[JOBS]

Design Sprint

Product Manager: [Abdulla Almuharrami]

Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

Background

It has been observed that US graduate students are unable to find jobs post graduation. As 4.5 million student graduate each year with no experience in looking for best match job, they struggle to find one

Problem

Since number of graduates increase by 2% yearly, and researches shows that unemployment was 5.9% which could increase if no action was taken. We would like to help our young leaders to find their best matching jobs, by creating an app to help them for that. Moreover, we will provide support required to guide them through process. Although there are some competitors in market who has same goal, but our technique is different and more reliable.

Goals
- create an app to help graduate student find jobs
- App will allow to match job with person who got right skills
- Reduce unemployment rate
- Help student to build CV

Understand

Create a shared understanding of the space, problem, and goals

How Might We
Use these digital stickies to capture your ideas. Feel free to rearrange. Colorize. Etc

How might we make students find job easier

How might we increase number of app downloads

How might we increase level of privacy
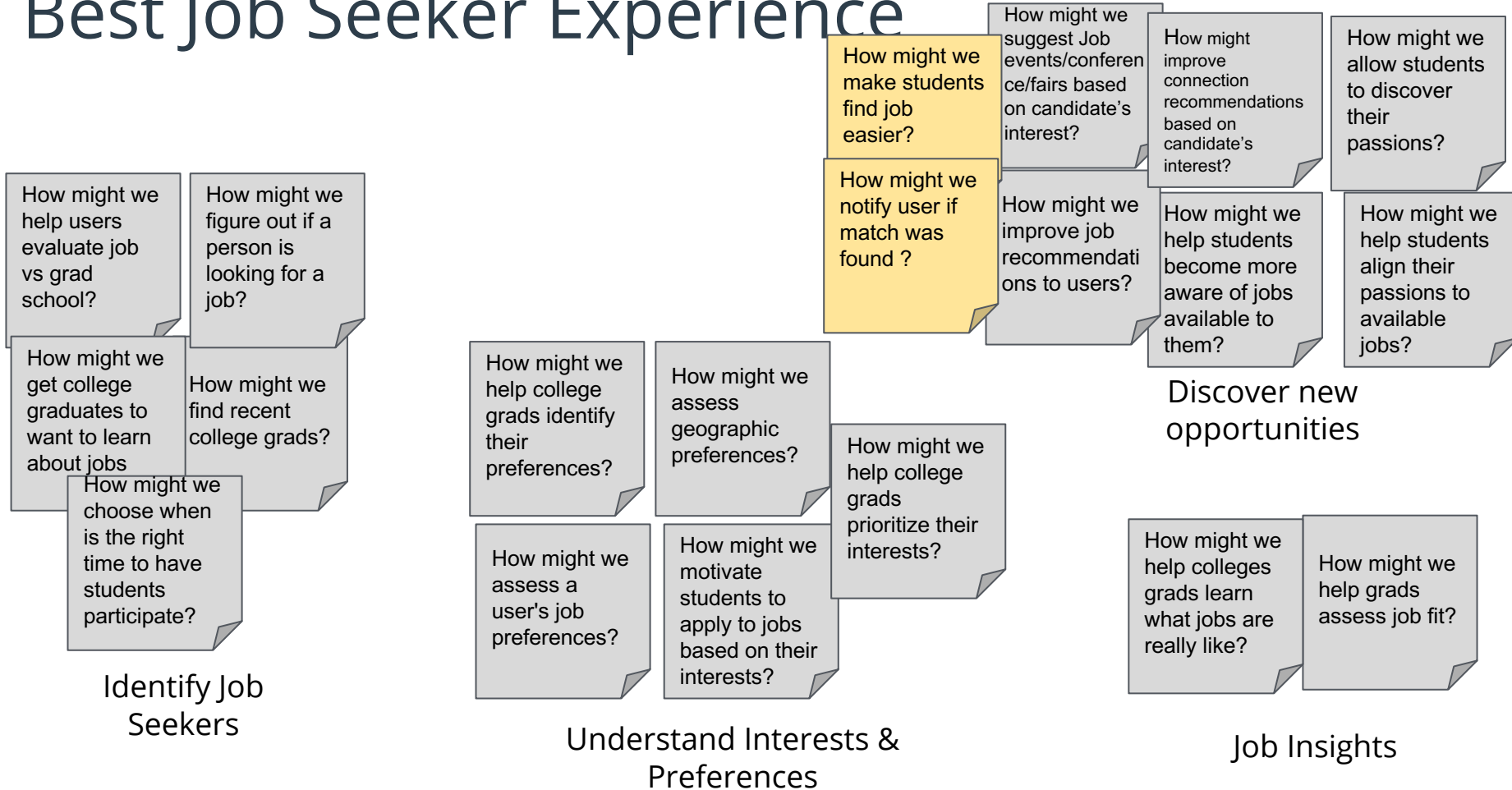
How might we increase number of subscribers

