

PRESENTED BY  
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Company  
PowerToFly

# THE FUNNEL FIX

From Broken Journeys to  
High-Conversion & High-Data Flows

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# Overview

PowerToFly is a leading hiring platform with 10,000+ partner companies and millions of candidates, focused on connecting underrepresented talent with inclusive companies through job applications and virtual events.

# My Role

As Staff Product Designer, I owned the funnel redesign end to end, from discovery to strategy to execution, collaborating with research, product, engineering, sourcing, events, data analysts, and executives.

# Business Goals

More Job Applications

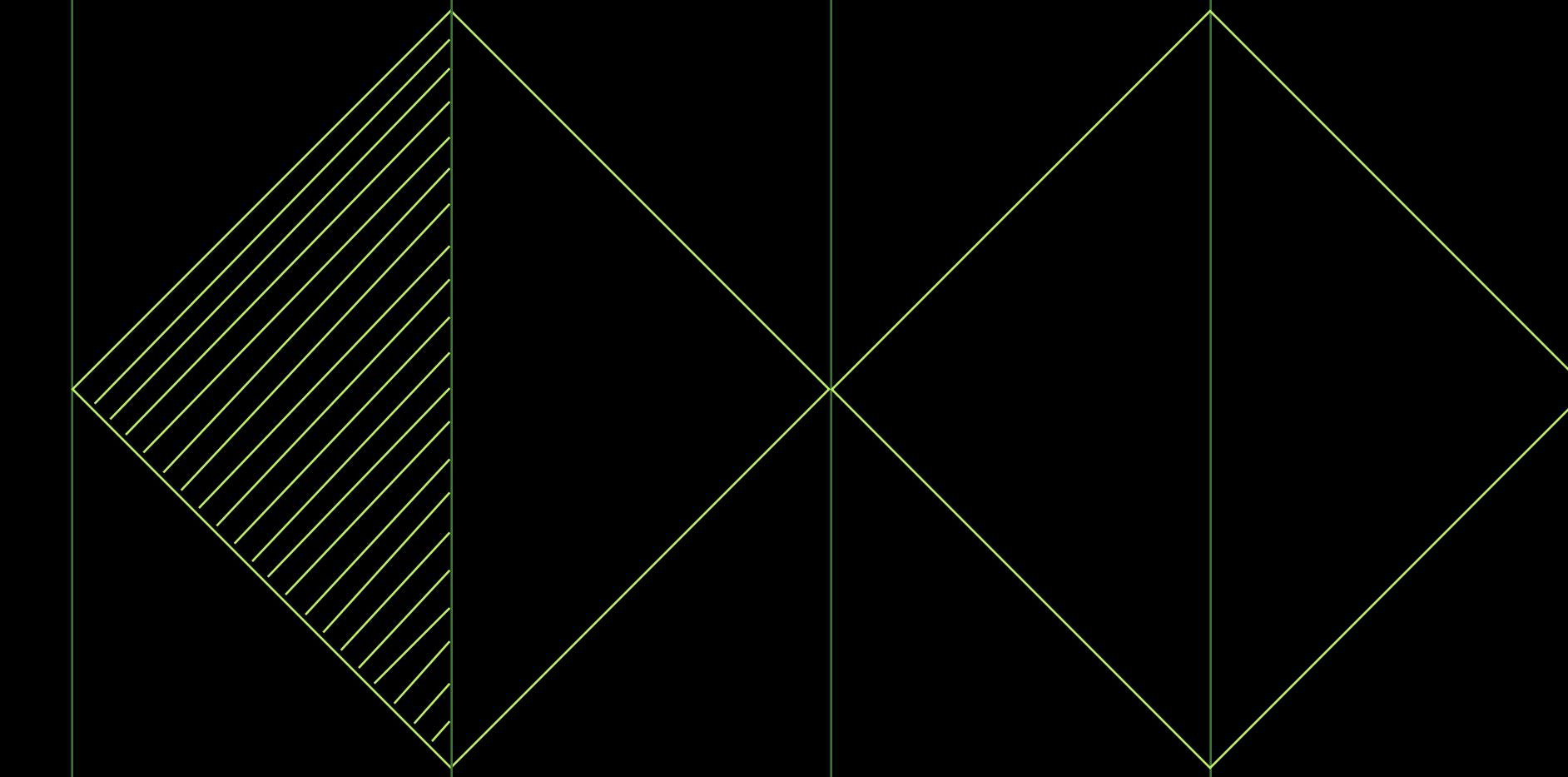
We need more candidates to finish job applications so clients have more people to choose from.



# DISCOVER

When I joined, past funnel decisions and user insights weren't documented. My discovery started with restoring funnel knowledge.

DISCOVER      DEFINE      DEVELOP      DELIVER



# #Key insights from Candidates Interviews

I spoke with three active job seekers from our most recent virtual event. Each 30-minute session covered their daily struggles with job searching, followed by a live walkthrough of applying on our job board.

## They were highly qualified

For the first time in their careers, they were having a hard time putting their foot in the door.

“I’ve always landed roles, but now I can’t even get interviews.”

-Kim, Business

“Job search feels like a second job I don’t have time for.”

-Toncia, Finance

They were under daily pressure to find job

They needed to hit ~10 job applications a day while juggling jobs they weren’t happy in, childcare, or unemployment.

## They valued our events

They were joining our events to build connections and learn how to navigate a tough job market.

It helped to hear what recruiters look for in candidates.

