

How the Careers Service redesigned their website with student needs at the centre

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Hello!

I work in the **User Experience Service**

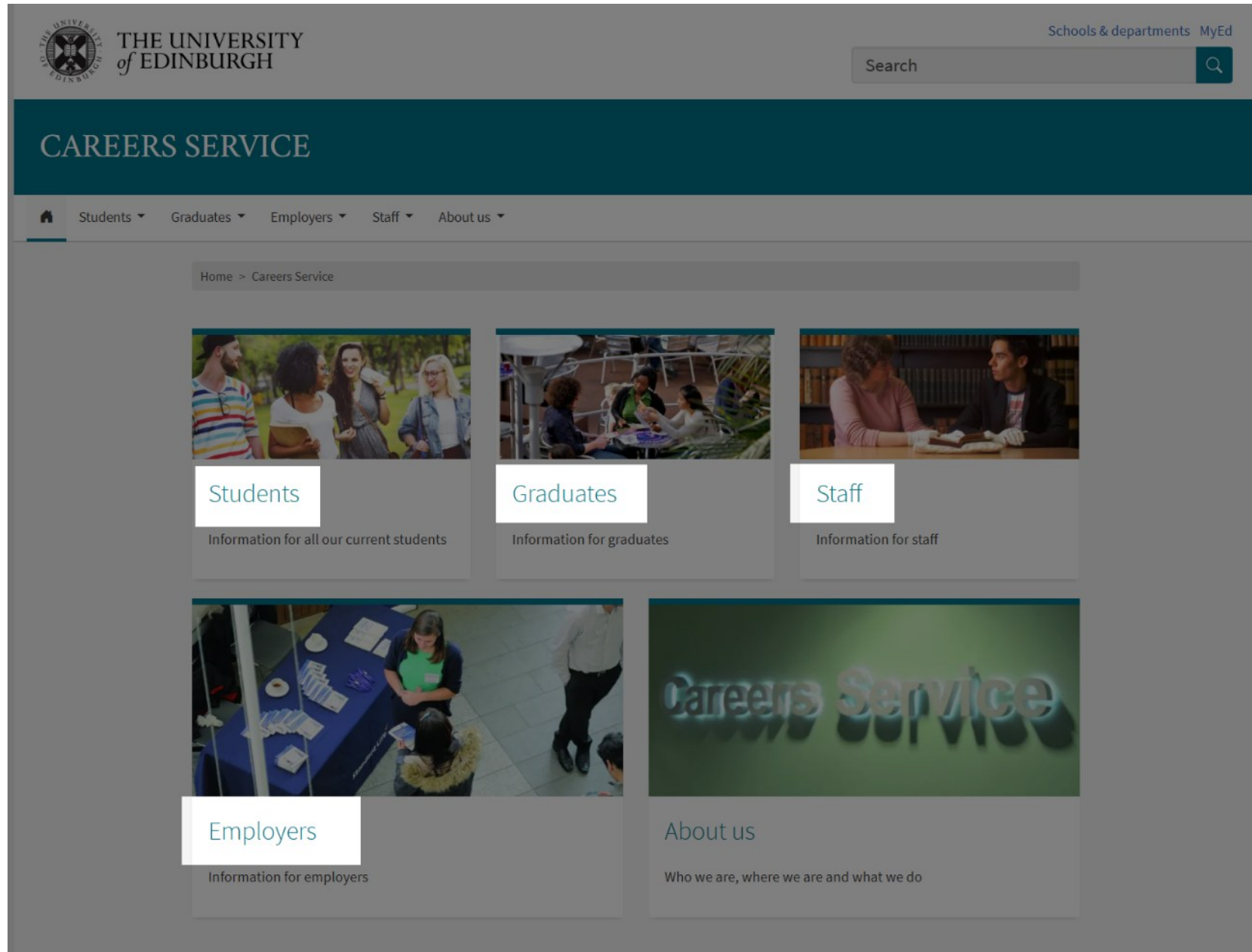
- We help colleagues take a user-centred approach to websites, apps and systems
- We provide digital content training



What I'll be talking about

1. Why the Careers Service redesigned their website
2. How we brought student voice into the project
3. What the new site looks like

The Careers Service site was arranged by audience groups



CAREERS SERVICE

-  [Students](#) ▾
- [Graduates](#) ▾
- [Employers](#) ▾
- [Staff](#) ▾
- [About us](#) ▾