How might we accurraly match job with student skills]
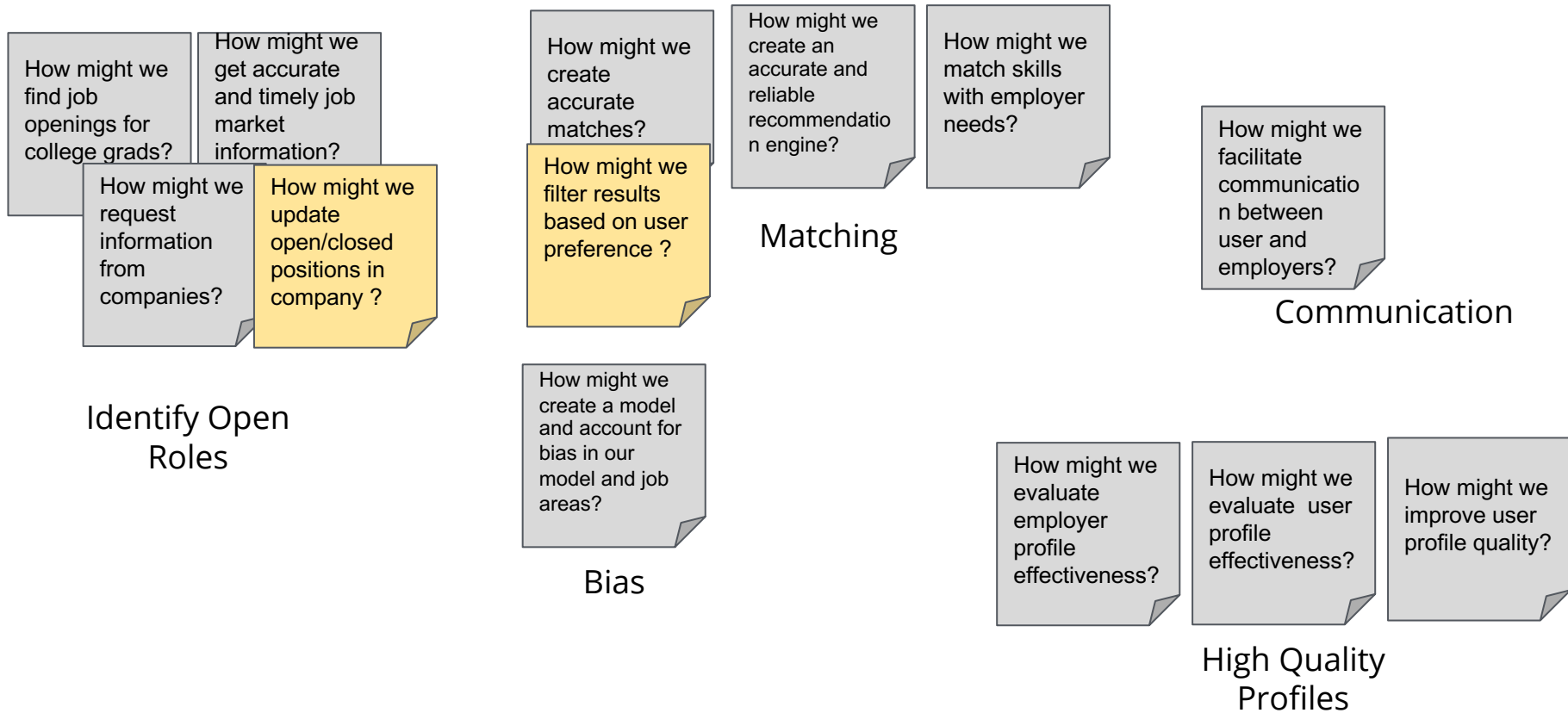
How might we improve matching algorithm