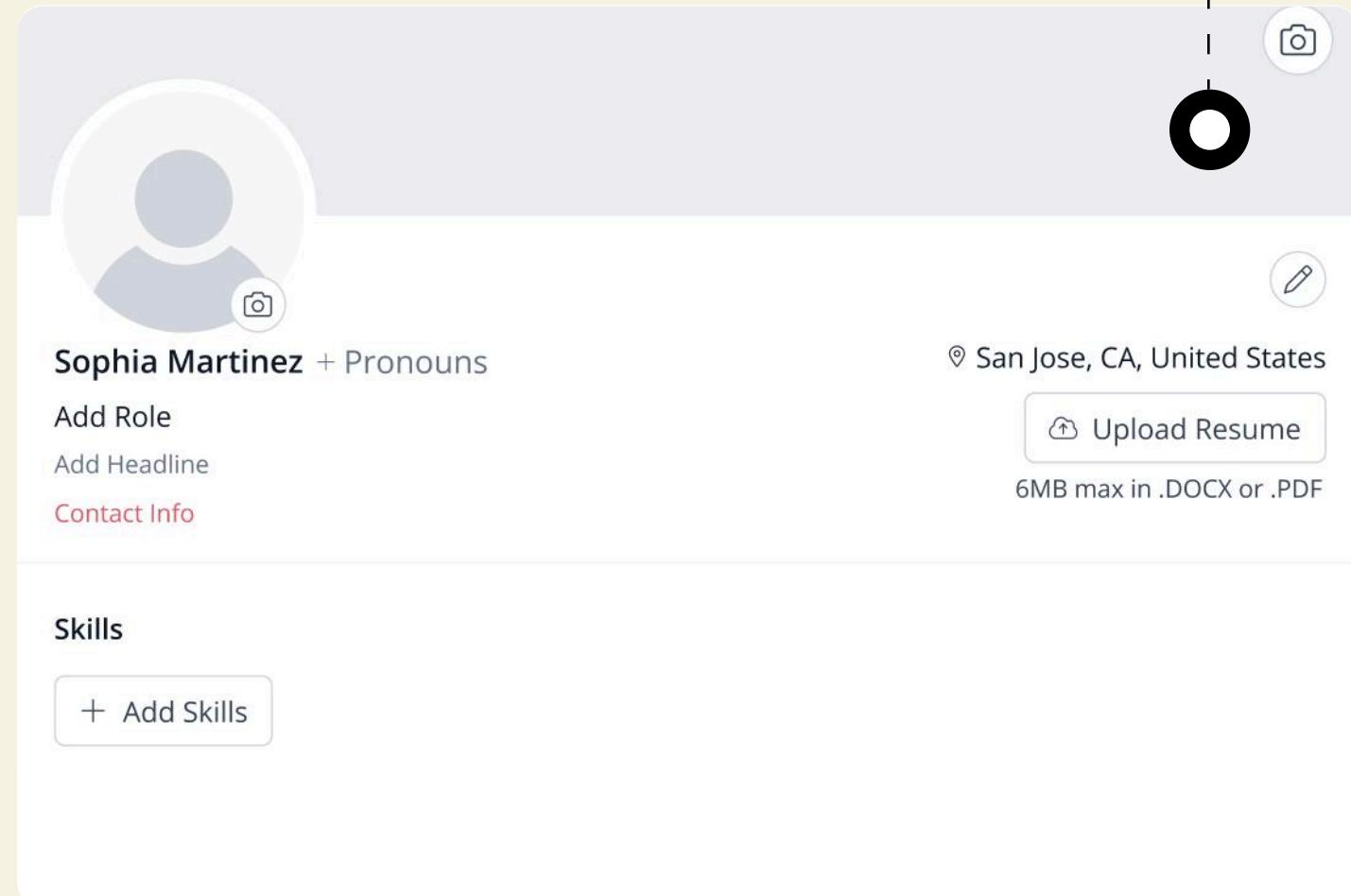
-Kelly, Creative

# #Key insights from Cross-Team Interviews

I met with five colleagues across product, sourcing, events, and engineering. I asked how they worked inside the funnel and how candidate data supported their role.

## Low-scored profiles weren't visible to clients

Low-scored profiles never showed in job applications or candidate search, so clients never saw them.



Sorry!

We don't have any candidates that match your criteria. Try expanding your search by adjusting or removing some filters.

**Reset Search**

## Candidate search feature was unusable

Candidate search returned too few usable results and our sourcing team avoided using it.

## We used Singlehire to enrich registrants data post-event.

After each event, the team used SignalHire to deliver complete registrant data to clients by manually matching names and emails to LinkedIn profiles.

**Enrich Info**

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**Source:** **SignalHire**

**Enriched By:**

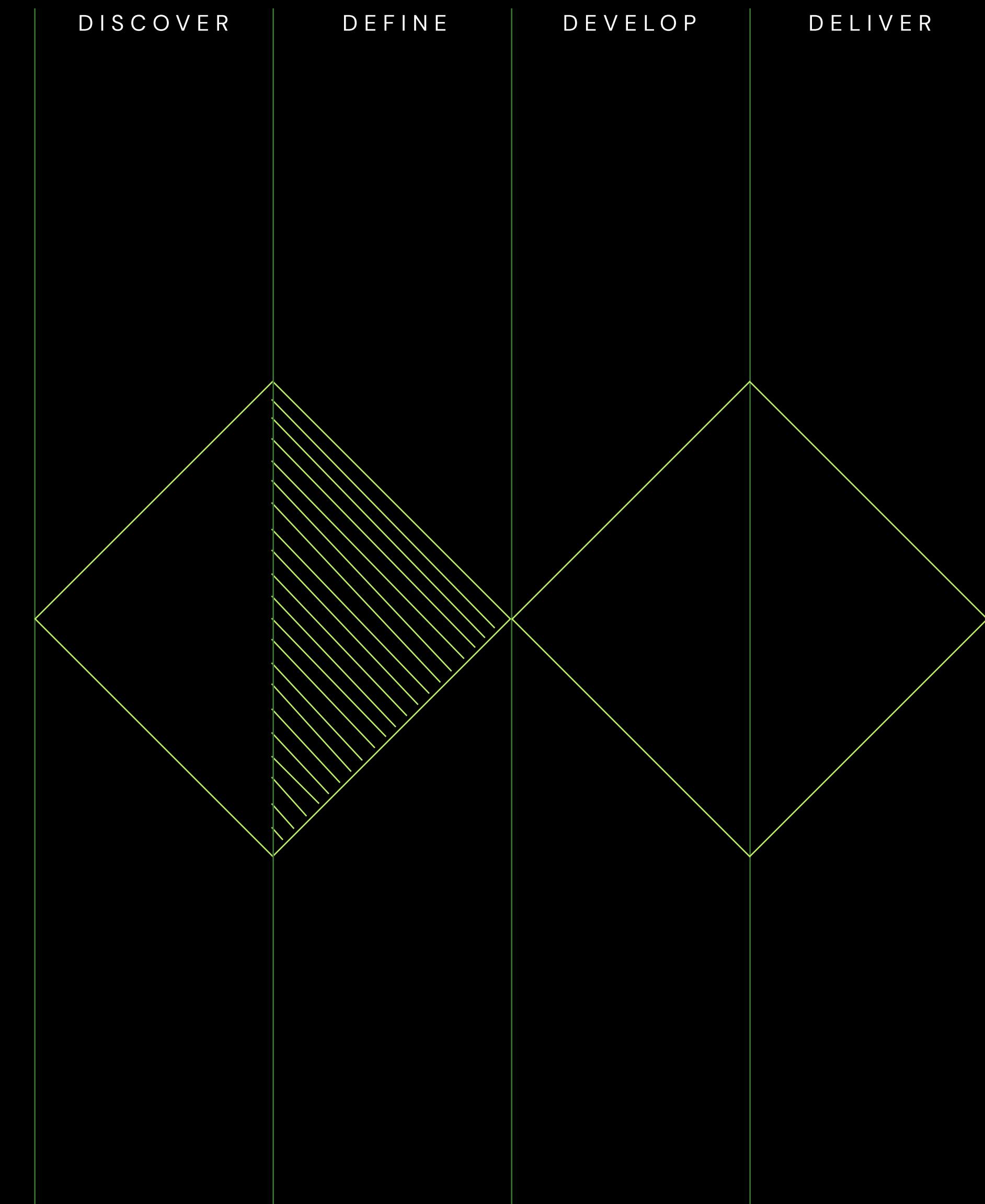
**Enriched At:** 2025-08-20 05:26

**Enriched Status:** Failed Invalid

kakovacev@gmail.com

# DEFINE

I pulled together insights from candidates and cross-team stakeholders to compare the two main funnel flows and uncover where the problem was.



