



# Redesign of the ESCO portal

34th ESCO MAI meeting

22 October 2020

ESCO Secretariat

European Commission

DG Employment, Social Affairs and Inclusion

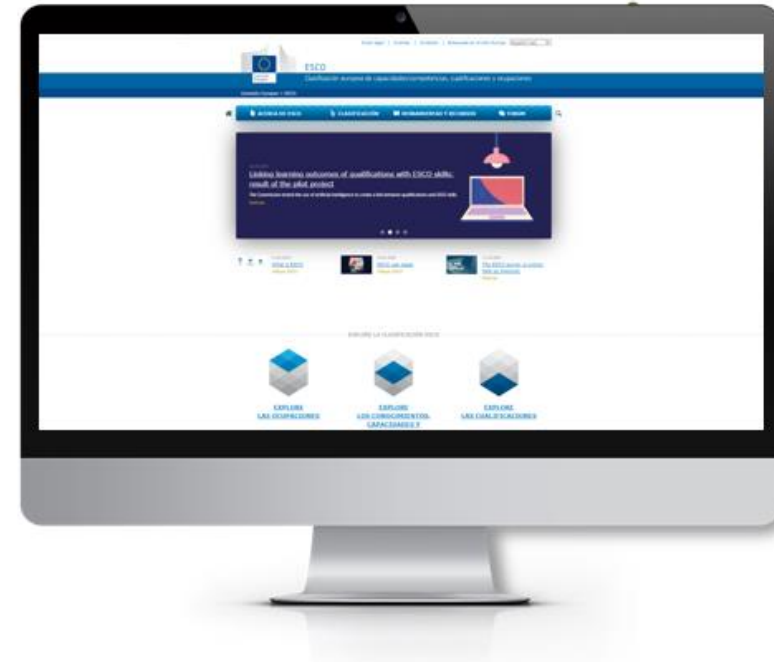
Unit E2 – Skills and Qualifications

# Objectives of the portal redesign

- ✓ Increased **efficiency** and **engagement** through an improved usability and content findability
- ✓ To identify **valuable content** and promote **social media** sharing through specific calls to action
- ✓ An **alignment** with market demands and trends by implementing **new content management technologies** (Drupal) and ensuring harmonization with the European Commission style guidelines

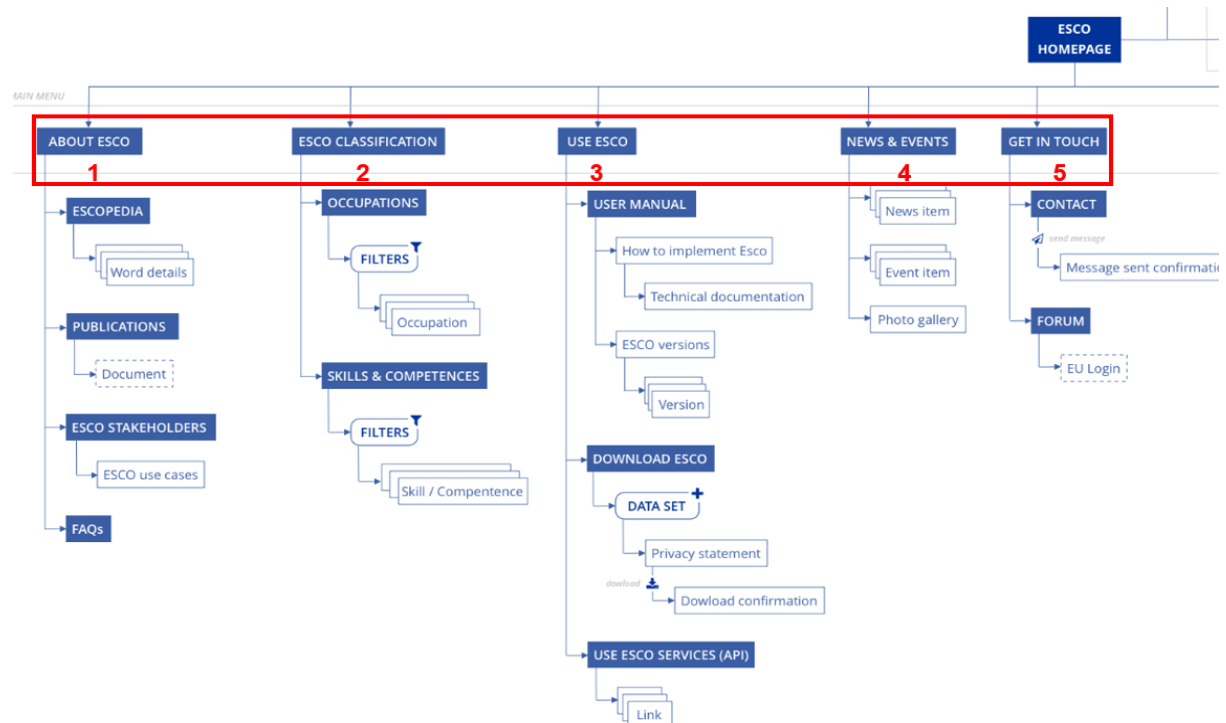
# ESCO portal redesign: Assessment phase

