

# **IMPROVING**

# **IIMJOBS APP RETENTION**



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# A P P R O A C H

PROPOSING  
SOLUTION AND  
FEATURES

UNDERSTANDING  
PROBLEM STATEMENT AND  
APPLICATION.

USER PERSONAS AND  
PAIN POINTS

PRIORITIZATION AND  
METRICS ANALYSIS  
FOR  
A/B TESTING



# **PROBLEM STATEMENT**

**YOU HAVE BEEN APPOINTED AS A PRODUCT MANAGER AT IIMJOBS**

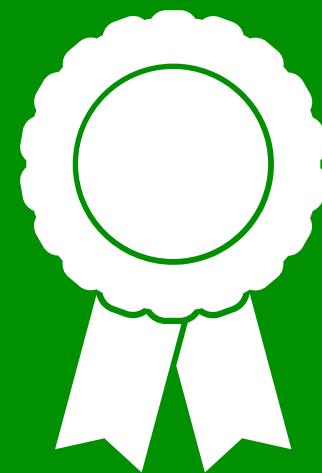
**SUGGEST A FEW PRODUCT FEATURES THAT WILL HELP  
THE APP TO INCREASE THEIR RETENTION RATES**



**ONLINE RECRUITMENT PLATFORM  
FOR MIDDLE AND SENIOR  
MANAGEMENT.**



**3.4/5**



**1 MILLION REGISTERED  
PROFESSIONALS.  
1 LAC RECRUITERS**

- Amazon - Senior Recruiter - APAC Student Programs (8 - 13 Years, Bangalore, 01/05)
- Magicbricks - Head - User Experience - IIT/NIT/BITS (12 - 16 Years, Mumbai, 30/04)
- Byju's - Vice President - Product Management (12 - 20 Years, Gurgaon, 27/04)
- Cloutail - Vendor Operations Manager (5 - 7 Years, Bangalore, 25/04)

Featured Employers

- Collegedunia.com - Associate Product Manager/Product Manager (10 - 15 Years, Delhi/NCR, 27/03)

**BFSI, CONSULTING,  
SALES&MARKETING  
\$10M VALUATION**



**iimjobs  
.com**

**3+ LAC DOWNLOADS  
FOUNDED 2008**



# USER PERSONAS



**Rohit Ahuja**

**AGE - 25**  
**MBA Fresher**

**PAIN POINT**

Being a fresher it's difficult for him to gain the trust of the companies that he is applying to. His skills are not getting verified.



**Anuj Kadam**

**AGE 32**  
**Works in an MNC.**

**PAIN POINT**

Anuj has an experience of 8+ years in MNC culture. During his job switch, he wants to have start-up experience. He is only looking to join start-ups.



