Improving Job-Platform Drop-off Rates

April 2025

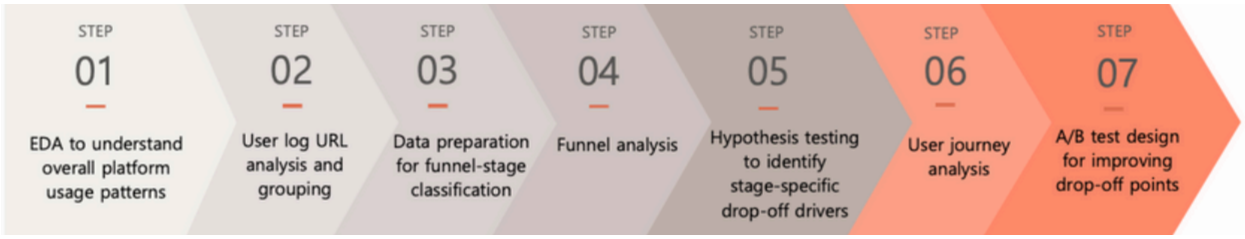
Itaein Wi, Jeongwon Yoo, Myeongbin Choi, Taeho Yang

Project Background

- Identified key **usability issues and pain points** across many job-platforms from **both job seeker and employer perspectives**, conducted the project to **locate service bottlenecks** and **propose solutions to enhance the overall user experience.**

Analysis Process & Result

Job platform user data (April ~ September 2023)



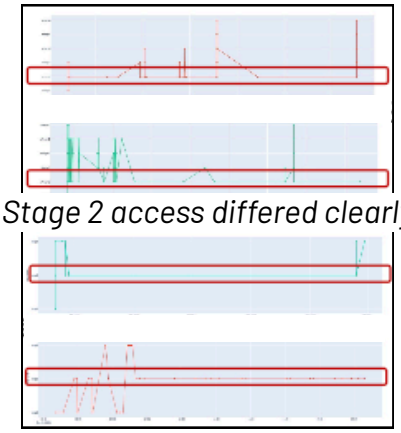
User Journey Analysis

- Compared final-stage users with drop-off users using interactive visualizations to identify irregular navigation patterns.
- Users with minimally completed resumes drop off early in the exploration stage, suggesting insufficient motivation to proceed to application writing.

Final-stage Users

vs

Drop-off Users



Stage 2 access differed clearly

Conversion & Drop-off Analysis

- Grouped URLs by common patterns to define funnel stages and identify key drop-off points
- Analyzed conversion and drop-off rates across all stages

Stage	URL Explanation	Conversion Rate	Drop-off Rate	User Count
Stage 1 (Entry)	Initial access via signup or notifications	92.02%	7.98%	539
Stage 2 (Resume Creation)	Profile setup, verification, and resume editing	98.39%	1.61%	496
Stage 3 (Exploration)	Browsing recommended jobs, filters, company pages, and job lists	87.30%	12.70%	488
Stage 4 (Job Posting Viewing)	Opening job posts, bookmarking, and related job actions	90.38%	9.62%	426
Stage 5 (Application Writing)	Filling out application forms and quick apply actions	96.36%	3.64%	385
Stage 6 (Completed)	Checking submitted applications and final submission logs	-	-	371

Hypotheses test result

- Users who frequently review or edit their resumes have lower drop-off rates.
- Shorter dwell time at each stage leads to lower conversion.
- Users who click fewer job postings convert less.
- Frequent viewing of related job recommendations increases conversion.
- Higher bookmark frequency did not increase conversion.
- Conversion did not vary by hiring company size.

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A/B Test

Although the resume-writing stage has a low drop-off rate, it strongly influences downstream conversion, prompting the design of an A/B test to enhance user motivation.

Category	Item	Description
01 Experiment Background & Hypothesis	Observed Findings	• Users who frequently revise their resumes are more likely to reach the application completion stage. • Early drop-off users tend to have insufficient resume information or only fill in basic fields.
	Problem Definition	• Resume structure is overly field-centric. • Lack of intuitive feedback during resume writing.
	Objectives	• Qualitative goal: Provide a positive and motivating resume-writing experience. • Quantitative goal: Increase average resume completeness by 20% compared to the existing version (Option A).
	Hypothesis	**Targeted feedback and a hiring-based completeness gauge will improve average resume completeness.**
02. Experiment Plan	Target Users	Users with resume completeness below 30%.
	Experiment Method	• Random 50:50 split into two groups (A/B). • Sample size: 100 users, Duration: 30 days.
03. Success Metrics	Primary Metric	**Comparison of average profile completeness between groups** • Target: Variant B shows at least 10% improvement over option A
	Secondary Metrics	Page dwell time • Increased dwell time indicates higher user engagement and trust in feedback. Project section completion rate • An increase, especially in previously challenging project sections, indicates successful motivation from feedback.
	Guardrail Metric	Page exit rate • If the exit rate during resume writing increases by 20% or more, the change is considered to have a negative impact.