

# Linkedin recent+

Design Sprint

**Product Manager: Ahmed Aldayel**



# Set the stage

Set the stage for the Design Sprint by framing the problem

# Initial PRD

## 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.

## 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.

# Understand

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

# How Might We

How might we improve their skills?

How might we help them to find their passion?

How might we can create accurate connection in the application?

How might we improve their CV?

How might we improve their personal account?

How might we find the appropriate job to recent graduate?

How might we can build the private interview?

How might we can expand the network communication

# Sorted Stickies

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

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

How might we help college grads identify their preferences?

How might we assess geographic preferences?

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 grads assess job fit?

How might we help college grads prioritize their interests?

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

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

How might we allow students to discover their passions?

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 colleges grads learn what jobs are really like?

How might we help students align their passions to available jobs?

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 recommendation engine?

How might we facilitate communication between user and employers?

How might we evaluate user profile effectiveness?

# Sorted Stickies

How might we evaluate employer profile effectiveness?

How might we improve user profile quality?

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?

How might we assess a user's job skills?

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

How might we partner with college career centers?

How might we develop partnership with schools?

How might we protect user information?

# User Networking Experience

How might we help grads assess job fit?

How might we help students align their passions to available jobs?

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

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

How might we find job openings for college grads?

## Find job

How might we connect users with mentors?

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?

## Communication

## Recommendation

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

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

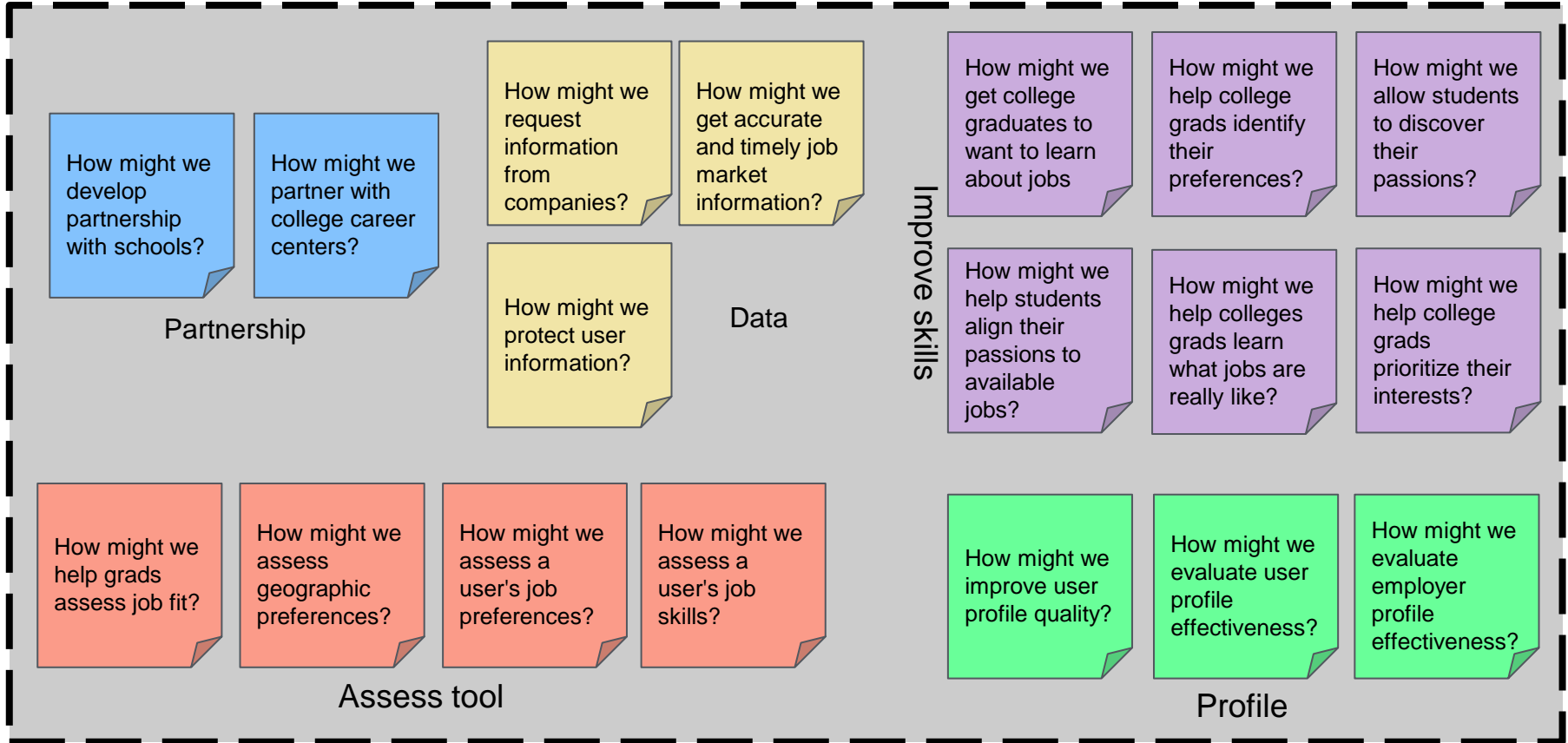
How might we improve job recommendations to users?