**Riya Pandey**

**Age 48**  
**Works remotely**

**PAIN POINT**

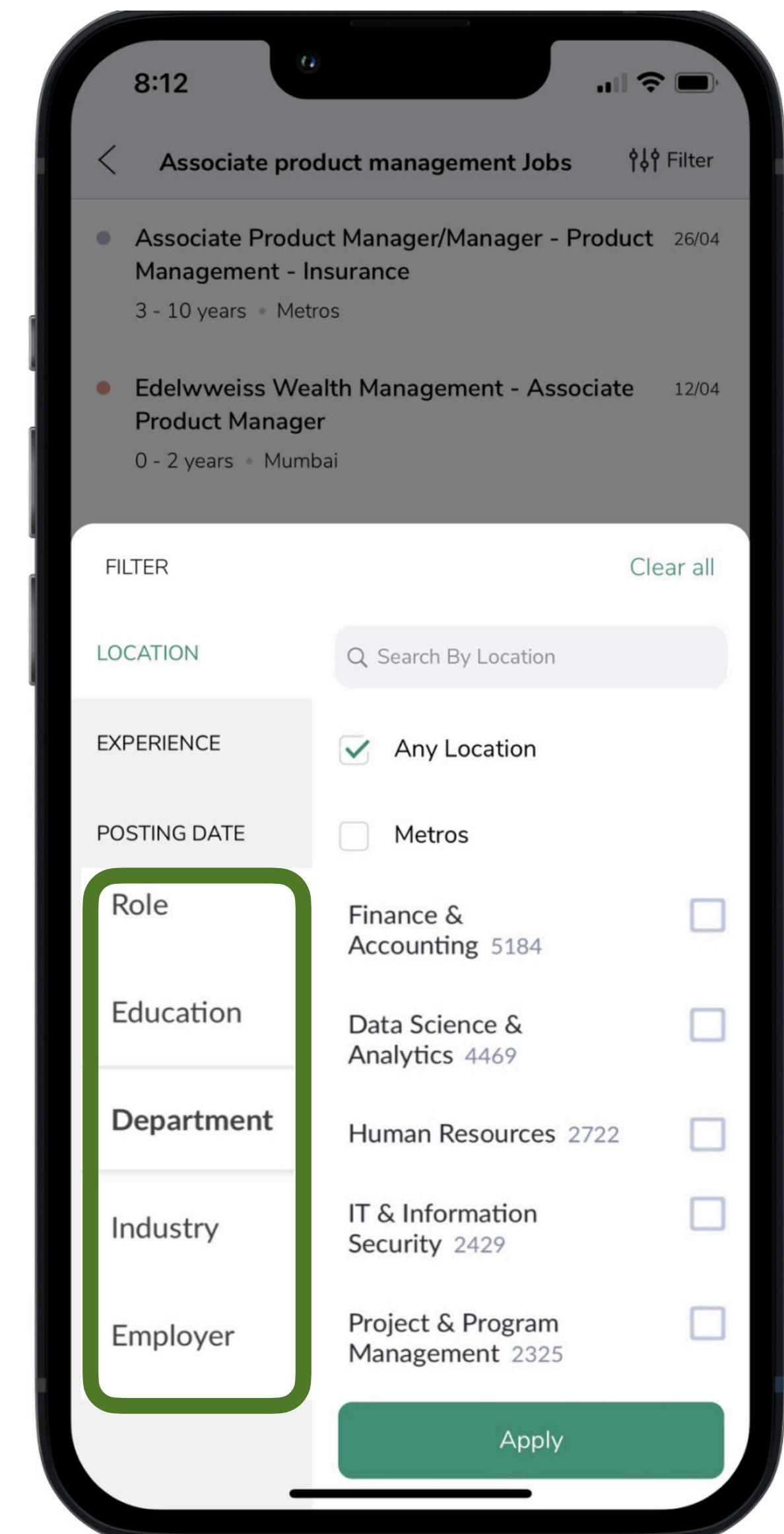
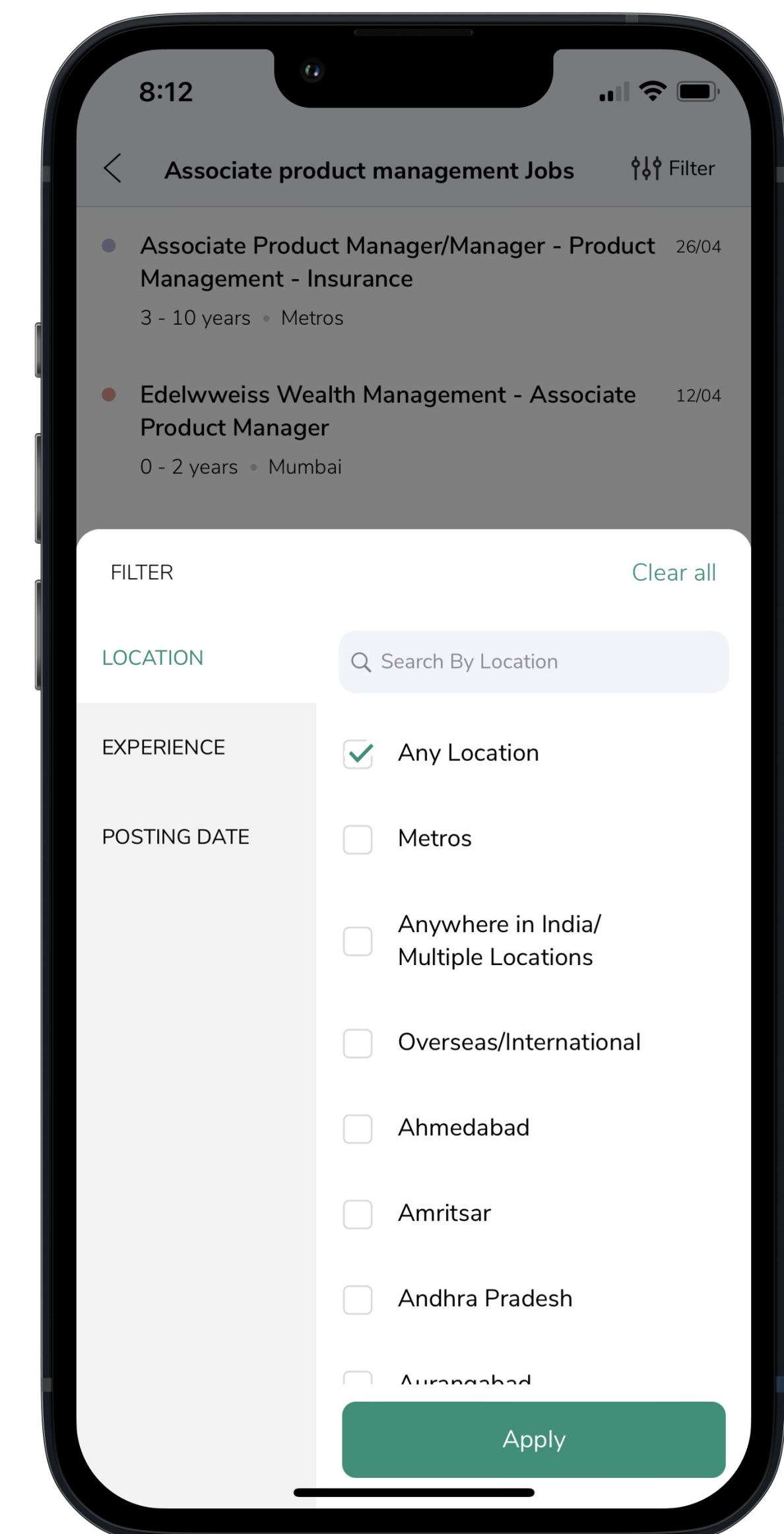
She is a single mother of 2 children and a single bread-earner of a family of 3 members. She can't afford time for new skills. She want to have her specific role.



