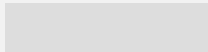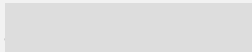# PENFED CREDIT UNION

## PENFED CAREERS
Design Rails

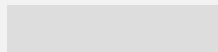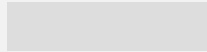# PROJECT OVERVIEW

## DESCRIPTION

Create a career site that enables PenFed to meet its goal of becoming a destination employer.
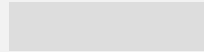
## STAKEHOLDERS

Business

Marketing

IT

## TARGET DELIVERY

09/30/2016

# PRIMARY NEEDS

## BUSINESS

Modern and interactive site that evokes excitement within the candidate about working for PenFed

Homepage to be culture-based including large imagery, testimonials and video pieces instead of focusing only on career listings

"Meet Recruiters" section & "Meet E-team" section

Apply button that is accessible from all points on the page.

Career listing section powered by Taleo

## USER

Users want organized ways to search for job on a company website

Users want to be able to find concise information without it being redundant

Users want to see most helpful information above the fold

Users like features that help them envision themselves working there

Users like to connect with and monitor a company during their job search

## MARKETING

Extend PenFed Branding

## TECHNOLOGY

Integration with Taleo for career listings

# GOALS

① Create organized ways to search for jobs

② Make information easy to find and concise without being redundant

③ Help prospective employees envision themselves working for PenFed

④ Portray PenFed as a destination employer

⑤ Optimize site for mobile

⑥ Integrate with Taleo

⑦ Maintain brand consistency

# SOLUTION RAILS

## EPICS

User fills out an application

User requires information about company culture

User requires benefits information

## KEY USERS

College Students

Early Career Professionals

Experienced Professionals

## OTHER USERS

• "Best places to work" committee decision maker

## TECHNOLOGY

Mobile-accessible

# DEFINITION OF SUCCESS

## EVALUATIVE QUESTIONS

❑ Does the site make it simple for a potential candidate to search for a specific position within PenFed?

❑ Can the candidate easily browse all open positions?

❑ Is there redundant information on the site?

❑ Are we helping prospective employees envision themselves working for PenFed?

❑ Is there information on the site positioning PenFed as a destination employer?

❑ Is the site responsive down to the mobile breakpoint of 320px (640px retina)?

❑ Are we accurately reflecting the PenFed culture?

❑ Does the site look and feel like a part of the PenFed online brand experience?

## GOALS

① Create organized ways to search for jobs

② Make information easy to find and concise without being redundant

③ Help prospective employees envision themselves working for PenFed

④ Portray PenFed as a destination employer

⑤ Optimize site for mobile

⑥ Integrate with career builder or other application system

⑦ Maintain brand consistency