

# Candidate Application Experience

Detailed Job View/Apply Flow/Quick Reg/Light Onboarding

## **Problem**

The existing experience on Dice for registering and applying for jobs is outdated, convoluted, and arduous, leaving users frustrated with high rates of abandonment.

## **My Role**

UX Lead with two additional designers.

## **Timeline**






Approximately 6-8 weeks



# UNDERSTAND - Inspiration & Competitive Analysis








Competitors - DJV

	Salary Estimates	Similar Postings	Easy Apply	Flag/ Report	Match Feature	Split-screen SERP / DJV	User- curated data
		✓		✓	✓		
	✓	✓	✓	✓		✓	✓
	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓		✓	✓	
	●	●	✓	✓	●	●	●

Key: ✓ Got it ● Considered/  
In-prgress

Opportunities I - DJV

Here are features we are planning for or thinking about (and whether our competitors have implemented them)






	Posted By	Message Poster	Benefits & Perks	Hide Job	Early / First Apply
	✓	✓			
			✓	✓	✓
					
	✓	✓			✓
	●	●	●	●	✓

Key: ✓ Got it ● Considered/  
In-prgress

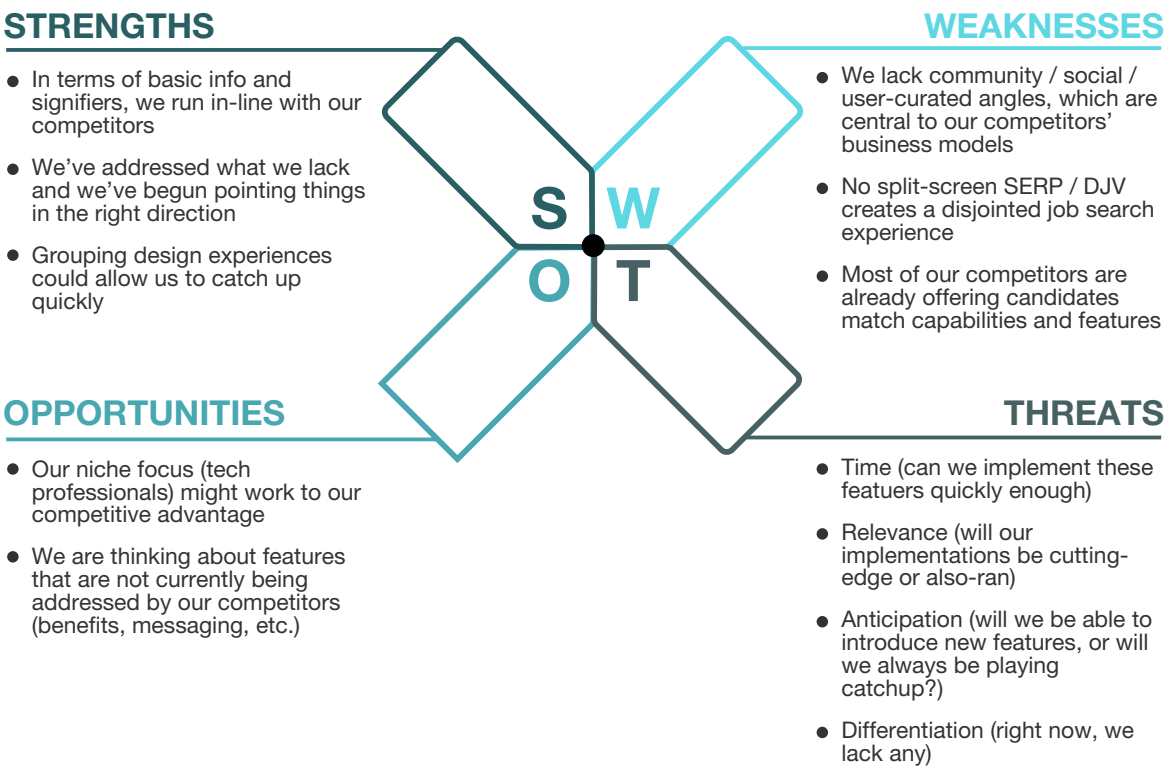
Evaluating competitors based on our user's needs helped us more clearly define where there are opportunities and provide a better and more successful experience.

## Opportunities II - DJV

These are features that nobody else does. Do these add value? If so, they are opportunities for differentiation

	"I'm Interested"	Travel Reqs	Employment Type	WFH Icons	Distance From
					
					
					✓ (Split-screen filter)
					
	●	✓	✓	✓	✓
Key: ✓ Got it    ● Considered/ In-prgress					

## SWOT Analysis - DJV



From the various features we've observed, we can now better facilitate assembling a SWOT analysis, to more succintly determine where we have an opportunity to focus our efforts.