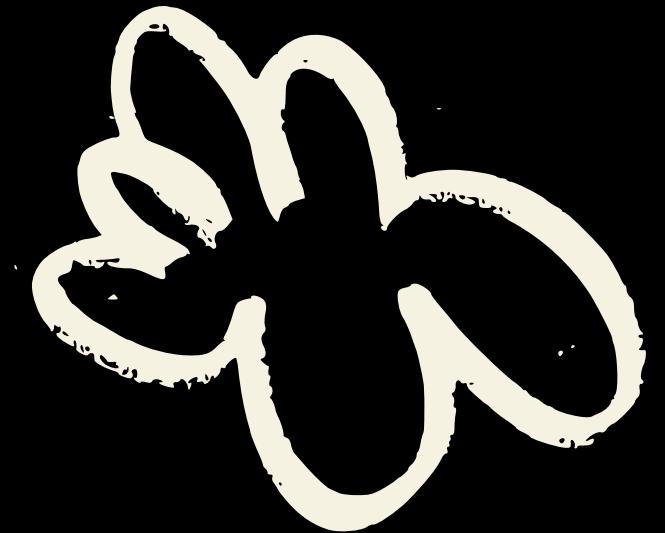
## Data Collection Tradeoffs

	Job Application Flow	Event Registration Flow
Clients wanted	More job applications	Rich registrant data to build a database
Candidates wanted	To apply to many job opportunities fast	To get in front of job opportunities
What we did	<p>ⓘ Optimized for data collection over applications (forced painful profile creation before applying)</p>	<p>ⓘ Optimized for registrations over data quality (frictionless sign-ups, no meaningful data captured)</p>
Result	Low applications + incomplete profiles	High registrations, but poor data

# Problem statement

How We Handled Data Collection  
Was Breaking the Funnel.

Our data collection was manual-heavy and low-signal: the jobs flow asked too much upfront and the events flow captured too little, forcing manual enrichment.



# Numbers Don't Lie

**95%**

of candidates quit applying  
during profile creation.

**90%**

of candidate profiles were  
too low-quality to be of use.

**100s**

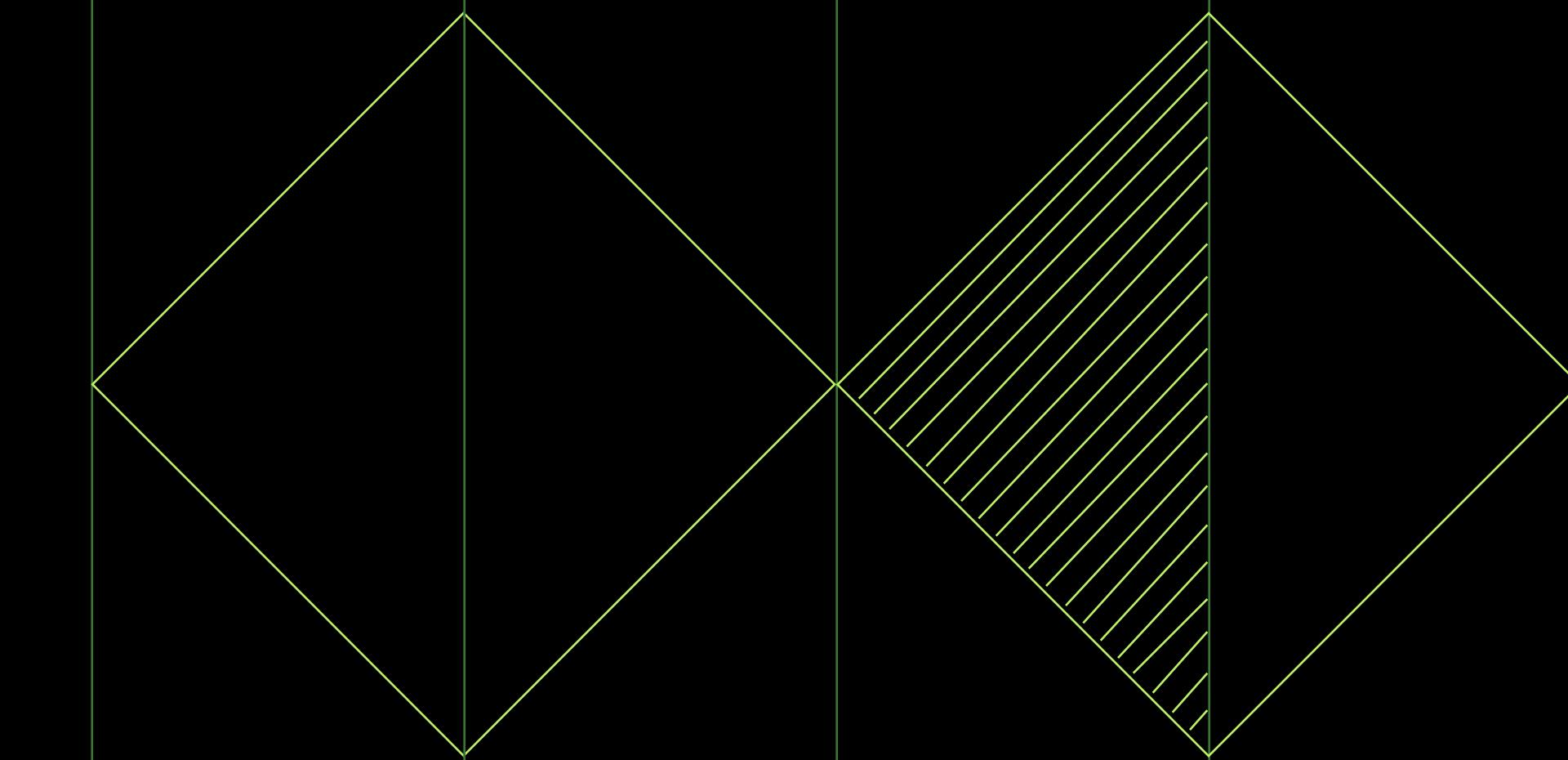
of registrants per event had to be  
manually enriched with SignalHire

How might we capture richer candidate data with less friction – without relying on manual work?

# DEVELOP

I created and tested prototypes with candidates to explore new ways of capturing richer data while reducing friction in the funnel.

DISCOVER      DEFINE      DEVELOP      DELIVER



# Could LinkedIn + SingleHire Fix Our Data Collection Problems?

## Assessed Feasibility Risks

### Technical Feasibility

SingleHire already worked, but enrichment required manual LinkedIn lookups by the events team.

### Operational Feasibility

Capturing LinkedIn URLs directly would enable automatic enrichment at scale (jobs + events).

### Financial Feasibility

Budget for SingleHire was approved and scalable to higher enrichment volumes.

