Placement Assistant

LinkedIn Initiative for Recent College Graduates

Product Owner: Suraj Gurav

Initial PRD

Background information, problem and the goals

Understand

Problem understanding using "How might we" exercise

How Might We

How might we rate the students?

How might we measure the skills of students?

How might we help college graduates identify their preferences?

How might we get college graduates who are searching jobs?

How might we help users to prioritize their preferences?

How might we suggest Job events based on candidate's interest?

How might we allow students to discover their passions?

How might we find recent college graduates?

How might we assess geographic preferences?

How might we assess a user's job preferences?

How might we identify in which field user wants to work ?

How might we provide job recommendations to users?

How might we improve job recommendations to users?

How might we help students become more aware of jobs available to them?

How might we help grads assess job fit?

How might we collect the personal information of students

How might we store the personal information of students

How might we store login and payment data securely ?

How might we deal with fee refund ?

How might we make sure queries are answered fast?

How might we deal with course related queries?

How might we deal with app related queries?	How might we ensure that learners don't cheat in test?	How might we prepare the course tests?	How might we prepare the job placement test?	How might we help companies to post jobs?	How might we help students update their profile?	How might we help students to discover the jobs by companies?
How might we manage payment options for subscription?	How might we manage un-subscribe options ?	How might we convert free users to paid subscribers?	How might we help students to link their other profiles to our app?	How might we connect users with mentors?	How might we manage accurate job-student match?	How might we find job openings for college grads?
How might we get accurate and timely job market information?	How might we request information from companies?	How might we create an accurate and reliable recommendati on engine?	How might we match skills with employer needs?	How might we create a model and account for bias in our model and job areas?	How might we evaluate employer profile effectiveness?	How might we evaluate user profile effectiveness?

How might we improve user profile quality?

How might we rate the completeness of user profile?

How might we give preference to students who passed online test ?

How might we rate the students previous work experience?

How might we facilitate communication between user and employers?

How might we connect users from the same schools?

How might we create a supportive social network for job seekers?

How might we build and improve professional mentorship community?

How might we assess a user's job skills?

How might we help colleges graduates calibrate their skills?

How might we recommend professional certifications, courses, conferences to employees?

How might we provide resume writing assistance?

How might we provide cover letter writing assistance?

How might we market our app to universities/colleges?

How might we provide portfolio making assistance?

How might we differentiate between different job domains?

How might we deal with non-technical jobs?

How might we provide soft skills training?

How might we collaborate with MOOCs for free courses?

How might we deal with industries for college-industry co-op programs?

How might we give incentives to get friends using the app?

How might we incentivize students to use the new app?

How might we partner with college career centres ?

How might we develop partnership with schools?

How might we market our app to students?

How might we market our app to companies?

How might we connect users from the same schools?

How might we make existing LinkedIn user to subscribe to new app?

How might we deal with review about the app?

How might we deal with app updates?

How might we deal with subscription discounts?

How might we reduce efforts of manual information entering into the app?

How might we provide signup options?

How might we provide support to students' questions?

How might we provide in-app assistance?

How might we enable student to search jobs?

How might we deal with technology related jobs?

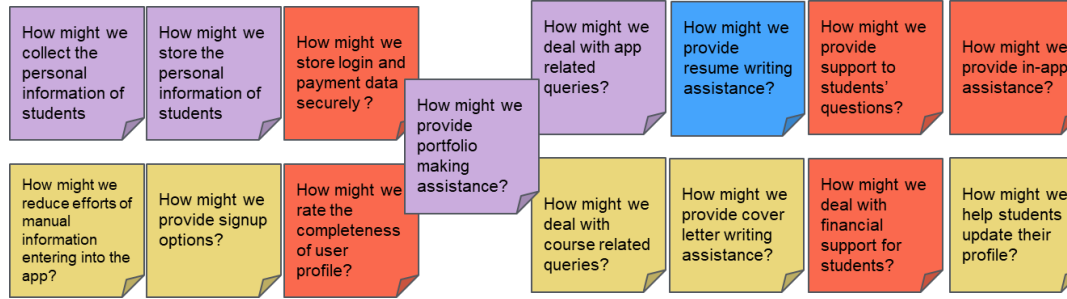How might we deal with college-drop outs?

