Sharing European Educational Experience in Public Health for Israel (SEEEPHI): harmonization, employability, leadership and outreach

WP.4

USER REQUIREMENTS DOCUMENT

v.1.13

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1. Document origin, purpose and history

1.1. Project information

Project acronym:	SEEEPHI
Project name:	Sharing European Educational Experience in Public Health for Israel harmonization, employability, leadership and outreach (SEEEPHI)
Main project objective	Enhancement of the public health workrforce (PHW) in Israel through sharing European educational experience, including harmonization, employability, leadership and outreach
Project number:	618578-EPP-1-2020-1-BE-EPPKA2-CBHE-JP
Project Duration:	36 months
Partners:	Project Coordinator: The Association of Schools of Public Health in the European Region (ASPHER) Israel Partners: Ashkelon Academic College Hebrew University of Jerusalem University of Haifa Ben Gurion University of the Negev Israeli Association of Public Health Physicians (IAPHP) European Union Partners: University College Cork, Ireland Jagiellonian University, Poland Maastricht University, Netherlands Swedish Red Cross University College, Sweden

1.2. Document description

Title	WP.4 User Requirements Document
Work package	WP.4 Workforce adaptation and employability in the Israeli Public Health System
Document status	The preparatory document for Deliverable 4.1 PHI PHRF online tool (based on EPHRF)
Document context	Definition of user requirements of the online platform for • the description of the Consortium expectations • the review of possible functionalities of the platform • the review of involved communities and users • the identification of priorities in the platform development • evidencing progress of the WP.4 work for the funding organization • mediating in the contracting of the development of online platform by IT provider
Dissemination level of the document	Restricted to the project partners
Partners involved	Initial phase • University of Haifa • Jagiellonian University, Poland • The Association of Schools of Public Health in the European Region (ASPHER) Consultation phase: all SEEEPHI partners
Planned phases of document preparation	February 21, 2022 - version delivered from WP.4 February 28, 2022 - version after consultation with the SEEEPHI Consortium
Executive Summary	This document describes key seeding documents for the platform definition, potential SEEEPHI online platform users, the scope of possible platform functionalities, basic scenarios of use by various types of users (stakeholders), initial vision of the interfaces as wireframes and priorities of the platform functionalities as seen by the Consortium.

1.3. Document history

No.	Action	Name	Date
v.1.1.	Draft, structure of content	Natalia Turosz, Mariusz Duplaga	2021-11-06
v.1.2.	User Personas, scenarios	Natalia Turosz, Mariusz Duplaga	2021-11-29
v.1.3.	Table of functionalities	Natalia Turosz, Mariusz Duplaga	2021-12-02
v.1.4	Tables of priorities	Natalia Turosz, Mariusz Duplaga	2021-12-20
v.1.5.	Mockups, site structure	Natalia Turosz, Mariusz Duplaga	2021-12-29
v.1.5.b	Comments to personas and mockups	Shira Zelber-Sagi, the Team of the University of Haifa	2021-12-29
v.1.6.	Use case diagrams, context diagram	Natalia Turosz, Mariusz Duplaga	2022-01-13
v.1.7	Input on platform use and executive summary	Mariusz Duplaga, Natalia Turosz	2022-01-20
v.1.8	Additional wireframes related to challenges definition	Natalia Turosz	2022-02-22
v.1.9	Edition of the whole document, formatting, main	Mariusz Duplaga	2022-02-26
v.1.10	Updated list of users and functionalities of the online platform after feedback for ASPHER (RO)	Mariusz Duplaga	2022-03-15
v.1.11	Updated input and output date by categories of users, other amendments to platform specification	Natalia Turosz	2022-03-27
v.1.12	Final version of the user requirements with background to prepare tender specification	Mariusz Duplaga	2022-05-06
v.1.13	Input-output data by category of users harmonized with the order specification for the contract	Natalia Turosz	2022-08-16

1.4. List of abbreviations

ASPHER – The Association of Schools of Public Health in the European Region

CFPHW – WHO-ASPHER Competency Framework for the Public Health Workforce in the European Region

DoW – Description of Work

ECCLPHP – ASPHER's European List of Core Competences for the Public Health Professional

EPHO – Essential Public Health Operation

EPHRF – European Public Health Reference Framework

HEI – Higher Education Institution

IAPHP – Israeli Association of Public Health Physicians

OP – Online Platform

PHI – Public Health Institution

PHW – Public Health Workforce

SEEEPHI -– Sharing European Educational Experience in Public Health for Israel

2. Introduction

This document has been prepared within the Work Package 4 (WP. 4) of the project titled "Sharing European Educational Experience in Public Health for Israel (SEEEPHI)"[1]. The SEEEPHI Project is a Capacity Building in Higher Education initiative funded by ERASMUS+ programme. Overall aim of the programme is transfer of knowledge and best practices from European Union Higher Education Institutions (HEIs) to countries and HEIs outside the EU. The SEEEPHI Project was initiated in January 15, 2021 and was planned for three years. The SEEEPHI Consortium consists of the Association of Schools of Public Health in the European Region (ASPHER) as the coordinating organization, a cluster of ASPHER Member Schools (four representing European Union Higher Education Institutions (HEI) and four Israeli HEIs), and the Israeli Association of Public Health Physicians (IAPHP). The five main strategic objectives corresponding to specific Work Packages has been established for the project:

1. Detailed analysis of field qualifications to understand different professional roles in the Israeli public health system (Work Package (WP) 2).
2. Mapping of the competency profiles of the Israeli schools and programmes of public health to guide harmonization between public health education and practice (WP.3).
3. Introduction of a dynamic online interface to enable public health education/training – practice/workforce collaboration, supporting employability and continuing professional development (WP. 4).
4. Building leadership capacity via cutting edge training in the Israeli public health schools and programmes (WP. 5).
5. Stakeholder engagement to secure key outreach (community, inter-professional, cross-sectoral) (WP. 6).

2.1. Guiding documents

The SEEEPHI Project operates under guidelines and recommendations from three key documents prepared under auspices of ASPHER:

1. "ASPHER's European Public Health Reference Framework" (EPHRF)[2]
2. "WHO-ASPHER Competency Framework for the Public Health Workforce in the European Region" (CFPHW)[3];
3. "ASPHER's European Core Competences List for the Public Health Professional" (ECCLPHP)[4.]

EPHRF, constitutes a central and comprehensive source of information to enable interactions for Public Health Workforce (PHW) planning in the context of mapping PH education and training programmes, mapping job opportunities, and individual career guidance. The multi-level aspect of

[1] https://www.seeephi.aspher.org/
[2] https://www.aspher.org/download/27/ephrf_concept_and_policy_brief.pdf
[3] https://www.aspher.org/download/365/05-11-19_phcomp-draft10.pdf
[4] https://journals.sagepub.com/doi/full/10.1177/1403494818797072

the Framework corresponds with the goals of the Israeli HEIs to understand the qualifications required by public health (PH) students at each education level. CFPHW provides a method to describe the competencies needed at three levels of the workforce (entry, competent, expert). It is planned that this list of competencies can be applied to analyze the field qualifications needed by Israeli employers and communities. Finally, ECCLPHP can be applied for curricula development, defining entrance and exit competencies (intellectual and practical) to be achieved in courses and comprehensive programmes, testing of students' competencies and setting competencies to be achieved or sustained during continuing professional development.

2.2. Workpackage 4

WP.4 is titled "Workforce adaptation and employability in the Israeli public health system". Expected results of WP.4 include development of the PHI PHRF tool providing an online interface for students, employers, and PH system governance structures to use for practical placement and employment opportunities, career guidance, and PHW planning and development. Furthermore, WP.4 should yield a PHI Practical Placement Scheme and annual PHI Career Fair, developed and implemented to contribute to the employability of project target groups.

The introduction of a dynamic online interface should enable the collaboration between public health education/training institutions and practice/workforce stakeholders, supporting employability and continuing professional development. In general terms, such interface can be used by various types of individual and institutional users, including students, employers, HEI institutions, and PH system governance structures for practical placement and employment opportunities, career guidance, and PHW planning and development. It is also expected that such platform could enable ongoing interactions between all involved stakeholders. It should also provide internship, employment and practical opportunities, individual career development guidance, and workforce capacity system planning.

The development of the online platform was planned as a subcontracting tasks within the SEEEPHI project, but the requirements for the platform should be prepared by the project partners under the lead of the WP.4 team. It was also anticipated that developed platform would subsequently be maintained and hosted by the Israeli HEIs.

The WP. 4 will build on the ASPHER's European PH Reference Framework (EPHRF) and results of previous Work Packages, specifically at mapped field qualifications (WP. 2) and prepared HEI Competency profiles (WP. 3). The assumptions from WP. 4 hold that students, alumni, employers, and communities will use the online platform and career fair to interface, offer and find a practical placement and offer career development and PHW planning. Additionally, it is expected that HEI target groups (students, alumni) with the help of the platform will engage in Practical Placement Scheme and Career Fair.

The complexity of the WP. 4 by assessing possible risks (risk assessment) has developed ways to minimize them. Where the target audience may not engage and use the online platform and attend career fairs are planned wide promotion. The online platform and career fair will be promoted at Israeli HEIs and amongst the Partner Schools' and IAPHP's networks of employers and

community organizations. Faculty will be encouraged to engage to provide career development guidance and match students to placement opportunities – in addition platform stations will be set up at HEI campuses for easy student access. Employers and communities will be encouraged to post placements and employment opportunities.

Conversely, if the risk arises that stakeholders and employers are unaware of the platforms or do not offer internship opportunities, social media promotion and participation activities are planned. The PHI PHRF online platform/Practical Placement Scheme/Career Fair will be broadly advertised to target groups (both HEIs and employers) through social media and HEI's and IAPHP's networks. Furthermore, employers surveyed in WP. 2 will be invited to participate.

2.3. The SEEEPHI Online Platform

The goal of the development of the online platform as stated in the SEEEPHI project description of work was phrased as “the introduction of a dynamic online interface to enable public health education/training – practice/workforce collaboration, supporting employability and continuing professional development”.

The scope of this project is a web-based system that will meet the functionality requirements. The platform should be a tool with a high level of usability, with interfaces customized for specific target groups. Due to the diversity of users, simplicity and compactness will be very important, keeping in mind adaptation for mobile devices. The platform should be a fully functioning, independent web tool which, after implementation and testing, will operate independently (under necessary IT supervision). Considering the nature of the data to be handled by the platform, modern security measures will be crucial.

General principles of the platform:

- website search engine;
- personalized user accounts;
- user register;
- web-based communicator;
- connection to social media such as Facebook, LinkedIn
- electronic storage and the ability to upload and download files;
- website language translator;
- virtual space to conduct a course or training.

3. System purpose

3.1. Overall concept of the platform use

It is anticipated that the online platform (OP) developed within the SEEEPHI project (SEEEPHI OP) will be utilized by various types of individual and institutional users. Therefore, the registration to the platform will determine the type of the content accessible to the SEEEPHI OP's users and the actions that can be performed by them.

It was proposed that the starting page of the SEEEPHI OP will give access to sign up/login up actions. It seems also that providing on the first page, news from the PH field would make the website more attractive for potential users.

A new user should register following 'Sign up" link. The link will trigger the next screen with the form asking form the main personal data (first and last name, e-mail address, login and password). In this phase, a new users should select its profile from options including: University Candidate, PH Student, PH Graduate, PhD Student, PH Professional, Other. In current stage, the Consortium should determine[5] if a new user will be supposed to indicate its leading/preferable profile type or to indicate all applicable profiles. For example, in case of a person who is already employed in the Institution or Company working in PH field, both 'PH Professional" and "PhD Student" option could be applicable.

In the same screen there is also the option of determining if the person proceeding with the registration to the SEEEPHI OP will represent any institution or not. It is essential, as only the representatives of institutions, e.g. HEIs or employers in the PH sector will be able to publish some specific content, such as job offers or description of training modules. If the Management of the Institution will decide to present the profile of its activities, the selection of the option 'Yes' in the response to the item 'Do you represent an institution?' will have enable adding such profile on the SEEEPHI OP. Finally, a user registering to the OP will be able to select the option "Analyst" enabling them defining new challenges in line with the European Public Health Reference Framework[6]

Confirming specific individual profile(s) as well as providing the type of institution, in a longer perspective, will be a source of the information for the party responsible for the maintaining the SEEEPHI OP and the whole Israeli PH community, about the structure of the users' group and their needs both in terms of offered and searched for competencies. Within the SEEEPHI Project duration, it will serve for confirming the usability of the OP and the ability of fulfilling threshold criteria.

It should be also explained that users registered to the OP with individual profiles may have access to similar content provided throughout the OP's. For example, one can imagine that both PH graduates and PH professionals may be interested in searching for job opportunities. Also PH

[5] Specific questions will be addressed to the Consortium Partners responding to online survey developed to determine expected scope of the OP functionalities.

[6] Foldspang A, Otok R. Competences based individual career and workforce planning in public health. Eurohealth 2016, 22(4), 21-26

students can be in some moment determined to check what the perspective for their carrier are. As stated in the DoW of the SEEEPHI project, the main types of the institutions that can be present on the SEEEPHI OP include HEIs and PH employers.

It is planned that the content added to the SEEEPHI OP by registered users will be accessible for other users. The information about courses offered by the Universities can be accessible by university candidates, students, and other persons active in PH field with ambition of expanding their PH competencies and skills. The information from the PH graduates about the profile of competencies and confirmed interest in the employment opportunities will be searched for by the representant of potential employers. Companies specializing in educational activities and offering the courses in PH domain could provide adequate information on educational opportunities which would be available for both students, graduates and persons already employed in the PH sector. The potential dimensions of interaction are numerous and go in line with the vision delineated in the SEEEPHI's Project DoW.

For working version of this document, a role of special use called initially "Analyst" has been distinguished. The Analyst is mainly involved in defining the challenges in the PH system and has access to summaries generated based on the data obtained from:

- registered individual users: profile of individuals searching for employment and providing the information about their competencies and skills or defining what employment positions they expect
- users representing institutions
    - for institutions registered to the OP as potential employers: the profiles of vacant job positions
    - for institutions registered to the OP as HEI or other providers of training opportunities: the profiles of curriculum of HEI or training courses/modules
- a user in a role of analyst may also populate the OP with data
    - this is a case for the SEEPHI project WP.2 and WP.3 when profile of institutions may be added, especially as a pilot data.

The Analyst may define the Challenges in line with the chain described in ASPHER's papers related to the European Public Health Reference Framework: challenges →EPHOs (interventions)→Competencies.

In this stage the main step in adding (defining) a challenge relies on the specifying EPHOs necessary for the response to the challenge. EPHOs can be further mapped to Public Health Workforce Competencies or Core Competences. In the results a specific challenge can be viewed as a set of EPHOs or related PHW Competencies or Core Competences (please see relevant wireframes in the Annex 1).

It is assumed that only a user with confirmed role of the analyst may define/add challenges. An analyst is supposed to have access also to summary statistics of the PH workforce (individual users registered to the OP with profiles of competences), PH institutions in relation to the specific EPHOs and HEIs in relation to curricula delivered in PH.

Following subsections provide the list of the potential users of the OP and short scenarios showing how specific users can utilize the functionalities available on the OP.

A broad list of potential functionalities that can be provided through the OP, is provided in the Section 4. As the resources for the development of the OP are limited, the Consortium will be asked about their preferences as for the specific functionalities that should provide on the SEEEPHI OP. In the result, the functionalities will be prioritized and enlisted as necessary and optional in the final documents defining the requirements for the SEEEPHI OP distributed to the IT companies participating in the tender procedures.

The wireframes available in the Section 6 have been developed in order to show general vision of the OP both to the SEEEPHI project's partners as well as the way of substantiating the expectations from the project team during the procedures of the selection of the OP developer and the development process. These are not final screens of users' interfaces and it is very probable that they will undergo substantial changes during the development with specific software tools in the possession of IT provider subcontracted for the task.

3.2. Users of the SEEEPHI OP

3.2.1. First iteration on possible users of the SEEEPHI OP

The main types of individual users' profiles anticipated for the OP include:

- **university candidates**
  - Thanks to the platform they will be able to read the recent news in Public Health as well as check which competencies they can gain by studying at a particular university. In addition, they will be able to contact other users who work in this field.
- **students, graduates and PhD students**
  - They will be able to post information about their skills and find a job, as well as enroll in a course to increase their knowledge
- **PH professionals**
  - this profile is for a person already employed in the institution, organization or company active in PH or related field interested in educational or vocational opportunities
  - basically, mainly users selecting this profile will be able to represent the PH employers
  - after initial registration to the OP, such user can also in later phase of the OP usage, confirm the option of the representing some type of institution

Institutions represented in the platform by individual users may include various type of entities active in PH or healthcare sectors. The ability of distinguishing the type of institution will be mainly helpful in understanding the usage of the SEEEPHI OP, but functionalities accessible to them on can overlap. For example, the function of posting job offers or searching for candidates with defined competencies will be available to all institutions registered on the OP. The announcements about provided training and courses will probably more frequently utilized by HEIs and various categories of educational centers, but one cannot exclude such option for healthcare providers' or other organization. The opportunities for internships can be posted by most institutions active in the PH field.

The list of types of institutions my include following entities (but can be later amended):

- governmental institutions active in PH field
- Higher Education Institutions (HEIs)
- educational centers
  - in this stage, it is general terms used for the companies, organizations or institutions focused on the provision of education opportunities to people active in the PH domain not having the status of the HEI
- healthcare organization
- health maintenance organization
- non-profit organization
- other entities

3.3. Personas of the SEEPHI OP users and narrative scenarios of PO use

3.3.1. University candidate

Ester is a nurse in an HMO. She wants to expand her expertise in public health, so she plans to get a master's degree in Public Health. Her sister, who graduated in this discipline, told her to create an account on the platform to find out what competencies she can gain after graduating from a particular university in Israel.

Ester types in the website address of the platform and creates an account as "Candidate". She switches to the "Universities" tab – a list of 5 universities in Israel offering Public Health studies is displayed. Ester chooses the University of Haifa – the university profile is displayed. Ester sees the list of competencies (according to the ECCLPHP) that she can acquire by studying Public Health at this university as well as descriptions and profiles of people who graduated in Public Health at this university. Then, Ester switches to Tel-Aviv University profile. She comes to the conclusion that the competencies she can obtain at the University of Haifa are more suitable for her, so she decides to apply to this university the following year. She sees the list of current students at the University of Haifa and decides to contact one of them and consult about the studies.

3.3.2. PH student

Tom is a public health student. He is very interested in biostatistics, so he is looking for courses related to this field.

His teacher told him about the platform. He types in the website address and creates an account as “PH Student”. He fills out a short form (name, surname, login, password, etc.).

After logging in, Tom switches to the "Edit profile" tab, where he fills in competencies he has already acquired (according to the ECCLPHP list) as well as his areas of interest (ECCLPHP). He selects that he wants to improve his competencies in epidemiology and biostatistics. He also checks the “Looking for internship/job” checkbox. Then he clicks the "Save" button.

Later on, he switches to the "Courses" tab. A list of newly added courses is automatically displayed. At the top of the page, there is a filter where he can choose the competencies he wants to acquire. As he did it already on his personal profile, he clicks a button "Insert data from my profile" – the category "Wanted competencies" is automatically filled in. After clicking the "Search" button, courses related to biostatistics are displayed. One of them is organized by the University of Haifa. Tom checks the advertisement – the university published a list of competencies he can obtain after taking the course (according to the ECCLPHP list). Tom decides to enroll, so he sends his application via email.

Then Tom switches to the "News" tab, where he finds information about the forthcoming conference related to COVID19 and recently published research papers written by public health specialists.

A week later, Tom receives a notification that a course in biostatistics organized by a well-known training company will be held in a month. However, he wants to ensure he will be available that day so he adds this course to the "Follow list".

Tom would like to find a company where he can do an internship. He switches to the "Job offers" tab and checks the "Internships" checkbox. A list of companies and institutions offering internships is displayed. Tom decides to send his CV to three of them. He enters their profiles and sends them messages via application forms.

3.3.3. PH graduate

Hila Cohen graduated in Public Health at the University of Haifa a few days ago. That's why she decided to start looking for a job. She types the keywords "PH jobs/career" into the search engine. In the results, she finds the address of the platform. After opening the page, Hila sees a tab called "News", where various information about Public Health is published. She learns that in a week there will be a career fair and in a month a conference on health care units management will be organized - she is very interested in this field. Encouraged by call-to-action buttons and information about the possibility of finding a job on the platform, she decides to create an account. After logging in, she completes her profile with detailed information about her interests and skills (according to the ECCLPHP) and attaches her CV.

Hila switches to the "Job Offers" tab. A list of employers who recently posted jobs is displayed. Hila wants to work in a company, which is located close to her apartment. She switches to "Map mode", where she can see where exactly these companies are situated. She selects a company on the map that matches her preference and reads the details about it, which are displayed in a new window. Hila decides to apply for a job by filling in a short form and submitting her resume. To increase the chance of finding a job, she decides to look into other job offers. In the "Job Offers" tab, Hila uses filters to find only those companies/institutions that are located in Haifa. When the number of results has been reduced, she checks the details about prospective employers. She decides to send three more resumes, also fills in a short form on the employer's profiles.

Waiting for a response from potential employers, Hila decides not to waste her time and look for a course that would help her develop practical skills connected with public health. She switches to the "Courses" tab. A list of newly added courses is automatically displayed. At the top of the page, there is a filter where she can choose competencies she wants to acquire. After clicking the "Search" button, courses related to "health care units management" are displayed. One of them is organized by the University of Haifa. Hila checks the advertisement – the university published a list of competencies he can obtain after taking the course (according to the ECCLPHP). Hila decides to enroll, so she clicks "Apply now" – the organizer's website is being displayed.

In the meantime, she receives a notification that company X has viewed her profile and gets an e-mail with an invitation to a job interview.

After a week, Hila gets another e-mail in her mailbox with a reply to the message she sent to another employer.

A few days before the first interview, Hila attended a course on health care units management that she found on the platform. She is very satisfied with this course, so she decides to leave a positive review on the profile of the institution that organized that course.

3.3.4. Employee

Adam graduated Public Health 5 years ago and works for a pharmaceutical company conducting clinical trials. A colleague told him about the platform.

After typing in the website address, Adam registers on the platform as "Employee". Then he switches to the "Edit profile" tab, where he fills in information about his profession, competencies he has already obtained, and chooses competencies he wants to acquire (according to the ECCLPHP).

Then he switches to the "Course" tab and enters the phrase "GCP, risk-based monitoring". Four courses in this area are displayed. He decides to enroll for two of them - after clicking on each course, he clicks “Apply now”

Adam switches to the "Forum" tab. He selects the discussion topic "Clinical trials", and then chooses the subcategory "Recent changes in law". A conversation between several users who also work in clinical trials is displayed. Adam joins the conversation by adding his comment.

3.3.5. Representative of Employer Institution (Hospital)

Lea works in the HR department in a hospital in Tel Aviv. Currently, the hospital is looking for a health promotion specialist.

Lea learned about the platform from Facebook. She enters the website and clicks "Sign Up". She creates an account as "Hospital", fills in a short form (details about the hospital), and sets up a login and password.

After logging in, she switches to the "Edit Profile" tab and adds detailed information about the hospital, as well as links to the hospital's social media.

Then Lea switches to the "Job offers" tab and clicks "Add a job offer". She inserts information about this position and selects required competencies (according to the "WHO-ASPHER Competency Framework for the Public Health Workforce in the European Region") – mostly those belonging to section number 2 (Promoting health) in the Content and Context category, which are related to EPHOs 4, 5 and 9. She also wants to get a notification if somebody with those competencies will register on the platform - she checks the checkbox: "Notify about candidates". After completing the form, she clicks the "Publish" button. The status of the job offer changes to "Active".

Lea wants to change something in the job offer. In the "Job Offers" tab she clicks the "Edit" button, edits the advertisement, and confirms changes by clicking "Publish".

Waiting for a response, Lea decides to search for an employee by switching to the "Candidates" tab. The list of potential employees who recently created an account on the platform is displayed. Lea sees filters at the top of the page, allowing her to limit the search results. It is also possible to select required competencies (according to the CFPHW). Lea has already selected these competencies in her job offer, so instead of selecting them again, she clicks the "Insert competencies from my ad" button. Then Lea clicks the "Search" button. A list of 8 candidates is displayed.

Lea decides to invite 5 candidates for an interview. She opens a profile of each candidate, fills in all the necessary information in a contact form, and clicks the "Send" button.

