# Hawai'i Career Acceleration Navigator (HI CAN) User Research Testing

Prepared for:

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# PART I:
# Hawaiʻi CAN Website: Quantitative Research Findings

# Research Objectives and Methodology

**Objectives:** To assess perceptions on behalf of DLIR (Department of Labor and Industrial Relations) for the HI CAN website for job seekers and the general public at-large. Decisions will inform website messaging and help optimize the user experience.

**Methodology:** Data was collected via an online survey. Data was collected between January 25 and February 23, 2023

A total of 100 adult Hawai'i residents completed the survey. To acquire a sample of website users and non-users, the study used three (3) sample acquisition sources:
- ✓ **Website Users and unemployed were targeted through 2 sources which produced 52% of the total sample:**
  - ▪ **RESEA Participants:** Participants invited from the RESEA's database (n=48)
  - ▪ **Banner Invitation Participants:** Participants recruited from the HI CAN website totalled four (4) – fewer than anticipated but the data collection period drew to a close.

- ✓ **Hawai'i Residents:** Participants of the Digital Readiness & Literacy Study were also targeted and comprised 48% of the sample (n=48).

**Website Users:**  42% of respondents had previously used the website.

**Unemployed:**  71% of respondents have received unemployment benefits.

**Statistical Analysis:** Within the reports' tables, a box or shaded area indicates a statistically significant difference across segments at the 95% level of confidence.
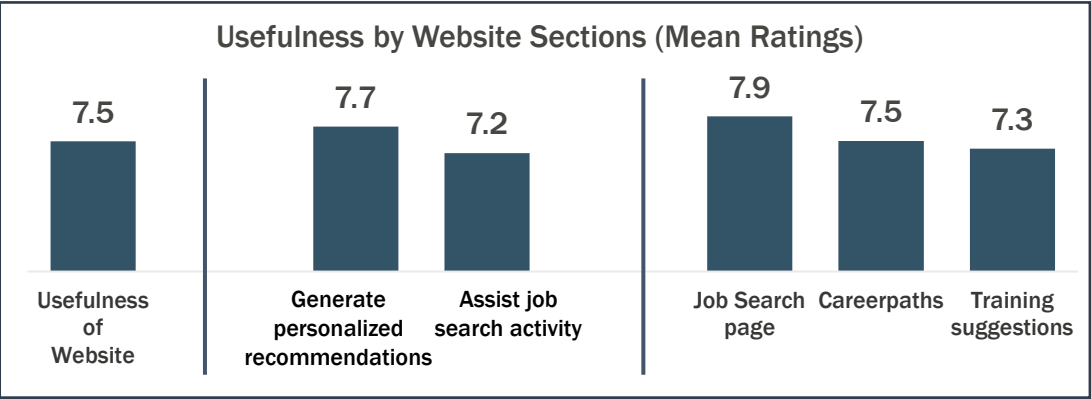
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# Key Insights & Recommendations

# Hawaii CAN Website Research Executive Findings

**1** **SOURCES OF INFORMATION** – Most used sites include indeed, craigslist followed by Hirenet Hawaii and Social media sites (Linkedin, etc.)

80% use Internet job posting sites such as indeed/craigslist, while approximately half used Hirenet Hawaii and Social Media sites (Linkedin). The Hawaii CAN website is 4th place at 39 percent.

**Higher pay, benefits, and job location are key factors for job seekers**

These factors are the primary motivators followed by matching skills/work experience and leveraging experience. Identifying in-demand skills and remote work opportunities are ranked lower.

**2** **RESIDENT PRIORITIES** - Generating personalized recommendations and the Job search pages are the highest rated features on the site



Usefulness by Website Sections (Mean Ratings)

| | 7.5 | 7.7 | 7.2 | 7.9 | 7.5 | 7.3 |
|---|---|---|---|---|---|---|
| | Usefulness of Website | Generate personalized recommendations | Assist job search activity | Job Search page | Careerpaths | Training suggestions |

The website is well received by all segments across all demographic backgrounds. Younger job seekers are particularly keen on the site. Those that rely on newspapers/printed job postings also say the site is extremely useful to them.

At least, 74 percent or more find the site and their sections to be helpful to them in their job search.

| | Usefulness of Website | Generate Recommen- dations | Assist job search activity | Job Search Page | Career paths | Training Suggestions |
|---|---|---|---|---|---|---|
| Useful (6-10 rate) | 74% | 84% | 75% | 81% | 84% | 78% |
| Not Useful (1-5 rate) | 16% | 11% | 19% | 16% | 14% | 19% |
| Average | 7.5 | 7.7 | 7.2 | 7.9 | 7.5 | 7.3 |

Note: Percentages may not sum to 100% due to 'Don't Know' responses.

**3** **USEFULNESS** - Overall, those who found the website description to be useful also find each individual page to be useful. This is a good indicator that each website section matches the overall message of the site.

Those using the site to identify in-demand careers, matching/leveraging skills, and matching work experience, find the website to be extremely helpful. This is a positive sign that matching skills and experience with potential careers is in alignment with user expectations.

**4** **COMPELLING POINTS** - On the welcome page, the following message resonated best with users; 49 percent say this is important to them.

The Hawai'i Career Acceleration Navigator (HI CAN) uses a combination of Machine Learning (ML), Artificial Intelligence (AI), state administrative data, and cloud computing to generate custom recommendations and job matches.

On the job search activity page, applying for a job (54%) is a key feature followed by Contacting an employer (29%) and uploading a resume (24%).

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# Hawaii CAN Website Recommendations (Preliminary)

Overall, the Hawai'i CAN website is well received and job seeking motivations align well with site messaging. User ratings also indicate that the site will be an asset to all user demographic segments.

**(1) ENHANCE EXPERIENCE FOR UNEMPLOYED - Although user ratings are high, those receiving unemployment benefits reported slightly less favorable impressions.**
Additional messaging and clarification may be needed for this group as they rated all sections slightly lower. The section designed to assist job search activity in particular, is rated directionally lower compared to others. 70 percent of those receiving benefits say this section would be useful compared to 90 percent for those not receiving benefits.

**(2) CLIARIFY SOME CONTENT AREAS - Site content such as meeting with a job coach or attending a job seminar may require clarification**
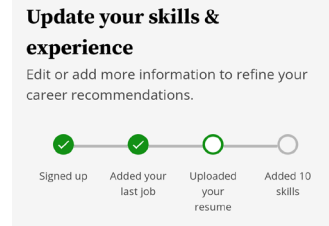Consider adding detail on areas users found to be confusing via hover over text descriptions, Pro-Tip callouts, Frequently asked question pages, or additional helpful resources. As users come from a variety of different technical levels, explore if options for further information is useful.
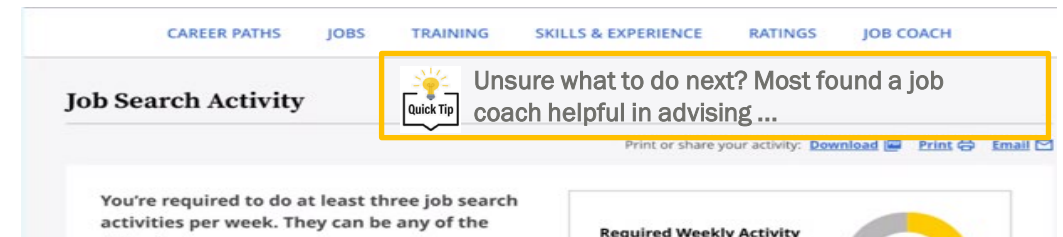
**(3) USER GUIDES - General walkthrough and guides such as progress bars, help tutorials, and walkthroughs may be beneficial to ensure that users take full advantage of site features**
Explore if adding online features would be beneficial to users. The current site includes a progress bar to guide users on adding their information – it maybe helpful to expand on this to other pages such as training, job skills, and other areas, to keep users on track. As many consume information differently – some may benefit from a standardized progress bar or check hey do not miss out on site features.

For example – some users may benefit from additional check lists/progress bars on pages similar to the example on the skills page.

**Update your skills & experience**
Edit or add more information to refine your career recommendations.

Signed up | Added your last job | Uploaded your resume | Added 10 skills

As searching for a job may be overwhelming, some users could miss opportunities if they are not prompted directly with features and services. For example, a tip highlighting a specific feature such as scheduling a jobs coach may be useful for those unaware of this offering.

CAREER PATHS    JOBS    TRAINING    SKILLS & EXPERIENCE    RATINGS    JOB COACH

**Job Search Activity**

*Quick Tip* Unsure what to do next? Most found a job coach helpful in advising …

Print or share your activity: Download    Print    Email

You're required to do at least three job search activities per week. They can be any of the following:

Required Weekly Activity

Essential job search tips and techniques may also be beneficial so users are not overwhelmed or discouraged during the process. For example, reminders to frequently update skills, tips for job seekers to check the site on a recommended cadence, and ensure that all portions of the site are completed, may be an asset.

*Quick Tip* Most users login at least # times a week to take full advantage of the Hawai'i CAN site

*Quick Tip* Are you receiving unemployment benefits? See what other users found helpful on Hawai'i CAN …

*Quick Tip* Job seminars can be a fun way to network and put a face to your resume …
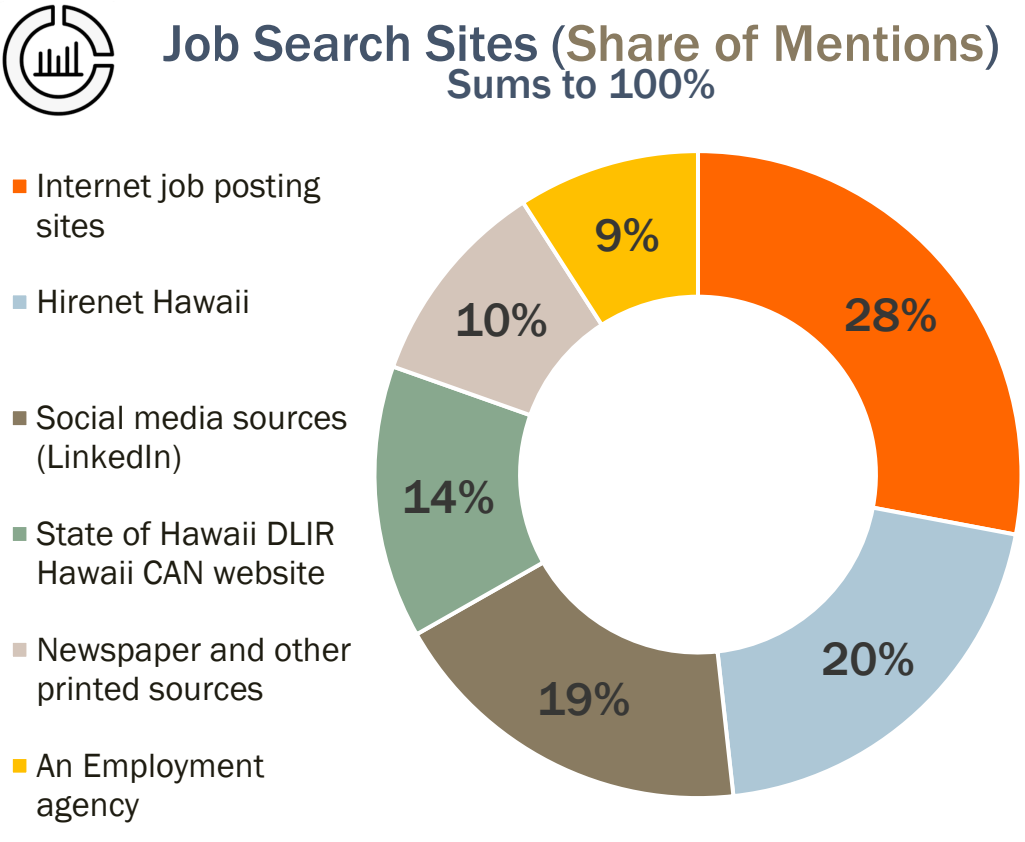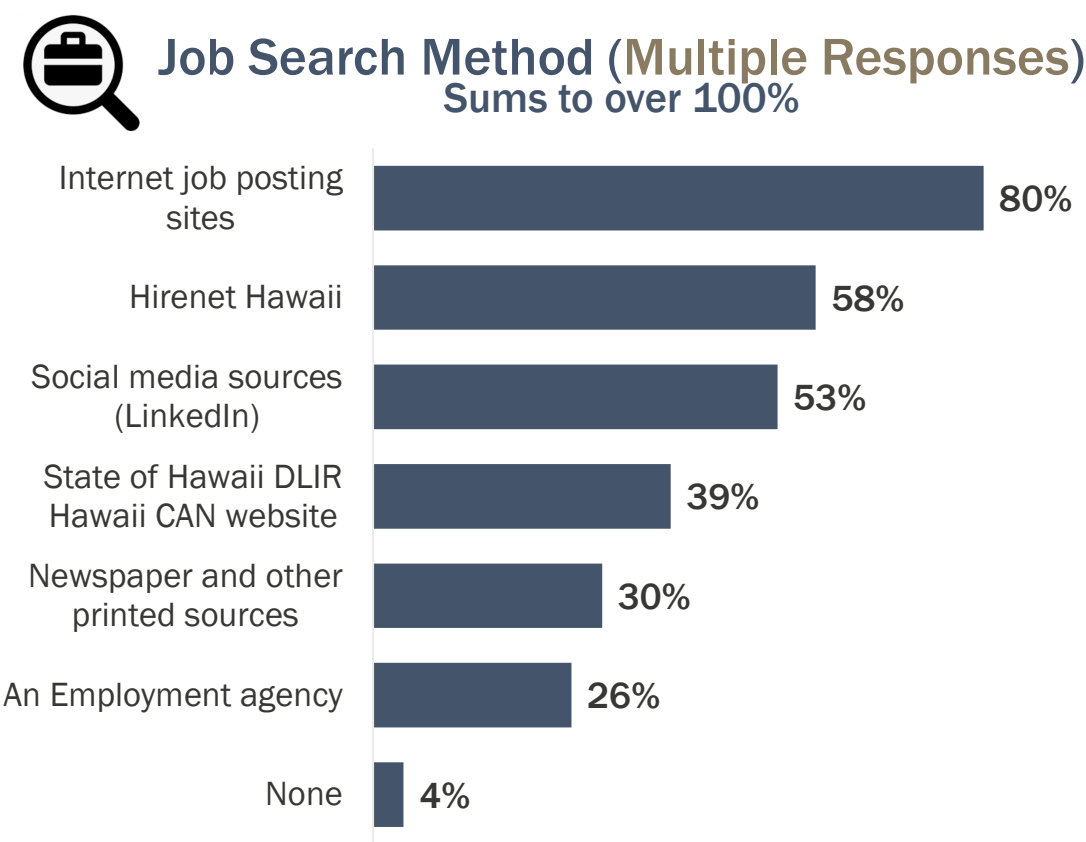
# Summary of Findings

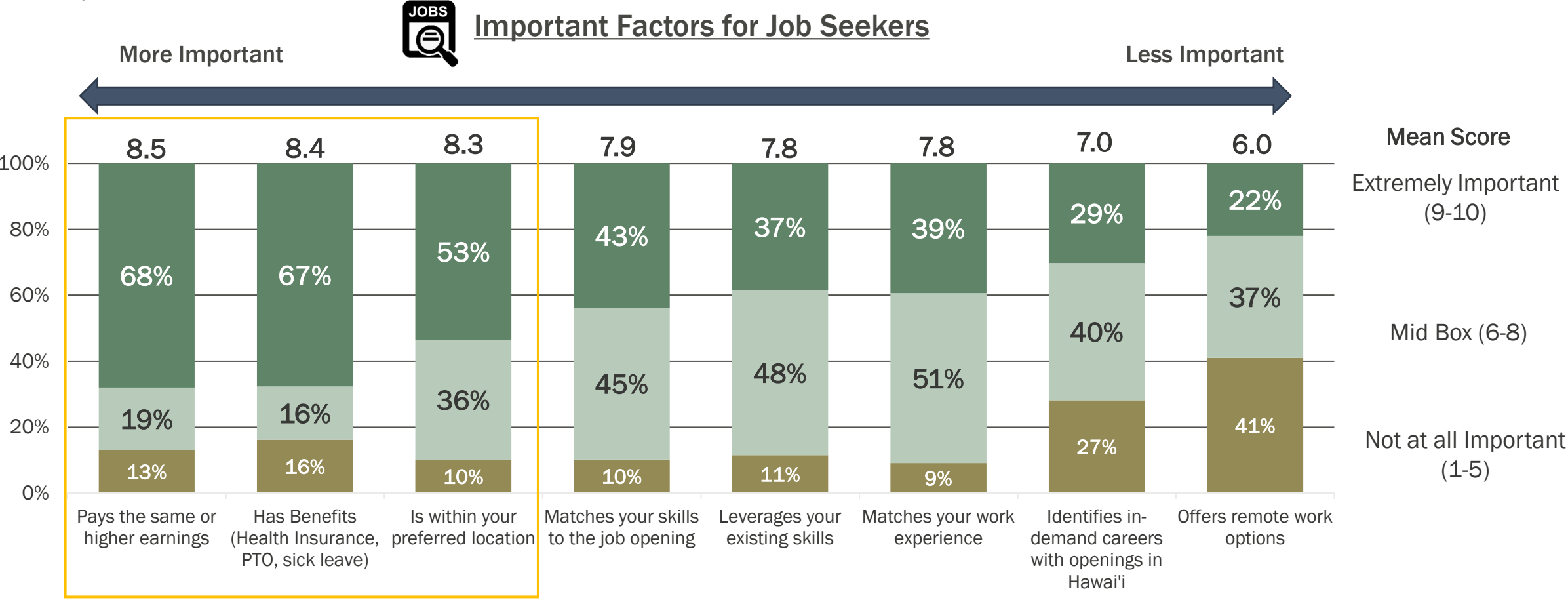# Job Search Methods and Motivations among Job Seekers

# Internet job posting sites (indeed, craigslist, etc.) are the top search methods; More than One Third Mention the State DLIR Hawai'i CAN website

Eight out of ten use Internet job posting sites such as indeed/craigslist, the most popular method among job seekers, while approximately half used Hirenet Hawaii and Social Media sites (Linkedin), next in popularity.  The Hawai'i CAN website is mentioned by over a third of residents (39%) and ranked 4th in terms of job search methods used.  Other methods such as printed sources and employment agencies are used by 30 percent or less.