How might we deal with young entrepreneurs ?

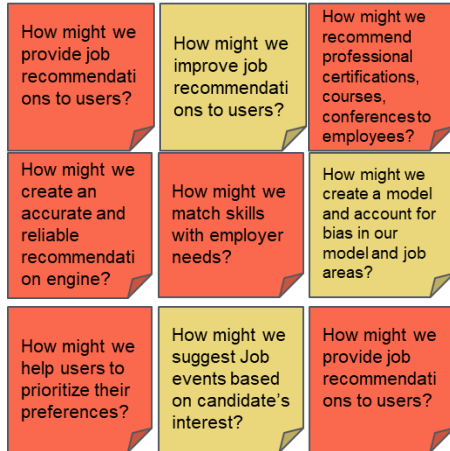How might we candidates with disabilities?

How might we deal with financial support for students?

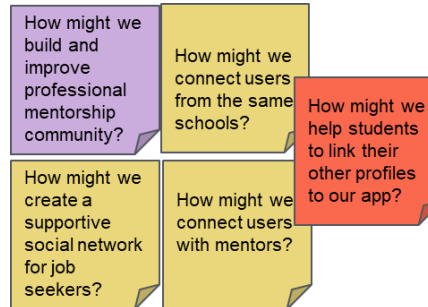How might we differentiate between different subscriptions?
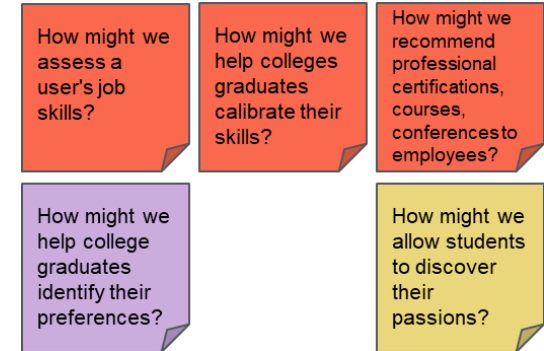
Data Based Assistance

User Support

- How might we collect the personal information of students
- How might we store the personal information of students
- How might we store login and payment data securely ?
- How might we provide portfolio making assistance?
- How might we deal with app related queries?
- How might we provide resume writing assistance?
- How might we provide support to students' questions?
- How might we provide in-app assistance?
- How might we reduce efforts of manual information entering into the app?
- How might we provide signup options?
- How might we rate the completeness of user profile?
- How might we deal with course related queries?
- How might we provide cover letter writing assistance?
- How might we deal with financial support for students?
- How might we help students update their profile?

Recommendation

- How might we provide job recommendations to users?
- How might we improve job recommendations to users?
- How might we recommend professional certifications, courses, conferences to employees?
- How might we create an accurate and reliable recommendation engine?
- How might we match skills with employer needs?
- How might we create a model and account for bias in our model and job areas?
- How might we help users to prioritize their preferences?
- How might we suggest Job events based on candidate's interest?
- How might we provide job recommendations to users?

Community

- How might we build and improve professional mentorship community?
- How might we connect users from the same schools?
- How might we help students to link their other profiles to our app?
- How might we create a supportive social network for job seekers?
- How might we connect users with mentors?

Training

- How might we assess a user's job skills?
- How might we help colleges graduates calibrate their skills?
- How might we recommend professional certifications, courses, conferences to employees?
- How might we help college graduates identify their preferences?
- How might we allow students to discover their passions?

Market

Strategy

How might we market our app to students?

How might we market our app to companies?

How might we market our app to universities/colleges?

How might we incentivize students to use the new app?

How might we give incentives to get friends using the app?

Communication

How might we deal with app updates?

How might we facilitate communication between user and employers?

How might we request information from companies?

Quality of Service/App

How might we ensure that learners don't cheat in test?

How might we evaluate employer profile effectiveness?

How might we get accurate and timely job market information?

How might we rate the completeness of user profile?

How might we deal with review about the app?

How might we reduce efforts of manual information entering into the app?

How might we improve user profile quality?

How might we make sure queries are answered fast?

How might we evaluate user profile effectiveness?