How might we help student to build better CV

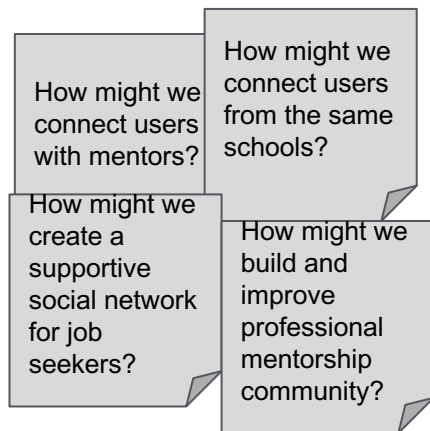How might we improve virtual sessions
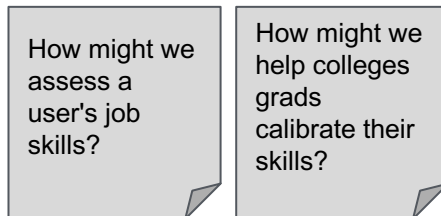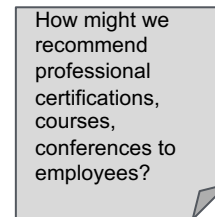
Best Job Seeker Experience

How might we make students find job easier?

How might we notify user if match was found ?

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

How might improve connection recommendations based on candidate's interest?

How might we allow students to discover their passions?

How might we help users evaluate job vs grad school?

How might we figure out if a person is looking for a job?

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 students align their passions to available jobs?

How might we get college graduates to want to learn about jobs

How might we find recent college grads?

Discover new opportunities

How might we choose when is the right time to have students participate?

How might we help college grads identify their preferences?

How might we assess geographic preferences?

How might we help college grads prioritize their interests?

How might we assess a user's job preferences?

How might we motivate students to apply to jobs based on their interests?

How might we help colleges grads learn what jobs are really like?

How might we help grads assess job fit?

Identify Job Seekers

Understand Interests & Preferences

Job Insights

Great Employee/Employer Matching

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 update open/closed positions in company ?

Identify Open Roles

How might we create accurate matches?

How might we filter results based on user preference ?

How might we create an accurate and reliable recommendation engine?

How might we match skills with employer needs?

Matching

How might we create a model and account for bias in our model and job areas?

Bias

How might we facilitate communication between user and employers?

Communication

How might we evaluate employer profile effectiveness?

How might we evaluate user profile effectiveness?

How might we improve user profile quality?

High Quality Profiles

Tools & Services

How might we connect users with mentors?

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?

Community & Mentorship

How might we assess a user's job skills?

How might we help colleges grads calibrate their skills?

Skill Assessment

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

Ongoing Education

How might we provide resume writing assistance?

How might we improve virtual sessions experience ?

Resume Help

Other

How might we increase number of app downloads?

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

How might we market our app to users?

How might we incentivize students to use the new app?

How might we increase number of subscribers ?

How might we partner with college career centers?

How might we develop partnership with schools?

How might we protect user information?

How might we increase level of payment security ?

Sprint Focus

Focus	Great Employee/Employer Matching
Slide #	12
I selected this theme because	This theme will be the base and success condition to the app to serve its purpose. By developing an advanced algorithm, we will be able to precisely match students skills with job requirement to ensure that each user get his dream job.

Define

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

JOBS, new app from LinkedIn

US announced that unemployment rate is 5.9% which is seriously affecting country economics. More students graduate from universities with a increasing rate of 2% yearly. As number increases, graduates will always find it difficult to find their dream job that matches with skills they acquired during their study time.

We asked group of graduates on why they think that finding job is difficult, majority says that it was hard for them to look for job posts in single place, while others lack the experience of building professional resume.

