

# Project Name: LinkedIn recent+

Developing the product

**Product Owner: Ahmed Aldayel**



# Getting Started

# Create Project Blueprint

A product launch is not just about deploying a beautifully designed, built and thoroughly tested feature. Your company needs to be equally prepared if not more to support every possible customer interaction associated with the product.

# Create a coordination activities map

As a PM, you set everyone in the organization for success by involving them early and keeping them engaged to ensure each involved stakeholder can plan and manage their work efficiently

- This is a url copy of the ([Coordination Activities Map](#))

# Create a coordination activities map

A	B	C	D	E	F
Purpose <i>Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature</i>	What is the task? <i>Based on the purpose, select the appropriate from the drop-down</i>	Who is the task owner? <i>Does the following to finish task:</i> 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders	Whose involvement is needed to accomplish the task ? <i>Please select one from the drop-down list of your identified stakeholders</i>	What is their role? <i>Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only</i>	By when, does the task need to be completed? <i>Select milestone keeping in mind nature of the task, downstream effects of delaying task</i>
Evangelize internally	Setup PRD review meeting to receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Set a target week
			Head of Product/Impacted Product Managers/Cross-functional stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Setup meeting to share MVP scope and walk-through design to gather feedback		Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Setup meeting to kickoff project with the scrum team		Scrum Team	Scrum Team (Involved directly in product development efforts)	
Involve legal and compliance	Setup meeting to review MVP scope and identify possible legal updates.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)	Set a target week
	Get feedback on previously identified legal areas to update. e.g Terms of Use and Privacy Policy		Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's sprint 0 starts
Incorporate stakeholders feedback	Discuss the prioritized feedback received from stakeholders to update scope and design	Product Manager	Product Designer	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
Initiate and maintain feedback loop	Create a project-specific communication channel (in Slack etc) to share insights from customer meetings/usability tests/data analysis	Product Manager	Impacted Product Managers	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	Ongoing activity
Plan development work	Setup solution feasibility discussions to understand the work involved/identify inter-dependencies and potential risks	Product Manager	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before each sprint starts
	Identify critical spike and engineering design work to complete prior to product/feature development	Engineering Lead			

# Create a coordination activities map

A	B	C	D	E	F
<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' only</i>	<b>By when, does the task need to be completed?</b> <i>Select milestone keeping in mind nature of the task, downstream effects of delaying task</i>
<b>Manage product/feature testing</b>	Share and review the project's test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before each sprint starts
<b>Setup analytics tracking</b>	Review analytics tracking requirements	Product Marketing	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before each sprint starts
<b>Prepare for every sprint</b>	Create tickets for each sprint based on the test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before each sprint starts
	Create tickets for each sprint based on the analytics tracking requirements	Data Analyst			
	Finalize user-stories and design to add for each sprint	Product Manager			
<b>Coordinate product/feature launch</b>	Discuss launch plan and targeted timelines to align with development cycle	Product Marketing	Product Manager	Approver (Has the final say on a specific aspect of the project)	Before project's sprint 0 starts
	Identify the support material that needs to be prepared and targeted timelines to align with development cycle	Product Marketing	Product Manager	Approver (Has the final say on a specific aspect of the project)	Before each sprint starts
<b>Communicate project progress</b>	Share project's progress and highlight any risks (setup recurring meeting/send email/ share via team's channel e.g Slack)	Product Manager	Head of Product/Impacted Product Managers/Cross-functional stakeholders	Approver (Has the final say on a specific aspect of the project)	Before each sprint starts
<b>Receive product/feature sign-off</b>	Setup meeting to demo the feature and conduct end-to-end feature testing to identify bugs and receive feedback	Product Manager	Impacted Product Managers	Approver (Has the final say on a specific aspect of the project)	Before project's final sprint starts
			Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
			Head of Product/Impacted Product Managers/Cross-functional stakeholders	Approver (Has the final say on a specific aspect of the project)	

# Plan for Sprint Meeting

As a PM, it is important to stay ahead of your scrum team and be prepared for every upcoming sprint by having a target goal defined with prioritized backlog for team to start costing and breaking down the tasks

# Sprint Planning Meeting Preparation

## Sprint Goal

Fresh 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.

