Abstract
The purpose of the project was to update the JCPenney College Careers webpage to make it more inline with the latest trends. The intent was to not only make web pages more attractive to college talent but also make it more efficient for JCPenney’s college recruiters. The team approached the problem by first assessing everything that needed to be tackled, ranging from adding stylistic changes to making third-party API calls. The JCPenney College Careers page is now much more streamlined and user friendly.

In contrast with the previous JCPenney College Careers site, which presents a single page with broad and vague information, our redesign features a separation of information to help users navigate to information specific to them. The front-end is written using HTML/CSS contained within Liquid templates and makes use of jQuery and AJAX to work with third-party APIs and make the site more interactive and dynamic.

Impact
Our project’s impact on JCPenney is providing an improved platform through which JCPenney recruitment can connect with college talent. The interface has been made more user friendly and been redesigned with increased functionality. What was once originally a page that contained little content about JCPenney culture and opportunities is now revitalized, interactive, and informative. The team predicts that the updated site will make it easier for site visitors to navigate through JCPenney's opportunities and look into job postings that specifically target their interests. As such, the recruiting team can expect to see more job application submissions as well as increased enthusiasm from all applicants, now that they are aware of what it means to be part of the JCPenney team. With the redeveloped college recruitment page we hope to help JCPenney pipeline students to the program that best suits their abilities.

Results
In contrast with the previous JCPenney College Careers site, which presents a single page with broad and vague information, our redesign features a separation of information to help users navigate to information specific to them. The front-end is written using HTML/CSS contained within Liquid templates and makes use of jQuery and AJAX to work with third-party APIs and make the site more interactive and dynamic.

Summary
During our semester with JCPenney we worked with a team of IT members and stakeholders to redesign the college recruitment page for the company. The previous webpage had several problems that needed to be addressed:
• Links on the college careers site lead to corporate careers
• Users can’t get more specific information on a particular division (IT, home office, etc.)
• Irrelevant photo of atrium ceiling
• Broken video
• Nothing conveys JCP company culture

The changes we made included:
• Eliminate search box.
• Direct visitors to appropriate college graduate opportunities (intern/trainee).
• Add a calendar with upcoming events
• Add more videos and photos providing insight on company culture and a day in the life of a JCP intern/employee
• Creating multiple access points for relevant applications.