VERENA DOHMEN
FOR LANDED

INTRODUCTION & OBJECTIVES

Landed connects businesses with candidates to help job seekers find their next job ASAP. Landed is a 2-sided marketplace: (1) demand from employers like restaurants and stores & (2) supply from job-seeking candidates. Businesses pay Landed to access the platform's candidates and hiring app. Landed is completely free for job seekers.

In order to get more businesses on the platform, Landed needs as many job seekers (=users) as possible to have a great selling point to the paying companies (=customer). To achieve that, the user onboarding and overall experience must be as intuitive and flawless as possible.

This concept contains the design of a strong jobseeker onboarding experience (incl. potential channels and ways to measure the success), a newsletter design, and a drafted experiment to drive higher user (candidate) engagement.

Chick-fil-A
Job interview
Cashier

02 pm

LANDED
jobs

02:00 PM   **Esther Howard**
Cashier
In person
Hired!   Passed   No show

22
MON

02:00 PM   **Robert Fox**
Cashier
Video
Hired!   **Passed**   No show

02:30 PM   **Cody Fisher**
Line Cook
Video
Hired!   Passed   **No show**

02:00 PM   **Jerome Bell**
Line Cook
In person
Hired!   Passed   No show

THE USER STAGE IN THE SALES FUNNEL / LIFECYCLE

Status Quo: The user has already done their research and signed up or is about to sign up (onboarding). They are on top or in the middle of the inbound marketing funnel. They are interested and have great potential to convert into engaged users who use and love the app so much and have such a great experience (=finds a job) that they are likely to share/refer Landed to others. At a later stage, they might even be willing to pay for the app or purchase extra in-app features.

Goals: In order to get the user to the bottom of the funnel where they are ready to pay for the success or content they get from Landed, we need to **engage** and **support** them in their user journey to land a job through Landed. For that, they need to **complete their profile** first, which means content upload that also helps Landed in their ranking. Ideally, the users also **refer Landed** to friends/other job seekers (=user acquisition).

TOP OF THE FUNNEL

DISCOVERY

// creates profile (sign up)