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

- |   |   |
|---|---|
| 1 | As a fresh graduate, I want to insert my certificates so that I can find jobs that match my qualification.                          |
| 2 | As a fresh graduate, I want to insert my resume into my profile so that I can enroll to the job without submit my resume each time. |
| 3 | As a fresh graduate, I want to evaluate my profile so that I can find jobs that match my profile evaluation level.                  |
| 4 | As a fresh graduate, I want to get the job recommendation notification that match to my skills.                                     |
| 5 | As a fresh graduate I want to track my career improvements so that it can help me to see my career progress.                        |

## Sprint Prioritization Logic

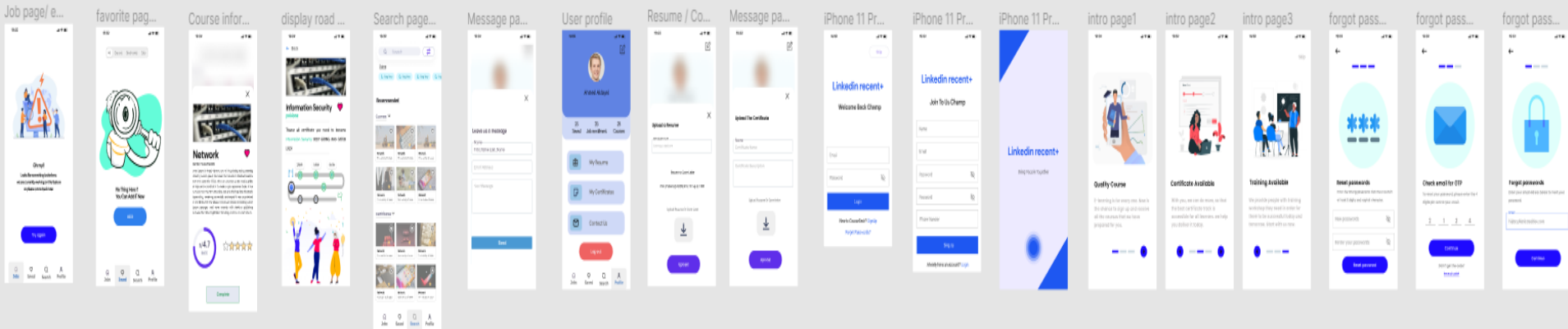
- We need to involves an API integration between systems to manage our business easily and efficiently.
- We need to build the machine learning that recommend the job offer to the users.



# User Story 1

<b>User Story</b>	As a fresh graduate, I want to insert my certificates so that I can find jobs that match my qualification.
<b>Design</b>	<a href="#">Design Link</a>
<b>Acceptance Criteria</b>	<ul style="list-style-type: none"><li>• The user should be able to create a new account.</li><li>• The user should be able to insert or add a new certificates.</li><li>• The user should be able to remove any certificate that inserted before.</li><li>• The user should be able to receive jobs that match to his certificates.</li></ul>
<b>Assumptions</b>	<ul style="list-style-type: none"><li>• We need to assume that our system will be use by the fresh graduate so we should to ensure that our system is easy to use.</li><li>• We need to ensure that our system might include many database so we should integrate these databases.</li></ul>