Subscription Options

How might we make existing LinkedIn user to subscribe to new app?

How might we manage payment options for subscription?

How might we convert free users to paid subscribers?

How might we deal with subscription discounts?

How might we deal with financial support for students?

How might we differentiate between different subscriptions?

How might we manage un-subscribe options ?

How might we deal with fee refund ?

Accessibility

Ease of Access

How might we provide signup options?

How might we manage un-subscribe options ?

How might we help grads assess job fit?

How might we help students to link their other profiles to our app?

How might we help students to discover the jobs by companies?

How might we manage payment options for subscription?

How might we enable student to search jobs?

How might we reduce efforts of manual information entering into the app?

Job Domains

How might we deal with young entrepreneurs?

How might we candidates with disabilities?

How might we deal with non-technical jobs?

How might we assess a user's job preferences?

How might we identify in which field user wants to work ?

How might we deal with technology related jobs?

How might we deal with college-drop outs?

How might we differentiate between different job domains?

How might we suggest Job events based on candidate's interest?

How might we help grads assess job fit?

Partnerships

How might we partner with college career centres ?

How might we deal with industries for college-industry co-op programs?

How might we develop partnership with schools?

How might we collaborate with MOOCs for free courses?

Sprint Focus

Focus	Data Based Assistance
Slide #	Slide 8
I selected this theme because	Students' data is the key in building a successful recommendation app. From this data, the students' skills and needs can be easily understood. This in turn, can help us to provide different skill-up services and courses.
	Understanding the data will also help us to suggest communities and groups matching with the user's interest.
	Ultimately, by providing variety of profile improvement options to students we can assist them to find their best fiting jobs.

Define

With an understanding of the problem space, create focus and align on specific outcomes for the Design Sprint

Placement Assistant

LinkedIn Initiative for Recent College Graduates

Published by: Suraj Gurav

According to survey by WhatToBecome.com, almost 53% of recent college graduates in US are unemployed. The surveys done by CNBC news and German firm Kfw report that, this employment is resulting from the skill-gap between industry requirements and recent graduate's knowledge.

LinkedIn's Placement Assistant primarily focused on recent college graduates, focused on their training and then assisted them to get their best fitting job. It is the platform where student's can level up their professional profile by participating in interactive courses led by industry experts. It provides the pool of 300+ free courses, 1500+ paid courses and tons of opportunities distributed over variety of work domains. Moreover, recent graduate's are provided with additional guidance to write effective resume, cover letter and portfolio. Ultimately, this platform is enabling recent graduates with industry oriented skills and assisting them to get their dream job.

Recently, Placement Assistant crossed the milestone of 2M subscribers and 1.5M app downloads. With its ever increasing popularity among recruiters and recent graduates it will continue to match graduates with their best fit jobs.

Success Metrics

	Goals	Signals	Metrics
Happiness	Secure best fit job Level up skills	App rating on app store Participation in skill-up courses	Rating of at least 4 Star Number of courses completed with 80% or more score
Engagement	Advertising Connecting with peers	Sharing app on their social media Joining communities and groups based on their interest	Click-through-rates on app link Total amount of time spent on the app Total groups/communities joined
Adoption	App recommendation New subscriptions	Sending referrals to friends Downloads from App store	Number of referrals sent Number of downloads
Retention	Opting for premium service Enrolling in recommended courses	Upgrading from free to premium Time dedicated for learning	Number of subscribers upgrading to premium within 1st month of free subscription Hours/week spent on learning
Task Success	Displaying featured candidate batch People getting jobs through app	Passing subject specific tests Positive feedback from graduates	Number of different tests passed Increase in rate of people getting best suitable job through app

