



NXTJOB.AI

NxtJob.AI revolutionizes job searching with AI technology, offering tools like Resume Builder, Cover Letter Builder, and LinkedIn Review for a seamless experience. Our Interview Platform helps you practice and improve interview skills, while the Job Tracker lets you manage applications efficiently. Networking Tools connect you with professionals, and our 1-on-1 job consultation provides tailored support for faster job placement.

Context:

- NxtJob.ai's resume builder is experiencing a high drop-off rate in its onboarding funnel, primarily affecting user engagement and conversion despite significant traffic from Google Ads.
- Optimizing this funnel is crucial for improving user retention and maximizing ad investment returns.





Problem Statement:

- High abandonment rates during the onboarding process of the resume builder.

Goal:

- The main goal is to increase the onboarding failures into a successful active user.
- Enhancing the User Engagement.

Competitive Research:



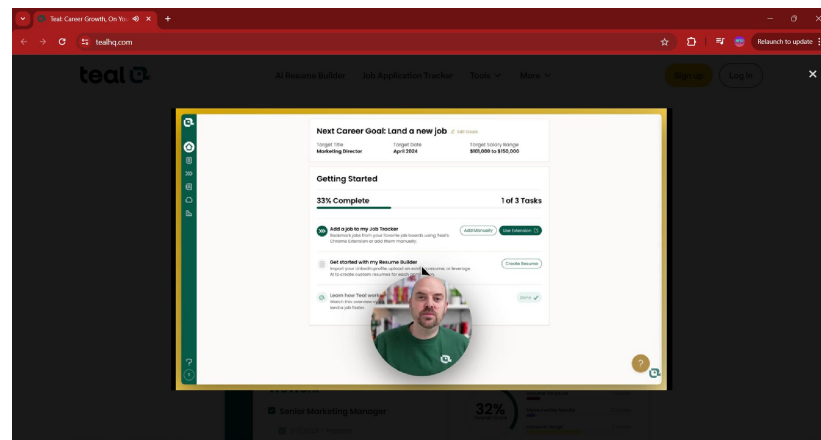
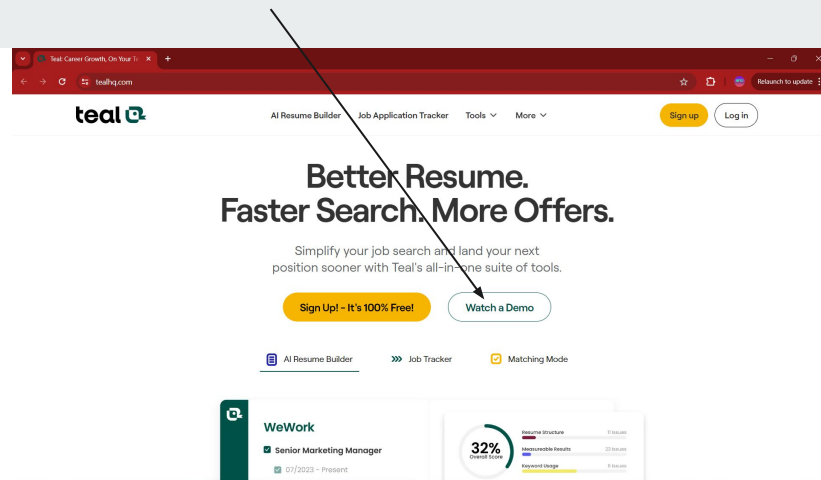
Teal AI, Novoresume and Zety are today's go-to resume builders, dominating the market:





Main Feature:

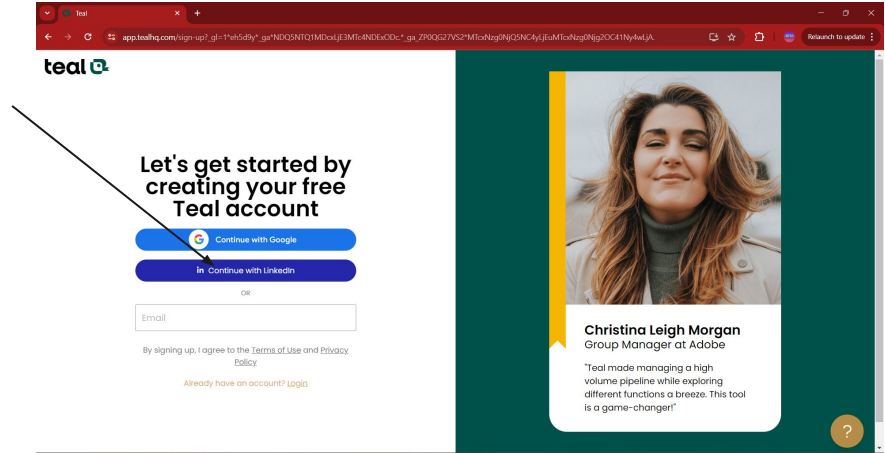
– Teal.ai offers a quick demo video explaining its full functionality. The demo shows how to use the platform without accessing user data. It highlights analysis and machine learning features with privacy assurance.