## Job Search Method (Multiple Responses)
### Sums to over 100%

| Method | % |
|---|---|
| Internet job posting sites | 80% |
| Hirenet Hawaii | 58% |
| Social media sources (LinkedIn) | 53% |
| State of Hawaii DLIR Hawaii CAN website | 39% |
| Newspaper and other printed sources | 30% |
| An Employment agency | 26% |
| None | 4% |

## Job Search Sites (Share of Mentions)
### Sums to 100%



- Internet job posting sites — 28%
- Hirenet Hawaii — 20%
- Social media sources (LinkedIn) — 19%
- State of Hawaii DLIR Hawaii CAN website — 14%
- Newspaper and other printed sources — 10%
- An Employment agency — 9%

Base: 100 Respondents.  Responses may exceed 100% due to multiple responses.
Q1.    When looking for a job, which if any of these have you ever used... (Select all that apply)

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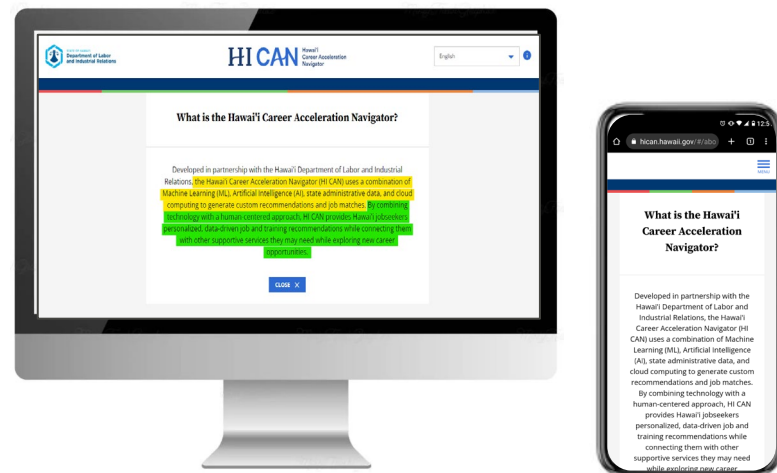UNEARTH AHA! INSIGHTS. MASTER YOUR MARKET.

# Increased pay, benefits, and location are key factors for job seekers

Job seekers are motivated primarily by better pay, benefits, and a preferred location; these factors are rated highly with a majority reporting them to be extremely important (9-10 rating). Secondary in importance are skills matching, leveraging existing skills, and work experience matching. While somewhat important to job seekers, identifying in-demand careers is ranked lower in importance while offering remote work options is the least important.

## Important Factors for Job Seekers

**More Important** ⟵⟶ **Less Important**

| | Pays the same or higher earnings | Has Benefits (Health Insurance, PTO, sick leave) | Is within your preferred location | Matches your skills to the job opening | Leverages your existing skills | Matches your work experience | Identifies in-demand careers with openings in Hawai'i | Offers remote work options |
|---|---|---|---|---|---|---|---|---|
| Mean Score | 8.5 | 8.4 | 8.3 | 7.9 | 7.8 | 7.8 | 7.0 | 6.0 |
| Extremely Important (9-10) | 68% | 67% | 53% | 43% | 37% | 39% | 29% | 22% |
| Mid Box (6-8) | 19% | 16% | 36% | 45% | 48% | 51% | 40% | 37% |
| Not at all Important (1-5) | 13% | 16% | 10% | 10% | 11% | 9% | 27% | 41% |

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# Website Perceptions and Usefulness

# OVERALL WEBSITE DESCRIPTION: Personalized recommendations and the Job search page are the highest rated sections on the site
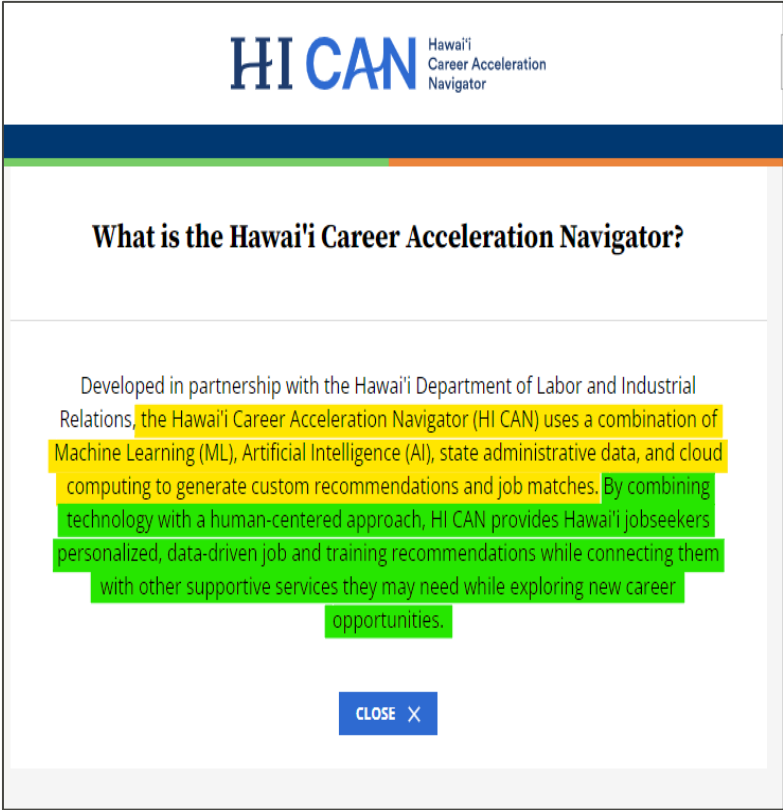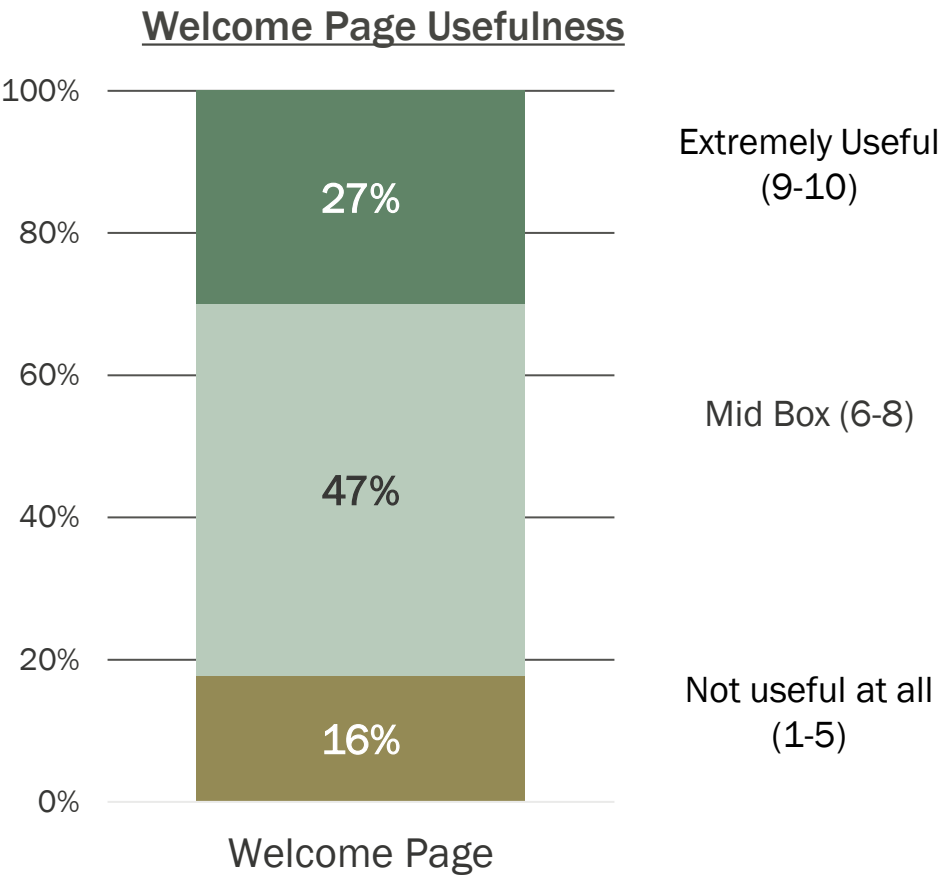
Although users find all pages to be useful when searching for a job; pages helping them generate personalized recommendations and the job search page are particularly helpful. Following closely behind, all pages are rated a 7/10 in average helpfulness.

## Usefulness by Website Sections (Mean Ratings)

| Usefulness of Website | Generate personalized recommendations | Assist job search activity | Job Search page | Careerpaths | Training suggestions |
|---|---|---|---|---|---|
| 7.5 | 7.7 | 7.2 | 7.9 | 7.5 | 7.3 |

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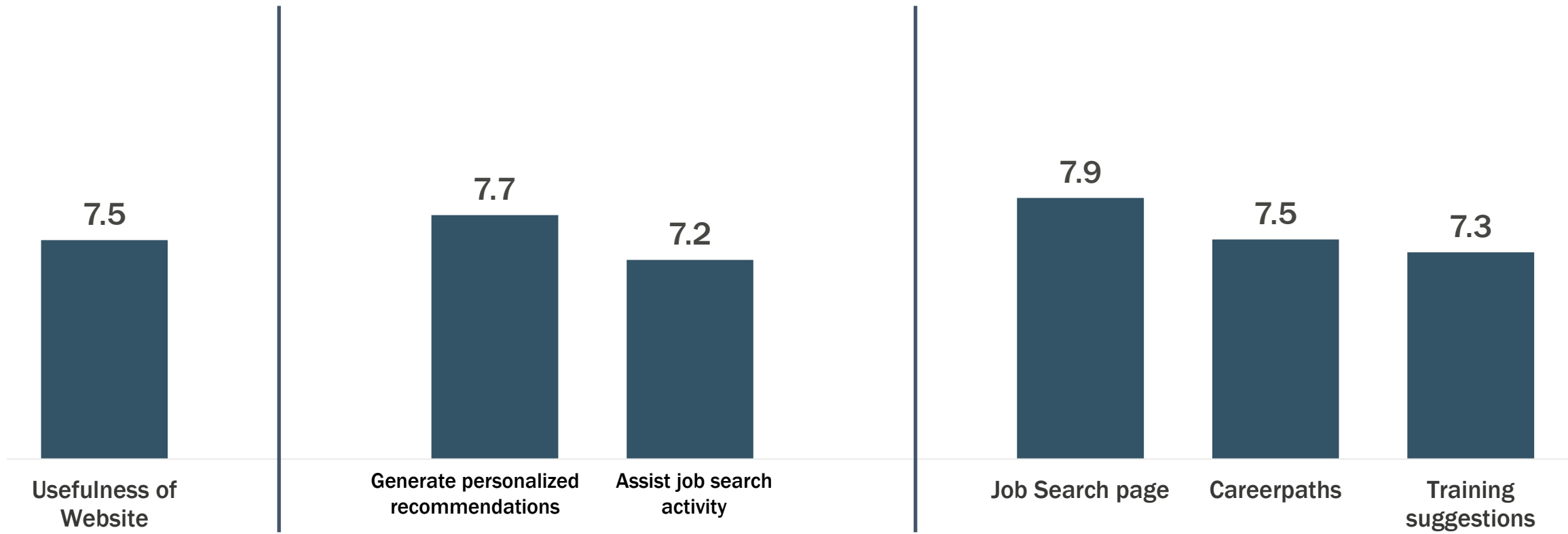
# OVERALL: Based on the description, nearly 3-out-of-4 say the website would be extremely or somewhat useful to them

When users were shown a description of the site and asked for their impressions, 74 percent say the site would be extremely or somewhat useful to them. Only 16 percent find the description of the site not useful to them.

## Welcome Page Usefulness

| | |
|---|---|
| 27% | Extremely Useful (9-10) |
| 47% | Mid Box (6-8) |
| 16% | Not useful at all (1-5) |

Welcome Page



**HI CAN** Hawai'i Career Acceleration Navigator

**What is the Hawai'i Career Acceleration Navigator?**

Developed in partnership with the Hawai'i Department of Labor and Industrial Relations, the Hawai'i Career Acceleration Navigator (HI CAN) uses a combination of Machine Learning (ML), Artificial Intelligence (AI), state administrative data, and cloud computing to generate custom recommendations and job matches. By combining technology with a human-centered approach, HI CAN provides Hawai'i jobseekers personalized, data-driven job and training recommendations while connecting them with other supportive services they may need while exploring new career opportunities.
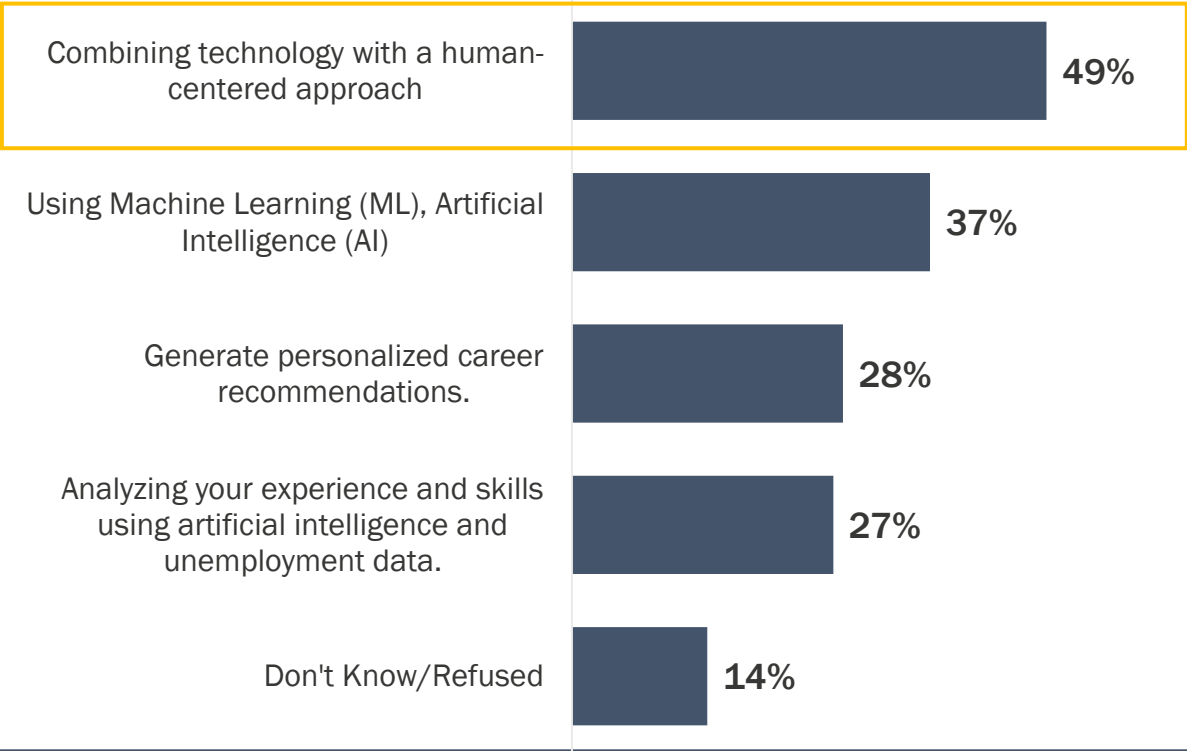
CLOSE X

Base: 100 Respondents; Percentages may not sum to 100% due to 'Don't Know' responses.
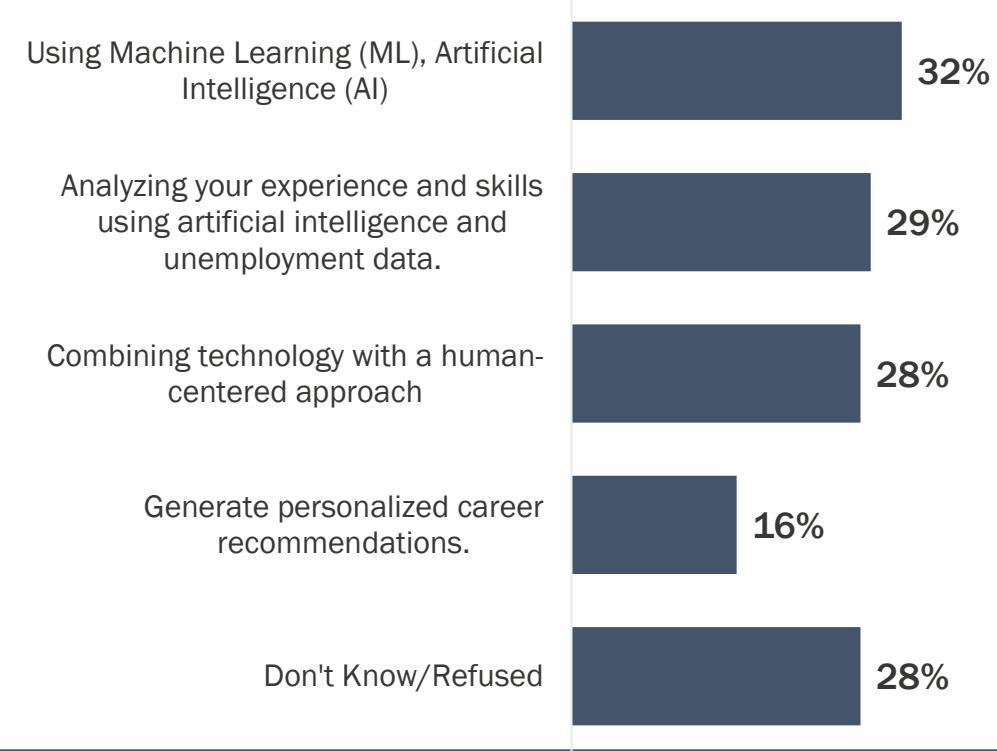Q3.    How useful would a website like this be to you in finding a job?

