

Task Analysis & Storyboards

Jo-Ann.com
<http://www.joann.com>

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Table of Contents

- Executive Summary 1
- Processes 2
 - Select a Product: Task Analysis 2
 - Select a Product: Interface Changes 3
 - Select a Product: Product Category page (Step 1) 4
 - Select a Product: Product Sub Category page (Step 2) 4
 - Select a Product: Product Sub Category page (Step 2) 5
 - Select a Product: Product page (Step 3) 6
 - Find a Store Event: Task Analysis 7
 - Find a Store Event: Interface Changes 8
 - Event Calendar: Task Analysis 9
 - Event Calendar: Interface Changes 9
 - Event Calendar: Home page 10
 - Event Calendar: Events and Announcements 11
 - Event Calendar: Store Event Calendar 12
 - Event Calendar: Store Events by Craft 13
 - Sign-In/My Account: Task Analysis 14
 - My Account: Home Page 15
 - My Account: Personal Information: (Step 1) 16
 - My Account: Shipping Information: (Step 2) 17
 - My Account: Payment Information: (Step 3) 18
 - My Account: Registration Information: (Step 4) 19
 - My Account: Confirmation: (Step 5) 20
 - My Account: Welcome page 21
 - Sign-In Interface Changes 22
 - Sign-Out: Task Analysis 23
 - Sign-Out: Interface Changes 23
 - Sign Out page 24
 - Store Locator: Task Analysis 25
 - Store Locator: Interface Changes 28
 - Store Locator: Home page 29
 - Store Locator: Search Results 30
 - Sales Flyers: Task Analysis 31
 - Sales Flyer: Interface Changes 32
 - Sales Flyers: Sign In page 33
 - Sales Flyers: Weekly Sales Flyers page 34
 - Sales Flyers: Sales Flyers (Broadband) page 34
 - Sales Flyers: Sales Flyers (Broadband) page 35
 - Sales Flyers: Sales Flyers (Dial-Up) page 36
 - Sales Flyers: Shopping List page 37
 - Career Center - Search for Jobs: Task Analysis 38
 - Career Center - Search for Jobs: Interface Changes 39
 - Career Center: Home page 40
 - Career Center: Search for Jobs page 41

Career Center: Search for Jobs Results page	42
Career Center: Show All Jobs page	43
Career Center - Apply Now: Task Analysis	44
Career Center - Apply Now: Interface Changes	46
Career Center: Create Your Profile page.....	47
Career Center: Create Profile (Step 1)	48
Career Center: Create Profile (Step 2)	49
Career Center: Create Profile (Step 3)	50
Career Center: Create Profile (Step 4)	51
Career Center: Create Profile (Step 5)	52
Career Center: Log In as a Return User.....	53
Career Center: View Job Cart	54
Career Center: Apply for Jobs.....	55

Executive Summary

Task analyses were conducted for the Jo-Ann.com website. For these analyses the functionality of various areas of the website was deconstructed to identify opportunities for streamlining and clarification. Storyboards were also created to accompany the reconstructed functionality, showing the various screens as users move through the redesigned areas.

The improvements in the various areas included:

- ◆ **Clarifying and simplifying the steps involved in selecting a product to purchase.** Although the number of steps for this process was increased, this led to a significant improvement in the user interface.
- ◆ **Clarifying and simplifying the process of locating a Jo-Ann store.** The current process involved using a graphic to pinpoint the location of a store. This was visually confusing and very difficult to use. This process was simplified by removing the graphic and creating a clearer, text-based search interface.
- ◆ **Combining the Event Calendar and Store Events areas to eliminate the confusion between the two.** This creates one area users can access to get information about chain-wide events or find classes or events taking place at their local store(s).
- ◆ **Reducing repetition and the necessity for excessive scrolling in the Career Center.** The creation of a user profile was chunked and separated into multiple pages. The job application process was streamlined to allow users to apply for a job without going through the user profile more than once.
- ◆ **Clarification of the in-store sales flyers.** In the redesigned interface, explanations are provided for the various formats for online presentation of in-store sales flyers. There is also a clearer presentation of the shopping list functionality.

In addition to the above-mentioned areas of improvement, numerous single page wireframes were created to show interface redesigns for various pages, as well as various forms. The primary goal in creating the single page storyboards was to establish a consistent interface design for the website and simplify processes that were previously too lengthy.

Processes

Select a Product: Task Analysis

There are currently two paths a user can follow to find a product. One path relies on the site navigation links, while the other uses the search function for the site. Both paths lead to the same process to narrow down the product choice.

Current Path 1: Search by Category

1. Select category from list on left side of screen.
2. Select product type from category sub list that appears. (small font makes this list difficult to read)
3. Browse results and select a product. (page title disappears from results page)
4. Scroll down to see color/price options (or click on 'Scroll down...' button).
5. Enter a quantity for the product selected.
6. Add to Basket.

Redesigned Path 1: Search by Category

1. Select category from list on left of screen.
2. Browse results. [Step 1 page]
3. Select sub category.
4. Browse results. [Step 2 page]
5. Select a product.
6. Select color/size. [Step 3 page]
7. Enter quantity.
8. Add to Basket.

Current Path 2: Search by keyword

1. Type keyword(s) into search box.
2. Select product type from list on left (this does not always open up the product type list of a category that matches the keyword(s); i.e. 'Kids Crafts' opened up 'Craft Supplies')
3. May show further list (appears directly under page title) to narrow search, or may go to search results.
4. Select product. (Page title disappears from product results page)
5. Scroll down to see color/price options (or click on 'Scroll down...' button).
6. Enter a quantity for the product selected.
7. Add to Basket.

Redesigned Path 2: Search by keyword

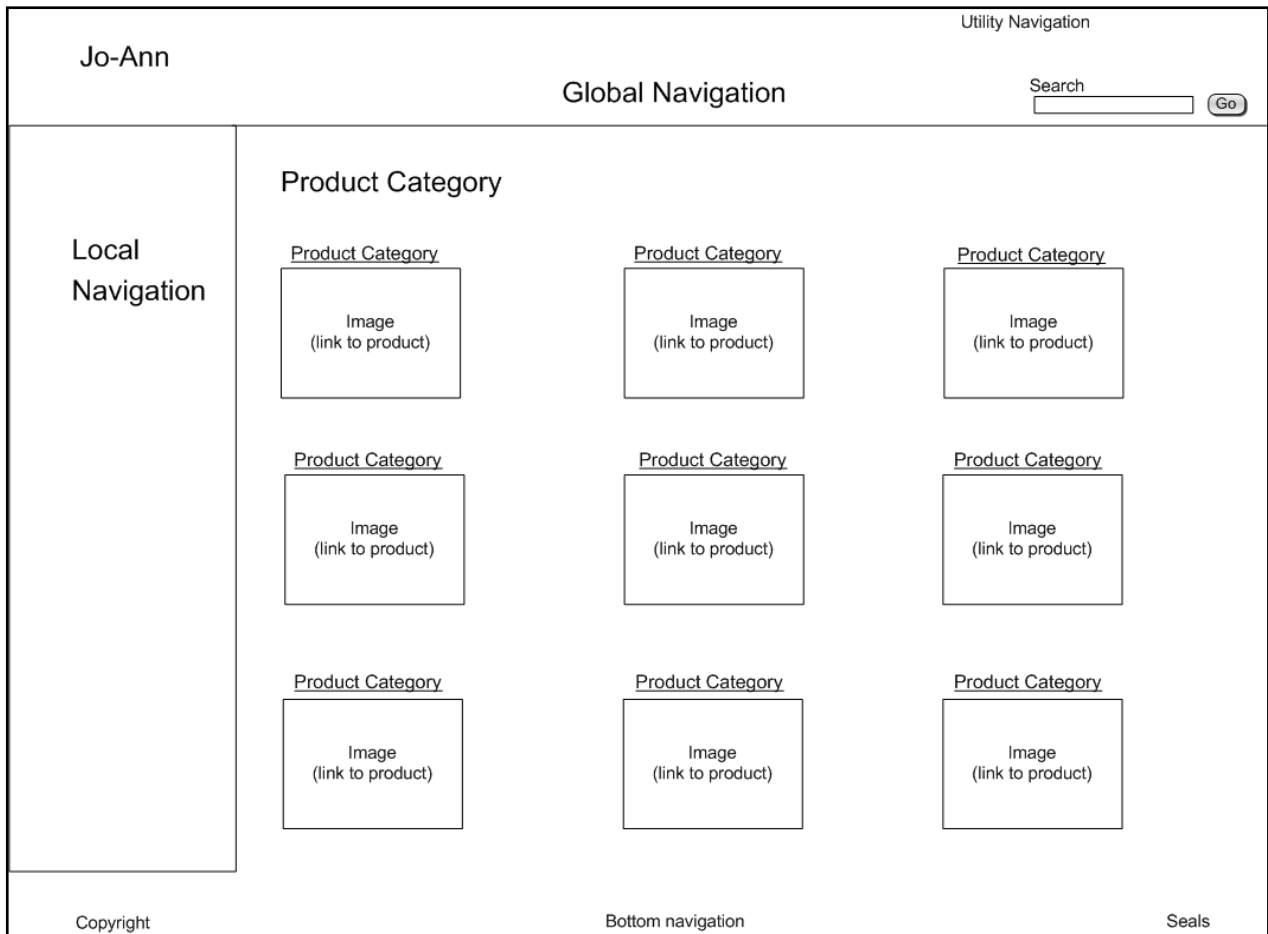
1. Type keyword(s) into search box.
2. Browse results. [Step 1 page]
3. Select sub-category.
4. Browse results. [Step 2 page]
5. Select a product.
6. Select color/size. [Step 3 page]

