

# Creating a User-friendly Job Application

A candidate's experience throughout the job application process directly relates to employee attraction within an organisation. If a candidate has a quick, easy process, they are more likely to complete the application and potentially accept an offer from the company. Consider the following tips to help create a user-friendly job application:

**1 Remove barriers to entry.**  
Removing or minimising barriers, such as requiring a company account, login or password for an application, makes it easier for candidates to access and complete applications, increasing an organisation's candidate pool.

**2 Make it quick.**  
Shortening the application and asking fewer questions makes it easier for candidates to complete. Allowing candidates to submit curricula vitae through platforms such as Dropbox and LinkedIn may also speed up the application process.

**3 Create a mobile-friendly option.**  
Letting candidates complete applications on their mobile devices allows them to apply when it is most convenient. By making the process easier, employers can help increase the overall number of applications they receive.

**4 Automate the process.**  
Using automated functions can help streamline the process by pulling essential information from curricula vitae, resulting in shorter applications. This can help organisations to receive more applications and expand their candidate pool.

**5 Get feedback from current employees.**  
Asking current employees for feedback on their experiences is a great opportunity for organisations to learn where to make improvements.

**6 Mirror organisational culture and communication style.**  
Creating an application that mirrors the company's culture and communication style gives potential employees a look into how an organisation functions. This will help attract candidates who would fit well into the culture, thus making the overall application more effective in attracting desired talent.

**7 Clear job descriptions.**  
Generating job descriptions that clearly state the essential information and requirements of the role lets candidates know what to expect before they apply. This can help reduce confusion and increases the likelihood that those who complete the application will accept a job offer if extended.

## Takeaway

Creating a user-friendly job application is critical to attracting top talent. Whether it's making the application easier to navigate or clarifying job descriptions, there are several ways that organisation's can make the process more user-friendly. Contact us today for more information or resources on employee attraction and retention.