## Feature 1 - MORE FILTER

### Solving Problem of Riya Pandey

- **REQUIREMENT** - The user comes looking for a particular role or an isolated WFH demand or a particular role-specific job.
- **PAIN POINT** - User come to their feed but are not able to locate their job.
- **RESULTS** - Hence, they bounce back.
- **SOLUTION** - Relevant filters for users in selecting.
- **METRIC** - No. Of People using a filter in a monthly/ MAU

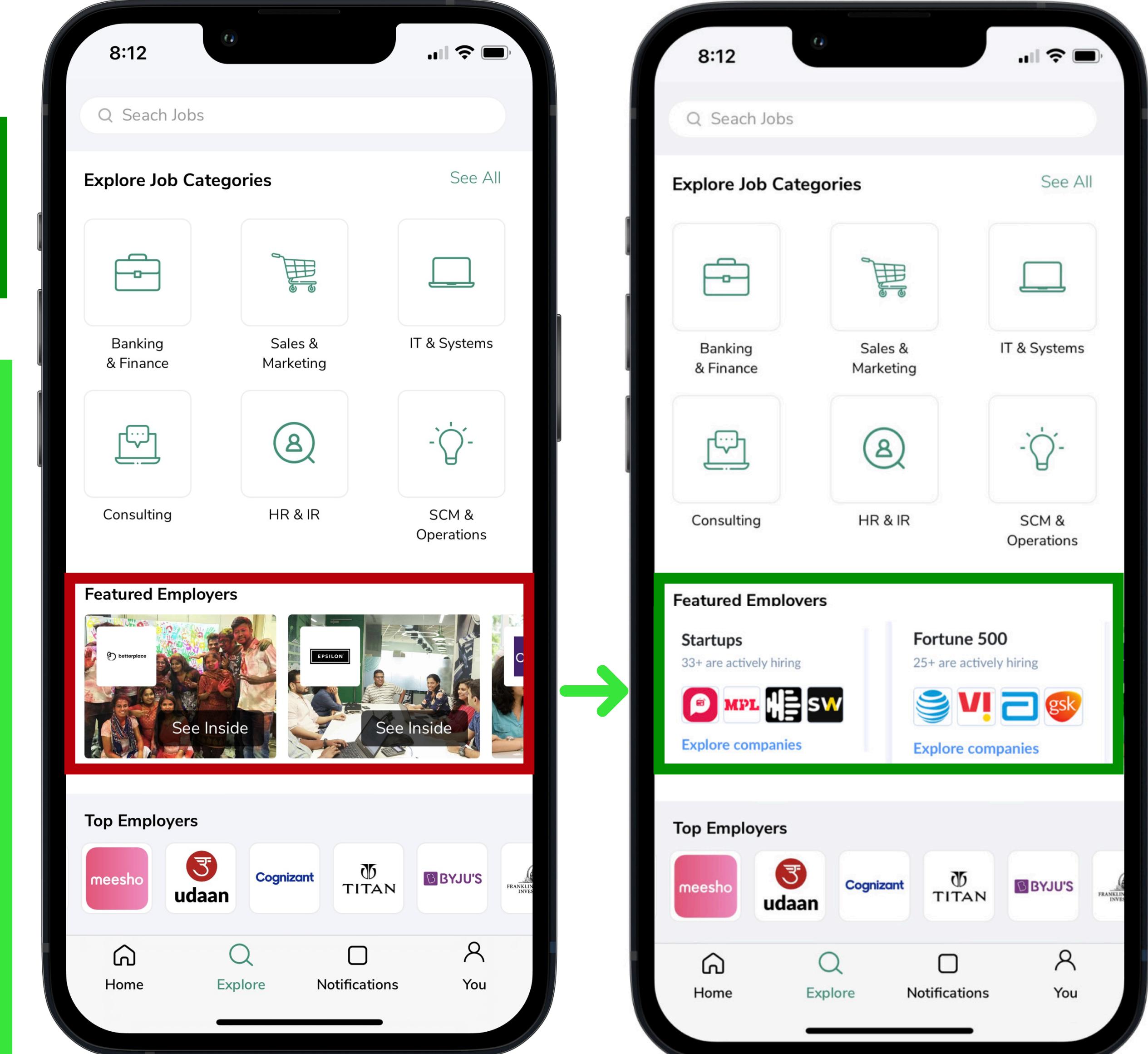




## Feature 2- SEGREGATING TYPES

### Solving Problem of ANUJ KADAM

- **REQUIREMENT** - User is looking for a particular set of companies. User is sure that he want to join a newly formed start-up or any unicorn start up.
- **PAIN POINT** - User doesn't know company names.
- **RESULTS** - Hence, they bounce back.
- **SOLUTION** - The user will be shown the companies which are segregated on basis of Fortune 500, MNC's, Corporates, Unicorn, Start-ups, etc.
- **METRIC** - No. Of People using Feature in a monthly/MAU