### User Feasibility

Candidates were comfortable sharing their LinkedIn upfront

The last feasibility question:

Would candidates provide  
LinkedIn upfront?

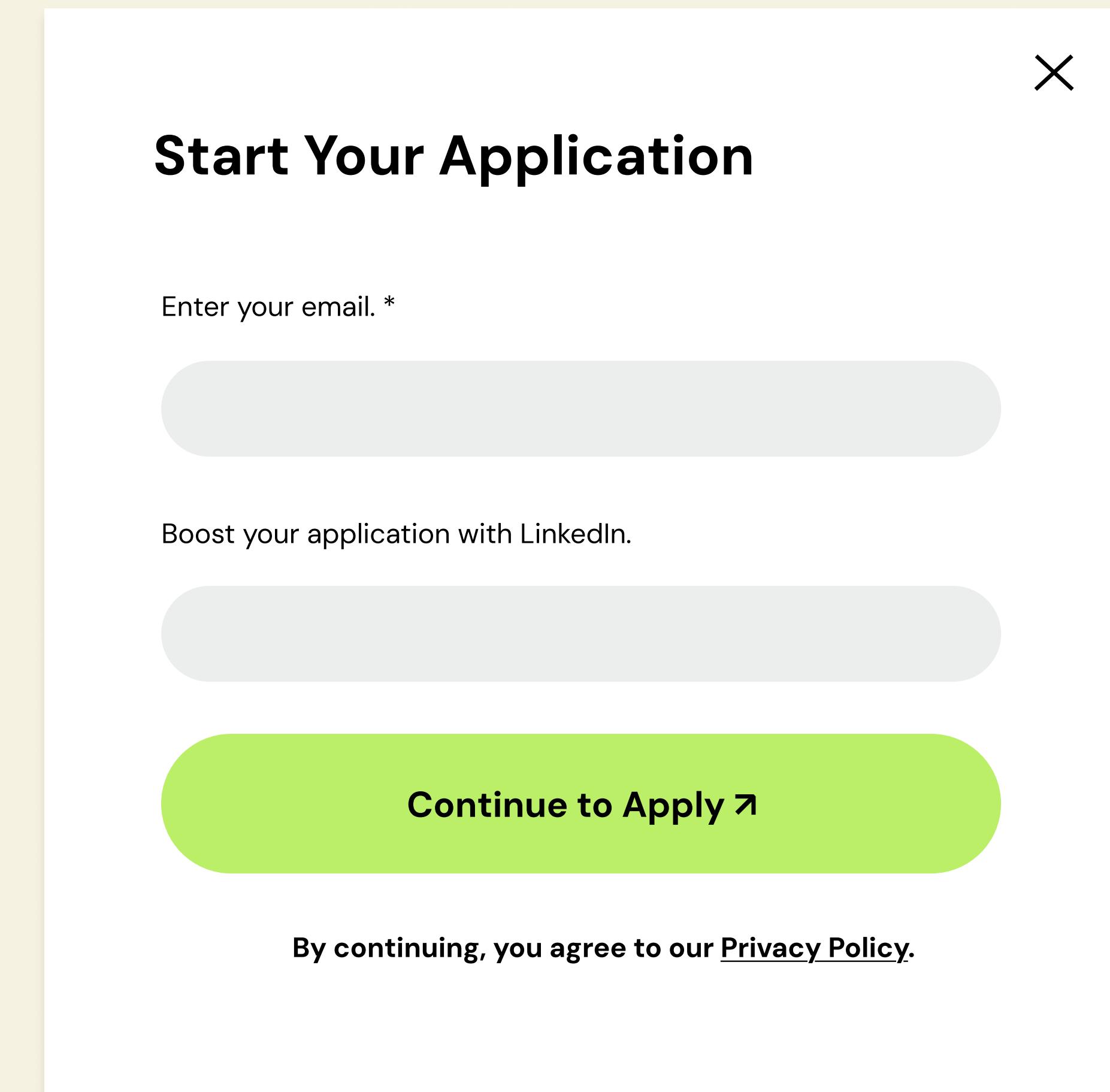
User Feasibility

Candidates were comfortable sharing their  
LinkedIn upfront

# Experiment #1 LinkedIn ask in the Jobs Flow

Mocked up for testing a quick sign-up modal where new candidates only entered an email and LinkedIn URL before applying to a job. Setting a password came later through an email push.

→ Designed for live A/B testing against historical data.



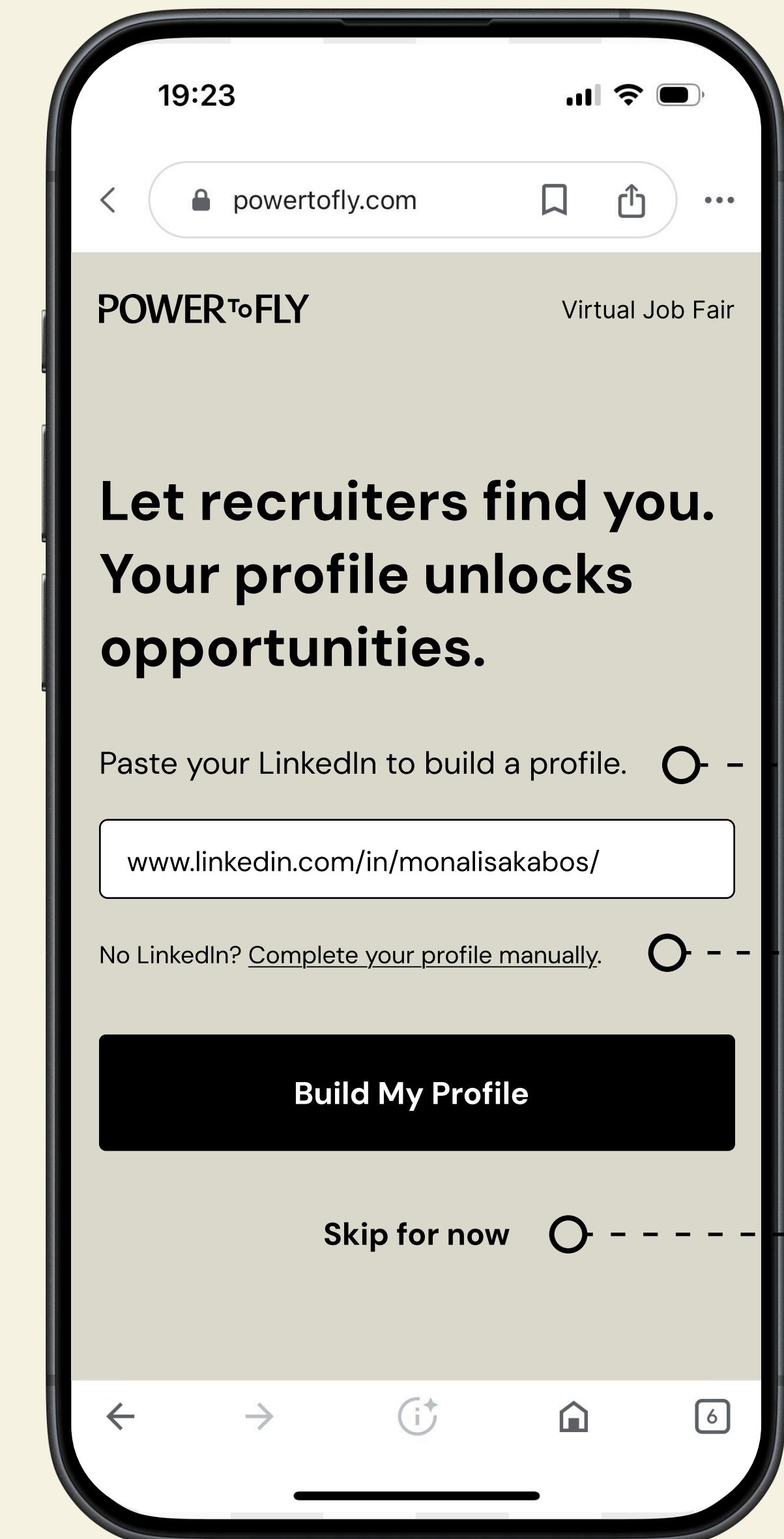
The Quick Sign-Up (email + LinkedIn) design.