# UNDERSTAND - Stakeholder Interviews



Most success in applying	Most satisfying experience	Most frustrating experience	Expectations post-apply	Would do differently	Most important to you
Key Findings					
<ul style="list-style-type: none"><li>• More local than “national” websites</li><li>• Thorough connections/network</li><li>• Cater resume and cover letter to the job</li></ul>	<ul style="list-style-type: none"><li>• Communication most satisfying</li><li>• Real constructive feedback</li><li>• Applying quickly (one-click)</li><li>• Good company fit</li></ul>	<ul style="list-style-type: none"><li>• ATS workflows &amp; redundancy</li><li>• Establishing a relationship (with recruiter/other and having little luck)</li><li>• Finding the right roles (accurately matched)</li></ul>	<ul style="list-style-type: none"><li>• Confirmation (of apply, received resume)</li><li>• A real response, a human touch</li><li>• A sense that something is happening</li><li>• Feedback, knowing if you’re a match</li></ul>	<ul style="list-style-type: none"><li>• Perhaps use more online tracking tools and/or features</li><li>• Attend meetups</li><li>• Better preparedness/resume tweaking</li></ul>	<ul style="list-style-type: none"><li>• Job Title</li><li>• Company</li><li>• Years of experience</li><li>• Location</li><li>• Salary</li><li>• Benefits</li><li>• Specific key words/phrases</li><li>• Good representation of company (good job description)</li><li>• Sense of a good fit/purpose</li></ul>

I currate my job lists through websites then use my connections.

I would spend a good amount of time researching companies in the area, spending time looking at the ones that fit my interest.

[Most success through] networking and references. Current acquaintances and friends.

The part that I found most satisfying was the communication. Whether it was “we received your resume” or “we’d like to have you come in” any sort of communication is a good sign and means there’s progress.

If they don’t communicate, it [leaves the impression] that they don’t like you.

What I really like in general is when I don’t have to enter all of my information. I go to LinkedIn and click apply and it’s done.

Sometimes actually just asking a few questions about a role without anyone knowing me, and clarifying information about the role, that would help me understand if it’s the right fit.

ATSs’ suck. Incorrect parsing of resume or not at all. Sometimes asking for information already in my resume.

Offsite applies are the worst because you don’t know if your resume is compatible with their ATS.

I definitely wish I had been able to find a recruiter in the industry I was in. I couldn’t figure out who to talk to, how to get my foot in the door.

You would see plenty of descriptions that generically align with skills, but it’s hard to see things that are specific. It looks like just another generic role.

Applying directly to the company feels more personal, perhaps shows that you have more interest than through a 3rd party site.

I want a human to respond and say they received my resume and here’s the timeline. And I want updates about what’s going on. It doesn’t need to be human, but it needs to have a human touch.

You would see plenty of descriptions that generically align with skills, but it’s hard to see things that are specific. It looks like just another generic role.

I expect to get a confirmation one way or the other if they received it. I don’t want to hear back from them if they don’t.

I don’t really use site features like saving a job, I could have used these instead of spending hours scouring for jobs. Who knows, it might have saved me some time.

Knowing what kinds of questions they ask in the interviews and being prepared that way. I oftentimes wish I wasn’t so obvious in interviews.

If I can find these things in the first 30 seconds that’s not good. If those things catch my eye, I will likely read on.

I want to see how they’re talking about themselves. Certain key words in the [job description], I automatically will not apply. Because I read through the lines and know it means it’s chaotic, or something that raises red flags.

I’m trying to get a sense of what my purpose is in that role. How am I going to change someone’s life by being in that role and what we’re building?

Salary and required skills, nice to have. Usually the benefits stuff you would have to look into the company. I would look at those two things and then the description of how they expect the day to day to be, and then I do my research. What I’ll be doing there.

As part of our understanding phase we interviewed several stakeholders to gauge their own experiences. In doing so, we were then able to create an affinity-map of themes that emerged. This provided us more data to compare when analyzing research and testing solutions. We were then able to begin to converge, taking information and research towards a central focus that begins to illustrate a way to make applying for jobs easier and more engaging.

Key Findings	
<ul style="list-style-type: none"><li>Coming across as more legitimate</li><li>Better messaging</li><li>More reassuring</li><li>Better resume parsing/job matching</li><li>Better representation of the candidate/advocating</li></ul>	<ul style="list-style-type: none"><li>Simplicity of the application process</li><li>Simplicity of the curation of job information</li><li>Streamlined presentation</li><li>Transparency in presentation to employer</li><li>Real time communication</li><li>Thinking beyond search</li></ul>
Thinking of candidates who apply through Dice the same way you would as if they were applying directly on the company site.	When I build out my profile and gives me a salary - telling me what I'm worth is somewhat more beneficial. But even better, here are jobs that are paying that and your skills that match to that.
Even if there were a message afterward that is like "you have a leg up on other applicants by applying through dice! They think more highly of Dice because of our specifics and dedication to tech!" etc	When I apply, what do I look like? I want to know what I look like in Talent Search and I also want to know what it looks like when I apply.
It's really trying to get into trusted... verified network. Exploring the possibility and seeing if it fits.	Real time communication and the more you can make that happen. The more we can pre-vet match, and there's some level of trust that both parties have in the system and we can let that communication happen.
I would think it would be helpful to have a match score that is accurate on the jobs that you're looking at and how they match your profile.	Searching is just tough. We need to think beyond searching.
But people who are seeking jobs, I think there's a better way to say: "you don't need to search for jobs, we'll find them for you." The idea that they don't have to go through the same monotonous process.	. On Indeed you have to look for remote jobs, whereas we can say "have you considered remote jobs." We have a lot of niche data, like "people with your title are moving here." We're basically responding right now instead of offering information.