ENGAGEMENT

// completes profile

// finds job   **REFERRAL**

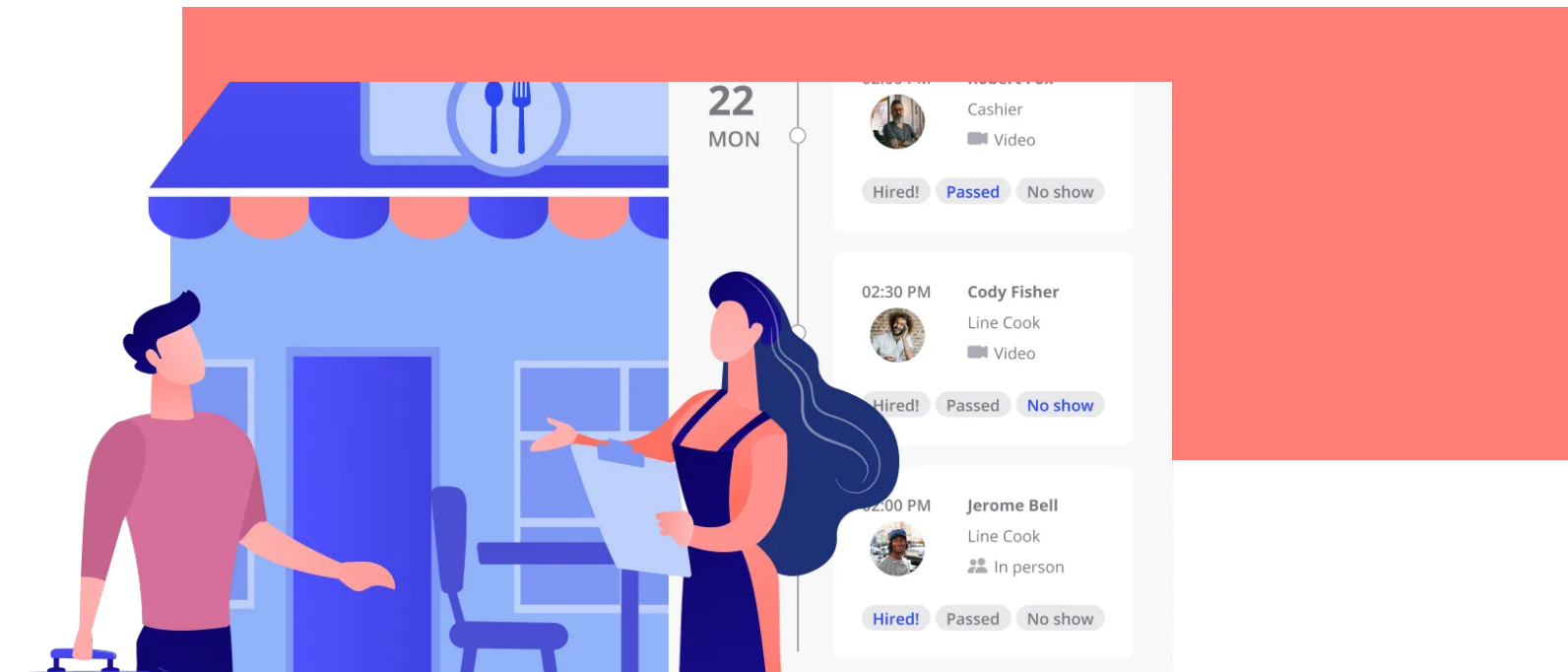// refers to others

// is happy

READY TO PAY

// pays for Landed/ in-app features

BOTTOM OF THE FUNNEL

THE CONCEPT

A STRONG ONBOARDING EXPERIENCE

WHAT WE NEED

APP USABILITY, FUNCTIONALITY & PUSH

All onboarding steps, functions, and options in the app should be clear and intuitive to avoid drop-offs. Design is fun, inviting, and engaging.

