

## Human Capital Directorate Website Virtual Tour and Transcript

[Click here to access the website virtual tour](#) (password required: HCDsite1!)

- You may see a screen that reads “there is no content being shared at the moment” — press the ‘play’ button in the lower left corner to start the video.



*Figure 1: This is a screenshot of the landing page for the virtual tour video.*

Website virtual tour transcript:

- New HCD website URL: <https://staff.loc.gov/sites/hcd/>

Hello, my name is Ashlyn Garry, and I'm a member of the Human Capital Directorate, also known as HCD. Thank you so much for joining me today to learn a little bit more about the recent refresh of our website. I'm excited to share it with you in just a moment, but first I wanted to provide a bit of context and background into our project and its approach.

We had two main goals when starting this project. The first is that we wanted the website to reflect how people actually use it. This meant not just how we, in HCD, think that people are using the website or hope that they do, but really how people are navigating it in real life. The second goal that we had was, in addition to being easier to navigate, we also wanted the site to be easier for us to maintain. Our site has so many pages, and it can be really challenging to keep it updated year-to-year (let alone day-to-day) and changes can happen at any point. In order to meet both of those goals, we decided to take a user-centered design approach.

We began that process by meeting with the User Experience team within OCIO, to learn more about their suggested best practices and approaches. Next, we moved into the research and analysis phase. We started by looking at other agencies' HR sites, and also looking at our own site's data, to understand what people were searching for and clicking on and how they were really using the site. And next, we established a cross-functional team within HCD, to identify our five key user groups. Using that information, we created user personas (which is a way to sort of understand our hypothetical customer) and crafted user journeys (which help us understand how people actually find information that they're looking for and navigate on the website). After that, we began to interview and conduct observations with actual users of the site, understanding in real time how people are navigating, looking for information, and finding what they need. And finally, we moved into internal and external testing, both validation testing

(to make sure that the content that we have is correct and accurate) but also user testing (to find out if there were areas that are working particularly well for users or areas that we needed to improve).

And so all of that truly informed our version of the site, which I'll share with you in just one moment. I'll just need to navigate to a new window. Great!

Welcome to the new HCD site! I'll do a quick scroll, so that you can get an understanding of the lay of the land. You might notice that, visually, it's not too different from our previous site, and that's true, but the content has been really redesigned and restructured, in order to be more intuitive.

And one place where that's easier to see that is in this topic menu, on the left hand side. This is a key finding from our research, which is that it's a lot easier to navigate and find information when things are organized by function, rather than by team. So, instead of having Employee Services Section or Recruitment and Staffing, we have questions organized by area and theme. And so, it doesn't matter if somebody knows whether a transit subsidy is considered a benefit or whether it's handled by our Operations team (because it's something that you do on the portal). We just wanted it to be simple and easy for people to find information that they're looking for. And it's great, because truly every page from the website is sort of branched off of each of these main topics, here on the left.

On the right-hand side was an area where we truly leaned into our data insights. So we heard from our users that it would be important for these systems to be things that everybody has access to and that people tend to access pretty regularly, at least once a month if not more frequently than that. And you might notice your Official Personnel File link and employment verification link. Those are things that didn't necessarily jump to our minds as being frequently used or accessed points, but in our research, we found that they're actually some of the most searched for and requested information from employees. So, we wanted them to be front and center.

And then it's this middle section here that is really kind of the most different from our previous site. We start at the top with a link to sort of get to know HCD a bit better. If you're looking to identify our teams and the different areas that they handle, that's where you would start. And then moving down, as I mentioned, we identified our five key user groups, and each of these little boxes is a clickable button that will bring you to a page that has the topics that are kind of the greatest hits for that group. So you can imagine, for current employees, really this whole site could be something that's relevant. And so, we used our research to really streamline what people are actually looking for, what topics that people are wanting to have pretty easily accessible, and I'll show you one of these pages, in just a moment, but I'll continue down this page for now. Next, we have a link to the Human Capital Services Portal, which is our connector to AskHCD, to the transit subsidy benefits, amongst some other things. We just wanted to have that really easy for people to find. And next, we have a new section, our events calendar. And so, of course, in this kind of current environment, all events aren't happening at the same frequency that they were before, but we do continue to have and host events, especially digitally. We'll be keeping this updated as we return back into the office, so that people can find out information about what events are being hosted or happening in HCD. And finally, here at the bottom, we have a link to AskHCD, so if you have a quick question you want to submit and be able to track, this is one place to do it.

So, I mentioned that I'd show you one of our pages, and why don't I start with the current employees' page. This is the page that, through our research, we found out the topics that were most important to list here: so, starting with employee pay, benefits, time and attendance, work/life balance, career development, LOC Learn and then employment records and verification. And so, one way that I mentioned of making things easier to maintain, you'll notice that this page (the employee pay page) is actually the same page exactly as right here on the left. So if you click this, you can see it's the same. And that's because we want there to be, really, a single authoritative resource that we can keep updated, rather than having kind of multiple pages sprinkled throughout the site that might escape notice if information is out of date.

We hope that you'll continue to let us know if there's pages or resources that you might find useful on this page or any other. Ways to do that is to use the "contact us" button, to find out how to get in touch. So if you have a general question or you're looking for kind of HCD support this is where you would go. You can access and look for any main questions, in this first section. If you're looking for a particular person, of course, you can click our staff directory. And then, finally, if you have comments or feedback about the website, we hope that you'll be in touch. You can use our email address (which is [LOCfeedback@loc.gov](mailto:LOCfeedback@loc.gov)) or AskHCD – you can also submit any comments or questions there.

We've designed the site so that hopefully it provides the information that you need, at the moment that you need it, and we hope that you'll continue to explore it and find ways that it can be of use to you. And if you ever have any questions or comments, please feel free to be in touch because that's how we'll continue to make the site even better and more responsive to user needs.

Thank you so much for your time and for joining me today, and I look forward to hearing from you.