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# OVERALL: All demographic segments say the website would be useful to them based on the description

All users, regardless of their demographic background or job seeking preferences, reported the site would be useful to them. Those who have ever received unemployment benefits also found this message useful. Delving deeper into resident demographics, younger users (18-34 years old) reported the highest positive impressions of this message.

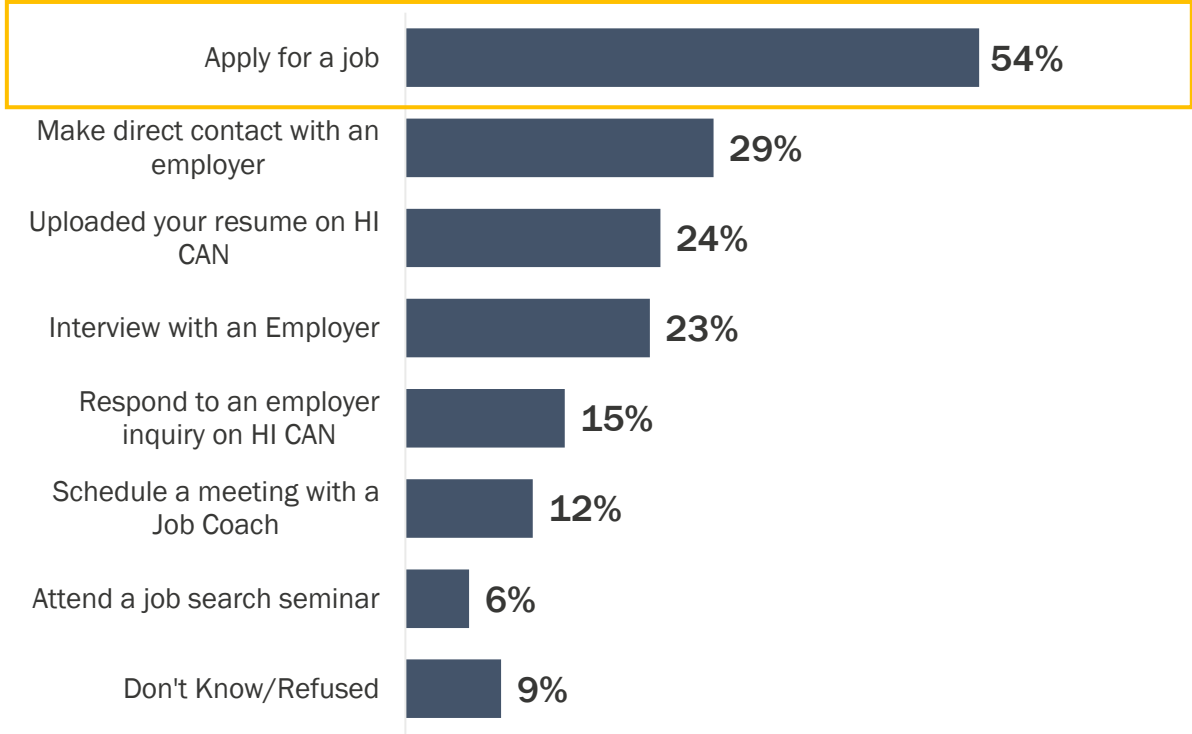| | Unemployment Benefits | | Job Seeking methods/websites | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Received | Did not receive | Hirenet Hawaii | Employment Agency | Newspaper Ads | Social Media | Internet Job sites | State HI Can Website |
| Website would be useful (6-10 rating) | 73% | 76% | 76% | 69% | 67% | 75% | 79% | 77% |
| Average | 7.5 | 7.4 | 7.6 | 7.6 | 7.6 | 7.4 | 7.6 | 7.7 |
| Base | 71 | 29 | 58 | 26 | 30 | 53 | 80 | 39 |

| | Income | | | Education | | | Age | | |
|---|---|---|---|---|---|---|---|---|---|
| | <$50K | $50K-$100K | $100K+ | High school Business Trade School | Some college | College Post graduate | 18-34 | 35-54 | 55+ |
| Website would be useful (6-10 rating) | 77% | 75% | 72% | 70% | 76% | 73% | 84% | 79% | 62% |
| Average | 7.8 | 7.4 | 7.0 | 7.5 | 7.1 | 7.4 | 7.5 | 7.4 | 7.4 |
| Base | 30 | 32 | 29 | 27 | 17 | 52 | 25 | 38 | 37 |

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# JOB SEARCH: Generating personalized job recommendations is a key strength of the site, receiving high positive ratings

The website's ability to generate personalized job recommendations, along with the jobs page specifically, are the most appealing features among testers. The site's ability to provide focused job and career options is seen by 84 percent, to be somewhat or extremely useful.

## Generate Personalized Recommendations
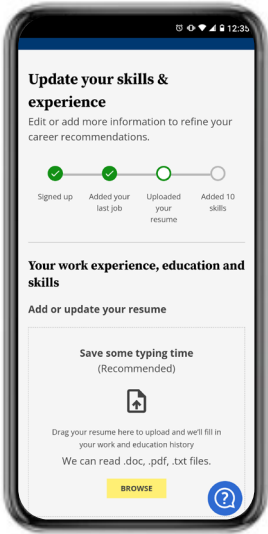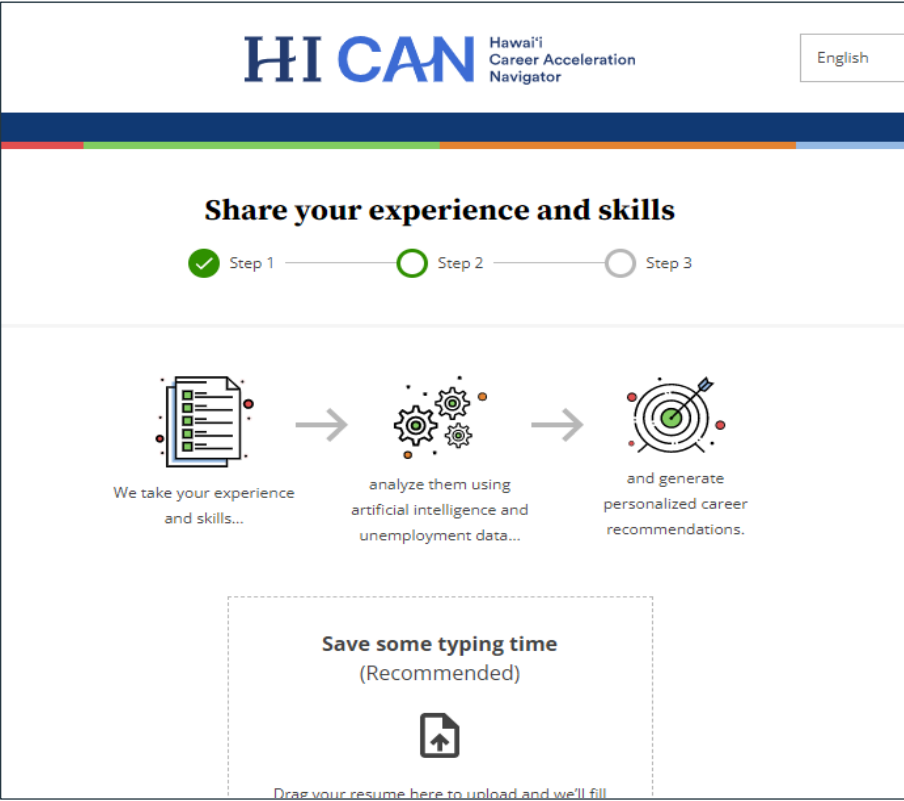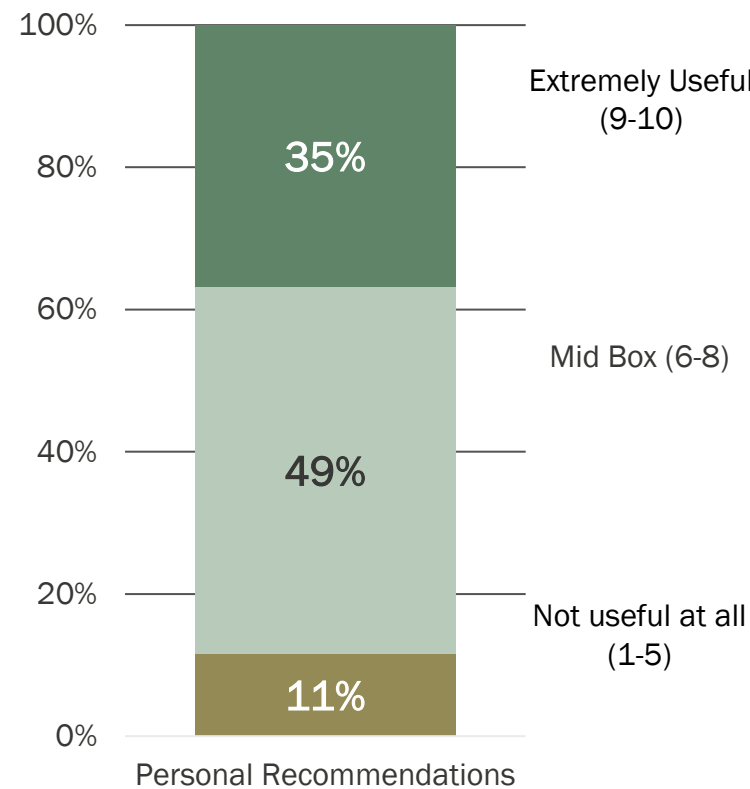


Chart: Personal Recommendations
- Extremely Useful (9-10): 35%
- Mid Box (6-8): 49%
- Not useful at all (1-5): 11%



HI CAN — Hawai'i Career Acceleration Navigator

Share your experience and skills
Step 1 — Step 2 — Step 3

We take your experience and skills... → analyze them using artificial intelligence and unemployment data... → and generate personalized career recommendations.

Save some typing time (Recommended)

Drag your resume here to upload and we'll fill

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# JOB SEARCH: A human centered approach combined with data is the best received messaging and appeals to most users

When asked what is most important to them, around half say that a human centered approach combined with data is the most important followed by a Machine learning / Artificial Intelligence (ML/AI) driven method. This ML/AI approach also needed the most clarification among users followed closely behind by the statement about using Artificial intelligence and unemployment data. Users found these statements to be more ambiguous and required additional clarification and details.

## Most Important Job Search Content (2 Answers): Personalized Recommendations

| | |
|---|---|
| Combining technology with a human-centered approach | 49% |
| Using Machine Learning (ML), Artificial Intelligence (AI) | 37% |
| Generate personalized career recommendations. | 28% |
| Analyzing your experience and skills using artificial intelligence and unemployment data. | 27% |
| Don't Know/Refused | 14% |

## Job Search Content Needing Clarification: Personalized Recommendations

| | |
|---|---|
| Using Machine Learning (ML), Artificial Intelligence (AI) | 32% |
| Analyzing your experience and skills using artificial intelligence and unemployment data. | 29% |
| Combining technology with a human-centered approach | 28% |
| Generate personalized career recommendations. | 16% |
| Don't Know/Refused | 28% |

# MEETING JOB SEARCH REQUIREMENTS: 3 of 4 users find the page tracking job search activity to be useful

Of these users, 34 percent also say this is extremely useful or in the Top Box (9-10). Only 19 percent find this page not useful to them in their job search and career progression.

## Assist with job search activity



Bar chart (100% stacked) for "Assist job search activity":
- Extremely Useful (9-10): 34%
- Mid Box (6-8): 41%
- Not useful at all (1-5): 19%
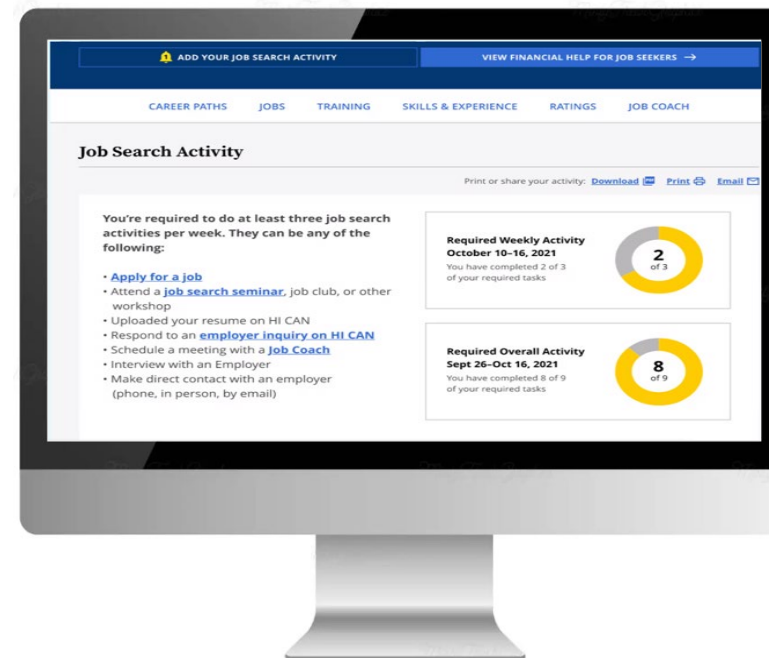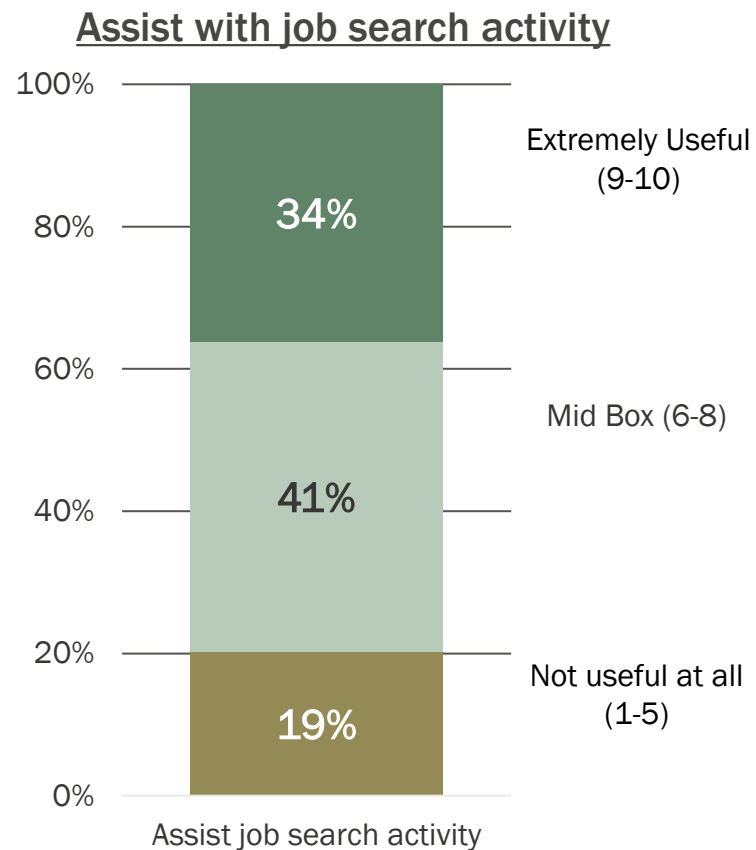
Base: 100 Respondents; Percentages may not sum to 100% due to 'Don't Know' responses.
Q5a. How useful would a website like this be to you in finding a job?

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# MEETING JOB SEARCH REQUIREMENTS: Applying for a job was the foremost feature, while scheduling a meeting with a job coach or attending a seminar needs clarification

Over half say the ability to apply for a job on this page was the most useful feature followed distantly by making contact with an employer (29%), uploading your resume to HI CAN (24%), and Interviewing with an employer (23%). Additional clarification is needed around features such as Meeting with a job coach and Attending a job search seminar, as these are not clear to some respondents.

