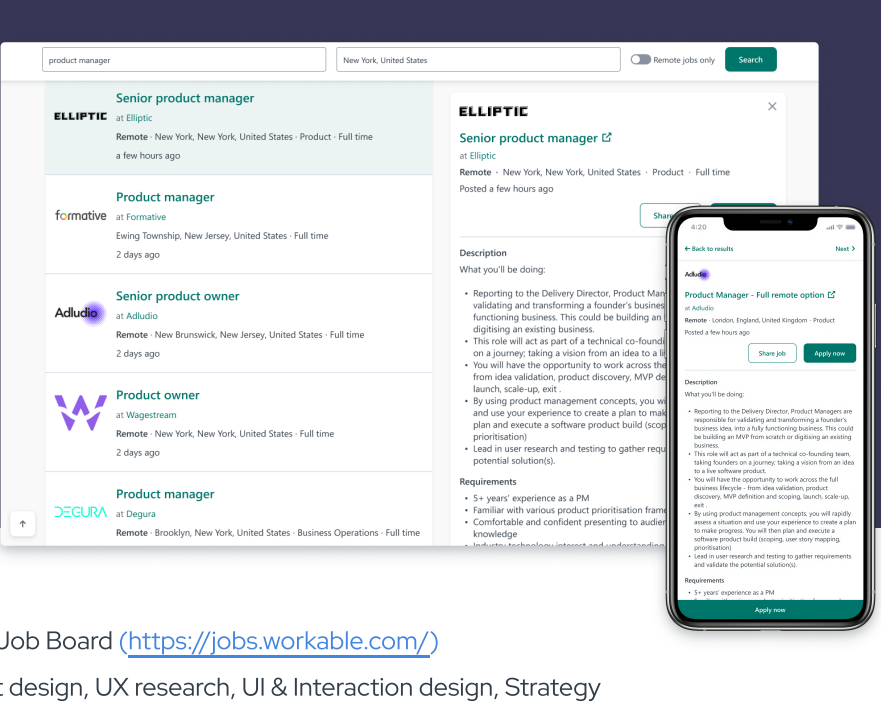
Workable

Reinventing the Workable Job Board

a case study by Thelxi Mamagkaki


product manager
New York, United States
Remote jobs only
Search
Senior product manager
Product manager
Senior product owner
Product owner
Product manager
Apply now

Project name: Workable Job Board (https://jobs.workable.com/)
Responsibilities: Product design, UX research, UI & Interaction design, Strategy
Platform: Responsive web
Duration: June 2021 - December 2021
Launched: March 2022

Overview

Workable is the world's leading hiring platform. It provides in-house recruiters and hiring teams with ways to find more qualified candidates and help them work together to identify and hire the best. This case study deals with **the redesign of the Workable Job Board** with the goal to **improve its user experience, extend its functionality and grow its user base**.

My role in this project as a **Principal Product Designer was to lead the redesign and build the product strategy**. I worked together with a UX Researcher, a UX writer, a Product Manager and a team of 6 frontend and backend engineers. During the course of the redesign, I delivered user research and competitive analysis reports, user flows, low and high fidelity designs, interactive prototypes as well as usability testing reports.

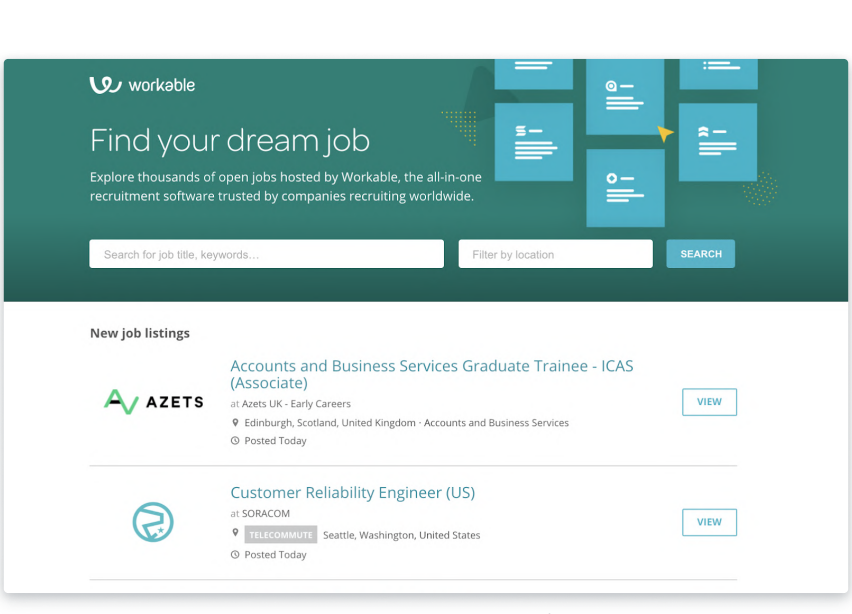
The redesigned Workable Job Board was launched in March 2022, three months after my involvement in the project ended. As of August 2022, the redesign has resulted in a **60% increase in conversion rate** and **30 times more candidates** applying through the Workable Job Board.

Some context

Workable is a hiring platform with many tools for companies to facilitate every stage of their hiring process. To reach out to candidates, companies can create job ads and application forms that reside under their own Workable-hosted careers page. These job ads can then be advertised to job boards like LinkedIn or Indeed, or a company can link the job ads in their website or post them to their social media.

So, although Workable's paying customers are companies, its users are both companies - recruiters and hiring managers - and job candidates. Candidates come accross Workable when they find a job ad and apply through the careers page that a company created with Workable. Some of these candidates might never even notice Workable as being the mediator, the tool they used for a job application. In that sense, **candidates don't come directly to Workable to look for jobs**.

Enter the Workable Job Board, a website where candidates can search through all the jobs created via Workable. First created in 2017, as a side project for engineers to experiment on job ad optimized search technologies, the Workable Job Board had not been updated or given any love since. It was outdated brand-wise, offered very limited functionality and was not really marketed. However, a few candidates still found their way there and searched for jobs.


workable
Find your dream job
Explore thousands of open jobs hosted by Workable, the all-in-one recruitment software trusted by companies recruiting worldwide.
Search for job title, keywords...
Filter by location
SEARCH
New job listings
Accounts and Business Services Graduate Trainee - ICAS (Associate)
Customer Reliability Engineer (US)
VIEW

The Workable Job Board homepage (and only page) from 2017-2021

Challenges & Goals

One of Workable's goals in 2021 was to keep increasing the volume of quality candidates for their customers through all channels. Besides that, Workable also wanted to start working on an idea that existed for a very long time: giving candidates the ability to create user profiles. Starting with these intentions, my team and I had the mission to redesign the Workable Job Board. But, we would not just try to repaint the existing website where candidates scroll through and view job ads.

Our ambition was to create **a platform where candidates have their own "home"** for their job seeking experience. A place where they'd search for jobs easily, find help and resources, personalized job recommendations, have a profile with their resume ready to apply to jobs fast and easy and keep track of their past applications and upcoming interviews. Moreover, **candidate profiles would mean a bigger pool of talent for recruiters to source** from, which in turn would translate to more opportunities for candidates.

1. **Improve the user experience** of job seekers
2. **Retain the job seekers** and keep them coming back
3. Increase the **volume of quality applications** for Workable customers
4. Enable **better sourcing** for recruiters

Our high level goals

The user

So, who are these users we were going to start designing for? Candidates, job seekers, applicants... I've been at this place myself as a professional and identified with the job seeking stress. I knew them and worked with them for a long time on multiple Workable projects. At Workable we distinguished job seekers in two personas.

The active candidate, a candidate who is actively searching for a new job, wants to discover new companies and their job openings, is applying to jobs and goes through interviews and the hiring process.

The passive candidate, a candidate who is not actively looking for a new job, but might casually look to see what jobs are out there, how the job market is, would check out a job shared with them or would be interested to hear from recruiters.

Design approach

At this point in time I've been with Workable 5 years already and the times I've heard about this *future-project-where-we'd-create-a-candidate-platform-to-accompany-our-core-product* were probably hundreds. It was a big deal to start working on this and everybody in the team already had a good idea of what the platform should feature. And that was a big problem! We were all biased. **The challenge I had was to overturn this bias through my design approach.** I wanted to base my designs on user research and testing instead of proposing solutions established on all these ideas and expectations that had been formed throughout the years. Both my coworkers and I had to start with a clean slate.

Design thinking workshop

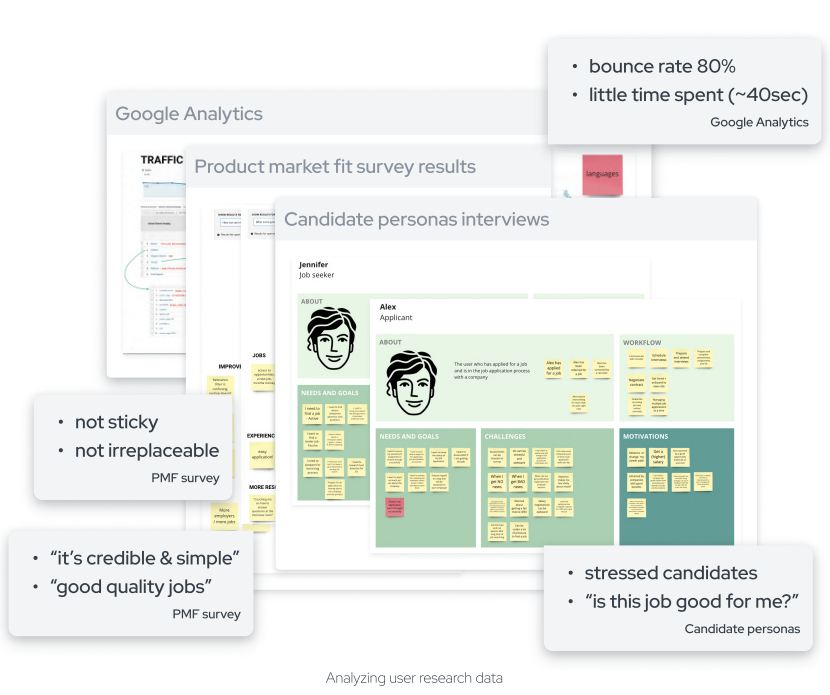
Fortunately, there was a lot of user research data and I wanted the team to partake in tapping into it. First we planned a design thinking workshop with the goal to **understand the user needs, come up with ideas and set the tone and strategy** for our future product. Instead of doing a full blown 5-day design sprint, we adjusted to time and resources' limitations and planned a 3-day workshop for the entire team (engineers, product manager, UX researcher, VP engineering) with the following stages: **Empathize, Define, Ideate**. Then I'd pick it up from there on my own for the next two stages: **Prototype and Validate**.

Empathize with users

The goal of the first stage was to empathize with the users and research their needs. The user research data I had in my arsenal were:

- **Product market fit survey results** of the existing job board,
    - a user survey we had previously run to understand how users perceived the value of the existing Workable job board (pmfsurvey.com)
- **Google Analytics** of the existing job board,
    - quantitative data that showed conversion and bounce rates, traffic sources, devices used etc.
- **Candidate personas** formed by user interviews
    - insights on candidate feelings, thoughts, goals and processes.

