

Appealing to a younger audience

2019 FACT: Gen Z and Millennials constitute 49% of the US population.

Challenge: Dice was facing a decline in market share, primarily due to an aging customer base. Additionally, younger tech professionals have almost no awareness of the Dice brand and its services.

Strategy: Develop a differentiated candidate community experience that provides value and engagement throughout a tech professional's career lifecycle.

Actions Taken: Conducted primary research with the target audience to identify four key areas of importance.

In 12 weeks, a team of three conducted primary research and audience interviews, developed a high-fidelity prototype, performed validation testing with the core audience, generated business and marketing projections, and presented these to the Leadership and Board.

Results:

- The solution addressed 18 of the 33 strategic recommendations and received support from the CEO, CMO, CPO, and CSO.
- 100% of the target audience stated they would use the site to help plan their careers.