Goals: No bounce, upload content, refer to others (=more users for Landed).

EMAIL & MESSAGE MARKETING CAMPAIGN

Campaign to motivate, engage, and support users with automated but highly personalized messaging via text and email.
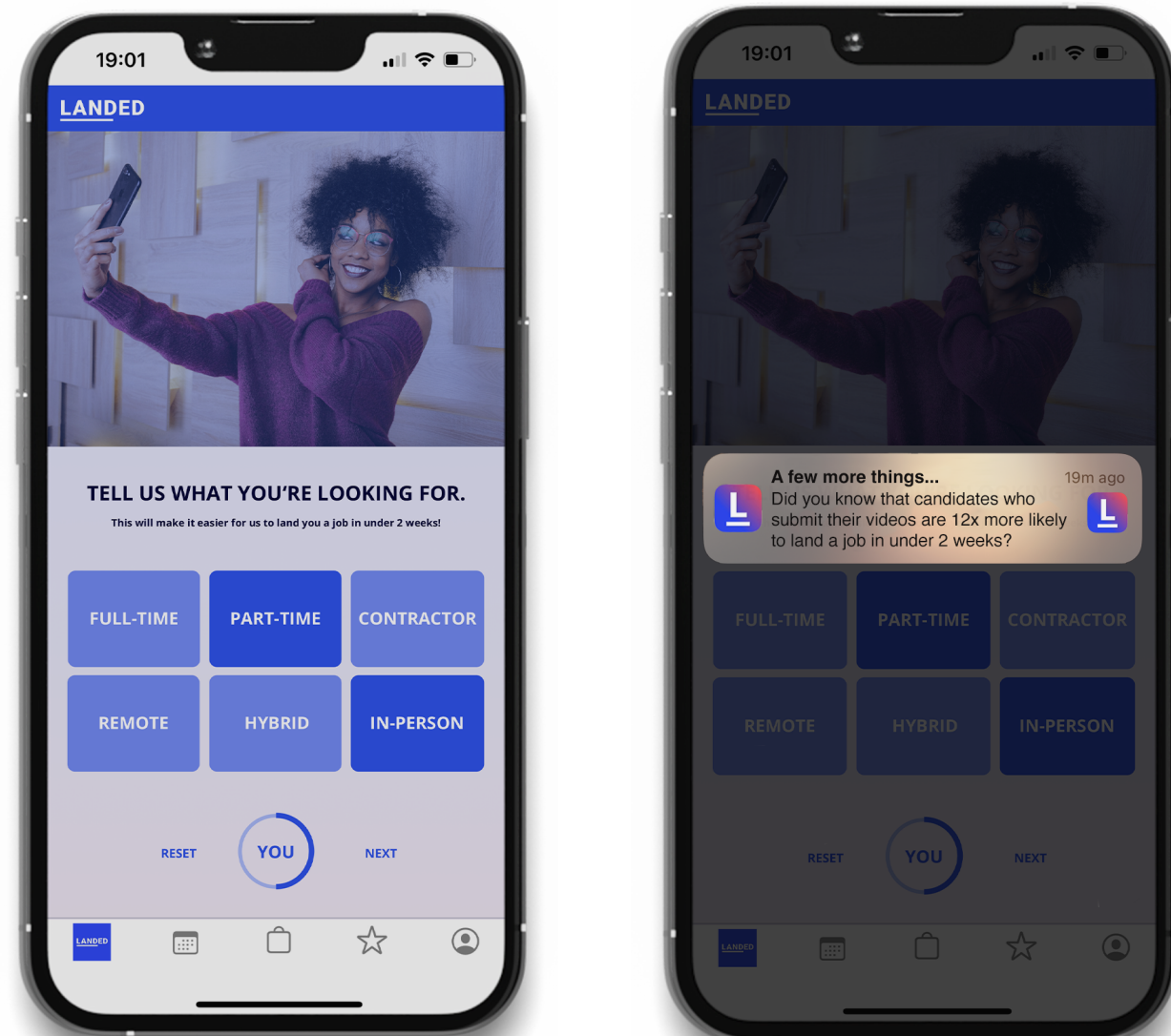
Goals: Upload content, refer to others (=more users for Landed), apply for jobs.
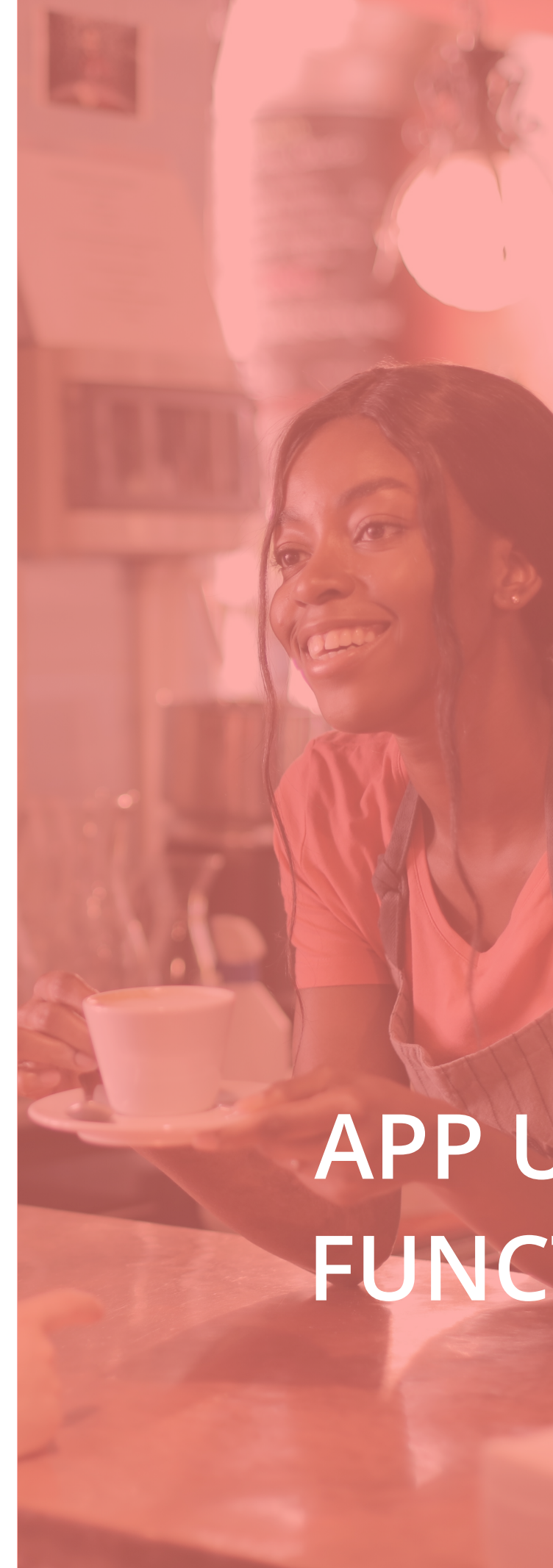
CRM SYSTEM (SYNCED WITH BOTH)

