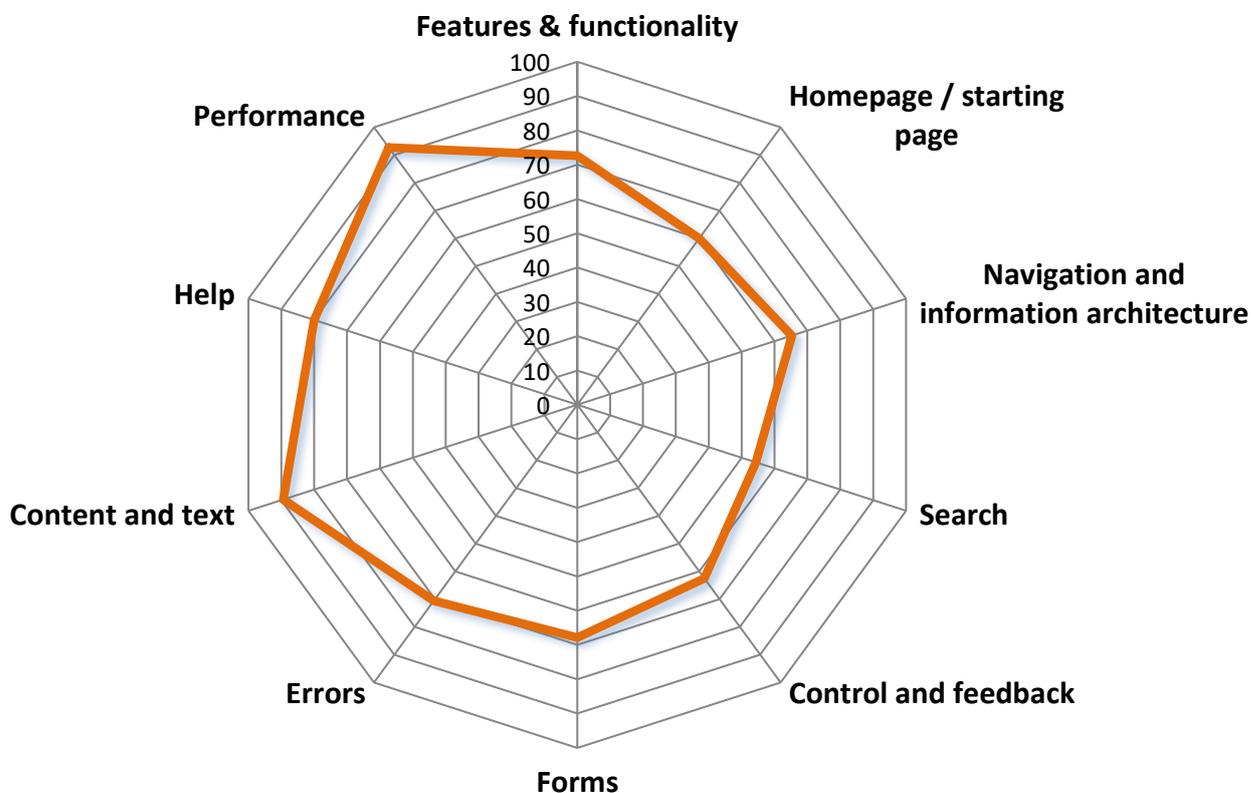
Our **overall score** across all assessment areas is **74 out of 100, which ranks it as "Good"** on our assessment scale. Below is the summary of the rankings for each individual assessment category:

Area	Rating
Features & functionality	Good
Homepage / starting page	Moderate
Navigation and information architecture	Moderate
Search	Moderate
Control and feedback	Moderate
Forms	Moderate
Errors	Good
Content and text	Excellent
Help	Good
Performance	Excellent

See below for the individual scores visualised as a radar plot.

Heuristic review of Career Centre website

Radar plot: Career Centre Website March 2014



Comments

Features and functionality

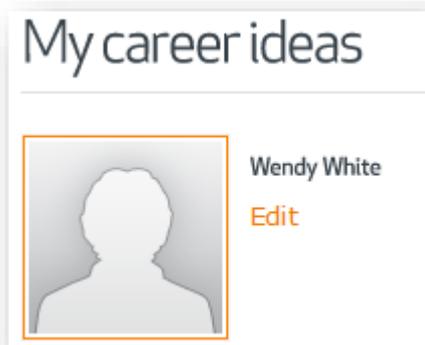
Existing website tools offer some great starting points for those at the beginning of their career journey or those looking to change careers. Users can save favourite items to their profiles, which are automatically organised by content type. In this case the types are: pages, occupations and videos.

When a user account is created, dummy “saved results” links are shown in their profile, which is somewhat confusing when no results from career tools have been generated by the user yet. The saving and retrieval of these results is not as intuitive and smooth processes as it could be.

Favourites saved by users can only be accessed via the profile page of the user.



Heuristic review of Career Centre website



User's profile page features an "Anonymous" profile photo, which the users cannot change. If the functionality to have a profile photo is not available, the photo should not be displayed at all. The "Edit" link implies you edit the information seen here, when in fact you are taken to a page to edit other pieces of sign-up information.