Sketch

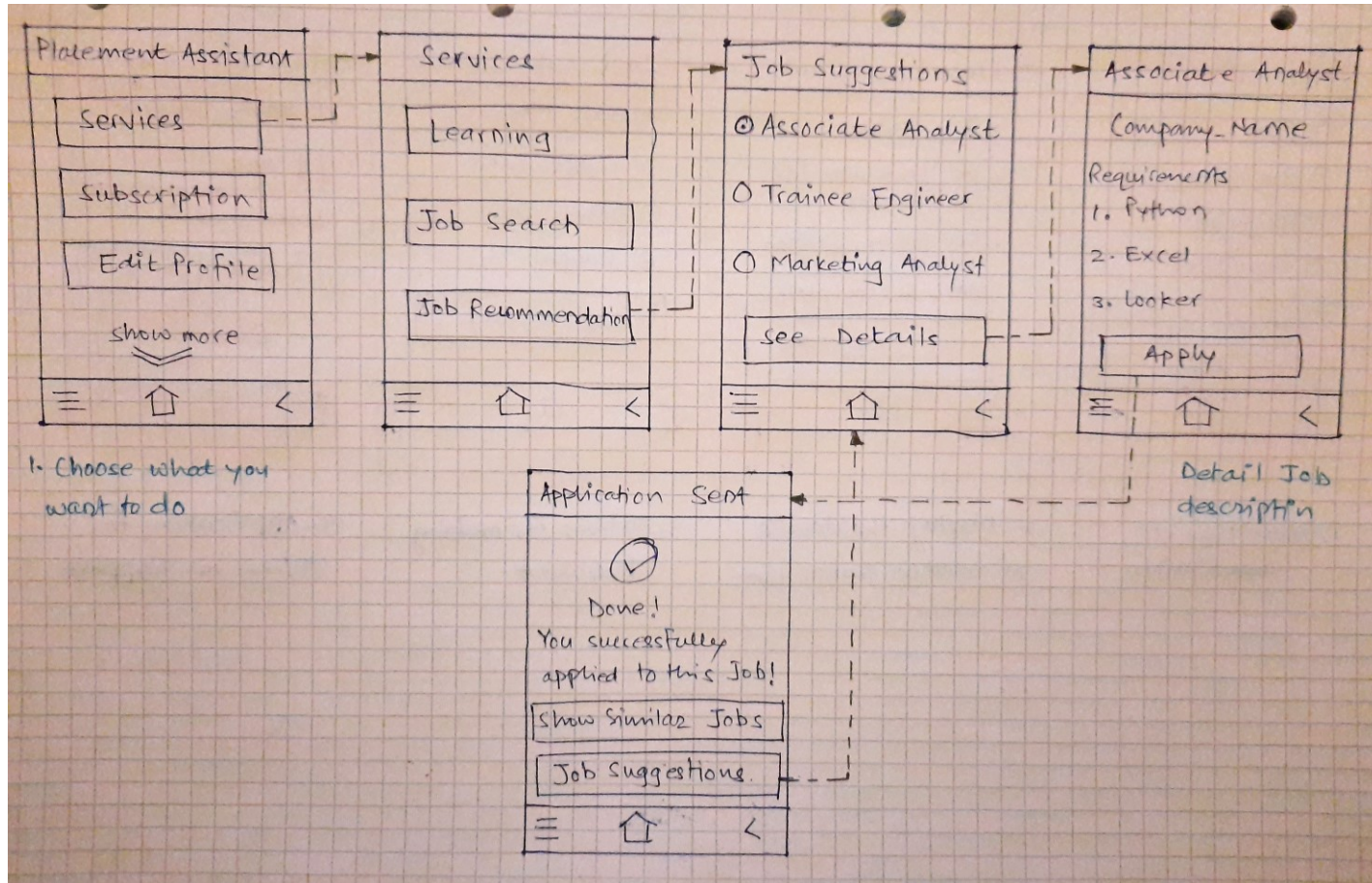Generate tons of ideas, then narrow them