LinkedIn has been aware of this situation, and they have been working hard to come with a solution to this problem. That's when we came to know that LinkedIn has launched their new app "JOBS" which basically an ap designed to match graduate students' skills with posted jobs. LinkedIn have been working on developing a matching algorithm using AI and machine learning which will make jab match more accurate and precise. Not only that!, the app offers CV review and virtual sessions with top most leaders in US to guide graduates in building professional resume and give them tips on how to perform during interviews.

Since app was launched, many students tweeted about on how easy and user friendly it was, comments received like " I found my dream job in 2 weeks after using JOBS app", " this app really helped me to build professional CV" " this is diffidently will be best app of the year! Thanks LinkedIn".

We believe that with this app, linkedIn willl be able to reduce unemployment rate dramatically

Sketch

Generate tons of ideas, then narrow them down to two in depth solution sketches

8 Sketches

Profile 🔵
- Name _____
- Age _____
- Address _____
- Summary _____
_____
_____

HOME page
- News: _____
_____
- New Vacancies: _____
_____
- Freinds: _____

Payment
- card type: ☐ ☐
- card # [_____]
- Name [_____]
- cvc [_____]
- ex. date [_____]

[Subscribe!]

Build Resume
- education: _____
- School: _____
- uni: _____
- year: _____
- skill (1) _____
        (2) _____
        (3) _____

[Attachment+]

Job Matching
Select skills:
education:

[START Matching]

Jobs for you
- ☐ _____ apply
- ☐ _____ apply
- ☐ _____ apply
- ☐ _____ apply

Virtual session

hang up   cam   mic

Social News
- ☐ has got new job ♡ 👍 [coment]
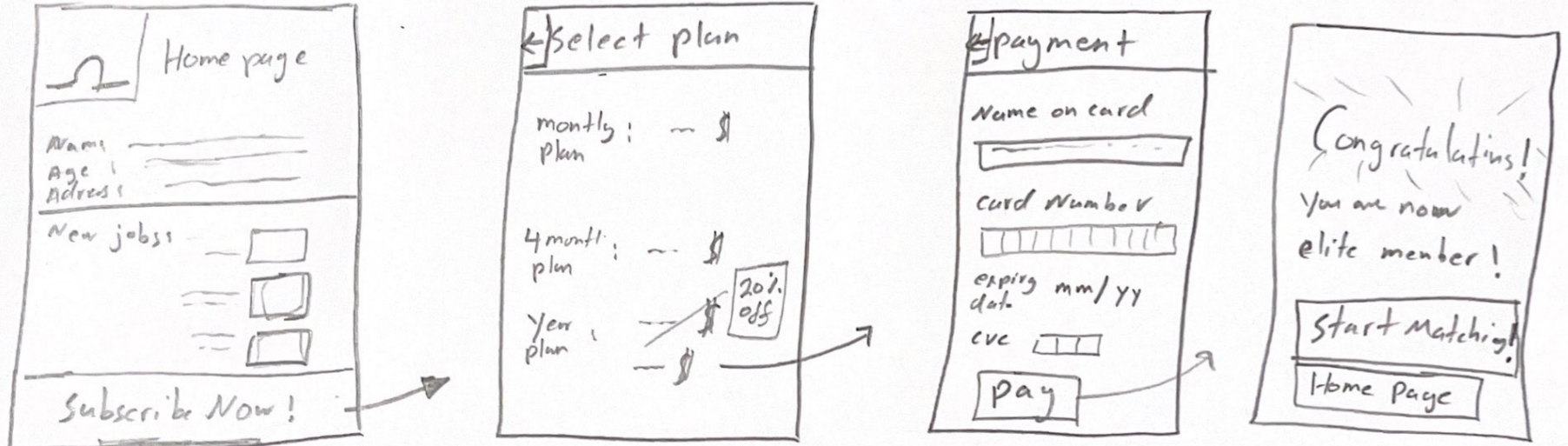- ☐ got promoted! ♡ 👍 [coment]
- ☐ transferred to another company ♡ 👍 [coment]