In this hospital, another PH graduate is employed – Tom, who is responsible for healthcare tenders. Recently, he feels a bit overwhelmed by the amount of work. Lea doesn't want to hire another employee yet but decides to publish the profile of a person occupying this position. Lea switches to the "Job Offers" tab and adds a new job offer. She selects competencies that this employee should have (according to CFPHW) – mostly those belonging to section number 5 (Leadership and System Thinking), 6 (Collaboration and Partnerships) and 7 (Communication, Culture and Advocacy). After completing the profile, she checks the checkbox "Inactive" and clicks the "Publish" button. The status of this profile remains "Inactive."

In the near future, the hospital will be organizing a course for students and graduates of Public on health promotion. Lea wants to inform users of the platform about this. She switches to the "Courses" tab and then clicks "Add a course." She enters information about the course like the program, price, and selects competencies that participants can obtain (according to the ECCLPHP / EPHOs). Then she clicks "Publish" – the status of the course changes to "Active".

Lea wants Tom to enroll in a course on business communication. She switches to the "Courses" tab, clicks "Offered Courses" and in the filters, she selects competencies he should obtain: "EPHO 9 - Advocacy communication and social mobilization for health". There is a course organized by a private company. Lea clicks the title of the course – she gets the contact number of the organizer.

Once recruitment is completed, Lea decides to deactivate the job offer - she switches to the "Job Offers" tab and changes the status of this job offer from "Active" to "Inactive" by clicking "Deactivate".

3.3.6. The Representative of the HEI (University)

Ziwa works in the dean’s office at the University of Haifa. She was asked to create the university's profile on the platform.

Ziwa enters the website and creates an account as "University". Then she switches to the "Edit Profile" tab, where she fills in all the details about the University. She selects competencies (according to ECCLPHP) that can be obtained by studying Public Health at this University.

Ziwa wants to add a post about a webinar on data analysis which will be held next month. She switches to the "News" tab and then clicks the "Add Post" button. She fills in all the necessary information and clicks "Publish". The post waits for the administrator’s approval, then the post is published.

The University will also organize a workshop on business communication. Ziwa switches to the "Courses" tab and then clicks "Add a course". She writes details about this course and selects competencies that can be acquired by participating in it (according to the ECCLPHP), and clicks "Publish".

The university is also looking for an employee to teach students about public health. Ziwa decides to add a job offer - she switches to the "Job offers" tab and clicks "Add a job offer". Then she selects competencies that are required (according to the CFPHW), completes the rest of the form, and clicks "Publish". The status of this job offer changes to "Active", and the status of the University changes to "Recruiting".

3.4. The list of users of the SEEEPHI OP proposed for the inclusion in developed OP

The main types of users' profiles anticipated for the OP include:

- **Students and graduates (starting their career)**
  - thanks to the platform they can learn what competencies they have already gained or will gain by studying at a particular university, what their EPHO profile is, which population health challenges they can meet, what kind of job matches their competencies the most, and upgrade their competencies by finding information about training programmes and courses
- **PH professionals (ongoing career)**
  - during initial registration, they can add their job position and corresponding EPHOs to the OP
  - thank to the platform they will be able to learn what their competencies profile is, which population health challenges they can meet, and upgrade their competencies by finding information about training programmes and courses as well
- **Programmes Directors/Universities**
  - They can add education and training programmes to the platform as well as job positions with corresponding EPHOs
- **Institutions**
  - They will be able to add job position profiles with corresponding EPHOs as well as post job offers
- **Admin (moderator)**
  - This user will be responsible for general moderation (incl. authorization of new programmes and job positions), connect competences and EPHOs, update competences, EPHOs and population health challenges

3.5. First iteration on general functionalities of the SEEEPHI OP

The primary functionalities of the platform:

1) Supporting job search

Users of the platform will be able to find the news, as well as information about upcoming conferences and events related to public health. It will be possible to change the language of the website. After creating an account on the platform PH students and graduates will be able to edit their profiles what may attract potential employers to invite them for an interview. Users will also be able to check what competencies a graduate can acquire after graduating public health at a particular university. The platform will also enable communication with other users thanks to a forum.

2) Supporting employee search

The representatives of institutions (like companies, universities), after creating an account on the platform, will be able to edit the profile of the institution and check what competencies graduates obtain after studying at a particular university. They will be able to find employees on the platform - by browsing profiles of potential candidates, as well as by publishing job offers. They will have an opportunity to add new posts to the "News" tab and post information about upcoming conferences and events related to public health. The platform will also allow them to interact with other users thanks to a forum.

3) Supporting educational activities

Thanks to the platform, users will be able to find courses that will improve their competencies. After participating in a workshop, they will have a chance to rate a course and leave a comment. The representatives of the institutions (like education centers) will be able to post information about courses they offer.

4) Analytical tool

The data provided by the OP's users e.g. job opportunities, competency profile of candidates, educational offers can be explored in order to better understand the needs of the PH systems in Israel as well as designate potential educational direction provided by the HEIs and other centers.

3.6. The list of general functionalities of the SEEEPHI OP proposed for the inclusion in developed OP

The primary functionalities of the platform:

1) **Analytical tool**

The data provided by the OP's users e.g. job possibilities and offers, competency profiles of candidates, educational programmes can be explored to better understand the needs of the PH systems in Israel, set current population health challenges as well as designate potential educational direction provided by the HEIs and other centers.

2) **Supporting career development**

Thanks to the platform, individual users (students, graduates, PH Professionals) will be able to develop their careers. After entering information about their educational background, the system will show them possible job opportunities and job offers as well as current challenges in public health. It will be easier to choose the proper career path and courses that should be taken to meet these challenges and get a job.

3) **Supporting educational activities**

The platform will show users which training programmes and courses they need to meet current population health challenges and get a particular job. It will enable users to direct their careers in the right way and get the necessary skills.

4. Functional objectives

4.1. Possible functional objectives depending on the category of the user considering potential broad scope of the OP

Functional requirements are statements of services the platform should provide. They describe what the system should do. Depending on the type of user, the platform should provide the following functionalities:

University candidate

- Creating an account on the platform
- Editing user's profile
- Checking current population health challenges
- Checking the list of competencies that can be acquired by studying PH at particular universities
- Checking the latest news connected with PH
- Participating in discussions on the forum
- Getting notifications
- Deleting an account

PH student/PH graduate

- Creating an account on the platform
- Editing user's profile
- Checking current population health challenges
- Checking the list of competencies that can be acquired by studying PH at particular universities
- Defining acquired and desired competencies
- Searching for jobs/internships, sending messages to potential employers
- Searching for courses/workshops + adding opinions about them
- Searching for conferences
- Checking the latest news connected with PH
- Participating in discussions on the forum
- Getting notifications
- Deleting an account

PH Employee/PH Professional

- Creating an account on the platform
- Editing user's profile
- Checking current population health challenges
- Checking the list of competencies that can be acquired by studying PH at particular universities
- Defining acquired and desired competencies
- Searching for jobs/internships, sending messages to potential employers
- Searching for courses and workshops + adding opinions about them
- Searching for conferences
- Adding and deactivating course/workshop offers, defining competencies that can be obtained
- Checking the latest news connected with PH
- Participating in discussions on the forum
- Getting notifications
- Deleting an account

Employer institution (via registered representative)

- Creating an account on the platform
- Editing user's profile
- Checking current population health challenges
- Checking the list of competencies that can be acquired by studying PH at particular universities
- Adding/deactivating job offers, defining required competencies (according to the ECCLPHP)
- Searching for employees, filtering search results, sending messages to potential employees
- Adding and deactivating course/workshop offers, defining competencies that can be obtained
- Searching for courses and workshops + adding opinions about them
- Searching for conferences
- Checking the latest news connected with PH
- Adding new posts to the "News" tab (after verification)
- Participating in discussions on the forum
- Deleting an account

If she/he is registered as an analyst:

- Adding (defining) new challenges
- Analyzing of data related to EPHOs, PH professionals, and institutions

HEI, PHIs:

- Creating an account on the platform
- Editing user's profile
- Checking current population health challenges
- Checking the list of competencies that can be acquired by studying PH at particular universities
- Defining the curriculum (according to the ECCLPHP)
- Adding/deactivating job offers/research offers, defining required competencies (according to the CFPHW)
- Searching for employees, filtering search results, sending messages to potential employees
- Adding/deleting course offers, defining competencies which can be obtained (according to the ECCLPHP)
- Searching for courses and workshops + adding opinions about them
- Post information about conferences
- Searching for conferences
- Checking the latest news connected with PH + adding new posts
- Participating in discussions on the forum
- Deleting an account

If she/he is registered as an analyst:

- Adding (defining) new challenges
- Analyzing of data related to EPHOs, PH professionals, and institutions

Education Center

- Creating an account on the platform
- Editing user's profile
- Checking current population health challenges
- Checking the list of competencies that can be acquired by studying PH at particular universities
- Adding and deactivating course/workshop offers, defining competencies that can be obtained
- Checking the latest news connected with PH
- Adding new posts to the "News" tab (after verification)
- Participating in discussions on the forum
- Getting notifications
- Deleting an account

Table 1. The matrix table showing possible matching of specific functionalities to the SEEEPHI OP users.

Users / Responsibilities	University Candidate	PH Student / PH Graduate	PH Employee / PH Professional	Employer institution (via registered representative)	HEI, PHIs	Education Center
User registration and login	X	X	X	X	X	X
Editing user's profile	X	X	X	X	X	X
Checking the list of competencies that can be acquired by studying PH at particular universities	X	X	X	X	X	X
Checking current population health challenges	X	X	X	X	X	X
Defining acquired competencies		X	X			
Defining desired competencies		X	X			
Searching for jobs/internships		X	X			
Sending messages to potential employers		X	X			
Searching for courses/workshops and conferences		X	X	X	X	
Adding opinions about courses		X	X	X	X	
Adding job offers/research offers, defining required competencies				X	X	
Deactivating job offers/research offers				X	X	
Searching for employees, filtering search results				X	X	
Sending messages to potential employees				X	X	
Adding course/workshop offers, defining competencies that can be obtained			X	X	X	X
Deactivating course/workshop offers				X	X	X
Defining the curriculum (according to the ECCLPHP)					X	
Adding new challenges				X (only by analyst)	X (only by analyst)	
Analyzing of data related to EPHOs, PH professionals, and institutions				X (only by analyst)	X (only by analyst)	
Checking the latest news connected with PH	X	X	X	X	X	X
Adding new posts to the "News" tab				X	X	X
Post information about conferences				X	X	X
Participating in discussions on the forum	X	X	X	X	X	X
Getting notifications	X	X	X	X	X	X
Deleting an account	X	X	X	X	X	X

4.2. The prioritized functional objectives for proposed final list of the SEEEPHI OP users

Students and graduates

- Creating an account on the platform
- Editing user's profile
- Adding basic information about the training programme which is not on the list in the registration form
- Checking their EPHO/competences profile
- Checking current population health challenges
- Checking possible and open job positions that matches their competences profile
- Searching for training programmes and courses to upgrade their competences profile
- Deleting an account

PH Professional

- Creating an account on the platform
- Editing user's profile
- Adding basic information about the training programme which is not on the list in the registration form
- Adding job positions with corresponding EPHOs
- Checking their EPHO/competences profile
- Checking current population health challenges
- Checking possible and open job positions that matches their competences profile
- Searching for training programmes and courses to upgrade their competences profile
- Deleting an account

Programmes Directors/Universities

- Creating an account on the platform
- Editing user's profile
- Adding education and training programmes (according to the ECCLPHP) with corresponding EPHOs
- Adding job positions with corresponding EPHOs
- Posting job offers
- Checking current population health challenges
- Deleting an account

Institutions (companies, employers etc.)

- Creating an account on the platform
- Editing user's profile
- Adding possible job positions with corresponding EPHOs
- Posting job offers
- Checking current population health challenges
- Deleting an account

Admin

- Creating an account on the platform
- Editing user's profile
- Adding and editing EPHOs/competences
- Connecting EPHOs with competences, training programmes, population health challenges and job positions
- Authorization of new training programmes and job positions
- Adding and editing new training programmes and job positions
- Adding and editing population health challenges
- Adding and editing universities and schools
- Analyzing data from the platform (related to EPHOs, PH professionals, and institutions)
- Deleting an account

User	Functionality	Input	Options	Output	List/vocabulary/ mapping file if available (to be specified for tender)
Student/ graduate	New career – registration on the platform (data entry)	Name, surname	Entered manually		optionally, to be discussed during user requirement analysis
		Status	Student or graduate		
		School/university	List of schools/universities		List of universities where students can study public health/public health related subjects in Israel
		Programme (chosen from the list) per university	List of programmes The user should be able to choose more than 1 programme		Programmes provided by universities/admin
		(Expected) year of graduation (per programme)	Format YYYY		
		Country (where the user lives at present)	List of countries		
		Date of birth	Format YYYY		
		E-mail	Entered manually		
		Password	Entered manually		
	New career – Adding basic information about the training programme which is not on the list in the registration form	Name of the school/university	Entered manually		
		Name of the programme	Entered manually		
		Name and contact details of the programme's director/ contact person	Entered manually	Automatically sent email to programme's director to define and enter into the system the particular programme	
	New career – output (competencies profile and career options)			Competencies and EPHOs profiles according to programmes accomplished	Programmes as ECCLPHP, Programmes as ECCLPHP → EPHOs
				Population Health Challenges matching competencies' profile (with corresponding EPHOs)	Programmes as ECCLPH→ EPHOs vs challenges as EPHOs
				Possible job positions (entered by other types of users i.e. PH professionals, institutions/employers, admin)	ECCLPHP →EPHOs→ CFPHW vs job positions as CFPHW
				Open job positions (generated from the offers provided by e.g. institutions/employers)	ECCLPHP →EPHOs→ CFPHW vs job positions as CFPHW
			The system should allow students/	Competence profile upgrade options (list of programmes, courses)	Job positions as CFPHW → EPHOs→ ECCLPHP vs

			graduates to search through possible and open job positions. Once they select one – the system may show "deficit areas" in the given user competencies profile and then suggest courses/available training to acquire the missing competencies.		one's competencies profile → "deficit areas" → ECCLPHP missing to match selected positions → EPHOs/CFPHW
PH Professional	Ongoing career – registration on the platform(data entry)	Name, surname	Entered manually		optionally, to be discussed during user requirement analysis
		Name of the job position	List of job positions		
		Institution/Employer	List of institutions/ employers or name entered manually (if institution is not on the list)		
		Educational background – school/university	List of schools/universities The user should be able to choose more than 1 school/university		
		Programme (per school)	List of programmes The user should be able to choose more than 1 programme		
		Year of graduation (per programme)	List		
		Country	List		
		Date of birth	Format YYYY		
		E-mail	Entered manually		
		Password	Entered manually		
	Ongoing career – Adding basic information about the training programme which is not on the list in the registration form	Name of the school/university	Entered manually		
		Name of the programme	Entered manually		
		Name and contact details of the programme's director/ contact person	Entered manually	Automatically sent email to programme's director to define and enter into the system the particular programme	
	Adding a new job position	Name of the job position	Entered manually	Verified and confirmed by tool moderator	

		Corresponding competences	List of competences according to CFPHW		CFPHW
	Ongoing career – output			Competences profile/EPHO profile (assigned to the job position and graduated training programmes)	The system will enable: -Displaying one's ECCLPHP profile based on training/s the person obtained -Displaying one's CFPHW profile (self-determined) based on the person job position. These 2 will be a reality check to what extent the mapping ECCLPHP – EPHOs – CFPHW set in the system reflect real life context.
				Population health challenges matching competencies' profile (with corresponding EPHOs)	Programme as ECCLPH→ EPHOs vs challenges as EPHOs The system should also be able to determine the PH challenges via ECCLPH profile based on the training obtained but also via CFPHW profile based on the job position of the person.
				Possible job positions (entered by users in the stage of ongoing career) for career shifting/ development options	Job positions as CFPHW → EPHOs → ECCLPHP vs one's competencies profile CFPHW →"matching"
				Open job positions (generated from the offers provided by institutions) for career shifting/ development options	Job positions as CFPHW → EPHOs → ECCLPHP vs one's competencies profile CFPHW → "matching"
				Competence profile upgrades (list of programmes, courses)	Job positions as CFPHW → EPHOs → ECCLPHP vs one's competencies profile CFPHW → "deficit areas"
Programme directors/ Universities	Registration on platform	Name, surname	Entered manually		
		Name of the school/university	List or added manually		
		Website URL of school/university	Entered manually		
		E-mail	Entered manually		
		Password	Entered manually		
	Adding/editing a degree programme	Name of the programme	Entered manually		
		Year of the programme	List		

		Description of the programme according to competencies (ECCLPHP)	List		ECCLPHP
	Adding/editing a short course/CPD	Name of the course	Entered manually		
		Description of the course according to ECCLPHP	List		ECCLPHP
		Year	Format YYYY		
		Website	Entered manually		
		(Optional) Description of the course (narrative)	Entered manually		
	Output			Current population health challenges the given programme/CPD responds to	ECCCLPHP → EPHOs → pop health challenges
				Schools/programmes/ CPD directory (exploring what other programmes/CPD is available) School/programme leads may wish to see how their training offer addresses the possible/open job positions	Aggregated information on job positions characteristics
Institutions/ Employers	Registration	Name of the institution	Entered manually		
		City	Entered manually		
		Website URL	Entered manually		
		E-mail	Entered manually		
		Password	Entered manually		
	Adding job positions	Name of the job position	Entered manually		
		Corresponding competences profile	List of competences according to CFPHW		CFPHW
	Adding job offers	Name of the job position	Entered manually		
		Description of the job position	Entered manually		
		Required competences profile	List		CFPHW
		Work location	Entered manually		
		Contact details	Entered manually		
	Output			List of added job offers	
				List of current job offers	
Admin/Tool moderator	Adding/editing EPHOs and competencies	Name of the EPHO/competence	Entered manually		
	Adding/editing population health challenges	Name of the population health challenge	Entered manually		

		Required EPHOs to meet the challenge	List		EPHOs
	Adding/editing universities and schools	Name of the school/university	Entered manually		
		Website URL of school/university	Entered manually		
	Adding an institution/ employer	Name of the institution/employer	Entered manually		
		City	Entered manually		
		Website URL	Entered manually		
	Adding/editing a degree programme	Name of the programme (per school/university)	Entered manually		
		Year of the programme	List		
		Description of the programme according to competences (ECCLPHP)	List		ECCLPHP
	Adding/editing a short course/CPD	Name of the course	Entered manually		
		Description of the course (according to ECCLPHP)	List		ECCLPHP
		Description of the course (narrative)	Entered manually		
	Adding a new job position	Name of the job position	Entered manually		
		Corresponding competences	List of competences according to CFPHW		CFPHW
	Adding job offers	Name of the job position	Entered manually		
		Description of the job position	Entered manually		
		Required competences	List		CFPHW
		Work location	Entered manually		
		Contact details	Entered manually		
	Output – analyzing data from the platform			User statistics	
				Job positions	
				Job offers	
				Programmes	
				Courses	
				Challenges	
				Summaries	Static report from WP2, WP3
				All data that was collected on the platform	

Table 2. The matrix table showing possible matching of specific functionalities to the prioritized list of the SEEEPHI OP users.

Users / Responsibilities	Students and graduates	PH Professional	Programmes Directors/Universities	Institutions	Admin
User registration and login	X	X	X	X	X
Editing user's profile	X	X	X	X	X
Checking EPHO/competences profile	X	X			
Checking current population health challenges	X	X	X	X	
Checking possible and open job positions that matches competences profile	X	X			
Searching for training programmes and courses to upgrade their competences profile	X	X			
Adding job positions with corresponding EPHOs		X	X	X	
Adding education and training programmes			X		
Posting job offers			X	X	
Adding and editing EPHOs/competences					X
Connecting EPHOs with competences, training programmes, population health challenges and job positions					X
Authorization of new programmes and job positions					X
Adding and editing population health challenges					X
Adding and editing universities and schools					X
Analyzing data					X
Deleting an account	X	X	X	X	X

4.3. Non-functional objectives

The platform shall be completely operational. It should be stable and error-free as these features provide round the clock accessibility to our users and build a relationship of credibility and trust. The users should be able to log into whenever and from wherever it is convenient for them.

The platform needs to be fast enough for our visitors. Recent research by Google has found that 53% of website visitors will leave if a webpage doesn't load within 3 seconds. According to this report, the platform should load in 2 seconds or less. Not only do high performing websites bring in more visitors, they also achieve higher SEO rankings.

The right hosting solution should be chosen as the platform should be able to support many concurrent users. We want to avoid situations like the website does not load at all, because it experienced an unexpected number of visitors that overwhelmed it.

An interface should be user-friendly and intuitive as it facilitates interactions between the users and our platform. It should maximize the responsiveness, efficiency, and accessibility of a website. The interface shall be simple and consistent. Communication is very important – when something goes right or wrong, the user should be able to tell.

The platform shall be viewable from every search engine (Google Chrome, Firefox, Opera, Safari, Microsoft Edge, etc.).

As many users coming to our site are likely to be using a mobile device, our website design should be responsive. The platform layout shall adjust depending on the device screen size it is displayed on.

We should ensure the security of the platform with the SSL certificate as it confirms that a website is trustworthy and secure, both for its browsing and for the processing and use of personal data, as all the information exchanged between the user and server are encrypted. The system shall provide password protected access to web pages that are to be viewed only by people related to Public Health.

The platform shall provide a web page that explains how to navigate the site. This help page should be accessible from all other pages and take the form of a tutorial, user's manual or FAQ.

5. Site structure

The following description refers to the site structure of the simplified version of the platform.