First we all together reviewed, discussed and analyzed all our data. This resulted in hundreds of post-it notes with bits of insight and user quotes.
We collected insights that outlined user needs like *"I need to find a job fast"* or *"Will this job be a good step in my career?"*. We found that job seekers using the existing Workable Job Board believed that it was *"very simple and straightforward"*, *"felt credible and had quality companies"* but also *"wasn't irreplaceable"*. We saw that users didn't stay long on the website, potentially meaning they couldn't find what they needed.


Google Analytics
Product market fit survey results
Candidate personas interviews
bounce rate 80%
little time spent (~40sec)
Google Analytics
not sticky
not irreplaceable
PMF survey
"it's credible & simple"
"good quality jobs"
PMF survey
stressed candidates
"is this job good for me?"
Candidate personas

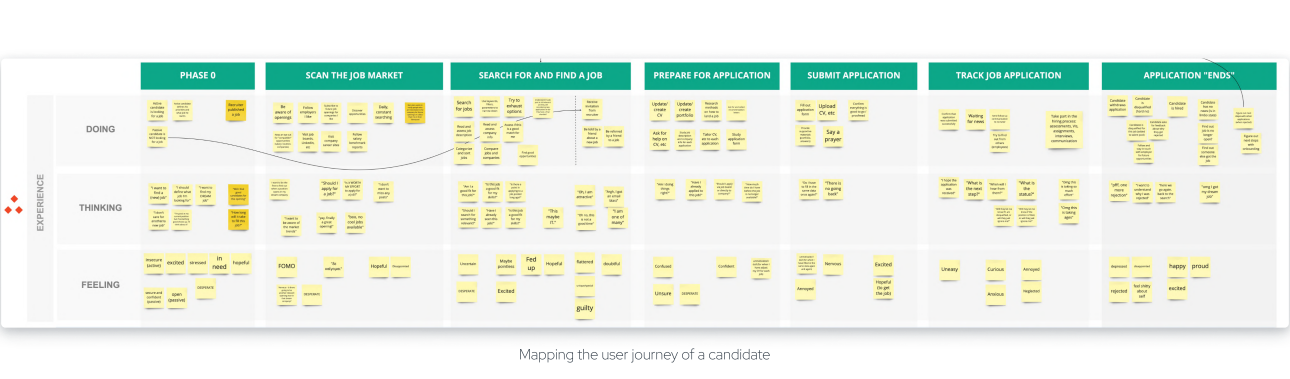
Analyzing user research data

By the end of this first exercise, we had a good grasp of our user and their deeper needs and desires. Our users were people trying to cover a basic need (find a job), wanted to find the best job for them and they'd put a lot of effort in that process. They were vulnerable during that process and often under a lot of stress. Everyone in the team had been in that situation, and this empathizing session was a great reminder of whom we were creating for.

Define the problem

Our next goal was to define the problems we wanted to solve, by looking at the user and their journey. First we mapped out the experience of a job seeker who wants to find a job: what they're doing, thinking and feeling at each stage of their journey. Then for each journey stage, we'd identify the problems.

For example, by examining the experience of a candidate during the "Search for and find a job" stage of their journey, we'll see that one of the things they are doing is *comparing jobs and companies*. They might be thinking "Am I a good fit for this job?" which could leave them feeling uncertain and anxious.
This situation would define a problem in the form of "The user is not sure if a job is a good fit for them".


PHASE 0
SCAN THE JOB MARKET
SEARCH FOR AND FIND A JOB
PREPARE FOR APPLICATION
SUBMIT APPLICATION
TRACK JOB APPLICATION
APPLICATION "ENDS"
EXPERIENCE
DOING
THINKING
FEELING

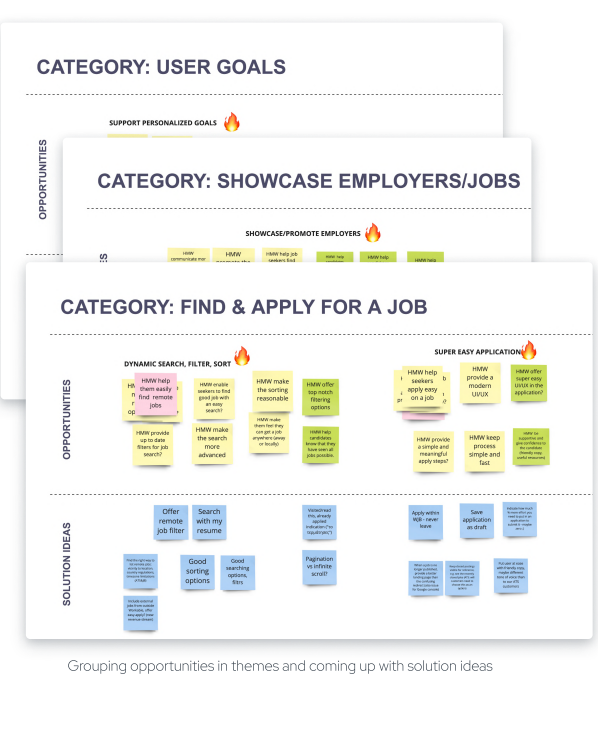
Mapping the user journey of a candidate

Ideate solutions

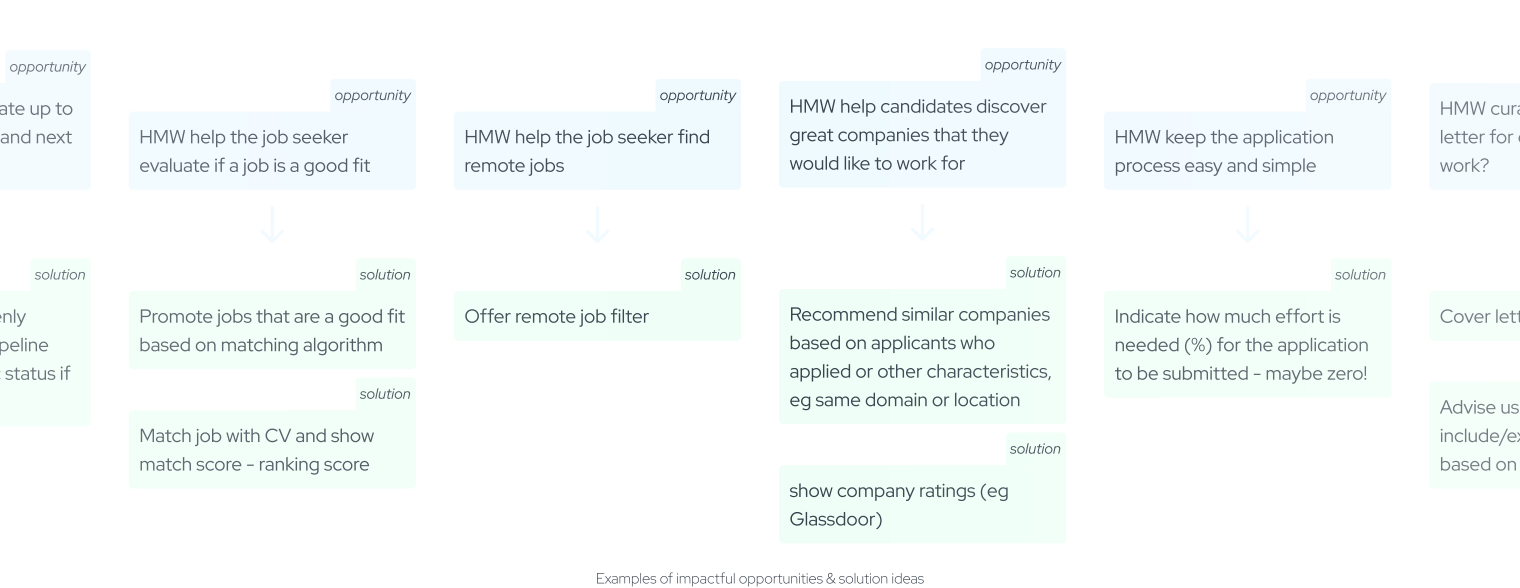
In this final stage of the workshop our goal was to ideate on solutions for the problems we had identified. We did this by asking *"How Might We"* questions (HMWs), ie questions to frame the problem for ideation.
In our process, the previous problem "The user is not sure if a job is a good fit for them" would translate to questions like:

- "How might we help a candidate find their dream job?" ,
- "How might we help job seekers find a good job with an easy search?" ,
- "How might we help the job seekers find out whether a job is a good fit for them?"

After gathering all the HMWs, we categorized them in groups depending on the general theme they revolved around like "candidate job matching", "super easy application", "supporting personalization". We ideated on solutions that would answer these HMWs; all solution ideas were welcome, even the ones that'd be hard to develop. After all these were noted and in order to come to a first rough prioritization, we voted the solutions we believed would bring the most value to users and the most impact on the product.


CATEGORY: USER GOALS
SUPPORT PERSONALIZED GOALS
CATEGORY: SHOWCASE EMPLOYERS/JOBS
SHOWCASE/PROMOTE EMPLOYERS
CATEGORY: FIND & APPLY FOR A JOB
DYNAMIC SEARCH, FILTER, SORT
SUPER EASY APPLICATION
OPPORTUNITIES
SOLUTION IDEAS

Grouping opportunities in themes and coming up with solution ideas


opportunity
ate up to
and next
solution
nly
peline
status if
opportunity
HMW help the job seeker evaluate if a job is a good fit
solution
Promote jobs that are a good fit based on matching algorithm
solution
Match job with CV and show match score - ranking score
opportunity
HMW help the job seeker find remote jobs
solution
Offer remote job filter
opportunity
HMW help candidates discover great companies that they would like to work for
solution
Recommend similar companies based on applicants who applied or other characteristics, eg same domain or location
solution
show company ratings (eg Glassdoor)
opportunity
HMW keep the application process easy and simple
solution
Indicate how much effort is needed (%) for the application to be submitted - maybe zero!
HMW cur
letter for
work?
Cover let
Advise us
include/e
based on

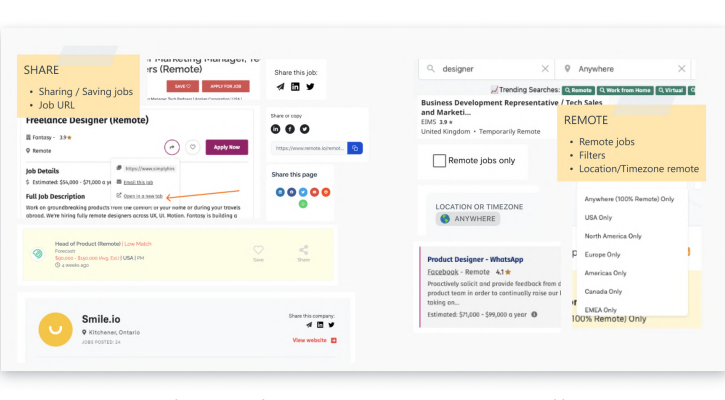
Examples of impactful opportunities & solution ideas

Competitive analysis

To get a comprehensive picture of the market and competitor products, I conducted a **competitive analysis of different job boards**, big ones like LinkedIn, Indeed and Monster, but also niche ones like WeWorkRemotely.

