

Technologist Apply Onboarding

Challenge

New technologist to Dice were not filling out and publishing their profile upon applying to their first role on the platform. Consequently, many technologist left their profiles sparse and would not reap the full benefits of having an account on Dice.

Role

Sole UX Researcher

Impact

- Identified lack of app performance contributing to a significantly diminished experience
- Identified three specific areas to iterate based on study
- Executed an unmoderated usability test for research contributors in an authenticated experience
- Transitioned to an Atomic Research approach for analysis and synthesis

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Research Question

How might we prompt candidates applying to their first job to build out their Dice profile and make themselves public to recruiters? What are the points of delight and barriers of the current candidate experience?

Considerations

I leveraged unmoderated studies on Usertesting.com for evaluative research at Dice. This allowed research to scale with limited resources and was valuable when tapping into the technologist candidate market.

This is the first time Dice had executed an unmoderated usability test with research participants in an authenticated experience in Dice.com. Consequently, many rounds of testing were needed to hone a streamlined experience for participants to sign-up for a Dice account and apply to a job.

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Considerations (con't)

This was the first research study to gravitate away from a traditional research report and be put into the format of Atomic Research. I was testing different vendor solutions for a research repository and through discussions with internal stakeholders, we thought it would be interesting to pursue Glean.ly. Before completely adopting this product, I provided a proof of concept within the existing knowledge management system, Confluence.

Note: This was my last research study before being laid off alongside 10% of my colleagues.

Methodologies

1. Unmoderated usability test
2. Atomic research

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Process

1 Research Request In-take

This was important because,

1. Flesh out all the challenges that faced the specific product team.
2. Start to craft agreed upon expectations

2 Research Plan Discussion

This was important because,

1. Stakeholders are able to see who, what and how research will be completed. I find it valuable to be transparent with stakeholders, increasing the chance of less push back on research validity at readout.
2. This fills potential gaps in research that I may have not considered while planning.

3 Validate Research Study

This was important because

1. Before running any unmoderated usability study I like to test the test plan with at least two sessions. This test plan needed 7 sessions before distributing to the larger pool of participants because of the hiccups experienced in an authenticated environment.

4 Launch Study

This was important because

1. We were able to quickly and effectively receive usability feedback.

5 Analyze/Synthesis Research Recordings

This was important because

1. I was easily able to start tagging a coding research participant clips into themes.
2. By having these themes somewhat structured, it made synthesizing the information much more streamlined in the Atomic Research format.

6 Readout

This was important because

1. It give stakeholders the opportunity to ask questions about the research.
2. This is a great time for stakeholders to ask my opinion on potential next steps if they so choose.

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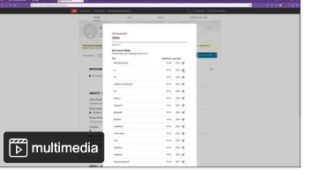
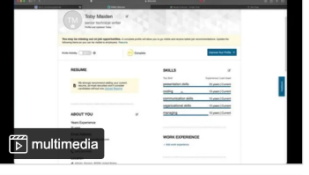

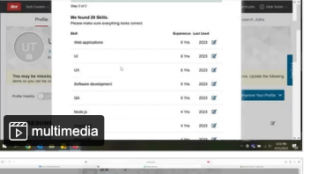


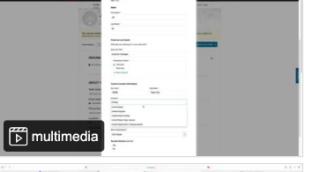
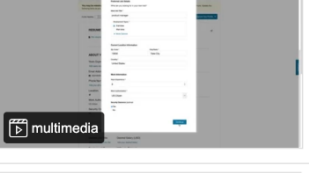
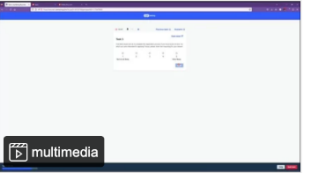