7. Enter quantity.
8. Add to Basket.

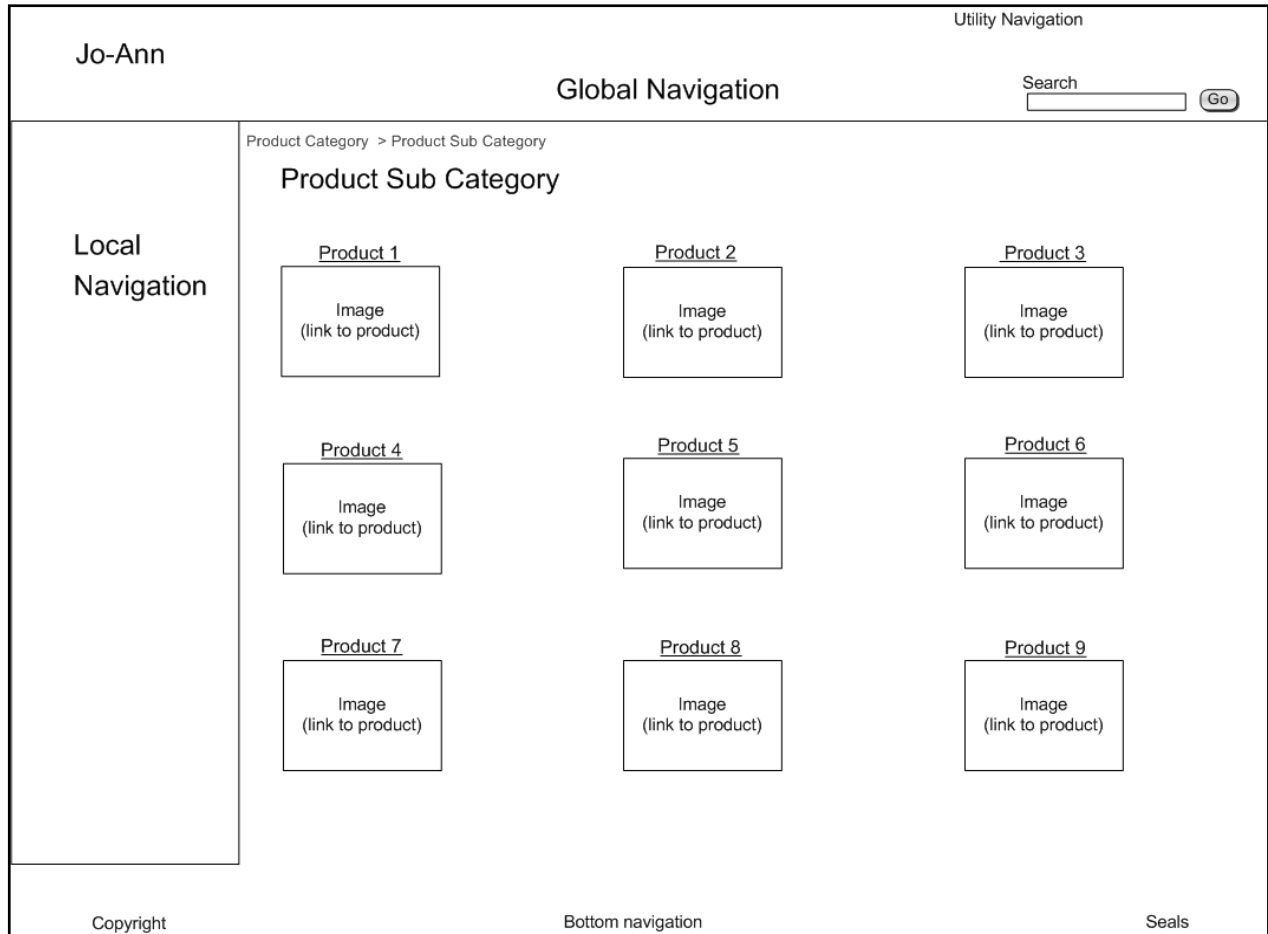
Select a Product: Interface Changes

- ◆ Reorganized search/category selection results to make it easier for the user to find the product.
- ◆ Reorganized the product options (color, size, etc) to make product page more easily viewable and make the actual ordering process simpler.

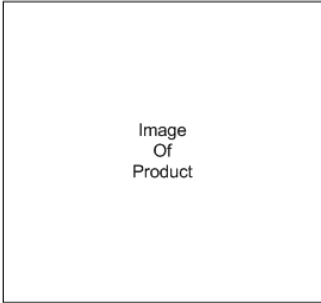



Select a Product: Product Category page (Step 1)



Select a Product: Product Sub Category page (Step 2)



Select a Product: Product page (Step 3)

Jo-Ann		Utility Navigation	
Global Navigation		Search <input type="text"/> <input type="button" value="Go"/>	
Local Navigation	Product Category > Product Sub Category > Product 1		
	Product 1		
		<p>Price of product varies with color:</p> <p>Price: \$ XX.XX <input type="button" value="Choose color"/> ▼</p> <p>Price: \$ YY.XX <input type="button" value="Choose color"/> ▼</p> <p>Quantity: <input type="text" value="0"/></p> <input type="button" value="Add to Cart"/>	<p>If you like this product you might also like:</p> <div><p><u>Product Name</u> \$ xx.xx</p></div> <div><p><u>Product Name</u> \$ xx.xx</p></div> <div><p><u>Product Name</u> \$ xx.xx</p></div>
	<p>Product description sample text.</p> <ul style="list-style-type: none">sample text sample text sample textsample text sample text sample text sample textsample text sample text sample text sample text sample textsample text sample text		
Copyright	Bottom navigation		Seals

Find a Store Event: Task Analysis

The only way to find an event specific to a store or stores on the current Jo-Ann.com website is to locate the store(s) and follow the link on the store location page to classes and events. This is a prime way for the company to draw people in to their stores and encourage them to start a new hobby, thereby increasing their sales, and should be easier to find.