The main menu for an admin consists of the following tabs:

- Schools and Universities
- EPHOs
- Competences
- Population Health Challenges
- Job Positions
- Training Programmes and Courses
- Summaries

The main menu for a student/graduate/PH Professional consists of the following tabs:

- EPHO Profile
- Competences Profile
- Population Health Challenges
- Job Positions
- Competences Profile Upgrade

The main menu for Programmes Directors/Universities consists of the following tabs:

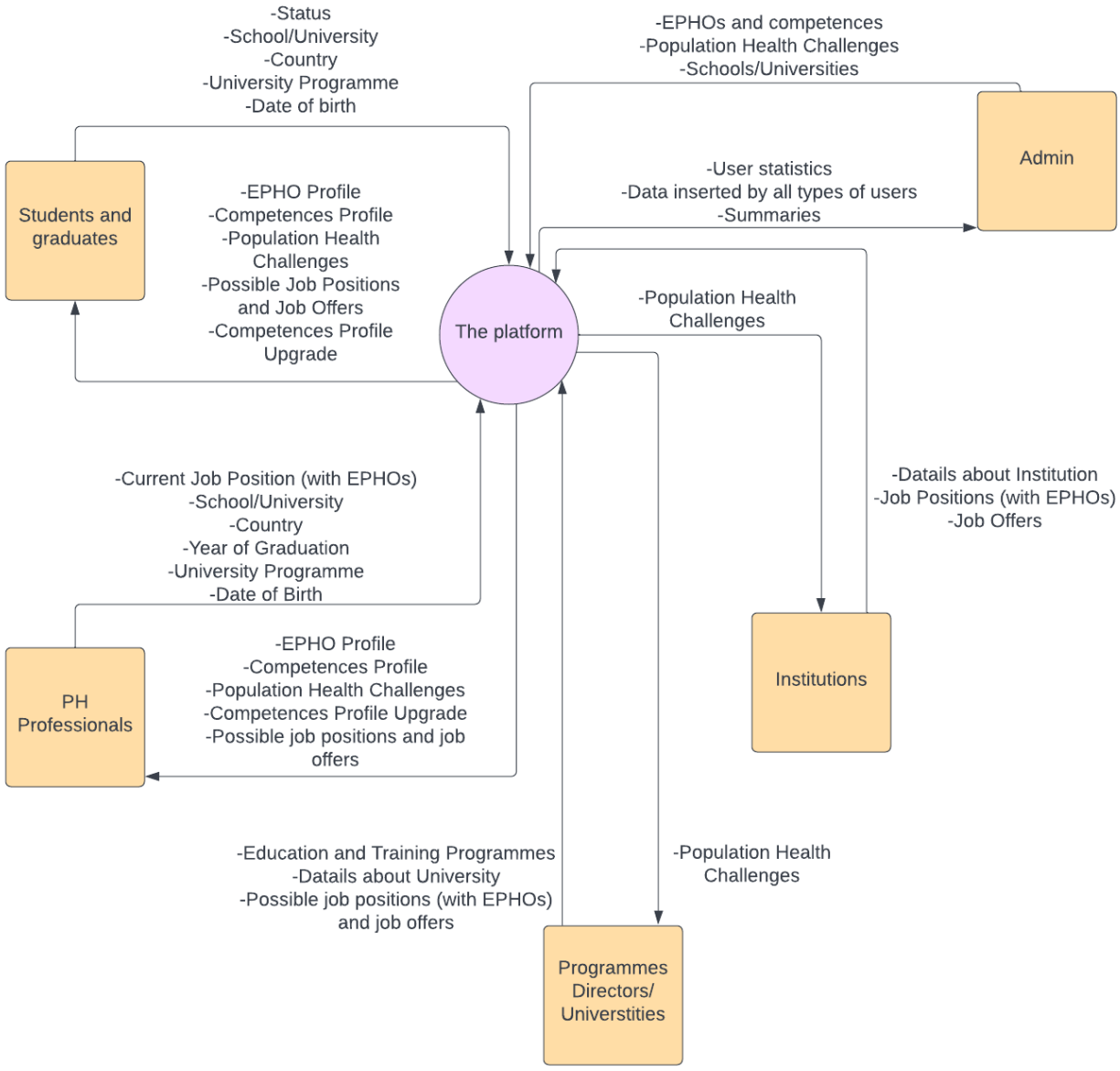
- University Profile
- Population Health Challenges
- Job Positions
    - Possible job positions
    - Job Offers
- Training Programmes and Courses

The footer navigation menu should include links:

- Home Page
- Edit Profile
- About SEEEPHI
- Social media links

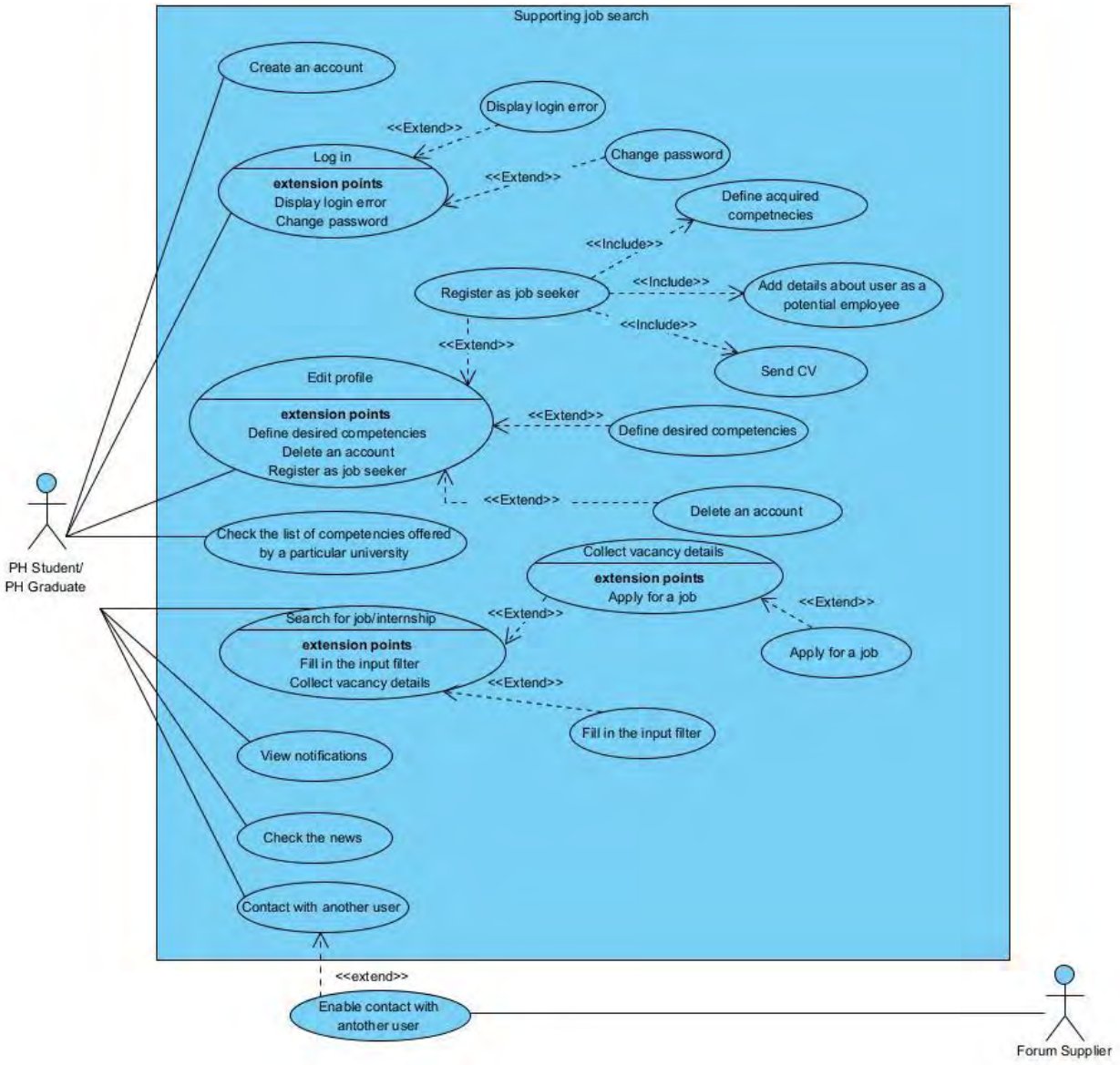
6. Context diagram

Context diagram (also referred to as the Level 0 Data Flow Diagram) shows the interactions between a system and other actors (external factors) with which the system is designed to interface. It helps to understand the boundaries of the system. Data flows reflect how our platform interacts with external agents via the transfer of data.



7. Use Case model

UC Diagram – Supporting Job Search



UC-1 – Create an account

Goal in context	Creating an account on the platform
Primary actor	PH Student/PH Graduate
Trigger	Clicking the button “Register”
Precondition	Not having an account on the platform
Main success scenario	1. The user fills in a registration form and clicks “Register” 2. The system creates an account and sends a verification e-mail 3. The user clicks the link in the verification mail

UC-2 – Log in

Goal in context	Logging into the website
Primary actor	PH Student/PH Graduate
Trigger	Clicking the button “Log in”
Precondition	Having an account on the platform
Main success scenario	1. The user enters his login and password 2. The system confirms that login and password are correct 3. The user is logged in
Extensions	2a. The system denies logging the user in and displays a login error 3. The user enters his login and password again 4. The user is logged in
	2b. The platform denies logging the user in and displays a login error 3. The user clicks “Change password” 4. The user enters login, a new password and clicks “Log In” 5. The system changes the password and logs user in 6. The user is logged in

UC-3 – Edit profile

Goal in context	Editing user's profile
Primary actor	PH Student/Graduate
Trigger	Switching to the tab "Edit Profile"
Precondition	The user is logged into the system
Main success scenario	1. The user enters basic information about him 2. The user choose competencies he wants to obtain 3. The user changes his status to "Not looking for a job" 4. The user clicks "Publish" 5. The system confirms that changes has been saved
Extensions	3a. The user changes his status to "Looking for a job" 4. The user defines acquired competencies, add details connected with his work and attaches his CV 5. The user clicks "Publish" 6. The System confirms that changes have been saved
	1a. The user clicks the button "Delete an account" 2. The system asks for confirmation to delete an account 3. The user clicks "Yes, I want to delete an account" 4. The account is deleted.

UC-4 – Check the list of competencies offered by a particular university

Goal in context	Checking the list of competencies offered by a particular university
Primary actor	PH student/PH graduate
Trigger	Switching to the tab "Universities"
Precondition	The user is logged into the system
Main success scenario	1. The user chooses a particular university from the list 2. The system displays the university's profile 3. The user sees the list of competencies that can be acquired by studying there

UC-5 – Search for job/internship

Goal in context	Finding a job/internship
Primary actor	PH Student/PH Graduate
Trigger	Switching to the tab "Job Offers"
Precondition	The user is logged into the system
Main success scenario	1. The user sees the list of job offers (which were added to the platform recently) 2. The user clicks a job offer that he is interested in 3. The system displays the employer's profile and his job offer 4. The user fills out a contact form and clicks "Apply for this job".
Extensions	1a. The user uses filters to limit the number of search results 2. The user clicks a job offer that he is interested in 3. The system displays the employer's profile and his job offer 4. The user fills out a contact form and clicks "Apply for this job".

UC-6– View notifications

Goal in context	Notifying the user about new job offers and courses
Primary actor	PH Student/Graduate
Trigger	Switching to the tab “Notifications”
Precondition	1. The user is logged into the system 2. Defining desired competencies in the user’s profile
Main success scenario	1. The user see the list of jobs and courses that meets his expectations
Extensions	2. The user clicks the job offer/course which seems interesting to him

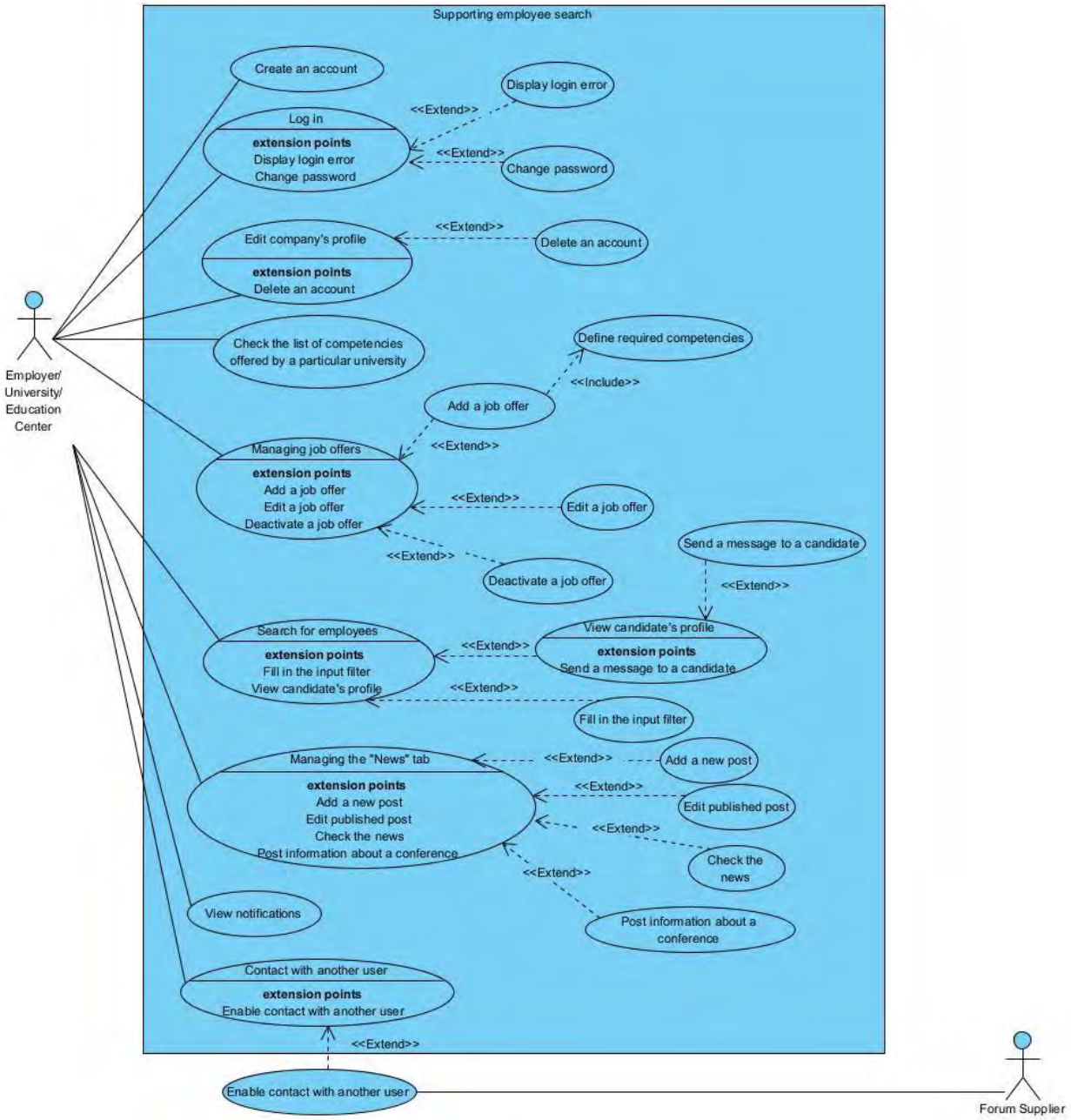
UC-7 – Check the news

Goal in context	Informing users about public health events and news
Primary actor	PH Student/Graduate
Trigger	Switching to the tab “News”
Precondition	-
Main success scenario	1. The user reads posts about public health events and news

UC-8 – Contact with another user

Goal in context	Sending a message to another user of the platform
Primary actor	PH Student/PH Graduate
Trigger	Switching to the tab “Form”
Precondition	The user is logged into the system
Main success scenario	1. The user chooses a topic of discussion in which he is interested in 2. The user adds a public comment and clicks “Publish” 3. The system confirms that the comment has been published
Extensions	1a. The User clicks “Send PM (Private Message)” 2. The user fills out a contact form in which he chooses a recipient of the message, writes a message, and clicks “Send” 3. The system confirms that the message has been sent

UC Diagram – Supporting Employee Search



UC-9 – Create an account as a representative of an institution

Goal in context	Creating an account on the platform
Primary actor	Company/university/education center representative
Trigger	Clicking the button “Sign up”
Precondition	Not having an account on the platform
Main success scenario	1. The user fills in a registration form and clicks “Register” 2. The system creates an account and sends a verification e-mail 3. The user clicks the link in the verification mail

UC-10 – Log in as a representative of an institution

Goal in context	Logging into the website
Primary actor	Company/university/education center representative
Trigger	Clicking the button “Log in”
Precondition	Having an account on the platform
Main success scenario	1. The user enters the institution’s login and password 2. The system confirms that login and password are correct 3. The user is logged in
Extensions	2a. The system denies logging the user in and displays a login error 3. The user enters the institution’s login and password again 4. The user is logged in
	2b. The platform denies logging the user in and displays a login error 3. The user clicks “Change password” 4. The user enters login, a new password and clicks “Log In” 5. The system changes the password and logs user in 6. The user is logged in

UC-11 – Edit institution’s profile

Goal in context	Editing institution’s profile
Primary actor	Company/university/education center representative
Trigger	Switching to the tab “Edit Profile”
Precondition	The user is logged into the system
Main success scenario	1. The user enters basic information about the institution he works for (like the type of institution, address, phone, description, social media) and chooses competencies that are offered by this institution 2. The user clicks the button “Save” 3. The system saves changes.
Extensions	1a. The user clicks the button “Delete an account” 2. The system asks for confirmation to delete an account 3. The user clicks “Yes, I want to delete an account” 4. The account is deleted

UC-12 – Check the list of competencies offered by a particular university

Goal in context	Checking the list of competencies offered by a particular university
Primary actor	Company/university/education center representative
Trigger	Switching to the tab “Universities”
Precondition	The user is logged into the system
Main success scenario	1. The user chooses a particular university from the list 2. The system displays the university’s profile 3. The user sees the list of competencies that can be acquired by studying there

UC-13 – Add a job offer

Goal in context	Adding a job offer
Primary actor	Company/university/education center representative
Trigger	Switching to the tab “Job Offers”
Precondition	The user is logged into the system
Main success scenario	1. The user clicks the button “Add a job offer” 2. The system displays a form to fill in 3. The user fills in a form, chooses required competencies 4. The user clicks “Publish” 5. The system publishes an offer
Extensions	4a. The user clicks “Save as draft” 5. The system saves a draft of a job offer

UC-14 – Edit a job offer

Goal in context	Editing a job offer
Primary actor	Company/university/education center representative
Trigger	Switching to the tab “Job Offers”
Precondition	1. The user is logged into the system 2. The job offer is saved as a draft or its status is inactive/active
Main success scenario	1. The user clicks the button “Edit” 2. The system displays a form to edit 3. The user continues to fill in a form 4. The user clicks “Publish” 5. The system publishes the job offer
Extensions	4a. The user clicks “Save as draft” 5. The job offer is still inactive and saved as a draft

UC-15 – Deactivate a job offer

Goal in context	Deactivating a job offer
Primary actor	Company/university/education center representative
Trigger	Switching to the tab “Job Offers”
Precondition	1. The user is logged into the system 2. The job offer is active
Main success scenario	1. The user clicks the button “Deactivate” 2. The system demands confirmation of deactivating the job offer 3. The user clicks “Yes, I want to deactivate this job offer” 4. The system deactivates the job offer

UC-16 – Add a new post

Goal in context	Adding a new post
Primary actor	Company/university/education center representative
Trigger	Switching to the tab “News”
Precondition	The user is logged into the system
Main success scenario	1. The user clicks the button “Add new post” 2. The system displays post editing screen 3. The user writes a post 4. The user clicks “Publish” 5. The new post is published
Extensions	4a. The user clicks “Preview” 5. The user accepts the post and clicks “Publish” 6. The new post is published

UC-17 – Edit a published post

Goal in context	Editing a published post
Primary actor	Company/university/education center representative
Trigger	Switching to the tab “News”
Precondition	The user is logged into the system
Main success scenario	1. The user clicks the button “My Posts” 2. The list of user’s posts is displayed. 3. The user clicks “Edit” next to the post he wants to edit 4. The system displays post editing screen 5. The user edits the post 5. The user clicks “Publish” 6. The new post is published

UC-18 – Check the news

Goal in context	Getting information about public health events and news
Primary actor	Company/university/education center representative
Trigger	Switching to the tab “News”
Precondition	-
Main success scenario	1. The user reads posts about public health events and news

UC-19 – Post information about conferences

Goal in context	Informing other users about upcoming conferences
Primary actor	Company/university/education center representative
Trigger	Switching to the tab “News”
Precondition	The user is logged into the system
Main success scenario	1. The user clicks the button “Add conference” 2. The system displays post editing screen 3. The fills in a form with details about a conference 4. The user clicks “Publish” 5. The new post is published
Extensions	4a. The user clicks “Preview” 5. The user accepts the post and clicks “Publish” 6. The new post is published

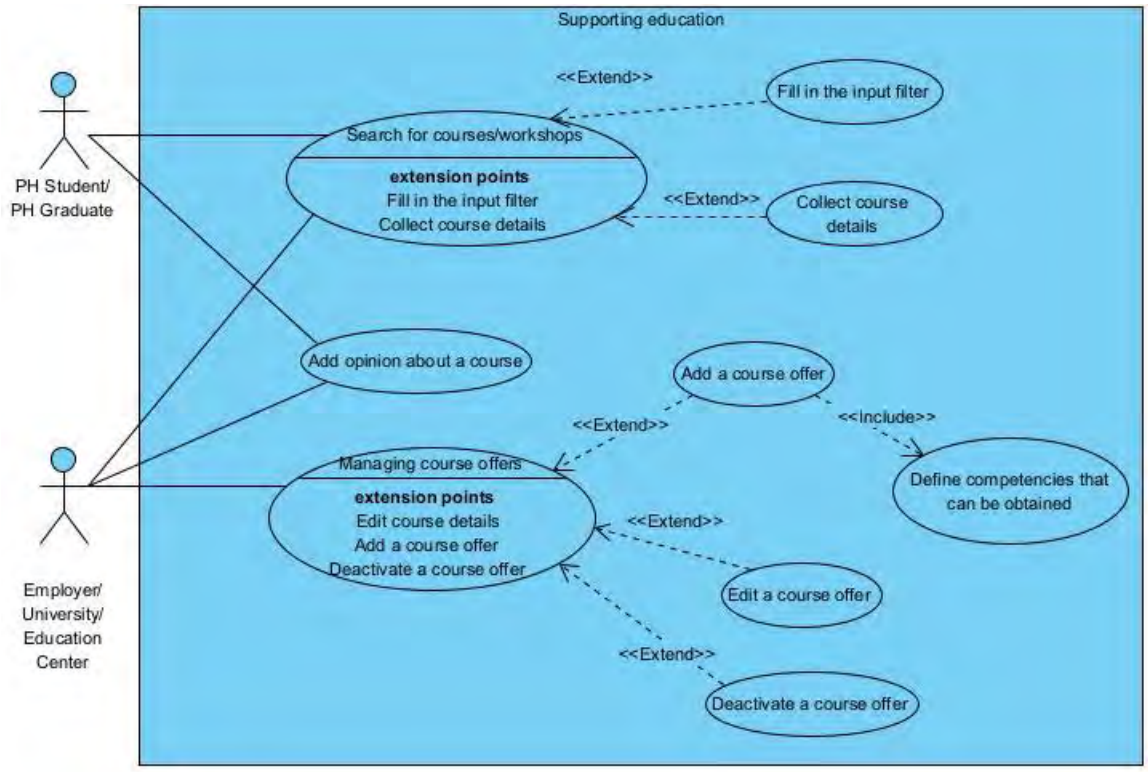
UC-20 – View notifications

Goal in context	Notifying the user about new job offers and courses
Primary actor	Company/university/education center representative
Trigger	Switching to the tab “Notifications”
Precondition	1. The user is logged into the system 2. The user published a job offer
Main success scenario	1. The user see the list of potential candidates that suit this job
Extensions	2. The user clicks the candidate which seems interesting to the company representative

UC-21 – Contact with another user

Goal in context	Sending a message to another user of the platform
Primary actor	Company/university/education center representative
Trigger	Switching to the tab “Form”
Precondition	The user is logged into the system
Main success scenario	1. The user chooses a topic of discussion in which he is interested in 2. The user adds a public comment and clicks “Publish” 3. The system confirms that the comment has been published
Extensions	1a. The user clicks “Send PM (Private Message)” 2. The user fills out a contact form in which he chooses a recipient of the message, writes a message, and clicks “Send” 3. The system confirms that the message has been sent

UC Diagram – Supporting Education



UC-22 – Search for courses/workshops

Goal in context	Finding a course/workshop
Primary actor	PH Student/PH Graduate, Company/university/education center representative
Trigger	Switching to the tab “Courses”
Precondition	The user is logged into the system
Main success scenario	1. The user sees the list of courses (which were added to the platform recently) 2. The user clicks a course that he is interested in 3. The system displays details about this course 4. The user fills out a contact form and clicks “Send”.
Extensions	1a. The user uses filters to limit the number of search results 2. The user clicks a course that he is interested in 3. The system displays details about this course 4. The user fills out a contact form and clicks “Send”.