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

How might we create an accurate and reliable recommendation engine?



# Others



# Sprint Focus

<b>Focus</b>	User Networking Experience
<b>Slide #</b>	8
<b>I selected this theme because</b>	They are important components or parts in my application because as you can see this application is for a recent graduate who is looking for a job or improving their skills, so we should focus on the network communication inside our application also we should focus on the recommendation system that recommends the jobs, courses, and certificates.

# Define

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

# Linkedin Recent graduate

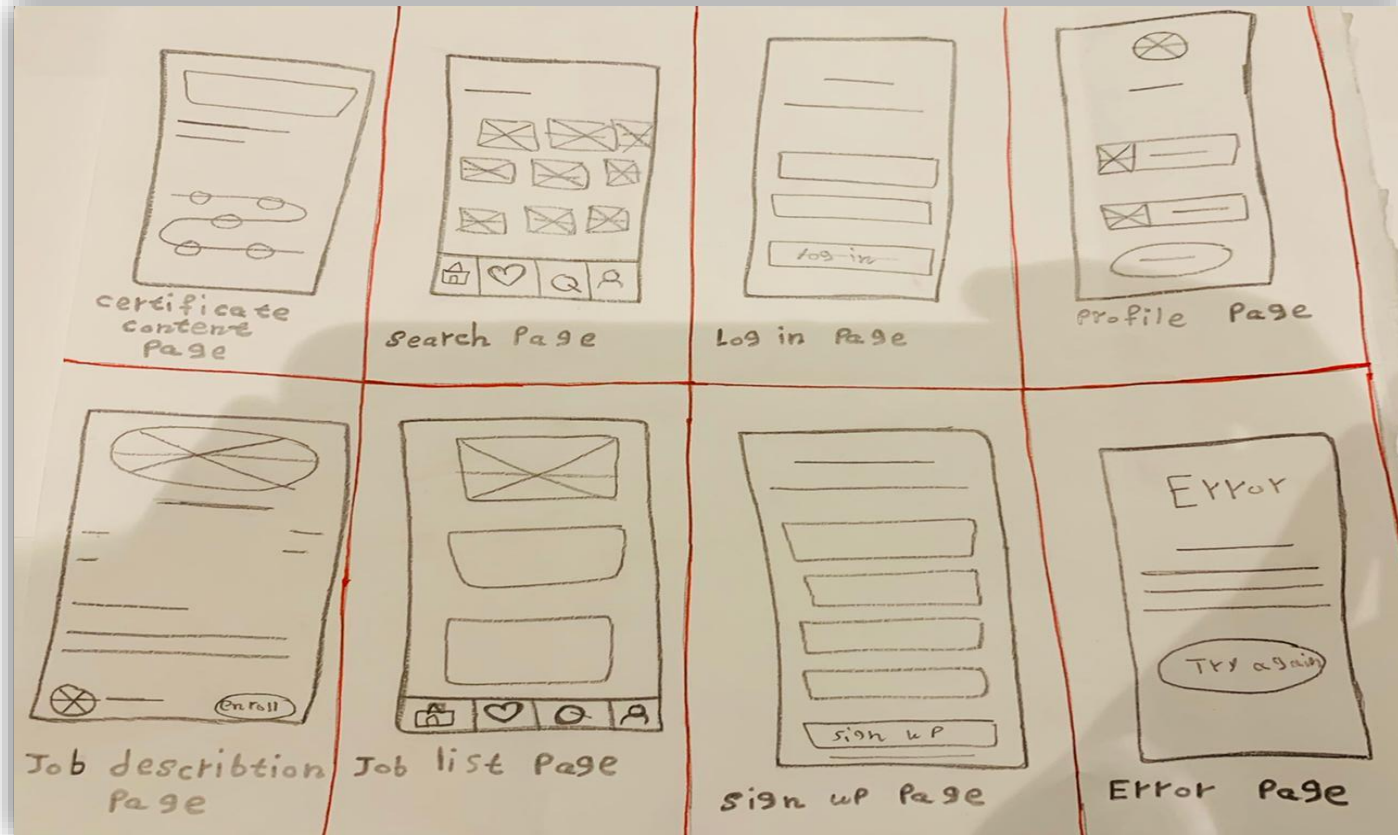
## Linkedin

- Application is for recent graduates who want to find a job or improve their skills.
- It will Decrease the unemployment percentage.
- it will Expand the network communication for recent graduates to create a professional community.
- increase chances to recent graduate to get a great hire.
- It's easy to use and easy to create a profile, by making sure that the application processes are easy and comfortable.