The link for creating a user account is nowhere near the login area at the top-right-hand corner of the page. It is instead lost in one of the two the horizontal top navigation menu bars. Even a regular user of the website (this evaluator) struggled to find it for some time while assessing the website. This is an unusual inversion of the usual error membership websites make, where new memberships are highlighted and existing users struggle to find the login button, creating a sense that the site only values increasing its user base and not serving existing clients.

Overall, there are some great tools available for use, and with some tweaks to the user interface and additional tools for user goals not currently covered by the existing ones, this site could achieve an "Excellent" ranking in this category.

Homepage / starting page

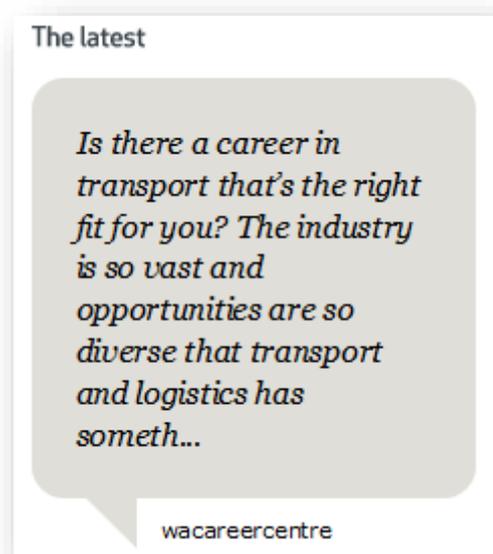
The homepage contains links to many quality content items supporting user goals such as investigating occupational choices, launching occupational profiles and booking appointments. However, the homepage suffers from over-crowding due to the information density. Distracting visual elements also obscure some of the useful features on offer.

Some of this homepage clutter is also due to the replication of the navigation menu directly underneath it in the "banner" area. The constant motion of the banner features (which should be pause-able as a requirement of WCAG AA standards) is a particularly distracting element. The only way to navigate through banner features manually is to click on a series of identical a dot symbols which do not identify the items they will display:



Heuristic review of Career Centre website

Headings on the page, much like some items in the navigation menu discussed later in this report, suffer from being catchier than they are clear. For example, the box featuring the opening sentence from the latest blog post is titled “The latest” which does not indicate to visitors exactly what “latest” they are seeing, nor that they will be taken off the website to view the “latest”.



The un-pausable occupation explorer box causes additional visual noise.

Social media elements are under the page fold, as are valuable links to content in the footer that are not replicated in the main menu.

A significant re-think of the structure of information on this page, alongside an information architecture review, is recommended to improve this aspect of the website to a Good rating.

Navigation and information architecture

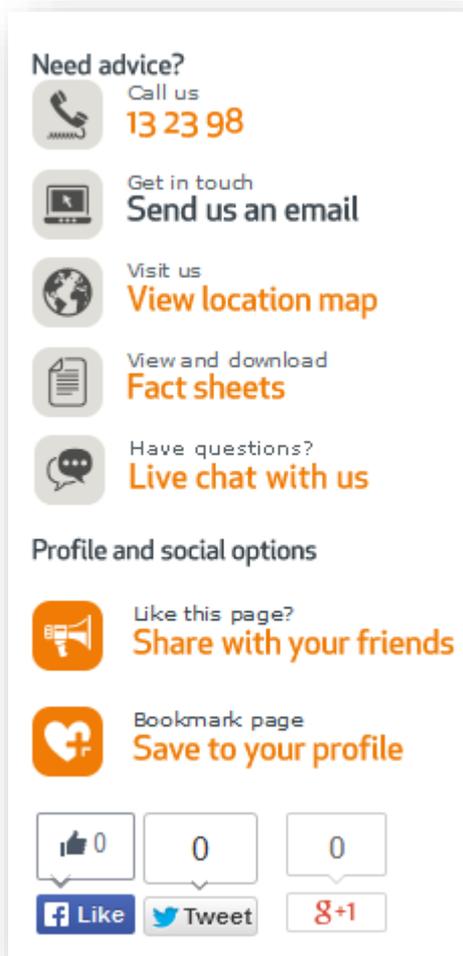
Navigation design for the most part adheres to common website elements and is consistent throughout the website. However, having two separate top navigation bars does add confusion as to which top menu bar will contain particular content, and it is easy to miss the first of the two top horizontal navigation bars entirely.

Language and terminology used to label some site sections and elements is either too generic or misleading as to the resulting content. Some examples:

- Odd choice of words for saving a page to your favourites is the phrase “Save to your profile” which appears in the sidebar. Note that the user’s profile is never actually identified as such on the actual profile page – the heading of that page is “My Career Ideas”. So users may not be able to connect where they are actually saving content to with this inconsistent terminology. Commonly used

Heuristic review of Career Centre website

internet terminology for this would be “Add to favourites”. Then the terminology would be repeated on the profile page with a main heading of “My favourites” with subheadings for each type of favourite. The “bookmark page” subtitle may help users somewhat, but most users tend to only skim the “heading” information on the page and will not read this text.