During this research I created lists of features that would be expected, were helpful to users and made sense, like:

- Simple & Advanced search with filters
- Remote jobs & types of remote work
- Job & company recommendations
- Interviewing tips & other resources
- Employer information on hiring process
- Details like salary
- Quick apply with profile
- Saving & sharing job options
- Job alerts


SHARE
Sharing / Saving jobs
Job URL
REMOTE
Remote jobs
Filters
Location/Timezone remote

Board of screenshots from competitor job boards grouped by type of feature

This analysis came to confirm the findings from the user research I did before, give me more ideas and complete the user research phase.

Forming a hypothesis: From research to concrete feature ideas

With all the insights and proposed solutions in my head, I had to regroup before diving into prototyping. So, I came back to our high level goals. Which from the solutions we came up with would improve the user experience of job seekers, help us retain candidates and increase their engagement, increase the volume of quality applications and enable better sourcing for recruiters? Together with the product manager, we started putting together a list of concrete feature ideas that we believed would indeed help us achieve these goals.

- Make job postings easy to **share** and bookmarkable
- Advanced **filtering** in jobs / **remote**-only jobs
- Show **location specific** jobs for each user
- Review a **company's page** to view all their current openings
- Search for jobs using the **user's resume**
- Help the user discover **resources** for preparing, interviewing and landing a job
- Suggest **relevant jobs** to the user who just applied
- Create a **user profile**
- **Notify** user about interesting job openings
- **Single-click-application** using a user profile
- Review **past and ongoing applications** using a user profile

Solutions to achieve our high level goals

Solutions

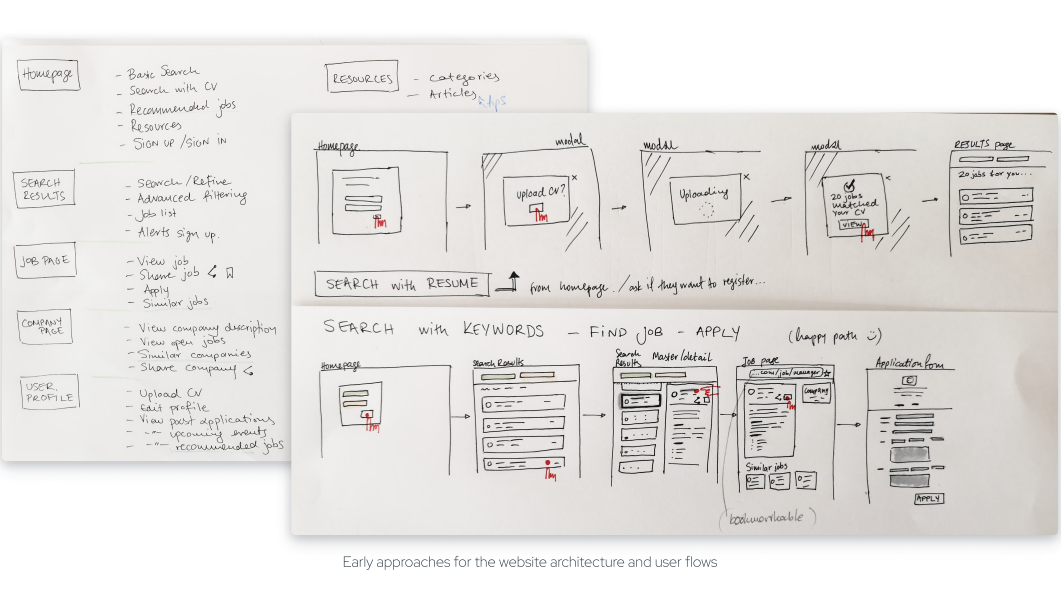
With a clear list of solutions that we wanted to include in the new Workable Job Board, I moved on to shaping the new candidate experience. I started with mapping user flows and deciding on the architecture of the website, which brought me to a first round of low fidelity designs. After reprioritizing according to business needs and capacity, I iterated and continued with high fidelity UI designs. These were finally transformed into interactive prototypes which I tested with users.

Flow mapping & Low fidelity designs

First I created a first draft for the new **website's architecture** with the functionality each page would have based on my hypotheses. The Workable Job Board would change from being an one-pager to a little platform. I designed **user flows** for the most important functionality, like:

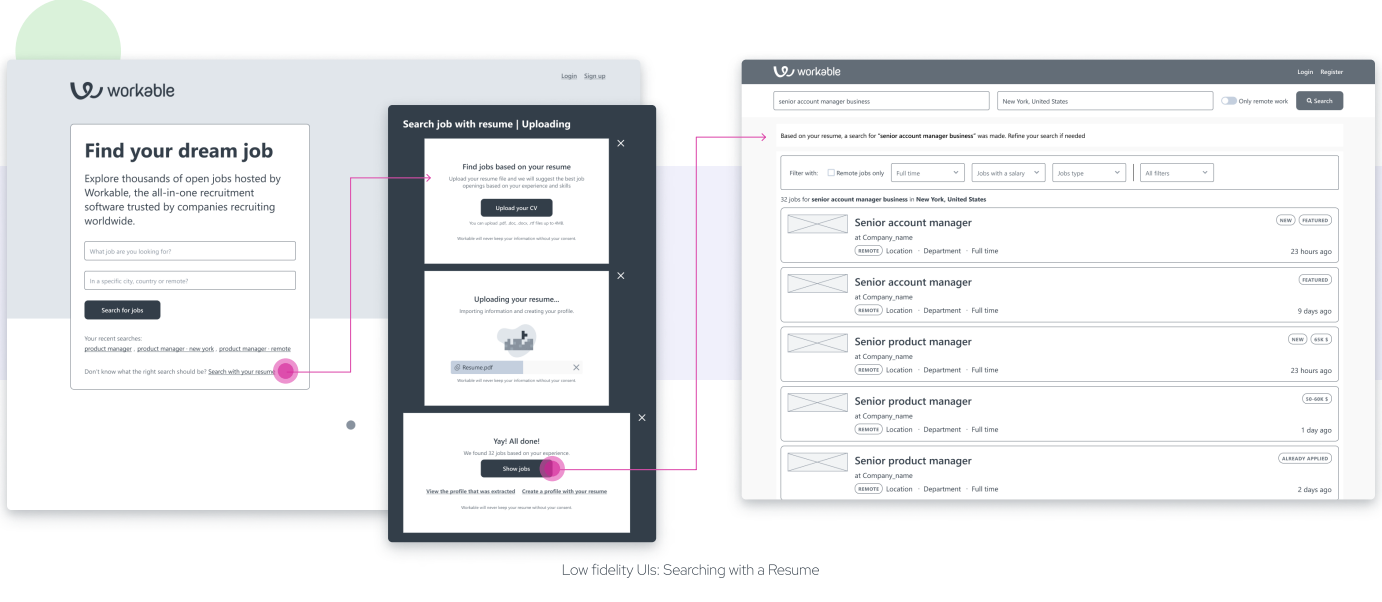
- Search with keywords / resume
- Discover and compare jobs
- View job
- Create user profile

At this early stage, sketching basic user flows with pen and paper kept me openminded and fast.

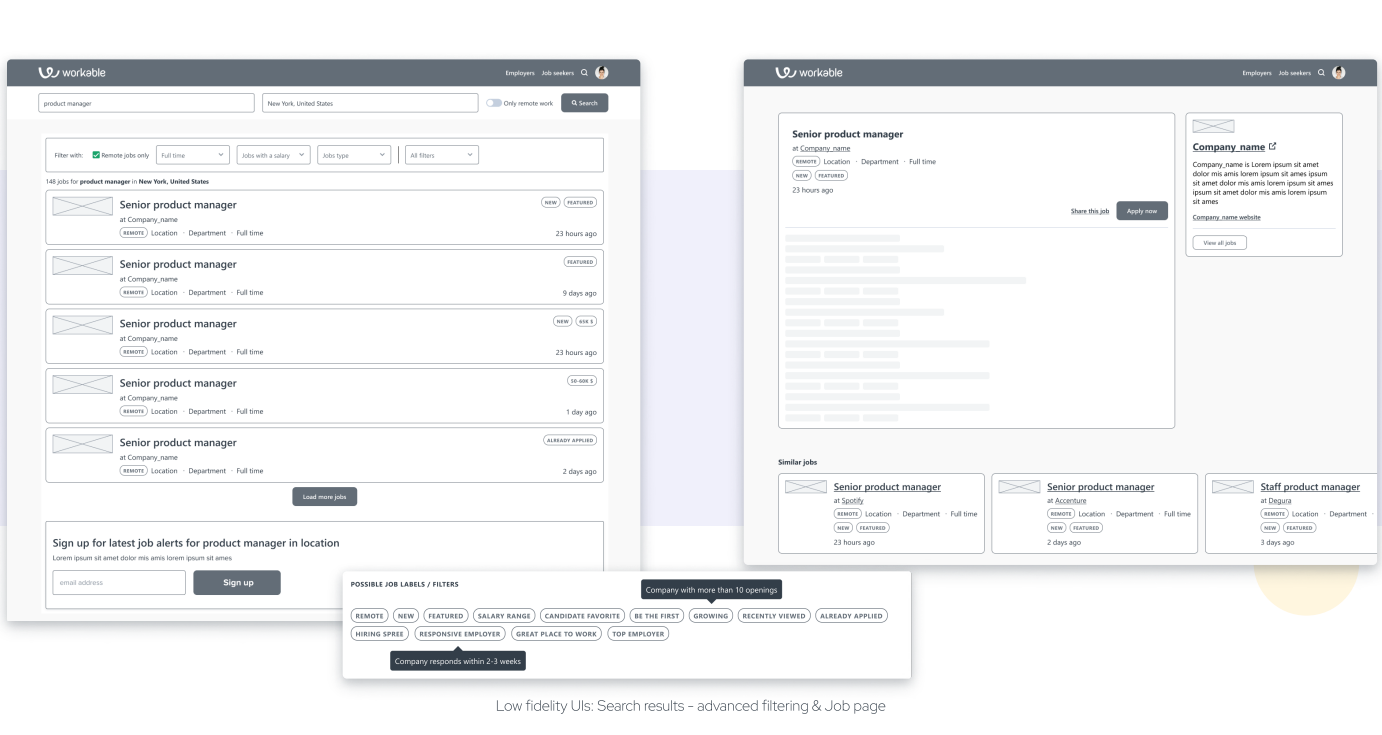

Homepage
- Basic Search
- Search with CV
- Recommended jobs
- Resources
- Sign up / Sign in
RESOURCES
- categories
- Articles
SEARCH RESULTS
- Search / Refine
- Advanced filtering
- Jobs list
- Alerts sign up
JOB PAGE
- View job
- Share job
- Apply
- Similar jobs
COMPANY PAGE
- View company description
- View open jobs
- Similar companies
- Share company
USER PROFILE
- Upload CV
- Edit profile
- View past applications
- upcoming events
- recommended jobs
SEARCH with RESUME
from homepage / ask if they want to register
SEARCH with KEYWORDS - FIND JOB - APPLY (happy path)
Search Results
Master/detail
Job page
Application form
Similar jobs
(colleague)

