

PRESENTED BY  
Kabos Monalisa

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

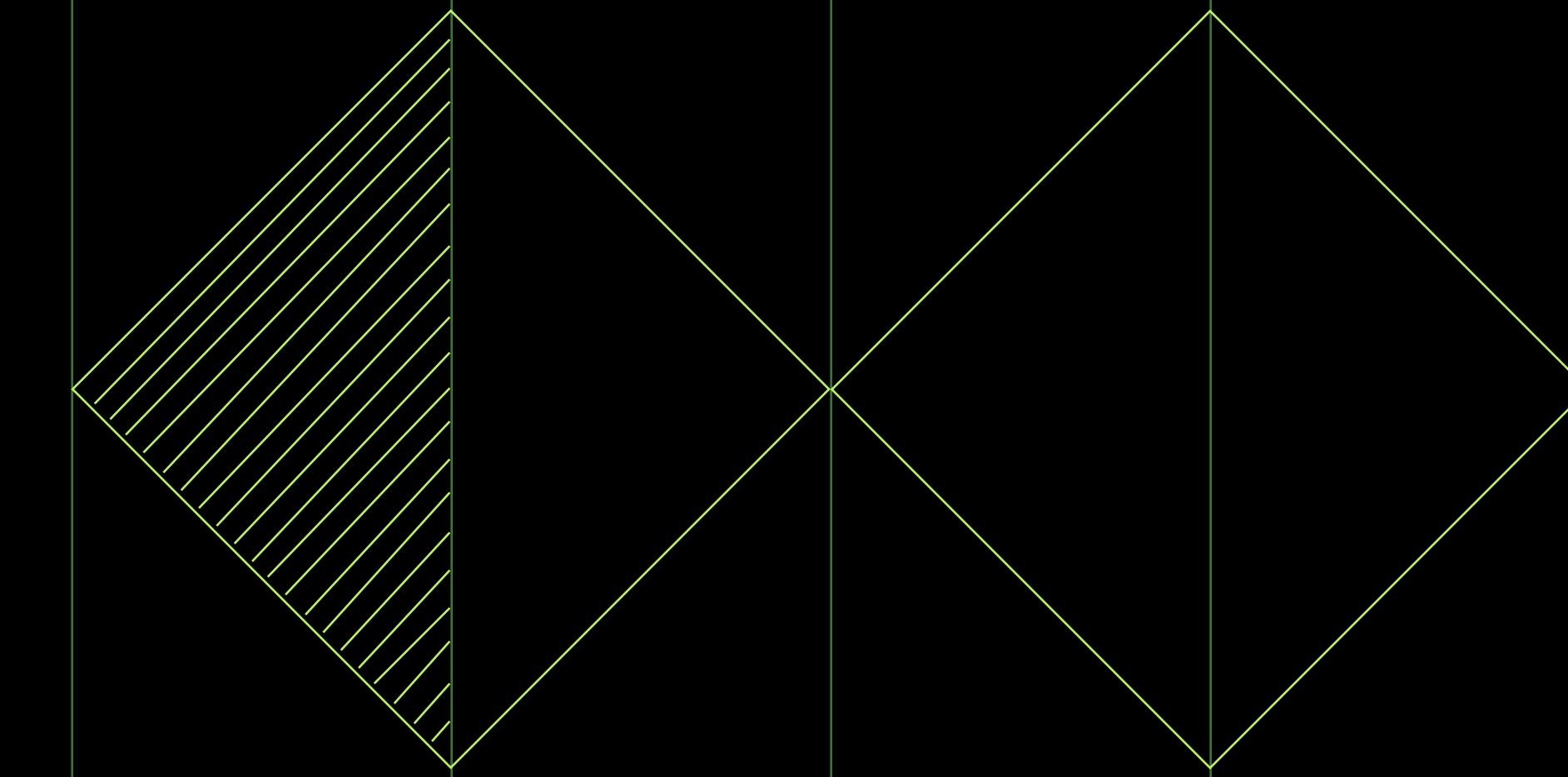
Increase job application completion rates in order to provide clients with a larger, more qualified pool of candidates to hire from.



# 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 interviewed 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 had a hard time creating a profile before applying

They were annoyed by the whole experience and weren’t sure what value having a profile would bring to them.

“I would normally skip a step like this and come back to it later.”