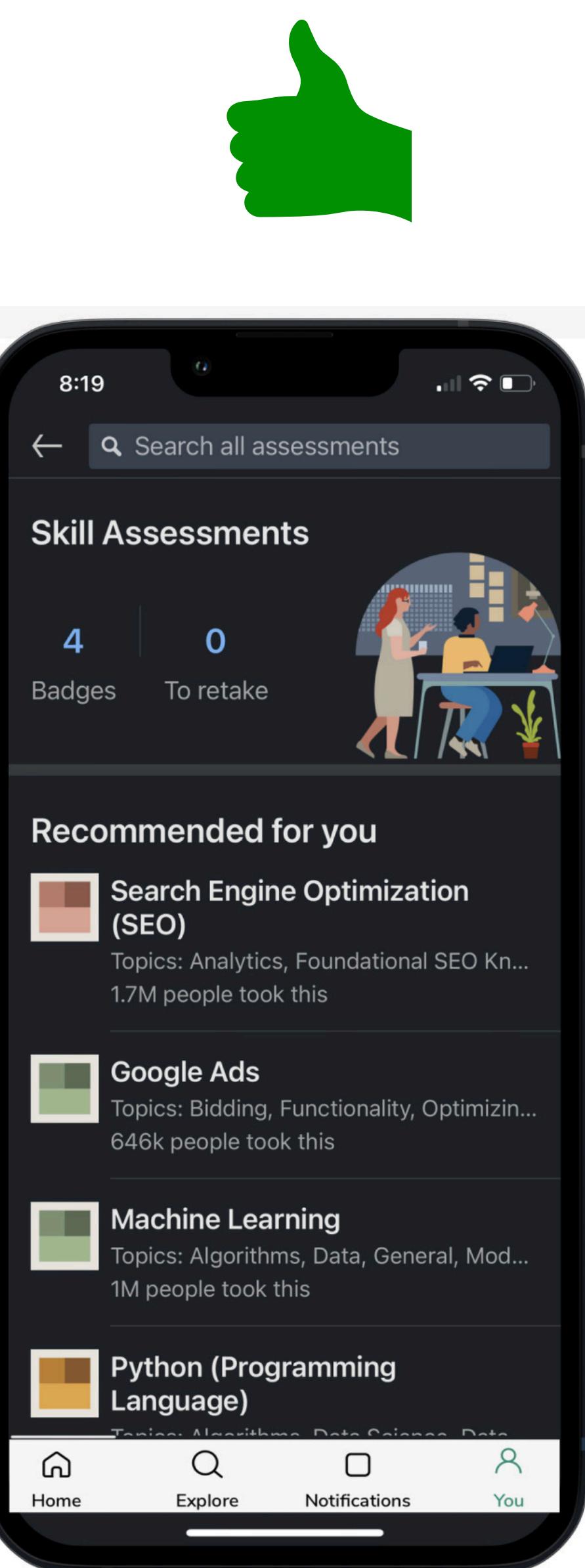
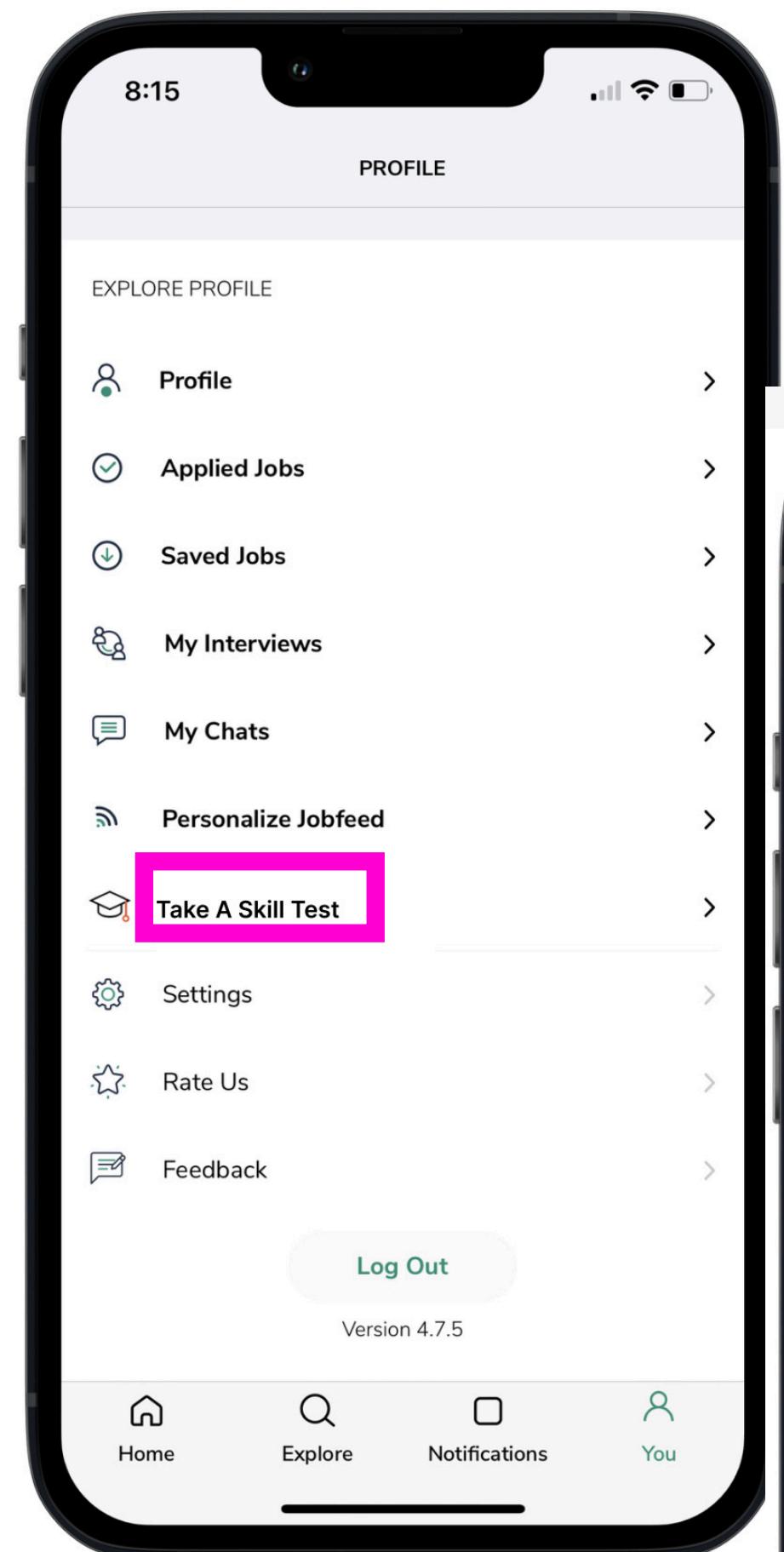