Early approaches for the website architecture and user flows

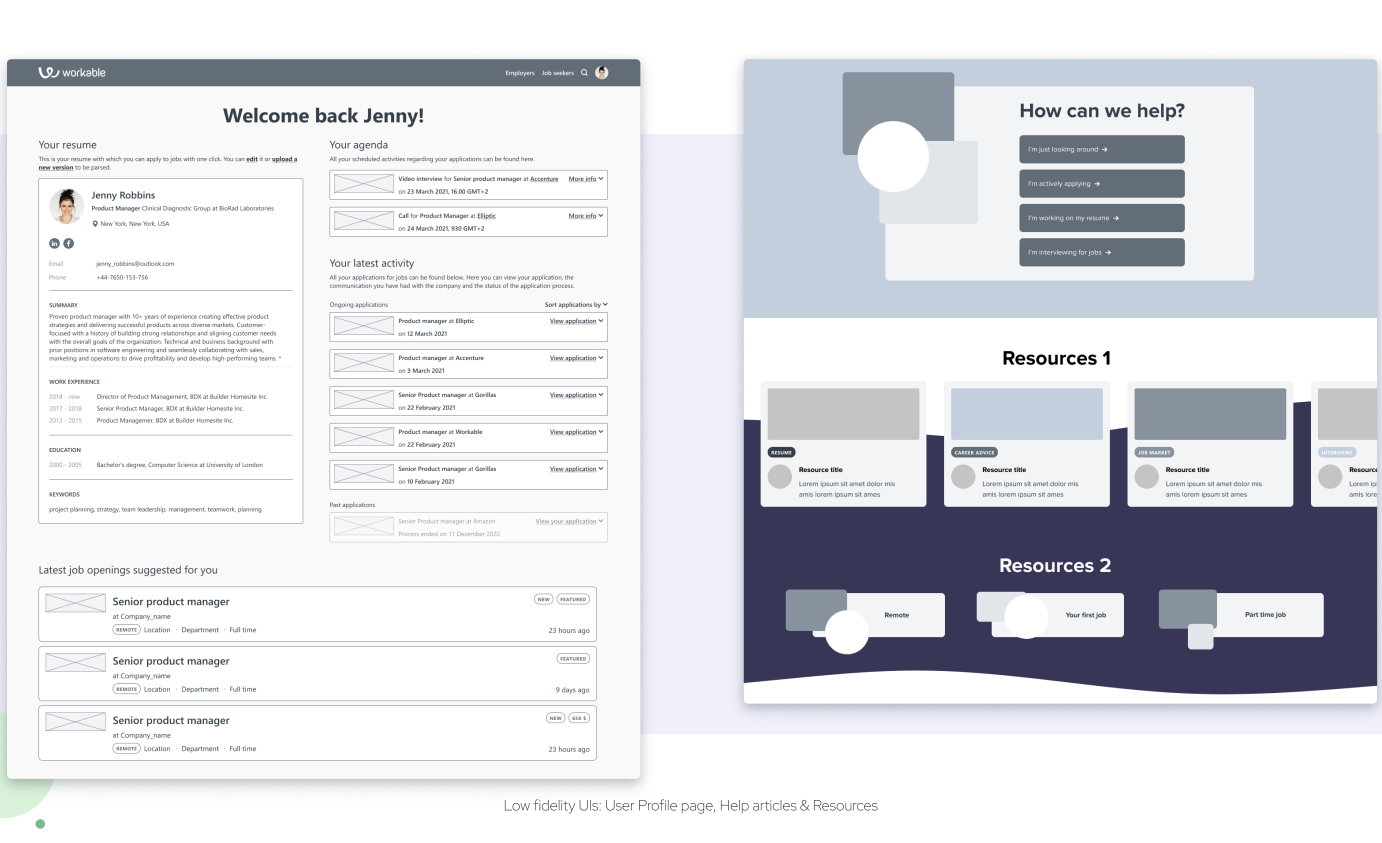
I continued with **low fidelity designs** to cover all the basic pages and user flows: homepage, advanced search and filtering, results page, job&company pages, user profile page. At this point my initial ideas started coming to life in grayscale!


workable
Find your dream job
Search job with resume | Uploading
Find jobs based on your resume
Upload your CV
Uploading your resume...
Yay! All done!
Show jobs
Senior account manager
Senior product manager

Low fidelity UIs: Searching with a Resume


workable
Senior product manager
Load more jobs
Sign up for latest job alerts for product manager in location
Sign up
POSSIBLE JOB LABELS / FILTERS
REMOTE
NEW
FEATURED
SALARY RANGE
CANDIDATE FAVORITE
BE THE FIRST
GROWING
RECENTLY VIEWED
ALREADY APPLIED
HIRING SPREE
RESPONSIVE EMPLOYER
GREAT PLACE TO WORK
TOP EMPLOYER
Company with more than 10 openings
Company responds within 2-3 weeks
Company_name
Similar jobs
Staff product manager

Low fidelity UIs: Search results - advanced filtering & Job page


workable
Welcome back Jenny!
Your resume
Your agenda
Your latest activity
Jenny Robbins
Latest job openings suggested for you
How can we help?
Resources 1
Resources 2
Remote
Your first job
Part time job

Low fidelity UIs: User Profile page, Help articles & Resources

Getting often feedback from the product manager and the engineers, while working on the flows and the lo-fi designs, was crucial to me. With their feedback I could validate my ideas and gauge the feasibility of my proposals. Many of the solutions we came up with during the ideation phase relied on some sort of "auto-magic" or would need engineering data I hadn't used before. I had questions like

- How does our profile-to-job matching algorithm work? What type of suggestions can we offer to our users? Will it *really* bring relevant results?
- Can we create job and company categories like *"Engineering jobs"* or *"Software companies"*, so that we offer users the option to view jobs with such a filter?
- Can we have legible URLs that users can actually read like *"jobs.workable.com/company_name/job_title"*, or is it just *"jobs.workable.com/k98-Abdc"* ?

Answers to questions like these helped me iterate and shape my designs.

Business prioritization

These user flows and lo-fi designs, gave me and the team a clear idea of the work that was ahead of us.
The different flows and features I designed were translated to epics and stories, which were then prioritized according to business needs and expected impact.
The first version would focus on the easier job discovery.
Advanced filtering, profile & easy apply, personalization and profile enrichment would follow in later releases. For me that meant that I would have to cut back on the most exciting parts of my design, like personalization. More importantly, I needed to find ways to design the features of the first release in a way that the next ones could be built on top. This challenged me to create an interesting and meaningful design without being able to employ all the magic bells and whistles that would come later on.

Designing the new Workable Job Board

Homepage

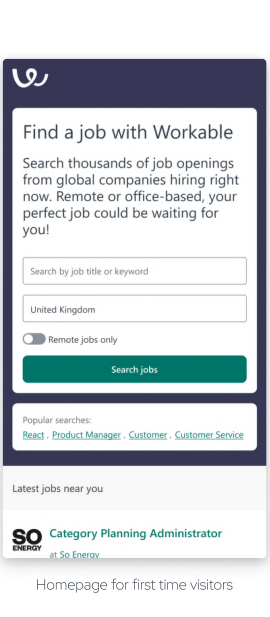
Straightforward first impression

The **simplicity** of the first Workable Job Board was probably the #1 aspect of the website I definitely wanted to keep. It came up a lot in the user research and of course it made sense.

One reason for this was that the search fields were the first thing you'd see once you entered. The other reason was that you didn't even have to search to see jobs; the latest jobs would be there for the user to see.
I wanted to capture this straightforwardness of the first Workable Job Boards in the redesign of the homepage.

The UI design featured:

- clean and simple search, for **keywords**, **location** and the option to look for **remote-only jobs** for candidates coming with a specific intention
- **Links to searches** and **job postings** for effortless browsing for undecided candidates or candidates casually browsing

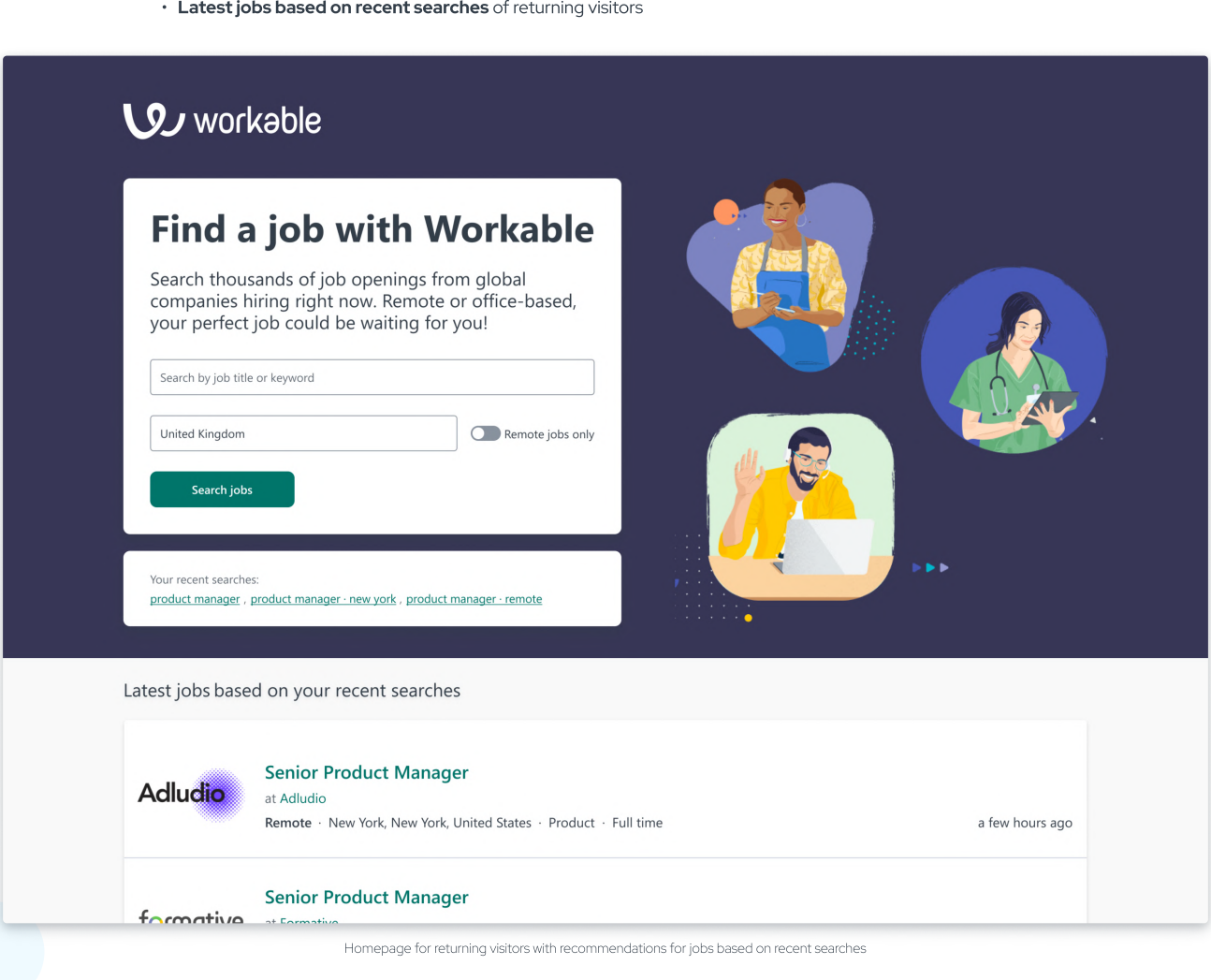

Find a job with Workable
Search thousands of job openings from global companies hiring right now. Remote or office-based, your perfect job could be waiting for you!
Search by job title or keyword
United Kingdom
Remote jobs only
Search jobs
Popular searches:
React , Product Manager , Customer , Customer Service
Latest jobs near you
Category Planning Administrator
at So Energy

