

**This case study is written by a human and formatted by AI.*

CASE STUDY

JobSwift Help Center

Structured onboarding documentation for a multi-platform job application workflow. Turned a high-friction process into a self-serve user experience.

Link to site: <https://helpcenter.jobswift.ai/>

CHALLENGE

JobSwift is an innovative job application platform that streamlines how users discover and apply to new roles. However, its core workflow spans multiple platforms: users save a job inside the app, copy a unique JobSwift-generated email ID, apply on the employer's external site using that email, and then have all correspondence automatically routed back into JobSwift for centralized tracking.

This multi-step, cross-platform process was not intuitive enough for users to figure out independently. Without clear guidance, users were missing steps. This led to issues in the automatic tracking feature which is the biggest advantage JobSwift offers. The result was high onboarding drop-off and frustrated users who blamed the product rather than the process. JobSwift reached out to me with this problem.

SOLUTION

I structured a knowledge base in FeatureBase focused primarily on user onboarding. Rather than writing generic help articles to cover each feature without keeping in mind user intent, I designed and tailored the content from a new-user perspective, aiming to gain their trust over the workflow.

I wrote 8 step-by-step articles that broke the complex workflow into logical stages: adding a CV, saving a job, copying the JobSwift email ID, and applying externally. I implemented custom UX elements, callouts and tip boxes, explaining why each step matters, not just what to do. Contextual warnings and clear instructions helped us mitigate the single most common failure mode i.e., "If a user will not use the email ID that JobSwift generates, automatic tracking will not work."

RESULTS

Users started completing the full workflow independently without needing to contact support. The articles bridged the gap between what happens inside the app and what users do on external job sites, converting a technically complex, multi-step process into a clear set of instructions that users could follow with minimal decision fatigue.

Scope of Work	
Platform	FeatureBase
Content	8 onboarding articles covering the full application workflow
Content Strategy	4-stage workflow breakdown designed to minimize decision fatigue
UX Elements	Callouts, contextual tips, and preemptive warnings at key failure points
Timeline	Knowledge base delivered in under 1 month