Experiment #2 → Iteration #1

# LinkedIn ask in the Events Flow

Mocked up for testing a flow with profile creation built into event registration. To complete, candidates only needed to add their LinkedIn URL, which then automatically populated their profile.

→ Designed for moderated user testing before live A/B



- Ask only for the LinkedIn URL, using enrichment to pre-fill profiles

- Keep manual completion option for those who prefer it

- Add a "Skip" button so completion is voluntary and measurable

# #Key insights

*2 live 30-min sessions with active job seekers*

Candidates were open to sharing their LinkedIn YAY. But having profiles didn't feel valuable to them.

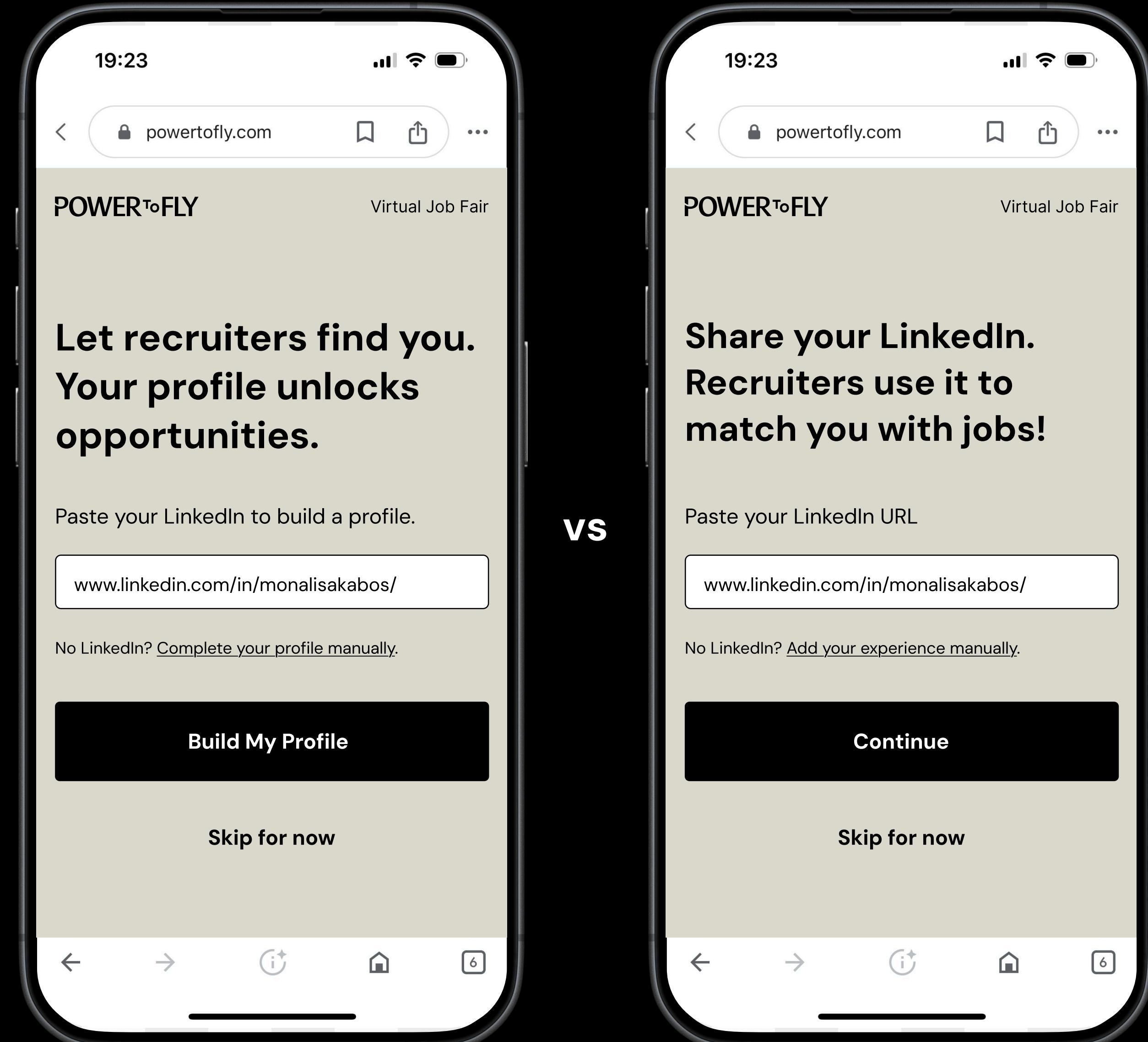
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I needed to understand why! Was it the copy or the value prop itself that made them feel that way!!??

Experiment 2 → Iteration #2

# Do We Even Needed Profiles?

Mocked up and tested the profile value proposition, comparing a version where profiles existed to one where the concept was removed, to see if users found real value in them.



# #Key insights

*2 live 30-min sessions with active job seekers*

Candidates didn't want another profile to maintain

They preferred to keep LinkedIn as one source of truth, updating it during their job search. Maintaining a second profile with us felt like unnecessary extra work.

"I don't see why I'd need a profile if LinkedIn already has everything."

