Camilla

Graduate with 3 years early years experience

About Camilla

25 years old, living with friends from university in South West London.
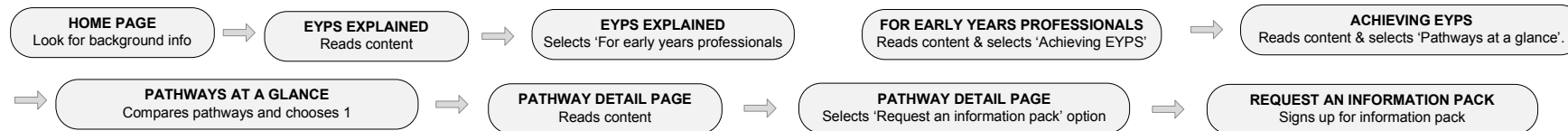
She's worked within a Clapham based nursery since graduating 3 years ago.

Camilla loves her work and is keen to develop her expertise and progress as far as possible within this field.
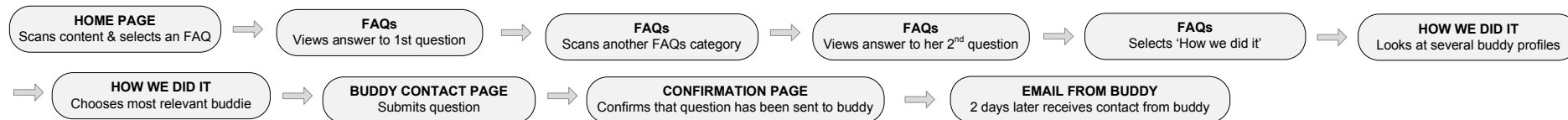
A colleague has briefly mentioned EYPS during a coffee break and she's very interested to learn more.
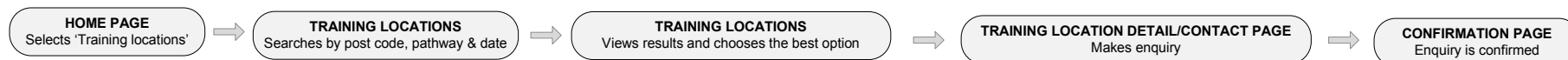
Goals & journeys

Goal 1 – get a general understanding about the EYPS program, then find out if it is suitable for someone of her education and experience, and if so what routes can she follow. Finally, request an information pack so she can explore this option further with her family and close friends offline.

HOME PAGE	EYPS EXPLAINED	EYPS EXPLAINED	FOR EARLY YEARS PROFESSIONALS	ACHIEVING EYPS
Look for background info	Reads content	Selects 'For early years professionals	Reads content & selects 'Achieving EYPS'	Reads content & selects 'Pathways at a glance'.

PATHWAYS AT A GLANCE	PATHWAY DETAIL PAGE	PATHWAY DETAIL PAGE	REQUEST AN INFORMATION PACK
Compares pathways and chooses 1	Reads content	Selects 'Request an information pack' option	Signs up for information pack

Goal 2 – return to site to see if she can find the answers to 3 specific questions.

HOME PAGE	FAQs	FAQs	FAQs	FAQs	HOW WE DID IT
Scans content & selects an FAQ	Views answer to 1st question	Scans another FAQs category	Views answer to her 2nd question	Selects 'How we did it'	Looks at several buddy profiles

HOW WE DID IT	BUDDY CONTACT PAGE	CONFIRMATION PAGE	EMAIL FROM BUDDY
Chooses most relevant buddie	Submits question	Confirms that question has been sent to buddy	2 days later receives contact from buddy

Goal 3 – return to site to see if there are any training providers located close to her, and if so find out about place availability and register interest.

HOME PAGE	TRAINING LOCATIONS	TRAINING LOCATIONS	TRAINING LOCATION DETAIL/CONTACT PAGE	CONFIRMATION PAGE
Selects 'Training locations'	Searches by post code, pathway & date	Views results and chooses the best option	Makes enquiry	Enquiry is confirmed

Publicis Modem

Page ID: Persona 1: Camilla	Client: CWDC	Last modified: Wednesday 04 February 2009
Project: EYPS Recruitment	Information Architect: Anthony Davies	Page: 1

CWDC

Children's Workforce Development Council

Search

Early Years Professional Status (Home)

EYPS explained

Achieving EYPS

How we did it

Training locations

FAQs

News

Image — EYPS information pack

Detailed description of the EYPS program for you to download.

