

# CC&BN Portal – Website Development

User Centered Analysis and Website Design

## Personas and Tasks

- **Unemployed Job Seeker - Karen**
  - Description
    - 46 years old
    - Limited computer skills
    - Lives in Fresno
    - Was a manager of a mid-level corporation
    - English speaker
  - Tasks:
    - Find a job
    - Find a local office for in-person help – contact info like address, phone number
    - Attend a resume workshop
    - Find services for unemployed workers – unemployment, networking
  
- **Unemployed Job Seeker - José**
  - Description:
    - 22 years old
    - Good computer skills
    - Lives in Mountain View
    - Just out of college, was an entry level programmer
    - Speaks both English and Spanish
    - Prefers to look for things online
    - Uses a lot of social media like Facebook and LinkedIn
  - Tasks:
    - Look for a job in computers
    - Willing to work somewhere that speaks Spanish
    - Check out local information online
    - Submit resumes online
  
- **Employer looking for Employees - Erica**
  - Description:
    - HR rep for a well known corporation
    - 35 years old
  - Tasks:
    - Wants to advertise positions locally
    - Wants to look at potential employee's resumes
  
- **Local Office Employee – Scott**
  - Description:

- 55 years old
    - Only uses the computer if necessary
  - Tasks:
    - Provide information about the local office to people in his area
    - Wants information about the WIB in his county
- **Policy Maker and/or Reporter – Maryanne**
  - Description:
    - 49 years old
    - Uses the computer frequently
    - Works on policies/news articles related to the workforce
    - Keeps up-to-date on various policy-related topics through social media (Twitter, Facebook)
  - Tasks:
    - Find data and statistics about unemployment and jobs
    - Look for success stories with regard to local job offices
    - Find up-to-date news on unemployment and jobs
    - Find out about local offices in the area

## Task List

- Look for a job
- Look for a training
- Find services for unemployed job seekers related to unemployment and job services
- Find out about the CCBN
- Find a local office (location)
- Find a local office (website)
- Get information about the WIB
- Find a local WIB
- Advertise for a position
- Put information about local office online
- Find job and unemployment related data
- Look for success stories
- Find current news on unemployment and jobs
- Submit a success story
- Update information (how to)
- Look at resumes of potential employees
- Submit resumes online

## Organize Tasks

Card Sort

## Tasks Card Sort

Look for a job	Look for a training	Submit resumes and applications online
Find services for unemployed workers related to unemployment and job services	Find out about the CCBN	Find job and unemployment related data
Find a local office (location)	Find a local office (website)	Find current news on unemployment and jobs
Get information about the WIB	Find a local WIB	Submit a success story
Advertise for a position	Put information about local office online	Obtain/review resumes online
Update information (how to)	Look for success stories	

## **About**

- Find out about the CCBN

## **Job Seeker**

- Find out about the CCBN
- Look for a job
- Look for a training
- Submit resumes and applications online
- Find services for unemployed works related to unemployment and job services
- Find a local office (location)
- Find a local office (website)

## **Employers**

- Advertise for a position
- Obtain/review resumes online

## **News and Data**

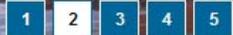
- Find job and unemployment related data
- Find current news on unemployment and jobs

## **Workforce Community**

- Find a local WIB
- Get information about the WIB
- Update information (how to)

## **Success Stories**

- Submit a success story
- Look for success stories



## Welcome to the California Career and Business Network

The California Career and Business Network (CCBN) represents the over 200 workforce services points in the local community. The CCBN strives to keep Californians competitive in a global economy by educating and connecting our citizens to the resources they need.



### Office Locator | Job Search | Data | Current Events

County:

City or ZIP Code:

### Quick Links

- [Link 1](#)
- [Link 2](#)
- [Link 3](#)
- [Link 4](#)

### News

- [Link 1](#)
- [Link 2](#)
- [Link 3](#)
- [Link 4](#)

### Highlights

#### PACE Job Fair Promotes Employment Despite Poor Economy

10/17/2011



The October 12, 2011 employment exhibition, held at the Pasadena Convention Center, featured 40 employers and attracted nearly 1,000 job seekers. Attendees were invited to visit exhibitor booths and attend interactive workshops, where they received advice about topics ranging from resume writing to social media savvy and culinary education.

[Read more...](#)



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[Read more...](#)



## About the California Career and Business Network

### Mission Statement

The California Career and Business Network (CCBN) strives to ensure more Californians and stakeholders are aware of the comprehensive range of workforce development services that are available. The purpose of these activities is to promote an increase in the employment, job retention, earnings, and occupational skills improvement of participants. This, in turn, improves the quality of the workforce, reduces welfare dependency, and improves the productivity and competitiveness of the nation.

### Vision

The CCBN will be universally recognized for its outstanding customer service and will be considered a model for public agency quality and fairness.

### Strategic Business Plan

[California Career and Business Network Strategic Plan, 2011 \(PDF\)](#)

### Resources



## Information for Job Seekers

California has a comprehensive range of employment and training services in partnership with state and local agencies and organizations. These services, provided through the California Career and Business Network, benefit job seekers and laid off workers.

Use these resources to find local and general information to help you with your job search.

### Search for a Job

Use these websites to search for employment in your area.