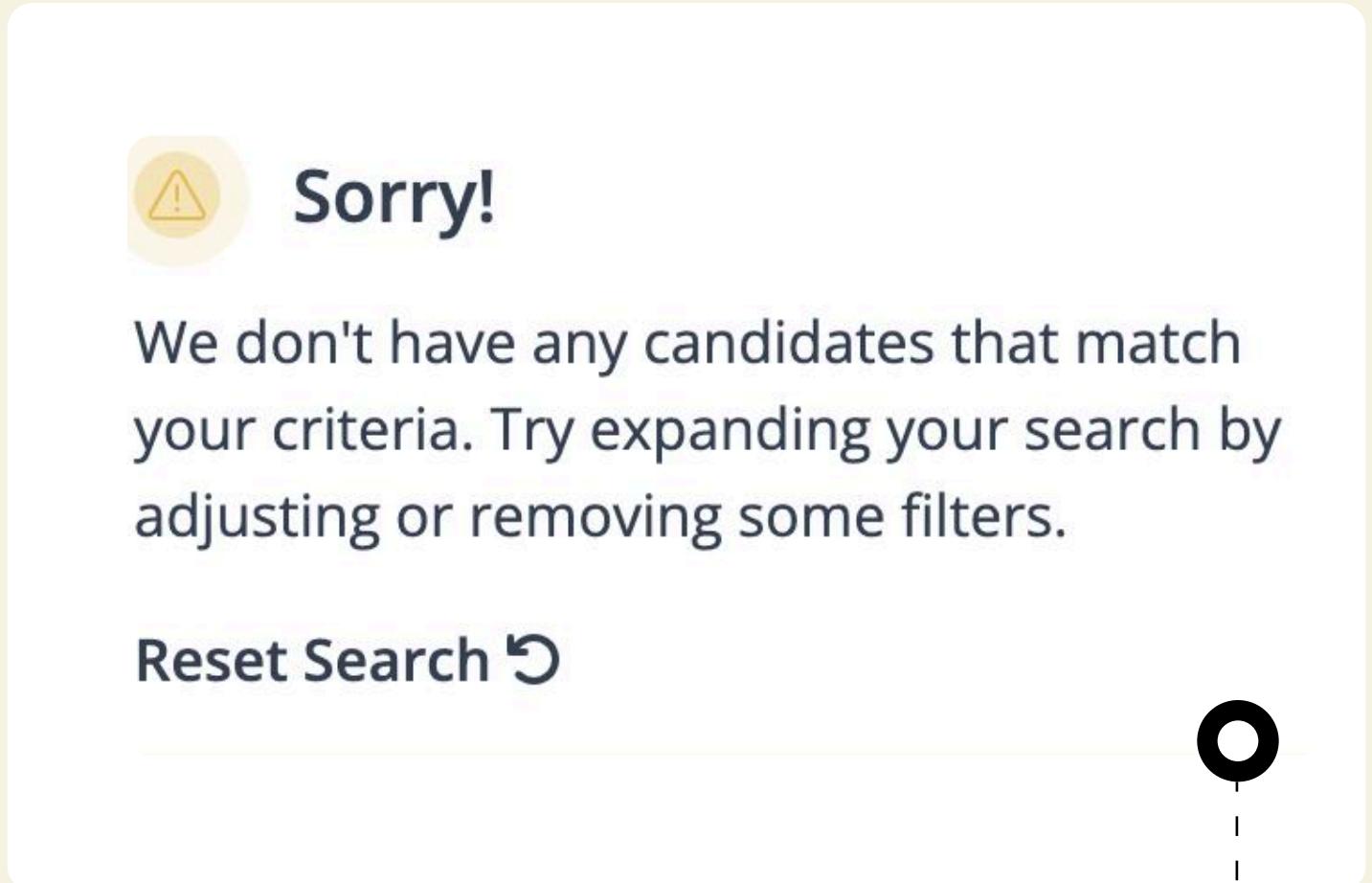
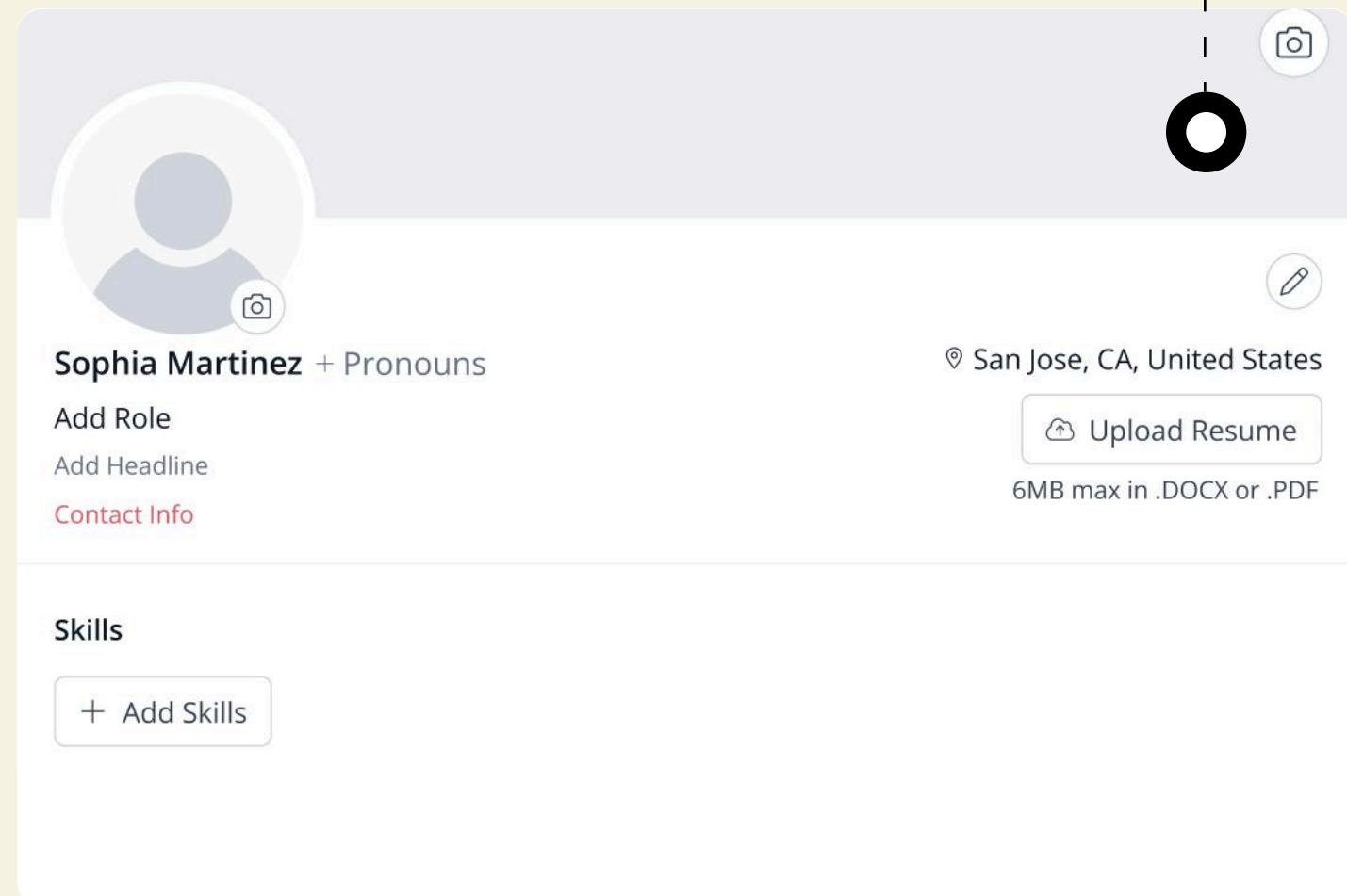
-Kelly, Creative