The recommendation for this part of the Jo-Ann site is to create an Event Calendar section of the website where users can choose to view either chain-wide events and announcements, or find location-specific classes and events. This applies to the 'Event Calendar' analysis as well as the 'Find a Store Event' analysis.

Current Path 1: Navigation link

1. Select 'Site Map' from bottom navigation links.
2. Scroll down to Jo-Ann Stores. (at the bottom of the page)
3. Select 'Event Calendar'.
4. Select from left list or from title bar. (title bar is not obviously clickable)
5. Browse list of events.

Redesigned Path 1: Navigation link

1. Create link to 'Store Events' in local navigation for Jo-Ann Stores page.
2. Select format for event listing (calendar or list).
3. Enter zip code or city, state, and distance limit.
4. Select 'Find Events & Classes'.
5. Browse calendar or list of events for current month in stores meeting location designations.
6. Select 'Next Month' to see listings for future months.

Current Path 2: Search for "store events"

1. Enter "store events" in search box.
1. Go.
2. Browse list of events. (these are not store events, they are chain-wide events)

Redesigned Path 2: Search for "store events"

1. Enter "store events" in search box.
2. Go.
3. Enter zip code or city, state, and distance limit.
4. Select format for event listing. (calendar or list)
5. Select 'Find Events & Classes'.
6. Browse calendar or list of events for current month in stores meeting location designations.
7. Select 'Next Month' to see listings for future months.

Current Path 3: Find an Event by Store.

1. Locate a store.
2. Select 'Click here to view Class & Events Schedule'.
3. Browse list of classes and events at that location (this is a pdf file)

No changes are necessary to the task steps. Changes occur in the user interface.

Find a Store Event: Interface Changes

- ◆ Add a link to the 'Store Events' in the local navigation of the Jo-Ann Stores page.
- ◆ Add calendar format and list format for user to view event listings.
- ◆ Add query for user location before generating event calendar.
- ◆ Present all events for designated store(s).
- ◆ On the store location page, change link to events to 'View Store Events' and have it link to the 'Store Event Calendar' page for that store.

Event Calendar: Task Analysis

As mentioned previously, this section of the Jo-Ann.com website presents only events and announcements relating to Jo-Ann Stores, Inc. This is misleading to the user and will be addressed in the redesign of both this area and the 'Find Event by Store' area. This task analysis presented here is based on following the text link 'Events and Announcements' on the 'Event Calendar' home page

Other issues with the Event Calendar are interface and functionality issues. The current method of selecting event type is via a bar of not obviously clickable links, some of which appear to be the same color. Events do not always appear to coincide with link selected; i.e., 'Teacher Rewards Discount Cards 2007 - 2008' appeared when the 'Store Opening' link was selected.

Current Path 1: Find an Event by Type.

1. Click on local navigation link, title bar, or select from drop-down list to select event type. (title bar links not obviously clickable)
2. Browse list of events.
3. Click 'more...' to learn more about the event.

Redesigned Path 1: Find an Event by Type.

No changes are necessary to the task steps. Changes occur in the user interface.

Current Path 2: Find an Event by Date.

1. Select range of months from drop-down.
2. Browse list of events.

Redesigned Path 2: Find an Event by Date.

1. Select 'Next month' to view events and announcements for the following month. (Future months will have 'Previous month' and 'Next month' buttons at the bottom left and right of the list.)

Event Calendar: Interface Changes

- ◆ Add link to local navigation for 'Jo-Ann Stores' labeled 'Event Calendar'.
- ◆ The link from the store location page is changed to 'View Store Events'.

Event Calendar: Home page

Jo-Ann.com		Utility Navigation	
		Global Navigation	
		Search <input type="text"/> <input type="button" value="Go"/>	
Local Navigation	Jo-Ann Stores > Event Calendar		
	Event Calendar		
	Find <u>Events</u> and <u>Announcements</u> about Jo-Ann Stores, Inc. For example, new store openings, special offers such as teacher discounts!		
	Find Events and Classes at a Jo-Ann store near you.		
	<ul style="list-style-type: none">•Enter the city and state, or zip code to find the store nearest your location.•You may specify how far away you want to look.		
	City** <input type="text"/> State <input type="text" value="select a state"/>		
**If City is entered, state must be selected.			
OR			
Zip code <input type="text"/> within <input type="text" value="25"/> miles			
Do you want to see the events in calendar format or a list by craft? (If neither option is selected your search results will appear in calendar form)			
<input type="checkbox"/> Calendar <input type="checkbox"/> List by Craft			
<input type="button" value="Find Events & Classes"/>			
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Event Calendar: Events and Announcements

Jo-Ann.com Utility Navigation

Global Navigation Search

Jo-Ann Stores > Events and Announcements

Events and Announcements

Local
Navigation

November 2007

[All Events](#) [Announcements](#) [Store Openings](#) [Human Resources](#)

■ **Teacher Rewards Discount Cards 2007 - 2008**
September 1, 2007-August 31, 2008
"Jo-Ann Fabric & Craft Stores Supports and Appreciates Teachers"

To reward the hard work and dedication of teachers, Jo-Ann Fabric & Craft Stores is pleased to offer the 2007-2008 Teacher Rewards Discount Card.
[Read more...](#)

■ **Event/Announcement Title**
Month Day, Year - Month Day, Year
"Slogan for event/ announcement"

Description of event, promotion, sale sample text sample text sample text
sample text sample text sample text. [Read more...](#)

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Event Calendar: Store Event Calendar

Jo-Ann.com
Utility Navigation

Global Navigation
Search

Local
Navigation

Jo-Ann Stores > Store Events > Store Event Calendar

Store Event Calendar

These are the events within 25 miles of [City, State or Zip Code].
Select an event to see more information.

November 2007						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
October 28	29	30	31	November 1	2	3
4	5	6	7	8	9	10
	Event #: 3:30-5:30pm			Event #: 3:30-5:30pm		Event #: 9:30am - 12:30pm
11	12	13	14	15	16	17
	Event #: 6pm - 9pm	Event #: 6pm - 9pm	Event #: 3:30-5:30pm	Event #: 6pm - 9pm	Event #: 6pm - 9pm	Event #: 9:30am - 12:30pm
18	19	20	21	22	23	24
	Event #: 6pm - 9pm	Event #: 3:30-5:30pm				
25	26	27	28	29	30	December 1
			Event #: 3:30-5:30pm	Event #: 6pm - 9pm		

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Event Calendar: Store Events by Craft

Jo-Ann.com
Utility Navigation

Global Navigation

Search

Local Navigation

Jo-Ann Stores > Store Events > Store Events by Craft

Store Events by Craft

These are the events within 25 miles of [City, State or Zip Code].

Type of Class: Name of Project		
Level	#ses./#hrs.	\$XX.XX
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm

Type of Class: Name of Project		
Level	#ses./#hrs.	\$XX.XX
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm

Type of Class: Name of Project		
Level	#ses./#hrs.	\$XX.XX
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm

Type of Class: Name of Project		
Level	#ses./#hrs.	\$XX.XX
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm

Type of Class: Name of Project		
Level	#ses./#hrs.	\$XX.XX
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm
Month-Day(,Day)	xses/xhrs	X:XXpm – X:XXpm

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Seals

Sign-In/My Account: Task Analysis

Both 'Sign-In' and 'My Account' global navigation links lead to a page where the user is given the choice to sign-in to an existing account or register for a new account. The only difference between the two is the page title. The redesign will change the functionality of both these links; the sign-in function will move to the utility navigation and link to the 'My Account' page, and the 'My Account' link will move to the global navigation and also link to the 'My Account' page.

Current Path 1: Sign-In/My Account -- New Account

1. Select 'Register now' from either the 'Sign In' page or the 'My Account' page.
2. Enter Billing Address information. (not indicated as optional or required)
3. Enter Shipping Address information. (not indicated as optional or required - checkbox to use billing information provided)
4. Enter Payment information. (optional - indicated as such)
5. Enter Registration information. (indicated as all fields required)
6. Register.
7. Continue Shopping.