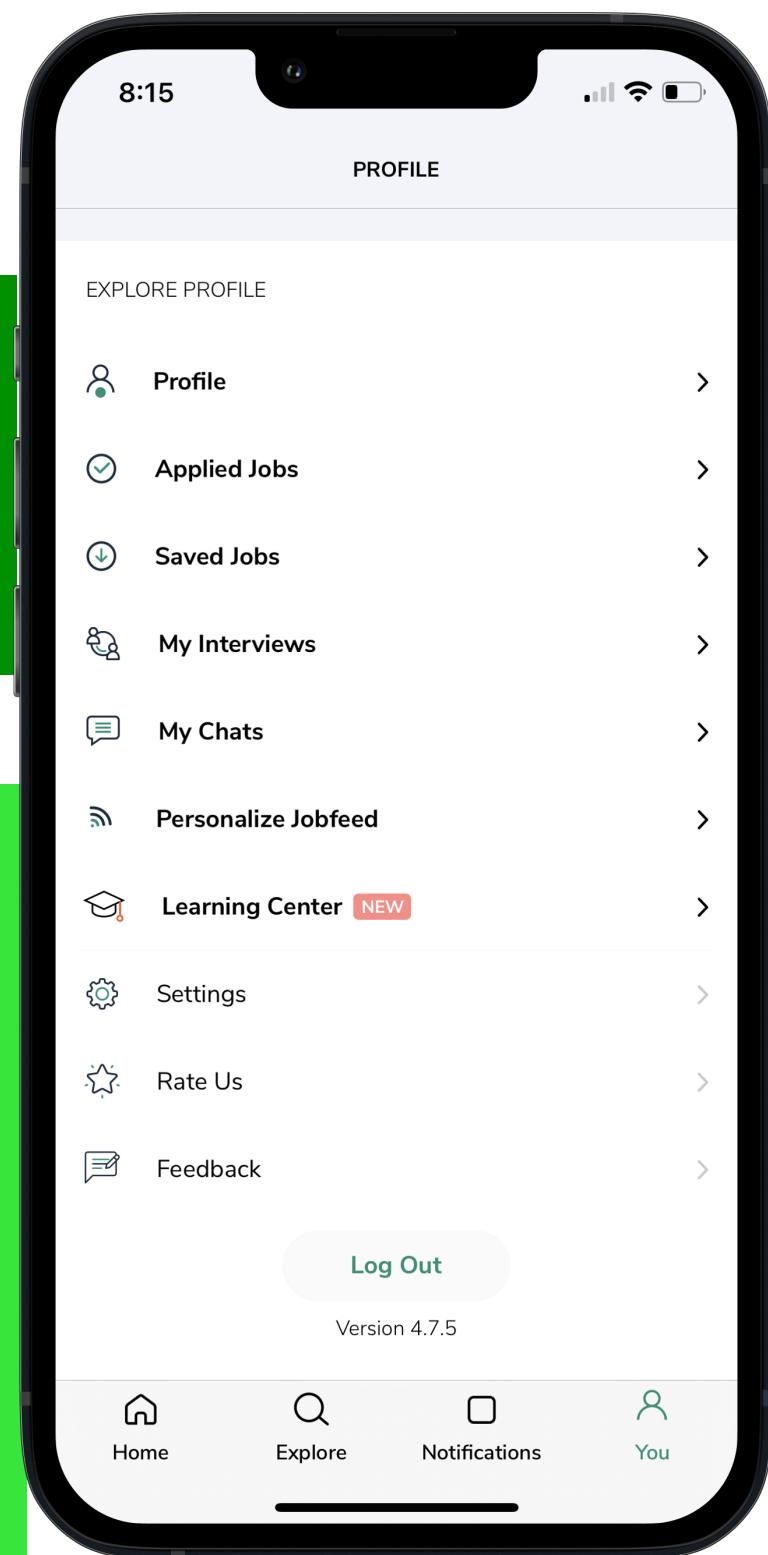




