

# Placement Assistant

LinkedIn Initiative for Recent College Graduates

**Product Owner: Suraj Gurav**



# The Team

## Scrum/Development Team

- One Engineering Lead
- One Shared DevOps
- Four Engineers
- One Shared QA

Scrum master (rotational in nature)

- Product Designer
- Shared Data Analyst



## All Teams

- Customer Service
- Data Analytics
- Engineering (includes QA)
- Legal and Compliance
- Finance & Accounting
- Operations
- Marketing (includes Product Marketing)
- Product Management
- Product Design

# Create a coordination activities map

Coordination activities map – [Click Here](#)

Coordination Activities Map\_Suraj Gurav ☆ ⓘ ☁

File Edit View Insert Format Data Tools Add-ons Help Last edit was 5 minutes ago

100% \$ % .0 .00 123 Open Sans 12 B I S A

F20:F22 fx Before project's final sprint starts

	A	B	C	D	E
1	<b>Purpose</b> <i>Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature</i>	<b>What is the task?</b> <i>Based on the purpose, select the appropriate from the drop-down</i>	<b>Who is the task owner?</b> <i>Does the following to finish task:</i> 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders	<b>Whose involvement is needed to accomplish the task ?</b> <i>Please select one from the drop-down list of your identified stakeholders</i>	<b>What is their role?</b> <i>Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team'</i>
2	<b>Evangelize internally</b>	Setup PRD review meeting to receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)
3				Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)
4		Setup meeting to share MVP scope and walk-through design to gather feedback		Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)
5		Setup meeting to kickoff project with the scrum team		Scrum Team	Scrum Team (Involved directly in product development efforts)
6	<b>Involve legal and compliance</b>	Get feedback on previously identified legal areas to update. e.g Terms of Use and Privacy Policy	Product Manager	Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)
7		Setup meeting to review MVP scope and identify possible legal updates.e.g Terms of Use and Privacy Policy		Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)
	<b>Incorporate</b>	Discuss the prioritized feedback received			

+ ☰ Pre-filled Starter Sheet Help Information Explore

## Sprint Goal

**Enable the Job Recommender feature to the app users who have 100% complete profile on the app.**

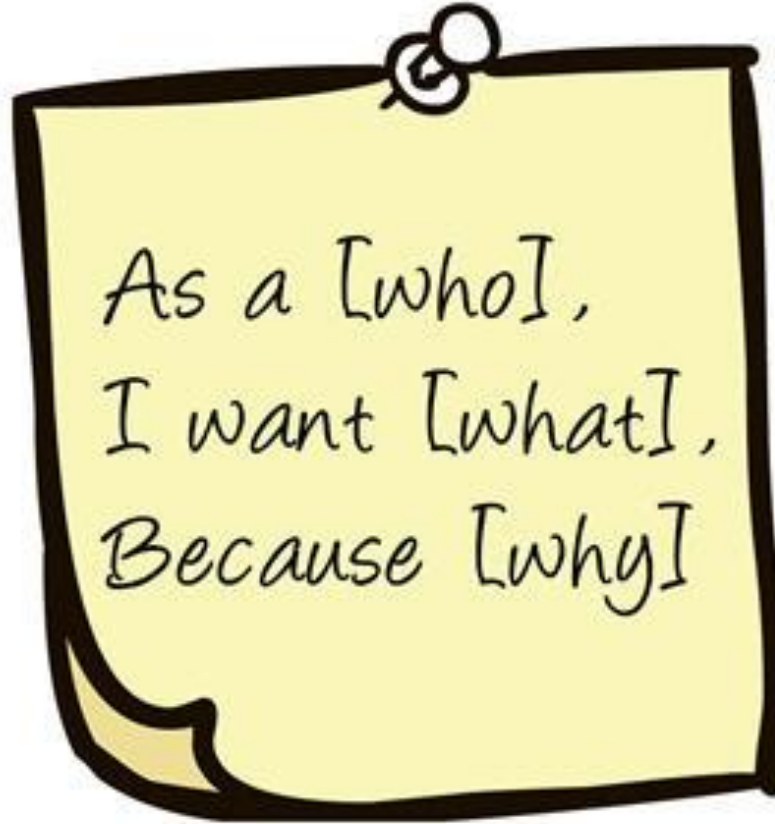
## Sprint Backlog (list of the prioritized **user-stories** from the product backlog)