Redesigned Path 1: My Account -- New Account

1. Select 'Register Now' from the 'My Account' page.
2. Enter or review Personal Information. [Step 1 page]
3. Enter or review Shipping Information. [Step 2 page]
4. Enter or review Billing Information. [Step 3 page]
5. Enter or review Registration Information. [Step 4 page]
6. Register.
7. Select one of the options on the 'Confirmation' page. [Step 5 page].

Current Path 2: Sign In/My Account -- Registered User

1. Select 'My Account' or 'Sign In' from the global navigation.
2. Enter 'My User Name'.
3. Enter 'My Password'.
4. Select 'Sign In'.
5. Select one of the options on the 'My Account' page.

Redesigned Path 2: My Account -- Registered User

1. Select 'Sign In' from the utility navigation or 'My Account' from the global navigation.
2. Enter 'My User Name'.
3. Enter 'My Password'.
4. Select 'Sign In'.
5. Select one of the options offered on the 'Welcome' page.

My Account: Home Page

Jo-Ann.com	Utility Navigation	
Global Navigation		
Local Navigation	Search <input type="text"/> <input type="button" value="Go"/>	
	<p>My Account</p> <p>Already have a Jo-Ann account? Sign in to view or edit your Account Profile</p> <p>User Name: <input type="text"/> Forget your user name?</p> <p>Password: <input type="text"/> Forget your password?</p> <p style="text-align: center;"><input type="button" value="Sign In"/></p> <p>New to Joann.com? Register now and enter your personal information only once. Then every time you visit us, sign in with your password for faster checkout, access to My Account, and weekly e-mail notification of online Joann.com specials!</p>	
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My Account: Personal Information: (Step 1)

Jo-Ann.com Utility Navigation

Global Navigation Search

My Account > Personal Information

Step 1: Personal Information | Step 2: Shipping Information | Step 3: Payment Information | Step 4: Registration Information | Step 5: Confirmation

Personal Information

Create an account here for fast and easy checkout and to add selected items to your Wish List.

My Billing Address ** Indicates a required field

Use my billing address for shipping

****First Name:**

****Last Name:**

****Address Line 1:**

Address Line 2:

****City:**

Phone: ext:
(Example: [123] [4567890] ext: [1234])

****Zip Code/
Postal Code:**

****State/Province:**

****Country/
US Territory:**

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My Account: Shipping Information: (Step 2)

Jo-Ann.com Utility Navigation

Global Navigation Search

My Account > Shipping Information

Step 1: Personal Information | Step 2: Shipping Information | Step 3: Payment Information | Step 4: Registration Information | Step 5: Confirmation

Shipping Information

Create a separate shipping location or review the information from your billing address.

My Shipping Address ** Indicates a required field

****First Name:**

****Last Name:**

****Address Line 1:**

Address Line 2:

****City:**

Phone: ext:
(Example: [123] [4567890] ext: [1234])

****Zip Code/
Postal Code:**

****State/Province:**

****Country/
US Territory:**

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My Account: Payment Information: (Step 3)

Jo-Ann.com Utility Navigation

Global Navigation Search

My Account > Payment Information

Step 1: Personal Information Step 2: Shipping Information Step 3: Payment Information Step 4: Registration Information Step 5: Confirmation

Payment Information

Entering your payment information now will allow fast and easy checkout in the future. This information is not required to create an online account with Jo-Ann.com.

My Payment Information

For your convenience, we can safely and confidentially store your payment information on our secure server. Don't worry, if you choose not to enter your information at this time, you can enter it during checkout.

Credit Card Type:

Click on logo or select from drop-down box ▼

Credit Card Number:

Expiration Date: ▼ ▼

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My Account: Registration Information: (Step 4)

Jo-Ann.com	Utility Navigation
Global Navigation	
Local Navigation	Search <input type="text"/> <input type="button" value="Go"/>
	<p data-bbox="443 436 625 457">My Account > Registration</p> <div data-bbox="443 472 1393 499" style="border: 1px solid gray; padding: 2px;">Step 1: Personal Information Step 2: Shipping Information Step 3: Payment Information Step 4: Registration Information Step 5: Confirmation</div> <h3 data-bbox="472 520 755 550">Registration Information</h3> <p data-bbox="472 575 917 604">My Registration Information (All fields are required)</p> <p data-bbox="513 625 922 680">User Name: <input type="text"/> (must be 4-50 characters in length.)</p> <p data-bbox="529 709 922 739">Password: <input type="text"/></p> <p data-bbox="480 768 922 798">Verify password: <input type="text"/></p> <p data-bbox="488 827 922 903">Password hint: <input type="text"/> (Enter a phrase that will remind you of your password. eg, 'my dog's name.')</p> <p data-bbox="561 924 922 953">Email: <input type="text"/></p> <div data-bbox="472 987 1063 1018" style="text-align: center;"><input style="margin-right: 100px;" type="button" value=" << Previous "/> <input style="margin-right: 100px;" type="button" value=" Update "/> <input style="margin-right: 100px;" type="button" value=" Register "/></div>
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Seals	

My Account: Confirmation: (Step 5)

Jo-Ann.com		Utility Navigation	
Global Navigation		Search <input type="text"/> <input type="button" value="Go"/>	
Local Navigation	My Account > Confirmation		
	Step 1: Personal Information Step 2: Shipping Information Step 3: Payment Information Step 4: Registration Information Step 5: Confirmation		
	Confirmation		
	Welcome [User name]!		
	Thank you for registering with Jo-Ann.com.		
	We will send you an e-mail shortly confirming your registration – along with a promotion code for free shipping on your next Joann.com order. Be sure to check your e-mail for this offer!		
	▶ Track your order Track status, shipping and purchase history		
	▶ View Wish List View items saved in your Wish List		
	▶ Edit your profile Change password, edit shipping, billing and payment information		
	<input type="button" value="Continue Shopping"/>	<input type="button" value="Sign Out"/>	
	If you have any questions, please e-mail Customer Care anytime.		
Copyright	Bottom navigation		Seals

My Account: Welcome page

Jo-Ann.com	Utility Navigation	
Global Navigation		
Local Navigation	<p data-bbox="440 436 605 453">My Account > Welcome</p> <p data-bbox="440 489 716 516">Welcome [User Name]</p> <p data-bbox="440 531 1276 600">My Account allows you to personalize your shopping experience. From updating your information for quick, simple checkout to checking the status of your order, My Account makes shopping easier and more convenient whenever you visit Jo-Ann.com.</p> <ul data-bbox="440 636 1146 751" style="list-style-type: none"><li data-bbox="440 636 979 663">▶ Track your order Track status, shipping and purchase history<li data-bbox="440 684 898 711">▶ View Wish List View items saved in your Wish List<li data-bbox="440 732 1146 760">▶ Edit your profile Change password, edit shipping, billing and payment information <div data-bbox="440 804 824 835" style="display: flex; justify-content: space-around;">Continue Shopping!Sign Out</div> <p data-bbox="440 867 1016 894">If you have any questions, please e-mail Customer Care anytime.</p>	
Copyright	Bottom navigation	Seals

Sign-In Interface Changes

- ◆ Reformatted the registration process into separate pages, making the process clearer and providing more information about the benefits to registering.
- ◆ Redesigned the acknowledgment page to make the welcome message more informative and make the user choices clearer.
- ◆ When the user signs in, the 'Sign In' link in the utility navigation bar changes to 'Sign Out'.