- The positioning of the “Save to your profile” link is also unusual, as it appears with the contact and other information that appears on every page sidebar, as seen above. This makes it less immediately discoverable. It would be better positioned as either an option in the Login area on the top-right-hand corner, or as an option embedded at the top and/or bottom of the content of the webpage.
- In the same vein, the “Share with your friends” sidebar link is misleading as it appears near social media links, which implies it is a heading and not its own piece of functionality (namely, generating an email). What it really means is, “Email this page”. “Share with your friends” combined with the



Heuristic review of Career Centre website

phrase “Like this page?” may even confuse users into thinking this is the way to “like” our Facebook page, regardless of the “Like” link beneath.

- When viewing a video in a pop-up screen, the user has a “Save” button, which adds the video to the user’s favourites if they are logged in, creating yet a third term for adding an item to favourites. A much clearer call to action would use the label “Add to my favourite videos”.

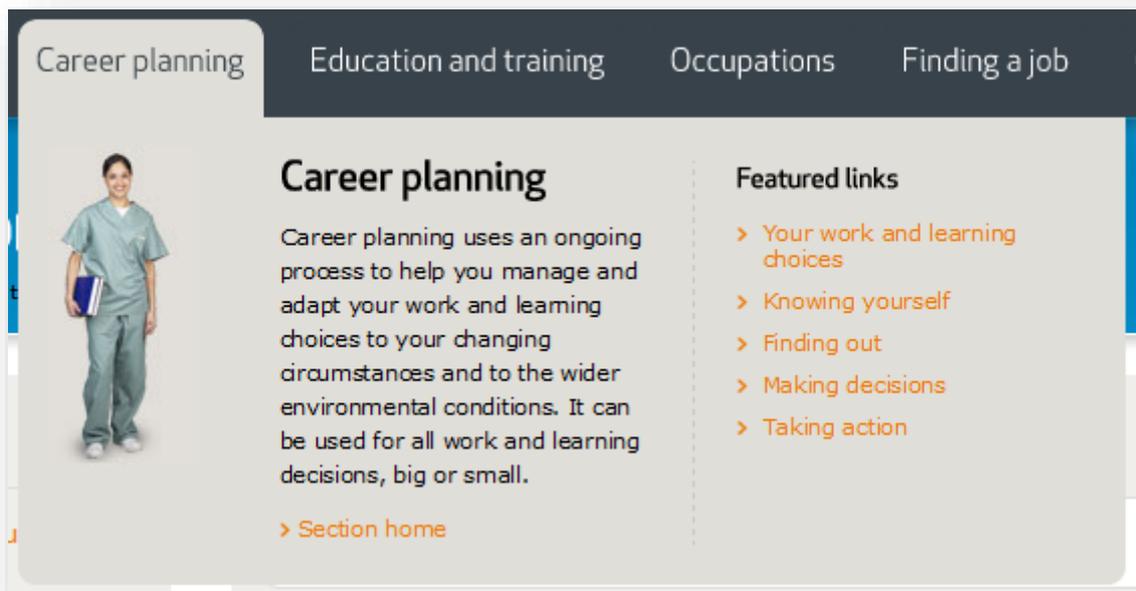


Some menu categories suffer from the short-but-imprecise naming conventions used on the homepage such as “Finding out” and “Knowing yourself”. It is difficult for a user to understand what the difference is between those two categories based on these headings. A better approach would be to focus the headings around user goals and user actions.

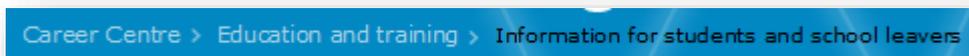
Multiple pathways to the same content is possible using the site navigation, supporting different user investigative approaches.

A common standard of website mega-menus is that they will display links to all the top-level content contained in their section. The Career Centre website instead displays “featured links” in the mega menus, which can lead to an erroneous assumption by the user that these links are the only pieces of content available in that sub-section of the website.

Heuristic review of Career Centre website



Navigation breadcrumbs are utilised effectively and consistently, although they occasionally suffer from readability issues due to contrast of the text against a patterned background:



Users can easily return to the homepage from any page on the site, although for some reason clicking on the Career Centre logo opens the website in a new browser window, which is not typical behaviour for a home page link.

The blog site is not on the same domain as the main website, and uses a different layout. This could cause confusion to visitors who do not expect to be taken offsite. Navigating back to the main website is unintuitive also as clicking the Career Centre logo just returns to the homepage of the blog rather than the main website.

A sitemap is provided which accurately reflects the majority of content on the website.

A review of the website information architecture is recommended to increase this site element from "Moderate" to "Good".

Search

The search box is consistently placed on every page and adheres to common website standards in its placement.

Heuristic review of Career Centre website

Website search does not function when conducted from the user profile page. No error message is provided.

The search interface is primitive and does not allow filtering or advanced searching techniques.

The search results are inflexible. No commonly searched terms, common mis-spellings or abbreviations/acronyms are taken into account. No grouping of search results - display of results is a flat list and difficult to scan.

Search results do frequently return relevant pages, particularly when searching for occupation information. However, many generic pages such as the homepage are returned as well.

Hitting “enter” after typing in a search term in the “Occupation search” area of the Occupational Profiles does not automatically initiate a search, the user has to click the search button.



The screenshot shows a search interface titled "Occupation search". It features a white input field with the placeholder text "Occupation Keyword" and an orange button with a right-pointing chevron and the text "Search".

This aspect of the website only barely manages to qualify for a “moderate” rating. To increase to a “Good” rating would require significant upgrades to the website content management system.