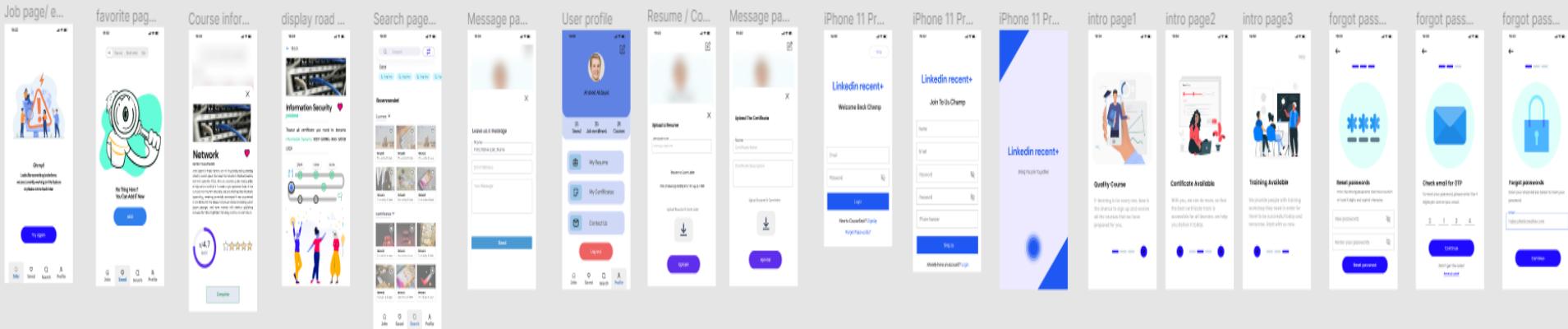
# Design



# User Story 2

<b>User Story</b>	As a fresh graduate, I want to insert my resume into my profile so that I can enroll to the job without submit my resume each time.
<b>Design</b>	<a href="#">Design Link</a>
<b>Acceptance Criteria</b>	<ul style="list-style-type: none"><li>• The user should be able to log in to his account.</li><li>• The user should be able to insert or add his resume.</li><li>• The user should be able to remove resume that inserted before.</li><li>• The user should be able to receive jobs that match to his qualification.</li><li>• The user should be enrolling to the job without submit his resume each time.</li></ul>
<b>Assumptions</b>	<ul style="list-style-type: none"><li>• We need to assume that our system will be use by the fresh graduate so we should add some tips that might help them to build their resume.</li><li>• We need to assume that our system will be use by the fresh graduate so we should ensure that our system is easy to use.</li><li>• We need to ensure that our system might include many database so we should integrate these database.</li></ul>

# Design



# Decoding API Documentation

# LinkedIn recent+ Project

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

Based on the LinkedIn API which also known as the REST API we can add a several service or features to the application users by:

- Enabling the users to post certifications directly to their LinkedIn profile.
- Reduce friction and get more sign-ups by allowing users to sign in with LinkedIn instead of creating a new account.
- Minimize the cost and time associated with implementing your own login, password change and recovery process.

**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**

- How will we request data from the APIs?
- How will be sending data to the APIs?
- How will we face the system scalability challenge?
- How will we recommend the best jobs based on their qualification?

# Re-prioritize Sprint Backlog

As a PM, unexpected issues and new feature requests will require you 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>	<ul style="list-style-type: none"><li>• LinkedIn generated \$8 billion revenue in 2020, an increase of 19 percent per year which a slow page loading substantially impacts the revenue of our business.</li><li>• A slow website creates a bad user experience. Which just makes any user lose his confidence when he first visits the website which this issue needs to be prioritized as <b><u>critical</u></b>.</li><li>• Page speed indicates how quickly the contents load on a website. Page loading speed is one of the key factors used by Google algorithms to rank the pages.</li></ul>
<b>Next Steps</b> You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none"><li>• <i>We can use JIRA</i> which give me the communications plan template that help me refine a strategy for updating everyone about my project progress or problem.</li><li>• Add detail in JIRA about this problem.</li><li>• We can use Slack as communication channel which is easy to share and collaborate with stakeholder in real-time.</li><li>• We can use Slack as communication channel when I need an immediate response about any project problem that we faced with the project team.</li></ul>
<b>Would you take additional steps ?</b>	<ul style="list-style-type: none"><li>• Implement the Application performance test which determining the speed or effectiveness of an application. It measures the quality attributes of the system, such as scalability, reliability and resource usage.</li><li>• Minimize our application code in the future, because sometimes your website code can get a little bit of messy. Which lead to your site take much longer to load.</li></ul>



# Issue 2: Misaligned fields in Profile Settings

## Determine impact and criticality to prioritize issue

- Weird profile can create a bad user experience. Which just makes any user lose his confidence when he first visits the website which this issue needs to be prioritized as **High**.
- Due to bad user experience, mobile app usability suffers the most. And this leads to decreased revenue, productivity, customer retention rate, and overall development cost.

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

- *We can use JIRA* which give me the communications plan template that help me refine a strategy for updating everyone about my project progress or problem.
- Add detail in JIRA about this problem.
- We can use Slack as communication channel which is easy to share and collaborate with stakeholder in real-time.
- We can use Slack as communication channel to create a meeting with UI/UX team.
- We can use Slack as communication channel when I need an immediate response about any project problem that we faced with the project team.

