



LinkedIn recent+

PRD

PM: Ahmed Aldayel
UX: Pat Pixels
EM: Casey Code
DS: Noel Numbers

STATUS: **Final**

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Background

Recent graduates may not be fully professionals yet, but we want to recommend the best jobs to recent college graduates based on their skills and preferences to:

- 1- Increase chances for recent graduates to get a great hire.
- 2- Expand the network to create a professional community.
- 3- Discover emerging talent early.

Problem

- There is a problem for a recent graduate to find the appropriate job.
- In Saudi Arabia it is not the easiest country for recent graduate to find work in, there are plenty of opportunities for working in Saudi Arabia if you can offer a high level of expertise and experience.
- In 2020, Saudi Arabia's estimated unemployment rate amounted to approximately 13% which compared to 4.4M of the total population.
- So, we strive to expand the network communication for recent graduates to create a professional community and get hired fast.

Goals

- We will add some tips in the application to expand their network communication.
- If they had a job, we would get feedback from their supervisor or HR.
- We will add a virtual interview for HR and candidates.
- We will find some hiring opportunities or internships for them.

Success Metrics

- In the first year, we will focus to have above 400,000 users in our application which equals 9% of the total of unemployment or recent graduation in Saudi Arabia.
- We will be focused on our application rate to be above 4 stars.
- We will be focused to have above 18K job opportunities.
- We will be focused to have an above 25K internship opportunity.
- We will be focused to launch the application on time.

Key Features & Scope

Priority	Feature	Description
P0	Login page	Allow users to log in with email and passwords.
P1	Search page (recommendation)	<ul style="list-style-type: none">• Allow users to fill the search blank according to their interest in the courses and certificate.• Allow users to add the courses and get enrolled in the course.
P2	Job page	<ul style="list-style-type: none">• Allow users to fill the search blank on the job page according to their skills or major.• Allow users to add the job and get enrolled on the job.
P3	Saved page	<ul style="list-style-type: none">• Allow users to see “job – course – certificate” (depend on what they save or like).• Allow users to remove “job – course – certificate” from the saved list (depend on what they save or like).
P4	Contact us	Allow the user to leave a message to the technical support team if he faced any problem when he uses the application.

Target Market

Application is for recent graduates who want to find a job or improve their skills.

Core UX Flow

[mocks](#)

TAM (Total Addressable Market)

- In Saudi Arabia it is not the easiest country for recent graduate to find work in, there are plenty of opportunities for working in Saudi Arabia if you can offer a high level of expertise and experience.
- TAM: The global social media analytics market size is expected to grow from USD 3.6 billion in 2020 to USD 15.6 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 34.1%.
- There were 5453000 LinkedIn users in Saudi Arabia in May 2021, which accounted for 15.3% of its entire population.
- In 2020, Saudi Arabia's estimated unemployment rate amounted to approximately 13% which compared to 4.4M of the total population.

Statistic source:

- <https://napoleoncat.com/stats/linkedin-users-in-saudi-arabia/2021/05>
- <http://www.theglobalstatistics.com/saudi-arabia-social-media-users/>

Competitors

1- Indeed

- Indeed, is an efficient job search engine for both job seekers and employers around the world. It is accessible in more than sixty countries and twenty-eight languages. The website is built with Google-like search engine algorithms, allowing job seekers to search for jobs and apply to positions that match their skills, experience, expertise, and career path seamlessly and easily.
- Revenue: \$3B
- They have a lot of features like for example Aggregate job listing, you can build your resume there and they have an Email job alert.

2- ZipRecruiter

- ZipRecruiter is used by as many as 100,000 companies. It allows you to post vacancies on over 50 platforms and social networks to help you gather candidates from all places in one system. This way, you can screen, discuss, share, and evaluate their resumes with the team. They have a huge database already has 2 million resumes and information of about a thousand candidates.
- Revenue: \$430M
- They have a lot of features like for example Social Network Integration, Embedded Resume Viewer, Candidate screening interviews, Shareable resumes, and New Candidate Alerts.

Marketing Channels

1. **University Colleges and student clubs:** We will corroborate with the colleges and student clubs to enhance the self-learning concept to their students by joining our application.
2. **Social Media:** recent graduates spend their time on social media so it can be a good platform to catch their eye into our application.
3. **App Store & Play Store:** We will publish our app there to increase confidence and get feedback from recent graduates.

Marketing Guide

[Marketing Guide Link](#)

Pricing Strategy

- The **Revenue goal** for the first year:
 - In the first year, we will focus to have 400,000 users in our application which equals 9% of the total of unemployment or recent graduation.
 - The Profit will be from job adv. And subscription.
 - The total subscription profit will be approximately 1M \$ subscribers in the first year.
 - The total profit from job Adv. will be approximately 450K \$ subscribers in the first year.
 - The price of a subscription will be 30 \$ per year.
 - The price of job adv. will be 25 \$.

Product Team

- Scrum Master:
 - Ensuring the team lives agile values and principles and follows the processes and practices and helps the development team when they need an API's.
- Business Analyst:
 - Responsible for bridging the gap between IT and the business.
- Engineering & QA Team:
 - Check all features are done as planned and tested correctly.
- UI/UX Team:
 - They will focus on all aspects of product development, including design, usability and functions.
- Data Analyst:
 - As we will hold user's data, so we need a person who builds the dashboard to answer a question or solve a problem.

- Marketing Team:
 - Discuss with them the marketing guide and plan which include all product information.
- Legal Team:
 - Discuss all regulations and governmental blockers that we might face before launching.
- Customer Support Team:
 - Discuss with them how to assist the users to ensure the correct use of a product and solve the user's problems.

Product Risk

- 1- QA Team Resource Constraints:
Since the QA team member is shared across multiple projects, how would I coordinate with other PMs to de-risk my project so as a PM I think I will organize a meeting with the QA Team to discuss with them this situation and how to pass the risks that may affect the product launch.
- 2- System Integrations:
Our system may need integration with a LinkedIn database so as a PM I think I will organize a meeting with the Development Team and Scrum Master to discuss with them this situation and how to pass the risks that may affect the product launch.
- 3- System Scalability:
Our system may need to add a new language so as a PM I think I will organize a meeting with the Development Team, UI/UX Team Business Analyst to discuss with them this situation and how to pass the risks that may affect the product launch.

Training Guide for Sales and Customer Support Teams

[Training Guide Link](#)

User Guide

[User Guide Link](#)

Launch Email

[Launch Email Link](#)

Post-Launch Data

Week	App Downloads	Active users
1	1,000	200
2	5,000	1,000
3	7,500	1,500
4	10,000	2,000
5	15,000	3,000

After launching our product, we noticed that the adoption rate is lower than we expected (about 35%).

We think this problem is because our application is new in the market of Saudi Arabia, so students can be averse to try this application or spend money on some feature that needs a subscription.

To solve this problem, we are trying to use a special technique such as will provide a 1-month trial for free for all users also we will provide a discount in some seasons such as:

- Back to university season.
- Summer vacation season.

in order, we think that users will be satisfied because they will have a lot of time to review our application and look at our application features.

A/B Test

We will implement an A/B test to determine if the proposed solution will work or not.

The variant group will be including offers or discounts.

The Control group will not be including any offers or discounts.

Metrics:

- We think the Download rate will be improved by 10%.
- We think the Adoption rate will be increased by 15%.

Our Hypothesis:

After running the A/B test for one month, we have noticed that we must implement or include the discount in our application or include a 1-month free trial to all users so this wonderful solution will lead the adoption rate to reach 50% vs 35% last month.