UC-23 – Add opinion about a course

Goal in context	Adding opinion about a course
Primary actor	PH Student/PH Graduate, Company/university/education center representative
Trigger	Switching to the tab “Courses”
Precondition	1. The user is logged into the system 2. The user or user’s employees participated in a course
Main success scenario	1. The user clicks “Offered courses” and uses a filter to find a course he participated in 2. The system displays courses matching the criteria 3. The user clicks a course he looks for 4. The system displays details about a course 5. The user clicks “Add opinion” 6. The user rates a course (1-5) and writes a comment. 7. The user clicks “Publish”

UC-24 – Add a course offer

Goal in context	Adding a course offer
Primary actor	Company/university/education center representative
Trigger	Switching to the tab “Courses”
Precondition	The user is logged into the system
Main success scenario	1. The user clicks the button “My courses” and then “Add a job offer” 2. The system displays a form to fill in 3. The user fills in a form, chooses competencies that can be gained by participating in a course 4. The user clicks “Publish” 5. The system publishes an offer
Extensions	4a. The user clicks “Save as draft” 5. The system saves a draft of this course offer

UC-25 – Edit a course offer

Goal in context	Editing a course offer
Primary actor	Company/university/education center representative
Trigger	Switching to the tab “Courses”
Precondition	1. The user is logged into the system 2. The job offer is saved as a draft or its status is inactive/active
Main success scenario	1. The user clicks the button “My courses” and then “Edit” (next to the course he wants to edit) 2. The system displays a form to edit 3. The user continues to fill in a form 4. The user clicks “Publish” 5. The system publishes the course offer
Extensions	4a. The user clicks “Save as draft” 5. The course offer is still inactive and saved as a draft

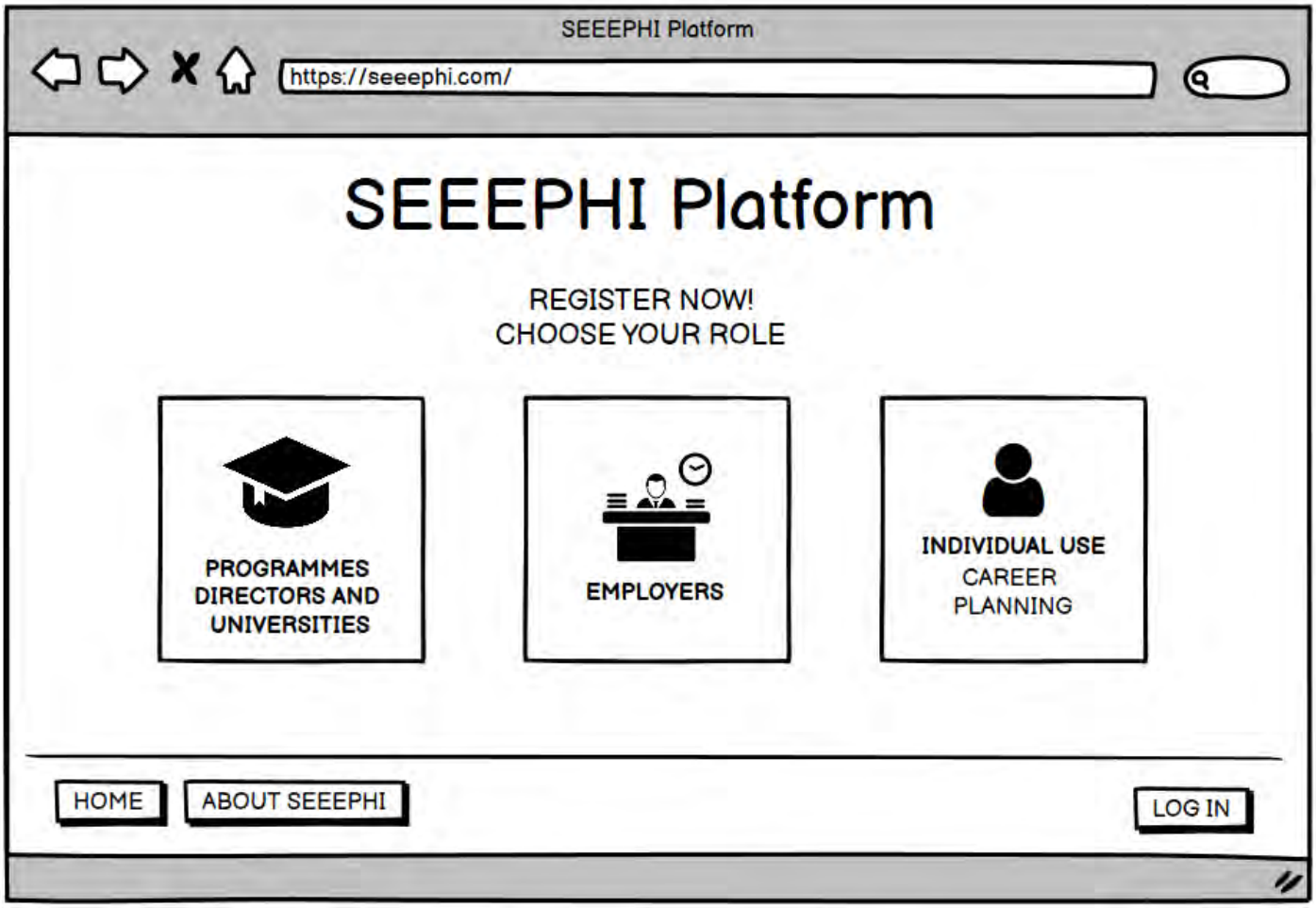
UC-26 – Deactivate a course offer

Goal in context	Deactivating a job offer
Primary actor	Company/university/education center representative
Trigger	Switching to the tab “Course”
Precondition	1. The user is logged into the system 2. The job offer is active
Main success scenario	1. The user clicks the button “My courses” and then “Deactivate” 2. The system demands confirmation of deactivating the course offer 3. The user clicks “Yes, I want to deactivate this course offer” 4. The system deactivates the course offer

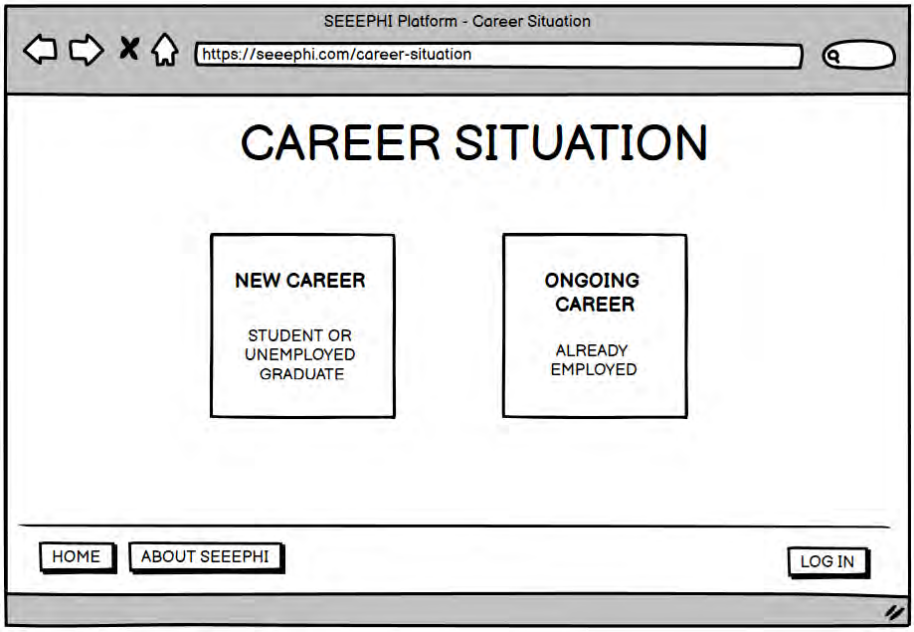
8. Wireframes

Wireframes (sometimes called wires, mockups) are built and shared to communicate the structure and functional requirements of the design. Low-fidelity and few colors force people to focus on the structure over details. They help get our message across, save our time, and adjustment work later.

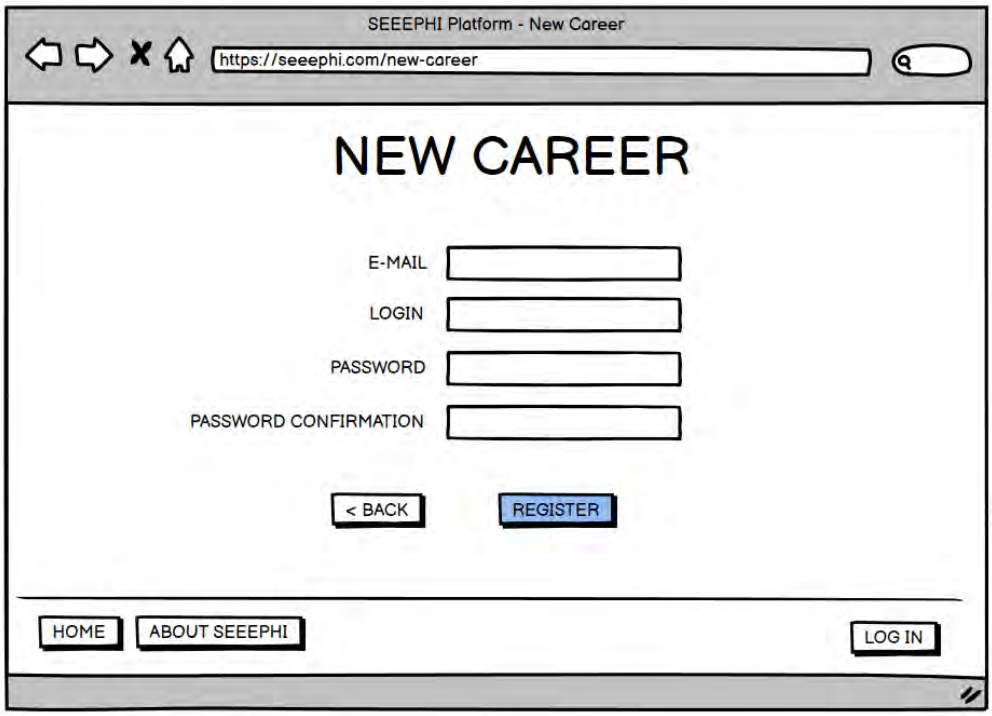
Wireframe 1 – Home Page



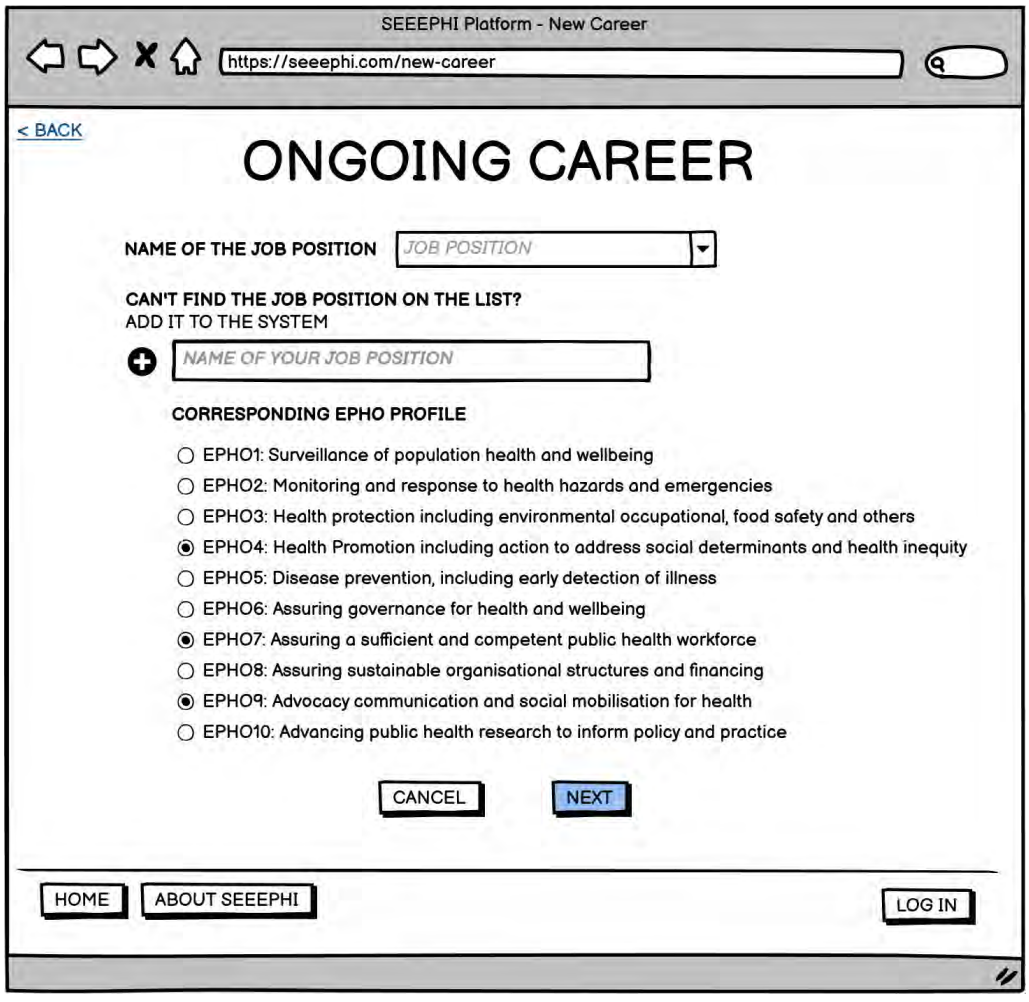
Wireframe 2 – Career situation

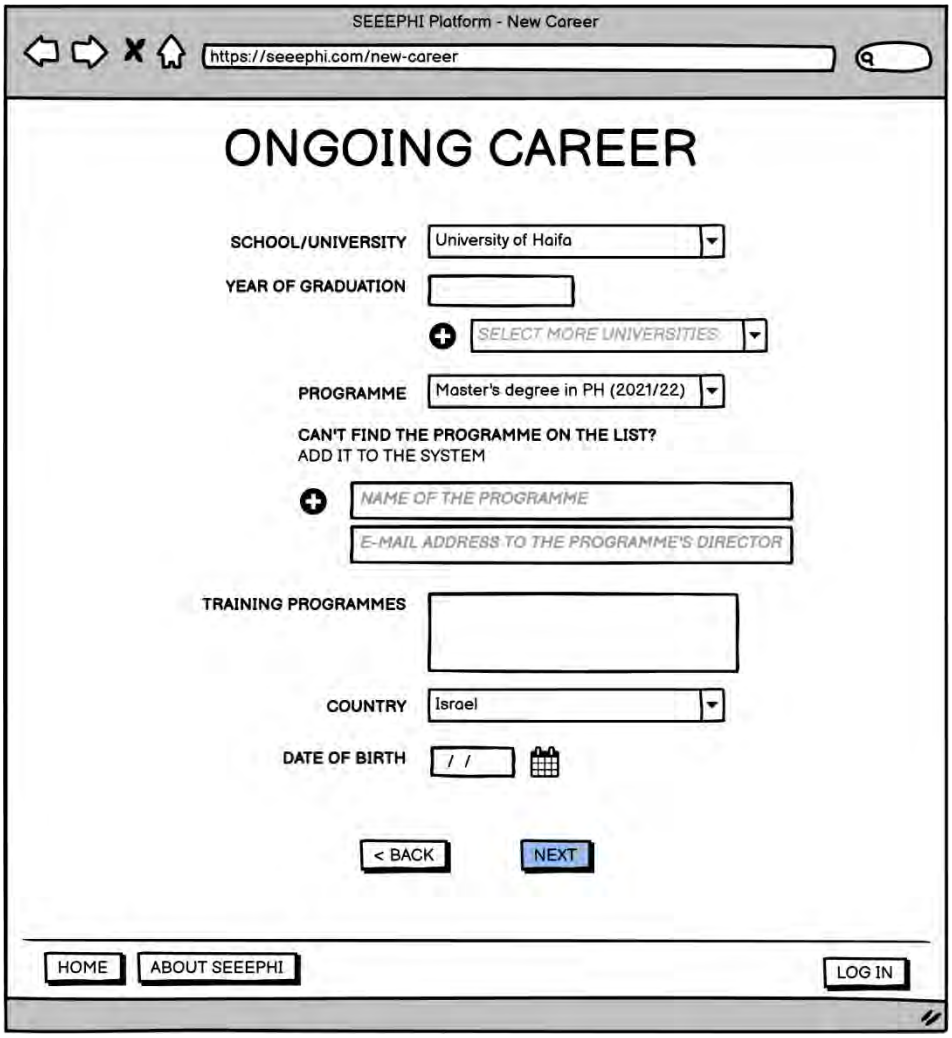


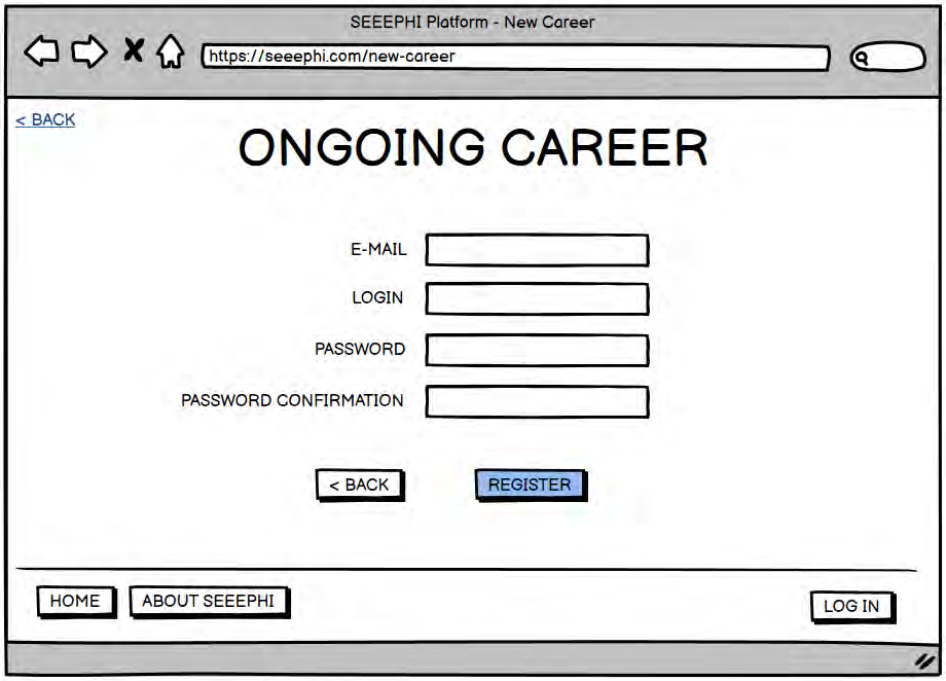
Wireframe 3,4 – New Career (Registration Form)



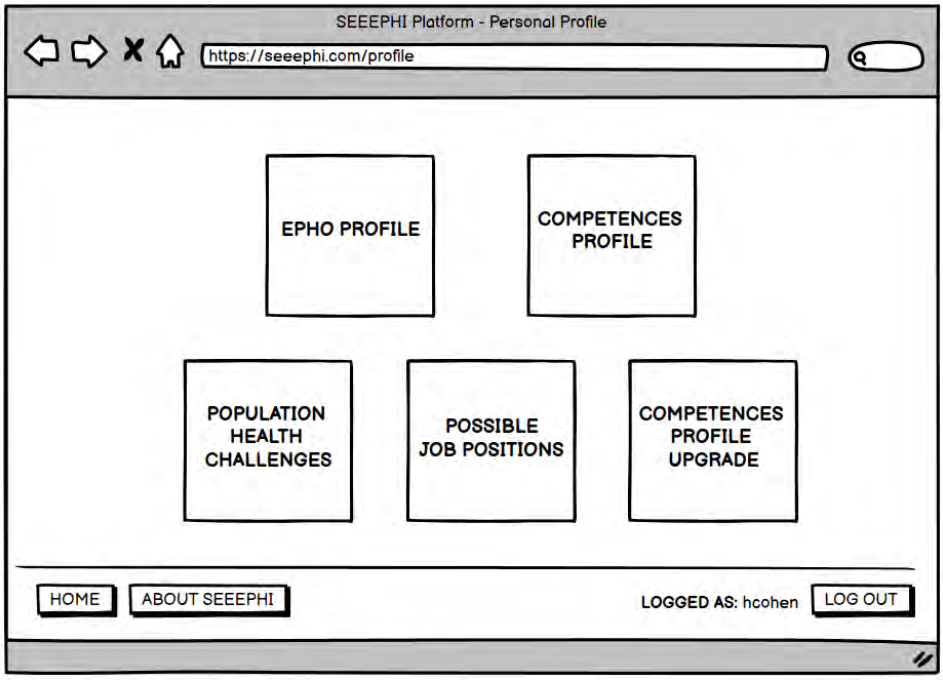
Wireframe 5,6,7 – Ongoing Career (Registration Form)



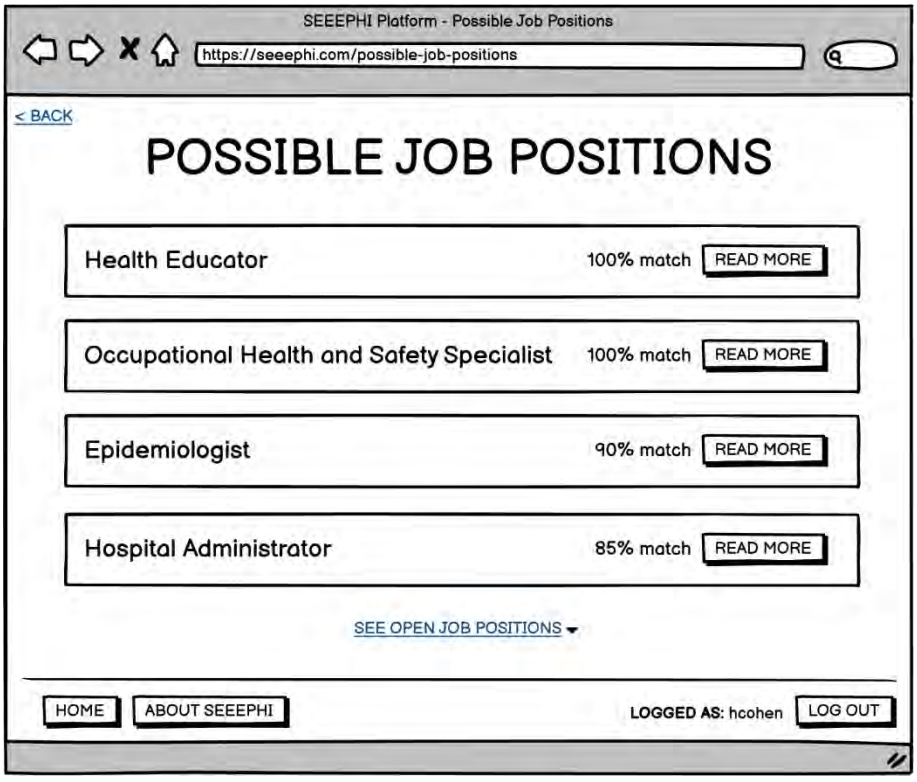

SEEEPHI Platform - New Career
https://seeephi.com/new-career
ONGOING CAREER
SCHOOL/UNIVERSITY
University of Haifa
YEAR OF GRADUATION
SELECT MORE UNIVERSITIES
PROGRAMME
Master's degree in PH (2021/22)
CAN'T FIND THE PROGRAMME ON THE LIST?
ADD IT TO THE SYSTEM
NAME OF THE PROGRAMME
E-MAIL ADDRESS TO THE PROGRAMME'S DIRECTOR
TRAINING PROGRAMMES
COUNTRY
Israel
DATE OF BIRTH
/ /
< BACK
NEXT
HOME
ABOUT SEEEPHI
LOG IN


SEEEPHI Platform - New Career
https://seeephi.com/new-career
< BACK
ONGOING CAREER
E-MAIL
LOGIN
PASSWORD
PASSWORD CONFIRMATION
< BACK
REGISTER
HOME
ABOUT SEEEPHI
LOG IN

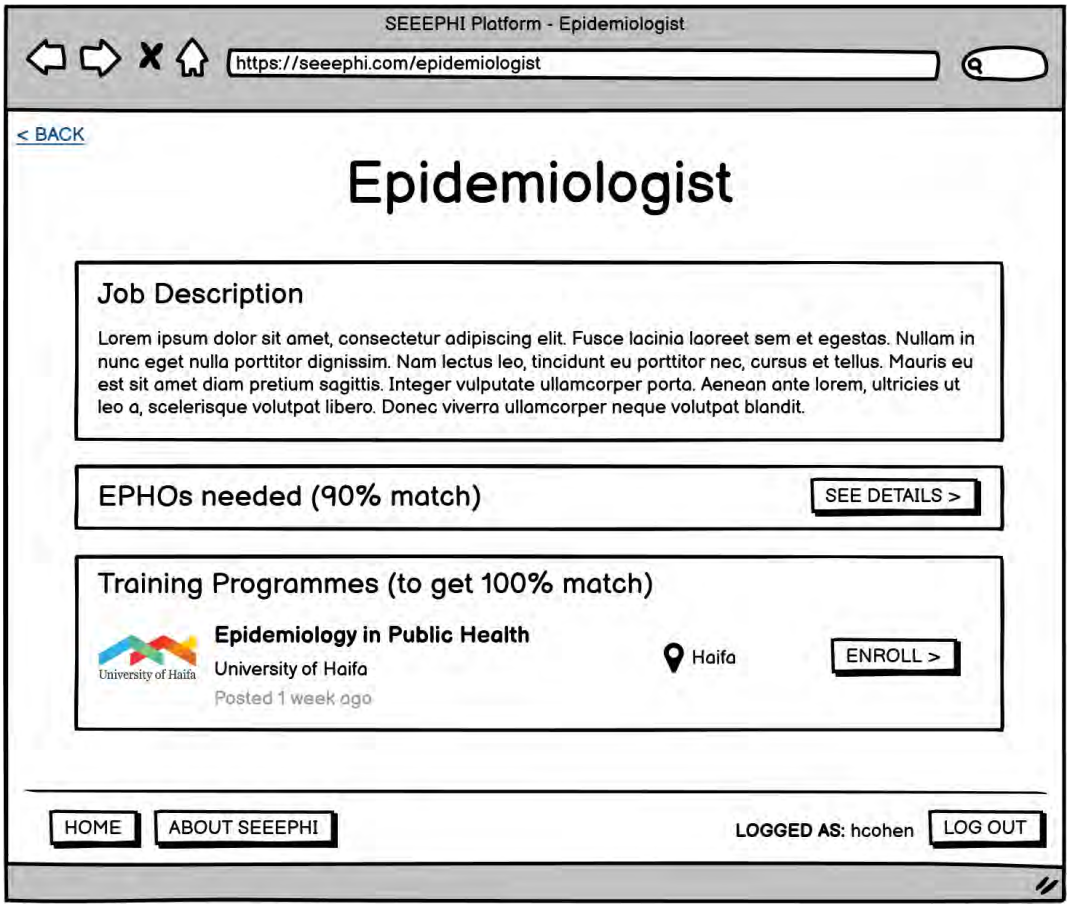
Wireframe 8 – Main Menu (View for Students/Graduates/PH Professionals)