Sign-Out: Task Analysis

When a user signs-in to the Jo-Ann.com website, the 'Sign-In' link in the utility navigation changes to 'Sign Out' and a text link appears; 'if you wish to sign out, click here.' These links lead to a separate page with a sign-out button. A 'Sign-Out' link should sign the user out when clicked and either lead to a page that acknowledges that they are signed out and give the option of signing in again or returning to the page they were on, or generate a message on the current page that the user is signed out.

Current Path: Sign-Out

1. Select 'Sign-Out' link or 'click here' in text.
2. Select 'Sign-Out' button.

Redesigned Path: Sign-Out

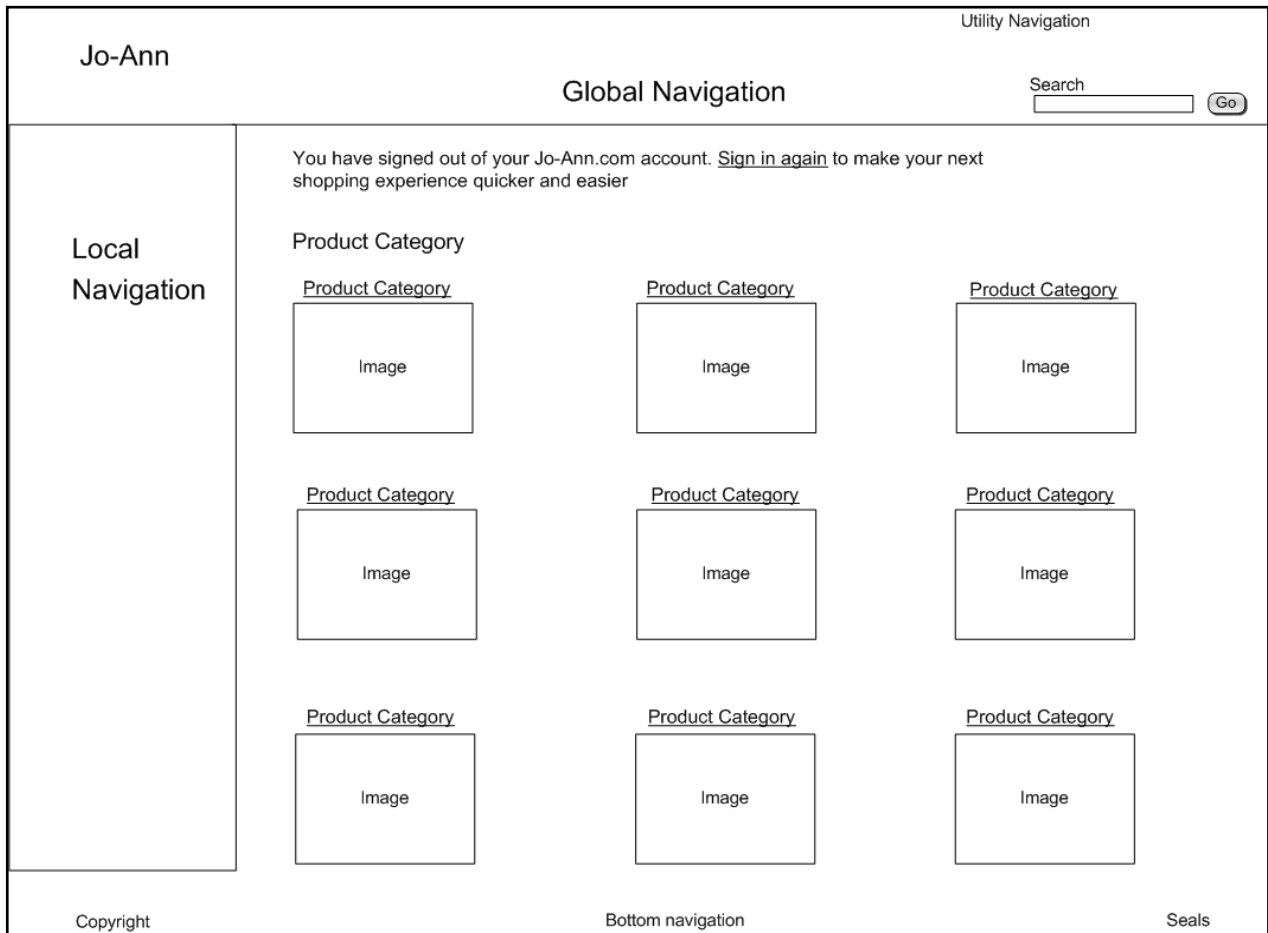
1. Select 'Sign-Out' link in or 'sign-out' in text.
2. Select text link 'Sign In Again', if desired.

Sign-Out: Interface Changes

- ◆ Removed 'Sign Out' page from the process.
- ◆ Create acknowledgement message that appears on the user's current page. This includes an option to sign in again.
- ◆ When the user signs out, the 'Sign Out' link in the utility navigation changes to 'Sign In'.

Sign Out page

The product page was chosen at random to show the message the user receives when they sign out. The actual page would be whatever the user is currently viewing.



Store Locator: Task Analysis

The Store Locator page currently shows a map with dots representing store locations. This creates a crowded mass of dots in some areas, making it almost impossible to select a specific location. With the map and all the location selectors available, there are too many paths for the user to take to find a store location. The redesign will create a simpler, cleaner interface.

Current Path 1: Locate Store from Map

1. Click on dot to select store location. (very difficult to click on desired location precisely enough to generate store list near user location)
2. Browse list of stores to find one nearby or on that has services wanted.
3. Select a specific store location from list to view location map.

Redesigned Path 1: Locate Store from Map

This path will not be available on the new 'Store Locator' page.

Current Path 2: Locate Store by State/Map

1. Select state from drop-down menu.
2. Find!
3. Click dot on map of state.
4. Browse list of stores to find one nearby or that has services wanted.
5. Select specific store location from list to view location map.

Redesigned Path 2: Locate Store by State/Map

This path will not be available on the new 'Store Locator' page.

Current Path 3: Locate store by State/Store Type

6. Select store type from drop-down menu.
7. Find!
8. Receive 'Invalid Search Format (nothing entered)' message.
9. Select state from drop-down menu and store type from drop-down menu below map.
10. Click dot on map of area or scroll down to browse list of stores.
11. Select specific store location from list to view location map.

Redesigned Path 3: Locate Store by State/Store Type

1. Select store type, if desired.
2. Select State from drop-down menu.
3. Select distance from drop-down menu, if desired.
4. Go!
5. Browse list of stores.

Current Path 4: Locate store by State/Store Type

1. Select state from drop-down menu.
2. Select store type from drop-down menu.
3. Find!
4. Select text link 'enter a specific location'. (This links to the text inputs below the map on the same page)
5. Enter zip code, area code, area code and exchange, city/state, city name, state name, state abbreviation.
6. Find!
7. Select specific store location from list to view location map.

Redesigned Path 4: Locate Store by State/Store Type

The redesign of Path 4 is the same as Path 3.

Current Path 5: Locate Store by State/Store Type

1. Select state from drop-down menu.
2. Select store type from drop-down menu.
3. Find!
4. Select text link 'complete list of x stores in state'.
5. Select specific store location from list to view location map.

Redesigned Path 5: Locate Store by State/Store Type

The redesign of Path 5 is the same as Path 3.

Current Path 6: Locate Store by Specific Location

1. Click on the 'Select a state or enter a specific location' text link or enter zip code, area code, area code and exchange, city/state, city name, state name, state abbreviation in text box below map.
2. Find!
3. Select specific store location from list to view location map.

Current Path 6: Locate Store by Specific Location

The redesign of Path 6 is the same as Path 3.

Current Path 7: Locate Store by Specific Location/State

1. Click on the 'Select a state or enter a specific location' text link or enter zip code, area code, area code and exchange, city/state, city name, state name, state abbreviation in text box below map.
2. Select state from drop-down menu.
3. Find!

4. Select specific store location from list to view location map.

Redesigned Path 7: Locate Store by Specific Location/State

The redesign of Path 7 is the same as Path 3.