down to two in depth solution sketches
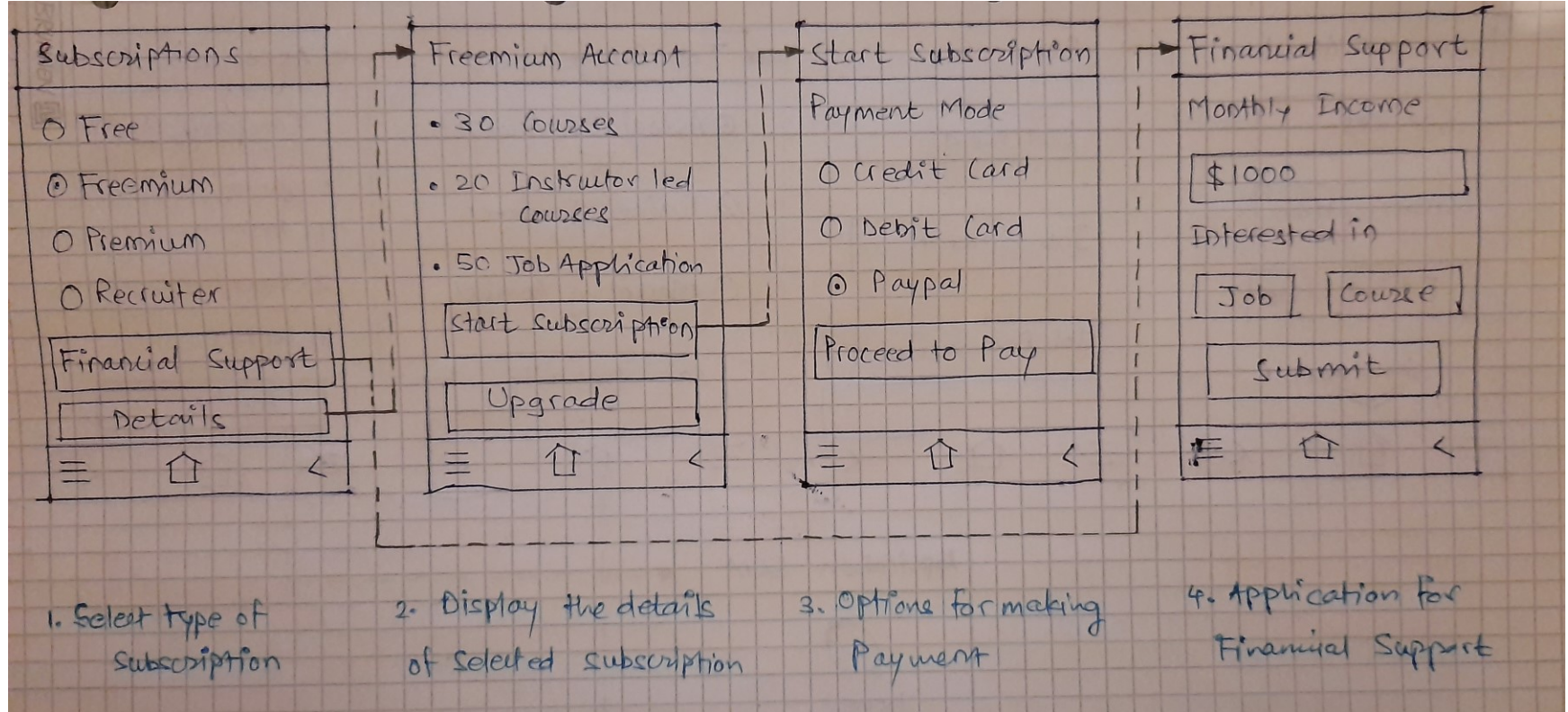
Crazy 8's