## Feature 3- SKILLS ASSESSMENT

### Solving Problem of ROHIT AHUJA

- **REQUIREMENT** - The user applies to the jobs but the resume isn't getting shortlisted.
- **PAIN POINT** - It's because his hands-on skills can't be judged on an avg. 30 sec. time which recruiter has for a resume.
- **RESULTS** - Hence, the user uninstalls the app eventually.
- **SOLUTION** - The user will give skill-Assessment tests on key skills and tools selected on his profile to get the badges .Badges will built trust and in return increase the retention of the user on the platform.
- **METRIC** -No. Of People taking tests Monthly / MAU



# PRIORITIZATION

IDEA	More Filter On JOB SEARCH	Segregation Company type	Skill Assessment
To How many % of users will this feature be useful directly?	80%	60%	100%
What Is the Efficacy of the Solution? 1-5	4	4	5
How Much Technical Effort would be needed? 1-5	3	2	4
What Is the Confidence in Delivering this feature? 1-5	3	4	5
Scaled Final Score 1-10	8	7	9 

# METRICS TO MEASURE SUCCESS

## GROWTH METRICS

RETENTION (FOCUS METRIC)

DAU, MAU WILL SHOW THE ENGAGEMENT WITH FEATURE.

CUSTOMER RETENTION RATE =  
$$\frac{(\text{CUSTOMER AT END OF PERIOD} - \text{NEW CUSTOMER ACQUIRED DURING PERIOD})}{\text{CUSTOMER AT START OF THE PERIOD}}$$

LOYAL CUSTOMER RATE =  
$$\frac{\text{NUMBER OF REPAEAT CUSTOMERS}}{\text{TOTAL CUSTOMERS}}$$

## CUSTOMER SPECIFIC

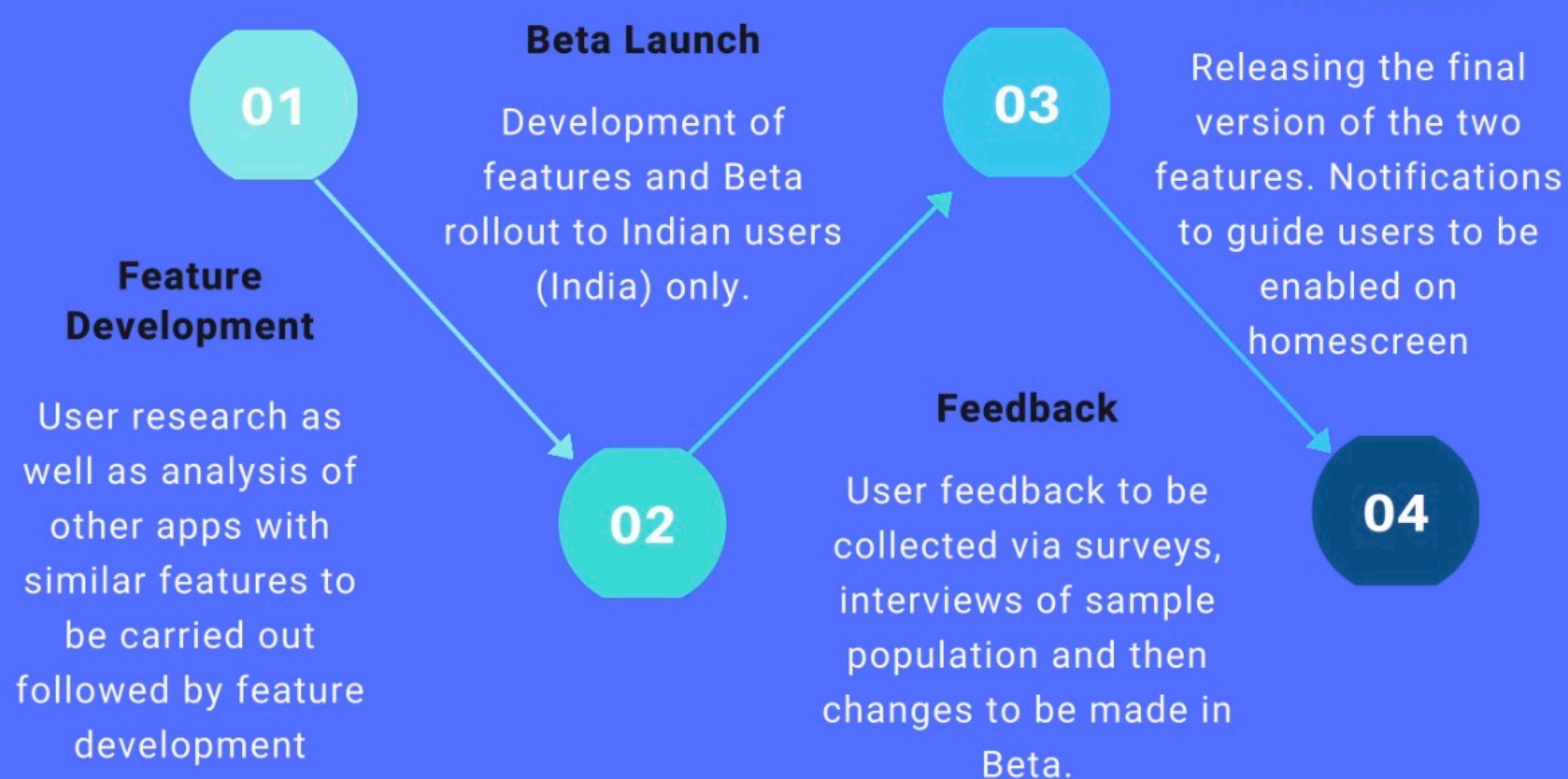
NET PROMOTER SCORE  
HOW IS NPS AFFECTED SINCE THE FEATURE LAUNCH ?