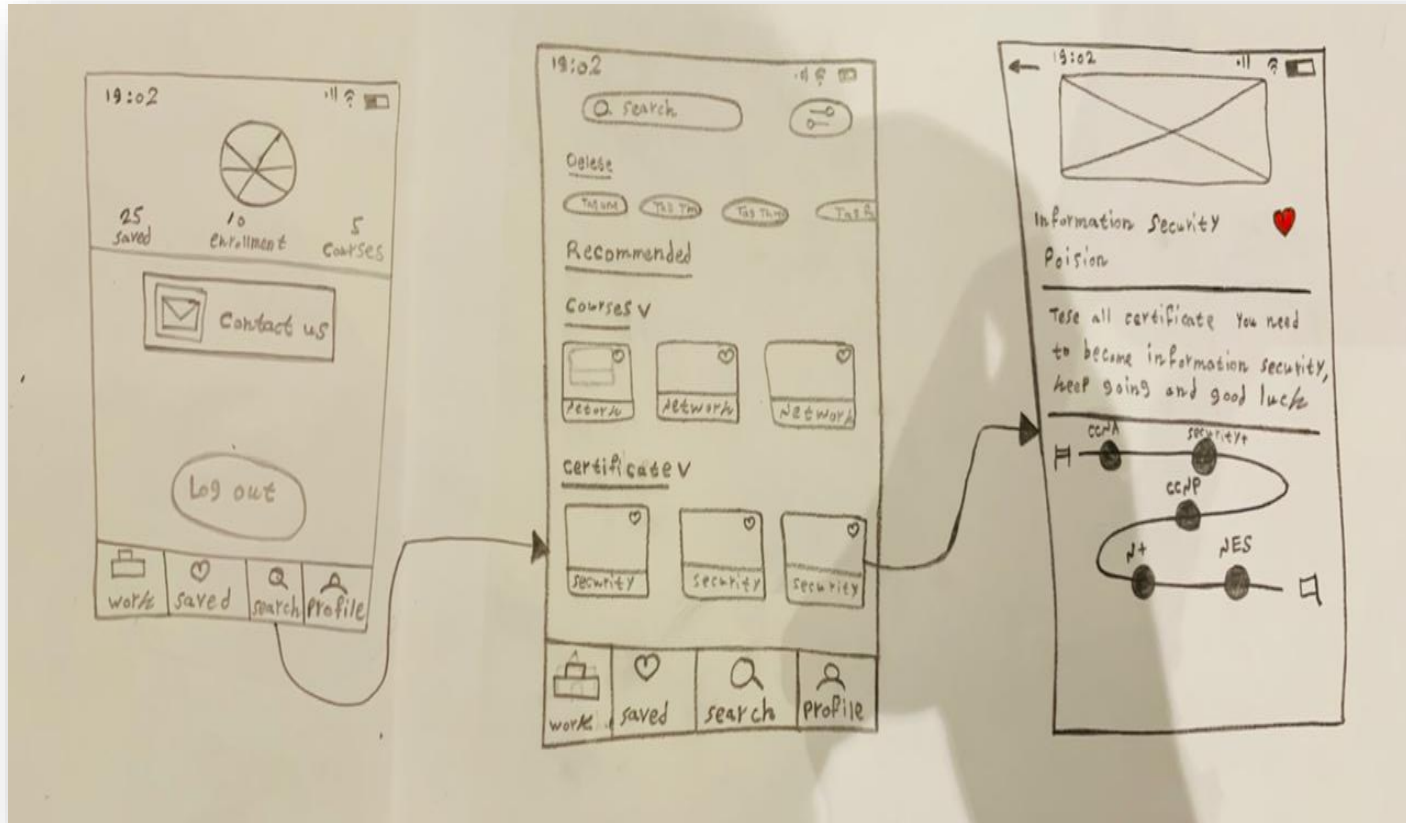
# Sketch

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

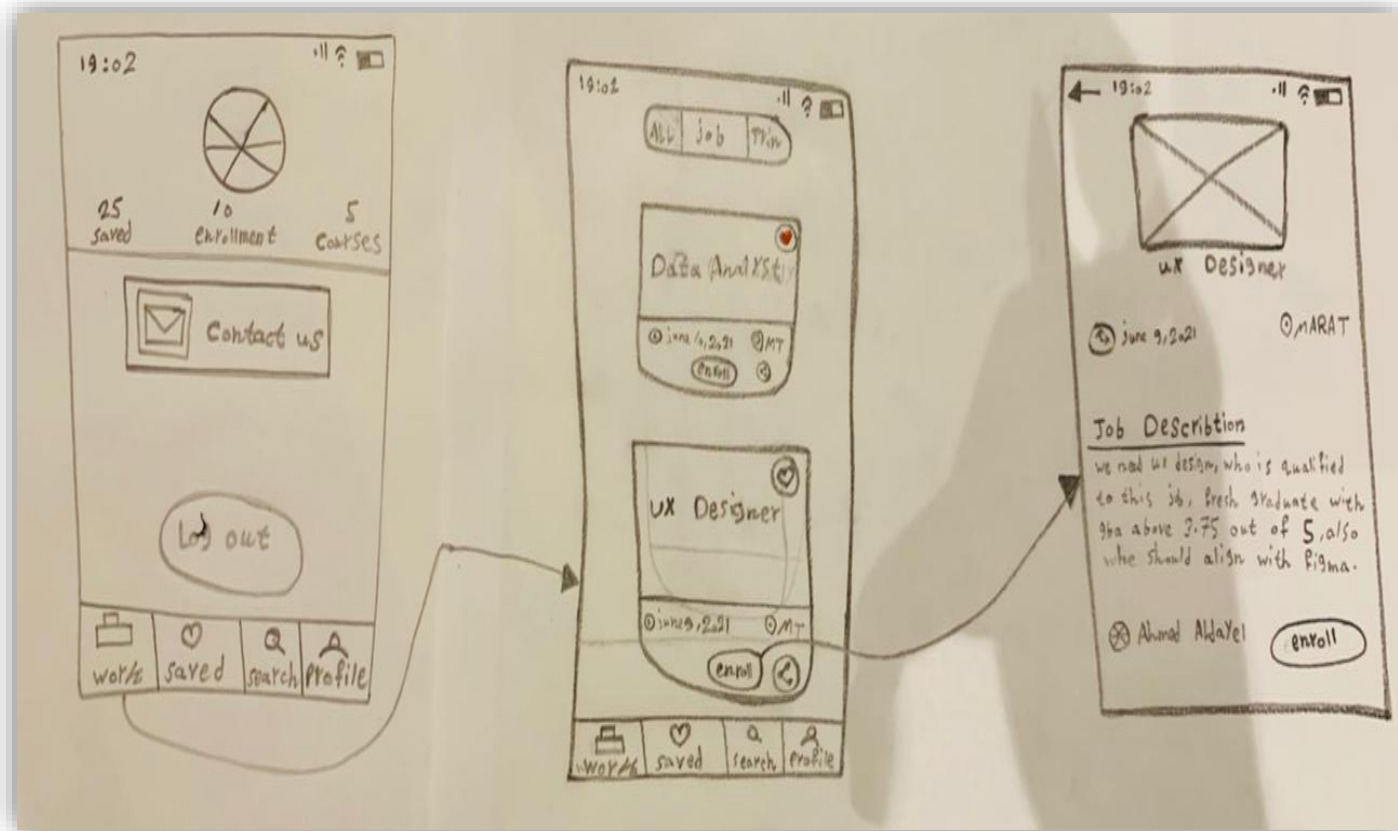
# 8 Sketches



# search page (recommendation)



# Job list pages





# Decide

Pick the final concept that you develop into a prototype

# Decision

## Decision

Recommendation page

## Rationale

Because it is an important component or part in my application, because as you can see this application is for a recent graduate who is looking for a job or improving their skills, so we should focus on the recommendation system quality inside our application also we should focus on the courses and certificates quality.

# Prototype

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

# Storyboard



## Script 1

Ahmed is a recent graduate from Computer Information Systems, Ahmed want to develop his skills in cybersecurity field by getting some courses and certificate in this field, but he doesn't know where can find the best courses and certificate track.

## Script 2

Ahmed met his friend Mohammed, and he faced Mohammed the problem that he suffering from it.

## Script 3

Mohammed smiled and he Said to Ahmed his problem is so simple to solve, and he should be comfortable, and he shows the Ahmed the LinkedIn recent+ Application.

# Storyboard



Script 4  
Ahmed loved the application and he started to download it to get more information about this application.



Script 5  
Ahmed opened the application, and he filled his information in application and he starting to browse the application.



Script 6  
Ahmed had looked to the search page and he looked at the courses and certificates recommended on this page.

# Storyboard



Script 7

Ahmed found his certificates track and he registered in some courses in the cybersecurity field and his problem was solved