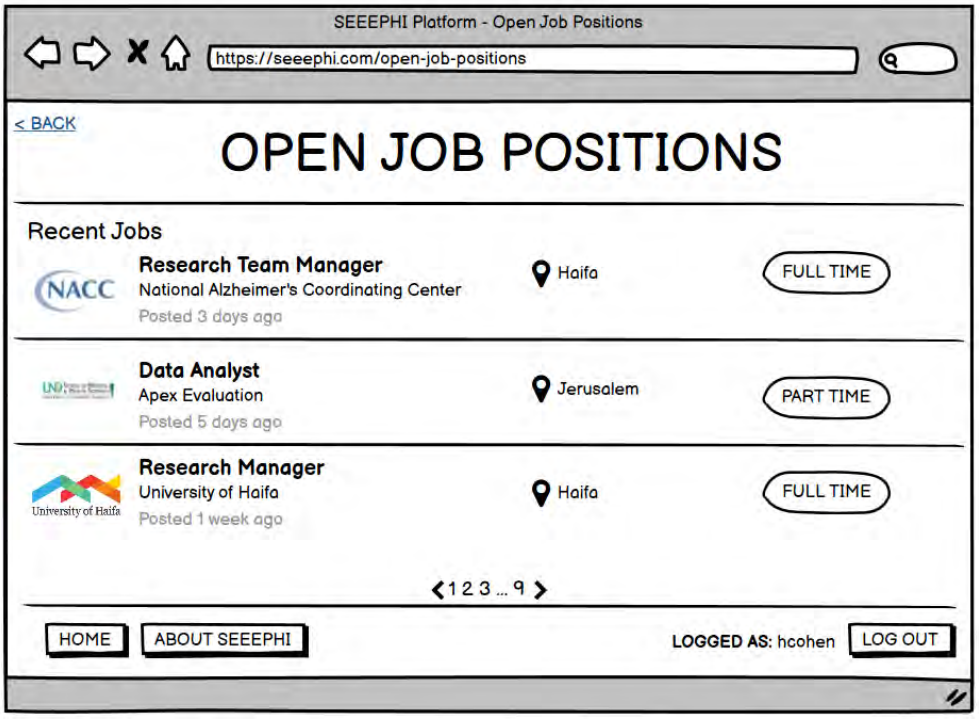
Wireframe 9 – Possible job positions



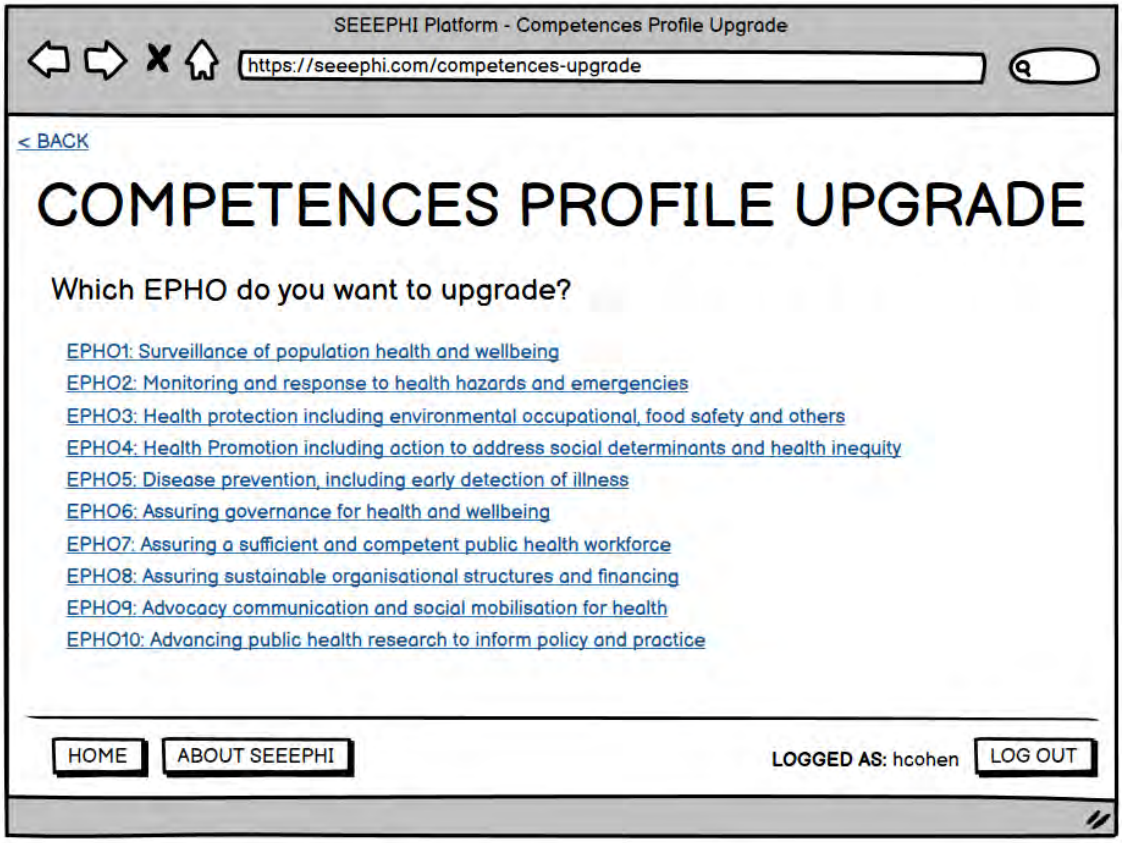
Wireframe 10 – Job Offer

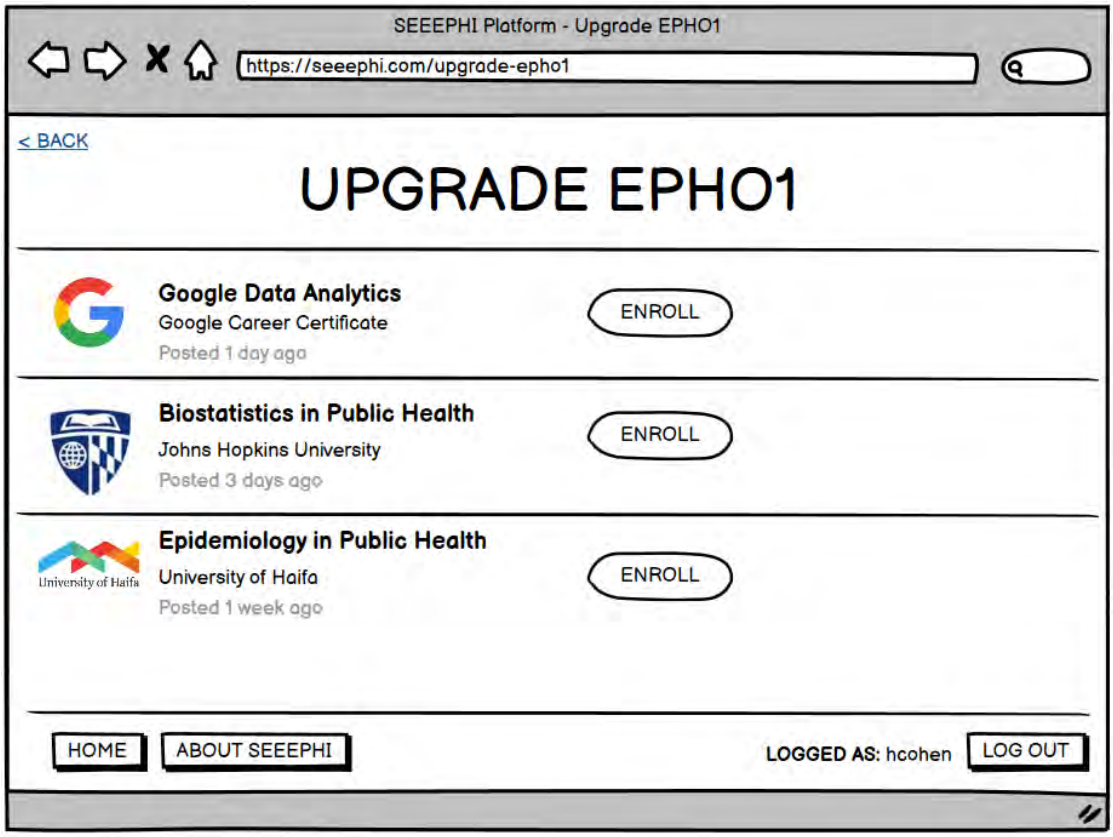


Wireframe 11 – Open Job Positions

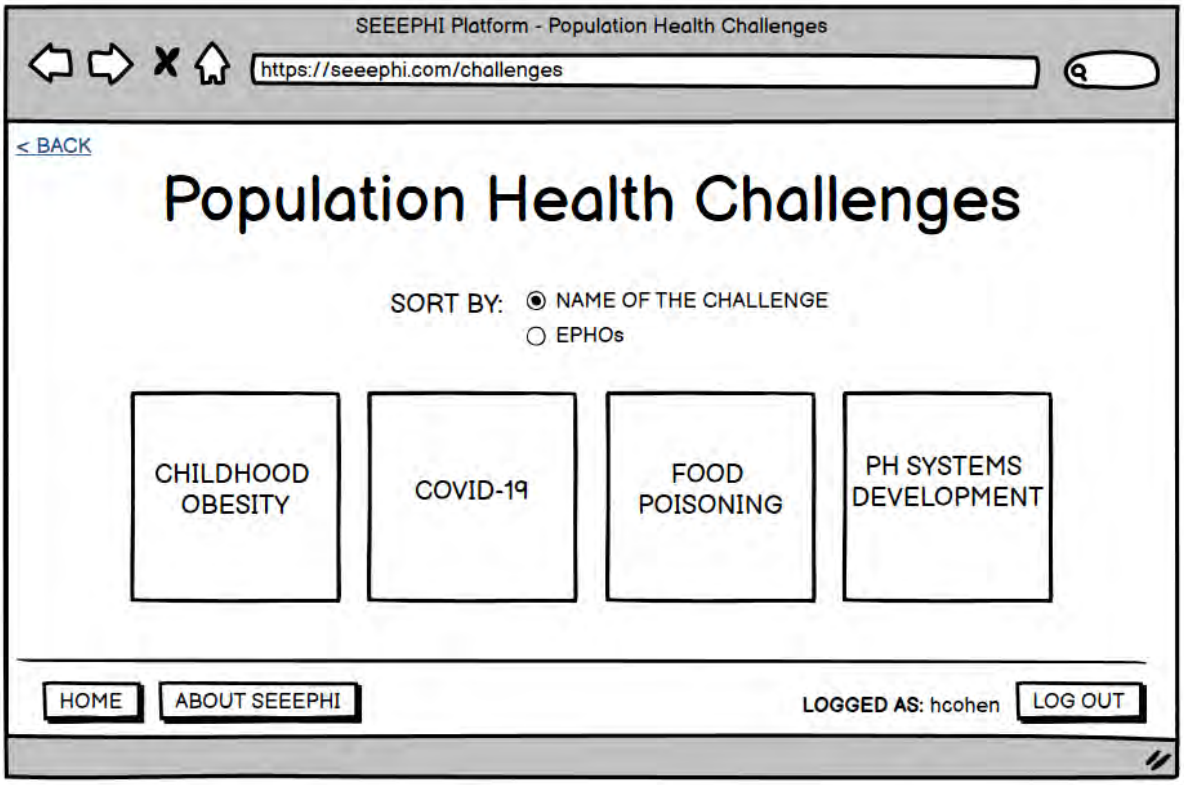


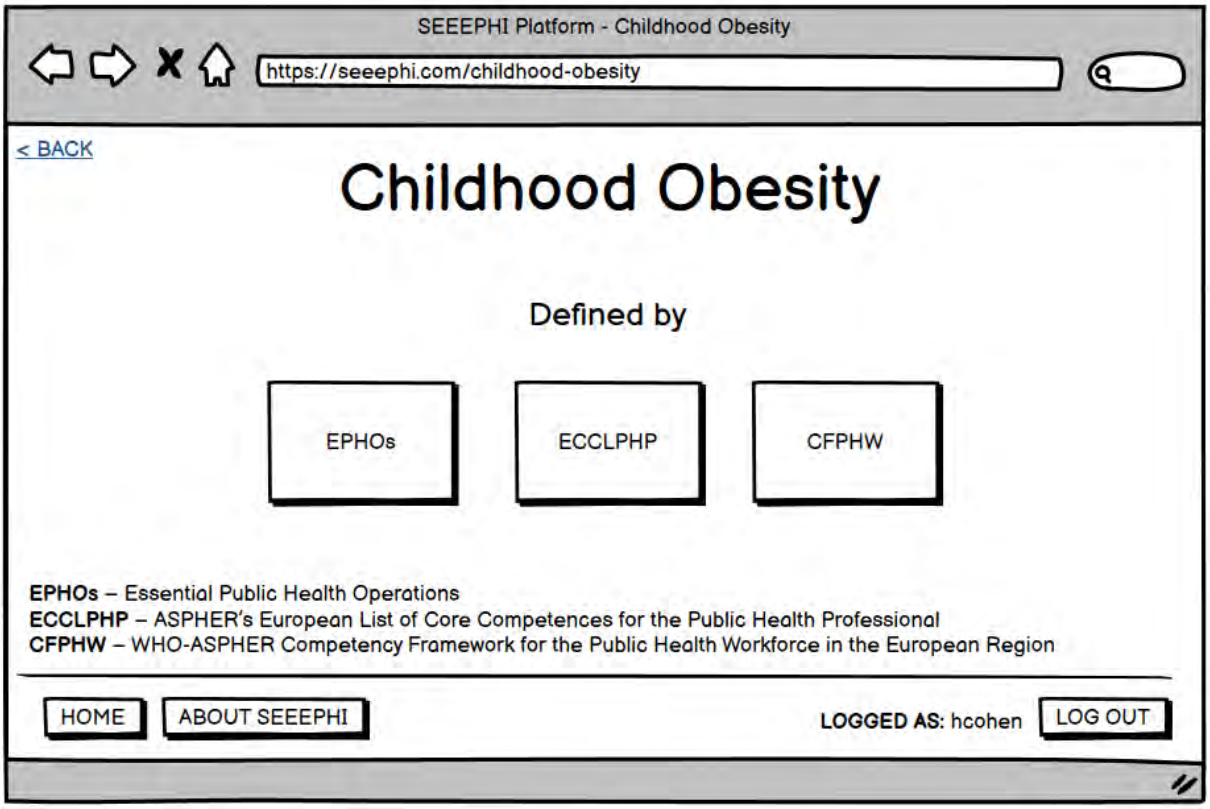
Wireframe 12,13 – Competences Profile Upgrade

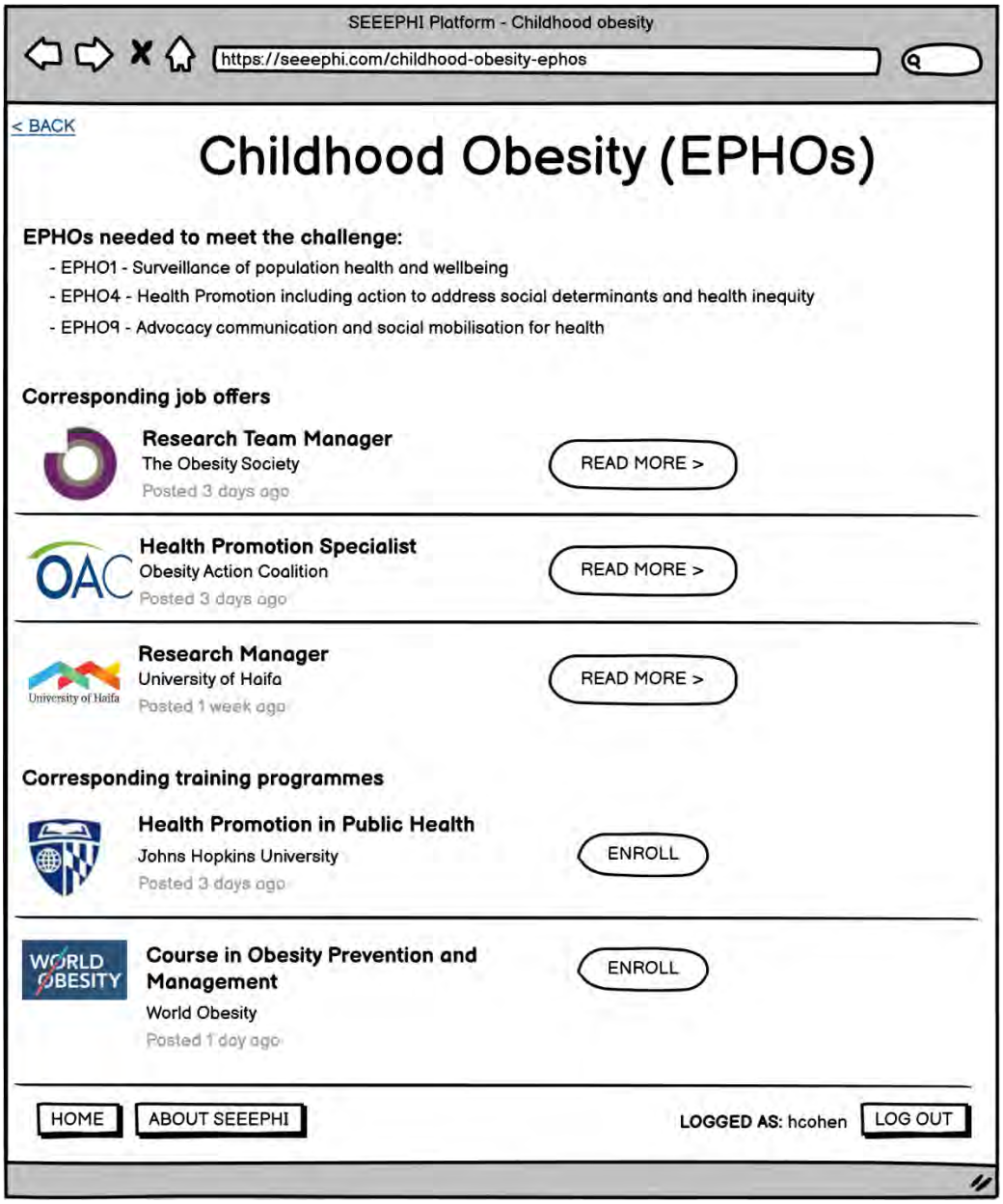




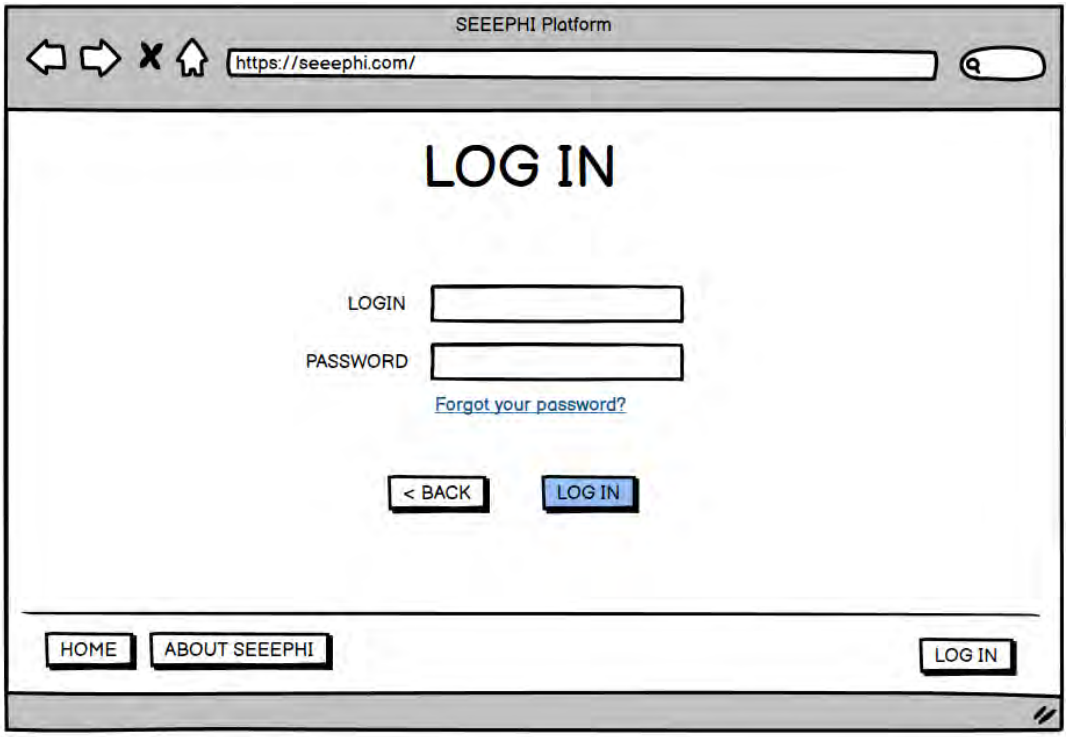
Wireframe 14,15,16 – Population Health Challenges



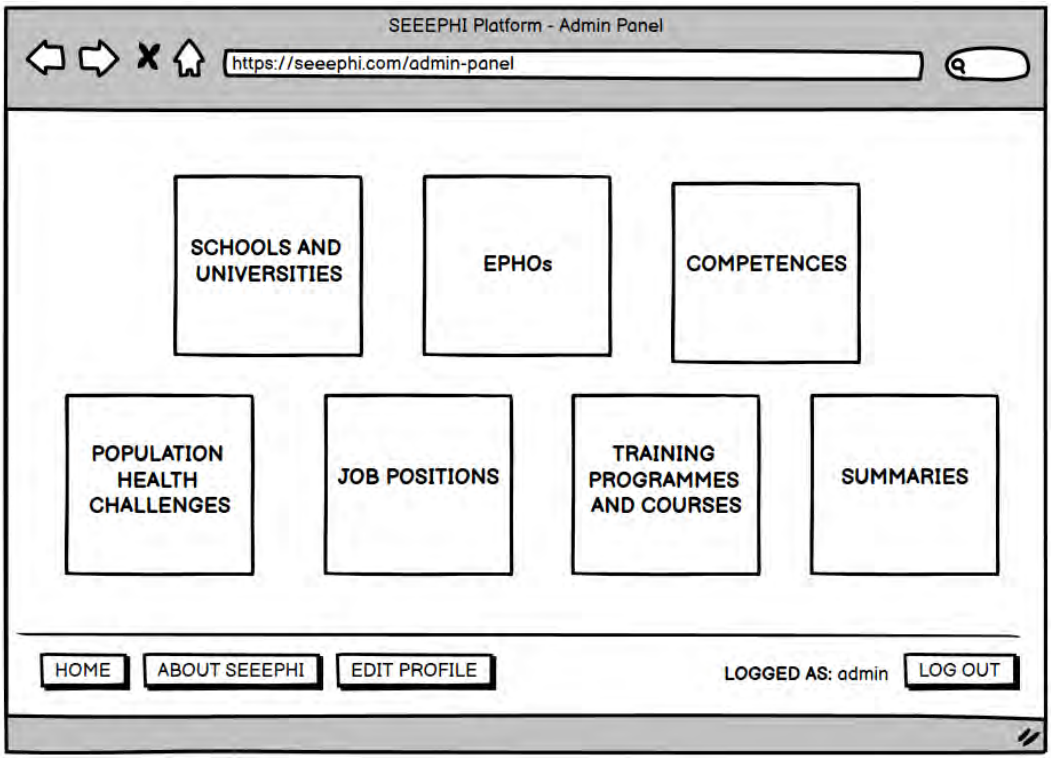



SEEEPHI Platform - Childhood obesity
https://seeephi.com/childhood-obesity-ephos
< BACK
Childhood Obesity (EPHOs)
EPHOs needed to meet the challenge:
- EPHO1 - Surveillance of population health and wellbeing
- EPHO4 - Health Promotion including action to address social determinants and health inequity
- EPHO9 - Advocacy communication and social mobilisation for health
Corresponding job offers
Research Team Manager
The Obesity Society
Posted 3 days ago
READ MORE >
Health Promotion Specialist
Obesity Action Coalition
Posted 3 days ago
READ MORE >
Research Manager
University of Haifa
Posted 1 week ago
READ MORE >
Corresponding training programmes
Health Promotion in Public Health
Johns Hopkins University
Posted 3 days ago
ENROLL
Course in Obesity Prevention and Management
World Obesity
Posted 1 day ago
ENROLL
HOME
ABOUT SEEEPHI
LOGGED AS: hcohen
LOG OUT