Image — EYPS newsletter

Sign up up for essential EYPS news

Early Years Professional Status (EYPS)

Introduction summarising the proposition - consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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More...

Why EYPS is a good thing for:

- Children
- Early years professionals
- Early years employers
- Career changers
- Graduates
- Parents

How we did it
Let successful candidates help you achieve you potential
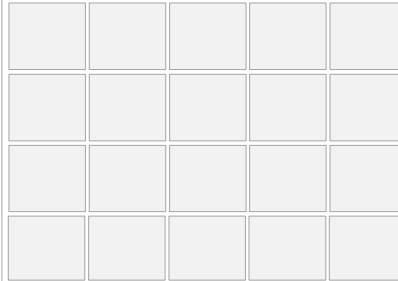
View all successful candidates

Pathways to achieving EYPS:

- Validation (for very experienced candidates)
- Short (for experienced candidates)
- Long (for candidates with some experience)
- Full training (for those with limited experience)

Not sure which one? View pathways at a glance

Most viewed FAQs

FAQ title 1 goes here
FAQ title 2 goes here
FAQ title 3 goes here
FAQ title 4 goes here
FAQ title 5 goes here

View all FAQs

Recent news

News title 1 goes here
News title 2 goes here
News title 3 goes here
News title 4 goes here
News title 5 goes here

View all news

580 px fold

Footer as per standard CWDC template

Publicis Modem

| Page ID: **Home page** | Client: **CWDC** | Last modified: **Wednesday 04 February 2009** |
| Project: **EYPS Recruitment** | Information Architect: **Anthony Davies** | Page: **2** |

![CWDC logo]

Children's Workforce Development Council

Search

Early Years Professional Status > Achieving EYPS > Pathways at a glance

Important

It's important that this page clearly describes the qualifications and experience required for each pathway in a way that is not ambiguous.
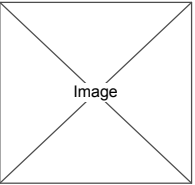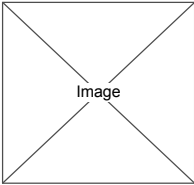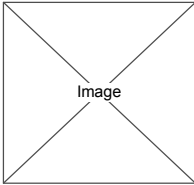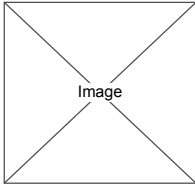
Any potential routes for candidates that without degrees need to spelled out clearly both here and on the Pathway detail pages. As much help and guidance as possible should be given to this audience.

If all pathways are strictly degree dependant then we should consider adding a new page that proposes a pathway for non graduates that sets out the steps required to get themselves to the minimum degree status required in order become eligible for the EYPS program.

Early Years Professional Status (Home)

EYPS explained

Achieving EYPS
- **Pathways at a glance**
- Assessment only pathway
- Short pathway
- Long pathway
- Full pathway

How we did it

Training locations

FAQs

News

Image EYPS information pack

Detailed description of the EYPS program for you to download.

Image EYPS newsletter

Sign up up for essential EYPS news

Pathways at a glance

	Validation pathway	Short pathway	Long pathway	Full training pathway
1) Overview	Suscipit lobortis nisl ut aliquip ex Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.	Suscipit lobortis nisl ut aliquip ex Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.	Suscipit lobortis nisl ut aliquip ex Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.	Suscipit lobortis nisl ut aliquip ex Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.
2) Full or part-time?	Part-time.	Part-time.	Part-time.	Full time.
3) Duration	4 months	6 months	15 months	12 months
4) Qualifications required	Suscipit lobortis nisl ut aliquip ex Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.	Suscipit lobortis nisl ut aliquip ex Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.	Suscipit lobortis nisl ut aliquip ex Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.	Suscipit lobortis nisl ut aliquip ex Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.
5) Experience required	Suscipit lobortis nisl ut aliquip ex Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.	Suscipit lobortis nisl ut aliquip ex Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.	Suscipit lobortis nisl ut aliquip ex Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.	Suscipit lobortis nisl ut aliquip ex Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.
6) Funding available?	Yes	Yes	Yes	Yes
7) Training locations	23	14	20	22
	Full pathway description Find a training provider	Full pathway description Find a training provider	Full pathway description Find a training provider	Full pathway description Find a training provider
	I've completed this pathway Image Ask me a question More EYPS buddies	**I've completed this pathway** Image Ask me a question More EYPS buddies	**I've completed this pathway** Image Ask me a question More EYPS buddies	**I've completed this pathway** Image Ask me a question More EYPS buddies

580 px fold

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