

*Heather* / **careerbuilder**<sup>®</sup>



# Today

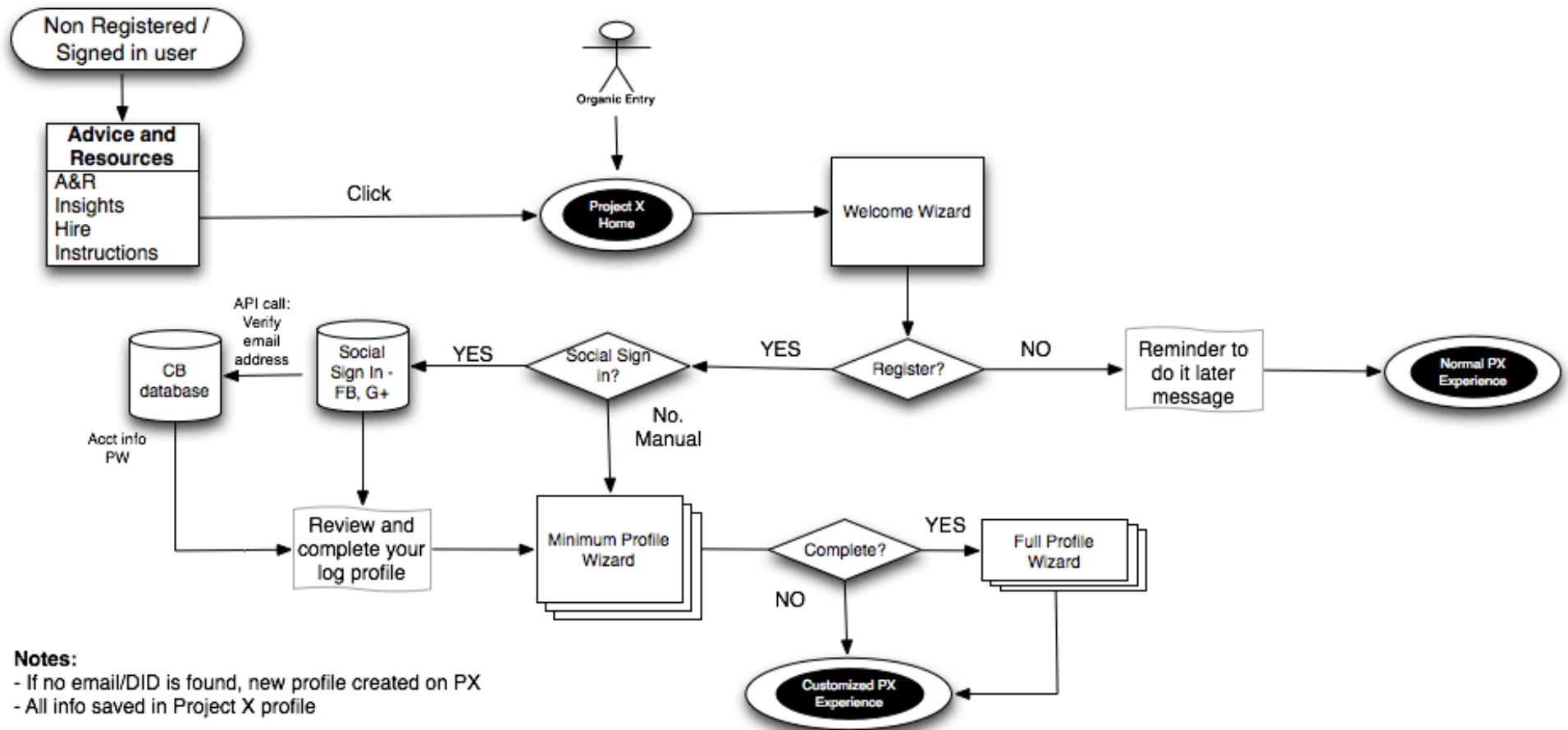
Discuss approach to accelerating profile initiation and completion.