Control and feedback

Most user actions receive appropriate feedback responses from the website. User input errors are only calculated on submission of information, and are not checked during the actual input process.

Users are unable to manage certain areas of their profiles after initial profile creation, where it does not make sense for this to be the case. For example, once a user, on sign-up, states they are a student, then they will be a student forever more in the system. They cannot edit their employment/education status after the initial selection at sign-up. Nor can they review it.

Users are given multiple options for providing feedback on the website. The only negative aspect is that the feedback form is over-long and asks for unnecessary information, twelve fields in all. Most website feedback forms contain three to four input fields.

No indication is given to the user that a page has already been favourited, when re-visiting the page the user still sees the “Save to my profile” prompt in the sidebar.

Heuristic review of Career Centre website

When removing an item from your favourites, the site lets you know when this process has been completed successfully.

Tweaks to user control and feedback options would mostly involve modifications to the integration of Microsoft CRM and the website CMS¹, SharePoint 2007. This could increase the current rating of “Moderate” to “Good.”

Forms

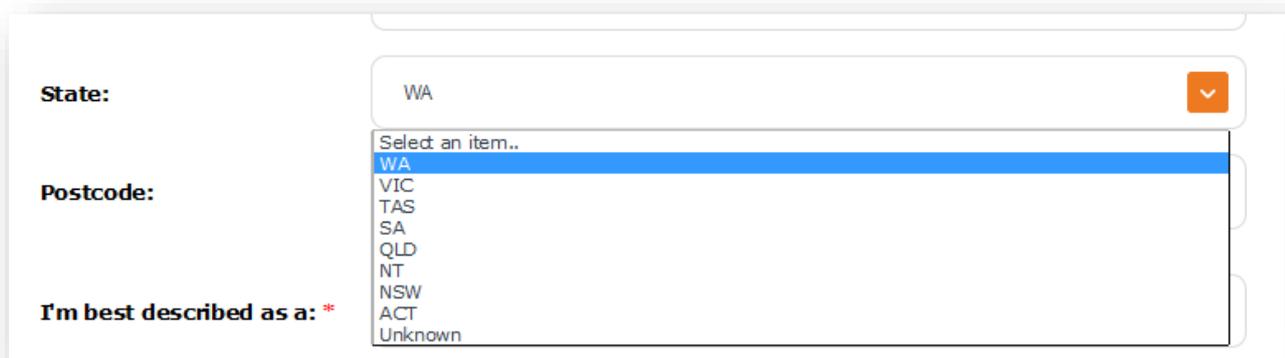
As mentioned earlier in Features and Functionality, launching the create user account form is made difficult by the fact that the creation option is entirely separate from the login area on the page layout, which conflicts with common website element placement.

Once accessed, the sign-up form allowed this reviewer to copy and paste the email address into the “Confirm email address” field (rendering the verification element of repeating the entry of the email address useless). However this then created an error on submission of the form as the field read the pasted email address as blank.

The sign-up form is lengthy and does not break up elements into understandable sections. Some field names such as “L1 Address” and “L2 Address” are “system-speak” rather than terms a visitor would use, and as such impact on the perceived quality and trustworthiness of the site and form.

The user is asked to provide far more information than is recommended on sign-up, and no indication is given to the user as to why they are asked to provide so much detail about themselves so early in the process. This again can impact on the perception of trustworthiness of the website.

Most field inputs such as the date picker follow commonly accepted web standards, however the State selection is a little odd. While it makes perfect sense for WA to be placed at the top of the list given the site focus, the remaining states should be arranged in alphabetical order to make it easier for users to scan.

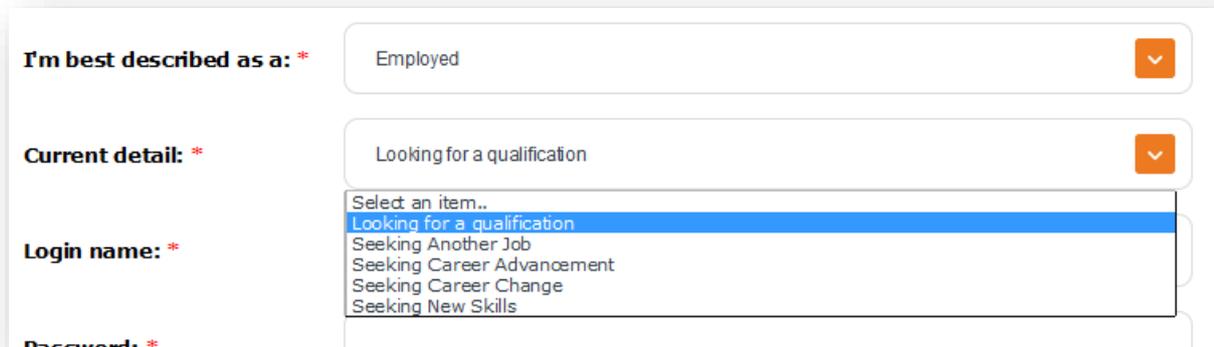


The screenshot shows a form with three labels: "State:", "Postcode:", and "I'm best described as a: *". The "State:" dropdown menu is open, displaying a list of options: "WA", "VIC", "TAS", "SA", "QLD", "NT", "NSW", "ACT", and "Unknown". The "WA" option is currently selected and highlighted in blue. The dropdown menu also includes a "Select an item.." prompt at the top.