## Most Important Webpage Content (2 Answers): Assisting job search activity

| Content | % |
|---|---|
| Apply for a job | 54% |
| Make direct contact with an employer | 29% |
| Uploaded your resume on HI CAN | 24% |
| Interview with an Employer | 23% |
| Respond to an employer inquiry on HI CAN | 15% |
| Schedule a meeting with a Job Coach | 12% |
| Attend a job search seminar | 6% |
| Don't Know/Refused | 9% |

## Content needing clarification: Assisting job search activity (Multiple Answers)
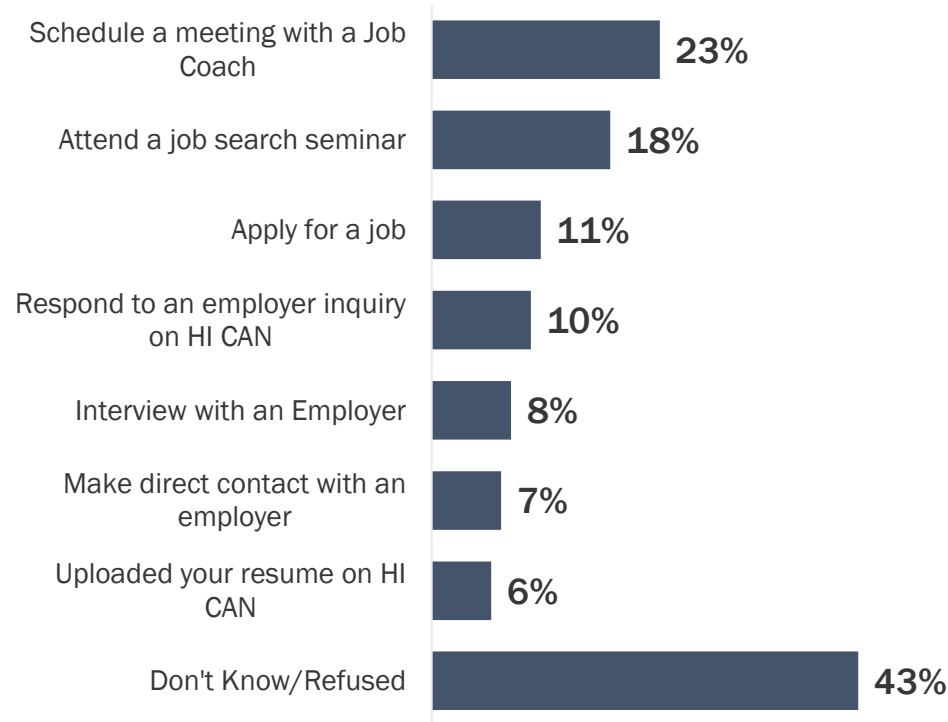
| Content | % |
|---|---|
| Schedule a meeting with a Job Coach | 23% |
| Attend a job search seminar | 18% |
| Apply for a job | 11% |
| Respond to an employer inquiry on HI CAN | 10% |
| Interview with an Employer | 8% |
| Make direct contact with an employer | 7% |
| Uploaded your resume on HI CAN | 6% |
| Don't Know/Refused | 43% |

# MEETING JOB SEARCH REQUIREMENTS: Additional outreach may be needed to those filing unemployment benefits as they rated the job search activity page lower compared to other users

While all users found the job search activity page to be helpful, those that received unemployment benefits reported slightly less favorable impressions. Those claiming unemployment benefits tended to need clarification around responding to an employer inquiry (13% versus 3%) and making contact with an employer (10%).

| | Unemployment Benefits | |
| --- | --- | --- |
| | Received | Did not receive |
| Website would be useful (6-10 rating) | 69% | 90% |
| Average | 7.0 | 7.9 |
| Base | 71 | 29 |

| Which area is unclear about this page? | Unemployment Benefits | |
| --- | --- | --- |
| | Received | Did not receive |
| Schedule a meeting with a Job Coach | 20% | 31% |
| Attend a job search seminar, job club, or other workshop | 20% | 14% |
| Apply for a job | 8% | 17% |
| Respond to an employer inquiry on HI CAN | 13% | 3% |
| Interview with an Employer | 7% | 10% |
| Make direct contact with an employer (phone, in person, by email) | 10% | - |
| Uploaded your resume on HI CAN | 4% | 10% |
| Base | 71 | 29 |

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# Other Sections - Job Search, Career Path, Training:  Perceptions and Usefulness
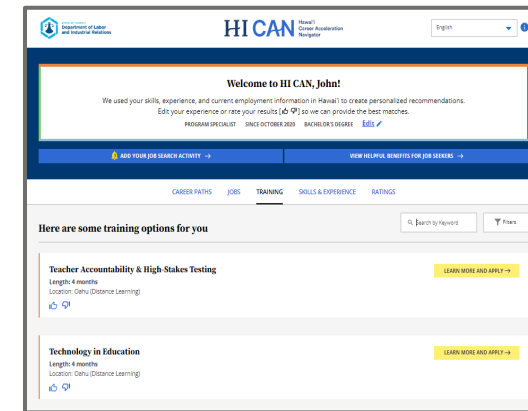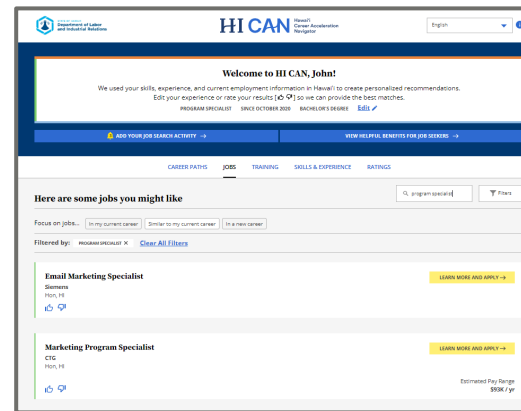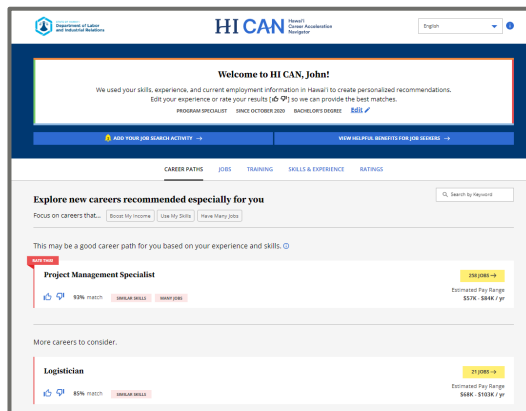
# JOB SEARCH, CAREER PATHS, TRAINING: Although the Jobs search section receives the highest ratings, the Career Paths and Training section are also rated favorably

The Jobs search section is the highest rated with 84 percent of users finding this extremely or somewhat useful. Following closely behind, 81 percent found the Career Path page useful while 78 percent had a favorable impression of the training page.

| | Jobs Search Page | Career Paths page | Training page |
|---|---|---|---|
| **Mean Score** | 7.9 | 7.5 | 7.3 |
| **Extremely Useful (9-10)** | 48% | 31% | 33% |
| **Mid Box (6-8)** | 36% | 50% | 45% |
| **Not useful at all (1-5)** | 14% | 16% | 19% |

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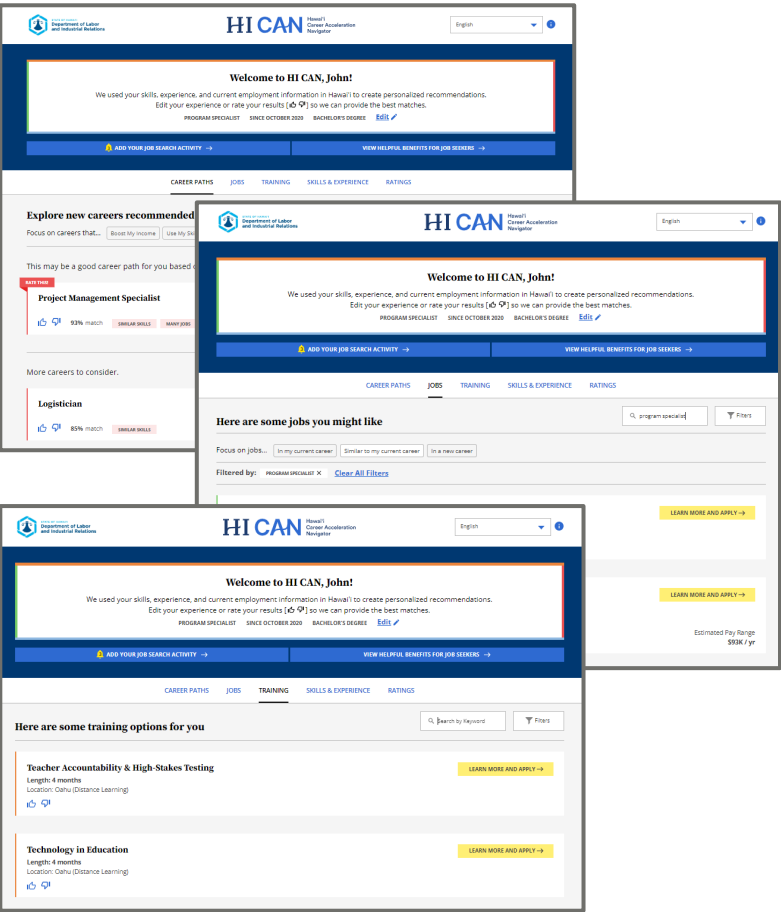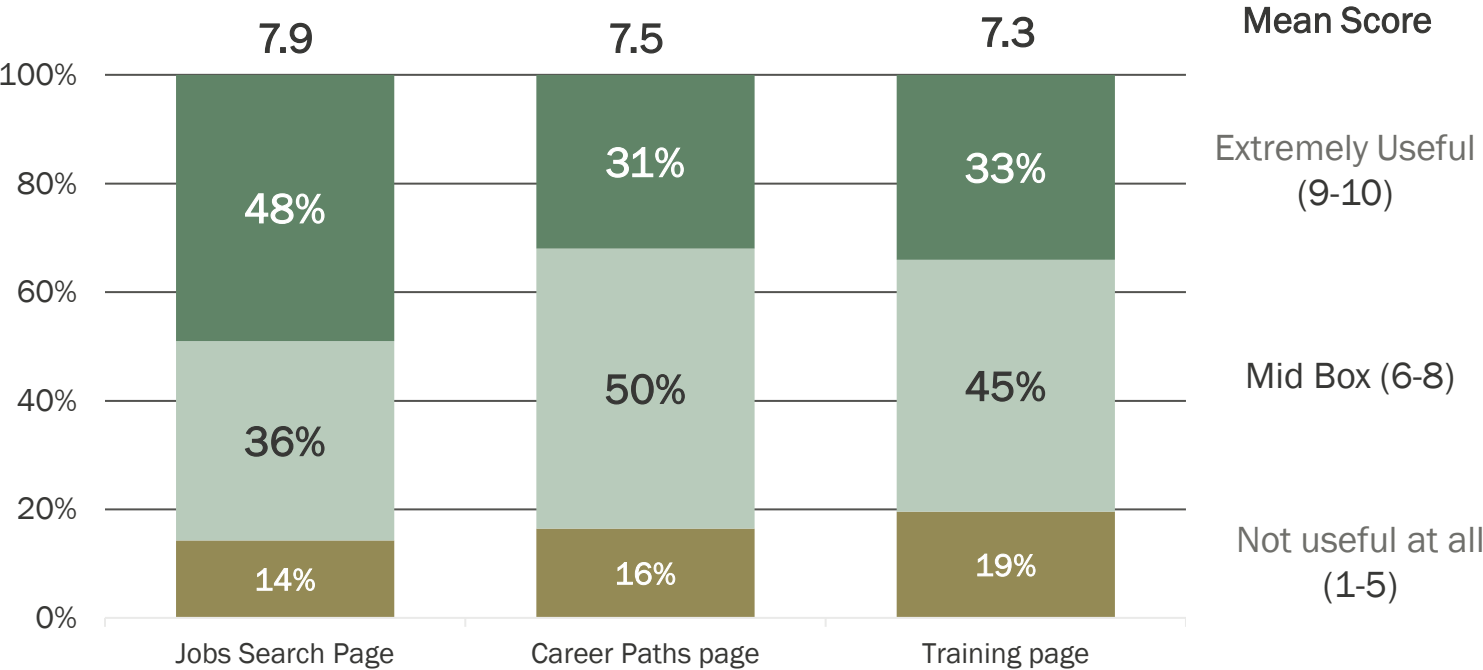
# JOB SEARCH, CAREER PATHS, TRAINING: The Job search page is most important to over half of all users; clarification may be required for the Training and Career Path page

Fifty-nine percent of users find the job search section to be the most important page followed distantly by the Career Paths page (17%) and Training page (16%) which are essentially tied. The Training and Career Paths sections are also found to need clarification by around 1-in-five or 21-22 percent. Additional content on these pages is helpful to shed light on these pages as they may not be intuitive to some users.

## Most Important Webpage Content

| Page | Percentage |
|---|---|
| Jobs Page | 59% |
| Career Paths Page | 17% |
| Training Page | 16% |
| Don't know/Refused | 8% |
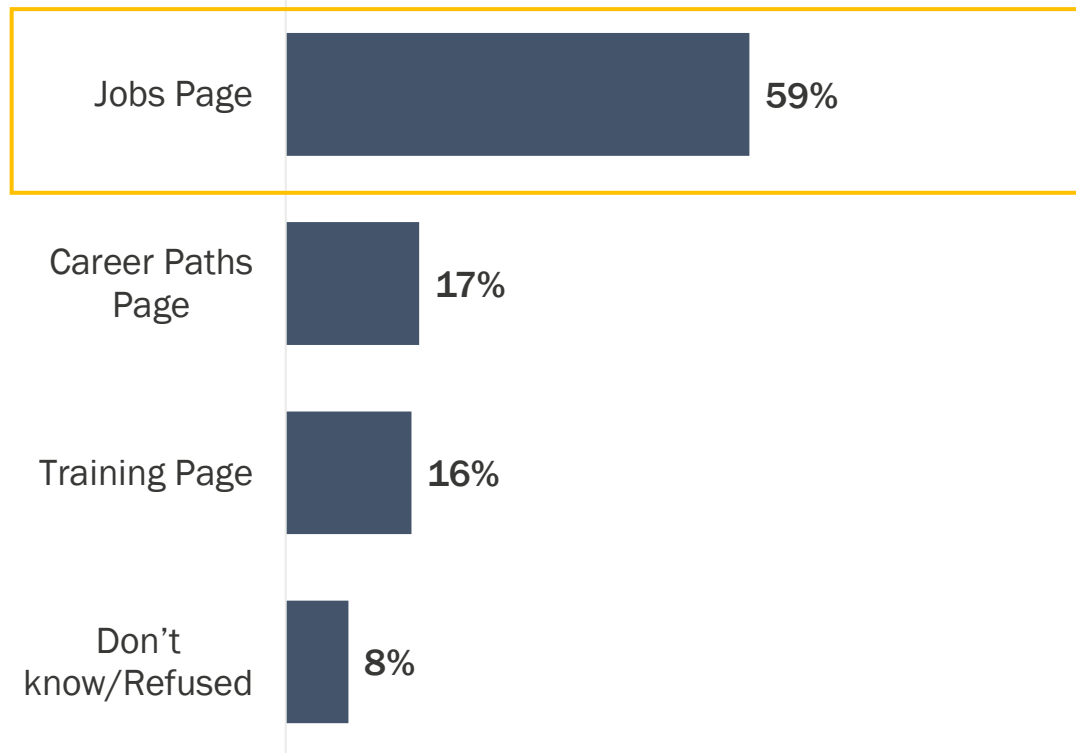
## Content needing clarification (Multiple Answers)
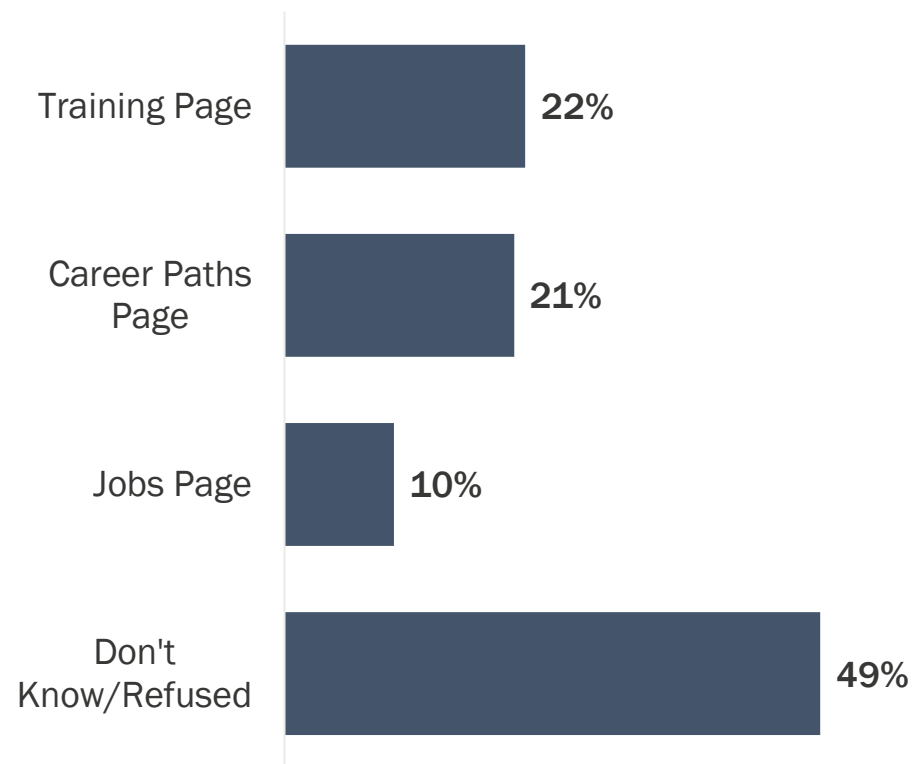
| Page | Percentage |
|---|---|
| Training Page | 22% |
| Career Paths Page | 21% |
| Jobs Page | 10% |
| Don't Know/Refused | 49% |

# While job seekers found the website pages helpful, those receiving unemployment benefits reported slightly less favorable impressions

Both those receiving unemployment benefits and those not, and users of other channels of job information find the website sections to be useful – particularly those who relied on newspaper or printed methods find the site to be especially helpful.