Profile User Flow

New User Tour

Profile Wizard Messaging Approach

# User Flow

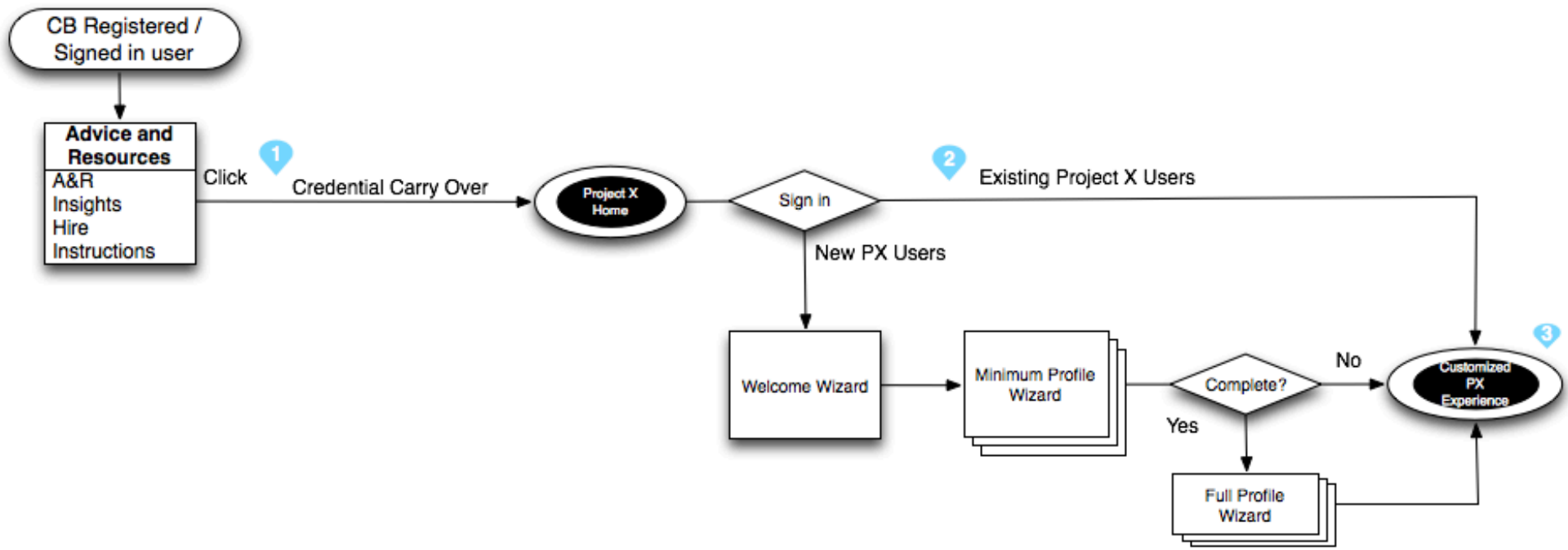


**Notes:**

- If no email/DID is found, new profile created on PX
- All info saved in Project X profile

**Outstanding Questions:**

- Job Reco listing, does user have to log in with CB account ?
- Multiple set of job rev's based on profiles?



**Outstanding questions:**

- 1 - Can credentials carry over?
- 2 - Based on what unique identifier? API or cookies?
- 3 - Post session, user auto-log in? or session end with computer restart?

Take the Tour



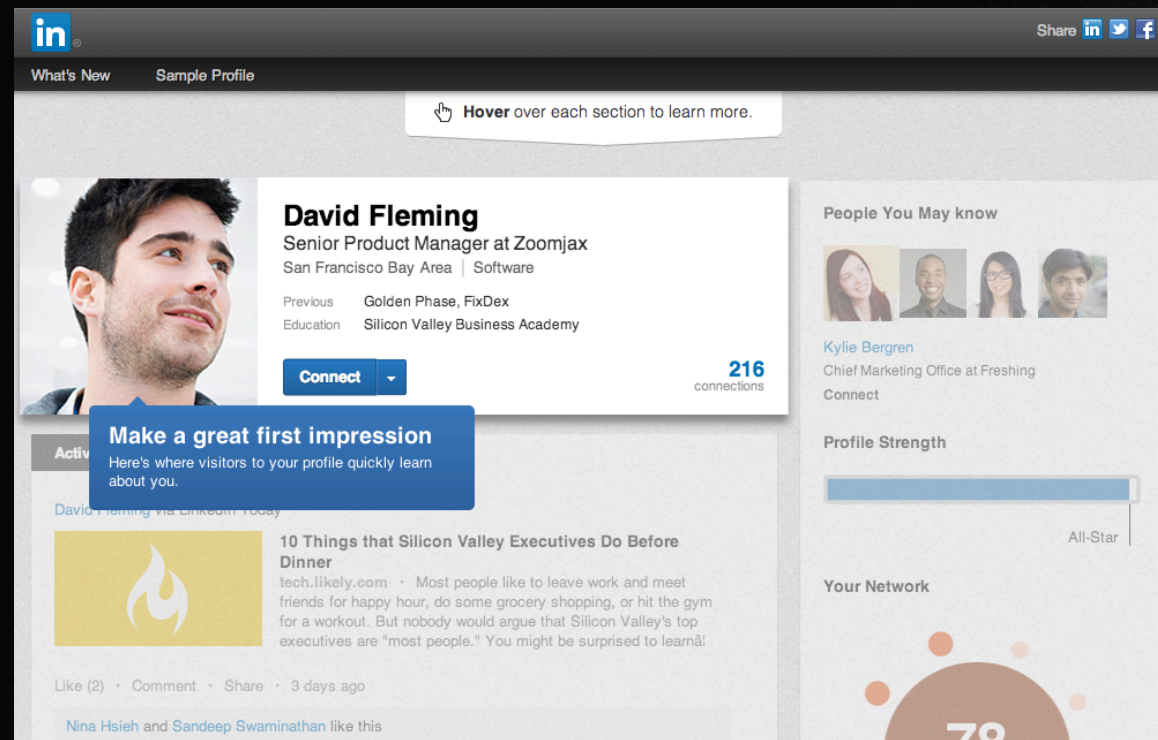
# New User Tour Principles

## Our Guiding Principles:

- Give them just enough info...
- Consumer-centric, value based language
- Reinforce Registration CTA's