Homepage for first time visitors

Relevant to the user

Although the personalization of the new Workable Job Board based on user profiles would follow at a later iteration, **we could still offer features that would make the homepage content more relevant to each user**. We could do this with location detection and the use of cookies, for showing nearby jobs and recent user searches respectively.
Aiming at effortless searching or users who were just looking around, the homepage included links to:

- **Popular searches** for first-time visitors
- **Recent searches** of returning visitors
- **Latest jobs near the user's location** for first-time visitors
- **Latest jobs based on recent searches** of returning visitors

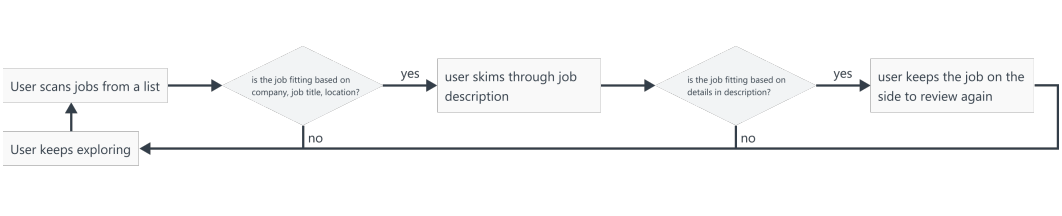

workable
Find a job with Workable
Search thousands of job openings from global companies hiring right now. Remote or office-based, your perfect job could be waiting for you!
Search by job title or keyword
United Kingdom
Remote jobs only
Search jobs
Your recent searches:
product manager , product manager - new york , product manager - remote
Latest jobs based on your recent searches
Senior Product Manager
at Adludio
Remote · New York, New York, United States · Product · Full time
a few hours ago
Senior Product Manager

Homepage for returning visitors with recommendations for jobs based on recent searches

Search Results page

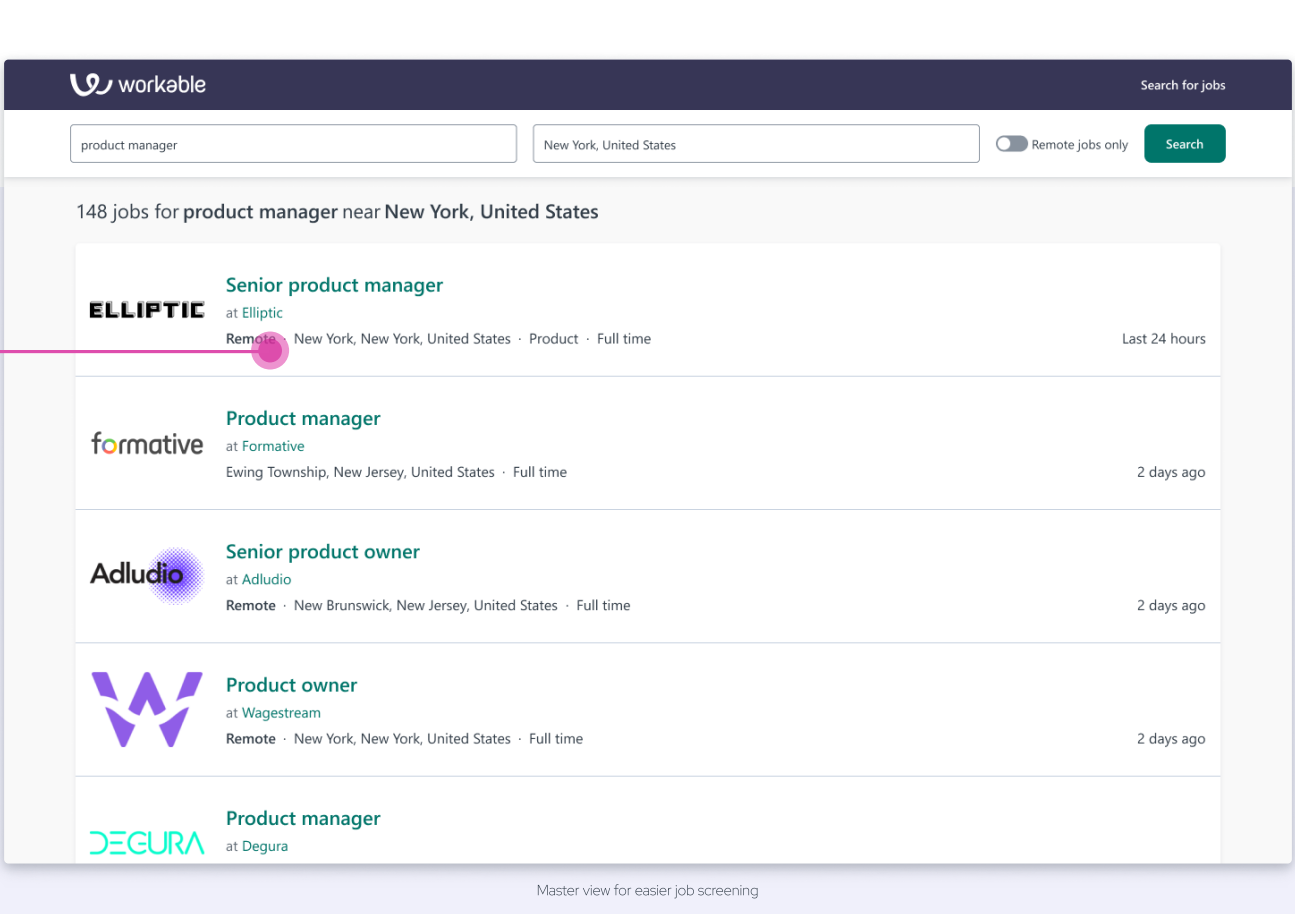
Easily screen and compare jobs

From what I knew from our candidate personas, candidates scan jobs from long lists quickly and assess them based on the company, the title and the location of each job. If a job seems interesting and passes this first review, then the candidates skim through the job's description to get a better idea of the job. If the description matches what they're looking for, they set this job aside (probably in another browser tab) to review it later thoroughly and go back to scanning the rest of the list. If the job is irrelevant to them, they reject it and go back to the list.

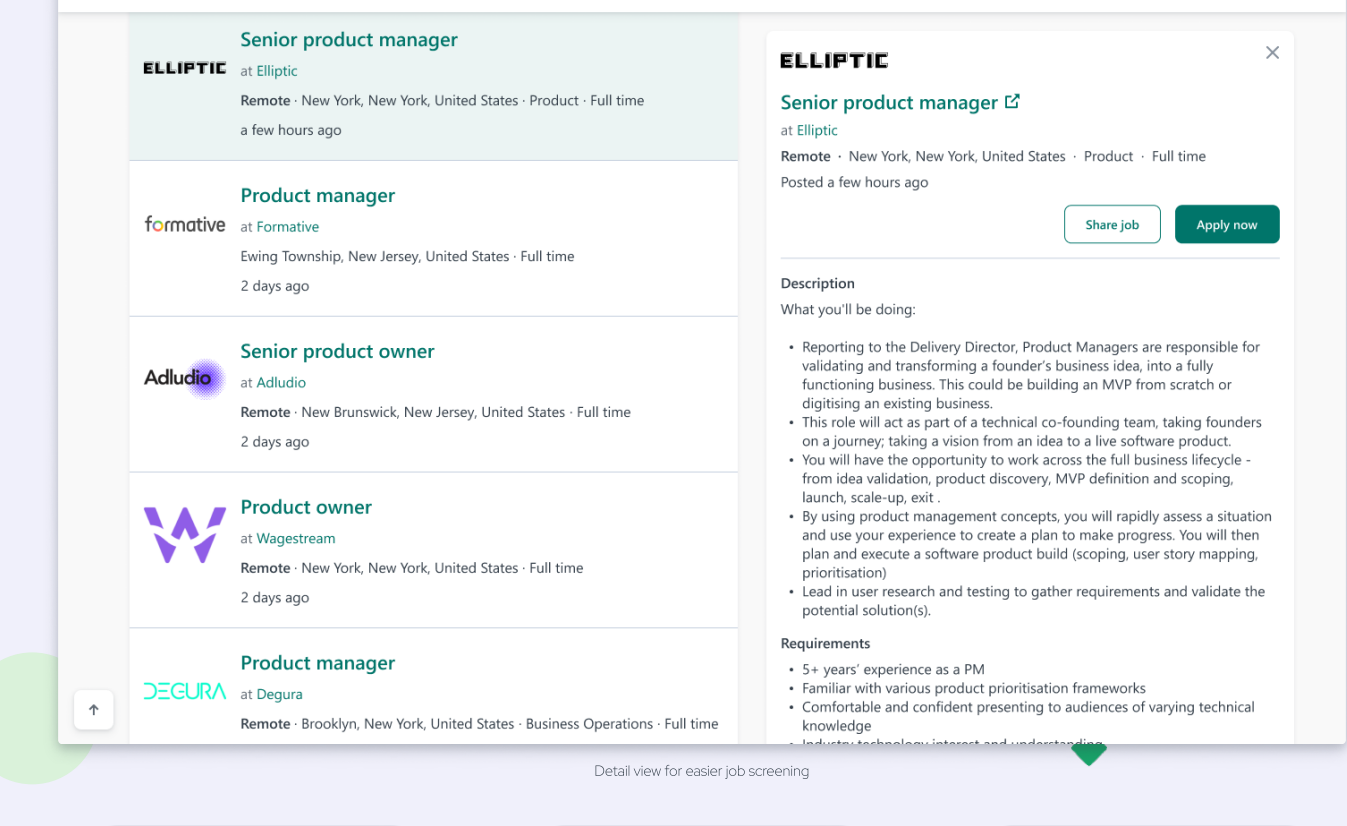

User scans jobs from a list
is the job fitting based on company, job title, location?
yes
no
user skims through job description
is the job fitting based on details in description?
yes
no
user keeps the job on the side to review again
User keeps exploring

To facilitate this behaviour:

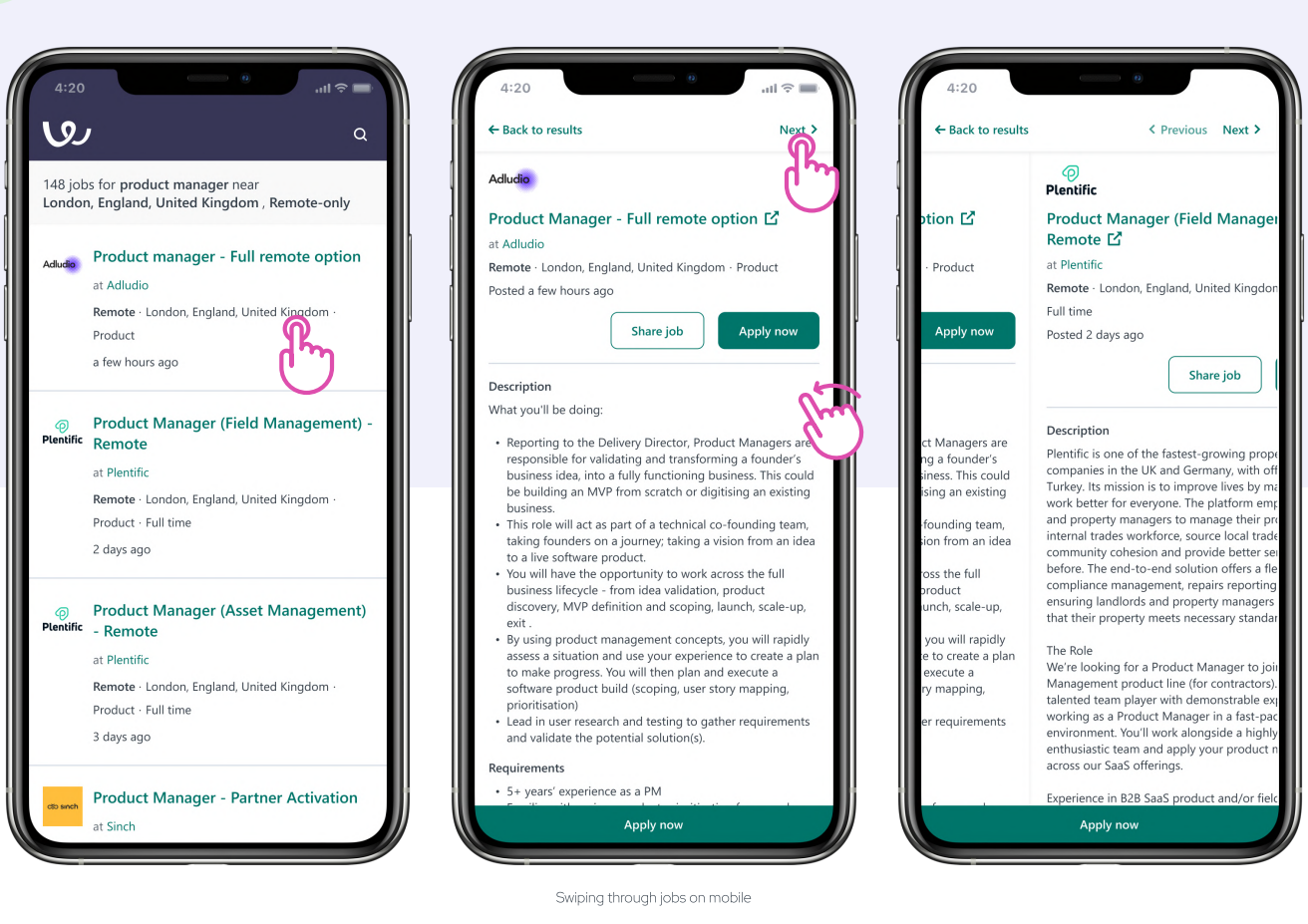
1. **For screening and comparing jobs**
    a. For desktop and tablet I designed the search results to be displayed in a **master-detail view**, with a list of job items as the master and the detailed job description and its actions (share, apply, visit company site etc.) side-by-side. This way users can do the first screening of the results fast and effectively, without lots of back-and-forth.
    b. For mobile I ensured easy navigation from **job-to-job with swipe gestures** and easy access to the main search results.
2. **For setting jobs aside for reviewing later**
    a. The results were designed to have **clickable links for job titles and companies**, pointing to the job and company pages respectively. That would make the *setting aside for later review* process easier for users.


workable
Search for jobs
product manager
New York, United States
Remote jobs only
Search
148 jobs for product manager near New York, United States
Senior product manager
at Elliptic
Remote · New York, New York, United States · Product · Full time
Last 24 hours
Product manager
at Formative
Ewing Township, New Jersey, United States · Full time
2 days ago
Senior product owner
at Adludio
Remote · New Brunswick, New Jersey, United States · Full time
2 days ago
Product owner
at Wagestream
Remote · New York, New York, United States · Full time
2 days ago
Product manager
at Degura

Master view for easier job screening


product manager
New York, United States
Remote jobs only
Search
Senior product manager
at Elliptic
Remote · New York, New York, United States · Product · Full time
Posted a few hours ago
Share job
Apply now
Description
What you'll be doing:
Requirements

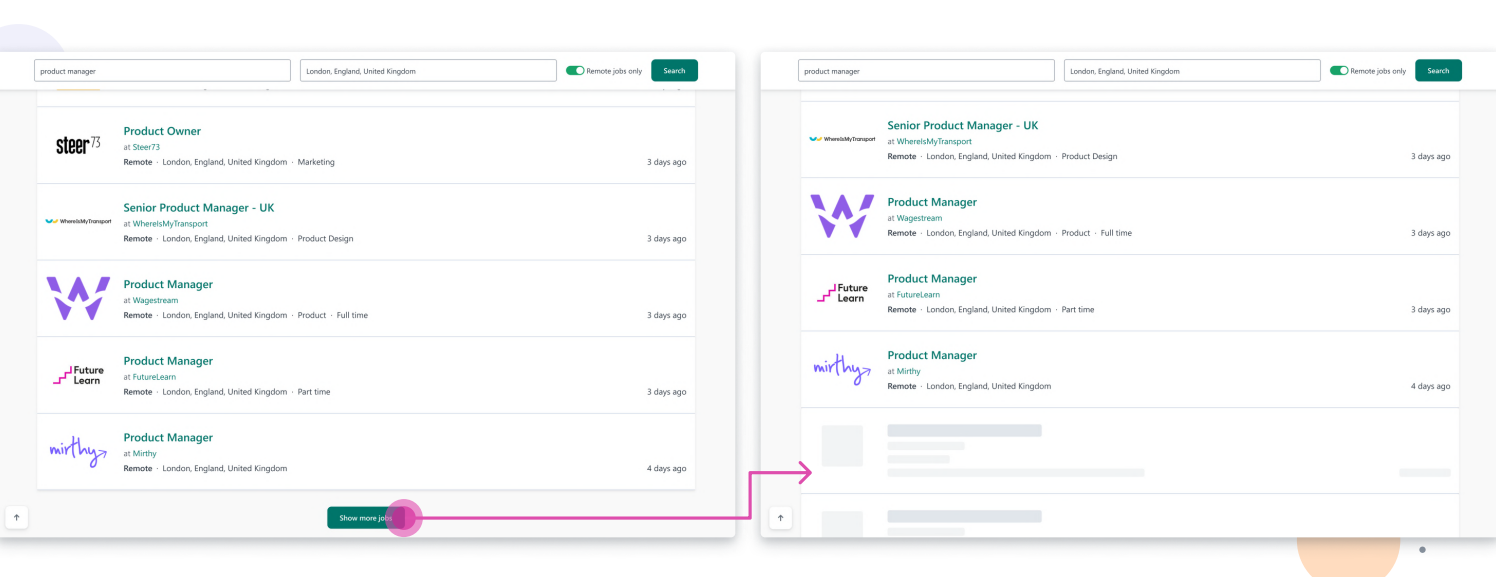
Detail view for easier job screening


148 jobs for product manager near London, England, United Kingdom , Remote-only
Product manager - Full remote option
Product Manager (Field Management) - Remote
Product Manager (Asset Management) - Remote
Product Manager - Partner Activation
Back to results
Previous
Next
Share job
Apply now

Swiping through jobs on mobile

Handling large volume of search results efficiently

The number of job results returned with a job search can be hundreds, thus putting the site performance and speed in risk. To ensure the best performance and user experience, after consulting with the engineers I went with a **"load more jobs" button** combined with lazy loading, to bring jobs in batches of ten.
For the cases when tens or hundreds of results have been loaded and the list of jobs grows long and unscrollable, I added a sticky **"Back-to-top" button** for easier navigation.


product manager
London, England, United Kingdom
Remote jobs only
Search
Product Owner
Senior Product Manager - UK
Product Manager
Show more jobs

Back-to-top button & Lazy loading more results

Job page

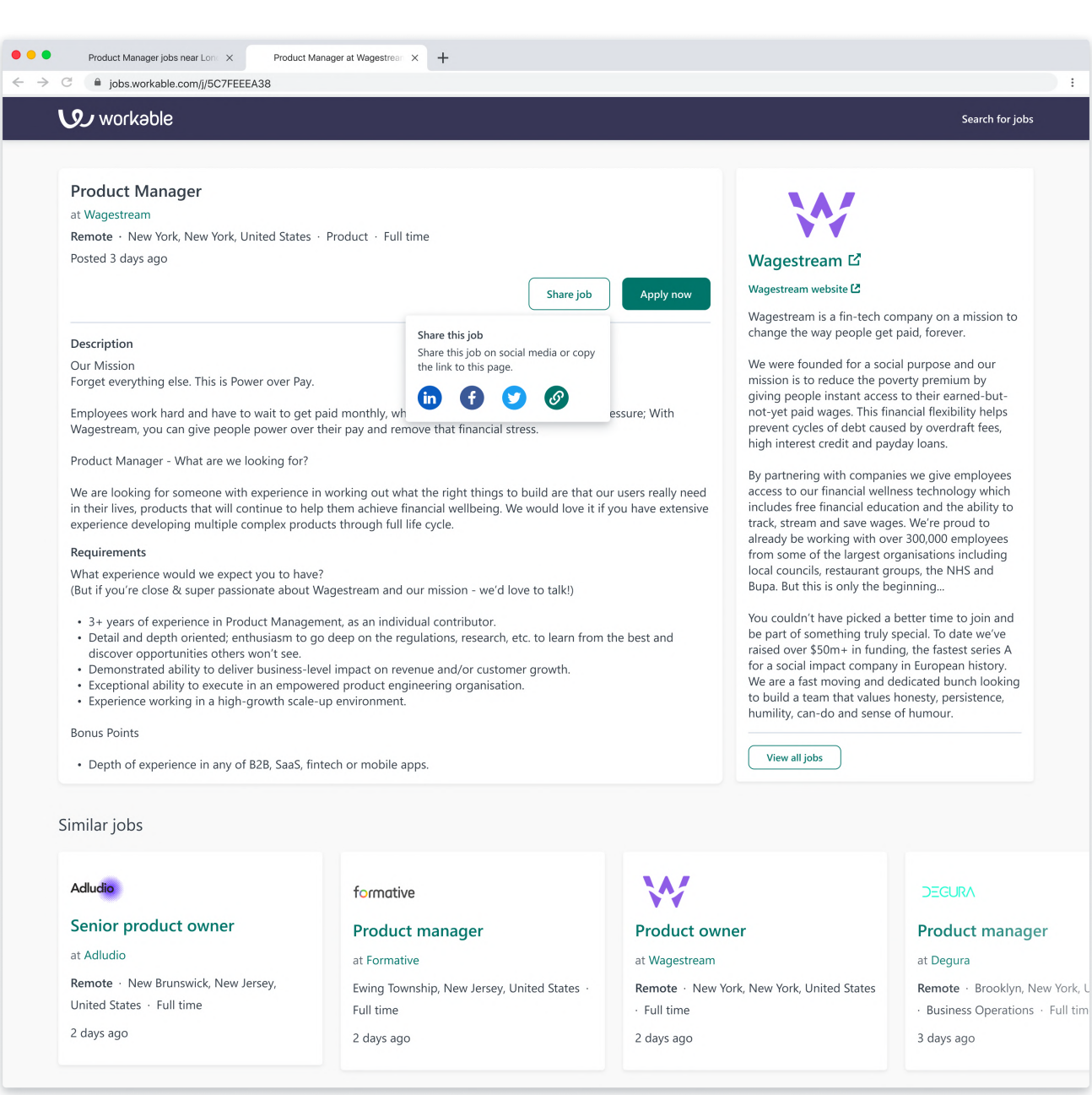
Making jobs shareable

A user should be able to interact with a job, share it with others, bookmark it for future reference, keep it in a browser tab to review it later. No matter how simple and self-explanatory it might seem, that wasn't the case in the first Workable Job Board where job descriptions were displayed in a modal window on top of the homepage and didn't have their **unique URL address**. Naturally this was top priority in the redesign and it should come with a 🎉 emoji.