Undergraduates +

Postgraduates +

Career Essentials, Quick Links & MyCareerHub +

Equality, diversity & inclusion +

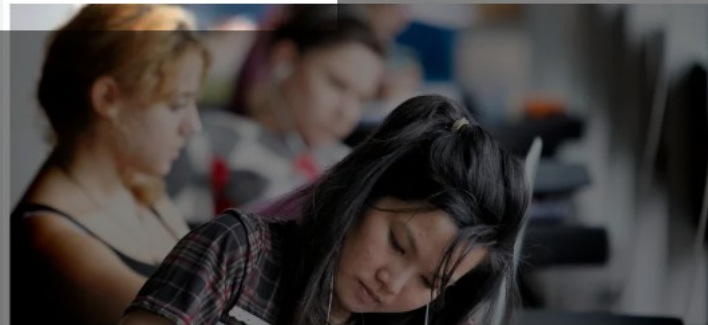
[Home](#) > [Careers Service](#) > [Students](#)

Students

What advice are you looking for?

[Get straight to what you need with our Get Help With tool](#)

Undergraduates



Whatever year you're in and whatever you're studying, if you're an undergraduate student this is for you.

Postgraduates



Information and advice for Masters and PhD students

This led to a lot of duplication

The image displays four overlapping screenshots of the CAREERS SERVICE website, illustrating content duplication across different user groups. Each screenshot shows a sidebar menu with a 'Make it happen' link that opens a detailed page. The content on these pages is repeated for Undergraduates, Postgraduates, and PhDs, despite the differences in the sidebar navigation.

UG (Undergraduate)

PGT (Postgraduate)

PhD

CAREERS SERVICE

Students ▾ Graduates ▾ Employers ▾ Staff ▾ About us ▾

Home > Careers Service > Students > Undergraduates > Make it happen

Undergraduates

- Understand yourself
- Discover what's out there
- Build experience
- Make it happen**
- Plan your approach
- Write CVs and applications
- Guidelines on the use of Generative AI in the recruitment process

Make it happen

Find out how to write CVs, cover letters, applications, and how to do well at online tests, interviews, assessment centres

Home > Careers Service > Students > Postgraduates > PhDs and MRes students > Make it happen

Undergraduates

- Understand yourself
- Discover what's out there
- Build experience
- Make it happen**
- Plan your approach
- Write CVs and applications
- Guidelines on the use of Generative AI in the recruitment process

Postgraduates

- Taught postgraduates
- PhDs and MRes students
- Understand yourself
- Discover what's out there
- Build experience
- Make it happen**
- Preparing an effective CV
- Write a non-academic CV
- Write an academic CV
- Guidelines on the use of Generative AI in the recruitment process

Make it happen

How to market yourself effectively including writing academic CVs and CVs for jobs beyond academia, performing well at interview.

Preparing an effective CV

Key points to consider when preparing a CV for any type of job.

Write a CV for jobs beyond academia

How to present your academic research beyond academia.

Performing well at interview

Undergraduates

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Postgraduates

- Taught postgraduates
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- Understand yourself
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- Preparing an effective CV
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Make it happen

Writing CVs, cover letters and applications, assessment centres

Understand the recruitment process

Understanding the structure of the typical graduate recruitment process will give you an idea of timescales and help you feel more confident about what to expect.

Write CVs and applications

Writing CVs and cover letters, completing application forms, taking aptitude tests, and preparing for interviews and assessment centres