# 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)	<ul style="list-style-type: none"><li>• We will Loss of loyalty. Give customers a great experience, and they'll keep coming back for more.</li><li>• We will Loss of revenue.</li><li>• We will Loss of employee confidence.</li><li>• We will Loss of brand prestige and reputation</li></ul> <p>Which the prioritize of this issue is <b><u>critical</u></b>.</p>
<b>Next Steps</b> You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none"><li>• <i>We can use JIRA</i> which give me the communications plan template that help me refine a strategy for updating everyone about my project progress or problem.</li><li>• Add detail in JIRA about this problem.</li><li>• We can use Slack as communication channel which is easy to share and collaborate with stakeholder in real-time to tell them about this problem.</li><li>• We can use Slack as communication channel to create a meeting with development team.</li><li>• We can use Slack as communication channel when I need an immediate response about any project problem that we faced with the project team.</li></ul>
<b>Sample Email Response</b>	<p>Dear (Name),</p> <p>Let us express our apologies for this issue and the inconvenience caused, thereafter, these incidents are not typical of us, and we are disturbed about this as so much as you are.</p> <p>we have run a quick investigation to find out the reason that led to this error and we decide that it's due to the API and we are working to solve this problem now.</p> <p>We apologize again for the inconvenience.</p>

# Handle Potentially Difficult Situations

As a PM, you will be faced with many unexpected situations where you have to make a decision or push back while managing competing priorities from stakeholders and tackling issues that could potentially affect your product launch

# Respond to CEO or GM's request via email

<b>Assessment and result</b>	<ul style="list-style-type: none"><li>• The product feature is 65% functionality complete and not fully stable yet since it is still being tested.</li><li>• our development team is deploying changes to the QA environment frequently to verify the completed tickets and bug fixes.</li><li>• <i>We will use JIRA</i> which help me refine a strategy for updating CEO or GM about development team progress and QA team progress.</li></ul>
<b>Sample Email Response</b>	<p>GM/CEO (Name),</p> <p>I received your message this morning, but we can't give you a demo so Let us express our apologies for this issue, our product feature is 65% functionality complete and not fully stable yet since it is still being tested, and we are disturbed about this as so much as you are. We have run a quick to complete all system functionality also we are working now to build a prototype document that you can show it to the stakeholder.</p> <p>We apologize again for this issue..</p>

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

<b>Video Response</b>	<a href="#">Link</a>
-----------------------	----------------------

# Handling Resource Constraints

<p>List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?</p>	<ul style="list-style-type: none"><li>• I will organize a meeting with Head of QA to discuss with him about this situation.</li><li>• I will organize a meeting with scrum team to reschedule the project tasks and discuss with them about the potential risks that may affecting the product launch.</li></ul>
<p>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 ?</p>	<ul style="list-style-type: none"><li>• As a PM I think I will organize a meeting with the QA team to discuss with them about this situation and how pass the risks that may affecting the product launch.</li><li>• As a PM I will put an appointment with the QA team to determine the time that they should come back to work on my project.</li><li>• As a PM I think I will discuss with QA team about the priority for each project if we are working on the same organization and have the same goals that we strive to accomplish.</li></ul>
<p>Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders</p>	<ul style="list-style-type: none"><li>• I will notify the project manager about this potential risk that may occurs to raise visibility.</li><li>• I will notify the project director about this potential risk that may occurs to raise visibility.</li></ul>
	<ul style="list-style-type: none"><li>• If I had a successfully negotiated, I would determine the project deadline time and analyze the risks that may affect the product launch.</li><li>• If I had an unsuccessful negotiation, I would notify the project director or product owner about this potential risk that may occur to raise visibility.</li></ul>

# How would you handle stakeholder feedback?

## Feedback Assessment

- I will notify him about why he thinks the product that we just tested is not good enough to go live?
- I will notify him about the notification feature is not in the MVP scope.
- I will notify him about why he thinks his proposed feature is good to be in our product?
- I will notify him about why his proposal is not good enough because bad timing can turn a well-intentioned notification into a nuisance, no matter what purpose your product serves.

## Video Response

[Link](#)