-Aisha, Finance

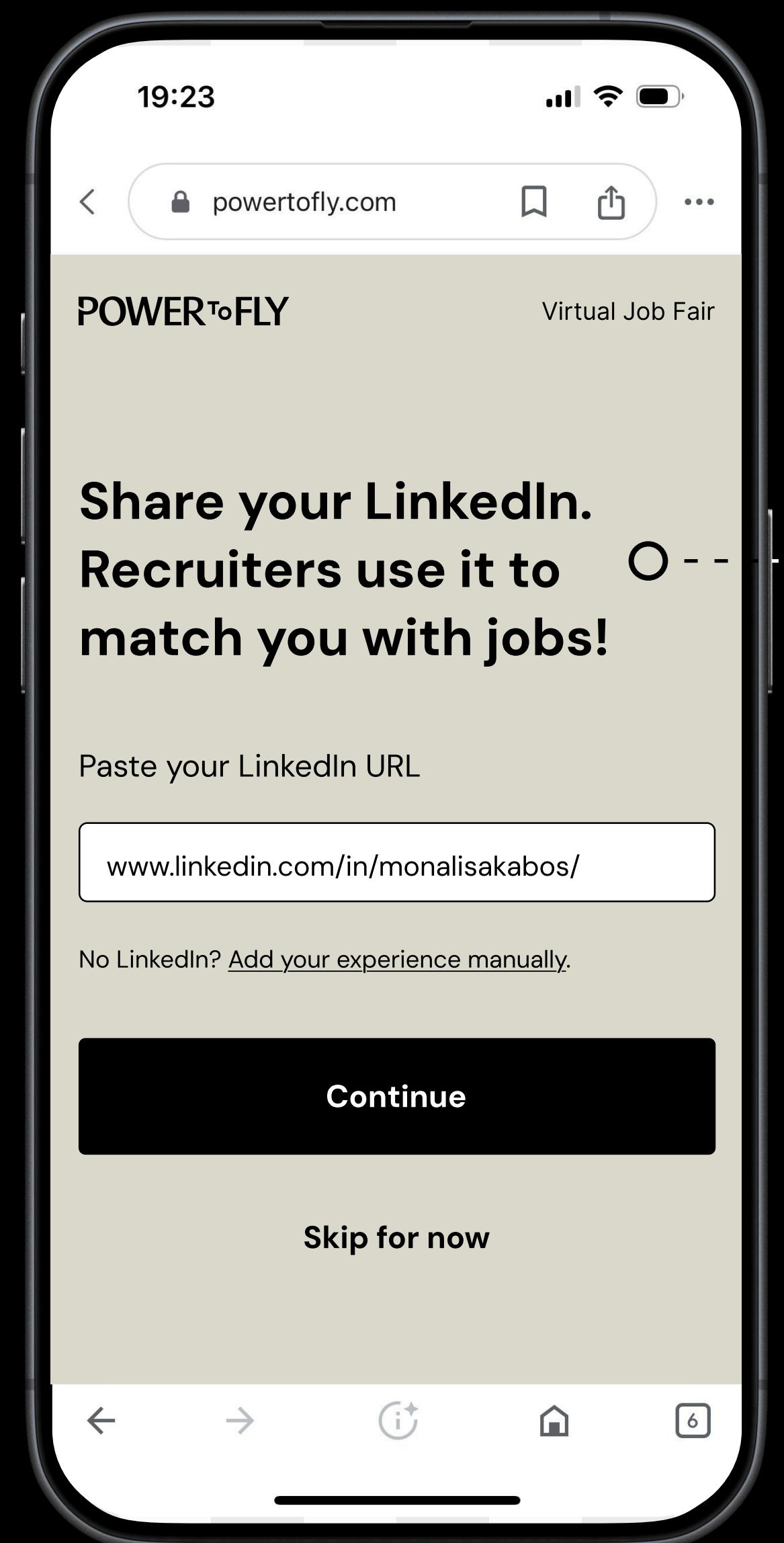
"I already spend time keeping LinkedIn fresh – I wouldn't bother doing the same thing somewhere else."

-Diego, Marketing

\*Source: Moderated candidate interviews, session testing docs

# Strategic Decision: To Retire Public Profiles

Validated with leadership, including the CEO, that removing public profiles aligned with business goals before testing at scale. They were a relic of our early staffing-augmentation model and had become a liability, no longer serving candidates or clients.

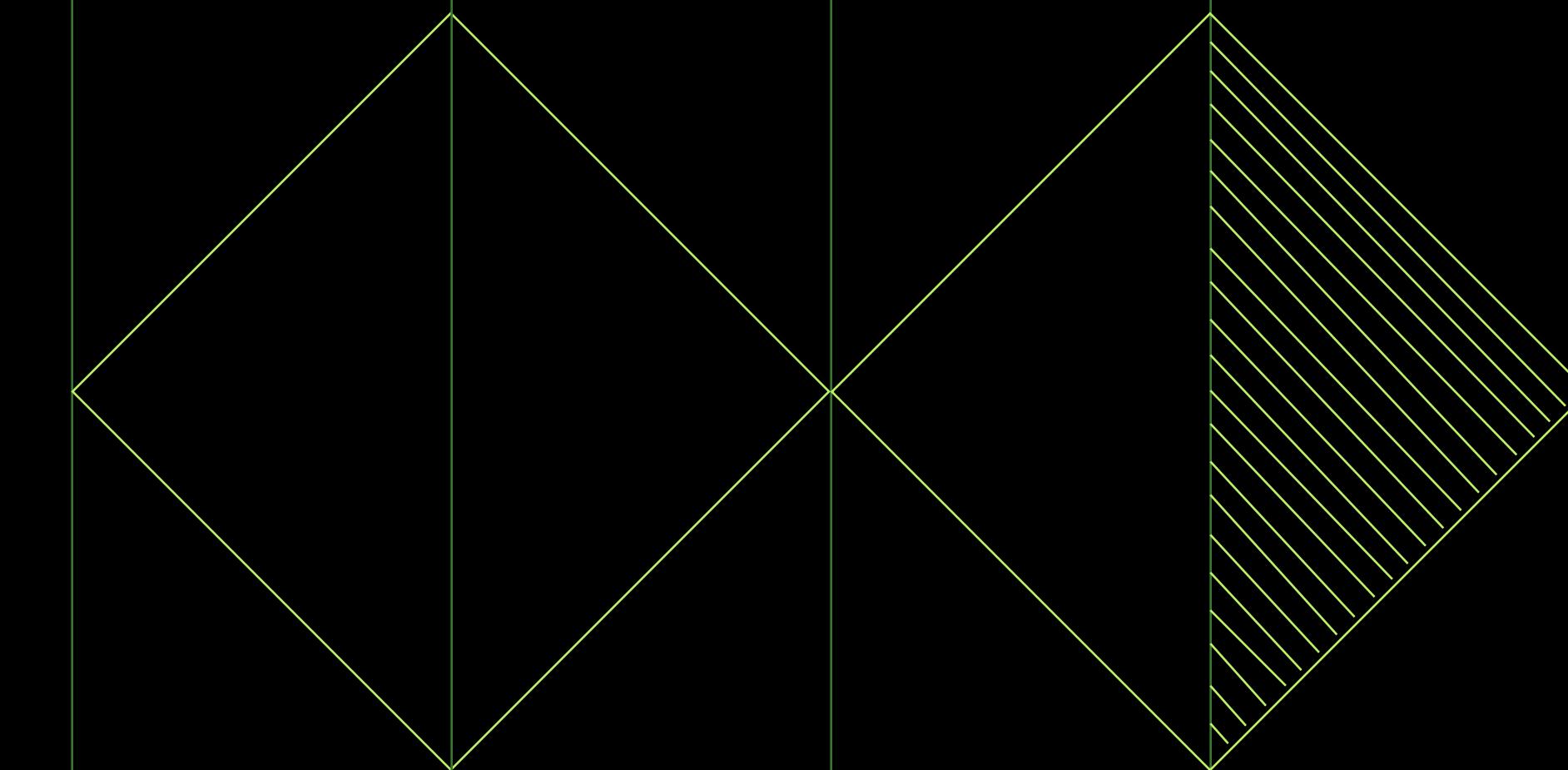


The profile creation step was removed from testing. Instead, candidates were only asked to share their LinkedIn info with us.