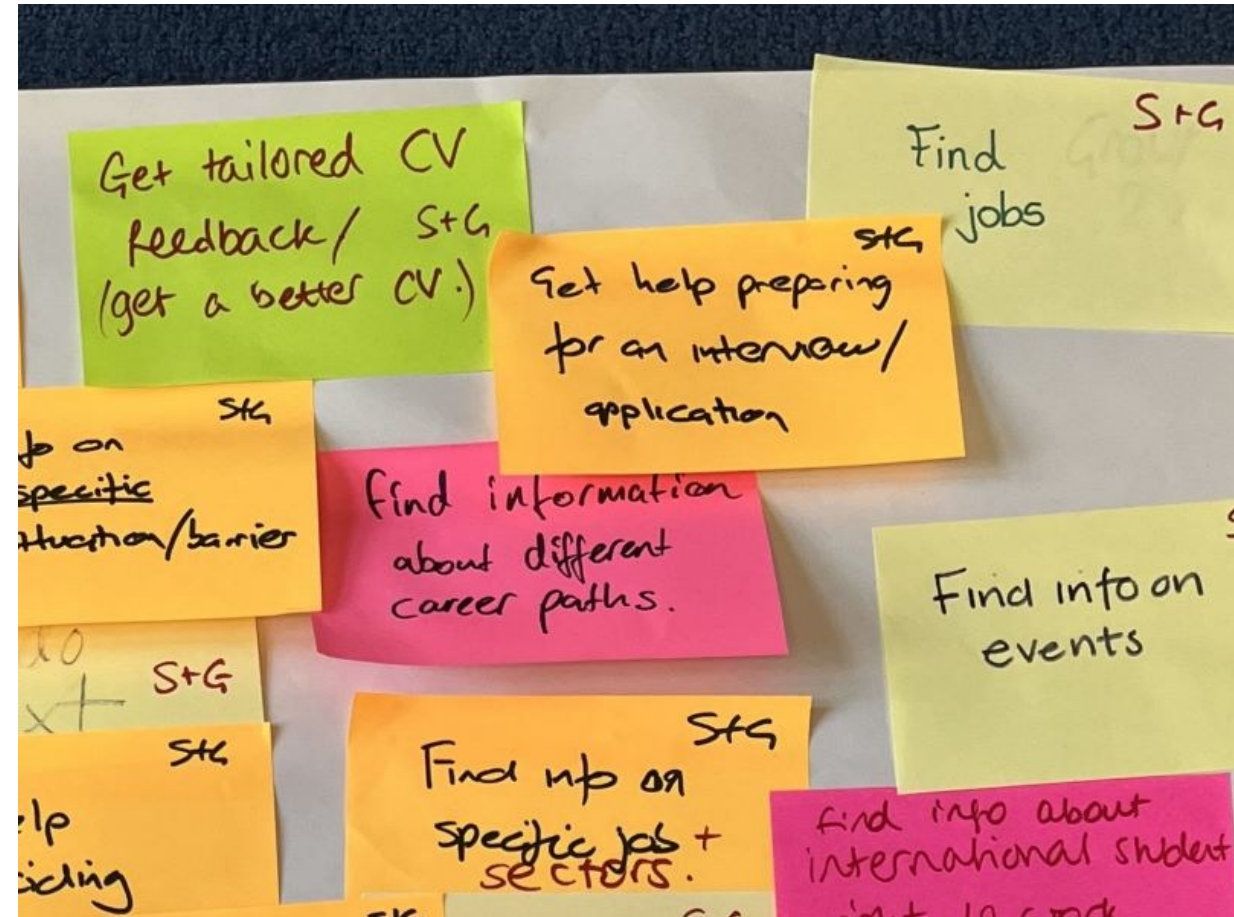
The site had a lot of content

	A	B	G	H	I	J	K	L	M	N	O
1	Full URL & Host	Source?	Horse Local Topic	Horse Local Topic	Hippogriff Status	Hippogriff Location Section	Hippogriff Location Section	Hippogriff Location Section	Engle Page Code Final Destination	Page Info	Notes
2	https://careers.ed.ac.uk/about-us	Out of Scope	N/A	About us	Required	Confirmed	About Us		AB LP1	Move	
3	https://careers.ed.ac.uk/about-us/careers-service-accessibility-statements	Out of Scope	N/A	About us	Required	Confirmed	About Us		AB GC5	Move	
4	https://careers.ed.ac.uk/about-us/coronavirus-faqs	Out of Scope	N/A	About us	Not Required				N/A	Archive	Hidden Page
5	https://careers.ed.ac.uk/about-us/how-to-contact-us-and-where-to-find-us	In Scope	N/A	About us	Required	Proposed	About Us		AB GC1	Update & Move	Updating as Talk to Us journey
6	https://careers.ed.ac.uk/about-us/impartiality-and-ethics-statement	Out of Scope	N/A	About us	Required	Proposed	About Us		AB GC6	Move	
7	https://careers.ed.ac.uk/about-us/meet-team	Out of Scope	N/A	About us	Required	Proposed	About Us		AB GC7	Move	
8	https://careers.ed.ac.uk/about-us/our-appointment-system-and-our-fair-use-policy	Out of Scope	N/A	About us	Required	Proposed	About Us		AB GC8	Move	Is this sitting here or incorporated to appointment system
9	https://careers.ed.ac.uk/about-us/privacy-statement-students-graduates	Out of Scope	N/A	About us	Required	Proposed	About Us		AB GC9	Move	
10	https://careers.ed.ac.uk/about-us/supporting-sustainable-development-goals	Out of Scope	N/A	About us	Required	Proposed	About Us		AB GC2	Move	
11	https://careers.ed.ac.uk/about-us/the-careers-service-and-student-activism	Out of Scope	N/A	About us	Required	Proposed	About Us		AB GC3	Move	
12	https://careers.ed.ac.uk/about-us/what-we-do	Out of Scope	N/A	About us	Required	Proposed	About Us		AB GC4	Move	Review Content and update in 25/26
13	https://careers.ed.ac.uk/about-us/work-with-employers	Out of Scope	N/A	About us	Required	Proposed	About Us			Move	
14	https://careers.ed.ac.uk/career-mentoring-programme-2020	Out of Scope	N/A	Mentoring Progn	Not Required				N/A	Archive	Hidden Page
15	https://careers.ed.ac.uk/career-mentoring-programme-2020/mentees	Out of Scope	N/A	Mentoring Progn	Not Required				N/A	Archive	Hidden Page
16	https://careers.ed.ac.uk/career-mentoring-programme-2020/mentors	Out of Scope	N/A	Mentoring Progn	Not Required				N/A	Archive	Hidden Page
17	https://careers.ed.ac.uk/careers-compass	In Scope	N/A	Careers Compass	Required	Proposed	Students & Gr	Careers Compass		Update & Move	
18	https://careers.ed.ac.uk/employers	Out of Scope	Employers	Employers	Required	Confirmed	Employers		EM LP1	Move	
19	https://careers.ed.ac.uk/employers/advice-regarding-covid-19	Out of Scope	Employers	Covid 19 advice	Not Required				N/A	Archive	
20	https://careers.ed.ac.uk/employers/connect-with-the-wider-university	Out of Scope	Employers		Required	Confirmed	Employers		EM GC27	Move	
21	https://careers.ed.ac.uk/employers/connect-with-the-wider-university/alumni	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC36	Move	
22	https://careers.ed.ac.uk/employers/connect-with-the-wider-university/connect-with-academicschools	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC47	Move	
23	https://careers.ed.ac.uk/employers/connect-with-the-wider-university/connect-with-student-societies	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC42	Move	
24	https://careers.ed.ac.uk/employers/connect-with-the-wider-university/connect-with-university-departments	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC46	Move	
25	https://careers.ed.ac.uk/employers/contact-us	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC48	Move	
26	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC1	Move	
27	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/best-practice-for-international-opportunities	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC2	Move	
28	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/employ-edinternshipsprogramme/guide-to-internships/managing-an-intern-remotely	Out of Scope	Employers	Employ ed	Required	Confirmed	Employers		EM GC3	Move	
29	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/employ-edinternshipsprogramme/employ-ed-for-phd2	Out of Scope	Employers	Employ ed	Required	Confirmed	Employers		EM GC4	Move	
30	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/employ-edinternshipsprogramme/employ-ed-overseas	Out of Scope	Employers	Employ ed	Not Required				N/A	Archive	
31	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/employ-edinternshipsprogramme/guide-to-internships	Out of Scope	Employers	Providing interns	Required	Confirmed	Employers		EM GC5	Move	