¹ CMS – Content Management System

Heuristic review of Career Centre website

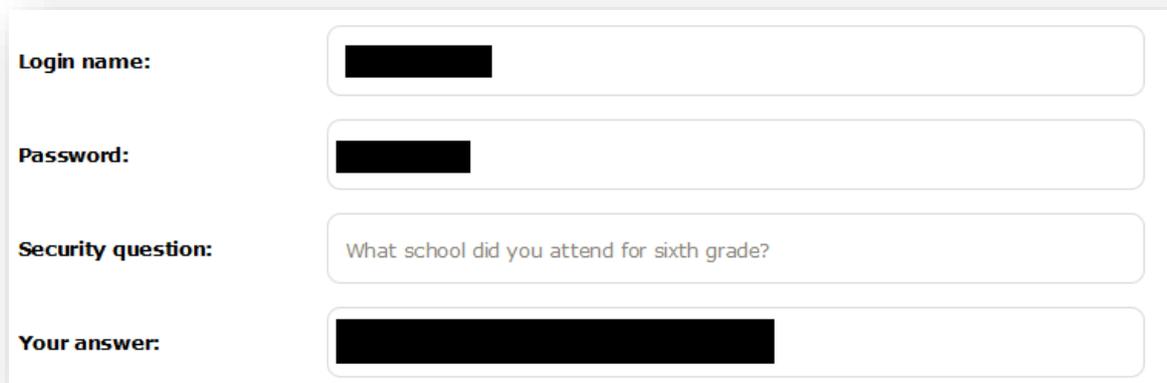
Sometimes language used in the forms is not appropriate for the form content, such as “I’m best described as a Employed” below:



The screenshot shows a form with four fields. The first field is labeled "I'm best described as a:" with a red asterisk, containing a dropdown menu with "Employed" selected. The second field is labeled "Current detail:" with a red asterisk, containing a dropdown menu with "Looking for a qualification" selected. The third field is labeled "Login name:" with a red asterisk, containing a dropdown menu with "Looking for a qualification" selected. The fourth field is labeled "Password:" with a red asterisk, which is empty. The dropdown menu for "Login name:" is open, showing options: "Select an item..", "Looking for a qualification", "Seeking Another Job", "Seeking Career Advancement", "Seeking Career Change", and "Seeking New Skills".

The “current detail” heading is also an unclear term.

As illustrated in the screenshot below, once signed up a user’s login name, security question, answer and password are all displayed on the screen. If the user is in a school computer lab or internet café this could be an unexpected security breach for the individual in question, particularly if they re-use the same password on multiple websites. It would be better to not display the password and answer on this page.



The screenshot shows a sign-up form with four fields. The first field is labeled "Login name:" and is masked with a black box. The second field is labeled "Password:" and is masked with a black box. The third field is labeled "Security question:" and contains the text "What school did you attend for sixth grade?". The fourth field is labeled "Your answer:" and is masked with a black box.

The forms used in the career planning tools are of a much higher quality than the sign-up form for the most part, breaking down lengthy decision making processes into itemised sections, guiding the user throughout the process.

The Contact web form on the website auto-fills information from a user’s profile if the user is logged in, which is a nice touch. Another good feature is the option provided on how the user would prefer to be contacted – by email, phone etc.

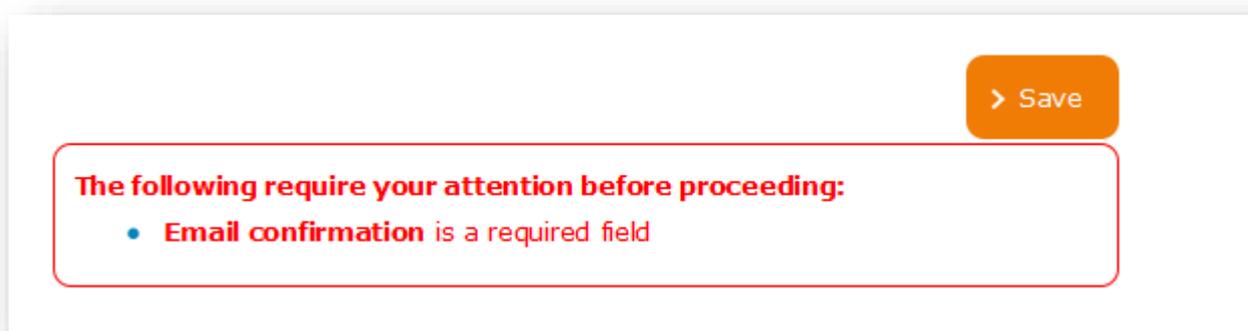
Heuristic review of Career Centre website

Errors

When signing up to the website, there is no verification of email address process before an account is created. So accounts with incorrect email addresses can be created, which could lead to abuse of the sign-up system by spam bots, as well as frustration for genuine users. An incorrect email address can only be repaired for the user if they contact the Career Centre and request that a staff member change it for them in Microsoft CRM.

On the user profile page, searches using the search box never initiate. No error message is generated when a user tries to search from this page.