like   thumb up

Solution Sketch 1: JOB Matching
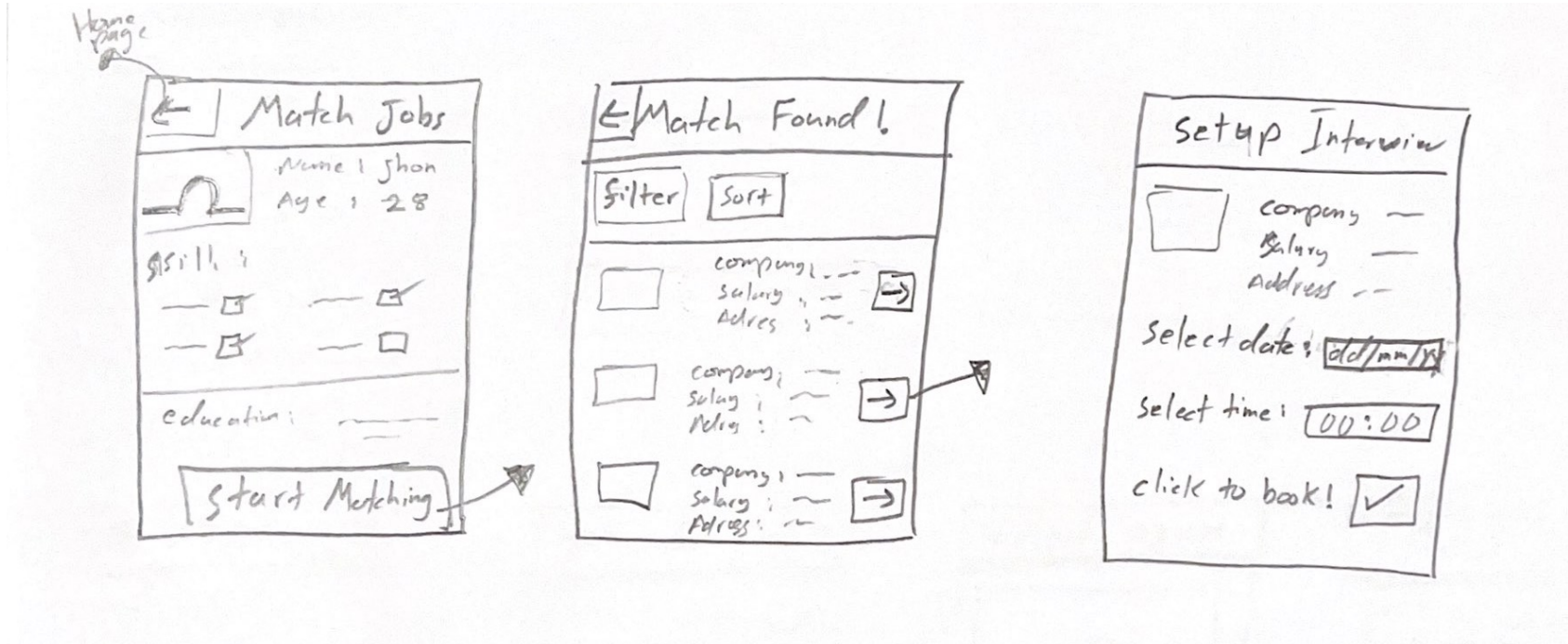
Solution Sketch 2: APP Subscription

Decide

Pick the final concept that you develop into a prototype

Decision

Decision	JOB Matching
Rationale	The core base of this app is to use matching algorithm with machine learning and AI, which will help accurately match user skills, education with job. It will have huge impact on both users and company. Users will be able to find list of job the matches their skills which will be right at their finger press.

Prototype

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

SCRIPT

James has recently graduated from university. however he is concerned that he might not be able to find job that matches his skills, or its going to take forever to find one.
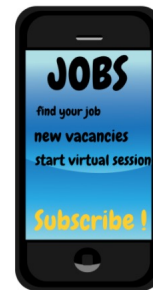
ACTION

SCRIPT

a friends referred an app called JOBS to James. he downloaded the app and signed up for free account.

ACTION

SCRIPT

as James scrolls through the app, he found that this app can match his education and skills profile with available jobs in the market. not only this, the app also offers virtual session with experts to help user review resume and have meeting to discuss and build confidence during job interviews

SCRIPT

James immediately subscribes in app and completed his profile with his education background and skills. he clicks on match button to search for jobs.

ACTION

SCRIPT

the app showed him number of jobs that accurately matched his skills. all what James needed to do is to click on preferred one to start connecting with company.