A CRM system provides a central place to store data, tracks user activities, the app flow, bounce stages, etc., to improve the app experience and trigger messaging at crucial steps.

Goals: Data analysis, sync to automatic messaging.

APP USABILITY / FUNCTIONALITY

To ensure that people not only download the app but also use it straight away, it should be very intuitive (with little instruction needed), inviting, and supporting to avoid drop-offs at an early stage. Landed can achieve that in placing buttons, common functions, and menus where they are expected.

The onboarding should also present the key benefits of the product and how to achieve it, show the key functionality and how to use it, and generally support the account set up. For that, Landed could introduce a quick onboarding phase in the app where users are asked to answer a few questions, pick out from a few options, share information about themselves etc, so that they learn how to use the app while sharing relevant data with Landed (synced via CRM system).
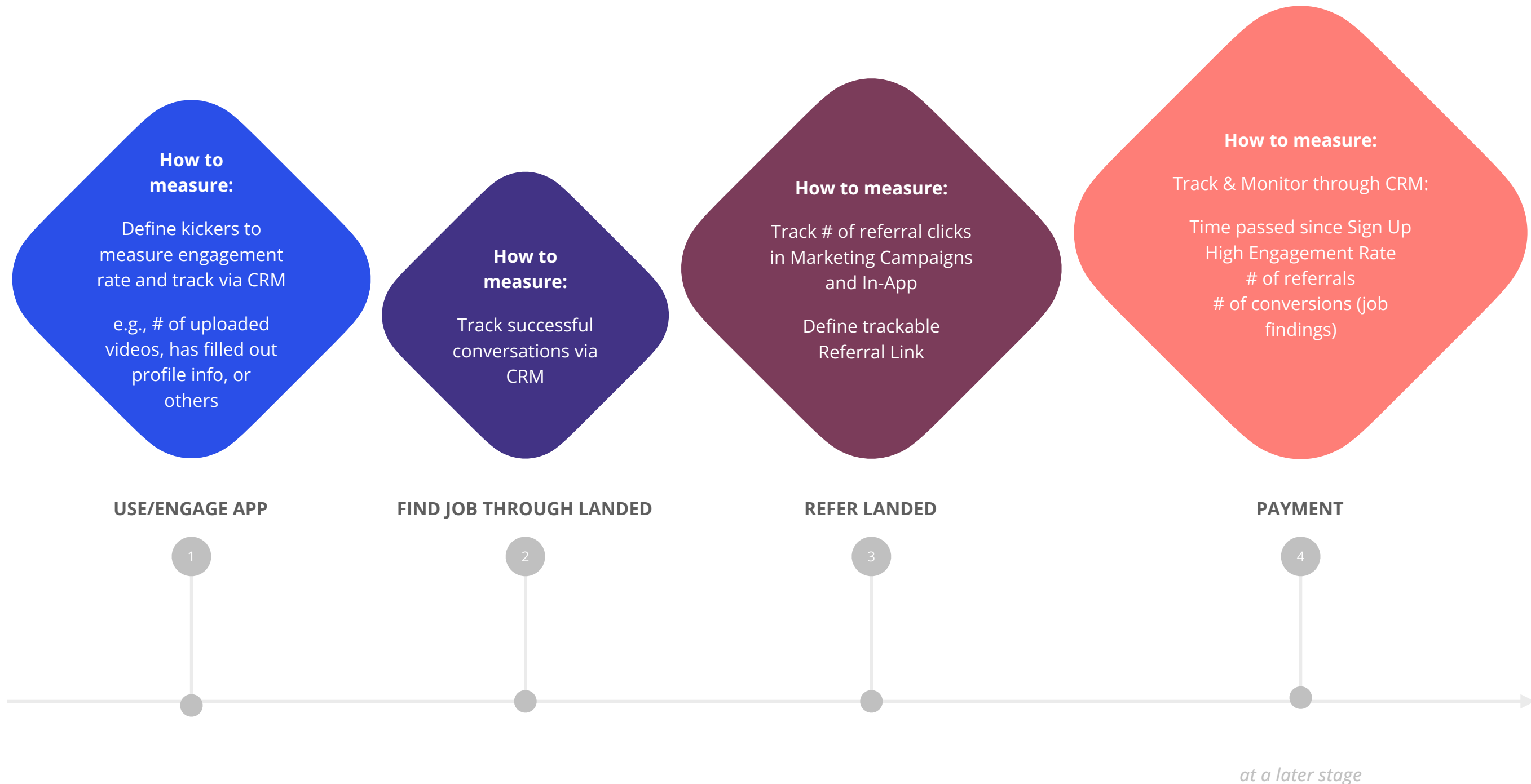
GOALS & MEASURE MECHANISMS

How to measure:

Define kickers to measure engagement rate and track via CRM

e.g., # of uploaded videos, has filled out profile info, or others

How to measure:

Track successful conversations via CRM

How to measure:

Track # of referral clicks in Marketing Campaigns and In-App

Define trackable Referral Link

How to measure:

Track & Monitor through CRM:

Time passed since Sign Up
High Engagement Rate
# of referrals
# of conversions (job findings)

USE/ENGAGE APP

FIND JOB THROUGH LANDED

REFER LANDED

PAYMENT

1

2

3

4

at a later stage

4 STEPS FOR SUCCESS

DRAFT OF A MARKETING CAMPAIGN

Email

Password

SIGN IN

⊘ I AGREE TO LANDED'S TE

Forgot password?

STEP 1: WELCOME

1

Introduction of Landed, generating interest and need, Lead nurturing, best scenario: go back into the app & upload content.