Example Deliverables

I find it beneficial to provide a Research Summary on the top of every “report.” This helps stakeholders in the future identify if the research findings are relevant to their research questions. *Note: you can find the research findings under “Key Takeaway Insights” at the bottom of the Research Summary.*

Research Summary

<p>Objectives</p> <ol style="list-style-type: none"> 1. Explore the users mindset on switching from applying for a job to creating their profile 2. Better measure the level of cognitive friction transitioning from Job Apply to Profile creation <p>Jobs-to-Be-Done (JTBD)</p> <p>Technologist -</p> <p>Primary: I need a solution to help me secure a worthwhile job in a timely manner.</p> <p>Secondary: I need a solution to help me get recognized as a potential candidate for a worthwhile job opportunity.</p> <p>Study Participants</p> <p>Number: 5</p> <p>Persona: Impact Seekers</p> <p>Ages: 25 - 32</p> <p>Gender: 3 Females 2 Males</p> <p>Key Takeaway Insights</p> <ol style="list-style-type: none"> 1. Address slow registration times. Potential troublemakers may include: <ol style="list-style-type: none"> a. Issues with core b. Same base email address provided to research contributors c. Specific to test job 2. Streamline the experience whenever possible, by: <ol style="list-style-type: none"> a. Implement automation wherever it can be accurate and impactful b. Consolidate number of screen if the technology allows for this - (i.e. Skill Builder modal) 3. Revamp copy and design to address the value propositions offered to technologist during onboarding. Address: <ol style="list-style-type: none"> a. Unique job opportunities found on Dice b. Hesitations technologists have about going visible <ol style="list-style-type: none"> i. Current employers will see profiles ii. Profile is not complete enough 4. Enhance field identification <ol style="list-style-type: none"> a. Add field descriptors and resize fields to reflect desired inputs b. Highlight specific fields to be addressed that cause errors <ol style="list-style-type: none"> i. This can complement error messages <p>Readout Recording</p> <p>Onsite Apply Registration Readout-20230510_101626-Meeting Recording.mp4</p>
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Atomic Research

Core Experience	Sub Experience	Facts	Insights	Recommendations
Profile Builder	Edit Skills	     	<ol style="list-style-type: none"> 1. Confusing language in the Profile Builder skills modal adds friction to the technologist's experience. 2. Accurate automation is always desired and this is apparent with this resume upload into skills. 3. The skill builder appears novel to contributors in a neutral to positive way. Additionally, UtahTester20's comments are relevant to insight 2. 4. There's confusion about how to navigate the Skill builder modal and uncertainty around why there are multiple edit buttons if all fields can be edited by one 5. Technologist loose momentum in a process when they are unsure of something. 	<ol style="list-style-type: none"> 1. Have appropriate language reflect what is present in the technologist's experience. Only show "Add at least five..." and "Complete the missing information" if necessary. 2. Provide automation whenever possible and when it kind function with a high degree of accuracy
	Work Information	 	<ol style="list-style-type: none"> 1. Technologists get frustrated when the perceived action does not yield a similar result to their assumptions. 	<ol style="list-style-type: none"> 1. This can be remedied by making fields more aligned with technologists mental models. In this case, the team can shorten the "Years Experience" field and present an example number 2. Consider streamlining this process to one modal screen for technologist to review and edit their information. 3. Add more detail to fields.
Registering for Account	Likelihood to register	 	<ol style="list-style-type: none"> 1. Technologists will register based on the perceived quality of the job opportunity <ol style="list-style-type: none"> 1a. Technologist may prefer to apply to jobs on company websites 2. By demanding few requirements for onsite apply registration, technologists will be more likely to engage in the process. 	<ol style="list-style-type: none"> 1. Use language that gets technologists energized about registering for an account. This should be relevant to the uniqueness and quality of jobs on Dice. 1a. Continue to communicate the value of applying for a job on Dice throughout the application/registration process 2. Maintain this level of