# Take aways

- Connections and Network are key source
- Effective, real communication with employers & recruiters
- The ability to set up profile and apply quickly
- Nobody likes the ATS experience, how can we smoothen this experience?
- We expect better feedback - a real response, a human touch, a sense that something is actually happening
- Ability to get assistance in being better prepared, find meetups
- Good representation of the company and knowing if you're a good fit

## Improve & Differentiate

- Better representation of the candidate - advocating
- Simplicity of the apply process
- Better, simpler curation of the job information
- Transparency to employer
- Real time communication
- Thinking beyond search





# UNDERSTAND - User Testing & Card Sorting



# Priority of Detailed Job View Information

We conducted a Card Sort online using UserTesting.com and UsabiliTest.com with 10 users. Prior to the start of the card sort we asked the users: "What type of information do you look for first on a job listing? Please try to be as descriptive as possible." While this question was asked in order to have the users in the right frame of mind, their responses were helpful in identifying what type of information is most commonly looked at on a detailed job view.

Below are the most common asnwrs for the type of information users look for. While users may have used different terminology, their description of the type of information aligned with other user's answers so we condensed them into common categories.

	Description	Related Experience	Title	Location	Expectation / Qualifications	Company	Salary	Skills	Benefits	Remote/ Work from home	Degree
workfromhome 29, male		●		●							
bratt123 26, female	●										
WillingWave5159 42, female	●	●	●	●	●	●	●	●			
keeksusertesting 39, female	●	●				●				●	
DeterminedApe6169 27, female	●	●	●	●	●						
ch87 32, male	●		●			●	●		●		
nog1989 30, male			●								
BLP27 24, female	●	●			●			●			●
tmbdallas 44, male	●	●		●	●		●	●	●		
TOTAL	7	6	4	4	4	3	3	3	2	1	1

Through UserTesting.com and UsabiliTest.com we were able to not only complete two successful card sorts with 20 people, but we were able to gather verbal feedback on their thinking and reasoning.

In the first round, we did an open card sort that allowed users to take our list of 27 data points and group them into categories that made the most sense to them, and then we were able to see what patterns emerged.

- 1. Job Title and Description
- 2. Qualifications (Skills, Previous Experience, Education Level, etc.)
- 3. Location ( and as it relates to the candidate)
- 4. Similar Jobs
- 5. About the Company/Employer
- 6. Actions to be taken (Apply, Save, Share, etc)
- 7. Other Details (employment type, salary, remote, travel requirements)
- 8. Match Score (added to features after card sorting)