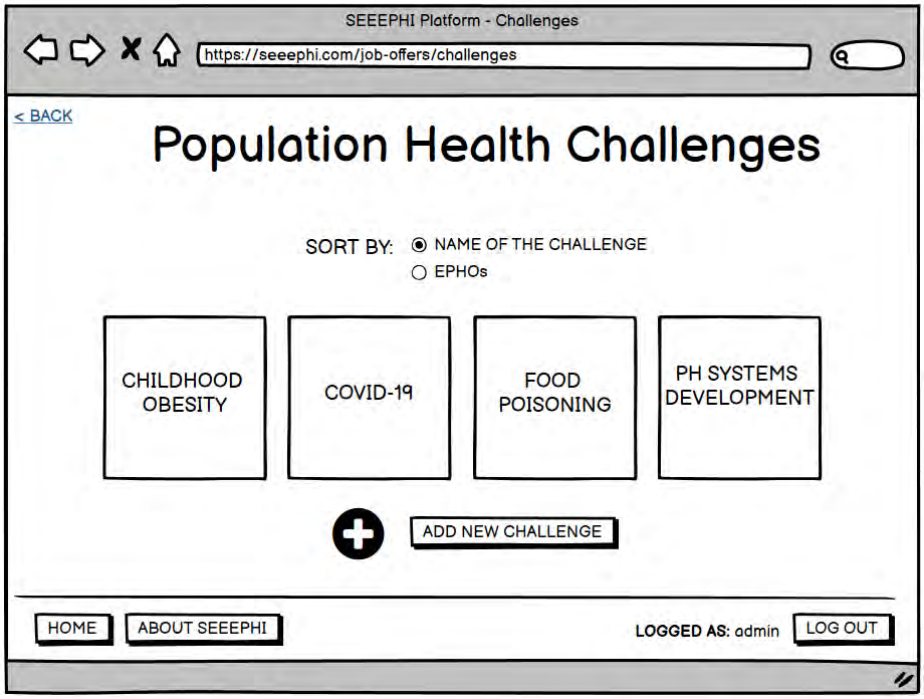
Wireframe 17 – Log in



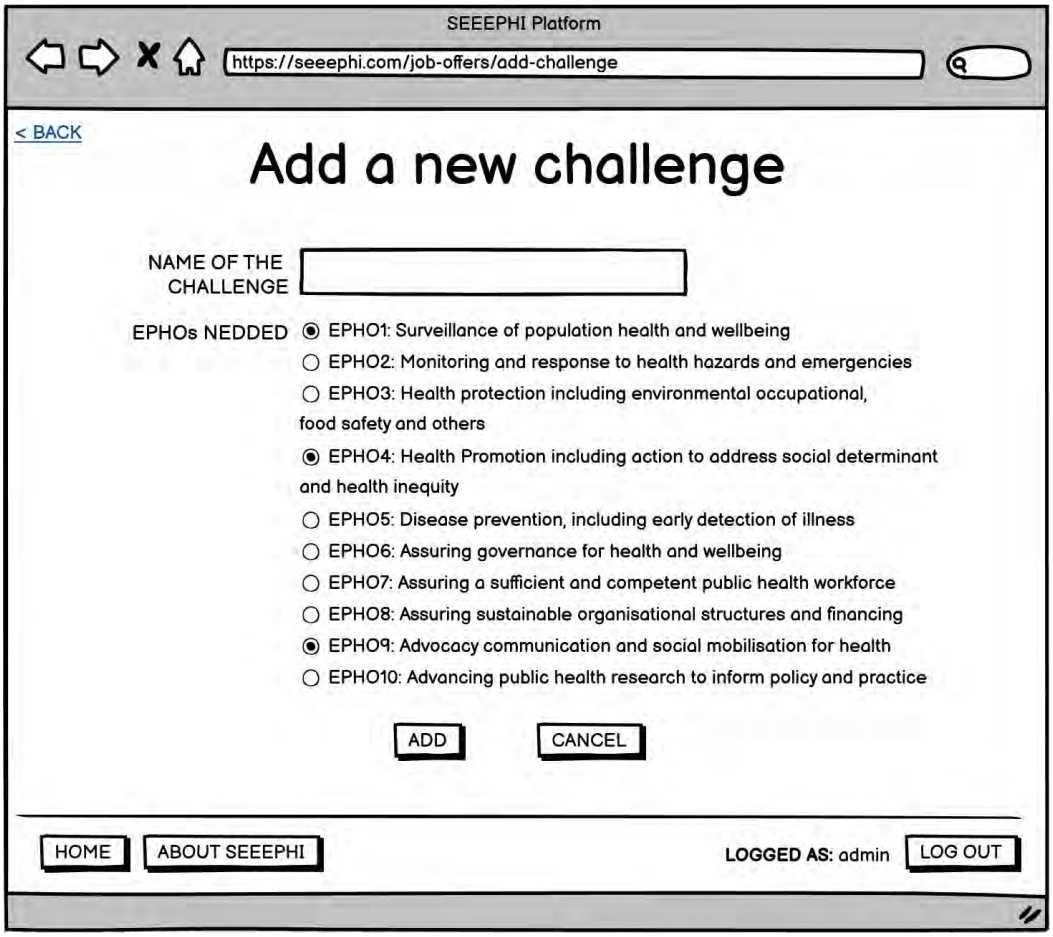
Wireframe 18 – Main Menu (Admin's view)



Wireframe 19 – Managing Population Health Challenges (Admin's view)

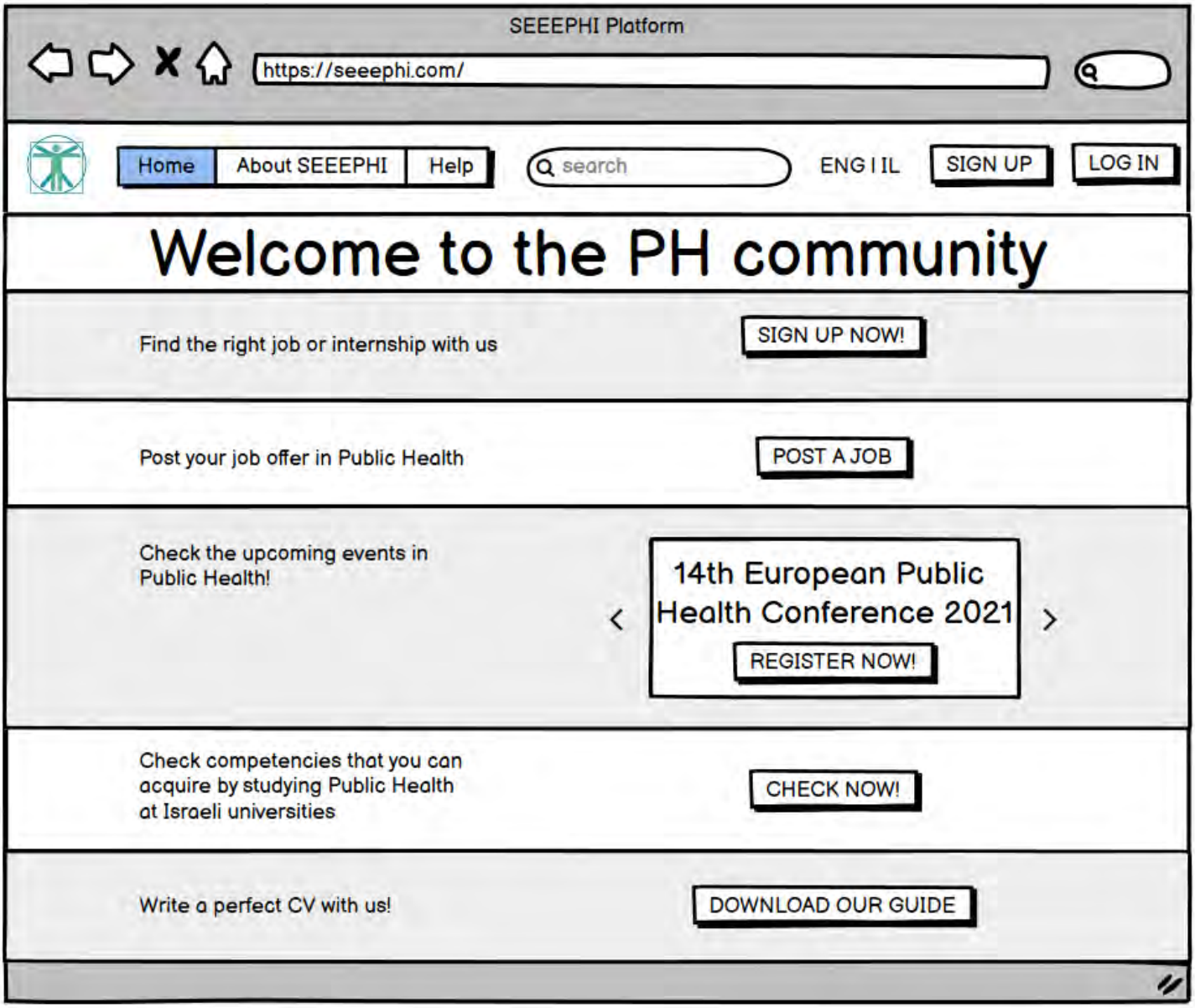


Wireframe 20 – Adding a New Population Health Challenge (Admin's view)

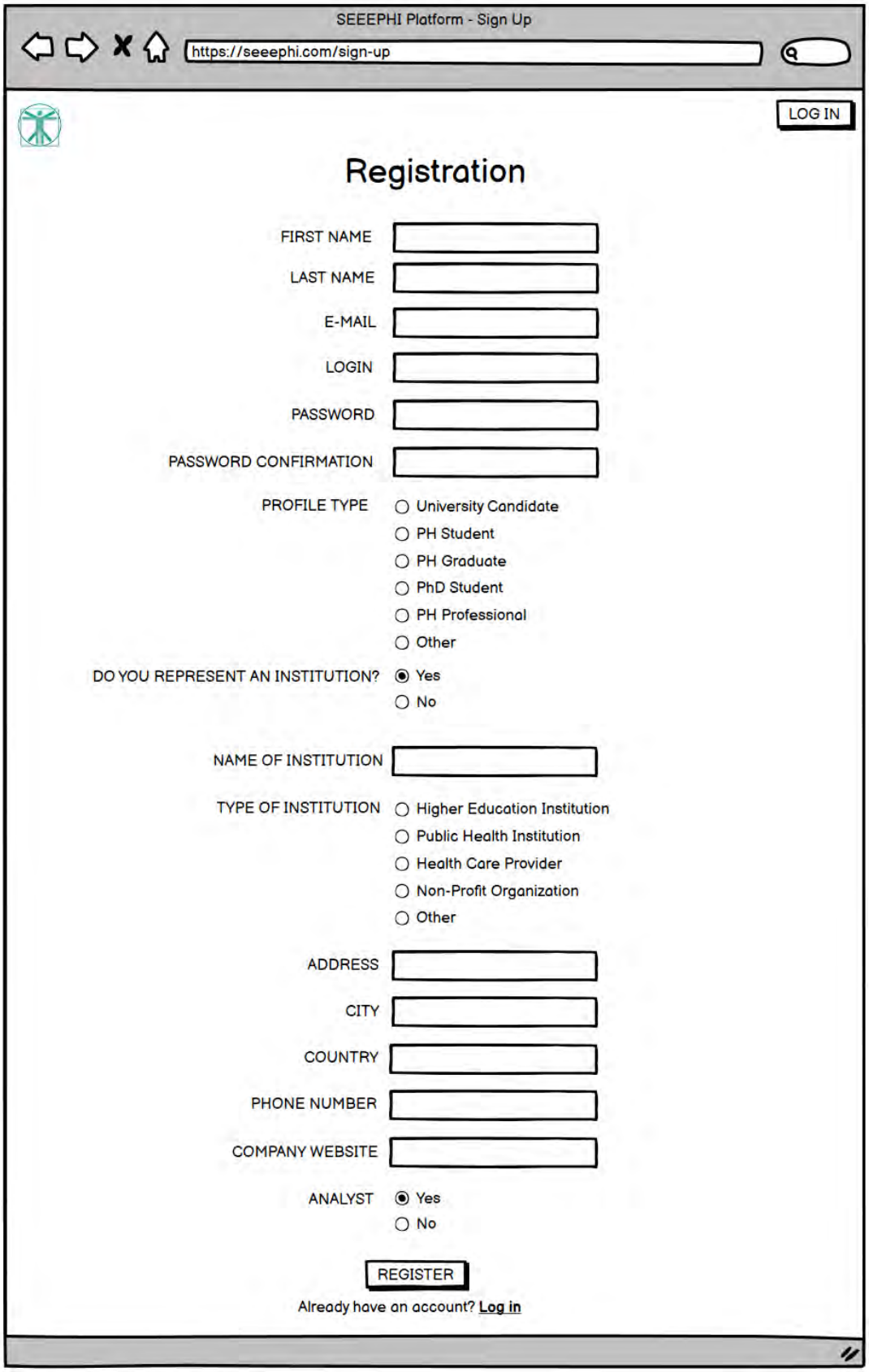


Additional wireframes for the amended version of the platform

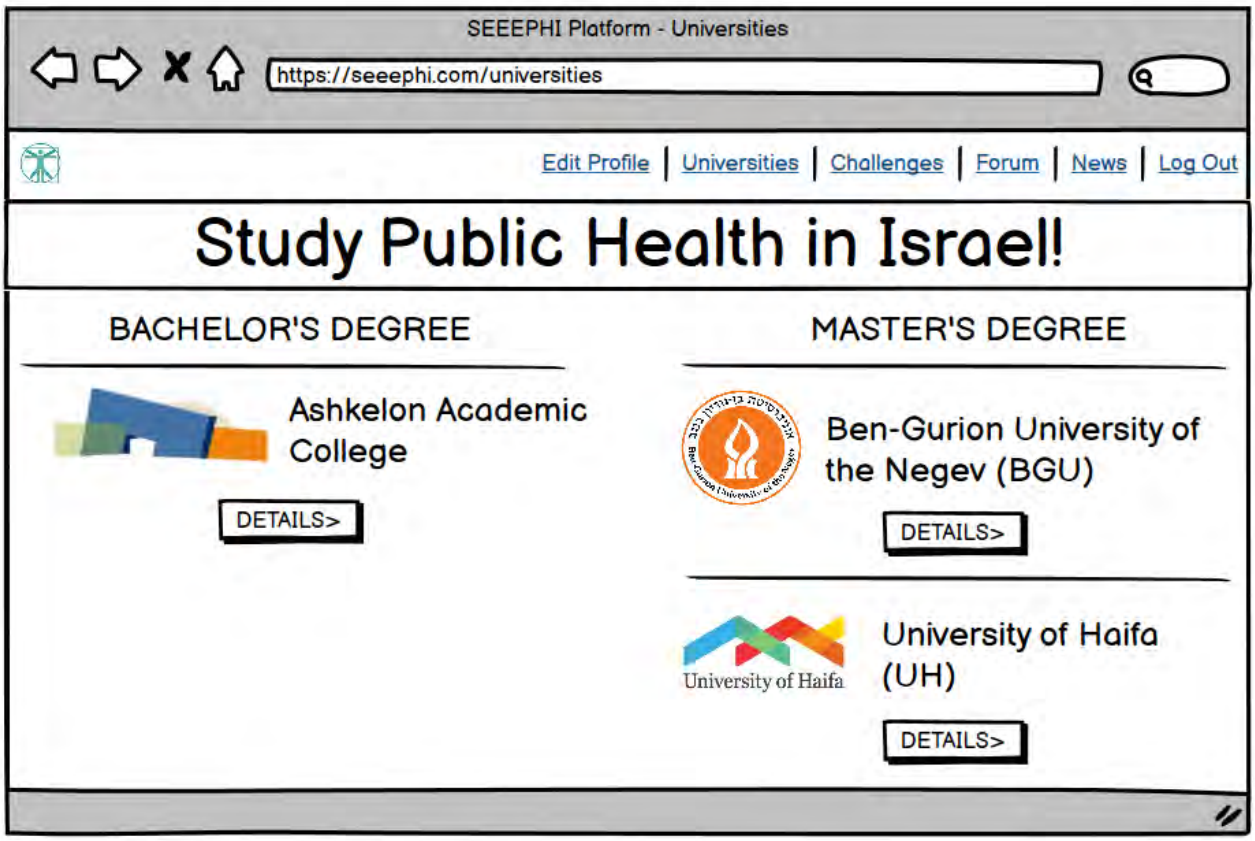
Wireframe 21 – Landing Page



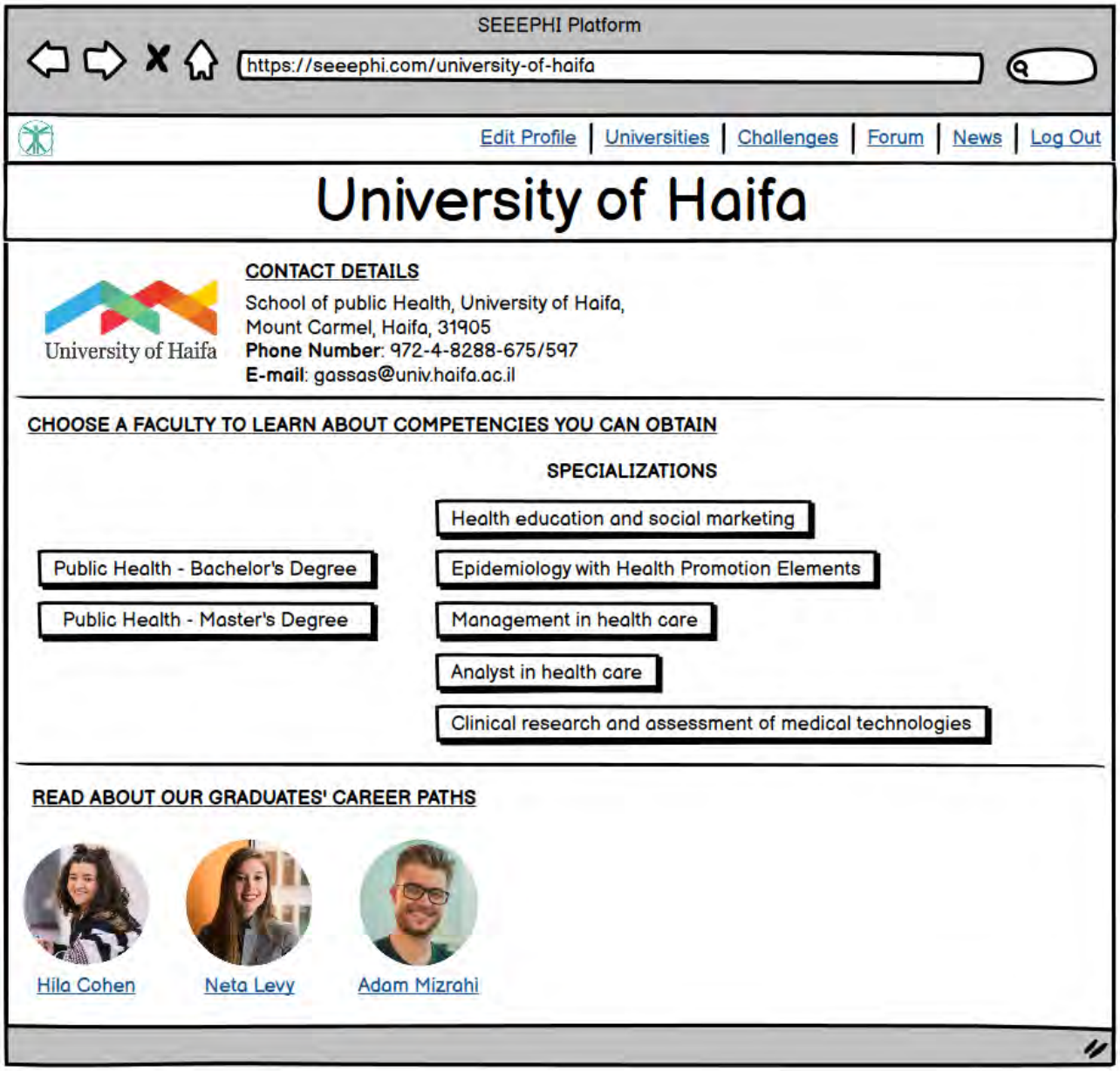
Wireframe 22 – Registration Form



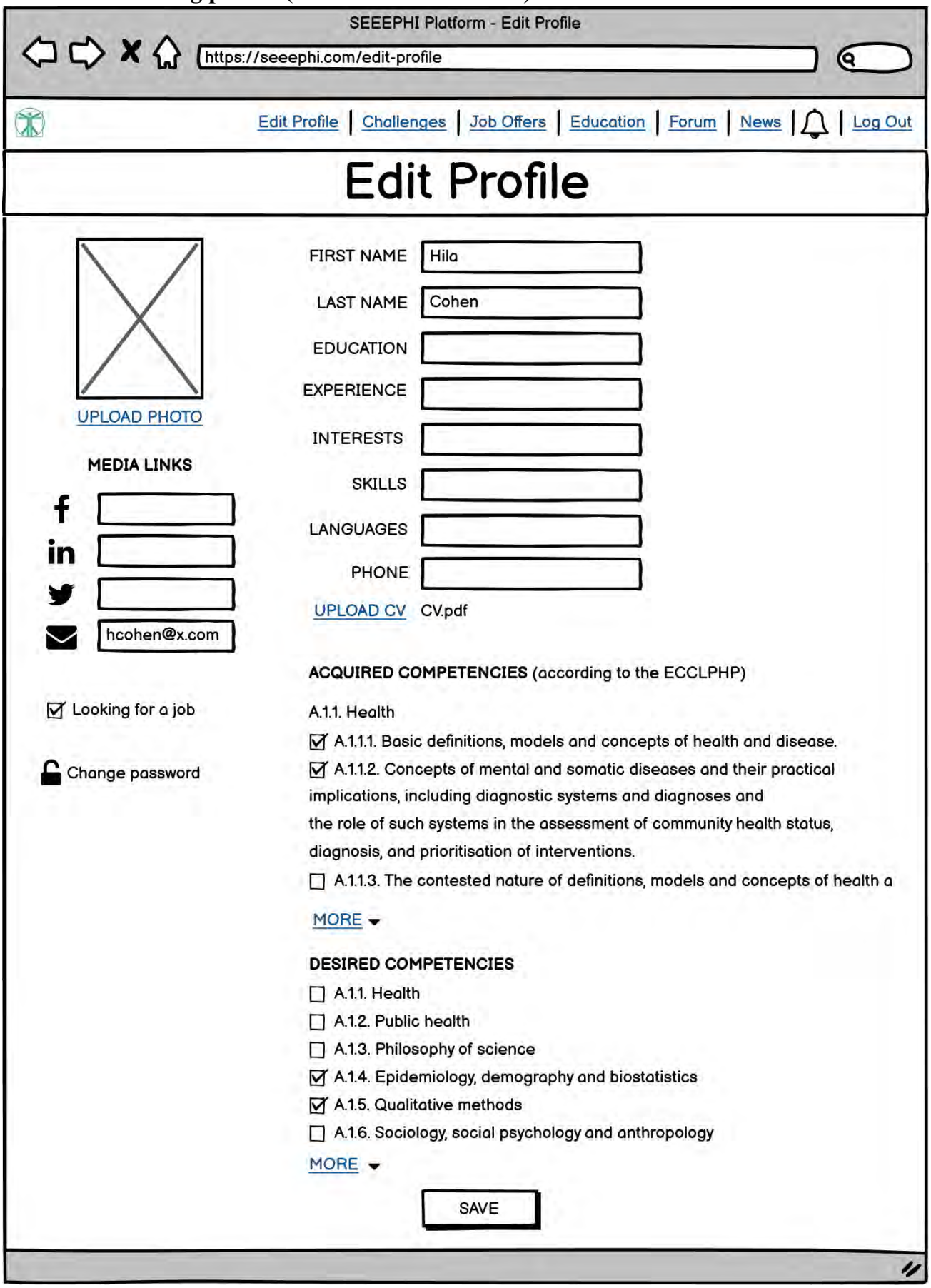
Wireframe 23 – The Universities tab (University Candidate's view)