STEP 2: REMINDER

2

Generating interest and need, Lead nurturing, making the user go back into the app & upload content.
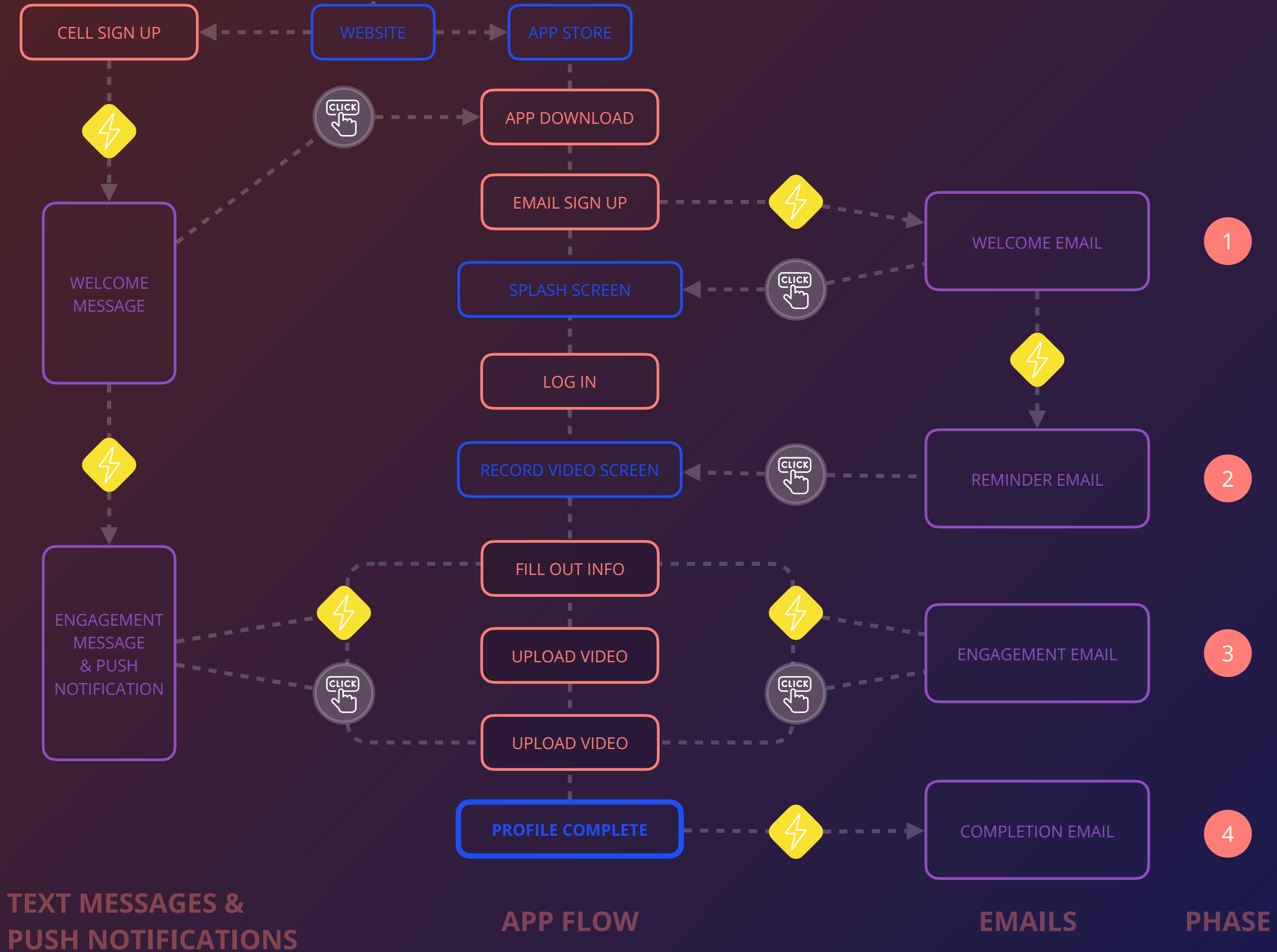
STEP 3: ENGAGEMENT

3

Generating interest and need, Lead nurturing, making the user go back into the app & upload more content, potentially refer to others.

STEP 4: COMPLETION

4

Give the user a great feeling of using Landed. Create referral option to get more leads that could start on top of the funnel again.

MESSAGING & APP FLOW

INFORMATION ARCHITECTURE

TEXT MESSAGES & PUSH NOTIFICATIONS

CELL SIGN UP

WELCOME MESSAGE

ENGAGEMENT MESSAGE & PUSH NOTIFICATION

APP FLOW

WEBSITE

APP STORE

CLICK

APP DOWNLOAD

EMAIL SIGN UP

SPLASH SCREEN

LOG IN

RECORD VIDEO SCREEN

FILL OUT INFO

UPLOAD VIDEO

UPLOAD VIDEO

PROFILE COMPLETE

CLICK

CLICK

CLICK

CLICK

EMAILS

WELCOME EMAIL

REMINDER EMAIL

ENGAGEMENT EMAIL

COMPLETION EMAIL

PHASE

1

2

3

4

WELCOME MESSAGE

STATUS QUO

User has just signed up with their cell and/or downloaded the app. They have not uploaded anything yet and might bounce off if they don't know what to do or don't find the time. Any Sign Up (Email & Cell) triggers: The Welcome.

CONTENT

They receive an email, a text message, and a push message that welcomes them at Landed. It summarizes the app's function, benefits and engages them to click on a CTA to upload content and complete their profile.

GOALS

Introduction of Landed, generating interest and need, Lead nurturing.
Open app (via CTA) & upload content.

WHAT TO MEASURE

Open Rate
Click Rate
Bounce Rate
Profile Activity

IMPORTANT

Messaging should be in an inviting, engaging, and fun tonality and always highlight the benefits of using Landed. It never should annoy the user. There should be an option to opt-out, or reduce amount/frequency of messages.