Current Path 8: Locate Store by Specific Location/State/Type of Store

1. Click on the 'Select a state or enter a specific location' text link or enter zip code, area code, area code and exchange, city/state, city name, state name, state abbreviation in text box below map.
2. Select state from drop-down menu.
3. Select type of store from drop-down menu.
4. Find!
5. Select specific store location from list to view location map.

Redesigned Path 8: Locate Store by Specific Location

The redesign of Path 8 is the same as Path 3.

Store Locator: Interface Changes

- ◆ Remove map locator option.
- ◆ Add a distance limit selector to the search options.
- ◆ Show all the stores that meet the user's selection criteria, not just the top ten.
- ◆ Changes to the labeling and alignment are shown on the storyboards.

Store Locator: Home page

Jo-Ann.com	Utility Navigation	
Global Navigation		
Search <input type="text"/> <input type="button" value="Go"/>		
Local Navigation	Store Locator	
	Find the nearest Jo-Ann store! Check out the latest Creative University™ classes! Discover which stores offer custom framing services and see store events!	
	<ul style="list-style-type: none">• Enter the city and state, or zip code to find the store nearest your location.• You may specify how far away you want to look.• You may also specify what type of Jo-Ann store you are looking for.	
	<input type="checkbox"/> Jo-Ann Store <input type="checkbox"/> Jo-Ann Superstore	
	City** <input type="text"/> State <input type="text" value="select a state"/>	
** If City is entered, a State must be selected		
OR		
Zip code <input type="text"/> Locate store(s) within <input type="text" value="25"/> miles		
<input type="button" value="Locate Store!"/>		
Copyright	Bottom navigation	Seals

Store Locator: Search Results

Jo-Ann.com Utility Navigation

Global Navigation Search

Store Locator > Search results

Local
Navigation

Store Locator Results

These are the stores that match your search: Jo-Ann Superstore, Zip code, within 25 miles.
Click on 'Map' to get a detailed map showing the location of that store.
Click on 'Directions' to get point-to-point driving directions from the starting point of your choice to that specific store.

<u>Jo Ann Fabric and Craft Superstore</u>	
Valley View Center S/C 3737 Carpenter Rd Ypsilanti, MI 48197-9609 734-975-0310	Mon-Sat 9a - 9p Sunday 10a - 7p View Store Events View Weekly Store Ads
Map Directions x miles <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
<u>Jo Ann Fabric and Craft Superstore</u>	
New Towne Plaza 44740 Ford Rd Canton, MI 48187-2942 734-459-3441	Mon-Sat 9a - 9p Sunday 10a - 7p View Store Events View Weekly Store Ads
Map Directions x miles <input type="checkbox"/>	
<u>Jo Ann Fabric and Craft Superstore</u>	
Brighton Mall 8449 W Grand River Ave Brighton, MI 48116-2324 810-227-2277	Mon-Sat 9a - 9p Sunday 10a - 7p View Store Events View Weekly Store Ads
Map Directions x miles <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

Services Offered

-
-
-
-

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Sales Flyers: Task Analysis

The sales flyers link provides a way for a customer to create a shopping list based on the sales flyer of a nearby store. This is aimed at a user who will not be shopping online but wants to minimize their time actually in the store (i.e., a mother with young children who wants to get in and out as quickly as possible).

The current page of in-store flyers is very crowded; the images are stacked very close together with not much white space between them. This leads to proximity confusion; the links that appear near a flyer are not necessarily the ones that link to that flyer. For example, the 'Dial-up (HTML) mode' link below the image seems related more to the flyer below it than the one to which it links.

Current Path: For in-store sales flyer

1. Enter zip code or city, state.
2. Go.
3. Select flyer option. (This is very confusing; many users would probably not know what 'Dial-up (HTML) mode' means, there is no indication of what format the other circulars are displayed in and the sale date ranges are not very noticeable)
4. Select product from flyer page.
5. Add to Shopping list.
6. Return to flyer page.
7. View list. (Local store appears at top of page)
8. Print list.

Redesigned Path: For in-store sales flyer

1. Enter zip code or city, state.
2. Go.
3. Select flyer option. (The descriptions of the flyers, both sale date range and download time are designated clearly)
4. Select product from flyer page.
5. Add to Shopping list.
6. View Shopping List.
7. Select Return to Flyers or Shop online.
8. Print Shopping List, if desired.

Sales Flyer: Interface Changes

- ◆ Provide an explanation of the different types media used to view the flyers, and what that means in terms of the user experience (i.e., what technology is needed to view this media).
- ◆ Make the sales date range for each flyer more visually connected to the thumbnail view of the flyer.
- ◆ Make the links to the alternate viewing options for the flyers visually connected to the flyer.
- ◆ Provide more white space between the flyers to make the page easier to navigate.

Sales Flyers: Sign In page

Jo-Ann.com	Utility Navigation	
Global Navigation		
Local Navigation	Search <input type="text"/> <input type="button" value="Go"/>	
Jo-Ann Stores > Weekly Sales Flyers		
Weekly Sales Flyers		
Enter City, State or Zip Code		
<input type="text"/>		
<input type="button" value="View Flyers"/>		
Copyright	Bottom navigation	Seals

Sales Flyers: Weekly Sales Flyers page

Jo-Ann.com Utility Navigation

Global Navigation Search

Jo-Ann Stores > Weekly Sales Flyers

Weekly Sales Flyers

View the current sales flyers for your local store and create a shopping list for your convenience.

There are two options for viewing sales flyers. Broadband mode requires that a Flash player be installed on your computer; Dial-up mode creates a web (HTML) version and can download faster.

Prices effective Sunday, Nov 4th - Saturday, Nov 10th
(except as noted)

Browse this sales flyer ([Broadband](#)) ([Dial-up](#))

Image of
Flyer Cover

Prices effective Sunday, Nov 4th - Saturday, Nov 17th
(except as noted)

Browse this sales flyer ([Broadband](#)) ([Dial-up](#))

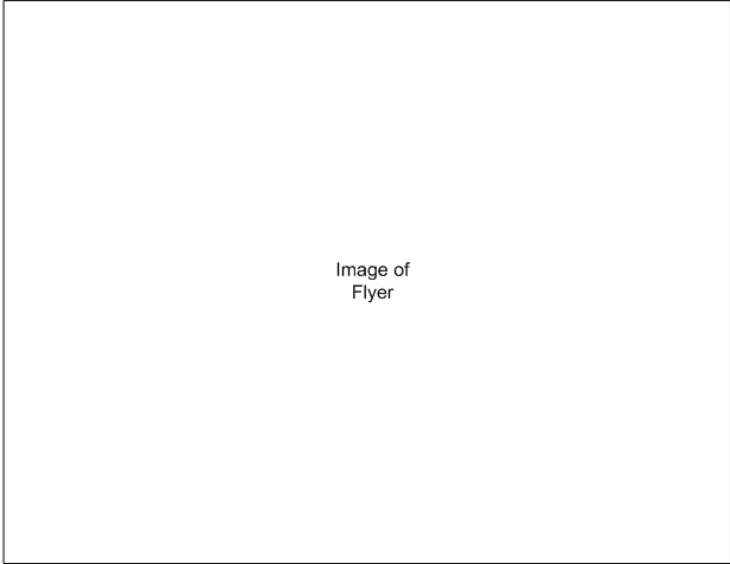
Image of
Flyer Cover

CopyrightBottom navigationSeals

Sales Flyers: Sales Flyers (Broadband) page

Jo-Ann.com		Utility Navigation	
Global Navigation		Search <input type="text"/> <input type="button" value="Go"/>	
Jo-Ann Stores > Weekly Sales Flyers > Sales Flyer (Broadband)			
Sales Flyer – Sunday, Nov 4th - Saturday, Nov 10th			
Local Navigation	Flash Player control bar		
	Image of Flyer		
Store Shopping List			
X items on your list			
View list >>			
Store Information			
Jo-Ann Crafts			
123 Any Street			
City, State sssss			
Tel: (xxx) xxx-xxxx			
Map & Driving Directions			
Select Another Location			
Copyright	Bottom navigation	Seals	