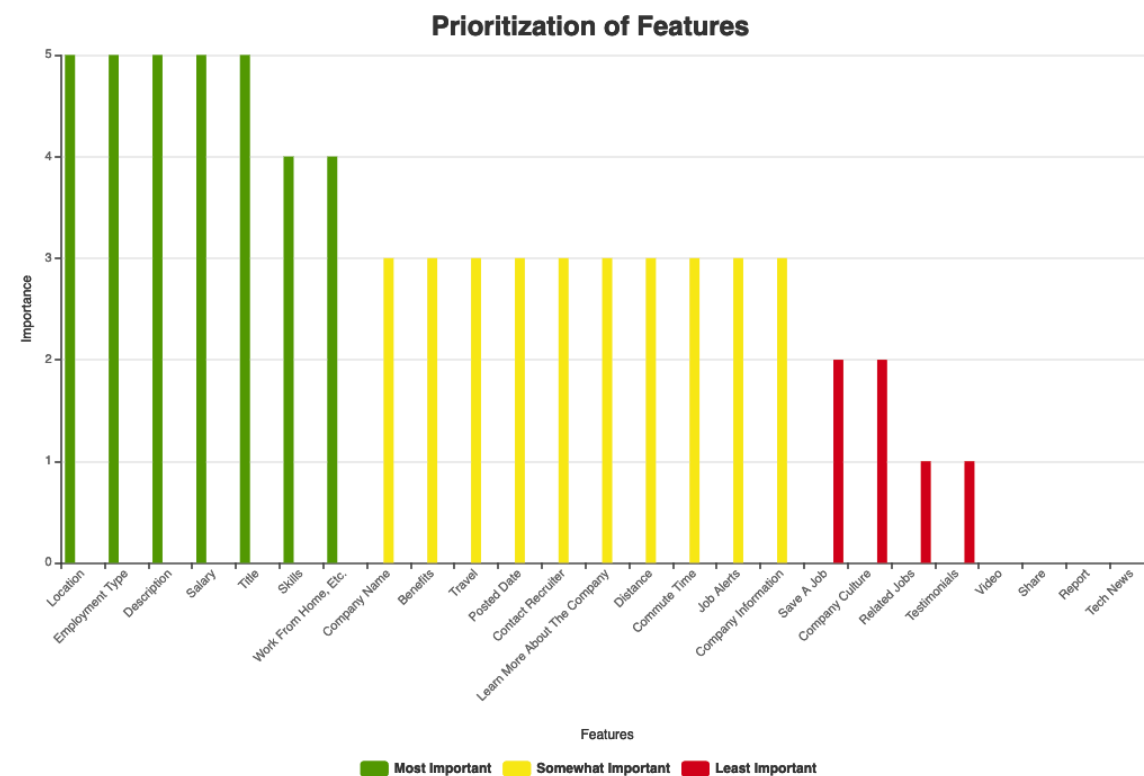
While this helped us understand how users categorized the information, it didn't tell us exactly what they prioritized when looking a jobs online. We created a similar card sort test, however this time it was a closed card sort with only three categories, Most Important, Somewhat Important and Least Important.

Once the users placed each feature in a category we asked them to rank the individual features from most to least valuable within that group.

Sorting through the results and color coding allowed us to see what the top 5 features were to users, what may be a close follow, and then what was obviously Somewhat and Least Important.

There are some obvious outliers, but this data mapping helped us quickly determine what was most important to users, and what they really didn't care about at all, or felt strongly about not seeing.

To supplement this data, we asked users "If you had a magic wand, how would you improve job descriptions online?"



- Better Job Descriptions x3
- Describe job in 5 pts or less
- Expiration Dates x2
- State of Application Progress x2
- Link to company site for more info
- Should always have salary range
- Number or email to make general inquiries
- Contact + Apply + Save
- Sectioning job description into groups to minimize information presented

We also asked "When applying for a job online, what is the most frustrating part of the process and why?"

- Ads on email alerts
- Need better skills match
- No application status
- Hate leaving site (ATS)
- Hate ATS x4
- Why is the company recruiting for this job... high turnover?



# IDEATION - Brainstorming





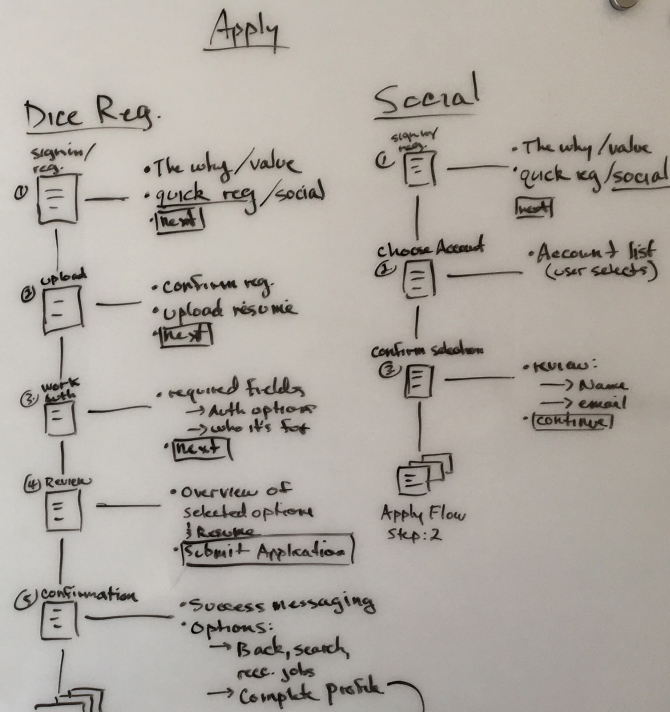
DJVs  
 nris' Quick Vin  
 Dice Modern  
 All Jobs Prototype  
 Match

Apply Flow  
 Carries Updates (Summer 2019)  
 Dice Modern  
 All Jobs Prototype

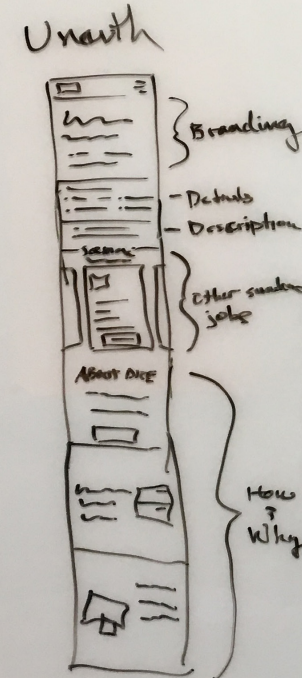
DSV  
 • Quick wins  
 • Match (v2)  
 • Move more toward  
 Dice Modern/2.0  
 principles  
 • All Sobs?