ACTION

SCRIPT

James also, uploaded his resume and booked a virtual session to review his resume and get help/ advise on job interview skills/tips.

ACTION

Storyboard

SCRIPT

James contacted the selected company for the JOB and passed interview and was hired immediately.

ACTION

SCRIPT

James is now an employee at a job that matched his education and skills. he also referred this app to many of his friends so they can get their dream jobs at the earliest.

ACTION

Prototype

Description	This an app called JOBS, once user signs up and subscribe,
• High level overview of the prototype • What does it do?	he will be able to search for jobs and book interview instantly.
Assumptions • Any assumptions within the prototype	Vacant positions already saved and shown to user
Tasks • What are the tasks that a user can complete in the prototype?	User can sign up then start setting up his profile. After that he will be able to see recommended jobs but user will have to subscribe, prototype will take user to subscription page. Ionce user subscribe he can book for interview

[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

[JOBS] Research Plan

PM: Abdulla Almuharrami

Objectives
user experience
App response time
Design

Methodology
Face to face meeting with voice recording and will ask user to try app

Participants
Students who recently graduated from university

[JOBS]: Interview Sessions

Introduction
Interview will start by asking user on his background, then we will introduce app to user and explain the objective of this app, later on we will ask user to try and navigate through the app and get his feedback

Background Questions
What's your name ? / How old are you ? What is your Education background? Are you Currently working or looking for a job
Task 1
app registration
How was process of registration/ What could be better?]
Task 2
select job and book appointment and virtual session
How was selection and booking process ?/ What difficulties faced?

Wrap Up
[Overall feedback. Would you use it? How would you make it better?] [Thank you]

User Testing: Participant 1 Key Findings

What worked well	*Process of registration and sign up was smooth and easy for user* *Surfing the app and booking for interview was without any difficulties.*
Where participants got stuck	*User was stuck during updating profile, user was unable to add skills other than the one listed.*
Other observations	*User didn't like app design and colors he suggest to make it more attractive.*

Participant 1: Interview Notes

Background information:

Mohamed, graduated from HCT college, bachelor degree in petroleum engineering. Couldn't find job the suits his skills and education level. He didn't get training on how to build his resume. No interview skills

Prototype:

Sign up process was smooth and quick for user, he liked that only specific details were asked

- interview booking experience was quick for user, he was amazed that it took him few clicks.
- user was unable to add skills other than the one listed in the app

Other observations:

- User suggest to change colors and design of the app.

User Testing: Participant 2 Key Findings

What worked well	*Sign up process was smooth and easy for user* *Virtual session was great, user enjoyed the session*
Where participants got stuck	*Payment process for subscription, user think more options for plans should be added (3 months plans)*
Other observations	*user liked the idea of the app very much,* *Very excited about the app and has high expectations.*

Participant 2: Interview Notes

Background information: Manaa, recently graduated from college, had difficulties in finding jobs, lack of interview skills, spend his time in searching for vacant positions and apply for technical courses to add more skills to his resume

Prototype:

- Sign up process was smooth and easy
- User suggested to add more subscription plans
- User enjoyed virtual session, No technical difficulties observed during session

Overall feedback:

User was excited about the app,

User has high expectations about app and thinks it will go viral when its officially launch.

Handoff

Updated PRD

Background

It has been observed that US graduate students are unable to find jobs post graduation. As 4.5 million student graduate each year with no experience in looking for best match job, they struggle to find one

Problem

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Goals

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- Help student to build CV

Updated PRD (page 2)

Key Features & Scope
P0 matching algorithm: using machine learning, the app will be able to match and identify vacant jobs available and recommend to user based on his skills and education background.
P1 virtual session: the app will allow user to make video calls with experts to guide him how to build better resume and tips for better job interviews. After user set up his profile and upload his resume, he can request for video call to assist him on how to build professional resume and tips/ guidance for job interviews.
P2 search option: this feature allows user to search for specific company by name and see if it has vacant positions
PN notification and reminders: this feature will send notification and reminder to user for booked interview session or when new vacant position appears.

This app is a tool to help bridge connection between both by booking job interviews directly through the app.

Core UX Flow
[Handoff: Link to mocks]