Sales Flyers: Sales Flyers (Dial-Up) page

Jo-Ann.com		Utility Navigation
Global Navigation		Search <input type="text"/> <input type="button" value="Go"/>
Local Navigation	Jo-Ann Stores > Weekly Sales Flyers > Sales Flyer (Dial-up)	
	Sales Flyer – Sunday, Nov 4th - Saturday, Nov 10th	
Store Shopping List X items on your list View list >>	<< Previous View All Pages Jump to: Jump to Section Next >>	
		
Store Information Jo-Ann Crafts 123 Any Street City, State sssss Tel: (xxx) xxx-xxxx Map & Driving Directions Select Another Location		
Copyright	Bottom navigation	Seals

Sales Flyers: Shopping List page

Jo-Ann.com Utility Navigation



Global Navigation Search

Jo-Ann Stores > Weekly Sales Flyers > Shopping List

Shopping List

This is a printable Shopping List created on November 4, 2007

Jo-Ann Crafts
123 Any Street
City, State sssss
Tel: (xxx) xxx-xxxx

Items	Price	End Date	
Item Category  Short description	Item Name – Model # \$XX.XX each Reg xx.xx ea	thru Mo Day	Remove from list
Item Category  Short description	Item Name – Model # \$XX.XX each Reg xx.xx ea	thru Mo Day	Remove from list

Print out this page
and bring it to the store!

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Career Center - Search for Jobs: Task Analysis

The Career Center has separate sections for External Candidates and Internal Candidates. Since no project team member is currently employed by Jo-Ann.com, the user interface of the External Candidate section is being addressed.

There is one main interface change that should be made to the entire 'Career Center' area. In order to view any of the content in the Career Center, the user has to scroll horizontally to see about 20 pixels of content that does not fit in the visible space. This issue is addressed in the storyboards for both 'Search for Jobs' and Apply for Jobs'.

Current Path 1: Careers - Search for Jobs

1. Enter keyword(s).
2. Enter Job Status. (very unclear what this means and what relevance it has to the process)
3. Enter Job Title.
4. Enter Area of Operation.
5. Enter Department. (drop-down box indicates that 'Division' must be selected to have options -- there is nothing called 'Division' -- means 'Area of Operation')
6. Enter Country.
7. Enter Location information (City/Town, State, Province)
8. Enter E-mail address for Job Agent (no explanation of what this is)
9. Search now.
10. Browse results.
11. Add to Job Cart.

Redesigned Path 1: Careers - Search for Jobs

1. Enter keyword(s).
2. Enter Job Title (optional).
3. Enter Area of Operation.
4. Enter Department(s).
5. Enter Country.
6. Enter Location information (City/Town, State, Province).
7. Search.
8. Browse results.
9. Add to Job Cart.

Current Path 2: Careers - Show All Jobs

1. Browse list of jobs available.
2. Select job.
3. Add to Job Cart.

Redesigned Path 2: Careers - Show All Jobs

No changes are necessary to the task steps. Changes occur in the user interface.

Career Center - Search for Jobs: Interface Changes

- ◆ Page scrolling buttons, as well as 'Next' and 'Previous' buttons, were added to the top and bottom of job listings.
- ◆ Fields which do not provide any meaningful contribution to the process were removed (i.e. 'Job Status').
- ◆ Field definitions in text format were added and the icons currently begin used were removed.

Career Center: Home page

Jo-Ann.com	Utility Navigation	
Global Navigation		
Search <input type="text"/> <input type="button" value="Go"/>		
Local Navigation	<h3>Career Center</h3> <p>Using the Career Center, you can:</p> <ul style="list-style-type: none">Search for Jobs Search for jobs that match your interests and add them to your Job Cart.Show all Jobs List all currently available jobs.Create your Profile Online Use your resume to create your Profile, or edit your existing Profile.Login as a Return User Have you created a profile before? Log in to access your previously created information.View Job Cart Save job postings that interest you.Apply for Jobs Apply for jobs previously added to your Job Cart.	
Copyright	Bottom navigation	Seals

Career Center: Search for Jobs page

Jo-Ann.com		Utility Navigation	
Global Navigation		Search <input type="text"/> <input type="button" value="Go"/>	
Local Navigation	Career Center > Search for Jobs		
	Search for Jobs		
	Keyword(s):	<input type="text"/>	Use AND, OR, or NOT to improve your search results.
	Job Title:	<input type="text"/>	
	Area of Operation:	<input type="text" value="-- Any --"/>	▼
	Department(s)*:	<input type="text" value="Select Department(s)"/>	▼
	*Area of Operation must be chosen to select department. Use Shift/Ctrl to select multiple values.		
	Country:	<input type="text" value="Select Country"/>	▼
State/Province:	<input type="text" value="Select State/Province"/>	▼	
City/Town:	<input type="text"/>	Use commas to separate multiple values.	
<input type="button" value="Search for Jobs"/>			
Copyright	Bottom navigation	Seals	

Career Center: Search for Jobs Results page

Jo-Ann.com Utility Navigation

Global Navigation Search

Career Center > Search for Jobs > Search Jobs Results

Search Jobs Results

To select multiple job listings, click on

Results 1 to 3 of 3

<< Previous Page 1 Next >>

Select <input checked="" type="checkbox"/>	Title	Status	Location
<input type="checkbox"/>	Job Title 1	Full-time	Hudson, Ohio
<input type="checkbox"/>	Job Title 2	Full-time	Opelika, Alabama
<input type="checkbox"/>	Job Title 3	Part-time	Hudson, Ohio

Local Navigation Copyright Bottom navigation Seals

Career Center: Show All Jobs page

Jo-Ann.com Utility Navigation

Global Navigation Search

Local
Navigation

Career Center > Show All Jobs

Show All Jobs

To select multiple job listings, use 'Select' checkbox.

Results 1 to 9 of 40

<< Previous Page 1 2 3 4 Next >>

Select	Title	Status	Location
<input type="checkbox"/>	Job Title 1	Full-time	Hudson, Ohio
<input type="checkbox"/>	Job Title 2	Full-time	Opelika, Alabama
<input type="checkbox"/>	Job Title 3	Part-time	Hudson, Ohio
<input type="checkbox"/>	Job Title 4	Full-time	Hudson, Ohio
<input type="checkbox"/>	Job Title 5	Full-time	Opelika, Alabama
<input type="checkbox"/>	Job Title 6	Part-time	Hudson, Ohio
<input type="checkbox"/>	Job Title 7	Full-time	Hudson, Ohio
<input type="checkbox"/>	Job Title 8	Full-time	Opelika, Alabama
<input type="checkbox"/>	Job Title 9	Part-time	Hudson, Ohio

<< Previous Page 1 2 3 4 Next >>

CopyrightBottom navigationSeals

Career Center - Apply Now: Task Analysis

In order to apply for a job on Jo-Ann.com, the user must create a profile. Once the profile is created, the information is used to partially complete an application form. The purpose of some of the form fields is not clear and is not explained. The field definitions used on the application form are icons, not text, the form is all on one page, requiring the user to scroll to complete it, and the fields are too close for easy readability.

Current Path 1: Career Center - Create your Profile

1. Click on 'Apply Now' in the local navigation or 'Create your Profile Online' text link.
2. Copy and paste resume in text area or click 'here' to use the Resume Builder.
3. Complete 'My Profile' (some parts of the form are pre-filled if a resume was entered -- although the information is not always accurately transferred).
 - a. Enter personal information. (Step 1 page)
 - b. Enter current employment information. (Step 2 page)
 - c. Enter education information. (Step 2 page)
 - d. Enter employment availability information. (Step 3 page)
 - e. Enter log in information. (Step 4 page)
4. Submit.