# Tour example: Rollover callouts

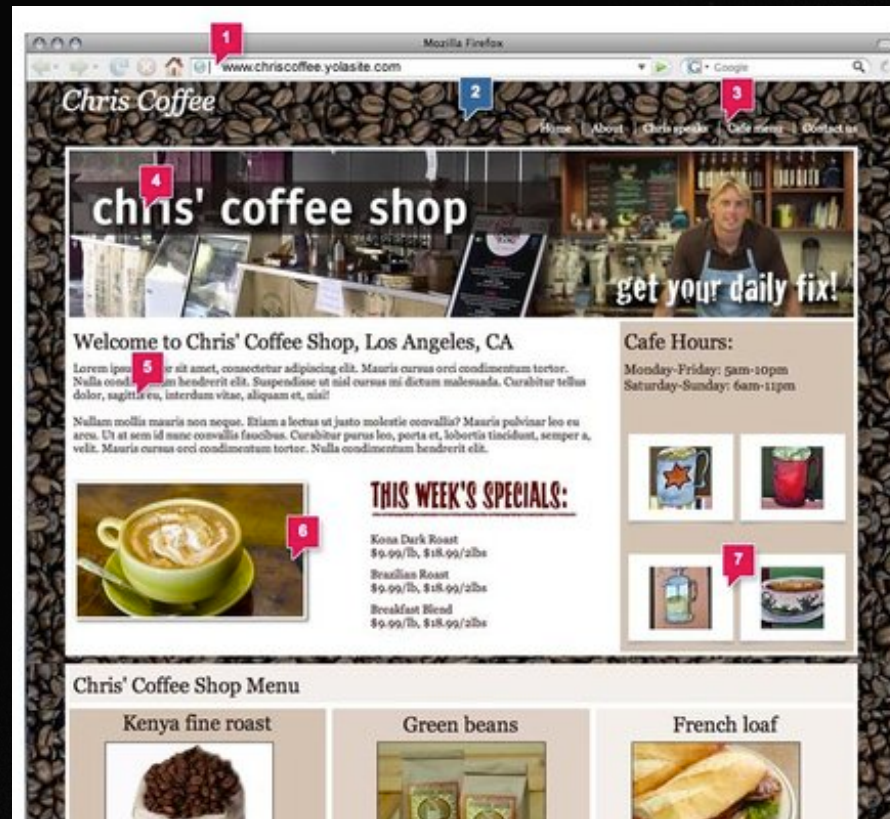




# Tour example: Ghost out screencasts



# Tour example: Navigation pins



Insert our tour approach



# Profile Wizard Messaging Approach

# Our Principles

At every step of the way, we should clearly express:

Purpose/Value

Help NASCAR Car Wash develop Drive Pass, new integrated advertising program and customer rewards platform

Relevance

Appreciation



# Step 1: Get Started

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Directional copy only

Welcome.

Thanks for signing up for CareerBuilder. The first step in taking your next big leap.

By being a member you'll get:

- Personalized job recommendations
- Personalized career planning tools
- Personalized job insights and more

We know your time is important, so this will take less than 2 minutes. Let's get started.

## Step 2: DOB & Location

Directional copy only

Great.

Now we need your DOB and address so that we can provide job advice based on your location.

Did you know: XX% of people live within 15 miles of their job.

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DATE OF BIRTH:

MONTH ▼

DAY ▼

YEAR ▼

CURRENT LOCATION:

STREET

APT/SUITE

CITY

STATE ▼

ZIP CODE

CONTINUE

# Step 3: Education

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EDUCATIONAL EXPERIENCE:

College

TYPE OF DEGREE OBTAINED:

BFA, Marketing

SCHOOL YOU ATTENDED:

Franklin College

CONTINUE

Directional copy only

Almost done.

Your education helps us match you with employees and serve more custom articles and tools.

Did you know: XX% of employers use education as the first filter to consider applicants.



# Step 4: Skills

Directional copy only


Your Done!

Let us know your skills and we can provide you resources that strengthen your strengths and help your grow in new areas.

Did you know: CEO's consider 'creativity' the most important trait of new employees.

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WHAT ARE SOME SKILLS THAT DESCRIBE YOURSELF?

|                       |                         |
|-----------------------|-------------------------|
| Active Listening      | Reading Comprehension   |
| Social Perceptiveness | Writing                 |
| Speaking              | Complex Problem Solving |
| Time Management       | Coordination            |
| Critical Thinking     | Decision Making         |

CONTINUE

# Step 5: Skills

Directional copy only


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CONTINUE



Thanks