




WIREFRAME
Jobseeker Onboarding Funnel

8 Low-Friction Steps

1. Desired job and desired location
2. Type of role (FT/PT)
3. How actively are you searching?
4. Public profile option w/ or w/o email registration
5. Ratings for calibration
6. Work experience
7. Skills
8. Education


Step 1: Desired job and desired location

Skip

What job are you looking for next?

Continue

Step 2: Type of role

Skip

What type of role would you prefer?

Full Time

Part Time

Either

Continue

Step 3: How actively are you searching?


ZipRecruiter Skip

How actively are you searching for your next job?

Searching daily Searching occasionally Not searching but open to something new

Continue

Step 4A: Public profile, already reg'd

Skip

Do you want your profile to be searchable by employers on ZipRecruiter? This can help you get recruited.

Yes No

Continue

NOTE: Let's be overt about the publicly searchable selection and not bury it in legal mouse type like it currently is. Searchability ultimately serves Jobseekers as a helpful tool for getting recruited, so let's announce that rather than make it seem like a disingenuous request.

Step 4B: Public profile, completing email reg.

ZipRecruiter Skip

Do you want your profile to be searchable by employers on ZipRecruiter? This can help you get recruited.

Yes No

How would you like employers to contact you?


Email address

Full Name

Continue


NOTE: The email capture should come **after** the jobseeker says “yes” to being searchable, **not before**

Step 5: Ratings for calibration

Skip

Rate these jobs, so we know just what you're looking for.
A thumbs up or thumbs down helps us match you to jobs you're interested in.

★



Senior Product Manager

At Cameo in Los Angeles, CA, USA

About Cameo:

Our mission is to create the most personalized and authentic fan experiences in the world. We're a marketplace where fans can book personalized video shoutouts from their favorite people. We've helped create over 500,000 moments for our customers and built a marketplace for over 20,000 talent to connect with their biggest fans. We're breaking down the exclusivity myth of celebrity by building personal relationships between fans and talent.


Cameo is one of LinkedIn's Top 50 Startups to Work For and also recognized on TIME Magazine's 50 Most Genius Companies list. We are

1 of 4 Jobs

NOTE: The current headline reads, “Interested in these jobs?” But users haven’t provided much info yet, so the matches likely won’t be good and won’t instill confidence in our tool.

So rather than suggesting recommendations, let’s openly position this as a matching tool that helps us learn what jobseekers are looking for.

Step 6: Work experience



Tell us about your work experience.
This helps us match you to the right jobs, so details are useful.

[Upload Resume](#)

or

Most Recent Job Title

Most Recent Company

I currently work here

Start Year ▼

Description (optional)

[Continue](#) [Skip](#)

Step 7: Skills screen (add back into the funnel)

ZipRecruiter® Sign In

Add skills to your profile.

Skills can help improve our matching accuracy and help you stand out to a hiring manager.

Skill Add

Suggested skills based on your experience

SLP Registered Nurse CDL A License Speech CCC Estimating System
Truck Driver Psychologist


See jobs from employers that have expressed interest in you.

PHIL: now
New employers interested in you!

- Starbucks
Operations Coordinator • \$70K - \$90K
- ESPN
Operations Manager • \$60K - \$85K
- Amazon
Operations Manager • \$60K - \$100K

NOTE: Whenever we are collecting info from users, let's always be clear how it helps them

Step 8: Education



Where did you go to school?

If you don't have a formal education or want to complete this later, just skip this step.

[Add More Information](#)

 Currently in progress

Step 9: Reference Requests

ELIMINATE THIS STEP

NOTE: References are not necessary in an onboarding funnel, and they feel like extra work for the user. Especially for those that don't have references available and need to go collect them. They can be added later.



Skip

Hiring managers prefer candidates with references

Ask a former co-worker, manager, teacher or friend to write a reference for you.