Redesigned Path 1: Career Center - Create your Profile

No changes are necessary to the task steps. Changes occur in the user interface.

Current Path 2: Career Center - Login as a Return User

1. Click on 'Apply Now' in the local navigation or 'Create your Profile Online' text link.
2. Enter Email address.
3. Enter Password.
4. Log On.
5. Review 'My Profile' and change if necessary.
6. Submit.

Redesigned Path 2: Career Center - Login as a Return User

No changes are necessary to the task steps. Changes occur in the user interface.

Current Path: View Job Cart

1. Select 'View Job Cart'.
2. View job listings saved in job cart.

Redesigned Path: View Job Cart

No changes are necessary to the task steps. Changes occur in the user interface.

Current Path: Apply for Jobs

1. Select 'Apply for Jobs'
2. User cannot apply for jobs without going through the 'Creating your Profile Online' and 'Search for Jobs' processes, even if they have already been completed.

Redesigned Path: Apply for Jobs

1. Select jobs from job cart list.
2. Select 'Apply'.
3. Review profile information.
4. Cut and paste cover letter information, if desired.
5. Select 'Send application'.

Career Center - Apply Now: Interface Changes

- ◆ The information on the user profile form is chunked, with each section presented on a separate page, eliminating (or at least reducing) the amount of scrolling the user needs to do, and making the form more readable.
- ◆ Field definitions are changed to text.
- ◆ Unclear, unexplained fields that are not required are removed from the form.
- ◆ There is clearer indication that users must create a profile and add jobs to their job cart before they can apply for a job.
- ◆ The user can select jobs from the job cart, cut and paste a cover letter, and send their complete application without going through the entire profile and job search process again.

Career Center: Create Your Profile page

Jo-Ann.com	Utility Navigation Global Navigation Search <input type="text"/> <input type="button" value="Go"/>
Local Navigation	<p>Career Center > Create Your Profile</p> <h3>Create Your Profile</h3> <p>▶ Already Registered? Enter your Email Address and Password.</p> <p>Email Address: <input type="text"/></p> <p>Password: <input type="password"/></p> <input type="button" value="Log In"/> <p>▶ New User? Cut/paste your resume into the text area below and select 'Submit' to process your resume. Please note: there is a 64,000 character limit.</p> <div style="border: 1px solid black; height: 100px; width: 100%;"></div> <input type="button" value="Submit"/> <p>▶ Don't have a resume? Create your profile.</p>
Copyright	Bottom navigation Seals

Career Center: Create Your Profile (Step 1)

Jo-Ann.com Utility Navigation

Global Navigation Search

Career Center > Create Profile > Step 1: Personal Information

Personal Information

Set up your profile by filling out the information below. Once complete, select 'Next' to proceed to the next step. This profile creates your on-line resume.

Personal Information ** Indicates a required field

****First Name:** M. I.:

****Last Name:**

****Address Line 1:**

Address Line 2:

****City:**

****Primary Phone:** ext:
(Example: [123] [4567890] ext: [1234])

Secondary Phone: ext:
(Example: [123] [4567890] ext: [1234])

****Zip Code/
Postal Code:**

****State/Province:**

****Country/
US Territory:**

Local Navigation

Copyright Bottom navigation Seals

Career Center: Create Your Profile (Step 2)

Jo-Ann.com Utility Navigation

Global Navigation Search

Career Center > Create Profile > Step 2: Current Employment/Education

Create Profile

Current Employment

Current Employer:

Current Job Title:

Current Annual Compensation:

Education

** Indicates a required field

**Highest Level of Education:

**School Name:

**Graduated:

Other Information

Employment Objectives:

Skills:

Affiliation:

Copyright Bottom navigation Seals

Career Center: Create Your Profile (Step 3)

Jo-Ann.com Utility Navigation

Global Navigation Search

Career Center > Create Profile > Step 3: Employment Availability

Step 1: Personal Information Step 2: Current Employment/Education Step 3: Employment Availability Step 4: Log In Information Step 5: Confirmation

Local
Navigation

Create Profile

Employment Availability

** Indicates a required field

Willing to Relocate:

Geographic Preference:

Use Shift/Ctrl to select multiple values.

**Salary Expectation Type:

**Salary Expectation Minimum:

**Salary Expectation Maximum:

**When are you available to start?:

**Are you available for shift work?:

Preferred Shift:

**Are you legally eligible for employment in the U.S?.:

**Have you ever worked for Jo-Ann Stores, Inc.?:

**Have you applied with us within the last 6 months?:

**Do you have any relatives or friends currently employed with Jo-Ann Stores?:

If yes, state the relationship to you:

If yes, what location do they work in:

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Career Center: Create Your Profile (Step 4)

Jo-Ann.com Utility Navigation

Global Navigation Search

Career Center > Create Profile > Step 4: Log In

Create Profile

Log In Information

Please create a username and password to use when you return to the Career Center.
If you do not have an email address, a free account can be obtained by clicking here.
An email address is not required (but you will not receive any email correspondence). If you prefer not to use an email address, you may use a four to ten character (no spaces) username instead.

** Indicates a required field

**Email address:

**Password:

**Confirm Password:

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Career Center: Create Your Profile (Step 5)

Jo-Ann.com	Utility Navigation Global Navigation Search <input type="text"/> <input type="button" value="Go"/>					
Local Navigation	Career Center > Step 5: Profile Confirmation <table border="1"><tr><td>Step 1: Personal Information</td><td>Step 2: Shipping Information</td><td>Step 3: Payment Information</td><td>Step 4: Registration Information</td><td>Step 5: Confirmation</td></tr></table> <p>Profile Confirmation</p> <p>Welcome [User name]!</p> <p>You have successfully created a Career Center profile.</p> <p>Return to the Career Center to search for employment opportunities with Jo-Ann Stores, Inc.</p>	Step 1: Personal Information	Step 2: Shipping Information	Step 3: Payment Information	Step 4: Registration Information	Step 5: Confirmation
Step 1: Personal Information	Step 2: Shipping Information	Step 3: Payment Information	Step 4: Registration Information	Step 5: Confirmation		
Copyright	Bottom navigation	Seals				

Career Center: Log In as a Return User

Jo-Ann.com	Utility Navigation	
Global Navigation		
Search <input type="text"/> <input type="button" value="Go"/>		
Local Navigation	Career Center > Log In as Return User	
<h3>Log In as Return User</h3>		
Enter your Email Address and Password.		
Email Address: <input type="text"/>		
Password: <input type="text"/>		
<input type="button" value="Log In"/>		
Copyright	Bottom navigation	Seals

Career Center: View Job Cart

Jo-Ann.com Utility Navigation

Global Navigation Search

Local
Navigation

Career Center > Job Cart

Job Cart

To apply to multiple job listings, select the job(s) and select 'Apply'.
To remove jobs from the job cart, select the job(s) and select 'Remove from cart'.

<< Previous Page 1 Next >>

Select	Job Requisition #	Title	Status	Location
<input type="checkbox"/>	xxxxx	Job Title 1	Full-time	Hudson, Ohio
<input type="checkbox"/>	xxxxx	Job Title 2	Full-time	Opelika, Alabama
<input type="checkbox"/>	xxxxx	Job Title 3	Part-time	Hudson, Ohio

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Career Center: Apply for Jobs

Jo-Ann.com Utility Navigation

Global Navigation Search

Local
Navigation

Career Center > Apply for Jobs

Apply for Jobs

Jobs Selected:

xxxxx	Job Title 1	Full-time	Hudson, Ohio
xxxxx	Job Title 2	Full-time	Opelika, Alabama

Cut/Paste your cover letter:

Copyright Bottom navigation Seals