# #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.

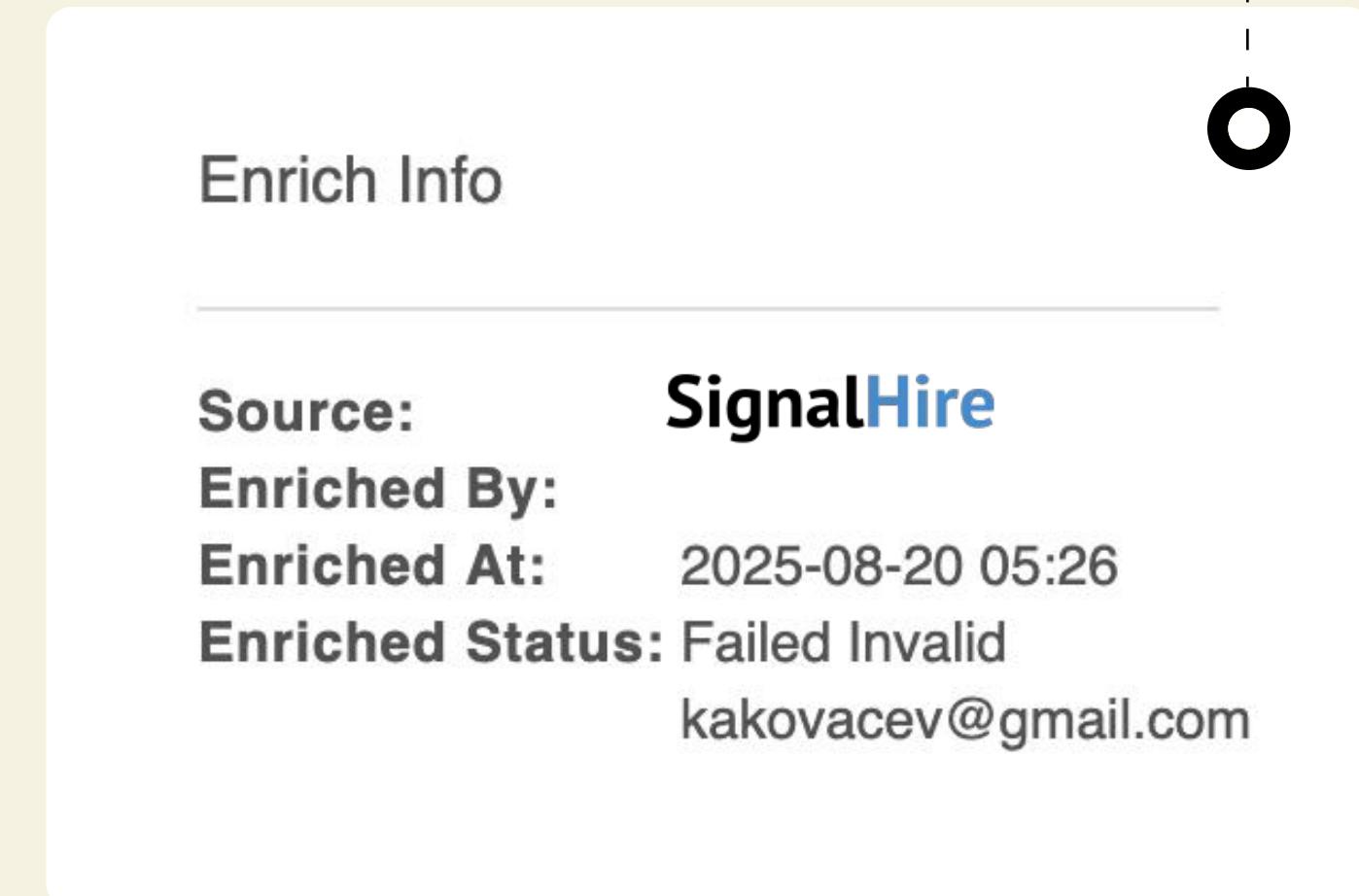


## Candidate search feature was unusable

When clients used candidate search, it returned too few results because profiles were low-scored.