REMINDER MESSAGE

STATUS QUO

User has downloaded the app and signed up. They haven't logged back into their account, nor have they uploaded anything. They also haven't clicked on the CTA in the welcome email. That triggers another message a couple of days later: The Reminder.

CONTENT

User receives an email, a text message, and a push message that reminds them that they have signed up on Landed but haven't uploaded any content yet. The message will highlight the benefits of Landed and the positive impact it could have on their career.
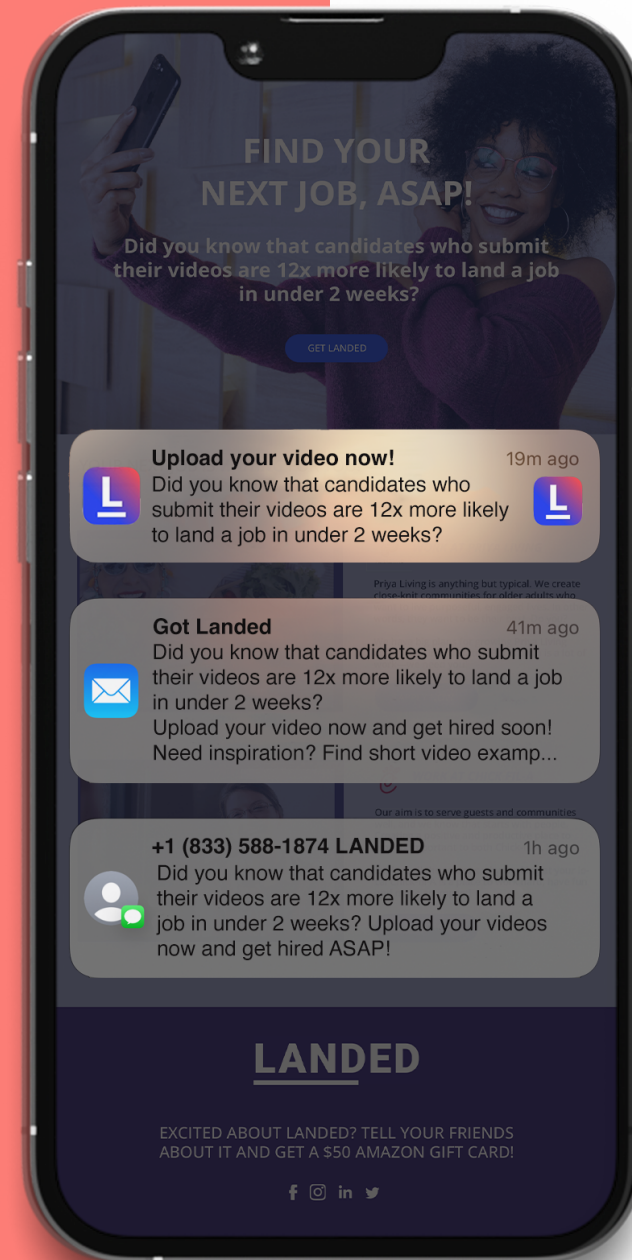
GOALS

Generating interest and need, Lead nurturing, making the user go back into the app & upload content.

WHAT TO MEASURE

Open Rate
Click Rate
Bounce Rate
Profile Activity

IMPORTANT

Messaging should be in an inviting, engaging, and fun tonality and always highlight the benefits of using Landed. It should never annoy the user. There should be an option to opt out or reduce the amount/frequency of messages.

ENGAGEMENT MESSAGE(S)

STATUS QUO

User has started filling up their profile, maybe they have already uploaded a couple of videos, maybe they haven't.

CONTENT

Depending on the profile level/status, they will receive automatic emails and messages in order to engage them to upload more. There might be three to four different messages targeting different content (profile information vs. videos) or coach in how to upload videos.

GOALS

Profile Completion
Referrals

WHAT TO MEASURE

Open Rate
Click Rate
Bounce Rate
Profile Activity
# of referrals

IMPORTANT

Messaging should be in an inviting, engaging, and fun tonality and always highlight the benefits of using Landed. It should never annoy the user. There should be an option to opt out or reduce the amount/frequency of messages.

PROFILE COMPLETION MESSAGE

STATUS QUO

User has completed filling their profile with all videos and content they were asked for.