Main Features:

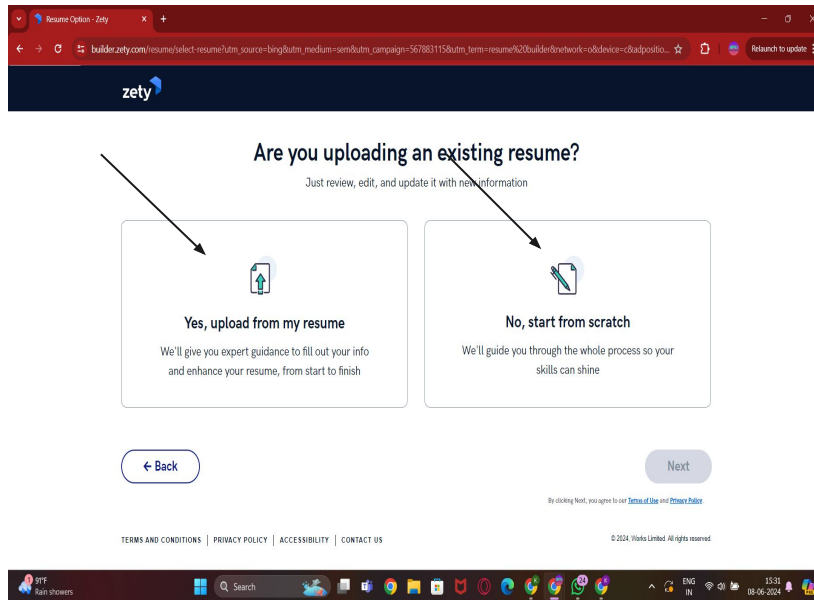
- Teal.ai has the choice of choosing either with google or with LinkedIn, which helps the user to 2 different ways to onboard.
- This helps users avoid filling in all their information manually. The necessary details can be pulled from their LinkedIn during onboarding. It streamlines the process and saves time.





Main Feature:

– Zety is loved by users for its flexibility, allowing them to start building a resume from scratch or update an existing one without providing their credentials. This ease of use makes it a popular choice.