- |   |  |
|---|--|
| 1 | As a active job applicant, I want to apply for the job in one click with prefilled application so that I can save my time while applying for jobs.       |
| 2 | As a recent graduate, I want to see the job description for each recommended job so that I can see if the job is exactly same as I am looking for.       |
| 3 | As a university student, I want to gain the skills required for my desired job so that the skill-gap between my qualification and industry is minimized. |
| 4 | As a free account user, I want to know the services available in different subscriptions so that I can decide about upgrading my subscription.           |
| 5 | As a native German speaker student, I want to use the app in German language so that I am comfortable while using it.                                    |

## Sprint Prioritization Logic

Job recommender feature aims at auto-suggesting of the best fit jobs for each app user based on the profile data and quick application to suggested job to save the time and thus takes the highest priority.

# Detailed User Stories



# User Story 1

<b>User Story</b>	As a active job applicant, I want to apply for the job in one click with prefilled application so that I can save my time while applying for jobs.
<b>Design</b>	<a href="#">Figma Prototype</a>
<b>Acceptance Criteria</b>	<ul style="list-style-type: none"><li>• Suitable candidate sees the auto-suggested job and clicks on “Apply” Apply button</li><li>• Once candidate clicked on the “Apply” button, the next screen mentioning successful application is displayed within 5 seconds.</li></ul>
<b>Assumptions</b>	<ul style="list-style-type: none"><li>• Suitable candidate is the one who have 100% complete profile on the Placement Assistance app.</li><li>• QA team has tested the functionality for “Apply” button and confirmed that it passes all the use cases including process time of 5 seconds.</li></ul>

# User Story 2

<b>User Story</b>	As a recent graduate, I want to see the job description for each recommended job so that I can see if the job is exactly same as I am looking for.
<b>Design</b>	<a href="#">Figma Prototype</a>
<b>Acceptance Criteria</b>	<ul style="list-style-type: none"><li>• Suitable user is able to see the job description for the selected job from list of auto-recommended jobs</li><li>• Suitable user is able to either hit “Apply” button or return to the list of all the auto-recommended jobs</li></ul>
<b>Assumptions</b>	<ul style="list-style-type: none"><li>• Suitable user is the one who has 100% completed profile on the app</li><li>• The jobs are suggested to user based on the data updated by the user in his profile on the app</li></ul>

# LinkedIn Project – Decoding API Documentation

**Based on the API documentation how would you update your solution and design?**

Using LinkedIn Job Lookup API the information regarding job positions and company can be accessed and below two things can be updated -

- Job positions can be matched with users' profile data so that the app accurately recommends best fit jobs to the users
- Job requirements can be compared with the user skills, so that the app recommends the learning courses which will reduce the skill-gap between jobs and students

**Based on your high-level understanding of the API documentation, are there any details that you want to discuss with engineering to refine solution and/or determine feasibility**

- Is it possible to suggest the users to connect with other users applying for similar jobs so that a community of like minded users will be created ?
- Is it possible to record how many jobs a users apply in a day ?



# Re-prioritizing Sprint Backlog

As a PM, unexpected issues and new feature requests required me to triage them efficiently and re-prioritize the sprint backlog without impacting the roadmap deliverables significantly

# Issue 1: Landing Page loading too slow

<b>Determine impact and criticality to prioritize issue</b>	<p>As per Data Analytics team report,</p> <ul style="list-style-type: none"><li>• The loading page takes 38% more time to load</li><li>• The app adoption rate is reduced by 30% in last 1 month; Daily app usage reduced by 20K users</li><li>• The app rating on the app store is dropped from 4 Star to 2 Star</li></ul> <p>"High Priority Issue" as it is having negative impact on existing users and app reputation is in risk</p>
<b>Next Steps</b> You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none"><li>• Create this issue as Bug with High Priority in the JIRA</li><li>• Communicate the details of the issue through Slack channel and also through high priority emails</li><li>• Add this issue to the agenda of upcoming sprint and push to get it solved ASAP</li></ul>
<b>Would you take additional steps ?</b>	<ul style="list-style-type: none"><li>• Execute the multiple sets of automated tests of developed solutions by collaborating with QA and Development team and ensure that it is not affecting the other features of the app.</li><li>• Document and communicate with respective teams, the problems/code bugs which were the root cause of the issue, so that such issue will not raise in the future during other product developments.</li></ul>

# Issue 2: Misaligned fields in Profile Settings

## **Determine impact and criticality to prioritize issue**

- As per Marketing team's report, The fields on Profile Settings page are mis-aligned specifically in Android App; No problem with iOS app
- Data analytics team reports, 2% of total users access this page daily
- Customer service team reports that, the volume of support/complaint calls received from customer is increased by 10% from the last update release
- "Medium Priority Issue" as users are still able to use the app but need to fix it ASAP as more and more users are encountering this problem.