Solution Sketches

Now we're going to further develop two of our ideas into a fuller, more detailed Solution Sketch.

Job Recommender

Subscriptions Manager

Subscriptions
- ○ Free
- ◉ Freemium
- ○ Premium
- ○ Recruiter

Financial Support

Details

Freemium Account
- 30 Courses
- 20 Instructor led Courses
- 50 Job Application

Start Subscription

Upgrade

Start Subscription

Payment Mode
- ○ Credit Card
- ○ Debit Card
- ◉ Paypal

Proceed to Pay

Financial Support

Monthly Income

$1000

Interested in

Job   Course

Submit

1. Select type of Subscription

2. Display the details of selected subscription

3. Options for making Payment

4. Application for Financial Support

Decide

Pick the final concept that you develop into a prototype

Decision

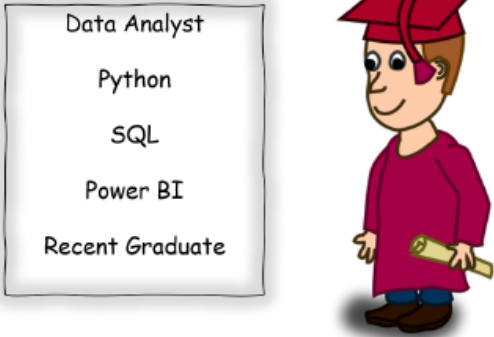| Decision	Job Recommender
Rationale	This app is to be built to reduce the job search efforts of recent graduates and help them to find the best fitting job for their skills. In order to make the job search easy, job recommender system can be built which suggest personalized, best-fit job to the graduates. User only need to update his/her profile on the app and the app will automatically suggest the jobs. Also, no such job recommender system is in market. Hence, building such platform will surely give us a competitive advantage.

Prototype

Turn your concept into a realistic, interactive prototype that you will use to validate your assumptions and ideas

Storyboard

SCRIPT   1

Suraj is a recently graduated Mechanical Engineer. He has finished hands-on training on Python, SQL & Power BI and willing to work in the data analytics domain. He is also looking to leveling-up his skill set so that he can widen his scope for a job search.

ACTION

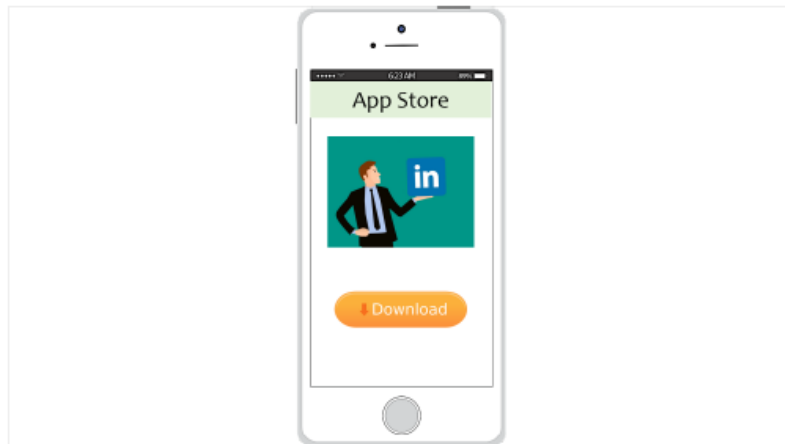SCRIPT   2

Being a Mechanical Engineer, his college placement cell is not allowing him to appear for the interviews in the data analytics domain. However, he is quite upset about the college's this policy.
Hence, he is seeking a job on his own, but unaware of where he can find the best-fit job based on his skills only.
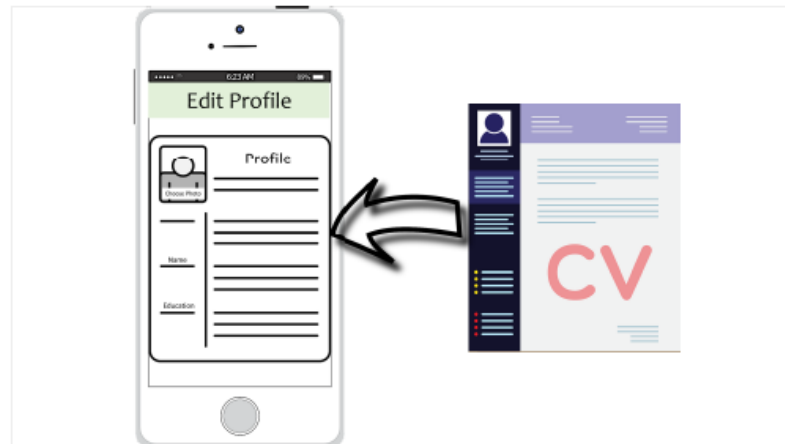
ACTION

Storyboard

SCRIPT 3

This is when Suraj comes across the Placement Assistant app through a career fair. Out of his curiosity, he quickly downloaded the app and Signed up with his google account.

His sole aim through this app is to find a suitable job in the Data Analytics domain.