Q than Q (etc)

Choices  
 - create new  
 - Link account  
 Profile Creation happens in the background  
 enter email  
 dumped to Apply page



I'm Interested  
 Email me this job



Frustrating

- Ads in email alerts
- Better skills match
- No application status
- Hate learning site (ATS)
- Hate ATS x4
- Why are they recruiting for this job?

Improve

- State of application x2 progress
- Link to company site for company description (lack of trust?)
- Should always have salary range
- Describe job in 5 points or less (clear & concise)
- Number or email to make general inquiries
- Contact + Apply + Save
- Sectioning job description into groups to minimize

Top

Location

Employment Type

Description

Salary

Job Title

Skills

WFH / Remote / office

Med

Company Name

Benefits

Travel (% of)

Posted Date

Recruiter Contact

Distance

Employer Type

Create Alert

Commute Time

Learn More

Low

Report

Save a job

Tech News

Company Info

Culture

Related Sobs

Video

Share

Testimonials

Save

Very Low

Video Share

2 Employee

3-1

Location

Descript

Salary

Title

Skills

WFH

Med

Company

Benefits

Travel (of)

Posted to

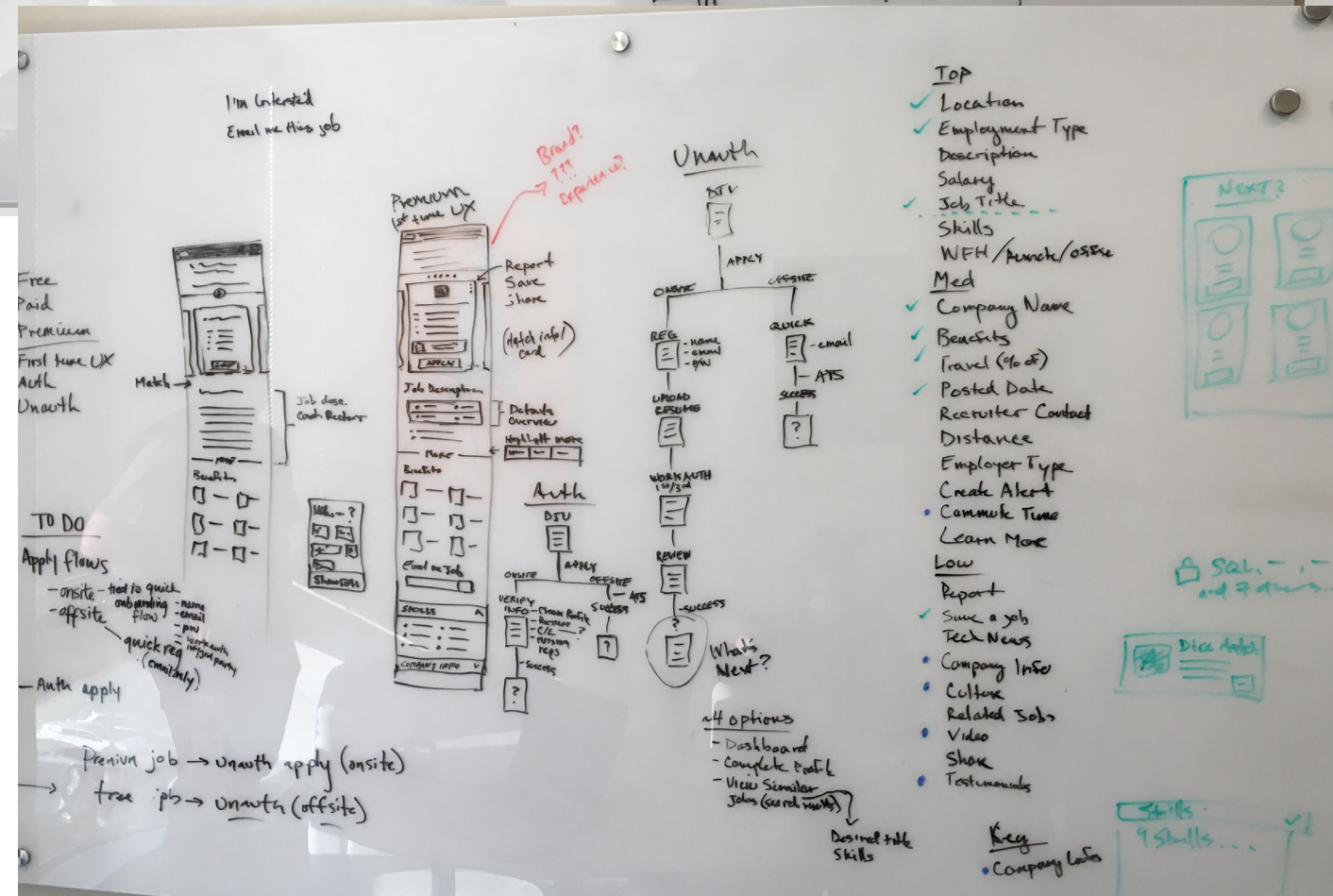
Recruiter

Distance

Company

Culture

Related



## CONVERGING

- Previous research and design
- Competitive Analysis
- Inspiration
- User Testing & Card Sorting
- Whiteboarding



# PROTOTYPING/VALIDATION

## Wireframes & User Testing

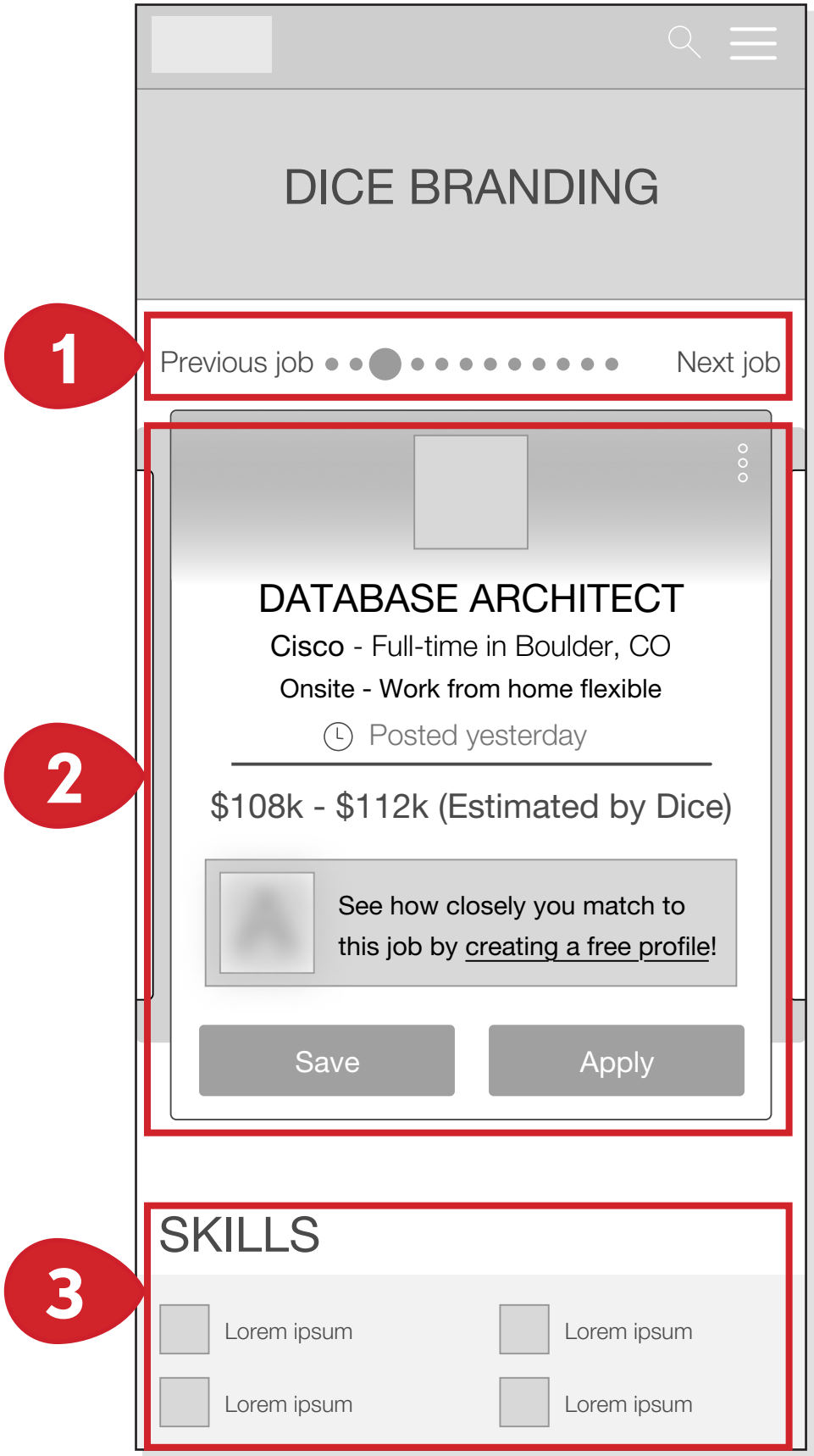


Detailed Job View

Previously, users had to return to their search results page, scan the jobs presented to them, and then make another selection. This back-and-forth was time consuming and it was easy for the user to lose context.