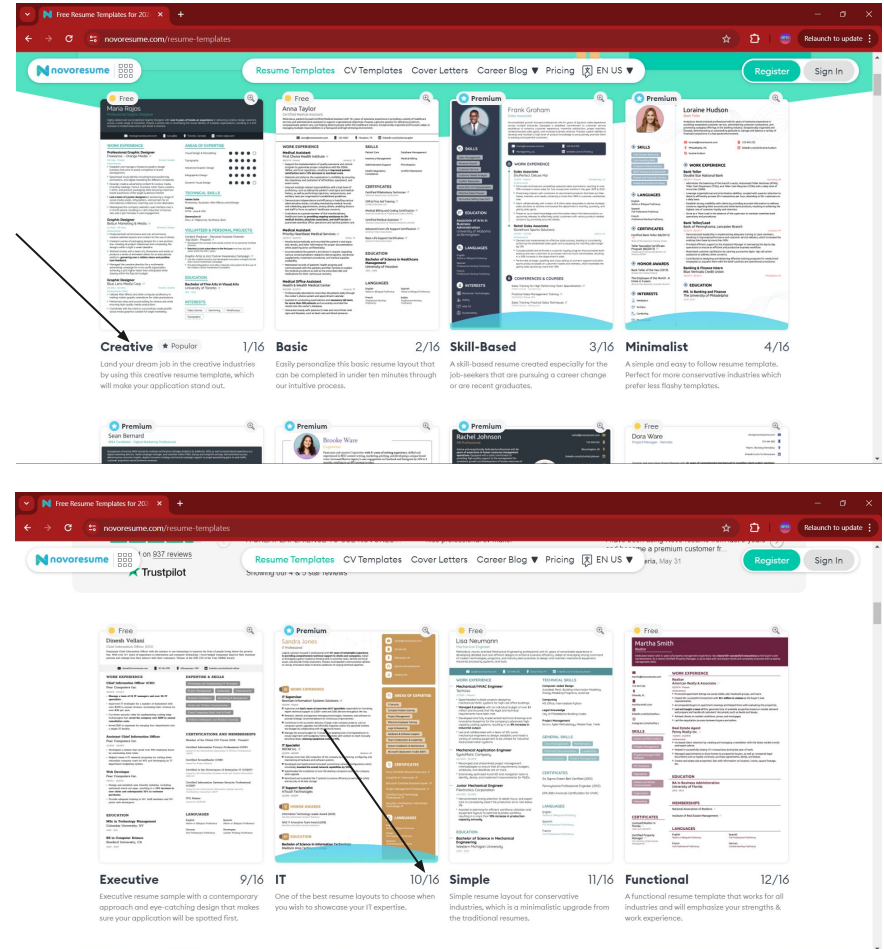




Main Feature:

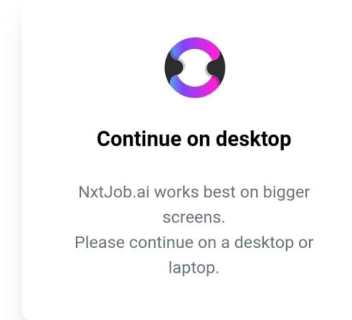
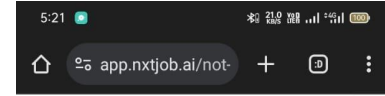
– Novoresume offers a unique feature compared to other competitors by providing scores and names for all resume templates before signing up. This allows users to understand their options clearly.

– It helps users make informed decisions before starting the process.