CONTENT

Congratulating user on completing their profile and highlighting all the benefits they have now unlocked in order to find a job. Option to share this with their friends who might be looking for a job too, via Social Media (LinkedIn, Facebook), text, and mail.
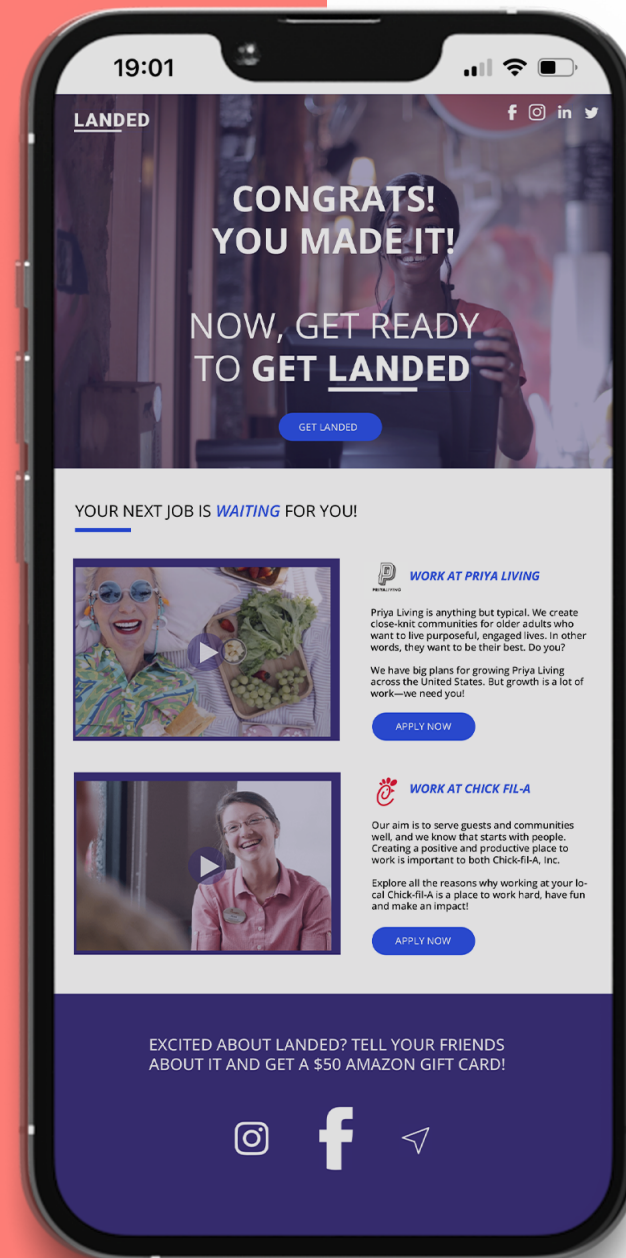
GOALS

Give user a great feeling of using Landed. Engages user to apply for jobs. Create option for referrals to get more leads that could start on top of the funnel again.

WHAT TO MEASURE

Time passed since Sign Up
High Engagement Rate
# of referrals
# of conversions (job findings)

IMPORTANT

Messaging should be in an inviting, engaging, and fun tonality and always highlight the benefits of using Landed. It should never annoy the user. There should be an option to opt out or reduce the amount/frequency of messages.
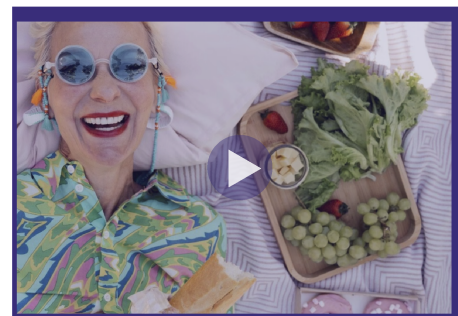
Sender/Logo →

visual element changes with recipient type →

CTA BUTTON →

job suggestions based on given information + more CTA buttons →

dynamic & visually driven (utilizing videos where possible to stay on brand) →

option to share/refer →

LANDED

CONGRATS!
YOU MADE IT!

NOW, **GET** **LANDED**

GET LANDED

YOUR NEXT JOB IS *WAITING* FOR YOU!

WORK AT PRIYA LIVING

Priya Living is anything but typical. We create close-knit communities for older adults who want to live purposeful, engaged lives. In other words, they want to be their best. Do you?

We have big plans for growing Priya Living across the United States. But growth is a lot of work—we need you!

APPLY NOW

WORK AT CHICK FIL-A

Our aim is to serve guests and communities well, and we know that starts with people. Creating a positive and productive place to work is important to both Chick-fil-A, Inc.

Explore all the reasons why working at your local Chick-fil-A is a place to work hard, have fun and make an impact!

APPLY NOW

LANDED

EXCITED ABOUT LANDED? TELL YOUR FRIENDS ABOUT IT AND GET A $50 AMAZON GIFT CARD!

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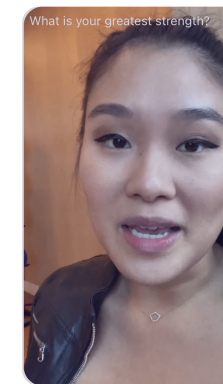
APPLY NOW

← more logo placements

LANDED

EXCITED ABOUT LANDED? TELL YOUR FRIENDS ABOUT IT AND GET A $50 AMAZON GIFT CARD!

first promotion of In-App functions/ purchases →

NEED MORE HELP PREPARING FOR YOUR INTERVIEW?
CHECK OUT OUR LANDING ZONE!

What is your greatest strength?