# DELIVER

I worked with engineering to launch the new job board and event flows, setting them up for A/B testing against historical data. This release also included the first rollout of the new branding I had created.

DISCOVER      DEFINE      DEVELOP      DELIVER



# The Job Application Flow (Before & After)

# Jobs Flow Before

- 1 View job
- 2 Click "Apply"
- 3 Create account
- 4 Create profile
- 5 Apply on client website

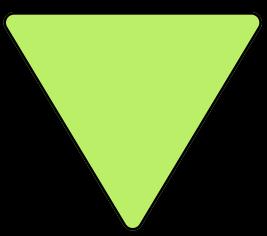
The image displays five screenshots illustrating the 'Profile Creation Wizard' before any improvements were made. The process consists of five steps:

- Step 1: Account Creation**  
A success message says, "Hello lizu, your account was created successfully!" Below it, a file named "Copie a Resume Template 1\_.pdf" is listed with a delete icon. A note states, "Supported upload formats: 6MB max in .DOCX or .PDF". A "Complete Profile Manually" button is present.
- Step 2: Profile Creation**  
A file named "Copie a Resume Template 1\_.pdf" is listed with a delete icon. A note states, "Supported upload formats: 6MB max in .DOCX or .PDF". A "Complete Profile Manually" button is present.
- Step 3: Work Experience**  
A warning message says, "Please verify that everything looks good before continuing". It shows a work experience entry for "MTV" from 2010. Buttons for "Edit" and "Delete" are shown next to the entry. A "Save and Continue" button is at the bottom.
- Step 4: Personal Information**  
A "Tell us about yourself" section asks, "Adding your information will help you stand out." It includes fields for "Headline \*", "test" (Max. 128 characters), "Pronouns \*", "she", "Location \*", "United States", "Arkansas", and "Alexander". A "Save and Continue" button is at the bottom.
- Step 5: Client Website Application**  
This step is not visible in the provided screenshots.

Screens from Profile Creation Wizard

## Jobs Flow

After



- ① View job
- ② Click "Apply"
- ② Quick Sign-up New
- ③ Apply on client website
- ④ Email Push New to account completion

The image shows two mobile phone screens illustrating the 'Jobs Flow' after the 'Quick Sign-up' feature was implemented.

**Left Screen (Job Search App):** A modal titled 'Start Your Application' is displayed over a list of job results. The modal contains fields for 'Enter your email to apply.\*' and 'Boost your application with LinkedIn.' Below these fields is a large green button labeled 'Continue to Apply ➔'. At the bottom of the modal, a note states: 'By continuing, you agree to our [Privacy Policy](#)'.

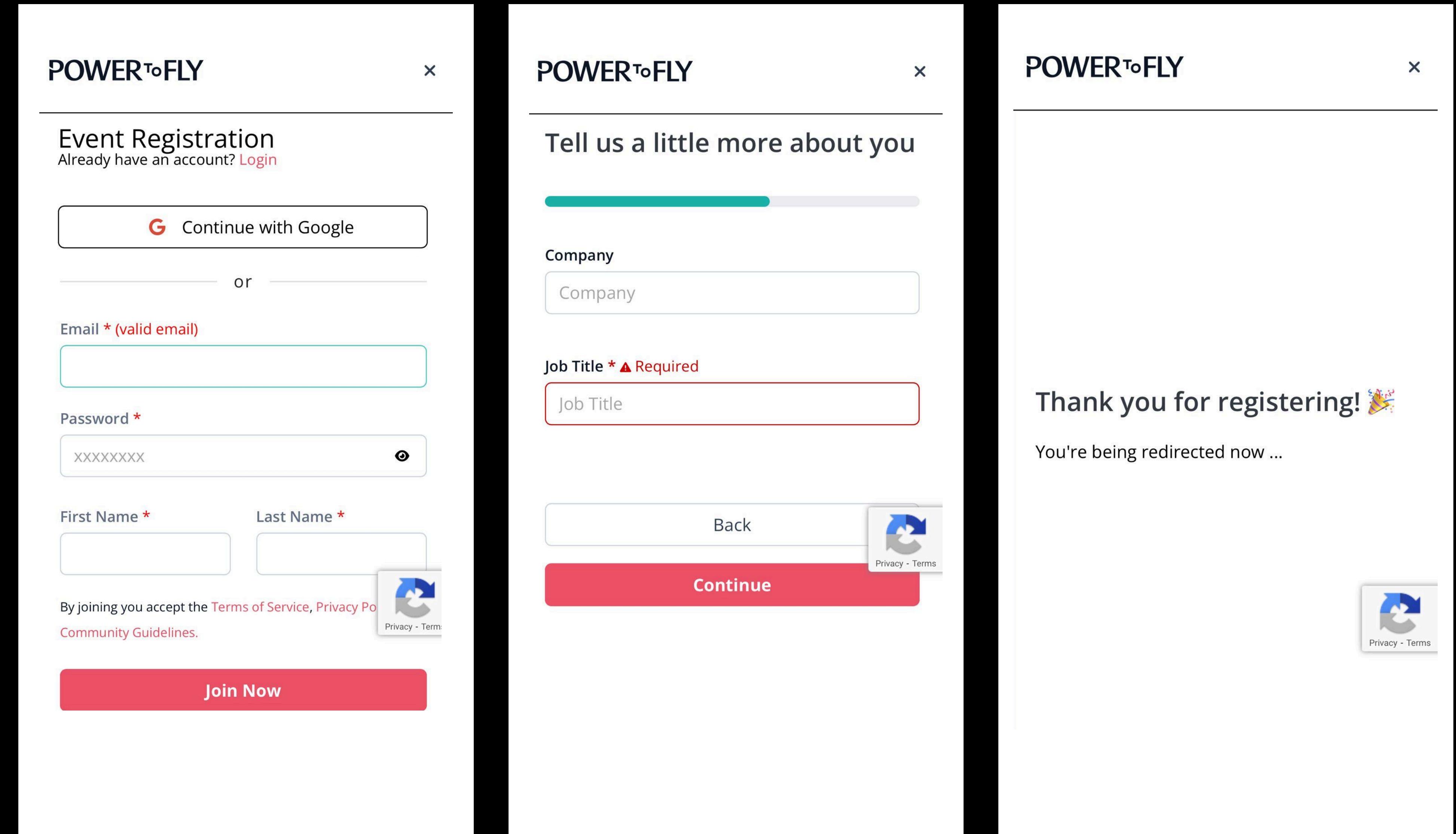
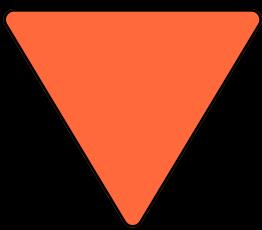
**Right Screen (Email App):** An incoming email from 'PowerToFly' is shown. The subject line reads 'Welcome Just one more step to complete your account'. The email body says: 'Thanks for signing up. To access your profile and explore recommended jobs, you'll need to create a password for your account.' It also lists three actions: 'Apply to jobs quickly', 'Save searches and get alerts', and 'Build your profile so employers can find you'. At the bottom of the email is a green button labeled 'Set up your password'.