32	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/employ-edinternshipsprogramme/guide-to-internships/managing-an-intern-remotely	Out of Scope	Employers	Providing interns	Required	Confirmed	Employers		EM GC6	Move	
33	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/employ-edinternshipsprogramme/guide-to-internships/planning-your-internship	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC7	Move	
34	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/employ-edinternshipsprogramme/guide-to-internships/recruitment-faqs	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC8	Move	
35	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/employ-edinternshipsprogramme/hear-from-our-employ-ed-managers	Out of Scope	Employers	Employ ed	Required	Confirmed	Employers		EM GC9	Move	
36	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/employ-edinternshipsprogramme/insights-programme	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC10	Move	
37	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/good-practice-guide-for-private-household-employer	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC11	Move	
38	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/guide-to-recruitment	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC12	Move	
39	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/guide-to-recruitment/appointment-and-induction	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC13	Move	
40	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/guide-to-recruitment/planning-and-advertising	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC14	Move	
41	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/guide-to-recruitment/shortlisting-and-interviewing	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC15	Move	
42	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/hiring-international-students	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC16	Move	
43	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/hiring-international-students/permission-to-work-in-the-uk	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC17	Move	
44	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/how-to-improve-diversity	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC18	Move	
45	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/information-for-recruitment-agencies	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC19	Move	
46	https://careers.ed.ac.uk/employers/list-your-vacancies-and-events/write-great-job-advert	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC20	Move	
47	https://careers.ed.ac.uk/employers/privacy-statement-for-employers	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC21	Move	
48	https://careers.ed.ac.uk/employers/raise-awareness	Out of Scope	Employers	Employer resour	Required	Confirmed	Employers		EM GC22	Move	
49	https://careers.ed.ac.uk/employers/raise-awareness/attendfair	Out of Scope	Employers	Events	Required	Confirmed	Employers		EM GC23	Move	
50	https://careers.ed.ac.uk/employers/raise-awareness/attendfair/careers-in-tech-and-data	Out of Scope	Employers	Events	Not Required				N/A	Archive	
51	https://careers.ed.ac.uk/employers/raise-awareness/attendfair/careers-in-tech-and-data/exhibitor-area-faq	Out of Scope	Employers	Events	Not Required				N/A	Archive	
52	https://careers.ed.ac.uk/employers/raise-awareness/attendfair/careers-in-tech-and-data/exhibitor-area-making-the-most-of-the-fair	Out of Scope	Employers	Events	Not Required				N/A	Archive	
53	https://careers.ed.ac.uk/employers/raise-awareness/attendfair/careers-in-tech-and-data/information-for-exhibitors	Out of Scope	Employers	Events	Not Required				N/A	Archive	
54	https://careers.ed.ac.uk/employers/raise-awareness/attendfair/creative-and-cultural-careers	Out of Scope	Employers	Events	Required	Confirmed	Employers		EM EP2	Move	
55	https://careers.ed.ac.uk/employers/raise-awareness/attendfair/discover-careers	Out of Scope	Employers	Events	Required	Confirmed	Employers		EM EP3	Move	
56	https://careers.ed.ac.uk/employers/raise-awareness/attendfair/discover-careers/exhibitor-area-frequently-asked-questions	Out of Scope	Employers	Events	Not Required				N/A	Archive	
57	https://careers.ed.ac.uk/employers/raise-awareness/attendfair/discover-careers/exhibitor-area-making-the-most-of-the-fair	Out of Scope	Employers	Events	Not Required				N/A	Archive	
58	https://careers.ed.ac.uk/employers/raise-awareness/attendfair/discover-careers/information-for-exhibitors	Out of Scope	Employers	Events	Required	Confirmed	Employers		EM GC30	Move	
59	https://careers.ed.ac.uk/employers/raise-awareness/attendfair/engineering	Out of Scope	Employers	Events	Required	Confirmed	Employers		EM EP4	Move	