On the signup form, copy-pasting email address into the email address confirmation box caused this error:



Given there was content in the confirmation field, it must have generated an error due to an attempt to prevent copy and paste by the user. Therefore additional information could be added to this error message to clarify, such as a second dot point reading “Email confirmation must be typed and not pasted into the field.”

There does not seem to be any validation applied to fields such as email or address, but empty required fields are validated and generate a clearly worded prompt to provide the information on a submission attempts. However the form does not highlight the fields where an error has occurred, a strategy used on many modern web forms to make it easier for the user to track down the input errors, especially important on long forms.

When a user attempts to submit information to a form, and the form reports an error such as missing field data, the data previously entered by the user is not lost.

Additional form validation techniques and some investigation of site error generation to ensure any errors are communicated clearly to the user and handled gracefully by the website would bring this section from being “Good” to “Excellent”.

Heuristic review of Career Centre website

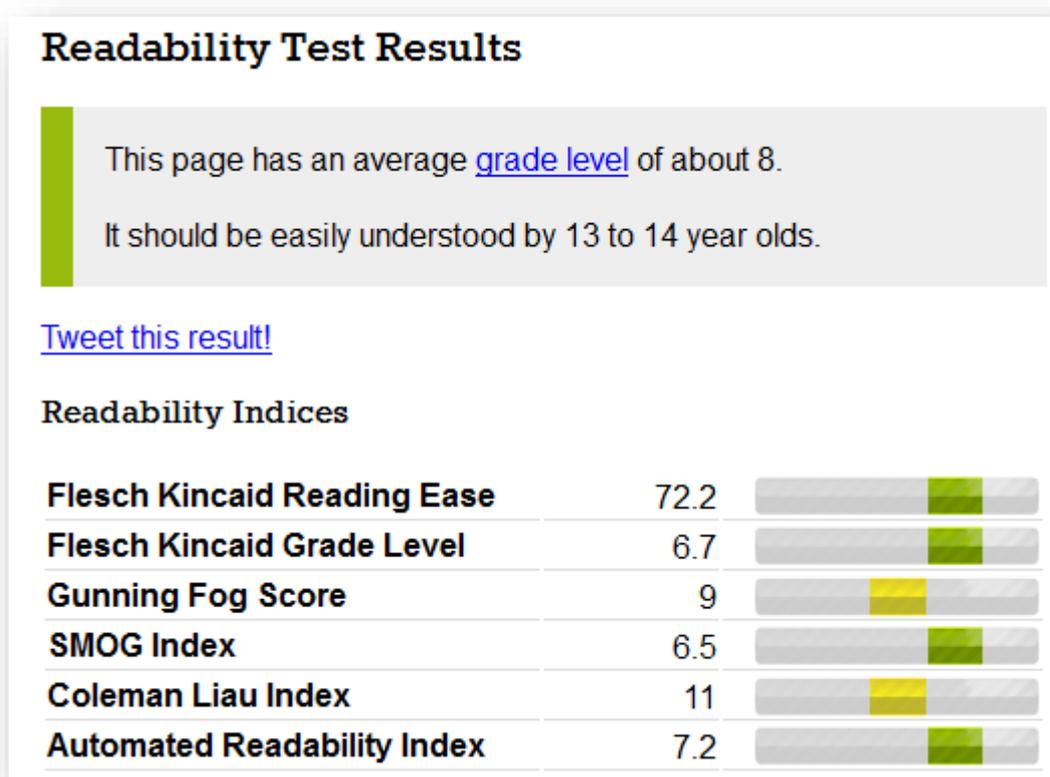
Content and text

The majority of the content on the Career Website is well-written, high quality and aimed at providing information to support the resolution of common user goals. Language and tone is consistent throughout the website.

Some longer pages could be made more scannable by removing some intro paragraphs and breaking written content up with additional headings.

While it is consistent, some of the language used on the website may or may not be appropriate for the intended audiences – user testing would need to be performed to see if the language used is at the appropriate level and using the appropriate terminology for the user base.

A test of some randomly selected content on the website using [Read-able.com](https://readable.com) generated the following result:



Heuristic review of Career Centre website

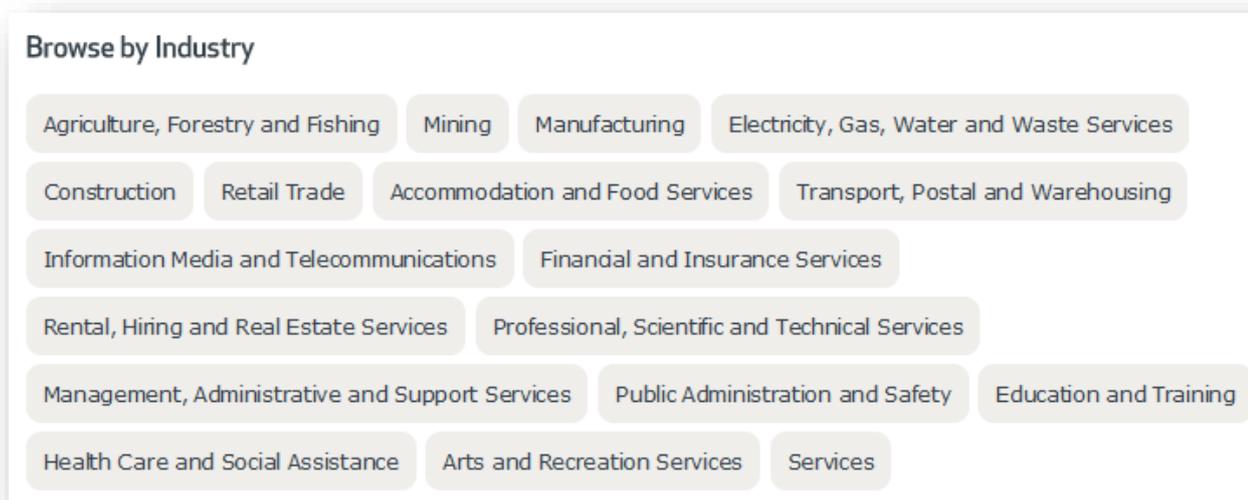
Percent of complex words	8.30%
Average words per sentence	14.26
Average syllables per word	1.42