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

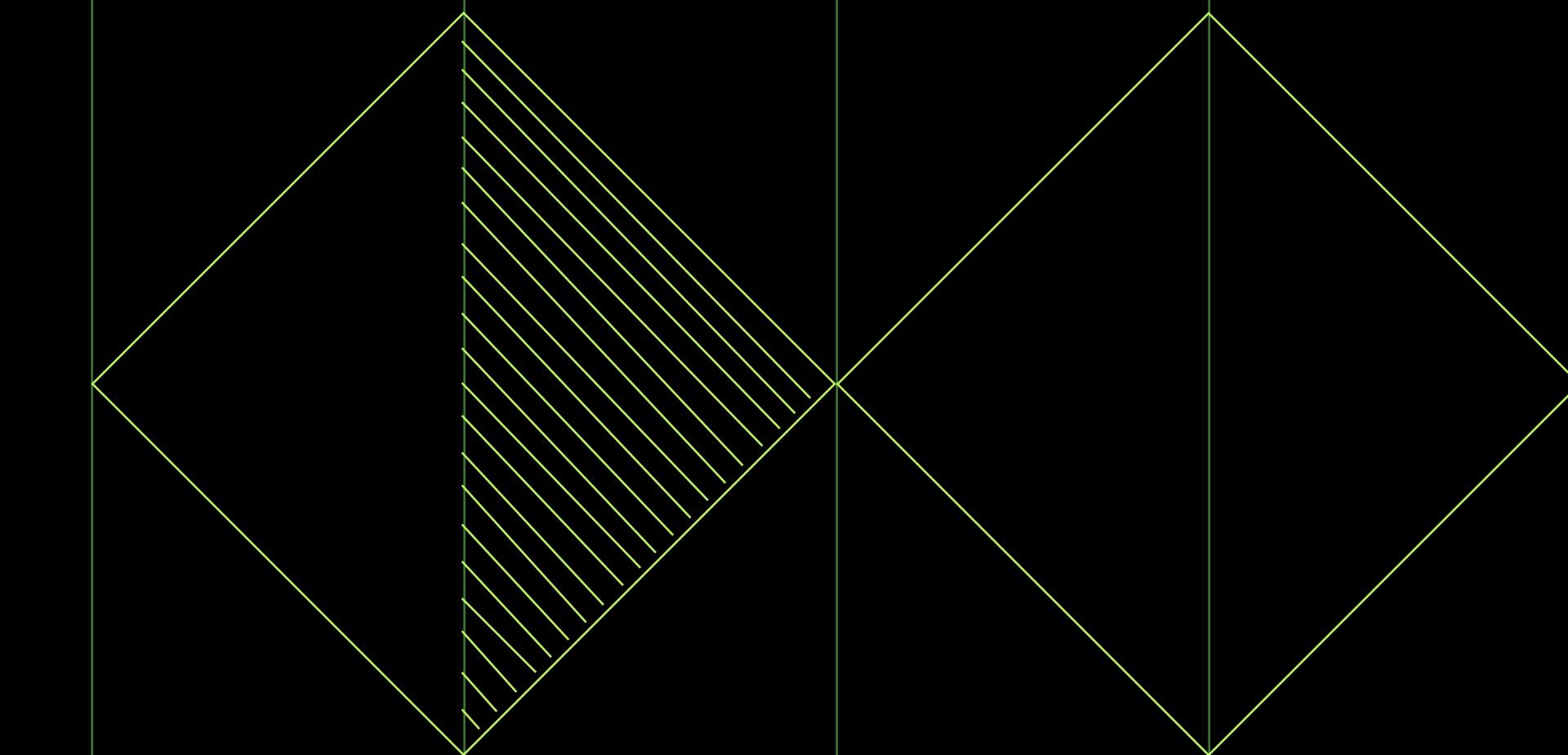
After each event, the team used SignalHire to deliver complete registrant data to clients by manually matching names and emails to LinkedIn profiles.



# DEFINE

I pulled together insights from candidates and cross-team stakeholders to uncover systemic issues in how our funnel was designed.

DISCOVER      DEFINE      DEVELOP      DELIVER



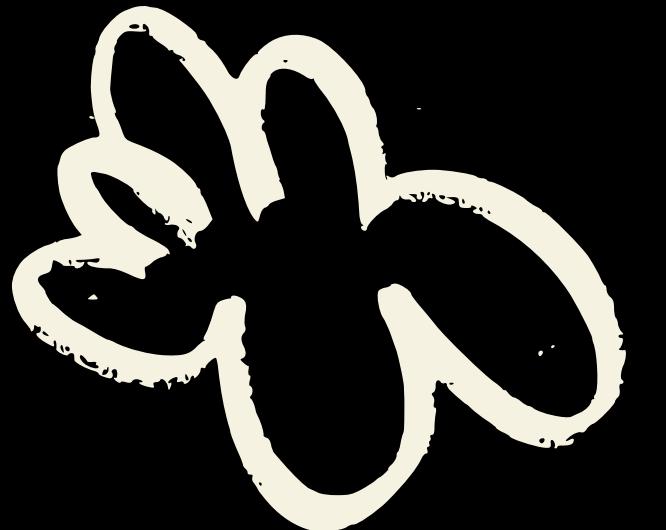
I discovered the system actually had two conflicting flows, each optimized for the wrong outcome

|                   | The Job Application Flow   | The 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 registrants 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**