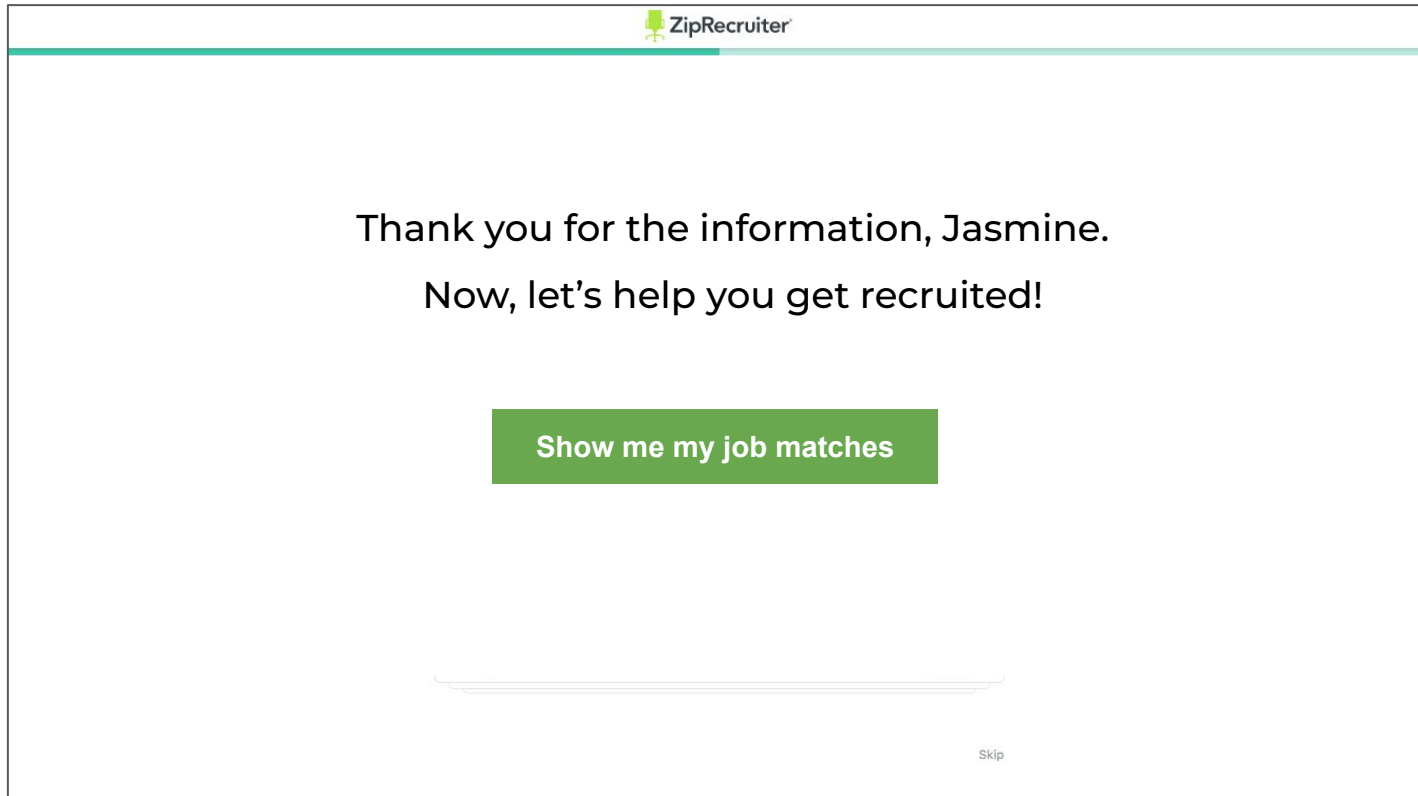


Request reference with:

-  Text
-  Email
-  Copy Link

Continue

Let's add a completion/congratulations moment at the end




The screenshot shows a white interface with a green header bar at the top containing the ZipRecruiter logo. The main content area is white and contains the following text:

Thank you for the information, Jasmine.
Now, let's help you get recruited!

Below the text is a large green button with the text "Show me my job matches" in white. At the bottom right of the interface, there is a small, faint "Skip" link.


Match results

Suggested Jobs Salaries Applied Jobs Saved Jobs Messages Post a Job 🔔 👤 Me

Search Jobs

My Suggested Jobs

Below are other jobs you might like, based on your resume, prior job applications and search history. View Dismissed Jobs >




Senior Product Manager

GeBBS Healthcare Solutions Los Angeles, CA

Pay	Not Listed
Benefits	Dental, Vision, 401K, Medical
Type	Full-Time

Senior Product Manager Position Overview: GeBBS Healthcare Solutions is adding a Senior Product Manager to our team! This is a full-time position, anticipated to commence as soon as qualified ...

Dismiss 1-Click Apply




Senior Product Manager

Cybercoders Los Angeles, CA

Pay	\$150,000 to \$175,000 Annually
Benefits	Not Listed
Type	Full-Time

Senior Product Manager Are you a Senior Product Manager who has launched multiple SAAS products? If so, read on... We are an early-stage, funded startup creating a new way to provide best-in-class ...

Dismiss 1-Click Apply




Senior/Lead Product Manager

DISQO Glendale, CA

Pay	Not Listed
Benefits	Medical, Vision, Dental
Type	Full-Time

If you are a product manager that has a strong technical background with experience building large consumer-facing applications, and have knowledge of distributed systems, then we'd be thrilled to ...

Dismiss View Details




Sr. Product Manager

ZipRecruiter Santa Monica, CA

Pay	Not Listed
Benefits	Dental, Vision, 401K, Medical, Life
Type	Full-Time

As a Senior Product Manager at ZipRecruiter, you'll drive the delivery and development of brand-new, high-quality products. Your prior experience in helping transform complex data will help lead this ...

Dismiss 1-Click Apply




Sr Product Manager, Powered Devices

Ring Inc. Santa Monica, CA

Pay	Not Listed
Benefits	Vision, Dental, 401K, Medical, Life
Type	Full-Time

Ring is looking for a Senior Product Manager (Powered Devices) to join our one rapidly growing team. You will help define the product roadmap and engage with various departments to manage the short ...




Senior Product Manager

Genesis Capital Sherman Oaks, CA

Pay	Not Listed
Benefits	Life, Medical, Vision, Dental, 401K
Type	Full-Time

Reporting to the SVP of Product Management within our Technology team, you will help us revolutionize the approach of delivering a new product initiative. You will own the development and delivery of ...




Senior Technical Product Manager – Mobile

Ring Inc. Santa Monica, CA

Pay	Not Listed
Benefits	Vision, Dental, 401K, Life, Medical
Type	Full-Time

As part of the Ring Mobile product team, a Sr. Technical Product Manager will be responsible for development of features and functionality into the Ring app. A successful candidate will look at ...



Product Manager, Payments (Denver, CO)

Western Union Los Angeles, United States

Pay	Not Listed
Benefits	Not Listed
Type	Not Listed

Key initiatives this Sr. Product Owner will lead include payment product ownership, new payment integrations, market research on new payment methods, Issuer Outreach, product performance and ...

ziprecruiter.com/~j-7b5u3Ary0U0mEurCu@znc1tWuA5IAk87YUjE3S3jyDiggF7HbNwVVRm8BAzGmaJMezWcuW2u5nZgJDJhJkAAWm45a7M1mYgg915n859nGR1rcqjBhfszvrnKUn-E1HVFfAoxnmIaW6IZNRlAIBU1dJOLEBAB-J0yJ5PMM25y3iY462bDCUgawfgez5ZTLAVgNtHsJbGDDjbx9bKkKvxtSiv...