Updating the detailed job view to allow users to immediately scan for the most important information and move on to the next job greatly expedited the job search process.

- 1 Prev/Next:** While viewing a detailed job description, users can easily tap or swipe through additional jobs without having to bounce back and forth between a search view and the detailed job view.
- 2 Job card:** Based on user feedback, we updated the visual hierarchy of information to show the most pertinent information first, allowing for a quick glance at the job, as well as a call to action to view the user’s match score.
- 3 Skills:** Users largely preferred to see what skills were required for the job after job title, company, posted date, and salary range.



1

**Job description:** The job description is presented below the skills, with a progressive disclosure action to expand the content for further viewing. This helps bring content up the page and allow for quicker and more efficient scanning of the job's potential offerings to candidates.

2

**Benefits:** Users felt that benefits were important only after ensuring they were a good match for the job. For this reason, we included this section after the job description, with a simple, scannable list format of what benefits the company provides.


1

Want to teach new ways to help customers manage their tasks? Ask or your to-do list, or add an item to your shopping list; that's us.



Our team is responsible for building the always helpful, contextually aware assistant that helps customers manage their tasks. Our mission is to go beyond being a memory aid to become a trusted partner for getting stuff done. We also own the API that third party developers use to integrate their productivity apps with us.

———— Read Full Job Description ————


2

 Lorem ipsum dolor sit  
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## POSTED BY

- 1 Posted By:** Recruiters who posted the job can have their information shown on the page. This encourages trust through transparency, letting the technologist viewing the job know who posted it, and how they can get in touch with them if they want to learn more.
- 2 Other jobs:** Additional jobs within the same company that align with the candidate's interests are shown in a carousel, allowing them to easily swipe through them while providing a call-to-action to sign up for job alerts.
- 3 About the company:** Although the job description should provide detailed information about the role, users are also interested in learning more about the company. What is the culture like? What kind of events do they do, are they engaged with the community?



# User Testing Feedback

Without tapping on anything or scrolling, at first glance, please describe how you think you could interact with this page.

- I can hit next job or previous job to see what jobs are available (or scroll/swype) **x4**
- *"If I'm not pro-actively applying, I might get contacted."* (regarding I'm Interested) **x3**

What stands out to you?

- Skills and benefits **x3**
- Information about the recruiter
- *"The benefits really stand out because it's one of the things I like to know. The description of the job and also to save it on a list for later."*
- *"The way I can interact with the cards and easily swipe jobs like Tinder. I can actually browse jobs this way rather than a huge list with descriptions on different pages."*

Imagine if this was live, what would you interact with first, and why?

- *"I would scroll through the jobs that are available, and also view the skills for the job."*
- *"I would create a free profile and if the location satisfies, I would check the skills. I know the salary is an estimation but I would at least have an idea."*
- *"I would swipe all the jobs available and mark the ones I'm Interested in and bulk apply later."*
- *"I would read full job description, then skills and benefits to make sure I'm a suitable match"*

What information on this page is the most valuable to you?

- *"Skills are the most valuable, because it shows the skills I need for the job. And also I'm Interested to check on this job later in a list."*
- *"Most valuable is salary, location, then benefits. After that work from home and other [location] options."*
- *"All information within the cards. Testimonials, Benefits would be #2."*
- Salary, onsite and work from home - *"I've always worked from home so that would be really important to me."*



# User Testing Feedback

What information is the least valuable?

- Culture
- *Job description - "The text looks like something that is an advertisement. You don't need an essay here. It should be about the job technical requirements."*
- Recruiter (Posted By)
- Videos and corporate information. Testimonials are too subjective.
- *"I would suppose that if the other jobs at the company are not actually related to this role, that may be the least useful. They may not be quite suitable."*

What do you think of the order of information on the page? Please explain.

- *"I would put benefits above the skills because I wouldn't look at skills until I look at the company to know if the benefits are those I'd like to obtain. If they are a fit, then I would look at skills."*

Would you add or remove any information on this page? Why or why not?

- *"I would remove Other Jobs, or move it to the end of the list. And remove culture because I don't think it's necessary, it could be something different if you're working at the company."*
- Videos and Testimonials *"It makes the page unnecessarily long."*
- *"Similar jobs at other companies, not just jobs at Cisco."*

Apply Flow

Sign up view

Welcome!

Create an account to quickly apply for this job.  
Sign up below or sign in.

G

Google

f

Facebook

a

Amazon

Microsoft

Apple

or

First Name

Last Name

Email

Password

Register

Already have an account? Sign In.

First of 3 steps, to upload resume/cover letter

You're applying for:

TC

Database Architect  
Talent Central  
in Boulder, CO, USA

Hi Trina!  
Please upload your resume.  
We'll use your resume to quickly build your  
profile and apply for this job.