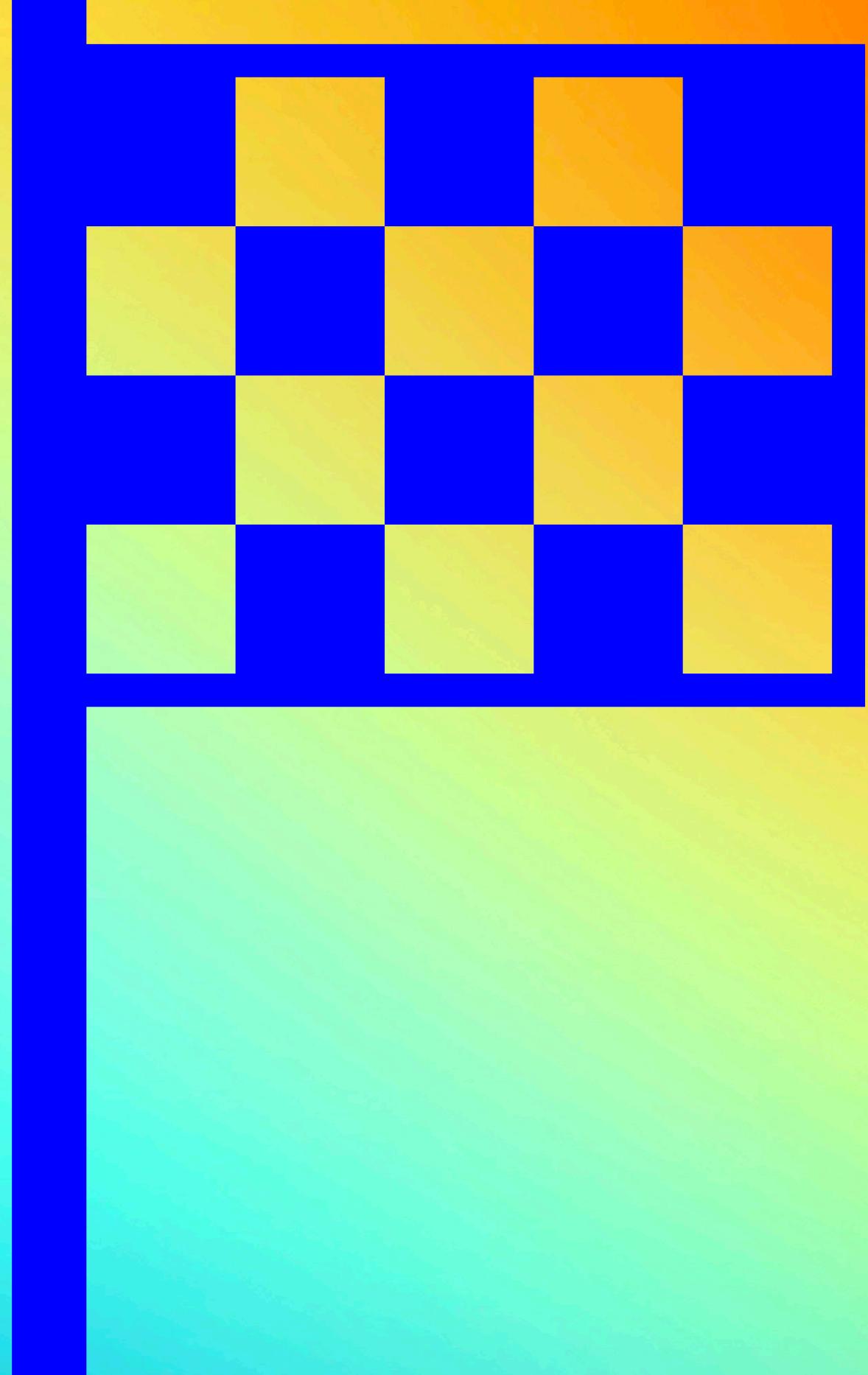
## PLATFORM SPECIFIC

REPORTS/CRASHES  
HOW MANY CRASHES AND REPORTS ARE BEING SENT SINCE THIS FEATURE LAUNCH?

PRODUCT DISCOVERY TIME  
AVERAGE TIME TO FIND THIS FEATURE SHOULD BE LOW

# Go-To-Market Strategy





# **THANK YOU**

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