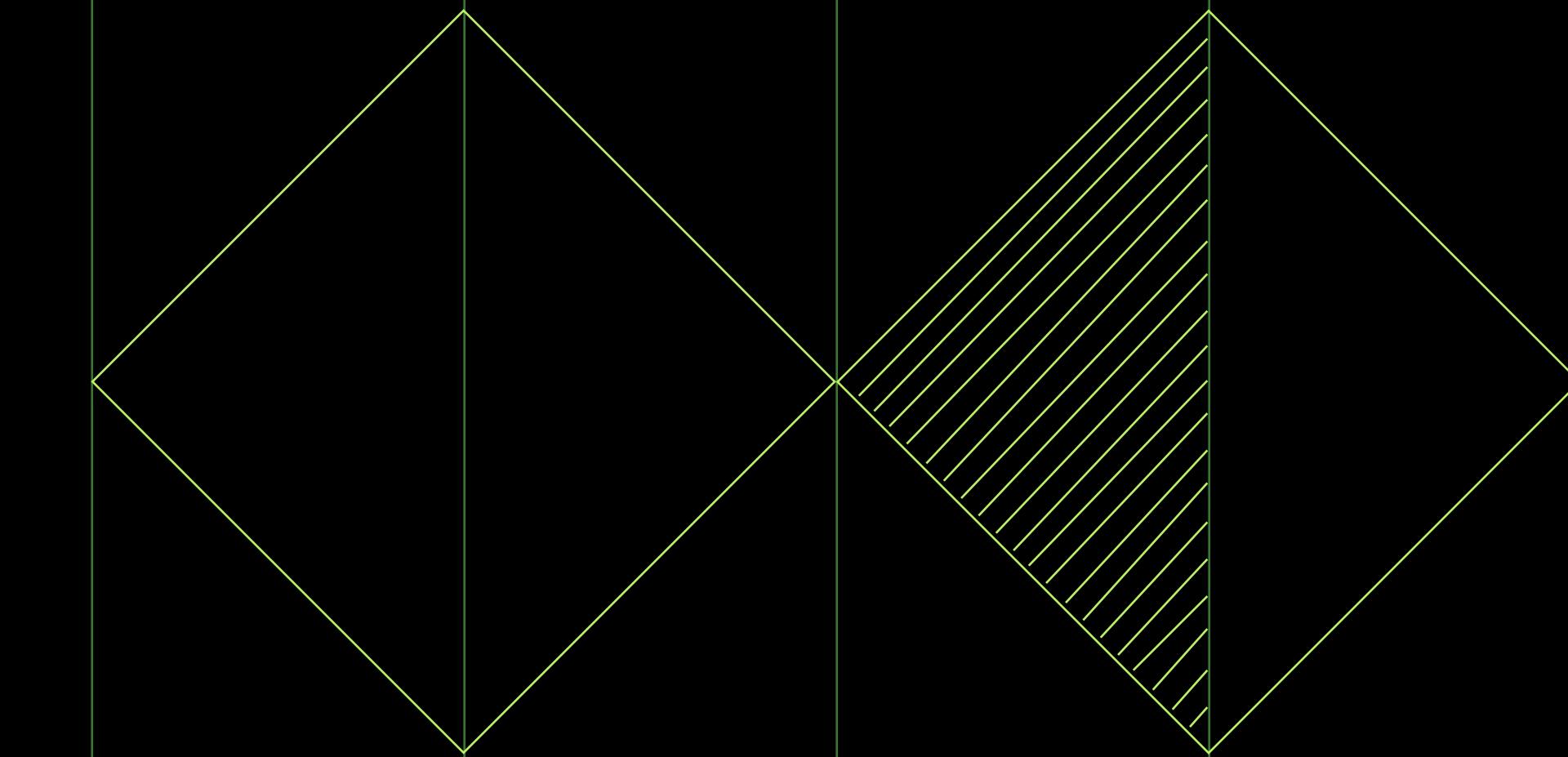
of registrants per event had to be  
manually enriched with SignalHire

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

# DEVELOP

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

DISCOVER      DEFINE      DEVELOP      DELIVER



# Testing the LinkedIn + SingleHire Solution at scale

## Technical Feasibility

We were already using SingleHire successfully. The only challenge was that enrichment required manual LinkedIn lookups by the events team.

## Financial Feasibility

Budget for SingleHire was approved for higher enrichment volumes expected from job applications.

## Operational Feasibility

We needed to capture LinkedIn URLs directly during sign-up or registration, removing manual lookups and enabling automatic enrichment at scale.

## Next step: User Feasibility

Need to confirm that candidates are 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.

## Start Your Application

Enter your email. \*

Boost your application with LinkedIn.

**Continue to Apply ↗**

By continuing, you agree to our [Privacy Policy](#).

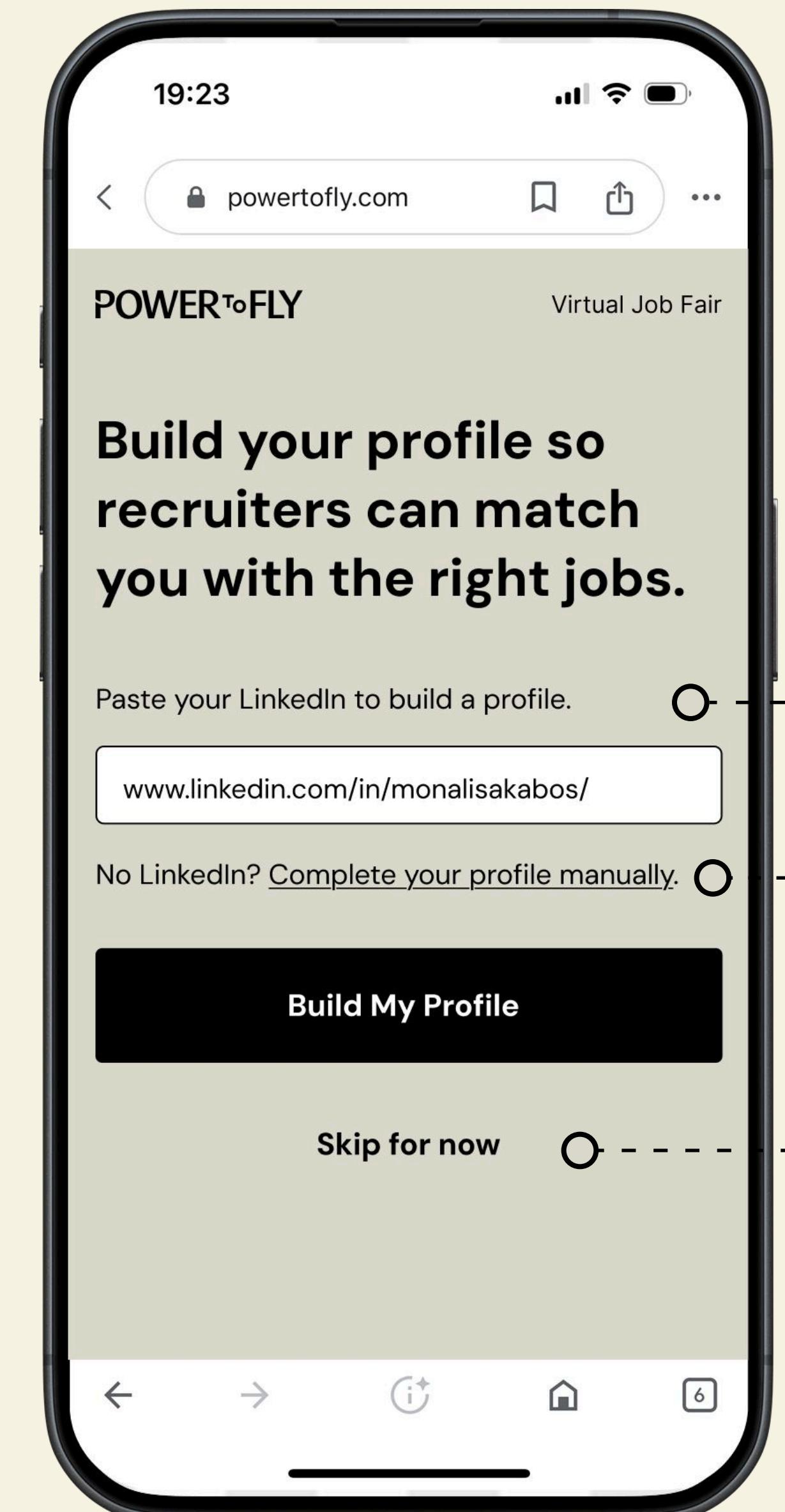
The Quick Sign-Up (email + LinkedIn) design.