With unique job pages we essentially paved the road for new entry points to the website, therefore working towards our goal to engage with more candidates and keep them coming back.

On the top of a job page, the website's navbar would let returning users and newcomers navigate to the homepage and also have access to a **quick job search**.

The **job description** part of the page contained all the details, a button to **apply for the job** and also sharing functionality, for **sharing to social media or copying the URL**.


Product Manager jobs near Lon
Product Manager at Wagestrea
jobs.workable.com/j/5C7FEEEA38
workable
Search for jobs
Share job
Apply now
Share this job
Share this job on social media or copy the link to this page.
View all jobs

Product Manager
at Wagestream
Remote · New York, New York, United States · Product · Full time
Posted 3 days ago

Description
Our Mission
Forget everything else. This is Power over Pay.

Employees work hard and have to wait to get paid monthly, wh… …essure; With Wagestream, you can give people power over their pay and remove that financial stress.

Product Manager - What are we looking for?

We are looking for someone with experience in working out what the right things to build are that our users really need in their lives, products that will continue to help them achieve financial wellbeing. We would love it if you have extensive experience developing multiple complex products through full life cycle.

Requirements
What experience would we expect you to have?
(But if you're close & super passionate about Wagestream and our mission - we'd love to talk!)

- 3+ years of experience in Product Management, as an individual contributor.
- Detail and depth oriented; enthusiasm to go deep on the regulations, research, etc. to learn from the best and discover opportunities others won't see.
- Demonstrated ability to deliver business-level impact on revenue and/or customer growth.
- Exceptional ability to execute in an empowered product engineering organisation.
- Experience working in a high-growth scale-up environment.

Bonus Points

- Depth of experience in any of B2B, SaaS, fintech or mobile apps.

Wagestream
Wagestream website

Wagestream is a fin-tech company on a mission to change the way people get paid, forever.

We were founded for a social purpose and our mission is to reduce the poverty premium by giving people instant access to their earned-but-not-yet paid wages. This financial flexibility helps prevent cycles of debt caused by overdraft fees, high interest credit and payday loans.

By partnering with companies we give employees access to our financial wellness technology which includes free financial education and the ability to track, stream and save wages. We're proud to already be working with over 300,000 employees from some of the largest organisations including local councils, restaurant groups, the NHS and Bupa. But this is only the beginning...

You couldn't have picked a better time to join and be part of something truly special. To date we've raised over $50m+ in funding, the fastest series A for a social impact company in European history. We are a fast moving and dedicated bunch looking to build a team that values honesty, persistence, humility, can-do and sense of humour.

Similar jobs

Senior product owner
at Adludio
Remote · New Brunswick, New Jersey, United States · Full time
2 days ago

Product manager
at Formative
Ewing Township, New Jersey, United States · Full time
2 days ago

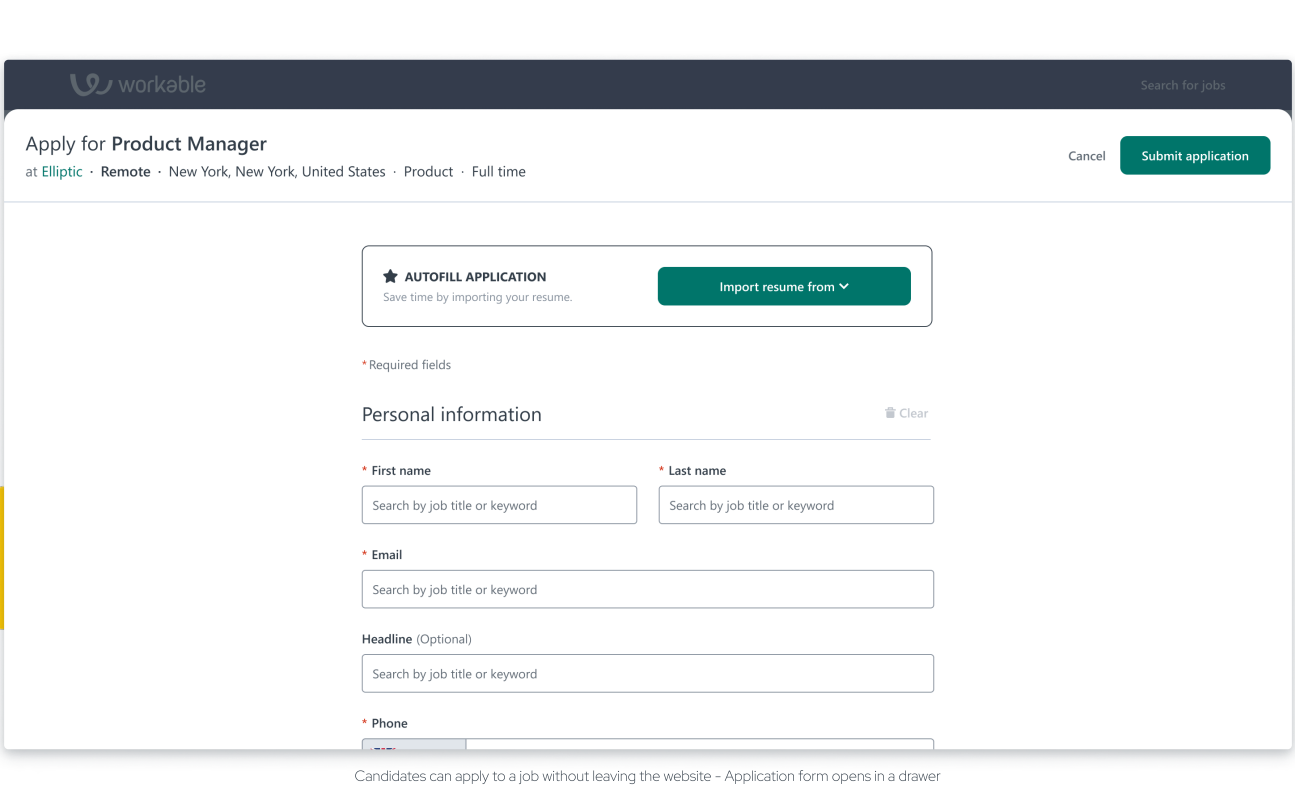
Product owner
at Wagestream
Remote · New York, New York, United States · Full time
2 days ago

Product manager
at Degura
Remote · Brooklyn, New York, U… · Business Operations · Full tim…
3 days ago

Job page with sharing functionality

Applying to jobs seamlessly

As we wanted to offer a full and **seamless application experience** to the users, we decided to bring Workable's application form in the Workable Job Board. This way, candidates wouldn't have to leave the website once clicking the *Apply now* button and open the application form in the company's careers page.
To do so, I brought the existing **application form wrapped in a drawer**, that opens on top of the page. This contributed to the immediacy of the design, with the added benefit of reusing our design and code.

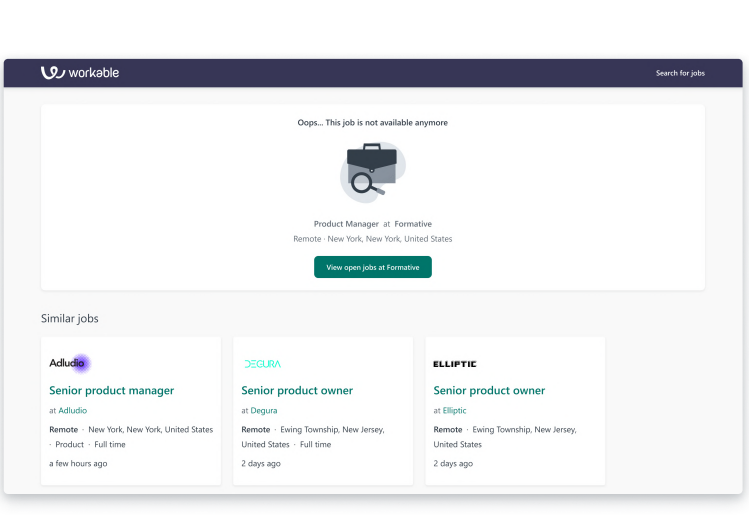

workable
Search for jobs
Apply for Product Manager
at Elliptic · Remote · New York, New York, United States · Product · Full time
Cancel
Submit application
AUTOFILL APPLICATION
Save time by importing your resume.
Import resume from
* Required fields
Personal information
Clear
* First name
* Last name
* Email
Headline (Optional)
* Phone
Search by job title or keyword

Candidates can apply to a job without leaving the website - Application form opens in a drawer

Jobs as a reference point

Besides each job's details and functionality, the job page also displayed a short **description of the company** and more importantly a collection of other **similar jobs** that the user might find interesting.
In this way we created a node in a job network, where **users could discover new jobs and deeply engage with the website**.

Each job page and its URL would exist even after a job was taken down, as a reference point to candidates. A user visiting such a job page directly from a link, would not get a 404 but find here similar jobs to the one that was taken down, or could view other jobs that the company had open at this time.


workable
Search for jobs
Oops... This job is not available anymore
Product Manager at Formative
Remote · New York, New York, United States
View open jobs at Formative
Similar jobs
Senior product manager
Senior product owner
Senior product owner