- ❖ Analysis of the current portal
- ❖ Inventory of the content

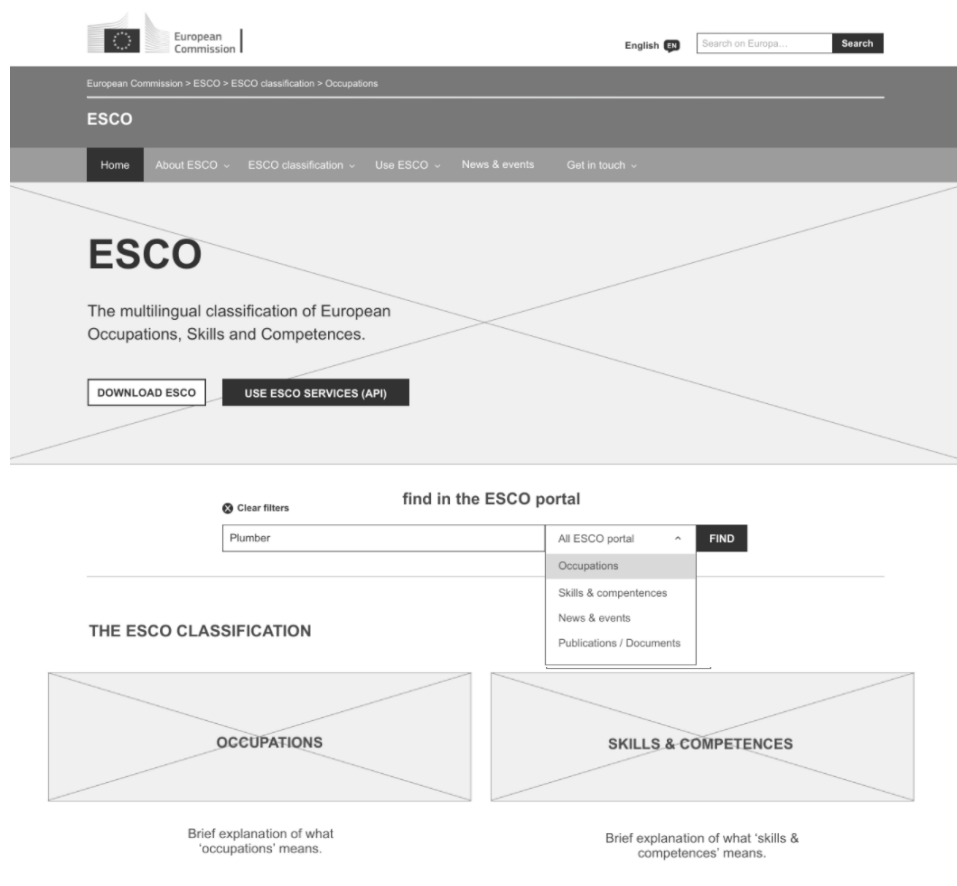


# ESCO portal redesign: Definition phase

- ❖ Creation of information architecture
- ❖ Development of navigation flow



# ESCO portal redesign: Definition phase



- ❖ Design of wireframes
- ❖ Testing with stakeholders

## WHAT IS ESCO

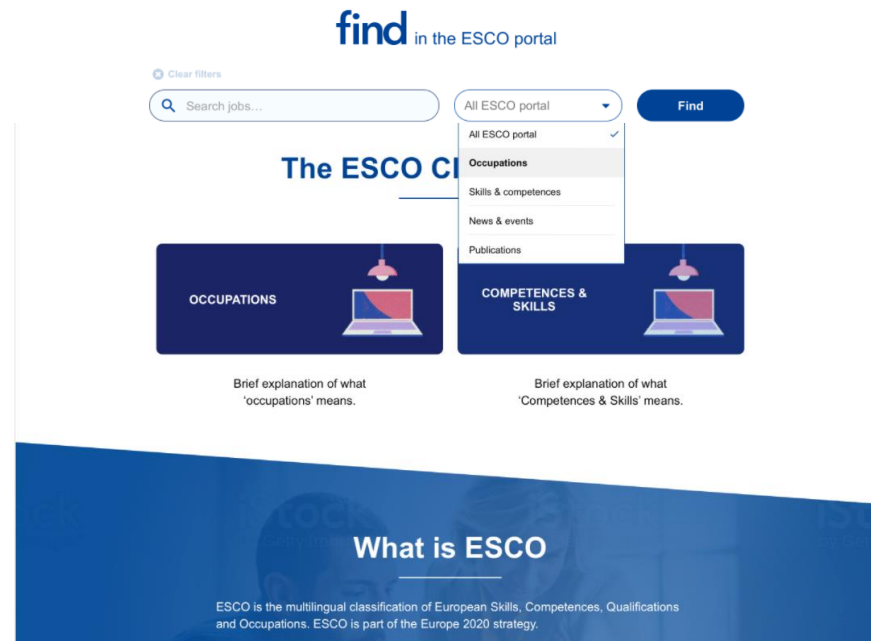
ESCO is the multilingual classification of European Skills, Competences, Qualifications and Occupations. ESCO is part of the Europe 2020 strategy.