Those receiving unemployment benefits however, find the site to be slightly less useful compared to other users.  While not statistically significant, this group may need additional communication to address any concerns they have with the site and should be monitored to ensure they are able to take full advantage of the offerings.

| Website Sections (Average Ratings) | Unemployment Benefits | | Job Seeking methods/websites | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Received | Did not receive | Hirenet Hawaii | Employment Agency | Newspaper Ads | Social Media | Internet Job sites | State HI Can Website |
| Provide personalized recommendations | 7.7 | 7.8 | 7.7 | 7.6 | 8.1 | 7.6 | 7.9 | 7.8 |
| Assist job search activity | 7.0 | 7.9 | 6.9 | 6.8 | 8.0 | 7.1 | 7.2 | 7.4 |
| Job recommendations | 7.8 | 8.3 | 7.6 | 7.8 | 8.0 | 7.8 | 8.0 | 8.2 |
| Career paths | 7.4 | 7.6 | 7.2 | 7.3 | 7.7 | 7.1 | 7.5 | 7.7 |
| Training suggestions | 7.3 | 7.4 | 7.2 | 7.0 | 7.6 | 7.0 | 7.4 | 7.5 |
| Base | 71 | 28 | 57 | 25 | 30 | 52 | 79 | 39 |

# Although the website was well regarded across all segments, O'ahu users found the site to be especially helpful

Those located on O'ahu are more likely to indicate that the site is useful to them to find a job. Users of different ages and education levels are all likely to find each section useful.

| | Island | | | | Age | | | Education | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | O'ahu | Hawai'i Island | Maui | Kaua'i | 18-34 | 35-54 | +55 | High School Trade School | Some College | College Post College |
| Website description | 8.2 | 6.8 | 7.6 | 7.0 | 7.5 | 7.4 | 7.4 | 7.5 | 7.1 | 7.4 |
| Provide recommendations | 8.3 | 7.2 | 7.8 | 7.5 | 7.8 | 7.8 | 7.6 | 7.6 | 7.3 | 7.9 |
| Assist job search activity | 7.5 | 7.2 | 6.8 | 7.5 | 6.8 | 7.3 | 7.5 | 6.9 | 7.2 | 7.5 |
| Job recommendations | 7.5 | 7.0 | 7.5 | 7.9 | 7.7 | 7.3 | 7.5 | 7.5 | 7.4 | 7.4 |
| Career paths | 8.2 | 7.5 | 8.1 | 7.8 | 7.6 | 8.0 | 8.1 | 8.0 | 7.1 | 8.1 |
| Training suggestions | 7.2 | 7.0 | 7.4 | 7.8 | 7.4 | 7.3 | 7.3 | 7.2 | 7.3 | 7.3 |
| Base | 26 | 24 | 32 | 18 | 25 | 38 | 37 | 27 | 17 | 52 |

# Furthermore, the site was received well across a variety of ethnic backgrounds, household incomes, and residency status

Analyzing user sentiment across demographic categories reveals that all segments find the site to be helpful in their job search. Users of Japanese ancestry tended to find the site sections especially helpful.

| | Ethnicity | | | | | Household Income | | | Residency | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Caucasian | Filipino | Hawaiian | Japanese | Other | <$50K | $50-100K | +$100K | <20 Years | +20 Years | Born in HI |
| Website description | 7.3 | 7.7 | 7.0 | 8.8 | 7.4 | 7.8 | 7.4 | 7.0 | 7.3 | 7.5 | 7.5 |
| Provide recommendations | 7.4 | 7.8 | 7.9 | 8.8 | 7.5 | 7.6 | 7.5 | 8.0 | 7.5 | 7.7 | 8.0 |
| Assist job search activity | 7.1 | 7.7 | 7.4 | 7.3 | 7.8 | 6.5 | 7.7 | 7.2 | 7.2 | 6.8 | 7.4 |
| Job recommendations | 7.2 | 8.2 | 7.4 | 7.4 | 8.1 | 7.2 | 7.8 | 7.3 | 7.5 | 7.5 | 7.4 |
| Career paths | 8.0 | 9.0 | 7.6 | 7.8 | 8.1 | 7.0 | 8.1 | 8.5 | 8.1 | 7.9 | 7.9 |
| Training suggestions | 6.7 | 8.3 | 7.2 | 8.2 | 7.9 | 7.4 | 7.3 | 7.2 | 7.4 | 6.9 | 7.5 |
| Base | 32 | 7 | 27 | 11 | 17 | 29 | 32 | 29 | 26 | 21 | 50 |

Base: 100 Respondents; Percentages may not sum to 100% due to 'Don't Know' responses.
Q4ab. How useful would a website like this be to you in finding a job? / Q6ABC. How useful would a [INSERT] web page like this be to you in finding a job?

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# Respondent Demographics

| GEOGRAPHY | |
|---|---|
| O'ahu | 26% |
| Hawai'i | 24% |
| Maui | 32% |
| Kaua'i | 18% |
| **GENDER** | |
| Male | 26% |
| Female | 72% |
| Refused | 2% |
| **AGE** | |
| 18 to 34 | 25% |
| 35 to 54 | 38% |
| 55 or older | 37% |
| Average (Years Old) | 46.6 |
| **ETHNICITY** | |
| Caucasian | 34% |
| Native Hawaiian | 28% |
| Japanese | 12% |
| Filipino | 7% |
| Other | 19% |
| **MARITAL STATUS** | |
| Single, Never married | 32% |
| Married | 53% |
| Divorced, Separated, Widowed | 15% |

| EDUCATION | |
|---|---|
| High School or less | 28% |
| Some College or trade school | 18% |
| Graduated College/Post College | 54% |
| **INCOME** | |
| Under $50,000 | 33% |
| $50,000 - $100,000 | 35% |
| $150,000 or more | 32% |
| **OCCUPATION** | |
| Management | 15% |
| Service for hotel/restaurant, etc. | 13% |
| Administrative/Clerical | 11% |
| Professional | 10% |
| White collar | 7% |
| Self-employed | 7% |
| Technical | 3% |
| Sales | 3% |
| Blue Collar | 3% |
| Other | 11% |
| Not Employed | 3% |
| Retired | 9% |
| Refused | 5% |

| INDUSTRY | |
|---|---|
| Tourism | 14% |
| Education | 10% |
| Health | 9% |
| Construction / Building | 9% |
| Government | 6% |
| Food Service | 6% |
| Retailing | 5% |
| Financial Services / Banks | 5% |
| Telecommunications | 5% |
| Agriculture | 5% |
| Computer / Technology | 4% |
| Non-Profit | 3% |
| Other Service | 3% |
| Other | 17% |
| **HAWAI'I RESIDENCY** | |
| 20 years or less | 28% |
| 20 years or more | 21% |
| Born and raised in Hawai'i | 51% |
| **PRIMARY RESIDENCE** | |
| Own | 46% |
| Rent | 51% |
| Other | 3% |

# Those who find the overall website description to be useful also find each subpage to be useful

This is a positive indication that individual sections resonate well with the overall message on the first page of the website.  In other words, the intentions of these pages aligned with the overall website message.

| | Website Usefulness | |
|---|---|---|
| | Extremely useful | Not useful |
| **Generate personalized Job Recommendations** | | |
| Extremely useful (%) | 78% | 25% |
| Average Rating | 9.3 | 6.1 |
| **Assist job search activity** | | |
| Extremely useful (%) | 59% | 19% |
| Average Rating | 7.9 | 6.1 |
| Base | 27 | 16 |

| | Website Usefulness | |
|---|---|---|
| | Extremely useful | Not useful |
| **Job search page** | | |
| Extremely useful (%) | 67% | 38% |
| Average Rating | 8.6 | 6.6 |
| **Career paths** | | |
| Extremely useful (%) | 59% | 25% |
| Average Rating | 8.7 | 6.0 |
| **Training suggestions** | | |
| Extremely useful (%) | 59% | 31% |
| Average Rating | 8.6 | 5.9 |
| Base | 27 | 16 |

# PART II:
# Hawaiʻi CAN Website: Qualitative Navigation Findings

# Research Objectives and Methodology

**In-depth Interview Objectives:** To assess perceptions on behalf of DLIR (Department of Labor and Industrial Relations) for the HI CAN website for job seekers and the general public at-large. Decisions will inform website usability and help to optimize the user experience.

**Interview Recruitment Methodology:** Unemployment Benefit recipients were recruited to participate in an in-depth interview where they shared their screens and provided insights on the HI CAN website. Interviews were conducted between May 12 – June 1, 2023.

|  | Total | O'ahu | Hawai'i Island | Mau'i | Kaua'i |
|---|---|---|---|---|---|
| Unemployment Benefit Recipients | 14 | 5 | 4 | 3 | 2 |
| Employment Specialists | 5 | 2 | 1 | 1 | 1 |
| Total | 19 | 7 | 5 | 4 | 3 |

*Resident Survey (Previous unemployment benefit recipients): Resident Survey findings are shown in the previous section of this report. The resident survey was conducted in January-February 2023 among 100 Hawai'i unemployment benefit recipients.*

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# Key Insights & Recommendations

# Hawaii CAN Website Interviews Key Insights

**1** **Overall Objective & Reaction:** The website page describing its purpose proved appealing, especially its "all in one" approach. Interviewees saw its dominant purpose to find jobs, suggesting that each page should focus first and foremost on that, with other information secondary. Most saw the site's graphics as clear, relevant and appealing.

**2** **Website Description:** Users appreciated the concept of technology to recommend applicable careers, jobs, and training matches. Because terms on "how we do it" - Machine Learning and Artificial Intelligence - intimidated, most preferred the "human centered approach combined with technology" description to reach their career goals.

**3** **Skills & Experience Setup:** Overall, users found adding their experience to be straightforward and were delighted with the recommended skills feature. Improvement suggestions include clearer wording and ability to input additional education. Helpful tips and instructions on what to do if your job does not match would also benefit some. A common hurdle was the question on career objectives (same field, new field, unsure) as many said clicking on it did not produce a noticeable effect.

**4** **Job Search Requirements:** The search activity page proved very appealing, with interviewees citing its intuitive page layout and the added convenience of monitoring their activity. The latter used a photo of the page due to page access problems even by registered users. A few users however wanted more information on how this information would be used and who had access to it, expressing concerns that it could jeopardize their unemployment benefits.

**5** **Career Paths:** Generally, users found the page layout to be clear, easy to navigate, and appreciated the salary range listed. A key pain point cited by many was that their recommended careers did not match their expectations, and many questioned the formula used. A secondary concern was that some did not understand how this page was used and confused the career/job pages due to their similar appearance.

**6** **Jobs Page:** While many found the jobs page to be the most useful page, some had suggestions to improve. Like the career page, many commented the jobs listed did not match their expectations. Also those outside of Oahu mentioned that they found it difficult to find the location and distance filtering tool.

**7** **Training:** Most website users were excited to explore the training section as it gave them opportunities they would not normally consider. Furthermore, they also described this as a unique feature not seen on other job search sites. A few interviewees did comment that the training options were not relevant to them and suggested they would prefer fewer but more standardized training courses.

**8** **Website Functionality Bugs:** During the live navigation, interviewees found usability impeded by recurring "bugs." None could access the page on tracking job activity vis a vis requirements which was of high appeal. Nor could they find it using search. Other high priority bugs include the large number of broken links on the jobs and training pages, inability to enter their job title in the work experience section and not knowing how to proceed. Also, the Skill/Experience section career goals did not work for users.

# Hawaii CAN Website Recommendations

**1** **Clear instructions and guides on how to interpret each section would be an asset to users and improve adoption of the Hawaii CAN website.** Frequently asked questions, thought starters, simple tutorials on what is expected, and what to do if stuck; would be essential for some to have confidence in the site. While maintaining the simple design of the site, descriptions explaining the function of each page and how the recommendations and matches work, would go a long way to alleviate any concerns. Furthermore, this would also aid in distinguishing between each page as users had trouble telling apart the career paths versus jobs page for instance.

Along those lines, most users commented that they would appreciate a brief explanation on how the career recommendations engine functioned as it would help to ease any anxiety over Artificial intelligence they had.

**2** **Find ways to make these features more obvious for users.** While valuable, some website features were not intuitive to many users. The filter on the jobs and training page was an example of a helpful tool that many did not realize could be found. The thumbs up/down feature was another example of a feature that was extremely useful if only users took the time to understand how it could benefit them.

**3** **Offer best practices on searching and applying for jobs, so that prospective job candidates put their best foot forward.** As job seekers come from different backgrounds, life stages, and computer proficiency, tailor these best practices so that all feel included and are comfortable utilizing all of the website's valuable features.

Similarly, offer multiple pathways for users who utilize the site in different ways. For instance, one guide on how best to use Hawaii CAN to explore different careers and training, while another guide catering to those that know they want a direct search for jobs, would be an asset for all users. As many commented, they did not understand the career objectives options (same, new, unsure field) – best practices for specific career objectives would ensure all feel included.
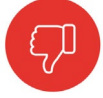
**4** **A common theme was that the Hawaii CAN website offered a variety of job seeking tools "all-in-one-place".** In addition to careers/jobs, website users were excited to see training opportunities and financial service programs for those in need. Find ways to build on the enthusiasm that job seekers have for these opportunities. As one person commented, "I love the name *Hawaii CAN*. It's so motivating, especially when you're looking for work and you have everything you need in one place."

**5** **Although many broken/dead links are to external sites, adopt best practice and explicitly inform the user that they are leaving** the safety of Hawai'i CAN and it is not responsible for the link's content/functionality or security. Regular clean-ups of links would also reduce dead links.

# Hawaii CAN Webpage Usability Summary (1)

| Hawaii CAN Section | 👍 Highlights | 👎 Pain points |
|---|---|---|
| **Website Description** | ▪ Liked the concept of using technology to recommend and match them to careers, jobs, and training.<br>▪ The "human centered" + tech approach appealed to many. | ▪ Some found the text to be lengthy and a few were intimidated by the concepts, "Artificial Intelligence" and "Machine Learning". |
| **Skills, Work Experience, Education profile updates** | ▪ Option to upload your resume was clear and with minor effort, most say they would be able to use this feature.<br>▪ Adding skills and recommended skills was useful as it suggested areas they may not have thought of. | ▪ Some input fields were confusing/frustrating: 'Is/was this work experience one of the following: (Optional)', employment history did not accept some job titles, education field only allowed one entry.<br>▪ The section asking users if they are looking for a job in their field, a new opportunity, or if they were unsure, was particularly confusing and frustrating.  To them there was no change when selected. |
| **Job Search Requirements** | ▪ Liked the clean layout and found this page to be easily navigable.  It was clear to them what their job search requirements are.<br>▪ Appreciated the charts depicting their activity (i.e. 2/3 requirements met). | ▪ A concern for some was they were unsure who had access to their information on this page. As this delt with unemployment benefits, the activity page was a sensitive topic. |
| **Career Paths** | ▪ Users found the Career Paths section clean and easy to navigate.<br>▪ Liked salary range and location listing and found this comparable to other major job search sites such as indeed. | ▪ Recommended careers did not match user expectations. Finding a job is stressful and some commented that the options shown were discouraging.<br>▪ Filters and search were not intuitive for some users.<br>▪ Few understood that the career listed could be expanded as many commented they wanted more details. |

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# Hawaii CAN Webpage Usability Summary (2)

| Hawaii CAN Section | 👍 Highlights | 👎 Pain points |
|---|---|---|
| **Jobs page** | ▪ Liked the ability to look for new and unexpected jobs.<br>▪ Many commented the page was easy to navigate.<br>▪ Users appreciated the salary and locations listed. | ▪ Filters and search were not intuitive for some users. Those outside of Oahu were particularly frustrated as they could not figure out how to search by location easily.<br>▪ Many jobs were expired which was frustrating.<br>▪ Some mentioned that they wished it had a traditional search bar to find jobs by keyword in addition to recommendations.<br>▪ After clicking on a job, it was unclear to some that they now had left the Hawaii CAN site. |
| **Training page** | ▪ Liked all the many options available to them in training and that they listed the length of time required. | ▪ A few commented that some training options required additional prerequisites which should be shown on the site.<br>▪ The length of time listed did not include experience or practical hours and only listed the time required for education which some said was also misleading. |
| **Website Links (Jobs and Training)** | ▪ Having access to links for more content or related information reinforced user value of the unique "all in one" appeal of the Hawai'i CAN website.<br>▪ These links were also appreciated because users could choose whether or not to obtain additional details while keeping the Hawaii CAN layout clean and organized. | ▪ Broken/expired links frustrated users. Most broken/expired links were located on the jobs/training pages and linked to external sources. While not part of the site, users were unaware they were linked to an external source and attributed the broken link to Hawaii CAN; diminishing confidence in the site.<br>▪ Specific examples include: Jobs page redirected the user to an expired link (job no longer exists), some external sites did link but did not offer the job listed and provided no explanation, and some training pages did not contain the content promised on Hawaii CAN. |

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# Summary of Findings

# HI CAN Website: Website Description

# Website Description Summary

**Highlights:** Overall, website users appreciated the concept of using technology to recommend careers, jobs, and training matches for them. Users particularly liked the term "human centered" and felt that uniting technology with this approach would be a powerful addition to reaching their career goals.

**Resident Survey Insights**

Aligning with the resident survey, interviewees preferred the second statement (*By combining technology with a human-centered approach*...) over the first statement (*Developed in partnership*...). To them, this line resonated better and was a simpler approach in describing the website.

**Pain Points:** Some users found both website descriptions (1st and 2nd sentences) to be wordy and suggested simplification. Some also found the terms Machine learning and artificial intelligence, while impressive, could also be intimidating and it was not clear what it is they were signing up for. Employment specialists echoed that for some, especially those without computer skills, may find this to be overwhelming. They added that those who understand this well (meaning those with advanced computer skills) are those not necessarily struggling to search for jobs as they have other means to find employment.