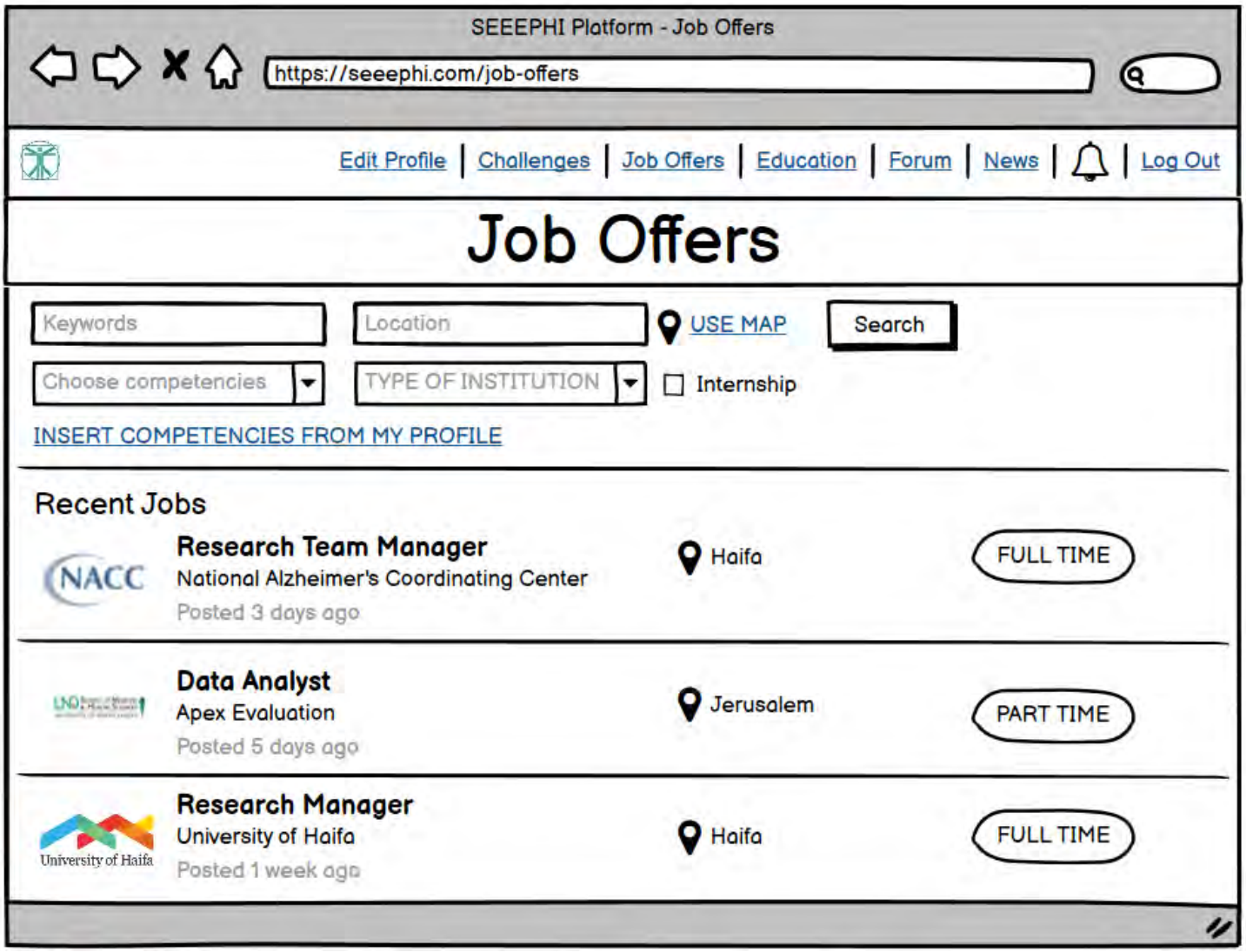
Wireframe 24 – Details about a particular university



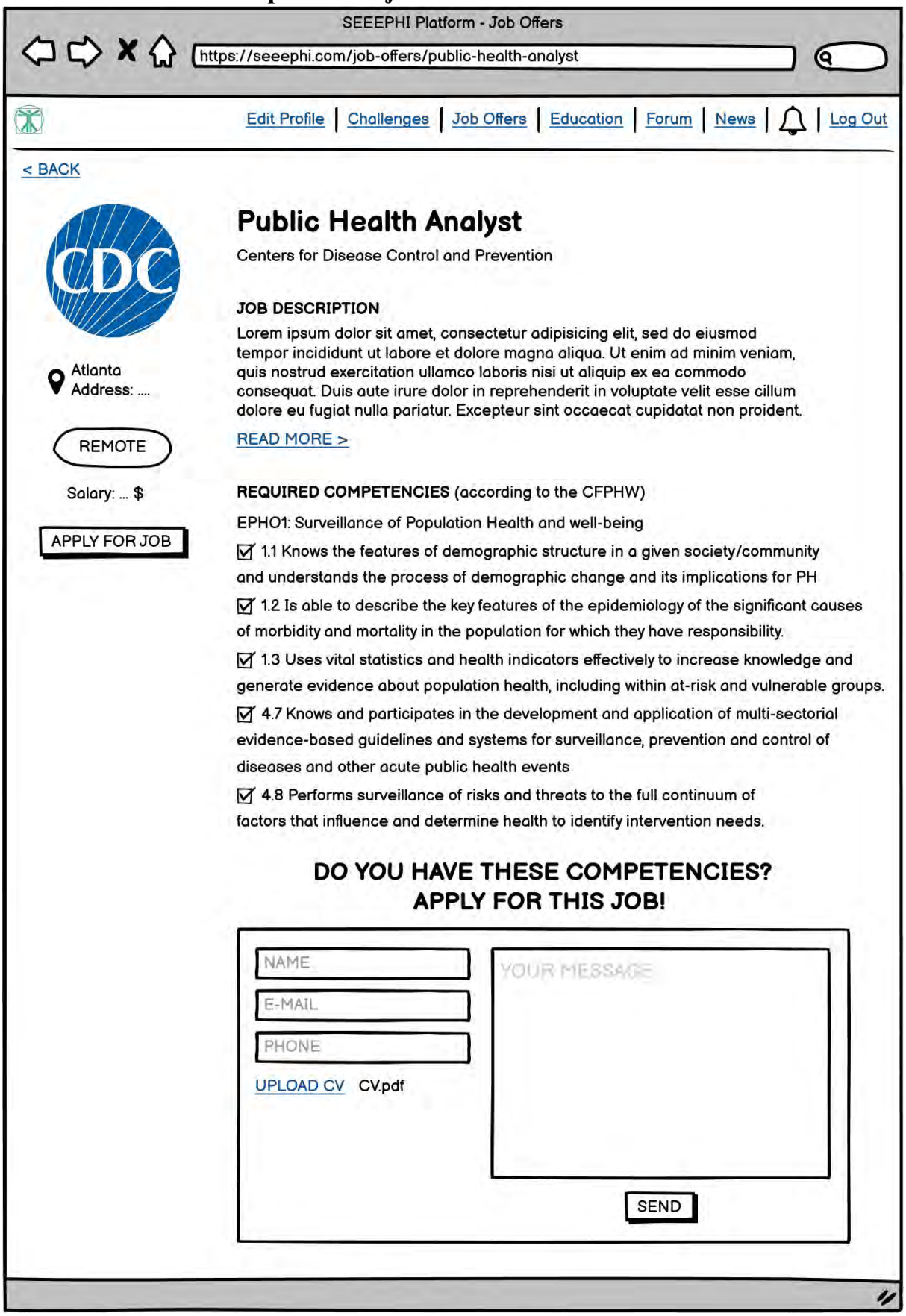
Wireframe 25 – Editing profile (individual user's view)



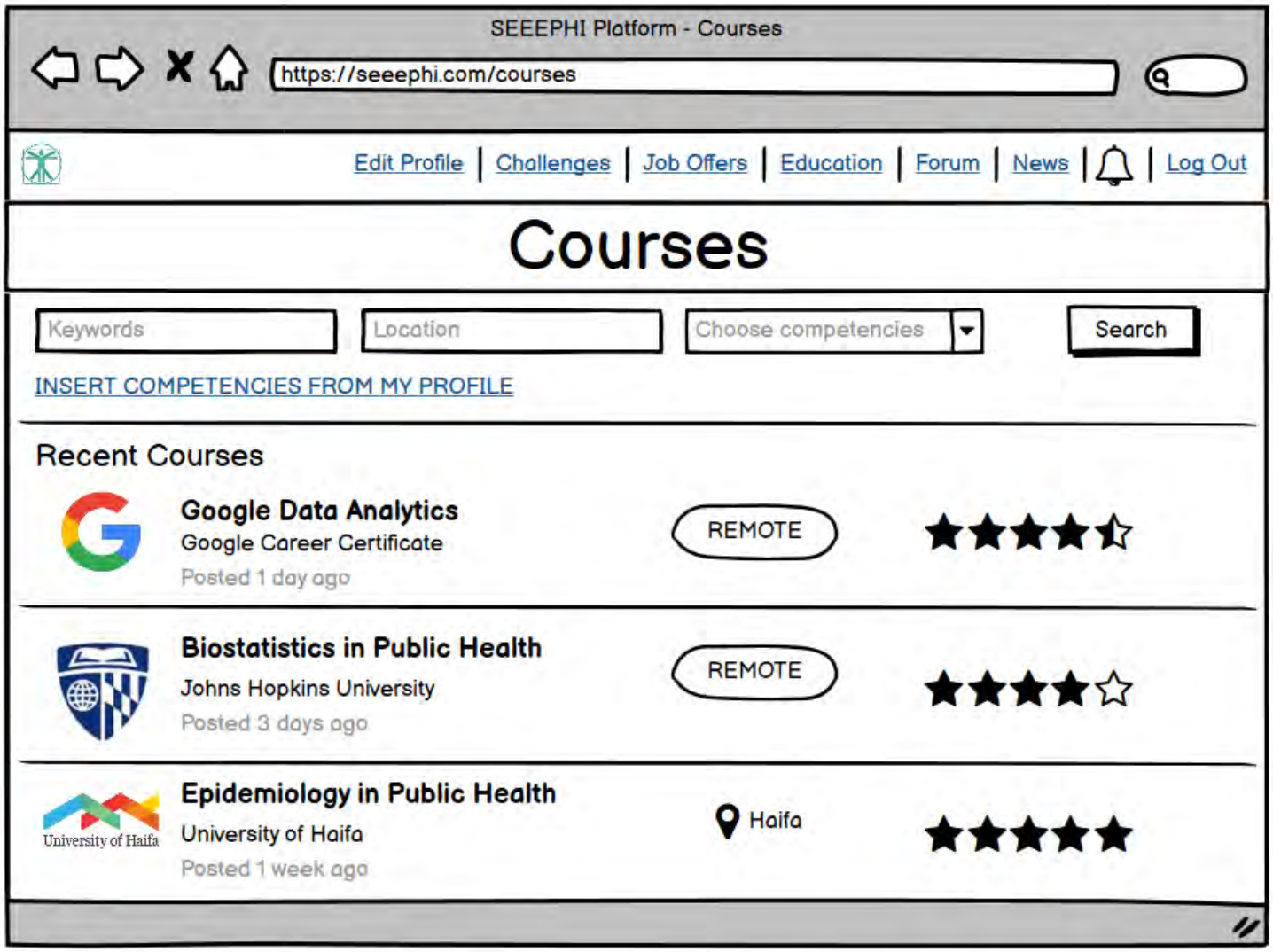
Wireframe 26 – Searching for jobs/internships



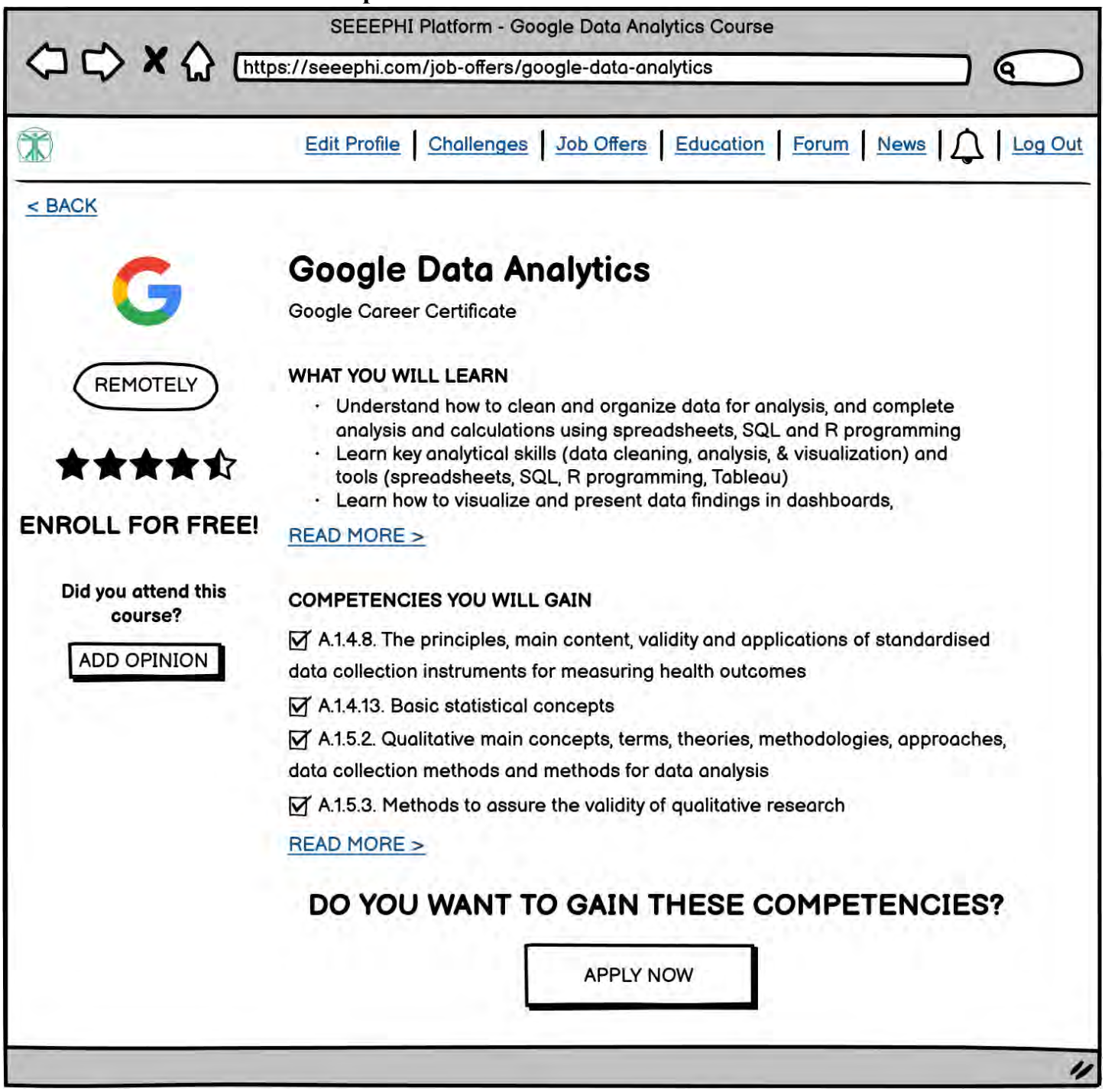
Wireframe 27 – Details about a particular job offer



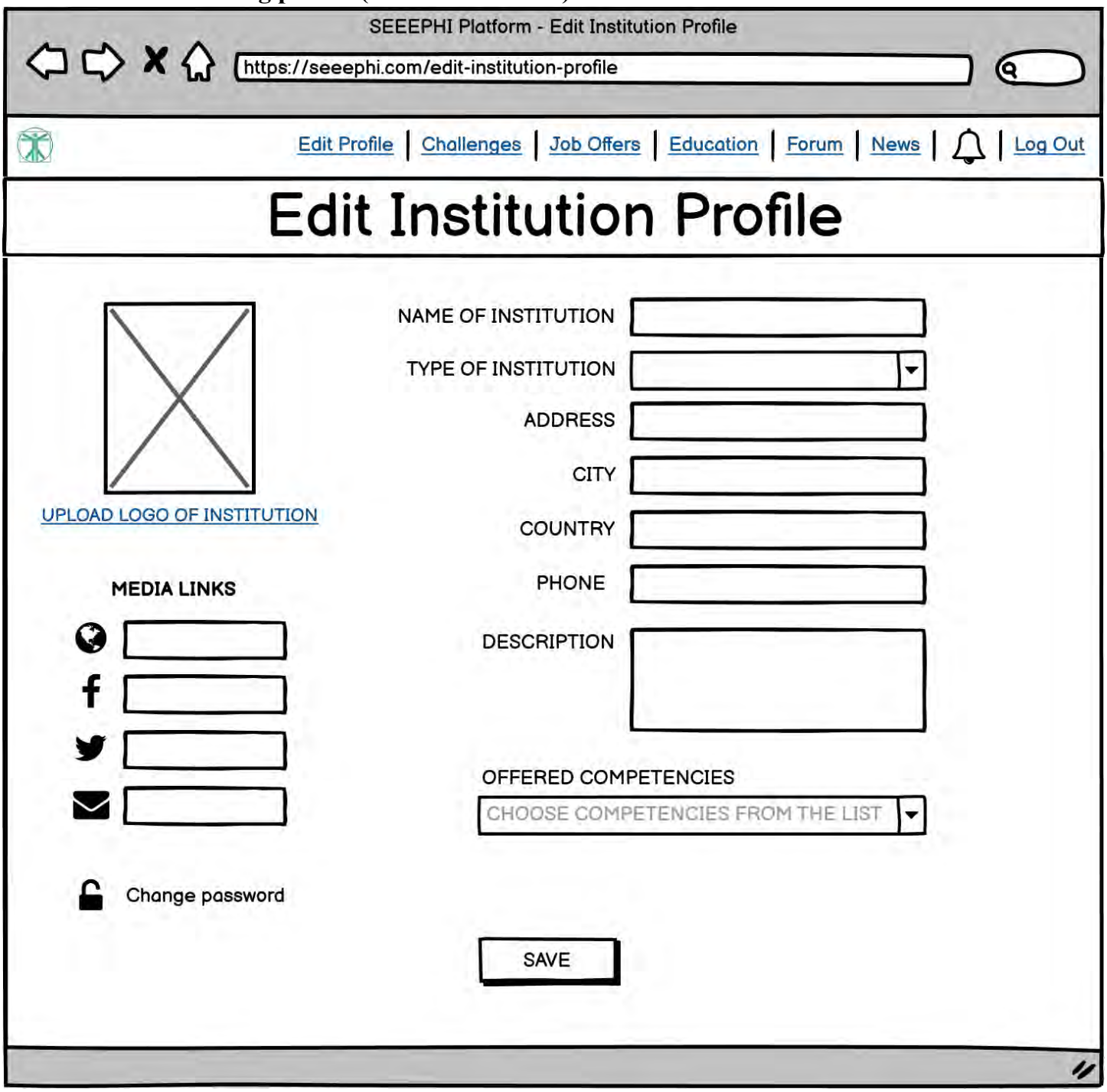
Wireframe 28 – Searching for courses



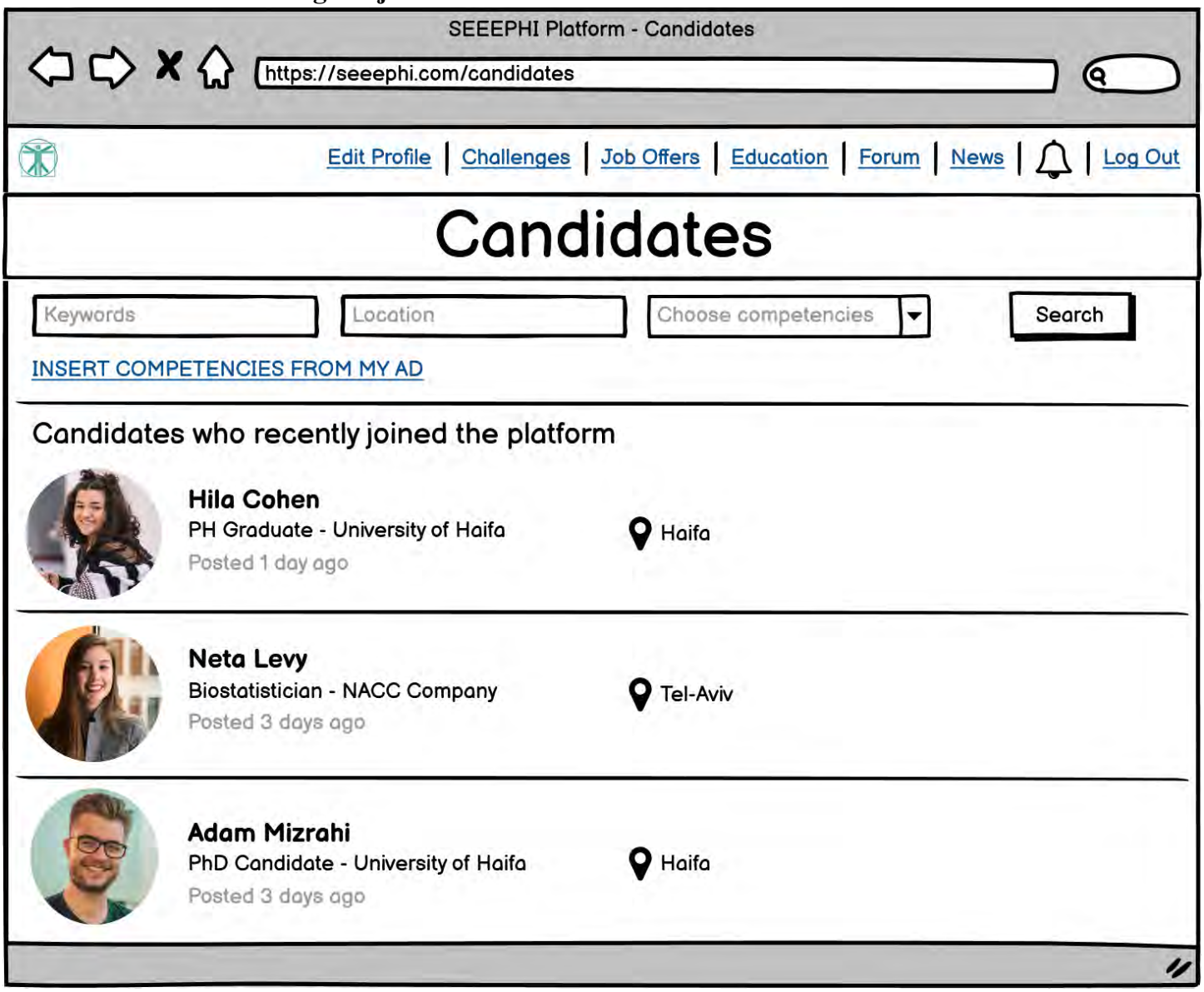
Wireframe 29 – Details about a particular course