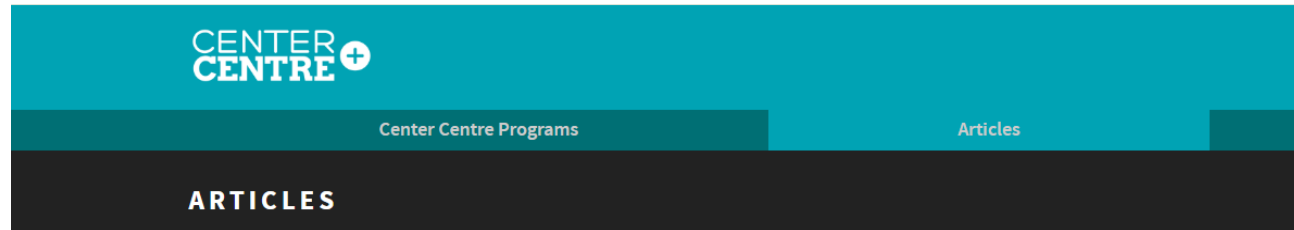
~700 pages

The Careers Service wanted a
site that worked for their users

At an away day, staff listed the most important things that users wanted to do on the site



We wanted to hear from students directly



Fast Path to a Great UX – Increased Exposure Hours



by Jared M. Spool

As we've been researching what design teams need to do to create great user experiences, we've stumbled across an interesting finding. It's the closest thing we've found to a silver bullet when it comes to reliably improving the designs teams produce. This solution is so simple that we didn't believe it at first. After all, if it was this easy, why isn't everyone already doing it?