Describe a time you overcame a challenge

An angry customer just walked into the store demanding a refund. How do you handle this situation?

options to download/ rate the app →

Download or rate the App:
Download on the App Store
Get it on Google Play

Unsubscribe   Private Policy

LANDED

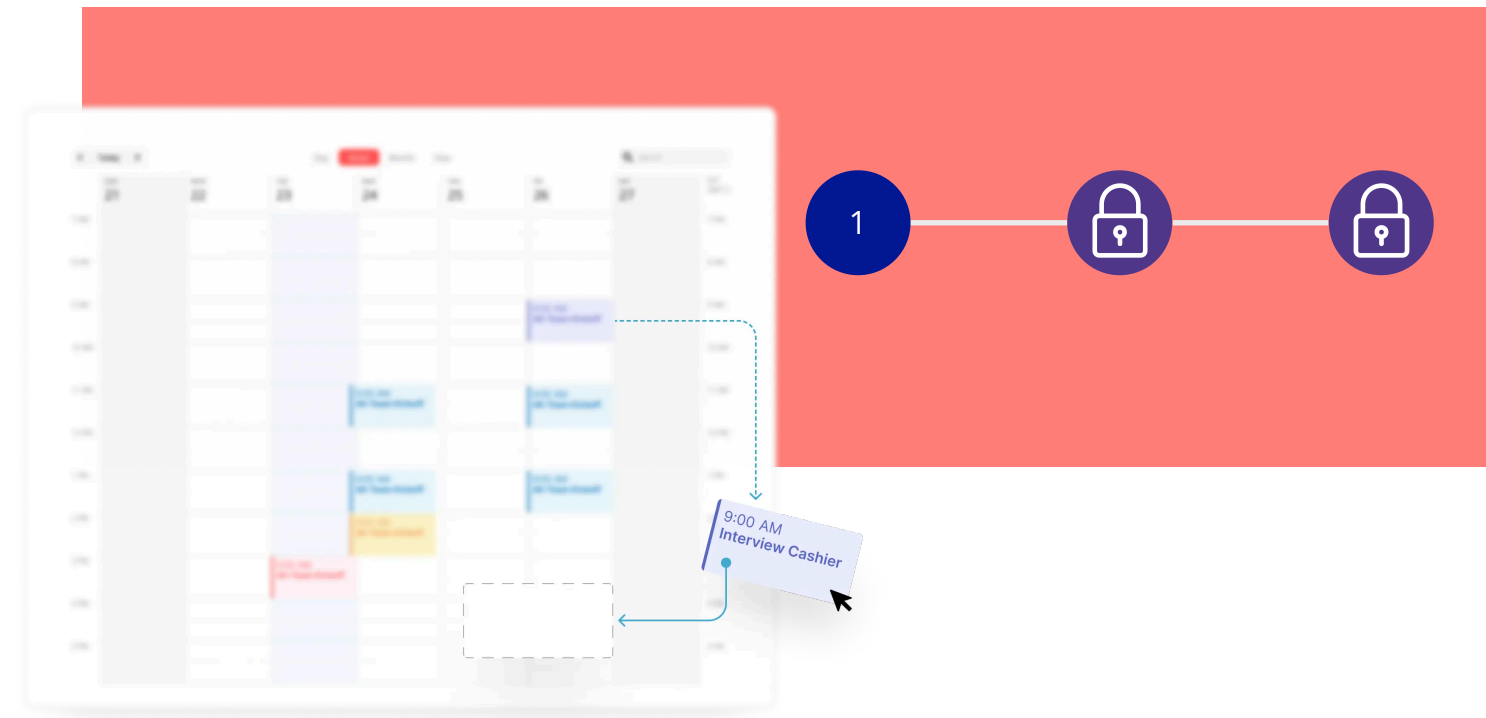© Copyright LANDED. All Rights Reserved.

← Legal stuff

NEWSLETTER DESIGN

THE ‚PROFILE FINISHED‘ NEWSLETTER

TO DRIVE MORE USER ENGAGEMENT IN THE FUTURE

30 DAYS EXPERIMENT FOR BETA USERS

PROVIDE MORE CONTENT IN A *LANDING ZONE*

Landed could introduce additional, valuable content in a certain area within the app, e.g., a „Landing Zone" where users and companies can discuss related topics, share skills, and coach each other. This would drive user engagement, as there is more functionality and options, but also improve Landed's ranking in Google and the App Stores, as there is more content.

INTRODUCE A *UNLOCK REWARDS SYSTEM*

In order to enter the „Landing Zone" and allow the user to use all functions in the app from the beginning, one could introduce a reward system that only unlocks content and certain next steps once the user has uploaded content/added profile information. That way, the user is guided, motivated, and willing to share more while helping Landing improve their ranking and visibility on Google & App stores.

REWARDS FOR USERS

- Better visibility
- Access to Landing Zone
- Community Exchange
- Buddy Hour
- More Referral Vouchers / higher value

THANK YOU

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