Quick Sign-Up Modal and Email Push to account completion

# The Events Registration Flow (Before & After)

Events Flow  
Before

- ① View event
- ② Click "Register"
- ③ Create account
- ④ Career questions
- ⑤ Finish registration



**POWERtoFLY**

Event Registration  
Already have an account? [Login](#)

G Continue with Google

or

Email \* (valid email)

Password \*

xxxxxxx

First Name \* Last Name \*

By joining you accept the [Terms of Service](#), [Privacy Policy](#) and [Community Guidelines](#).

Join Now

**POWERtoFLY**

Tell us a little more about you

Company

Company

Job Title \* ▲ Required

Job Title

Back

Continue

Privacy - Terms

**POWERtoFLY**

Thank you for registering! 🎉

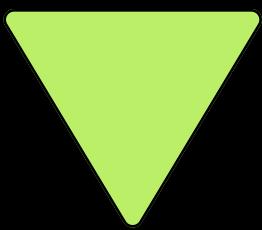
You're being redirected now ...

Privacy - Terms

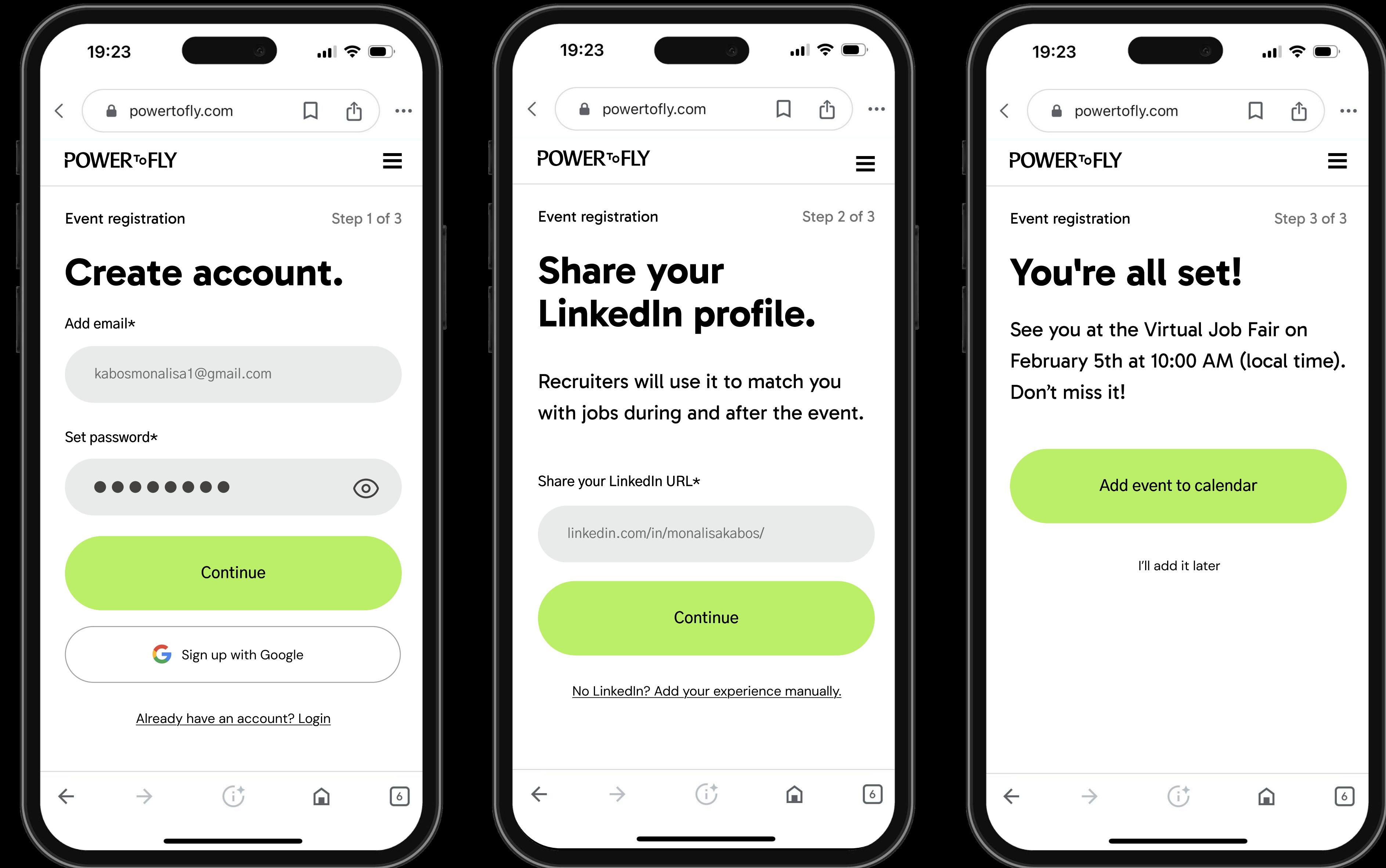
Screens from old events registration flow

## Events Flow

After



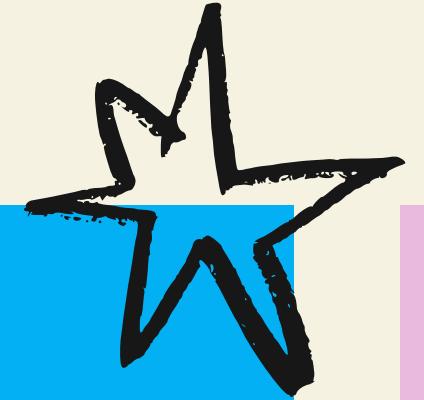
- ① View event
- ② Click "Register"
- ③ Create account
- ④ LinkedIn ask New
- ⑤ Finish registration



New design of events registration flow with LinkedIn ask.

# Impact

Doubled job applications within one quarter.



Drop-off at the application gate fell from ~95% to <25%.

Enriched candidate data at scale via LinkedIn + SingleHire.

Reduced liability by retiring public-facing profiles.

Directly contributed to \$1.2M+ in renewals.