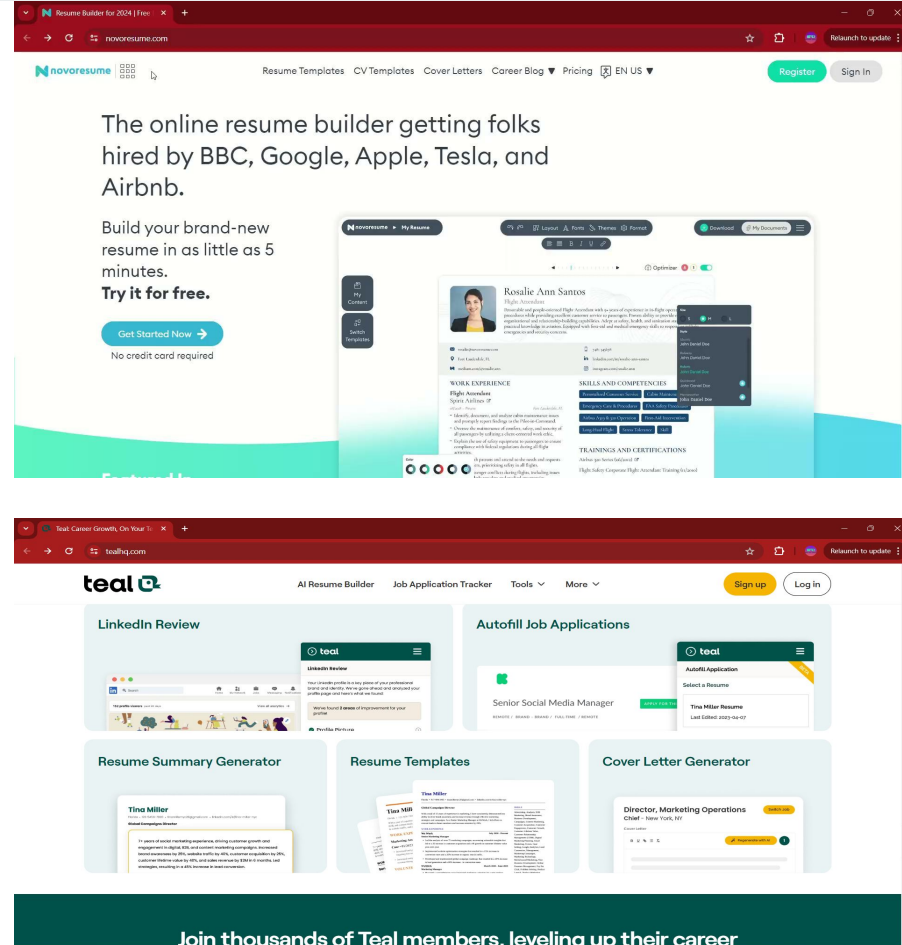
Proposed Solutions: 1

- Many people struggle to build resumes on mobile phones. This limitation excludes a significant portion of the population.
- Enhancing mobile accessibility is essential for broader usability.
- Technical Changes: This issue can be solved by enhancing the site's accessibility for mobile phones. Technologies like HTML, CSS, JavaScript, and backend solutions can be utilized. Improving mobile compatibility will make the site more user-friendly.



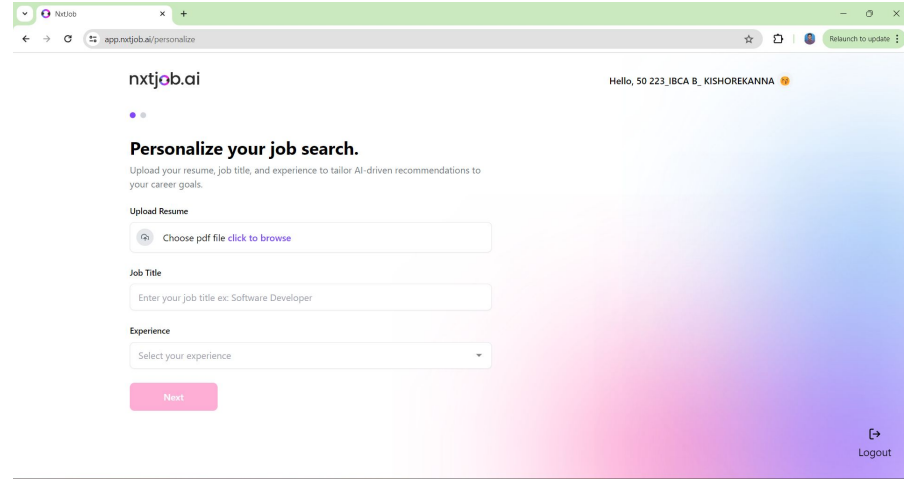
Proposed Solutions: 2

- Nxtjob.ai should consider enhancing its theme colors to encourage repeat usage, as it helps users remember the site's theme and leaves a lasting impression.
- People often forget the names of sites due to the abundance of similar applications. Therefore, enhancing Nxtjob.ai's distinctiveness could attract users and make them more likely to remember and return
- Technical Changes: This can be solved by the Developing Team using HTML and Designing Teams using tools like figma etc..

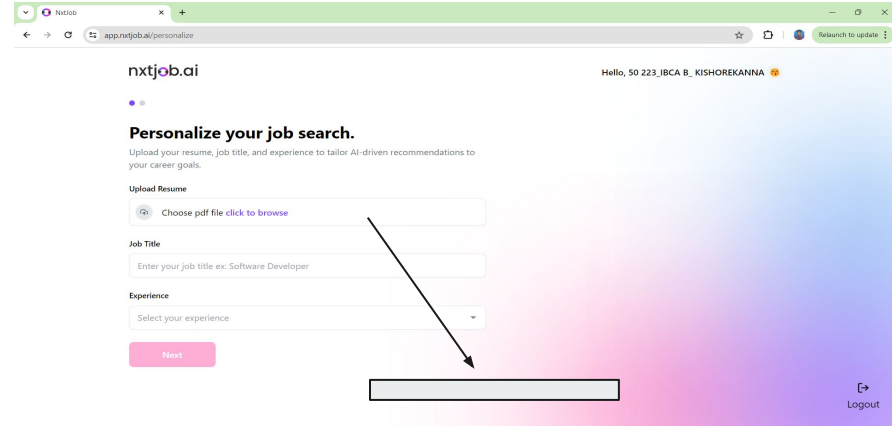


Proposed Solutions: 3

- Nxtjob.ai should include a percentage meter at the bottom to show users how close they are to starting the resume-building process.
- Many users lack the patience to wait and tend to quit the process, moving on to other providers. Enhancing efficiency could prevent this loss.
- Technical Changes: developing Team can make an improvement on this case.