However this analysis is only a rough indicator based on algorithmic analysis. User testing would be the key to understanding just how much of the terminology used on the website is transparent to the visitors.

Some content headings (as discussed in the Information Architecture category) are somewhat generic and would benefit from being re-written to illustrate the user goal they are supporting. This would be done as part of an information architecture review. The guidelines for future headings would form part of a content strategy document.

The quality of written content and headings could be improved by more user-driven language and calls to action, such as rather than having a link on an occupational profile reading “Videos” we could call that link “What is it like to be a [profession]? Watch the video to find out!”

When browsing occupations by industry, there are categories like “Professional, Scientific and Technical Services” and “Electricity, Gas and Water Services” but also a category called “Services” which is a little confusing. These categories could also be laid out in an easier to scan manner.



After clicking on an industry, all the occupations are displayed as a flat list – also difficult to skim through. Would be great if occupations could be grouped into sub-categories.

Heuristic review of Career Centre website

Some wonderful WA-specific information provided to clients, such as the working conditions specific to Western Australia for meteorologists – this sort of detail makes this site stand out against more generic career advice websites. Occupational profiles could be further enhanced by more local images added to the profiles, along with visualisations of a typical career pathway.

Some pages could make use of formatting such as bold and italics to highlight the most important information in the body text.

Acronyms and abbreviations are not always defined when first used. It may be worthwhile providing a glossary page to link these words to, or utilising HTML techniques to allow pages to display acronyms in full when printed, and provide a definition onscreen when the mouse is hovered over a word.

Visuals are occasionally used to avoid or supplement longer blocks of text. There are pages that are not currently utilising this technique that would benefit from it.

All video is appropriately close-captioned.

Occupational profile content is particularly outstanding, with the sidebar content excellently supplementing the main body of information. Worth considering how clients mentally group occupations as well as the ways the site currently groups them (by industry and alphabet).

Some career tools have a little too much fluff leading their descriptions – for example, Get Started could do with having the key info – the actions to take – boosted up the page with the extra detail pushed underneath it for those who want more. This would be a great prioritisation of value to visitor over general supporting information. Clarity around where to find saved tool results would also improve the delivery of the career tools content.

The Career Professionals area is not immediately obvious and could do with user testing specific to the intended audience, as it is difficult to tell how useful the current content categories in this section are.

While the content on the website has received an “Excellent” rating, some of it may be out of date and will need to be reviewed to maintain currency. Small tweaks to content could further improve its usefulness and score, along with an information architecture review to better improve access to this quality information.

Help

There is no help or explanation available on the website for how to use the user profiles in any detail. If the use of the profile is self-explanatory, then none is needed. However there are several confusing elements in the user profile section of the website. The user essentially has to work out how to use this page on their own.

For example, it is not made clear what the “Favourite clouds”, “Marketing list subscriptions” are on a user profile.

Heuristic review of Career Centre website

Also in the user profile area, there are headings labelled “saved resumes” and “career plans”. But there are no hints as to how to go about creating this content – even a link to the relevant pages to generate a resume or plan would go a long way to helping users understand how to benefit from this functionality.

In addition, saved career investigation tool results currently appear as links on a profile whether the user has used the tool or not. While the links do help users find the tools, different link text should be provided when a user does not yet have a saved result, such as “Try the Skills Quiz to build a picture of your current skills and future desired skills!” Once results have been created, the link could change to read “View the results of your previous Skills Quizzes”. To further help users, rather than calling this section “Saved tool results” a clearer title would be “Career planning tools” combined with the link text changes. This would make the function of this area more self-explanatory to visitors.

Career tools fare better in terms of direction for users, with a generally clear set of instructions for the use of each tool. However, it is unknown how clear the help information is to real users without testing.

Web chat offers live assistance for users who are particularly stuck.

Modifications to the user profile page and some user testing of career tools would easily bring this rating from “Good” to “Excellent”. Specific help files do not need to be created if the user interface is made intuitive enough to not require any. If it is not possible to make some interface improvements, then help documentation could assist users with the confusion they may find themselves in.

Performance

The website generally loads rapidly, within 1-3 seconds per page. The page encountered that performed significantly more slowly was the user profile page and sometimes the tool results. The profile page generally took between 4 and 8 seconds, and tools pages had load times of between 2 and 6 seconds.