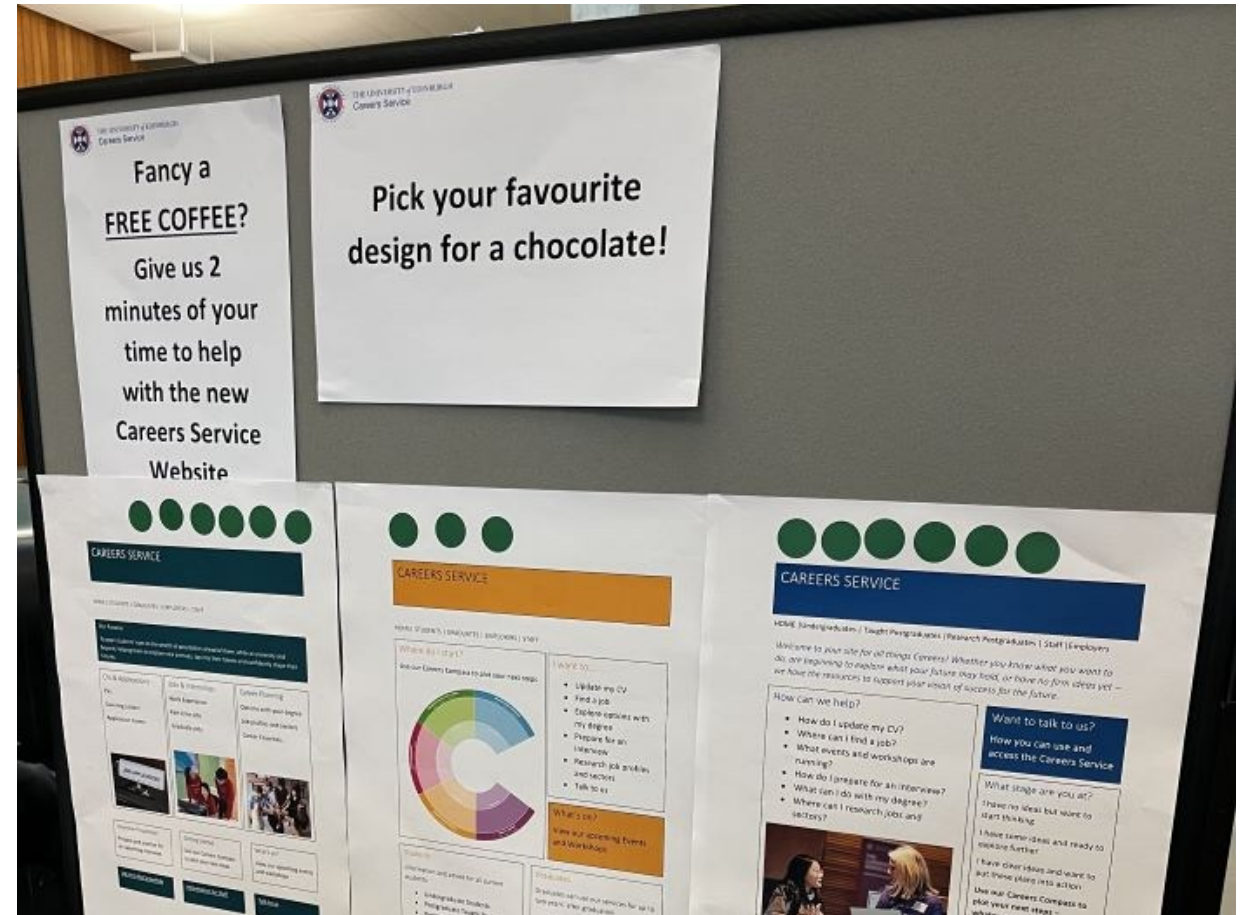
To make sure, we've spent the last few years working directly with teams, showing them what we found and helping them do it themselves. By golly, it actually worked. We were stunned.

The solution? Exposure hours. The number of hours each team member is exposed directly to real users interacting with the team's designs or the team's

[Fast Path to a Great UX – Increased Exposure Hours - Jared M. Spool](#)