## **Next Steps** use ticketing tool (JIRA), and communication channel (Slack)

- Add the issue in the product backlog as medium priority issue
- Communicate the occurrence and impact of the issue with the development and QA team via high priority emails
- Communicate the details of the issue and the progress of the solution through Slack channel.

# Respond to Customer Service Manager's Email

<b>Determine impact and criticality to prioritize the issue</b> (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	<p>As per Data Analytics team report,</p> <ul style="list-style-type: none"><li>• 7% of daily total users who are unable to login to the app, request for this email</li><li>• 20% of the users who requested this email and didn't get it, reach out to customer service team</li><li>• 5% decline in the user retention; App store rating dropped to 1 Star</li></ul> <p>"1 – Critical" issue as it is affecting the user retention rate as users are unable to login to their account and users are continuously down-rating the app increasing the reputation risk.</p>
<b>Next Steps</b> You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none"><li>• Add the issue as Critical Bug to JIRA and put it at the high priority in product backlog</li><li>• Communicate the details and severity of the issue through Slack channel</li><li>• Push the Engineering team to come up with the Hot fix for this issue ASAP</li></ul>
<b>Sample Email Response</b>	<p>Thank you for letting me know the issue.</p> <p>The issue has been assigned a Critical Priority and the engineering team is already working on that. I'll ensure that the team gets a hot fix for this problem asap. I will keep you informed with the progress of the solution.</p>

# Respond to CEO or GM's request via email

<b>Assessment and result</b>	<ul style="list-style-type: none"><li>• As per the quick update from development team, the 65% functionality of the feature is completed</li><li>• As per QA teams, the tests are still being conducted and the feature is not fully stable</li><li>• The stable functional features are deployed to the staging environment and are ready for demonstration</li></ul>
<b>Sample Email Response</b>	<p>I think it is the good opportunity to demonstrate the efforts taken by the team in 7 days into the sprint.</p> <p>As per the development team's feedback, 65% functionality of the feature is completed and available for the demo. The QA team is collaborating with the development team, to get the bugs fixed quickly to get the more functionality completed and stabilized.</p> <p>However, so far stable functionality is deployed to the staging environment regularly and is available for the demo.</p>

# Step-in and guide the scrum team at stand up

## Video Response

[Scrum Master Stand Up Video](#)



# Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	<ul style="list-style-type: none"><li>• Communicate this issue with the engineering team and ask them to test the feature before handing it over to the QA team</li><li>• Discuss the issue with other non-impacted PMs and request them to share their QA team member only for next 3 days.</li></ul>
Since the QA team member is shared across multiple projects, how would you coordinate with other PMs to de-risk your project and raise appropriate visibility ?	<ul style="list-style-type: none"><li>• Collaborate with other PMs to come up with a smart work-hour sharing for the shared QA team member</li><li>• Score the feature initiative using RICE framework to weigh feature value relative to the product and the company; Ultimately bringing other QA member from their team</li><li>• Based on data from Data Analytics and Customer services teams, effectively communicate the severity and criticality of the feature from business point of view</li></ul>
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	Raising the visibility through Engineering Team (Including QA), Operations Team, Impacted PMs and Head of Product.
	<ul style="list-style-type: none"><li>• In case Negotiation is successful, I will thank the concerned PM and speed up the new QA team member's integration into the team so that the feature gets tested and qualified asap.</li><li>• In case Negotiation is failed, I will ask the Engineering team to thoroughly test the feature, identify bugs and fix it as much as possible. So that once QA member returns from the leave, only few sets of automated tests can be run to qualify the feature.</li></ul>

# How would you handle stakeholder feedback?

## Feedback Assessment

- Is push notification feature blocking our product's goal ?
- Do you have any data to say why we must implement this feature ?
- Have you calculated the efforts required to build this feature ?

## Video Response

[Handle Stakeholder Feedback Video](#)