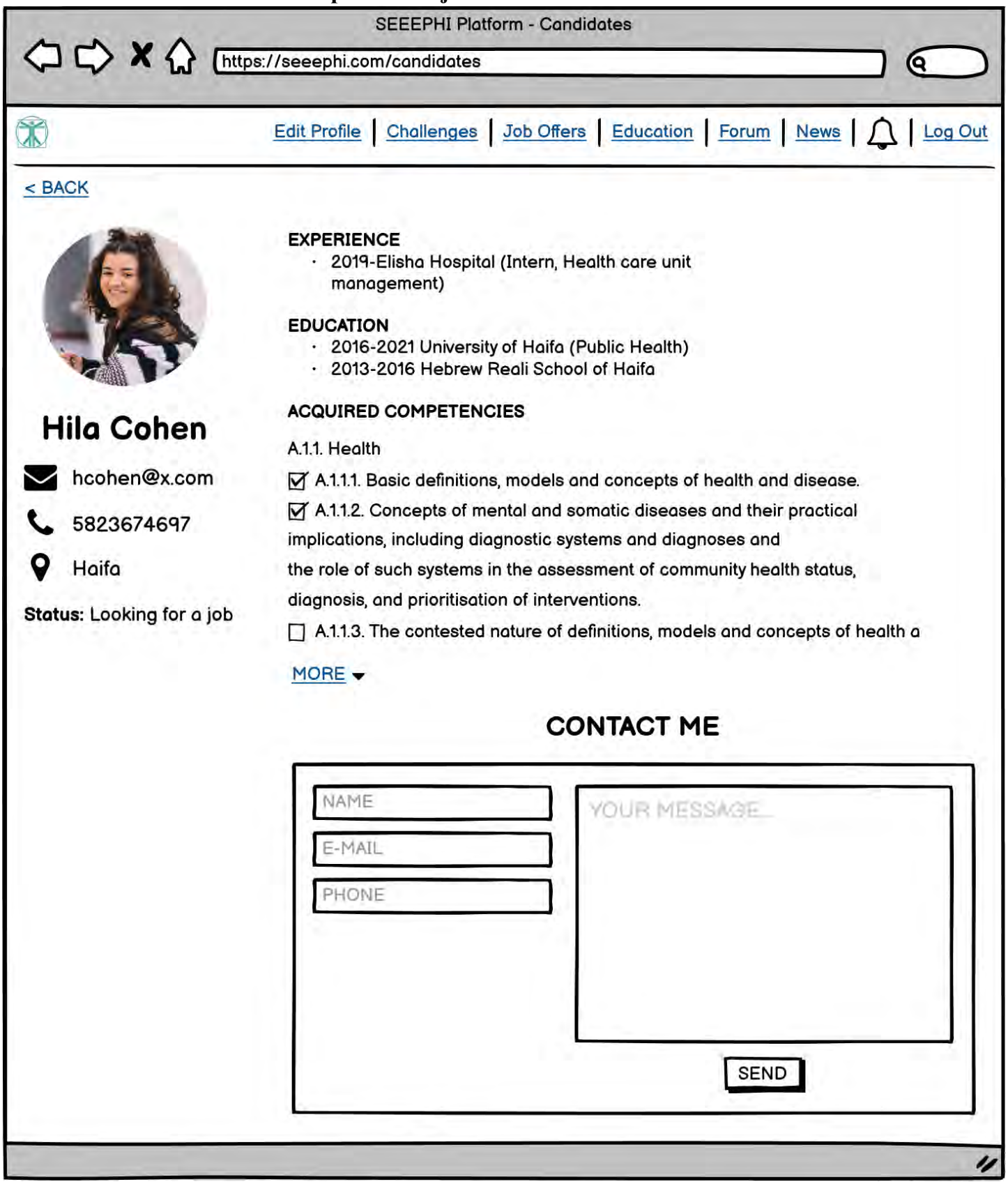
Wireframe 30 – Editing profile (institution's view)



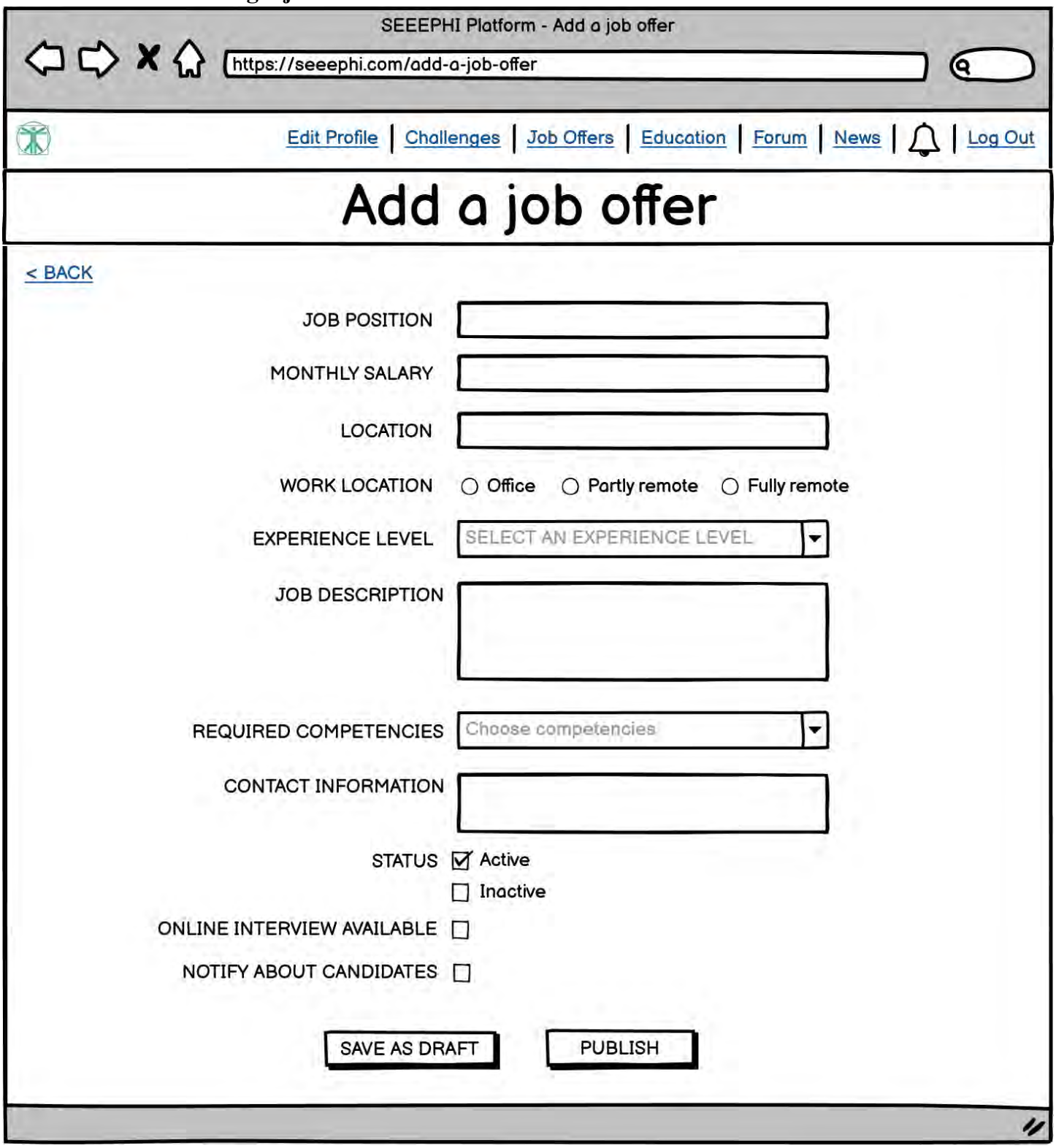
Wireframe 31 – Searching for job candidates



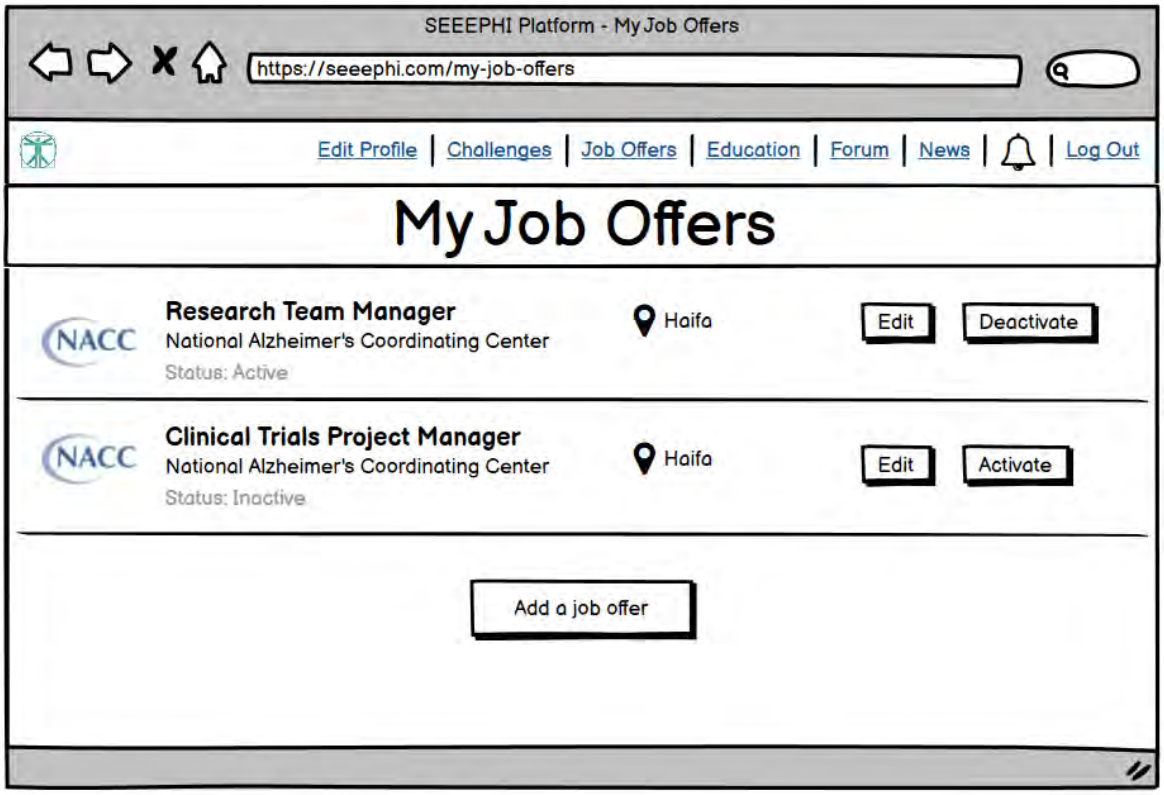
Wireframe 32 – Details about a particular job candidate



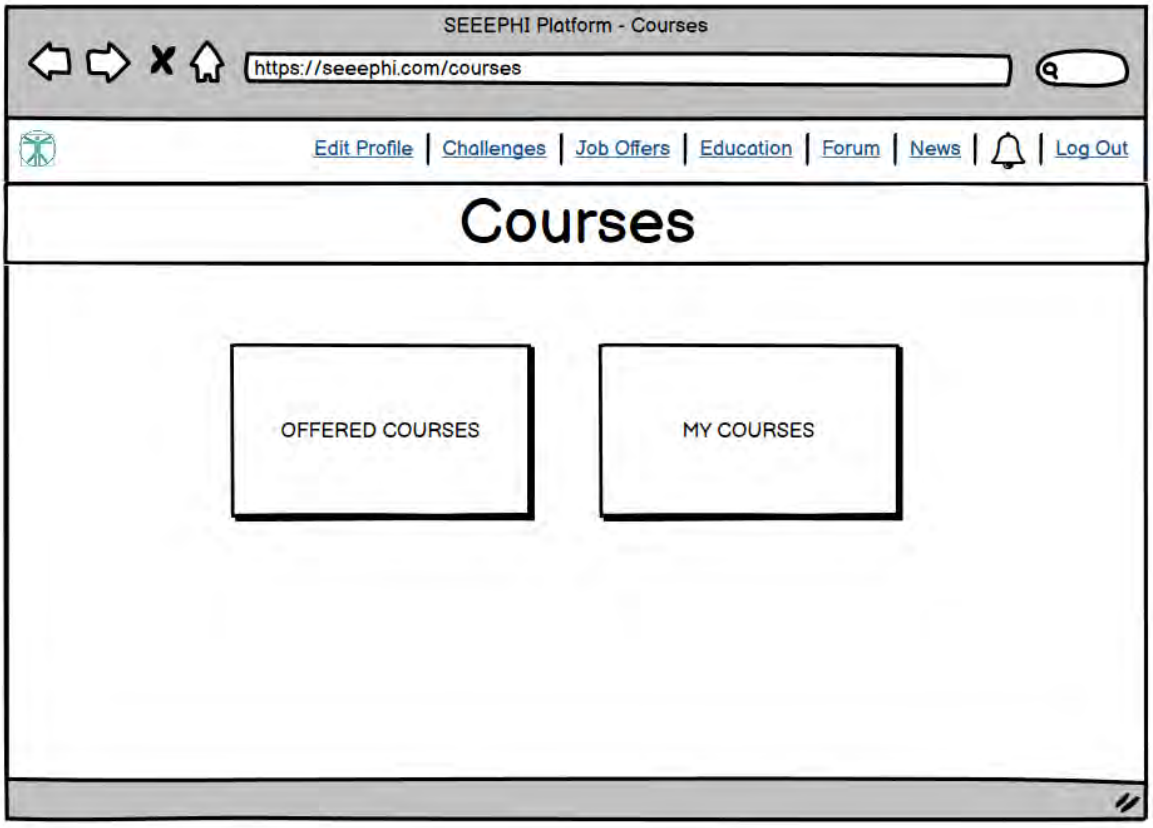
Wireframe 33 – Adding a job offer



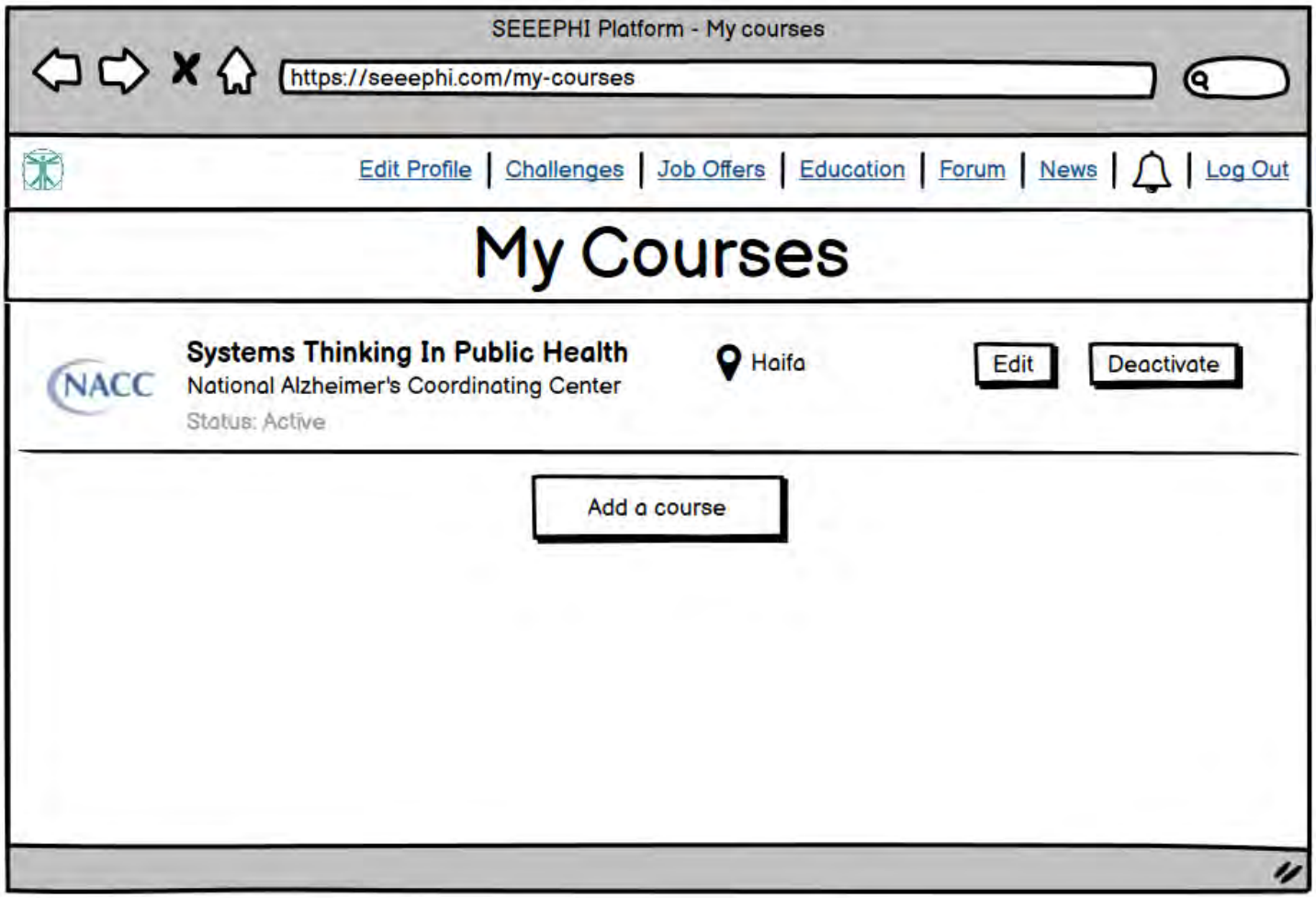
Wireframe 34 – Management of job offers



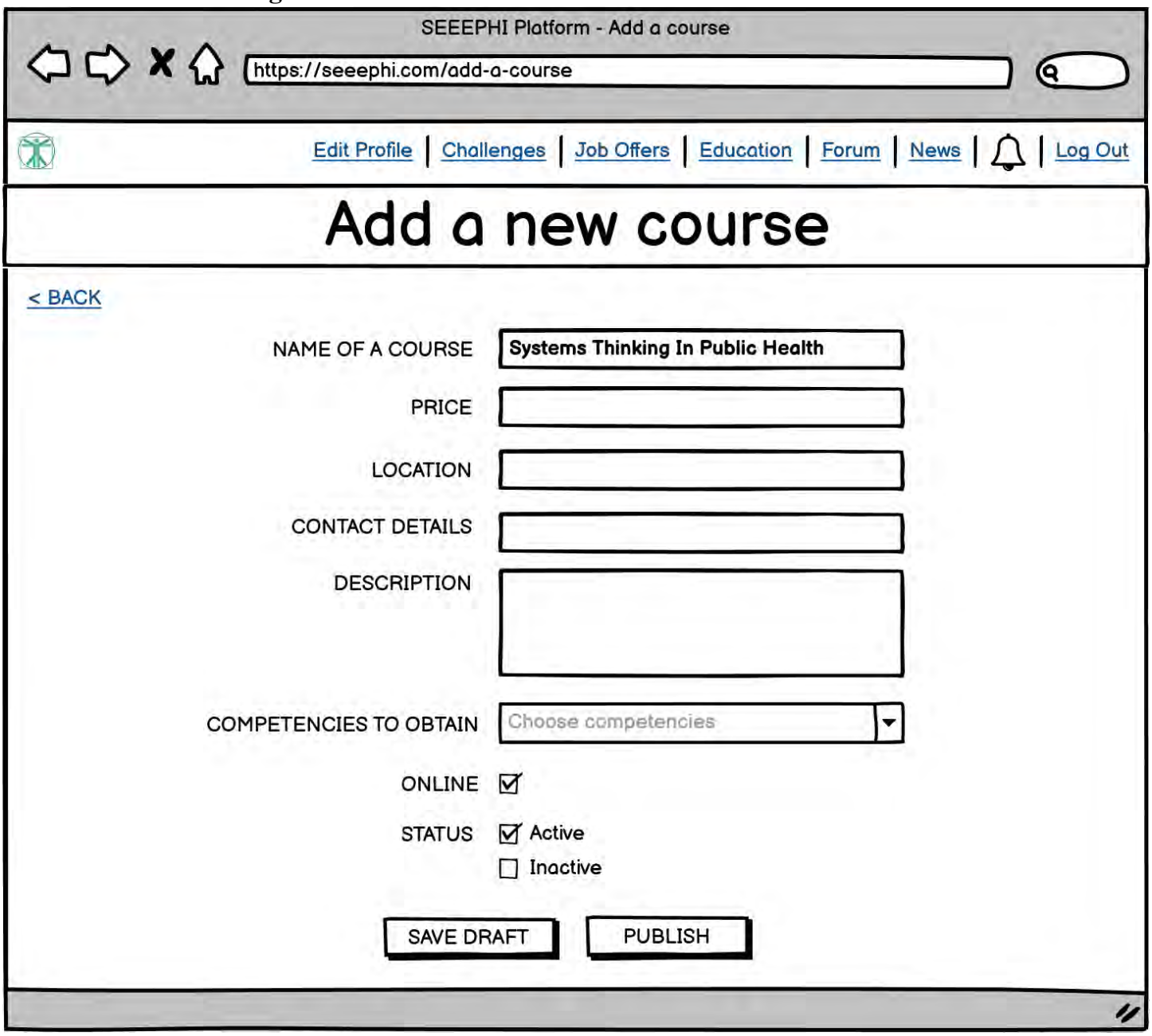
Wireframe 35 – The "Courses" tab (institution's view)

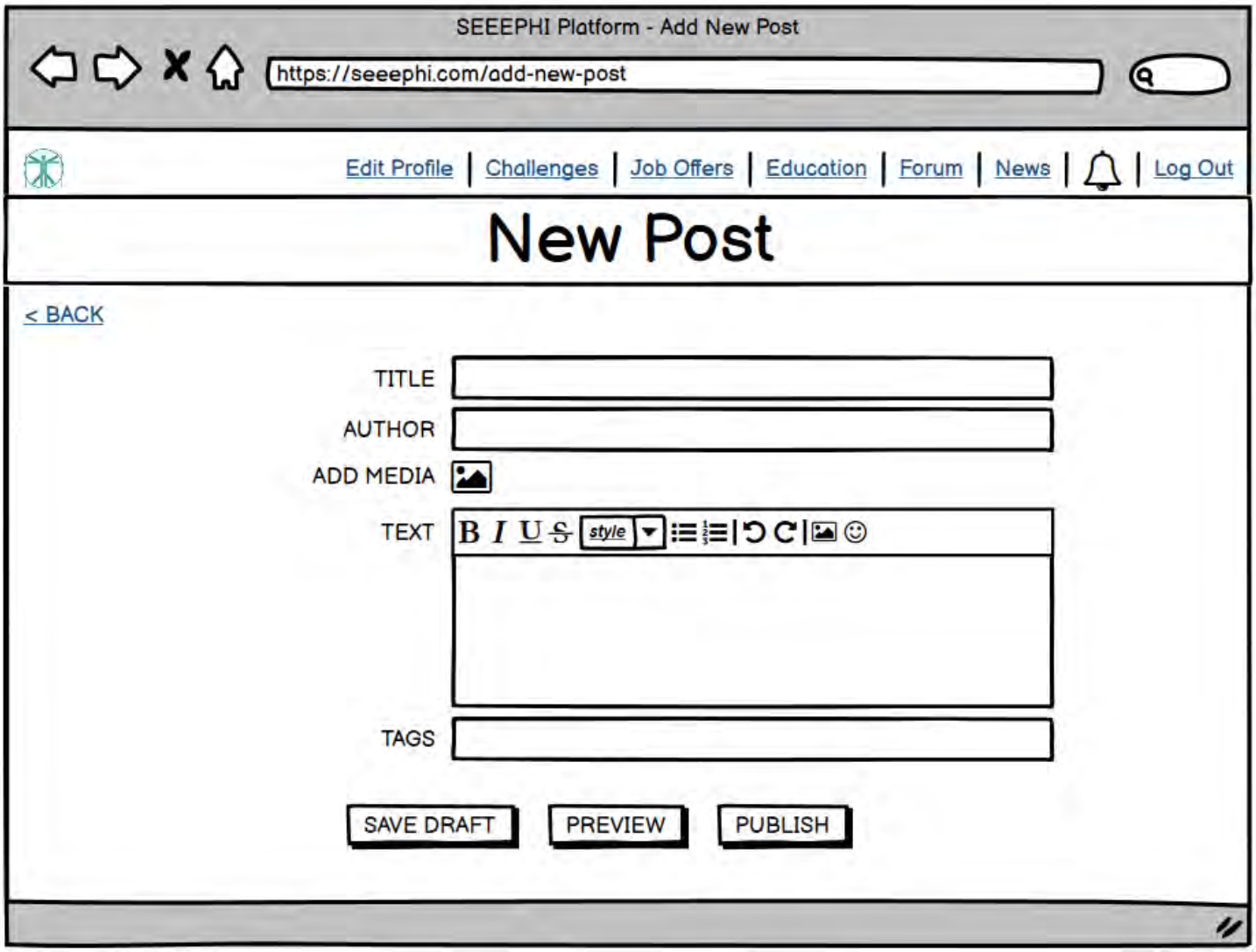


Wireframe 36– Management of offered courses



Wireframe 37 – Adding a new course offer



Wireframe 38 – The "News" tab (institution's view)

Wireframe 39 – Adding a new post