The ESCO classification identifies and categorises skills, competences, qualifications and occupations relevant for the EU labour market and education and training. It systematically shows the relationships between the different concepts.

# ESCO portal redesign: Design phase



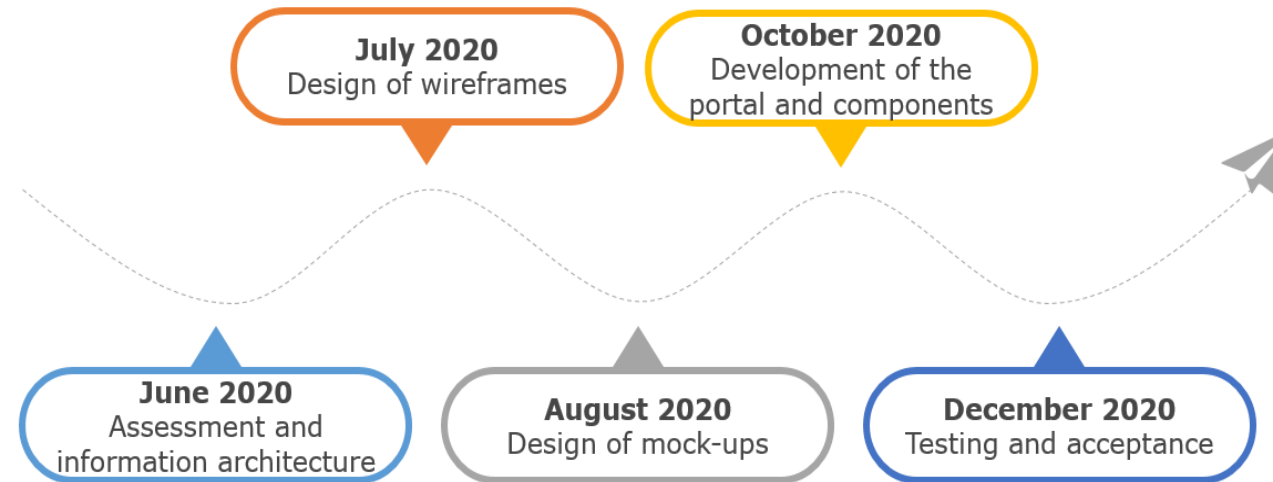
- ❖ Design of mock-ups
- ❖ Feedback sessions



# ESCO portal redesign: Development phase

- ❖ Development of content management system
- ❖ Development of functionalities
- ❖ Translation
- ❖ Accessibility testing
- ❖ Migration of content
- ❖ Launch

# ESCO portal redesign: Timeline





**Questions?**



#ESCO\_EU



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