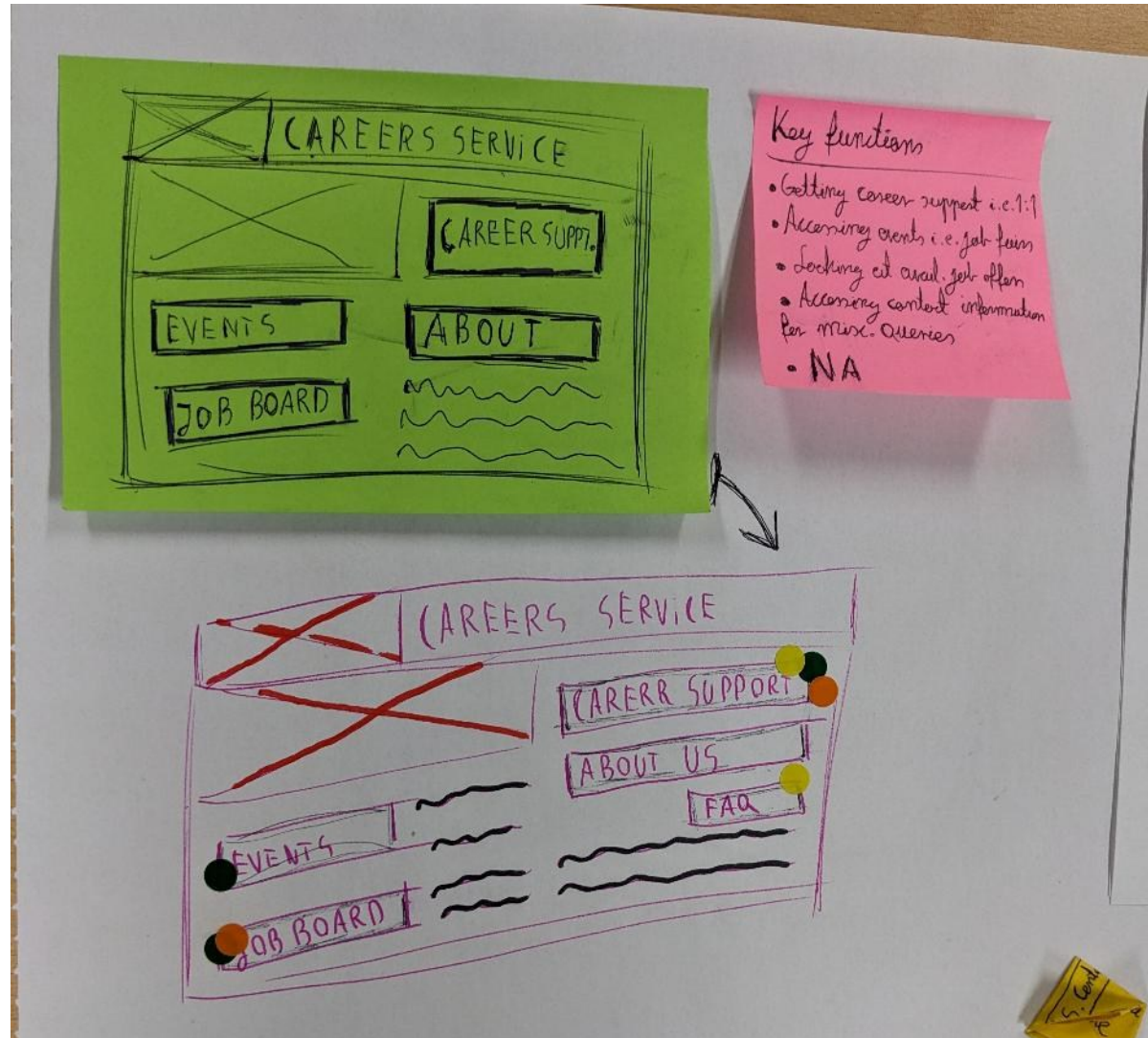
The Careers Service ran a pop-up interview station at the Main Library

- A great way to hear from lots of students quickly
- Improved understanding of what students want from the website