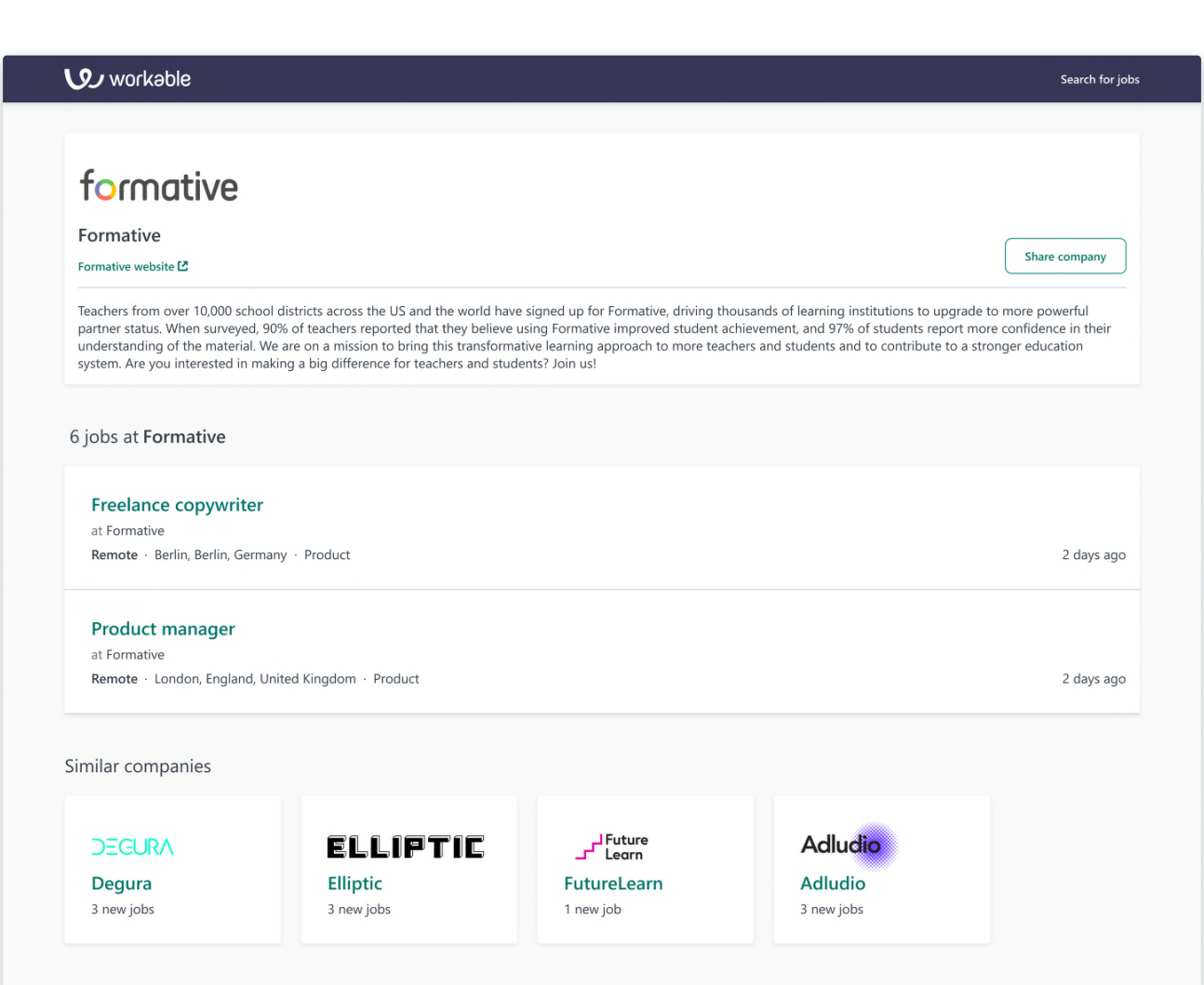
Engaging with candidates by guiding them to similar jobs

Company page

Enhancing company credibility

As I knew from the user research, one of the biggest indicators for candidates who are trying to identify a *quality job* is the company offering it. Of course, candidates go looking for big brand names or known companies around their location. However, even companies unknown to candidates can show their prestige and culture through their presentation and that gives a lot of information to candidates. By showcasing companies in the Workable Job Board, we would help companies to enhance their credibility and get discovered.

To introduce the company to candidates I created the company page. A company page featured a **company description** and details, as well as all its **job openings.** Similar to a job page, a company page would have its **own unique URL** and a **list of similar companies**, this way helping candidates discover new companies that might be interesting to them.


workable
Search for jobs
formative
Formative website
Share company

Formative

Teachers from over 10,000 school districts across the US and the world have signed up for Formative, driving thousands of learning institutions to upgrade to more powerful partner status. When surveyed, 90% of teachers reported that they believe using Formative improved student achievement, and 97% of students report more confidence in their understanding of the material. We are on a mission to bring this transformative learning approach to more teachers and students and to contribute to a stronger education system. Are you interested in making a big difference for teachers and students? Join us!

6 jobs at Formative

Freelance copywriter
at Formative
Remote · Berlin, Berlin, Germany · Product
2 days ago

Product manager
at Formative
Remote · London, England, United Kingdom · Product
2 days ago

Similar companies

Degura
3 new jobs

Elliptic
3 new jobs

FutureLearn
1 new job

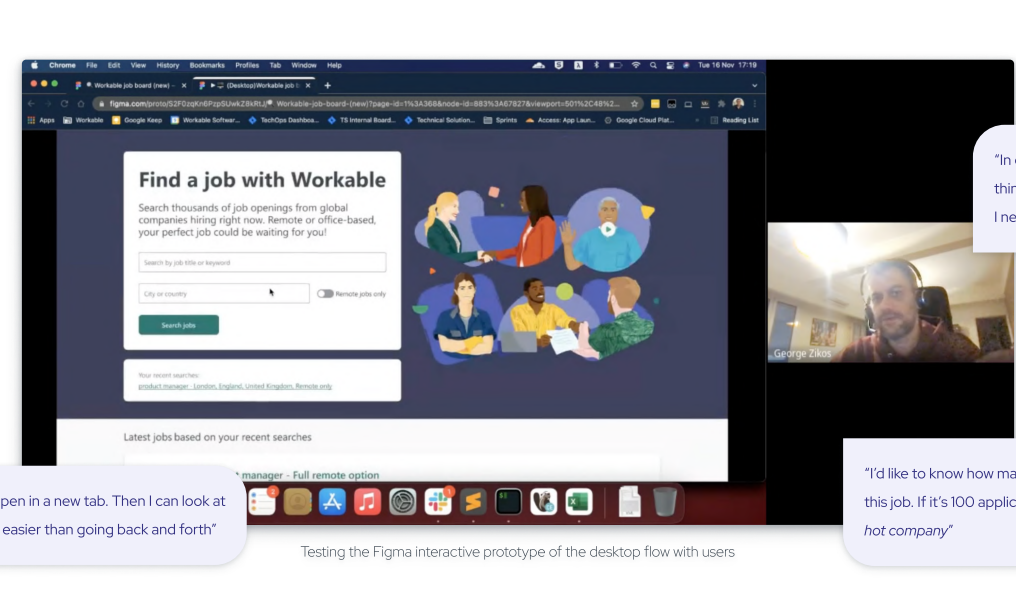
Adludio
3 new jobs

Showcasing companies in their company pages

Evaluating with users

During the design phase, I also created interactive prototypes in Figma in order to test with users and check if I was on the right track. Were my assumptions correct? Was the design straightforward usability-wise? Together with the UX researcher, we wrote a script with tasks for our participants, with the goal to answer these questions:

- Can the users use the remote filter as supposed to?
- Can the users locate and compare basic information between jobs?
- Can the users navigate between different job descriptions?
- Can the users find specific details within a lengthy job description?
- Can the users navigate to job and company pages from the search results page?
- Can the users share a job with a friend?


Find a job with Workable
Search thousands of job openings from global companies hiring right now. Remote or office-based, your perfect job could be waiting for you!
Search jobs
Latest jobs based on your recent searches
George Zikos

"In general I don't do such things (job search) in mobile. I need the space."

"...I expected it (the job) to open in a new tab. Then I can look at different companies, and it's easier than going back and forth"

"I'd like to know how many other people applied for this job. If it's 100 applicants in 2 days I'd know that's a *hot company*"

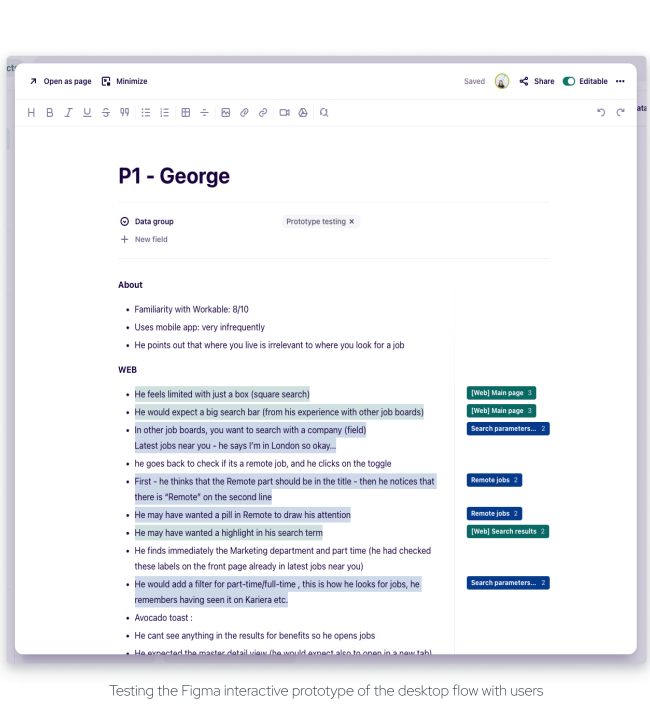
Testing the Figma interactive prototype of the desktop flow with users

We tested for both desktop and mobile views with 5 participants. Task completion was around 90% and some of the insights we got were:

- The need for advanced filtering came up often, like "I want to narrow down my search to see only jobs within Product departments" or "I want to filter job by specific benefits"
- Comparing job descriptions was fast and effective in the master detail view of the desktop prototype, but not so much in mobile.
- The "scan job first and set aside for later" mental model was confirmed with all the participants, but mostly when viewing in desktop. It was confirmed that the type of job searching candidates do on mobile is more casual browsing "I wouldn't do serious searching on my phone, I need my desktop for such things".

"Can I narrow down my search according to the benefits of each job?"

Based on the feedback we got, I made changes on the copy together with the UX writer. We came up with new phrasing for remote jobs and copies that had to do with location detection, like jobs in your location VS jobs near you. I also added details on the designs for the advanced filtering & the personalization aspects that would follow in the future releases.


Open as page
Minimize
Saved
Share
Editable
Data group
Prototype testing
New field
[Web] Main page
[Web] Main page
Search parameters...
Remote jobs
Remote jobs
[Web] Search results
Search parameters...

P1 - George

About
- Familiarity with Workable: 8/10
- Uses mobile app: very infrequently
- He points out that where you live is irrelevant to where you look for a job

WEB
- He feels limited with just a box (square search)
- He would expect a big search bar (from his experience with other job boards)
- In other job boards, you want to search with a company (field) Latest jobs near you - he says I'm in London so okay...
- he goes back to check if its a remote job, and he clicks on the toggle
- First - he thinks that the Remote part should be in the title - then he notices that there is "Remote" on the second line
- He may have wanted a pill in Remote to draw his attention
- He may have wanted a highlight in his search term
- He finds immediately the Marketing department and part time (he had checked these labels on the front page already in latest jobs near you)
- He would add a filter for part-time/full-time , this is how he looks for jobs, he remembers having seen it on Kariera etc.
- Avocado toast :
- He cant see anything in the results for benefits so he opens jobs

Testing the Figma interactive prototype of the desktop flow with users

Outcomes & future work

In the 3 months after my involvement in this project, the Workable team developed, finetuned and took care of final touches and details of the new website. In March 2022, the revamped Workable Job Board, rebranded as Jobs by Workable was launched. To see my work live was a great satisfaction especially when thinking how much more of my design work is about to unfold in the following years.

As of August 2022, the redesign combined with marketing promotions had a drastic impact on the conversion rate of the Workable Job Board and the volume of candidates applying through Workable.

30x more applications
50 → 1500 applications per day

60% increase in conversion rate
10% → 16% conversion rate

Still, there is great potential and the planned next steps will definitely evolve the product. Advanced filtering will be especially important, since Workable will be able to offer hiring insights and information to candidates, that they wouldn't be able to find in another job board. The future releases that are planned to include profile creation and personalization are expected to not only enhance the user experience, but also create new loops and connections between recruiters and candidates. I believe that this will be a gamechanger for Workable's both user groups: more quality candidates for recruiters and better job discovery for candidates.

https://jobs.workable.com/