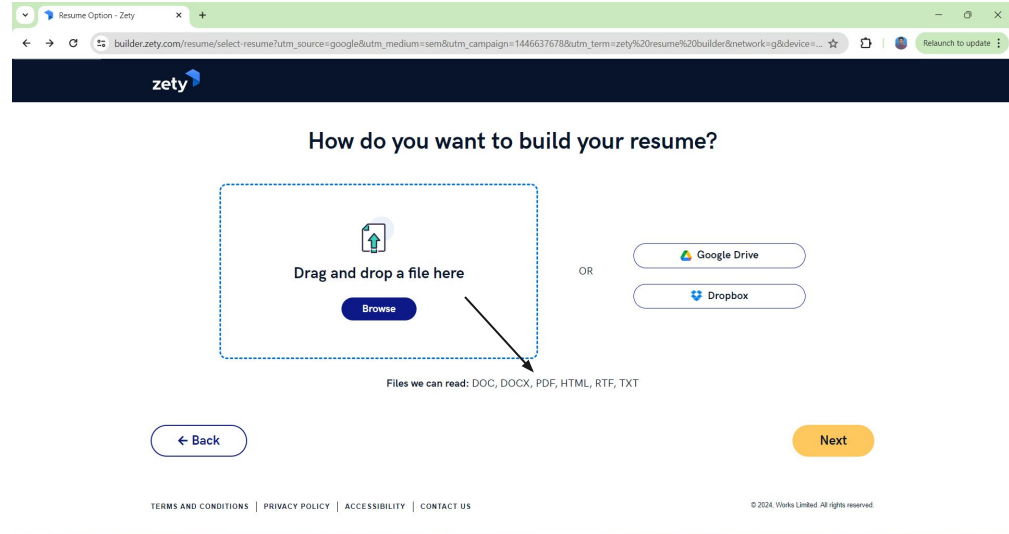
A screenshot of the Nxtjob.ai website's personalization page. The browser address bar shows 'app.nxtjob.ai/personalize'. The page header includes the Nxtjob.ai logo and a user greeting 'Hello, 50 223_IBCA B_KISHOREKANNA'. The main heading is 'Personalize your job search.' followed by a subtext: 'Upload your resume, job title, and experience to tailor AI-driven recommendations to your career goals.' The form contains three sections: 'Upload Resume' with a file upload button labeled 'Choose pdf file click to browse'; 'Job Title' with a text input field containing the placeholder 'Enter your job title ex: Software Developer'; and 'Experience' with a dropdown menu labeled 'Select your experience'. A pink 'Next' button is at the bottom of the form. A 'Logout' link is in the bottom right corner.



A second screenshot of the Nxtjob.ai personalization page, identical to the first but with an additional feature. A black arrow points from the 'Next' button to a new white rectangular box at the bottom of the page, which represents a proposed progress meter. The rest of the page content, including the form fields and headers, remains the same.

Proposed Solutions: 4

- Provide access to all types of documents whenever possible. Often, people have their documents in various formats such as PDF, HTML, DOC, etc.
- It give the user more flexibility and users will also give more preference.
- Technical Changes: developing Team can make an improvement on this case.



Proposed Solutions: Additional




- **Solution:** Nxtjob.ai can create a dedicated team to encourage unfinished users to complete the onboarding process. This team can follow up with users who haven't finished.

- **Solution:** Nxtjob.ai can also incorporate an AI to guide new users through the onboarding steps or provide a comprehensive instructional video during sign-up.

- **Solution:** Show all the features to users on the homepage, then direct them to the onboarding process. This ensures they stay engaged and don't get distracted or switch to another provider.

- **Solution:** Nxtjob.ai can integrate LinkedIn into the onboarding process, allowing users to import their information and continue updating their resumes without providing all details manually.

Prioritization and Matrix

SOLUTION	IMPACT	EFFORT	PRIORITIZING
Access to mobiles 	HIGH	HIGH	P1
Enhancing the sites theme colorm	MEDIUM	MEDIUM	P6
Adding percentage meter	HIGH	LOW	P2
Allowing all king of documents	HIGH	LOW	P3
contacting unfinished users	LOW	MEDIUM	P7
AI or Instruction Video	HIGH	HIGH	P2
Showing all kind of features	MEDIUM	MEDIUM	P5
Adding LinkedIn while onboarding	HIGH	LOW	P4



Thank You

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