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*

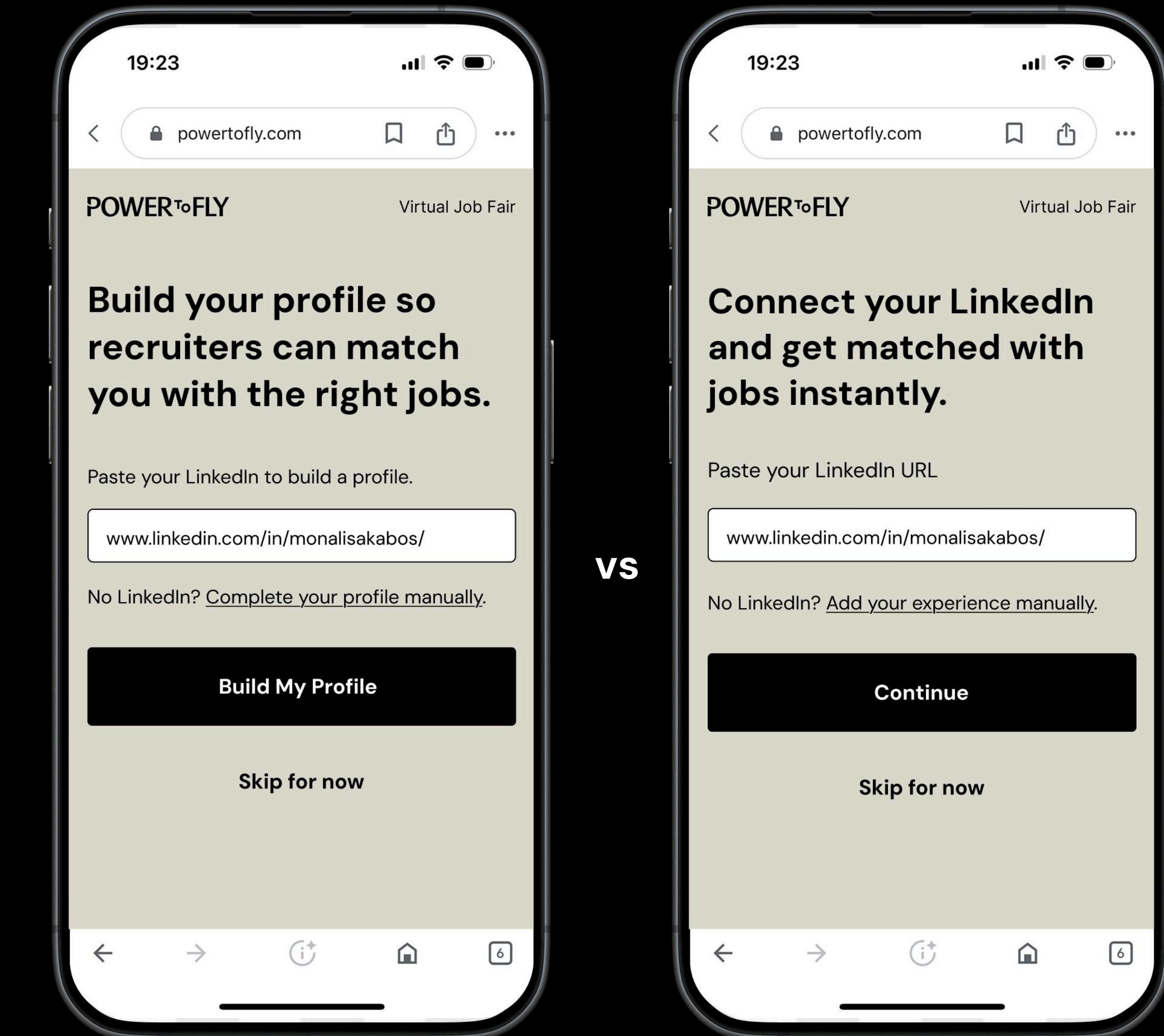
Candidates were open to sharing their LinkedIn YAY. But having profiles didn't feel valuable to them.

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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

*3 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 updating my LinkedIn — I wouldn't bother doing the same somewhere else.

-Diego, Marketing

\*Source: Moderated candidate interviews, session testing docs

# Strategic Decision: To remove “Profiles” from our value prop

Partnered with the CEO and VP Product to make a strategic shift: retire “profiles” as part of our value prop. While collecting candidate data was essential, positioning it as ‘creating a profile’ added unnecessary friction and no longer aligned with our value proposition — especially after we moved away from the staff augmentation business model.

Supporting data:

75%

of candidates quit at the first profile screen

100%

of users in testing said maintaining a second profile beyond LinkedIn had no value to them.