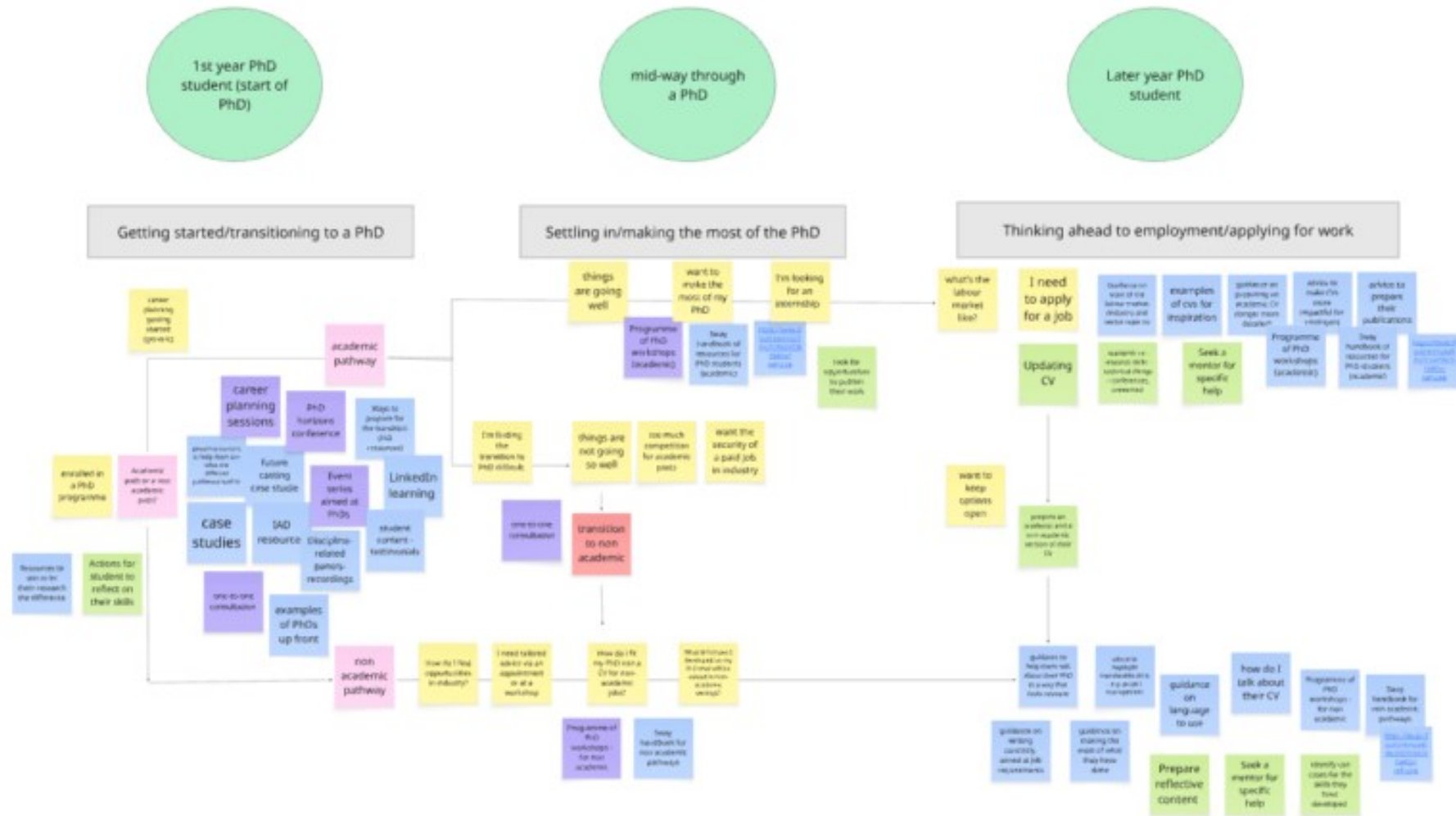


We also wanted to hear from
students in more depth

We ran a sketching workshop with students



We heard from specialist staff to improve our understanding of PhD student needs



The new site

The new site puts
high-demand user
tasks front and centre

 THE UNIVERSITY
of EDINBURGH

Schools & departments MyEd

Search 

CAREERS SERVICE

 CVs and Applications ▾ Jobs and internships ▾ Explore your options ▾ Build experience ▾ Interviews and assessment centres ▾ What's on ▾ Inclusive careers for everyone ▾

International students ▾ PhD and MRes students ▾ Graduates ▾ Employers ▾ Staff ▾ About us ▾

Home > Careers Service

Welcome to your Careers Service

We are here to support you to take your next steps with confidence, whatever stage you are at. Our online expert careers advice, information, tools and resources are available for you to use anytime and anywhere.

Not sure where to begin? We've got you covered! Your next steps will depend on what stage you are currently at.

Where are you now? >

CVs & applications



- Writing an effective CV
- Completing an application form
- Creating a LinkedIn profile

Jobs & internships



- Part-time & vacation jobs
- Graduate jobs
- Create your own opportunity

Explore your options



- Making and changing plans
- Find out about different careers
- Start your career planning

Interviews



- Prepare for interview
- Assessment centres
- Selection tests

Build experience



- Volunteer
- Edinburgh Award
- Develop your skills

What's on



- Fairs, themed events & campaigns
- Career Essentials workshops
- Masters Careers programme

Careers support for everyone

The Careers Service removed 200 pages from their site



WEBSITE AND COMMUNICATIONS BLOG

Search

Recent Posts

[Embedding the rules: What we learned UX testing a style guide helper tool built with Drupal Editoria11y](#)

[Do students actually watch videos on](#)

Website and Communications Blog > UX Service

> User-centred, planet-focused: How UX and digital sustainability drove a 20% cut in the digital footprint of the Careers Service website

User-centred, planet-focused: How UX and digital sustainability drove a 20% cut in the digital footprint of the Careers Service website

If you've enjoyed this

We run a monthly meetup for staff working with content:

[Content Improvement Club](#)

We run a self-study online course:

[Effective Digital Content](#)

Our team can advise on user research:

[Contact the User Experience Service](#)

Thanks!