ACTION

SCRIPT 4

Placement Assistant app's variety of profile editing options made Suraj's life easy. He quickly uploaded his updated CV to the app and the app automatically and correctly parsed the data into his profile.
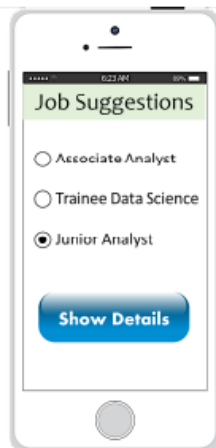He additionally added few other skills and subscribed for a Free account.

ACTION

Storyboard

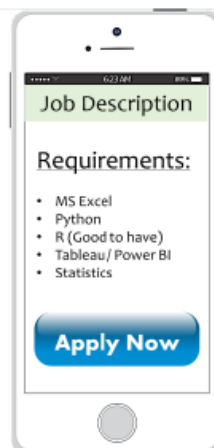**SCRIPT**   **5**

While exploring the app, he comes across Job Recommender through Services option.

Woohoo!

In the next few seconds, he landed on the page which is showing the jobs matching his skills.

He is quite surprised by this service - by how it suggested suitable jobs for him and all he needed to do is just update his profile.

SCRIPT   **6**

He proactively clicked on one of the job details. Interestingly the job description contained 90% of the skills mentioned in his profile.
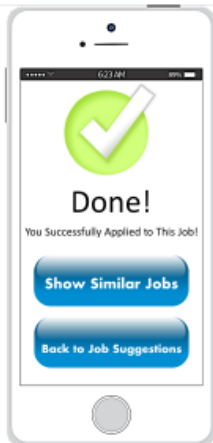
He can't stop himself from hitting the Apply button.

ACTION

Storyboard

SCRIPT   7

The process is even easier here. Suraj clicked Apply. And the next screen highlighted -

Done! You Successfully Applied to This Job!

He doesn't need to fill any form for the job application, everything will be done automatically based on the info provided in his profile.

ACTION

SCRIPT   8

Today, 2 weeks after Suraj applied for the 1st job, he accepted a full-time job offer by a renowned IT firm. Finally, he got his best-fit job which was the tagline of the app.

He has already rated 5 stars for the app and now subscribed to Placement Assistant's Premium services to keep learning and growing.

ACTION

Prototype

Description • High level overview of the prototype • What does it do?	The prototype of the Placement Assistant shows how do the jobs are recommended to the user based on his skills. The data updated by user in his/her profile in the app is used for this service in the backend. This prototype includes both options - sign up for new and sign in for existing users. Then user is asked to select a service, which directs him to job recommender. Ultimately user can view the job description and can apply for the job. User can Sign out from the app anytime.
Assumptions • Any assumptions within the prototype	• User has already created his free account and can directly Sign In • User has already updated his profile and interested in job search
Tasks • What are the tasks that a user can complete in the prototype?	• Sign Up, Sign In and Sign Out • View own profile • View and click on different options provided by Placement Assistant app • View different jobs suggested by the Job Recommender system • View the job description and apply for the job • View Help, FAQs, Settings options in overlay screen

[Link your prototype](#)

Validate

Users will go through your prototype and provide feedback on your concept. This is also an opportunity to have an engineering feasibility discussion

Plan and recruit for research

Link your
research plan

User Testing

Key Findings from Participant 1

What worked well	• Sign Up and Sign In options are clearly mentioned on the first page. • It is nice that the app language can be changed any time.
Where participants got stuck	Once clicked on 1 job from the suggested job, user found it difficult to click on other job. Took a bit time to get back to the all job recommendations
Other observations	• Smooth user interface flow and able to navigate without any lag.

User Testing

Key Findings from Participant 2

What worked well	• Smooth sign in as well as sign up options • Liked the one-click job application feature
Where participants got stuck	• Not much interested in creating separate profile for this app
Other observations	• Easy to navigate user interface. • Liked the feature to use the app in different languages. • Impressed with auto job recommender

Improvements

These are the improvements suggested by the users. However, these are already in product development plan, hence next iteration of prototype is not done.

Improvement #1	Phone number should be asked in Sign Up and Sign In.
Rationale	So that there will be more flexibility for the user
Improvement #2	Sign up and Sign in with other services like Gmail, LinkedIn should be available
Rationale	So that user can sign in using Gmail or other domain emails and don't need to create separate account for this app

Handoff

Updated PRD

Link your PRD