- [California Workforce Services Network](#): Register to search for jobs and submit resumes online.
- [Local California Career and Business Centers](#): Search for local offices that provide services to aid you with your job search.
- [The Employment Development Department's \(EDD\) Online Job Center](#)
- [The EDD Job Fairs and Workshops](#)

### Workshops, Training, and Education

Find information about workshops, training, and education that will benefit your job search, such as attaining new skills, interview techniques, and more.

- [Local California Career and Business Centers](#)
- [Educational Opportunities](#)
- [The EDD Job Fairs and Events Listing](#)
- [California Training for Job Seekers and Individuals](#)

### Tools and Resources

Check out some tools and resources to help with your job search.

- [Experience Unlimited](#): Meet regularly with other career professionals to share job leads, provide support, and update your job search skills

### Unemployment Information

If you have been laid off, check out information relating to unemployment. [The EDD's Unemployment Insurance Program](#)



## Information for Employers

Below are resources for employers who need assistance with hiring employees, job training, downsizing, or other employer information.

### Find Qualified Workers

Use these resources to search for qualified workers in your area.

- [California Workforce Services Network](#): Register to find employees and review résumés.
- [Local California Career and Business Centers](#): Search for local offices that provide recruitment.
- [The Employment Development Department's \(EDD\) Online Job Center](#)

### Post a Job Opening

Advertise your vacant position by posting job openings online and more.

- [California Workforce Services Network](#): Register to enter job listings and find qualified workers.
- [Local California Career and Business Centers](#): Many local centers advertise open positions for local businesses.
- [The EDD Job Fairs and Events Listing](#): Contact \_\_\_\_\_ to advertise your open position on this job listing.

### Employment Related Information

Here is some general information relating to employment.

- [Local California Career and Business Centers](#): Your local center can assist you with information about downsizing and how to help your employees find other jobs.
- [Labor Market Information for Employers](#): Information and data specifically for employers and business owners, such as wages, data for your business plan, and more.
- [Layoff Alternatives](#): There are alternatives to layoffs that may help your business.
- [Workforce Preparation and Training](#):



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## News and Data

Stay up-to-date on employment news and data.

### News Articles

The latest news articles related to California's employment and economy.

- [California's unemployment rate increases to 12.1 percent \(EDD\)](#)
- [More people sought unemployment aid last week \(Sacramento Bee\)](#)
- [Trio of new laws to fight underground economy \(OC Register\)](#)
- [Jobs Panel Pushes Help for Start-Ups \(Wall Street Journal\)](#)

[More News Articles](#)

### Data and Resources

These websites provide labor market information to job seekers and employers, such as employment/hiring trends, occupation/job and salary trends, industry sector trends, and more.

- [EDD Labor Market Information](#): Register to enter job listings and find qualified workers.
- [Local California Career and Business Centers](#): Many local centers provide economic data for their local region

### Highlights

- [10/17/2011: PACE Job Fair Promotes Employment Despite Poor Economy.](#)



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## Workforce Community

Obtain information on information on programs and services, resources, policy guidance, and funding opportunities for the workforce community.

### California Workforce Investment Board

The California Workforce Investment Board assists the Governor in setting and guiding policy in the area of workforce development.

Website: [California Workforce Investment Board](#)

### Local Workforce Investment Boards

The statewide workforce investment system is comprised of 49 Local Workforce Investment Areas, each with its own business-led Local Workforce Investment Board. They provide seamless services among various workforce programs community leadership around workforce issues.

[List of local workforce investment boards](#)

### Funding Opportunities

[Grant Funding Opportunities](#): Grant information to assist the workforce community with grant resources.

### Resources

- [Wagner-Peyser Act Information](#): Obtain information about employment services so workers, job seekers, and businesses can find the services they need in one-stop locations.
- [The EDD Workforce Partners](#): Information on programs and services, resources, policy guidance, and funding opportunities as it relates to the Workforce Investment Act and California's workforce development system.



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## Contact Us

If you have any questions, comments, or suggestions, there are several ways to reach someone within the California Career and Business Network:

### Local California Career and Business Center

For information specific to your area, contact your local Career and Business center:

County:

City or ZIP Code:

### Local Workforce Investment Boards

[Contact your local California Workforce Investment Board](#) for information about

### Questions

If you have a general question, fill out this form to submit a question.

E-mail:

Question or comments:

### Webmaster

If you have questions, comments, or suggestions about this website, you can contact us by:

- Phone: (916) xxx-xxxx
- By E-mail: [ccbn@cwib.ca.gov](mailto:ccbn@cwib.ca.gov)
- By Postal Mail:  
California Career and Business Network  
P.O. Box 12345  
Sacramento, CA 95814

## Potential CCBN URLs

- [www.CACareerBusinessNetwork.ca.gov](http://www.CACareerBusinessNetwork.ca.gov)
- [www.CareerBusinessNetwork.ca.gov](http://www.CareerBusinessNetwork.ca.gov)
- [www.CareerBusinessNet.ca.gov](http://www.CareerBusinessNet.ca.gov)
- [www.CACareerBusinessNet.ca.gov](http://www.CACareerBusinessNet.ca.gov)
- [www.CACBN.ca.gov](http://www.CACBN.ca.gov)