**Uncovered Opportunities:** After familiarizing themselves with the site and with hands-on experience with the career, job, training recommendations, some users found the statement made more sense to them. Although initially the description was daunting, this was reduced overtime as they became more familiar with the website's features and functions.

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# Website Description Interview Verbatim Comments

## What is the Hawai'i Career Acceleration Navigator?

Developed in partnership with the Hawai'i Department of Labor and Industrial Relations, the Hawai'i Career Acceleration Navigator (HI CAN) uses a combination of Machine Learning (ML), Artificial Intelligence (AI), state administrative data, and cloud computing to generate custom recommendations and job matches.

*"I think it's clear if you're tech savvy enough to even use this, but for my area, a majority of the people are seasonal farmworkers and they're not going to get this."* **(Hawai'i Island Employment Specialist)**

*"My clients are going to the website for jobs, so the text might always start by relating the page to the user's job search."* **(Maui Employment Specialist)**

### Resident Survey Insights

**37%** say this was most important to them.

---

By combining technology with a human-centered approach, HI CAN provides Hawai'i jobseekers personalized, data-driven job and training recommendations while connecting them with other supportive services they may need while exploring new career opportunities.

*"I like the human centered approach. That's not something I hear very often, it's appreciated in the world that we're in right now, where sometimes technology can be a little bit overwhelming for some clients."* **(Maui Employment Specialist)**

*"It's a nice touch that they're seeing combining technology with a human centered approach. I'm not really sure what makes them think it is though. Like I don't know, where the human centered approach is."* **(Oahu Unemployment Benefit Recipient)**

### Resident Survey Insights

**49%** say this was most important to them.

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# HI CAN Website: Skills and Experience Initial setup and Updating their profile
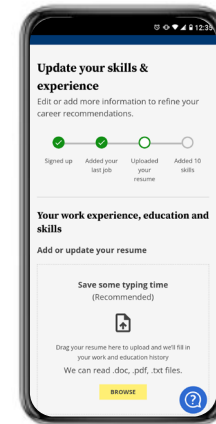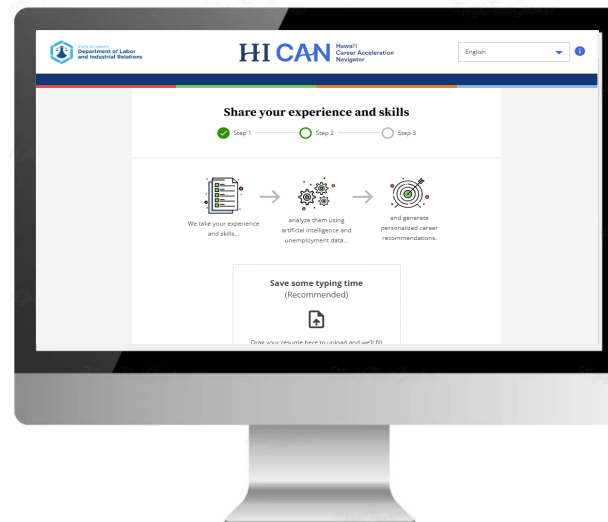
# Skills and Experience Initial setup and Updating their profile Summary

**Highlights:** Most website users found the Skills and Experience section to be straightforward and easy to add their background information. To them, this section was clear and with a few exceptions, they easily recognized the information required of them. The option to upload your resume was also understandable and with minor effort, most say they would use this feature. Generally, users commented that the area to add skills and recommended skills in particular was helpful as it suggested skills in areas they may not have thought of.

> **Resident Survey Insights**
>
> **28%** say 'Generating personalized career recommendations' was most important to them.
>
> **27%** say 'Analyzing using artificial intelligence and unemployment data' was important.

**Pain Points:** While users understood the intention behind the term 'analyze (experience and skills) using artificial intelligence and unemployment data' some suggested this be more plain spoken. Similar to the website description, a few users also commented that to them, artificial intelligence was an intimidating term.

In addition, when manually inputting their employment information, many were confused with the last line 'Is/was this work experience one of the following: (Optional)'. Some users stumbled when reading this sentence and all commented that there should be a "none" or "other" option here as they felt they wanted to answer the question. One person mentioned that leaving something blank might cost them a potential job.

Another pain point centered around inputting their employment history, a user inputted "Clinic Ambassador" as their job title however, the site responded the title did not exist. At this point they did not know how to proceed and admitted they would have given up without assistance.

Employment specialists also commented that in the education section, they should be able to include additional education for those with multiple degrees or concentrations. Furthermore, they mentioned that for those in the military, the options to include military rank and other important information was limited as well.

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# Skills and Experience Initial setup and Updating their profile Summary

**Pain Points (continued):** The final section asking users if they are looking for a job in their field, a new opportunity, or if they were unsure, was called out by most users as particularly confusing and frustrating. Although they had changed their career objective and while a popup did explain that their jobs/career/training recommendations would change, they did not notice any impact and insisted that changing this did nothing for them. One learning is that many users took this setback to heart and thought they did something wrong or broke something on a government website.

**Uncovered Opportunities:** Overall, website users asked for additional tips and Frequently asked questions on error messages or how to unblock obstacles. When encountering a situation that prevented them from continuing on the website, a few explained that they would not know how to proceed without assistance.

For the additional education section, a few users commented that examples of what to type in would be an asset as it was unclear what they were expected to add in this section. Many job seekers had certificates or certifications, and asked aloud if they should be added here or somewhere else.

Include indications that career paths, jobs, and training options are updated when new information is added to the skills/experience page. Although the site does display a banner at the bottom notifying them to check out these pages, this banner disappeared too quickly for some and many were frustrated when their career recommendations did not noticeably change.

To help improve recommendations, perhaps include some suggestion to the user that the more background information provided in experience, education, and skills, the better the resulting matches provided will be. Although all users read the section about how Hawaii CAN analyzes your experience to provide recommendations, a clear statement instructing them to provide additional details would help them connect with this idea and deliver better matches for them.

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# Skills and Experience Initial setup and Updating their profile Interview Verbatim Comments (1)



We take your experience and skills... → analyze them using artificial intelligence and unemployment data... → and generate personalized career recommendations.

*"(Sounds like) They're probably using some system? That's what I think of AI, they're using AI to generate something that probably fits what they want."* (**Hawai'i Island Unemployment Benefit Recipient**)

*"To me the system is going to do its best using technology to match you up based on your previous job experience. Depending on their ability to use a computer. Some might not be sure what that means, it might be a little scary for them.* (**Maui Employment Specialist**)

*"It's clear to me because I've applied to so many jobs, but some people would have a hard time.  It's really dumbed down (in a good way) so I don't know how to make it clearer."* (**Oahu Unemployment Benefit Recipient**)

*"Dragging your files here is really easy.  But I feel like this part is awkward – we can read doc, pdf.  I've never heard the READ before."* (**Hawai'i Island Unemployment Benefit Recipient**)



Save some typing time
(Recommended)

Drag your resume here to upload and we'll fill in your work and education history
We can read .doc, .pdf, .txt files.

BROWSE

Is/was this work experience full-time or part-time? (Optional)

○ Full-Time  ○ Part-Time

Is/was this work experience one of the following: (Optional)

○ An Apprenticeship  ○ An Internship  ○ Military

**Many users had questions on the second sentence and were unsure what to do. This created frustration for some.**

"It wasn't an internship and it wasn't military and I can't answer it and I know you do say optional, but I don't want to leave it blank." (**Oahu Unemployment Benefit Recipient**)

"I would prefer an 'other' or 'NA'. This is confusing." (**Maui Unemployment Benefit Recipient**)

*"Oh I like this. Once I had time to figure this out. I think this is the perfect way to do it the way you guys have it set up."* (**Hawai'i Island Unemployment Benefit Recipient**)

*"These are good suggestions; more came out that I wouldn't have thought of. And I'd love to save these skills and add them to my real resume."* (**Maui Unemployment Benefit Recipient**)

**Your skills** ∧

These skills were added when you signed up for HI CAN. Remove skills that no longer apply to you or add new ones using the search box.

ANALYSIS ⊗   SAP ⊗   BUSINESS ANALYSIS ⊗   TABLEAU ⊗

Skills

**Add Recommended Skills**

These skills are recommended based on your work history. Add more skills to generate better career and job recommendations.

PROJECT MANAGEMENT OFFICE (PMO) ⊗   PROCESS IMPROVEMENT ⊗   TREND ANALYSIS ⊗   DATA ANALYSIS ⊗   MICROSOFT VISIO ⊗   GOVERNANCE ⊗   DATA MINING ⊗   EXECUTIVE MANAGEMENT ⊗
ANALYTICAL THINKING ⊗   AUDITING ⊗

*"Sometimes clients don't remember so by giving them options, then maybe things will come back to them. They say, Oh, yeah, I did this."* (**Oahu Employment Specialist**)

# Skills and Experience Initial setup and Updating their profile Interview Verbatim Comments (3)



*"So it looks like they can put their highest level. They should be able to put in whatever education that they got. Some of them might feel like it's holding them back."*
**(Oahu Employment Specialist)**

*"People always say certification. Should show examples like add another certification, or training that would give them an idea. There are a lot of certification available."*
**(Oahu Unemployment Benefit Recipient)**

*"Oh how come it's not showing up?! I don't know what to do. Is something wrong? Okay, so what do I put in? Because that was my last job."* **(Hawai'i Island Unemployment Benefit Recipient)**

*"This [page] is one of the areas where you might want to have a little thing where they can give some instructions on what that means. Some people will know, and that's fine. Other people are like, what?"* **(Kauai Employment Specialist)**

While many users found updating their employment focus easy to understand, some were disappointed when it seemed to have no affect on their recommended career path, jobs, or training options.

**Update the focus of your employment** ⌃

| I want to search for opportunities in my current career | I am open to finding a new career | I am not sure |

*"I changed a lot of things. I feel like I should be refreshing something. And now these all look the same to me (Career path and Jobs). I don't know.*
**(Oahu Unemployment Benefit Recipient)**

*"When I saved this, it [Popup] disappeared so fast. You lose it if you're not fast enough. Then when you click on career paths everything is the same. We changed it didn't we?"* **(Hawai'i Island Employment Specialist)**

# HI CAN Website: Meeting Job Search Requirements
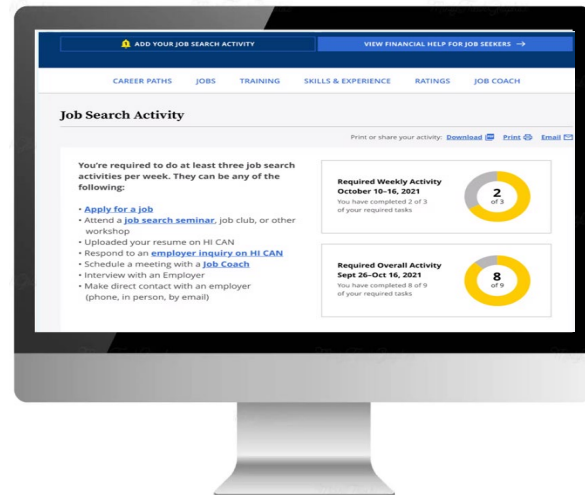
# Meeting Job Search Requirements Summary

**Highlights:** Website users found the Job Search activity feature to be particularly useful to them. They liked the page layout and that it listed and reminded them of all the possible options that constitutes job search activity. Many remarked that the pie graphs depicting their activity (i.e. 2/3 requirements met) were also intuitive and useful.

**Pain Points:** While website users appreciated the concept and approach to monitoring their job search activity, many were unable to locate this page.

> **Resident Survey Insights**
>
> **75%** say the job search activity page would be extremely or somewhat useful to them.

A key concern for some users was that they were unsure where the information they inputted would be sent and who had access to it. One user was immediately alarmed when viewing this section and asked if the government would know the information they submitted and searched for. Additional clarification is needed in this section as users had concerns around reporting for their unemployment benefits since this is a sensitive topic.

Other users brought up the point that if they perform job activity outside of the site, would the government only think they did activity listed on the Hawaii CAN site? They feared that this may cause them to miss out on job activity not captured on Hawaii CAN and possibly jeopardize their unemployment benefits. Employment specialists agreed that activity outside of the site would need to be incorporated and had many questions such as if this would need to be manually inputted and who are the job coaches listed on the site.

One user commented that they wished the graphs contained information on the type of activity or in other words, broken down by job search, seminar, coach, job interview, etc.

**Uncovered Opportunities:** To engage users, additional details on this page would help them understand the best uses and limitations of this section. These details should also include how their information is being used as many commented that they would like more transparency.

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# Meeting Job Search Requirements Interview Verbatim Comments

*"I like that. That's very organized, I think. Okay, I think that's cool. Side by side, and you can do what you need to do. You have all your options here."* **(Hawai'i Island Unemployment Benefit Recipient)**

*"Great for people who are collecting (unemployment benefits). The state is very paper heavy, everything is paper. But there's a lot of people, the ones who are applying for unemployment that are computer savvy."* **(Oahu Unemployment Benefit Recipient)**



*"I think this is a better layout than most of the other pages. Visually for me anyway, I like that. It's very obvious. what's already been completed."* **(Oahu Unemployment Benefit Recipient)**

*"But how is it going to check when they make direct contact? You know, if you're not going through this system. Needs more clarity and explanation."* **(Kauai Employment Specialist)**

*"Nowadays, they (beneficiaries) got to keep their own list. And then if unemployment wants it, they'll request it. If they put their social security number in, will that information be sent to unemployment? Because there's so many sites (other than Hawaii CAN) that they can apply for jobs."* **(Oahu Employment Specialist)**

# HI CAN Website: Career Paths and Job Search

# Career Paths Page Summary

**Highlights:** Overall, website users found the Career Paths section clear and easy to navigate. They liked that careers listed the salary range and displayed the number of jobs available. Many appreciated the variety of careers listed and liked exploring through them.

**Pain Points:** A common reaction by website users was that many of the recommended careers did not match their expectations. Emotions users felt ranged from confusion to amusement to discouragement. Many found the careers presented to be irrelevant and were perplexed why the website would 'recommend' this career to them. As some commented, finding a job is stressful and seeing these options was discouraging to their job search. Others were more sanguine saying that this is how job sites are and that they show you lots of options and only a few are relevant. None of the users felt the careers shown matched exactly what they inputted as their employment/education and thought that the recommendations could be improved. A few job seekers genuinely blamed themselves that they did something wrong since Hawaii CAN provided these recommendations. While many thought that the thumbs up/down features were nice to have in narrowing down their careers, many could not get over the initial shock of the jobs recommended to them.

Some features were simply not intuitive and needed to be explained to all users. None of the users initially understood that you could click on the career name to view more information about the career (job outlook, qualifications, etc.). After finally discovering this feature, one person explained that this needed to stand out more. In addition, the term 'Bright outlook' was confusing for some.

**Discovered Opportunities:** On the other hand, some website users did like that this section showed them lots of careers, even those outside of what they were used to. They explained that exposing them to new opportunities was helpful as long as they put in the time to use the site. Additional descriptions and explanations on how the recommendations work would be helpful to ease some users' curiosity on why they were seeing their career matches. Also, while most acknowledged that the thumbs up/down feature was helpful, it was not clear what they would used for unless they spent a lot of time on the site.

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# Career Paths Page Interview Verbatim Comments



**Explore new careers recommended especially for you**

Focus on careers that... `Boost My Income` `Use My Skills` `Have Many Jobs`

This may be a good career path for you based on your experience and skills. ⓘ

**RATE THIS!**

**Transportation, Storage, and Distribution Manager** — 60 JOBS →
👍 👎 61% match `SIMILAR SKILLS` `MANY JOBS`
Estimated Pay Range $84K - $125K / yr

Additional careers to consider. ⓘ

**Computer Analyst** — 37 JOBS →
👍 👎 89% match `SIMILAR SKILLS` `MANY JOBS`
Estimated Pay Range $62K - $101K / yr

**Information Analyst** — 47 JOBS →
👍 👎 87% match `SIMILAR SKILLS` `MANY JOBS`
Estimated Pay Range $80K - $127K / yr

**Management Analyst** — 82 JOBS →
👍 👎 77% match `SIMILAR SKILLS` `MANY JOBS`
Estimated Pay Range $63K - $101K / yr

*"I like that it gave me some other alternatives. Because with my clients we talk about job shopping and widening our search and looking at transferable skills. Things they would have never thought of and I like the fact that it gives them variety."* (**Maui Employment Specialist**)

*"I find it strange that it put me on the registered nurse path. Something about the way the formula was written, right? So in this case, I think they should relook at their formula."* (**Oahu Unemployment Benefit Recipient**)

*"The matches were hit or miss. Some I could see myself doing and others no. Being on the big island though, most careers were for Oahu / Maui. It got my hopes up and then there were no jobs."* (**Hawai'i Island Unemployment Benefit Recipient**)

*"It says explore new careers recommended especially for you, but I was not asking for a new career. I just want to explore a new job in my current career. It was a surprise, shocking for me. If I'm looking for something and this career pops in like that, well I'm going to think this website is not meant for me, right?"* (**Oahu Unemployment Benefit Recipient**)

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# Jobs Page Summary

**Highlights:** Unsurprisingly, the jobs page was a key section of the website for users and where they spent a majority of their time. Interviewees liked the ability to look for new and unexpected jobs and found the page to be easily navigable. In layout and ease of use, many found this section to be comparable to other popular job search sites such as indeed.

**Pain Points:** The ability to filter jobs was a concern as Hawai'i island and Kauai participants could not easily find jobs located near them. When shown the filtering feature – location, distance – many found this easy to use however, the obstacle was that it was unclear from the start that this is where this valuable tool was located.