During testing, no errors that caused website functions to become unavailable were encountered. There were no errors that made the website cease to work.

The website was loaded successfully on multiple mobile platforms and web browsers without issue, however only the homepage and a top level landing page were tested – further testing would be required to guarantee full website compatibility.

Overall this aspect of the website is excellent, but further testing could lead to further improvements. It is also worth noting that as browsers and platforms continue to develop, continuous review and improvement is required in order to maintain a fast, accessible and usable service.



Heuristic review of Career Centre website

Recommendations

Overall the website tested as “Good” but there is a great deal of room for improvement, particularly focused around supporting user goals, clear interface and form design, and making it easy for visitors to access the information they need.

Many of the recommendations below can be done at “zero” cost, requiring only an investment of time and people to perform the work. Others may involve costs due to licensing fees, such as the cost of upgrading CMS or server software. Some improvements could also incur cost due to external development fees or charges related to internal services provided by the Department, such as access to internal ICT developers.

These recommendations are not an exhaustive list, but highlight key areas that can be targeted to further improve the Career Centre’s offerings to clients online.

Further testing and analysis

1. The website information architecture needs a thorough review. This process would involve but not be limited to the production of
 - a. A content inventory
 - b. Card sorting / content mapping activities with internal and external stakeholders
 - c. User testing

Can be performed by Online Career Development Services Coordinator.

2. The content inventory is used identify pages requiring structural review of both headings and visual content, as well as capture any pages that are clearly out of date. **Can be performed by Online Career Development Services Coordinator.**
3. A new recommended layout and structure is created for the user profile pages to better support user activities on the website. **Review can be performed by Online Career Development Services Coordinator. Implementation will require ICT assistance.**
4. A new recommended layout and structure is created for the homepage, based on user testing, to better support user activities on the website. **Review can be performed by Online Career Development Services Coordinator. Implementation will require ICT assistance.**
5. A review of the way “favouriting” pages currently work on the website, along with social sharing options and recommendation of changes to improve the function of these areas. **Review can be performed by Online Career Development Services Coordinator. Implementation will require ICT assistance.**
6. If an upgrade to the search engine functionality became possible, a review and recommendation of how user searching could be better supported by the website. **Review can be performed by Online**



Heuristic review of Career Centre website

Career Development Services Coordinator. Implementation would become an ICT project.

7. User testing of career planning tools to identify any areas for improvement, and identify new tools that could be developed. **Review can be performed by Online Career Development Services Coordinator. Implementation would become an ICT project.**
8. Review and re-design recommendations for the user account creation form. **Review can be performed by Online Career Development Services Coordinator. Implementation would require ICT assistance.**

Site modifications

1. Changes to user profile page as recommended in profile page review recommended above. **Will require ICT assistance.**
2. Implementation of modifications to the homepage to better support user goals based on review recommended above. **Will require ICT assistance.**
3. Based on the results of the information architecture review recommended above, information architecture of the website is updated. **Can be performed by Online Career Development Services Coordinator, but some assistance from ICT may be required.**
4. Based on recommendations from “favouriting” functionality review, modifications are made to the website to improve usefulness to clients. **Will require ICT assistance.**
5. Upgrade of website to SharePoint 2013 to improve search engine function and customisation. **Would be a major ICT project.**
6. Development and modification to career tools if deemed necessary in user testing. **Would be a minor ICT project.**
7. Re-development of user signup form. **Will require ICT assistance.**

Processes and strategy

1. Provide a simple and easy to initiate process for internal staff to report out of date content on the website with just a few keystrokes, to assist with maintaining currency of information. **Can be performed by Online Career Development Services Coordinator.**
2. Creation of an overall content strategy document that creates a framework for the management of all written, visual and other content on the website, how it is maintained, and the processes involved in ensuring quality and currency. **Can be performed by Online Career**



Heuristic review of Career Centre website

Development Services Coordinator.

3. Schedule recurring website review processes including involves an annual heuristic analysis of the website, social media strategy reviews, and reviews of any other processes and strategy created for the website. Also schedule an annual review of the level of WCAG² accessibility of the website and adherence to Common Website Elements recommended by the PSC³. **Can be performed by Online Career Development Services Coordinator.**

² [Web Content Accessibility Guidelines](#)

³ Public Sector Commission



Heuristic review of Career Centre website

Appendix A – Cognitive walkthrough scenarios

Brief summary of the kinds of actions taken for the cognitive walkthroughs of the website.

Creation of user account

Activities included

- Finding link to create account
- Filling out account data
- Testing logging in and viewing account data

Contact methods

- Looking for ways to get in touch with the Career Centre
- Filling out a contact form

Learning about a specific job

- Finding job profiles area
- Trying multiple ways of browsing occupations
- Reading several occupations
- Saving favourites to profile page

Using a career tool

- Searched for career tools
- Created results using existing career tools
- Reviewed saved results

Help finding and preparing for employment

- Searched for assistance with interviews and job hunting
- Reviewed resulting information

Browsing as a career professional

- Searched for information useful to career development professionals
- Reviewed resulting content

Browsing as a career changer

- Visited Education and Training section as someone looking to re-skill for a new career
- Reviewed “Adults thinking about training” page

Browsing blog posts

- Clicked on latest blog post



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- Reviewed content
- Attempted to return to website using blog links