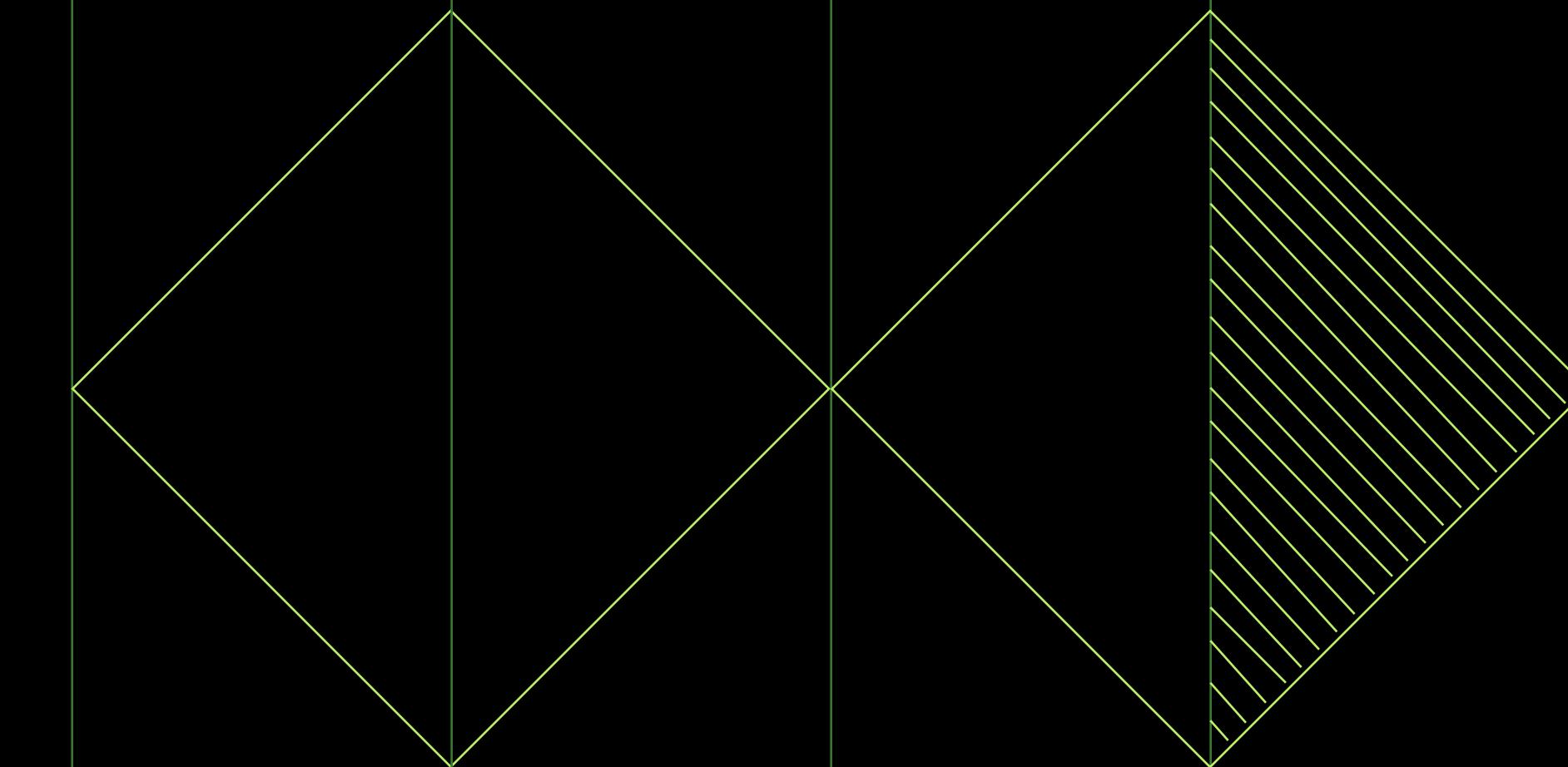
<2%

of candidates ever returned to their profile page after creating it

# 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



# Jobs Flow Before

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

The figure consists of five screenshots arranged in a grid, illustrating the 'Profile Creation Wizard' in the 'Jobs Flow Before' state. The screenshots show the progression from account creation to a completed profile.

- Screenshot 1: Account Creation**

Shows a success message: "Hello lizu, your account was created successfully!". It includes a file upload section for a resume template (.pdf) and a manual profile completion button.
- Screenshot 2: Profile Creation Step 1**

Shows a file upload error for "Copie a Resume Template 1\_.pdf": "Error uploading the file. Something went wrong". It includes a manual profile completion button.
- Screenshot 3: Profile Creation Step 2**

Shows the "Work Experience" section with one entry: "MTV 2010 Oversaw digital integrated marketing...". It includes an "Add Experience" button and a manual profile completion button.
- Screenshot 4: Profile Creation Step 3**

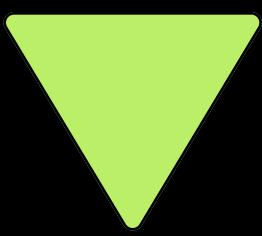
Shows the "Tell us about yourself" section with fields for Headline (containing "test"), Pronouns (set to "she"), and Location (United States, Arkansas, Alexander). It includes a manual profile completion button.
- Screenshot 5: Profile Creation Step 4**

Shows the final step of the wizard, indicating 4 of 4 steps completed. It includes a "Save and Continue" button.

Screens from Profile Creation Wizard in the job application flow.

## Jobs Flow

After



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

The image displays two mobile device screenshots illustrating the 'Jobs Flow' process.

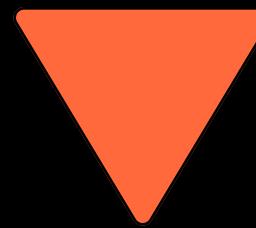
**Screenshot 1 (Left):** A modal window titled 'Start Your Application' is overlaid on a job search results page. The modal contains a text input field labeled 'Enter your email to apply.\*' and a large green button labeled 'Continue to Apply ➔'. Below the button, a note states 'By continuing, you agree to our [Privacy Policy](#)'. The background shows a list of job results from various companies like Morgan Stanley, Citi, and Contentful.