In addition, many job links were expired and users found this to be discouraging in their job search. Finding the perfect position only to find it was removed, was a concern for some and they suggested better clean up of broken links.

Some also missed the traditional search bar tool that they used on other employment websites. A few users typed in a term in the search field and found that no jobs existed – at the time it was unclear to them that it was returning no jobs because it was filtering only from their recommended career.

An employment specialist wondered about the security on the site and if anything was explained about being prepared for job scams. A job seeker similarly mentioned that when clicking on a job, typically sites warn you that you are leaving the site so the user can be mindful and on guard that they are no longer in the safety of the Hawaii CAN website.

## Resident Survey Insights

**7.8/10 rating** in usefulness, this is the highest rated section of the website.

**59%** say this is also the most important section on the site.

**68%** say pay and higher earnings are extremely important.

**53%** say job location is extremely important

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# Jobs Page Summary (2)

**Discovered Opportunities:** Website users would appreciate additional explanations or instructions on what to do if there are no recommended jobs. For example, tips on if they should broaden their search by reducing their filtering criteria or if adding experience, skills, or education would be helpful to expand their options.   One user wanted a more directed experience and was looking for guidance on what to do next.  For instance, after not finding any jobs they wanted to know if they should change their skills, be open to new jobs, or simply try again later.

In line with these explanations, all users sought additional clarification around how recommendations worked and why they were matched with those jobs.  Some users did notice the tags on the career path page such as 'Similar skills' or 'boost income' however they still could not connect the logic used behind their recommendations.

In addition, while other sites such as monster or indeed may offer more job options, for Hawaii CAN, an explanation on why the jobs are being shown would be helpful for website users to gain more confidence in the site.  Many tech savvy users were well versed in other sites and commented that those sites contained more jobs than Hawaii CAN.  If applicable, explanations on the site that these links were curated with their job preferences in mind or have been otherwise vetted would be an asset.

# Jobs Page Interview Verbatim Comments

*"There's a lot of good options showing and it's more user friendly than other sites. I like that you can sort or filter by location, especially on Kauai."* **(Kauai Unemployment Benefit Recipient)**

*"I like the jobs page a lot but it needs more jobs. Indeed has more jobs and I'm going to go where the jobs are."* **(Hawai'i Island Unemployment Benefit Recipient)**

*"I would add to the filter education. A lot of these require like a BA or license or certification or something like that. Because no sense people look at the list when they don't qualify."* **(Kauai Employment Specialist)**

*"Needs some clean up of the dead links. It's discouraging to see this [dead link page] when you found a good job."* **(Oahu Unemployment Benefit Recipient)**

*"It's too O'ahu centric. I just did a search for Hilo. Most of them are jobs where you would need specialized licensing or training."* **(Hawai'i Island Employment Specialist)**

**Here are some jobs you might like**

Search by Keyword | Filters

Focus on jobs... | In my current career | Similar to my current career | In a new career

**Business System Analyst**
Lincoln Financial Group
Honolulu

LEARN MORE AND APPLY →

Estimated Pay Range
$65K - $118K / yr

**Infant/Toddler Care Systems Consultant- Remote**
ICF Consulting Group, Inc.
Honolulu

LEARN MORE AND APPLY →

Estimated Pay Range
$82K - $140K / yr

**Information Technology Specialist**
U.S. Army Cyber Command
Fort Shafter

LEARN MORE AND APPLY →

Estimated Pay Range
$121K / yr

**Lead Information Technology Specialist**
U.S. Army Cyber Command
Schofield

LEARN MORE AND APPLY →

Estimated Pay Range
$121K / yr

*"That's not the true pay range listed, it's almost misleading. It's just like, is that the national pay range? And that might have nothing to do with the actually links. I don't know that it always matches what the jobs are."* **(Oahu Unemployment Benefit Recipient)**

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# HI CAN Website: Training
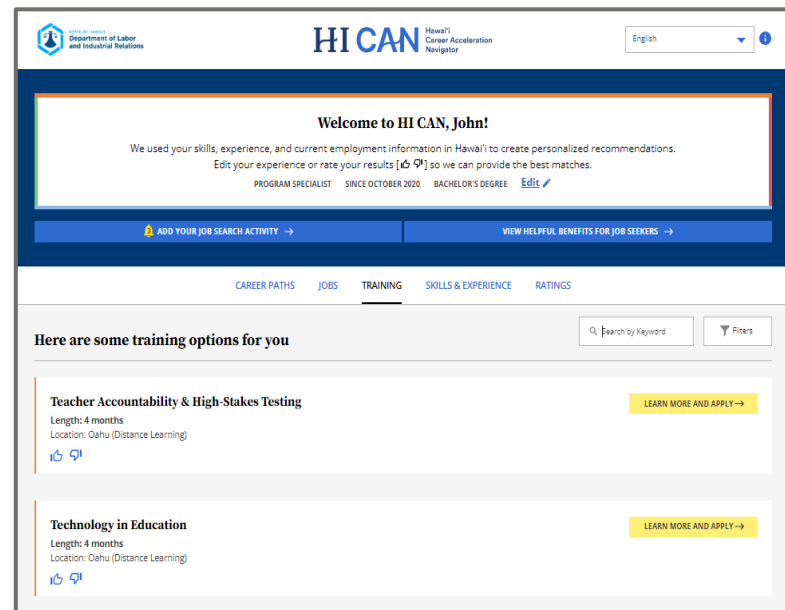
# Training Page Summary

**Highlights:** Most users were genuinely excited about the training section as it gave them ideas on what options were out there. They liked that it linked to a training program website for further information and that it clearly showed the length of time required. A few did like how general some of the training was as it gave them opportunities they would not normally consider. Many commented that this was not on typical job sites and was a unique feature for Hawaii CAN. One user excitedly commented that she wanted to show this feature to her son so he could understand what training/educational paths were available to him.

**Resident Survey Insights**

**7.3/10 rating** in usefulness, this is slightly below the career and jobs pages.

**Pain Points:** A few website user reactions were mixed however, as some did not appreciate the broad list of training options and felt many of the programs would not apply to them. Instead, they would prefer fewer, better matched options than a broader approach. One users put in their job title as "cook" however the training section showed them a training course for "server" as in computer IT server training. They then mentioned that this gave them less confidence in the site overall.

Employment specialists pointed out that some of the training options should not be shown because they would need additional prerequisites to apply, giving the example that although an associates degree training program was listed, they would require at least a HS diploma. A user pointed out that the training length may also be misleading as it only considered the time for the educational course work and did not list practical or experience hours needed.

**Discovered Opportunities:** There is potential to build on this section as users were enthusiastic with its content. Although some options did not apply to them. Users commented that additional explanations on why they were being shown these training options would be helpful as this would provide more confidence and help them pursue their career goals.

If possible, showing any prerequisites for training programs or any costs/eligibility for financial aid would be an asset as several users had questions around this.

# Training Interview Verbatim Comments

"This one is good. I can see how long it takes and what is available. Stuff I wouldn't know to think of and I like that this is included. The site has everything in one place." **(Hawai'i Island Unemployment Benefit Recipient)**

"I like this. I want to show this to my son, he's a junior, so he can learn about training and how long it takes. He has teachers to guide him but this is good to sit down with him and explain." **(Oahu Unemployment Benefit Recipient)**

"This was helpful and I'd add training or videos for soft skills like resume or interview tips. I use courses for things like food safety or budgeting." **(Hawai'i Island Unemployment Benefit Recipient)**

"So now put yourself in place of our participants, some of them need additional steps before their associates degree. If they see this they're going to be frustrated if these options keep coming up. Also I would say they need to do a better job moderating these and make sure they work (broken links) and some don't seem like it's related." **(Oahu Employment Specialist)**

**Here are some training options for you**

🔍 Search by Keyword     ▽ Filters

**Certified Ethical Hacker (CEH)**
Length: 4 Weeks
Honolulu
👍 👎          LEARN MORE AND APPLY →

**Certified Information System Security Professional (CISSP)**
Length: 4 Weeks
Honolulu
👍 👎          LEARN MORE AND APPLY →

**ITIL Course**
Length: 2 Weeks
Honolulu
👍 👎          LEARN MORE AND APPLY →

**Business Administration**
Length: 104 Weeks
Maui
👍 👎          LEARN MORE AND APPLY →

"It's showing me nothing related to my field. I would prefer fewer choices and more structured degrees that are well known." **(Oahu Unemployment Benefit Recipient)**

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# HI CAN Website: Overall Website Impressions

# Overall Website Impressions Summary

**Highlights:** Overall, many users were impressed with the clean layout of the site and found Hawaii CAN to be easily navigable. These interviewees were familiar with many job search sites and noted that this site was comparable in many respects. In addition, they appreciated the "exploration" aspect that the site allowed them to view opportunities that many would not have thought of.

**Resident Survey Insights**

**74%** say Hawaii CAN would be extremely or somewhat useful to them based on the website description.

**Pain Points:** A reoccurring theme for some was confusion over the career and job sections' purpose. Often users misunderstood that they were navigating in the career path page while they wanted to be in the jobs page and vice versa. In a few instances, they navigated to a section and could not proceed or did not find what they were looking for.

Another common theme was some frustration over the types of careers and jobs shown to them. Many could not understand why they were shown a particular career and often came up with their own theories on why the site was recommending them. Many users also wished to see very refined searches by keyword and were confused when typing in their search and seeing an outcome they were unprepared for (i.e. no job matches).

**Discovered Opportunities:** As a solution to avoid user confusion, many suggested better instructions or even a video to explain each page better and what was expected of them. Careful and clear instruction would also be an asset to explain the careers/jobs recommended to them and how to better refine their searches. Helpful tips or information windows explaining how to get better matches would go a long way to settle any confusion or frustration on behalf of users.

Including additional programs in the resources page would also be valuable as pointed out by many that those listed targeted low income individuals but job seekers often need programs for low-middle income households such as housing assistance, childcare, and others needs.

Any solution offering the best of both worlds – offer general job recommendations and direct, refined searches, would do well to address user concerns over not having a search bar as seen on comparable job search sites.

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# Overall Website Impressions Verbatim Comments (1)

**Do you feel the website gave you what you expected and needed in terms of helping you find a job?**

*"This site has everything 'all-in-one-place'. There's jobs, training, and financial assistance. I've used other sites and maybe there's these services but this is user friendly and I like it."* **(Maui Unemployment Benefit Recipient)**

*"I think there's a lot of potential, but it needs to be more defined in the various areas like career paths and training."* **(Oahu Employment Specialist)**

*"I would use this site to explore and mostly use this one and indeed because it seems like there's more jobs there."* **(Hawai'i Island Unemployment Benefit Recipient)**

*"Yes, I like this a lot but will there be an app or something that notifies you when new jobs appear? On Kauai there's not so many jobs so being notified for new jobs would help."* **(Kauai Unemployment Benefit Recipient)**

**Were you able to find recommendations related to your current career path or new job easily?**

*"It's a pretty user friendly site. I like the fact that it's not overcomplicated. A lot of clients that I work with, they are overwhelmed with online job applications or going to certain sites for requirements. It's not too intimidating."* **(Maui Employment Specialist)**

*"This seems like it's really personalized to you, and then learns from whatever you're interested in and what you've done and pushes you along to the next level of your career or another career. I know what I want but this is good for someone looking for what's available to them."* **(Oahu Unemployment Benefit Recipient)**

*"Should have more instructions about where to go. Something that presents what the page is about and what you are looking for."* **(Hawai'i Island Unemployment Benefit Recipient)**

# Overall Website Impressions Verbatim Comments (2)

## How likely would you be to use this website again?

[Likely to use] *"The way the webpage is laid out, it's a lot better and easier to find what I need compared to Hirenet Hawaii."* (**Hawai'i Island Unemployment Benefit Recipient**)

[Unlikely to use] *"I've tried so many different job sites and job boards and so, to me, I just kind of have ones that are my 'go to' and if I start seeing broken links then I just don't have the attention span. If other sites are filtered and are going to give me better and faster results, then I'll use those. As far as the part you showed me [Job Search Activity], that part looked really good and especially if I have to use that to get my unemployment benefits."* (**Oahu Unemployment Benefit Recipient**)

[Likely to use] *"I'm definitely going to share with family who may be looking at other career opportunities. Especially the training shows that's beneficial if you're looking for a job."* (**Kauai Unemployment Benefit Recipient**)

*"[Likely to use] Suggest go to jobs first, because that's what clients are going for and for education/training, make it known that it's not necessarily free. It's important because a lot of clients, they may jump on that opportunity and not know."* (**Maui Employment Specialist**)

*"[Likely to use] out of all the sites I used (monster, indeed, yahoo, craigslist) this is the best if we fixed the stuff we talked about because it's specifically for Hawaii. Just need more detailed job descriptions and improved matches."* (**Oahu Unemployment Benefit Recipient**)

*"One suggestion is that under the resources page, there are many helpful benefits missing for job seekers. The only people that qualify for these things are low income so not everyone that is unemployed would be eligible. SSI, child care, housing, medical insurance, even mental health things help when people lose jobs."* (**Hawai'i Island Employment Specialist**)

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# APPENDIX

# DLIR HI CAN SURVEY
January 19, 2022

STATE OF HAWAI'I
**Department of Labor and Industrial Relations**

**HI CAN** Hawai'i Career Acceleration Navigator

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***Your Opinion Matters.***

Share your experiences navigating the HI CAN website in our brief and confidential survey.  It's easy and takes only 7 minutes to complete!

Your feedback will help improve the website for Hawai'i residents searching for a job.  Your responses are strictly confidential and will be grouped with others participating in this survey.

***Plus, for your kōkua, you will receive a **$10.00 Amazon eGiftcard** upon completion of our survey***

Clicking **NEXT** indicates your approval to participate and will launch our confidential survey.

**SCREENING QUESTIONS**

QA.     On what island do you live?

      1=  O'ahu (City and County of Honolulu)
      2=  Big Island (Hilo, Kona, etc.)
      3=  Maui
      4=  Kaua'i
      5=  Moloka'i
      6=  Lanai
      7=  Not a resident of Hawai'i → TERMINATE

QB.     What is your current residential zipcode? ___ ___ ___ ___ ___

QC.     Since residing in Hawai'i, have you ever received unemployment benefits from the State?

      1= Yes →CONTINUE
      2= No   →GO TO Q1

QD.     In which of the following years, if any, did you receive unemployment benefits from the State of Hawai'i**?** (Select all that apply)

      1= 2022
      2= 2021
      3= 2020
      4= 2019
      5= 2018
      6= Prior to 2018
      7= Prefer not to answer

![Omnitrak logo] UNEARTH AHA! INSIGHTS. MASTER YOUR MARKET.

QE.     Have you ever visited the HI CAN - Hawaiʻi Career Acceleration Navigator - website hosted by the State Department of Labor and Industrial Relations (DLIR)?

      1= Yes
      2= No
      3= Don't know

**MAIN QUESTIONNAIRE**

Q1.     When looking for a job, which if any of these have you ever used… (Select all that apply)

      1= Hirenet Hawaii
      2= An Employment agency
      3= Want ads in newspaper and other printed sources
      4= Social media sources such as LinkedIn
      5= Internet job posting sites such as Craigslist, Indeed, etc.)
      6= State of Hawaiʻi Department of Labor and Industrial Relations Hawaiʻi CAN website
      7= None of the above
      8= Prefer not to answer

Q2.     When searching for a job, how important is it to find a job that…

| Not Important At All | | | | | | | | | Extremely Important | Don't Know | Prefer not to answer |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

| | | |
|---|---|---|
| a. Pays the same or higher earnings | ☐ | ☐ |
| b. Has Benefits (e.g. Health Insurance, Vacation and Sick Leave) | ☐ | ☐ |
| c. Is within your preferred Location | ☐ | ☐ |
| d. Offers remote work option (e.g. all/some or work from home) | ☐ | ☐ |
| e. Matches your work experience | ☐ | ☐ |
| f. Matches your skills to the job opening | ☐ | ☐ |
| g. Leverages your existing skills | ☐ | ☐ |
| h. Identifies in-demand careers with opening in the current Hawaiʻi market | ☐ | ☐ |

Q3.    Here's is a page from a new Hawaiʻi State government website called Hawaiʻi CAN that describes what it does.  **Please read the description.**



### What is the Hawaiʻi Career Acceleration Navigator?

Developed in partnership with the Hawaiʻi Department of Labor and Industrial Relations, the Hawaiʻi Career Acceleration Navigator (HI CAN) uses a combination of Machine Learning (ML), Artificial Intelligence (AI), state administrative data, and cloud computing to generate custom recommendations and job matches. By combining technology with a human-centered approach, HI CAN provides Hawaiʻi jobseekers personalized, data-driven job and training recommendations while connecting them with other supportive services they may need while exploring new career opportunities.

CLOSE ✕

How useful would a website like this be to you in finding a job?

| Not Useful At All | | | | | | | | | Extremely Useful | Don't Know | Prefer not to answer |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

**Q4A.** **Please read and review this next web page**.  The purpose of the web page below is to analyze data you provide on your experience and skill set to generate personalized career recommendations based on your job search goals for employment.