Upload a resume

+ Add cover letter

Second step is work auth and who is applying

You're applying for:

TC

Database Architect  
Talent Central  
in Boulder, CO, USA

The nitty-gritty.  
This employer requires a bit more information  
before considering your application.

Work Authorization

I am applying for this job:

Myself

For someone else

Continue

Apply Flow

Last step is to review and submit application

You're applying for:

TC

Database Architect  
Talent Central  
in Boulder, CO, USA

Let's make sure this looks right.  
Double check your info before submitting.

Trina Mensia

TMensiaResume.docx

US Citizen

Applying for myself

☒ Dice Communications

Get the latest jobs, product announcements and studies.

By clicking "Submit" you are agreeing to Dice's [Privacy Policy](#) and [Terms of Use](#).

Apply

Post apply shows additional engagment opportunities

Application submitted — woohoo!  
Our fingers are crossed for you.

While you're waiting to hear back, here are some other great things you can do on Dice:

<

>

Check Out Other Jobs

Keep looking for your dream job! Dice has tens of thousands of jobs that are specific to the tech industry.

Returning the DJV, the user is presented with a call-to-action to engage in job matching.

Help us match you with more relevant jobs in three easy steps.

Let's do it!

Previous job  Next job

SR. DATABASE ARCHITECT

Google - Full-time in Boulder, CO

Onsite - Work from home flexible

⌚ Posted 2 days ago

\$118k - \$126k (Estimated by Dice)

See how closely you match to this job by [creating a free profile!](#)

Save

Apply

SKILLS

Lorem ipsum

Lorem ipsum

Lorem ipsum

Lorem ipsum



# User Testing Feedback

## First Impression of DJV

- Well organized
- It implies I can scroll left and right.
- Pretty standard and looks pretty good.
- I could slide between each job
- This gives a lot more information than Indeed and Monster. The benefits are right there!
- Really talked about how clear skills are
- You can see company culture and overview. I've never seen that anywhere.
- This feels pretty clean. It tells you a lot but in a straightforward way, so you don't have to search through all of the info to find what you're looking for. And then browse through the results again and apply to more jobs.
- You can obviously scroll if you want to see more jobs.

## First steps when wanting to apply to a job

- I check my resume to see if it's updated, what the average salary is, check and compare my skills, look at benefits, click apply.
- *"I would read the full job description. Get a full thought process and what the job entails and exactly what they want and the benefits. I might save it and keeps looking. **Once I get three jobs then I might apply to all of them.**"*
- Screening that it matches my basic needs: location, title, skills, benefits. Then I'll look at the company and job description to start on my cover letter and go back and read the description again and adjust my cover letter.
- Meets all my check marks first and then making sure I meet all their check marks
- Read about the company, skills and if I match, would create a cover letter and edit it for this company and then apply.

## Apply Flow

- Like that the info was separated into individual screens, very clear what was being asked

## Account Creation

- All of the information/text on Social Sign-in screen indicated that I was creating an account

# User Testing Feedback

## Next Step After Apply

- Check for other jobs that I might apply for, and probably google the company I just applied to.
- I want to look for another job. So, I would swipe for another job to apply to
- I probably would go into my email to make sure that I applied for the job correctly. Or sometimes it makes you confirm your email to make sure you're not a robot.
- I would probably keep scrolling and keep looking at the job in the list. Or go to my email and opt out of Dice's emails.

## Match Score

- Really interesting
- *"oooooooohhhhh match score, that's really nice. This is a great tool to have."*

## Would you make an account?

- Definitely. I can see it looks professional. A great way of finding new jobs.
- I would give it a try. It can be a great tool.
- The most streamlines process I've been through. I've been applying a lot lately. This was probably the easiest. The process was much more streamlined.
- Straightforward, user-friendly, cleaner than other things I've seen. Very trustworthy
- I would definitely go to a site like this when looking for jobs.

## Like best about the site

- The way the content is organized.
- It is upfront about the important details of a job post.
- The workflow was very smooth, no unnecessary steps needed.
- Very straight forward. Clean. User friendly. Seems super trustworthy.
- Simple, easy to use, sleek, displayed lots of information on one page.





# User Testing Feedback

## Requests/Magic Wand

- Need to see how many search results I would be swiping through. 3? 1200?
- Ability to click on the progress dots in Apply and go back to that screen.
- Have the success screen show longer.
- *"Most recent job title" instead of "what are you doing."* Confused about current and future job and location and quickly scanning I thought they were the same thing, change the wording.
- Current vs future needs rewording. I wish you could add multiple job titles.
- Make it clear where I can add more information where I can have an about me section or something.
- The page feels a bit cluttered. Need to space things out a bit more.
- When linking or creating an account, making it easy to understand once the account is created it can be used to apply to other jobs within the site