**Screenshot 2 (Right):** An email inbox screen showing a welcome message from PowerToFly. The subject line reads 'Welcome Just one more step to complete your account'. The message body instructs the user to create a password to access their profile and explore recommended jobs. 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, there's a green button labeled 'Set up your password' and links for 'Unsubscribe' and 'Manage preferences'.

Quick Sign-Up Modal and Email Push to account completion in the job application flow.

## Events Flow

### Before



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

**POWER<sup>to</sup>FLY** x

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

[Continue with Google](#)

or

Email **\*** (valid email)

Password **\***

First Name **\***  Last Name **\***

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

[Join Now](#)

**POWER<sup>to</sup>FLY** x

**Tell us a little more about you**

Company  
 Company

Job Title **\*** Required  
 Job Title

[Back](#) Privacy - Terms

**Continue**

**POWER<sup>to</sup>FLY** x

**Thank you for registering!**

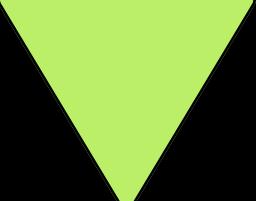
You're being redirected now ...

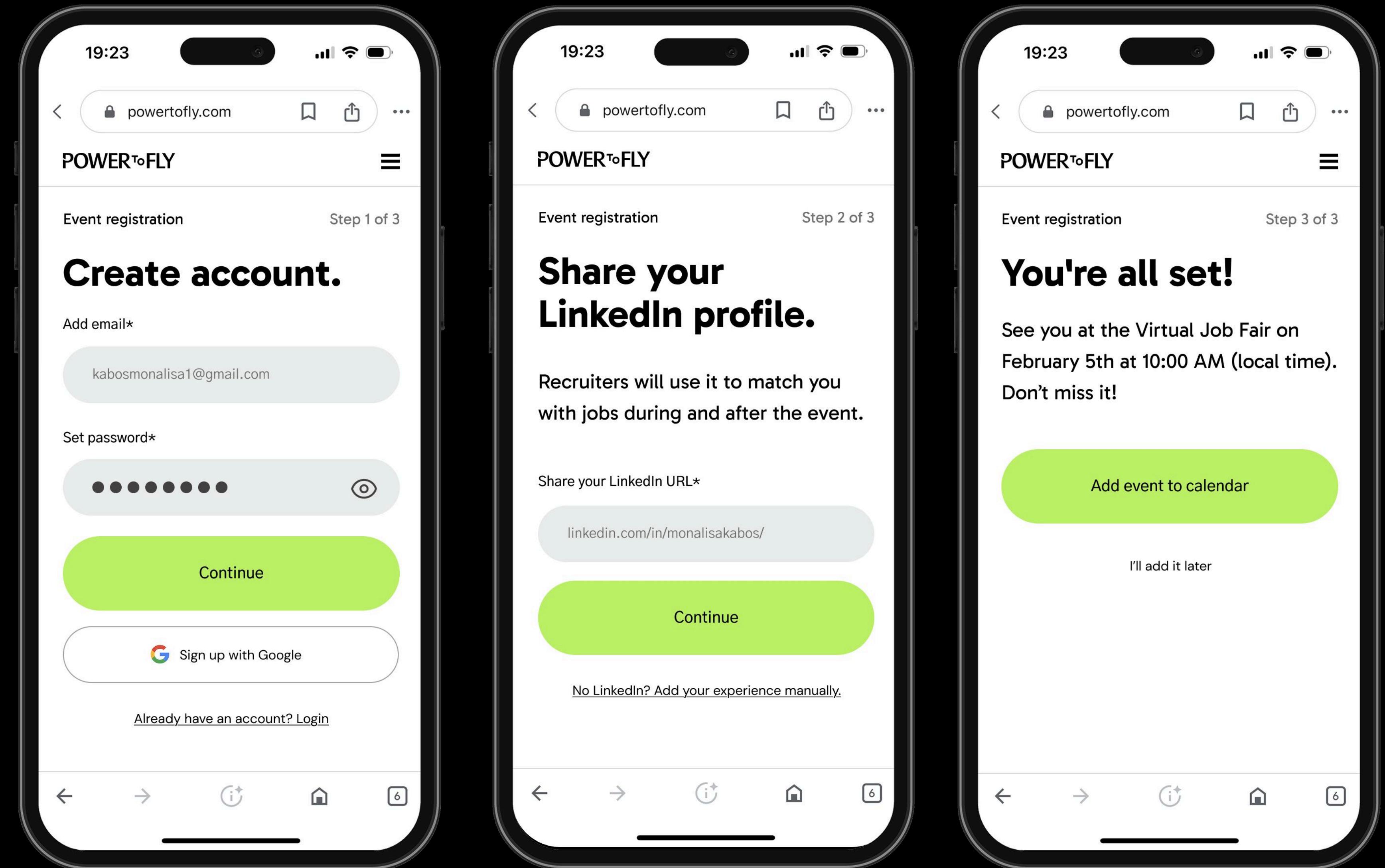
Privacy - Terms

Screens from the old events registration flow.

## Events Flow

After

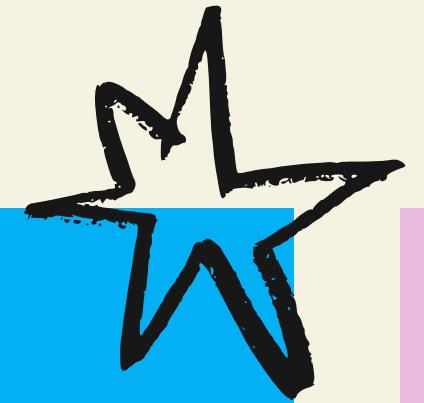
- 
- ① View event
  - ② Click "Register"
  - ③ Create account
  - ④ LinkedIn ask New
  - ⑤ Finish registration



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.

Aligned business goals & user needs by removing 'profiles' value prop.



Directly contributed to \$1.2M+ in renewals.