How useful would a web page like this be to you in finding a job?

| Not Useful At All | | | | | | | | | Extremely Useful | Don't Know | Prefer not to answer |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

Q4B.    Which web page content do you feel is **most important** in helping someone like you find a job**? (Select up to two answers)  [PROGRAMMER: PLEASE INSERT NUMBER OF CONTENT]**
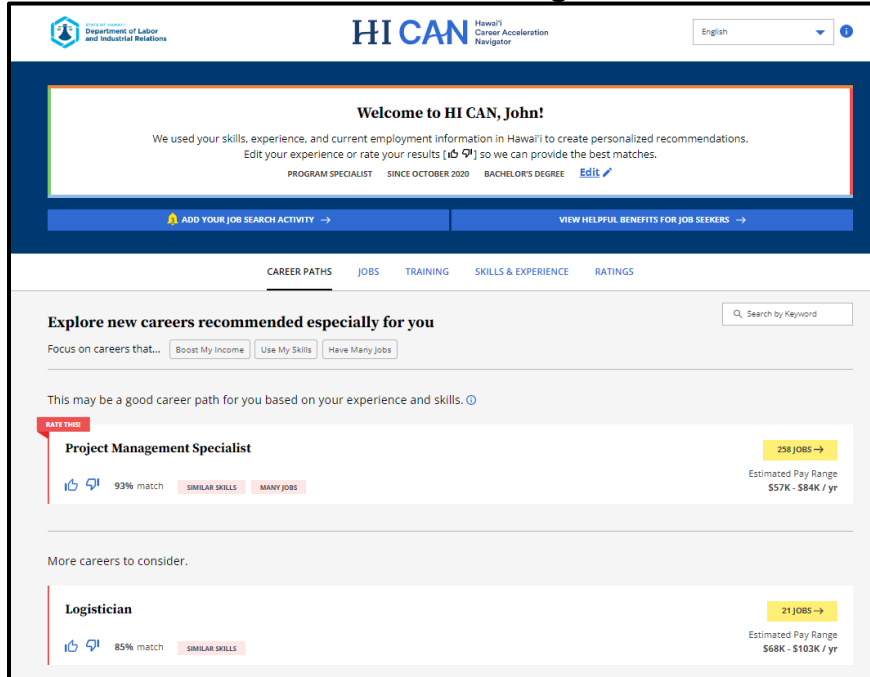
   1=  The Hawai'i Career Acceleration Navigator (HI CAN) uses a combination of Machine Learning (ML), Artificial Intelligence (AI), state administrative data, and cloud computing to generate custom recommendations and job matches.
   2=  By combining technology with a human-centered approach, HI CAN provides Hawai'i jobseekers personalized, data-driven job training recommendations while connecting them with other supportive services they may need while exploring new career opportunities.
   3=  We take your experience and skills and analyze them using artificial intelligence and unemployment data.
   4=  Generate personalized career recommendations.
   5=  Don't know
   6=  Prefer not to answer


Q4C.    Please identify which content below, if any, is not very clear**. (Select all that apply) [PROGRAMMER: PLEASE INSERT NUMBER OF CONTENT]**

   1=  The Hawai'i Career Acceleration Navigator (HI CAN) uses a combination of Machine Learning (ML), Artificial Intelligence (AI), state administrative data, and cloud computing to generate custom recommendations and job matches.
   2=  By combining technology with a human-centered approach, HI CAN provides Hawai'i jobseekers personalized, data-driven job training recommendations while connecting them with other supportive services they may need while exploring new career opportunities.
   3=  We take your experience and skills and analyze them using artificial intelligence and unemployment data.
   4=  Generate personalized career recommendations.
   5=  Don't know
   6=  Prefer not to answer

Q5A. The purpose of the web page below is to assist those receiving unemployment insurance claims with meeting their weekly job search requirements.
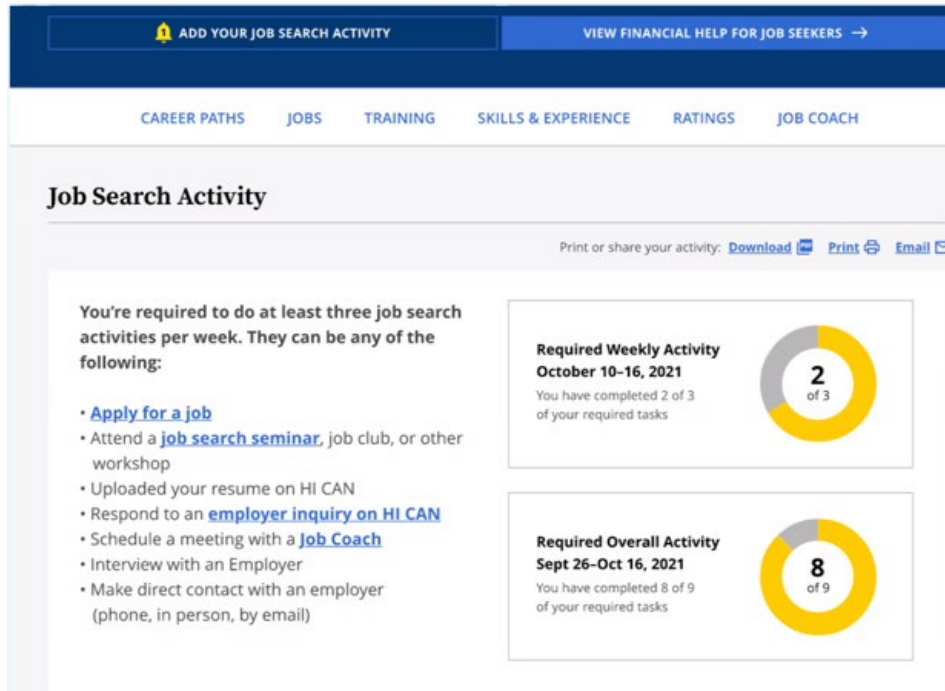


How useful would a web page like this be to you in finding a job?

| Not Useful At All | | | | | | | | | Extremely Useful | Don't Know | Prefer not to answer |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

Q5B. Which web page content do you feel is **most important** in helping you meet your weekly job search? **(Select up to two answers) [PROGRAMMER: PLEASE INSERT NUMBER OF CONTENT]**
1= Apply for a job
2= Attend a job search seminar, job club, or other workshop
3= Uploaded your resume on HI CAN
4= Respond to an employer inquiry on HI CAN
5= Schedule a meeting with a Job Coach
6= Interview with an Employer
7= Make direct contact with an employer (phone, in person, by email)
8= Don't know
9= Prefer not to answer

Q5C. Please identify which content below, if any, is not very clear. **(Select all that apply) [PROGRAMMER: PLEASE INSERT NUMBER OF CONTENT]**
1= Apply for a job
2= Attend a job search seminar, job club, or other workshop
3= Uploaded your resume on HI CAN
4= Respond to an employer inquiry on HI CAN
5= Schedule a meeting with a Job Coach
6= Interview with an Employer
7= Make direct contact with an employer (phone, in person, by email)
8= Don't know
9= Prefer not to answer

Omnitrak — UNEARTH AHA! INSIGHTS. MASTER YOUR MARKET.
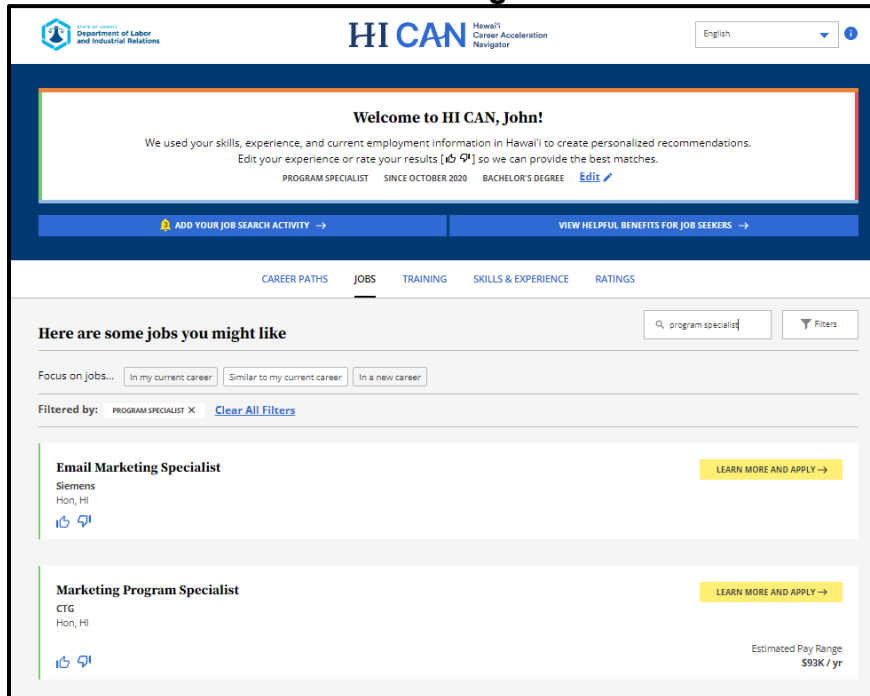
Q6.     Below are a few web pages from the Hawaiʻi CAN website.  The purpose these webpages is to inform users about career paths and job recommendations based on their experience, skills, and personalized data and current training opportunities available through the Workforce Development system.  **Please read and review each page and then answer questions below.**

## Career Paths Page



## Jobs Page

**Training Page**



Q6A.   How useful would a [INSERT] web page like this be to you in finding a job?

| Not Useful At All | | | | | | | | | Extremely Useful | Don't Know | Prefer not to answer |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

| | | |
|---|---|---|
| a.   Career Paths Page | ☐ | ☐ |
| b.   Jobs Page | ☐ | ☐ |
| c.   Training Page | ☐ | ☐ |

Q6B.   Which web page content do you feel is **most important** in helping someone like you find a job**? (Select one answer only) [PROGRAMMER: PLEASE INSERT NUMBER OF CONTENT]**

    1=  Career Paths Page
    2=  Jobs Page
    3=  Training Page
    4=  Don't know
    5=  Prefer not to answer

Q6C.   Please identify which content below, if any, is not very clear. **(Select all that apply) [PROGRAMMER: PLEASE INSERT NUMBER OF CONTENT]**

    1=  Career Paths Page
    2=  Jobs Page
    3=  Training Page
    4=  Don't know
    5=  Prefer not to answer

*Now, I have a few last questions for classification purposes only. .*

D1.     What was your age on your last birthday? ☐☐

D2.     What is your ethnic background?  **[IF MORE THAN ONE:]**  With which, do you identify the most?

    Caucasian ............................................................................1
    Chinese.................................................................................2
    Filipino .................................................................................3
    Native Hawaiian....................................................................4
    Japanese ..............................................................................5
    African American ..................................................................6
    Mixed (not Hawaiian)............................................................7
    Other Asian...........................................................................8
    Hispanic ................................................................................9
    Other Polynesian .................................................................10
    Samoan ................................................................................11
    Korean ..................................................................................12
    Portuguese ...........................................................................13
    Native American ...................................................................14
    Other (Specify)_____ ........................................................50
    Don't know ............................................................................98
    Prefer not to answer ............................................................99

D3.     Including yourself and any children, how many people, live in your household?     ☐☐

D4.     What is your marital status?

    Single, never married ..........................................................1
    Married..................................................................................2
    Divorced, separated, widowed .............................................3
    Domestic Partnership ..........................................................4
    Other (specify)____ .............................................................5
    Prefer not to answer ............................................................9

D5.     What is the last grade in school you completed?

    Less Than High School ........................................................1
    High School Graduate ..........................................................2
    Business/Trade school .........................................................3
    Some College .......................................................................4
    College Graduate/Post Graduate .........................................5
    Prefer not to answer ............................................................9

D6.    What is your occupation?  What kind of main job do you do?

Chairman/President/CEO/Executive......................................................1
Management..........................................................................................2
Partner/Owner/Proprietor ....................................................................3
Professional...........................................................................................4
Technical ...............................................................................................5
Sales......................................................................................................6
Service for hotel/restaurant, etc. .........................................................7
Administrative/Clerical ..........................................................................8
Blue Collar (laborer/farmer/construction, etc.).....................................9
White collar (professional/desk/managerial/administrative, etc.) ...10
Military .................................................................................................11
Caregiver .............................................................................................12
Self-employed......................................................................................13
Student ................................................................................................14
Homemaker .........................................................................................15
Other (*Specify*)_____ ...........................................16
Not Employed ......................................................................................17
Retired .................................................................................................18
Don't know ...........................................................................................98
Prefer not to answer ...........................................................................99

D7.    In what industry do you work?

Government..........................................................................................1
Tourism.................................................................................................2
Retailing...............................................................................................3
Military .................................................................................................4
Financial Services / Banks ..................................................................5
Health ..................................................................................................6
Electric / Gas ......................................................................................7
Telecommunications............................................................................8
Construction / Building ........................................................................9
Agriculture..........................................................................................10
Education (non-government / private) ................................................11
Student ...............................................................................................12
Food Service......................................................................................13
Computer / Technology ......................................................................14
Legal / Law / Enforcement / Security.................................................15
Other Service......................................................................................16
Maintenance .......................................................................................17
Real Estate .........................................................................................18
Transportation.....................................................................................19
Non-Profit............................................................................................20
Manufacturing / Distribution...............................................................21
Other (Specify)_____ .........................................................................22
Don't know ..........................................................................................98
Prefer not to answer ...........................................................................99

**D8.** Which of the following broad categories includes your household's total annual income from all sources before taxes for 2022?

Less than $25,000 ....................................................................1
$25,000 but less than $35,000 .................................................2
$35,000 but less than $50,000 .................................................3
$50,000 but less than $75,000 .................................................4
$75,000 but less than $100,000 ...............................................5
$100,000 but less than $150,000 .............................................6
$150,000 but less than $200,000 .............................................7
More than $200,000 .................................................................8
Don't know ...........................................................................98
Prefer not to answer .............................................................99

**D9.** How many years have you lived in Hawai'i?

Less than one year ..................................................................1
One year but less than 5 years.................................................2
Five years but less than 10 years.............................................3
Ten years but less than 20 years .............................................4
Twenty years or more...............................................................5
Born and raised in Hawai'i........................................................6
Don't know ...............................................................................8
Prefer not to answer .................................................................9

**D10.** Do you own or rent your primary residence?

Own ...........................................................................................1
Rent ...........................................................................................2
Other, occupy without cash payment .........................................3
Prefer not to answer .................................................................9

**D11.** What is your gender?

Male ...........................................................................................1
Female........................................................................................2
Other (Specify)...........................................................................3
Prefer not to answer .................................................................9

Thank you very much for your participation in this important survey. Your input is valuable, and we appreciate your time.

April 20, 2023

## DLIR HAWAI'I CAN DISCUSSION GUIDE

### 1. OVERALL WEBSITE DESCRIPTION



A. Please take a few minutes to browse through this website. How would this website benefit you? Why or why not? Do you understand the message?
B. Looking at the first page, what's most important to you and which points would you like to see highlighted?
C. Was it easy logging into the site? If no, what steps were difficult?
D. Please read the first sentence. Which words are most important to you?
   Can the wording be simplified? If so, how would you word it differently?

E. Please read the second sentence. Which words are most useful in describing what this website does? Is it clear in your mind what this website does? Any words where the meaning is not so clear? What words or sections are not readily understandable? Why do you say that? What other content - information or visuals - would you include?
F. What does the phrase "*By combining technology with a human-centered approach*" mean to you? How would you say it in your own words?

## 2. JOB SEARCH

# Share your experience and skills

✓ Step 1 —————— ○ Step 2 —————— ○ Step 3

We take your experience and skills...

analyze them using artificial intelligence and unemployment data...

and generate personalized career recommendations.

**Save some typing time**
(Recommended)

Drag your resume here to upload and we'll fill in your work and education history

We can read .doc, .pdf, .txt files.

BROWSE

No resume? **Enter your information manually**

A. Please read this webpage. Are the steps in the process easy to follow? If not, which steps are not clear?
B. Please review step 2. Does the process described in step 2 *"analyze (experience and skills) using artificial intelligence and unemployment data"* make sense to you? How would you say it in your own words?
C. Please read the text box. Are you able to follow the instructions? If not, what additional information do you need?
D. Please review the instructions in the box to *"Save some typing time."* Are the instructions clear on how to save typing time? If not, how would you word it differently?

**3. MEETING JOB SEARCH REQUIREMENTS**



A. Please read this page and use it in whatever way would be helpful to you. RECORD SEQUENCE OF BROWSING

B. IF NOT DONE: PLS CLICK ON
   1) Apply for a job → Would you use again? Why/why not
   2) Attend a job search seminar → Would you use again? Why or why not?
   3) Respond to employer inquiry → Would you use again? Why or why not?
   4) Schedule meeting with Job Coach → Would you use again? Why or why not?
   5) Overall, what if anything would you improve about this page?

C. LOOK AT CIRCLES AT RIGHT.
   1) What's the difference between the two?
   2) What's the benefit?

**4.** How easy is it to use?  Why or why not?  **Please go to the [INSERT SECTION] page and browse around it.**

### A. JOB SEARCH SECTION



1) Would you go to this section again?
2) Why or why not?
3) What if anything would you improve on this page?

## B. CAREER PATH



1) Would you go to this section again?
2) Why or why not?
3) What if anything would you improve on this page?

## C. TRAINING



1) Would you go to this section again?
2) Why or why not?
3) What if anything would you improve on this page?

**D. SKILLS AND EXPERIENCE**



1) Would you go to this section again?
2) Why or why not?
3) What if anything would you improve on this page? Is the list of auto-populated skills representative of your skills? Did you have to add or remove any skills?
4) Is it easy to add your skills and experience? Why or why not?

5. **Let's discuss your overall experience on the website:**
   A. Do you feel the website gave you what you expected and needed in terms of helping you find a job? Why or why not?
   B. Were you able to find recommendations related to your current career path vs. a new job or career path easily in terms of (See Below)? Why or why not?
      1) Earning potential versus your current earnings. What salary do you think you should be paid? How does it compare to what you are being paid now?
      2) Benefits
      3) Your preferred location
   C. How likely would you be to use this website again? Why or why not

Mahalo!

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