# Prototype

## Description

- High level overview of the prototype
- What does it do?

the purpose of this prototype is to let the recent graduate identify his course and certificate preferences and it will show to them the certificate track to be experts in the field they choose, users will have too many features like job recommendations, training program recommendations, and rating feature but for this prototype, we will let the user select certificate and course based on their preferences selected and the user can leave a message to the technical support team if they have any problem.

## Assumptions

- Any assumptions within the prototype

- The user is a recent graduate who wants to improve their self.
- The user who wants to find an appropriate certificate based on their major.
- The user who wants to find an appropriate course based on their major.

## Tasks

- What are the tasks that a user can complete in the prototype?

- The first step is to sign up with the username and password.
- The second step is to log in with the username and password.
- Start to select the preferences certificate and course.
- users can search based on their preferences.
- user can leave a message.
- users can log out.



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



# Linkedin recent+ Research Plan

PM: Ahmed Aldayel  
STATUS: DRAFT

## Objectives

- Is it easy to use and access in the application?
- I will ask them about the design.
- Is it easy to understand and highly visible status displayed on the screen?
- I will ask them about the flexibility.
- I will ask them about Matching between the system and the real world.

## Methodology

I will make these interviews by using the Online session - ZOOM

## Participants

Fresh graduate.

# Linkedin recent+: Interview Sessions

## Introduction

Hello, my name is Ahmed; I'm working as a product manager at LinkedIn and this time we strive to develop a new application this application will be focused on the recent graduates and help them to develop their skills and get a good job. So today I want to get your feedback about the prototype that we have built, so this session will be 5 minutes only and please anything that we will discuss today should be confidential. So, do you have any questions before beginning? Great, can I record this session? because it's will help us when we write the improvement in the future.

## Background Questions

Can you tell us about your self?

Which university are you in?

What is your major?

Are you currently employee or on internship?

## Tasks

Now I will be Shifting you now into the prototype. Please keep in mind that this is a prototype not a real, so not all functionalities will be working. we are just trying to understand how well the idea will work with you. Before we start, can you speak out loud while using the prototype as I am interested to see how you are interpreting it and what you expect things to do.

## Task 1

Take look around, can you describe what you see?

Can you use the link?

Can you login?

## Task 2

Can you describe the features in our application now?

Can you enter to the course and certificate content?

Can you go to profile page?

## Wrap Up

Thank you, just a few questions.

do you think this app you would use?

Is there anything you think could be improved in the application?

Do you have any feedback about any feature in the application that you want to share it the team?

# User Testing: Nawaf – (Fresh graduate)

## What worked well

- Sign up page was clear.
- Sign in page was clear.
- Course content page was clear.
- Forget passwords pages and intro pages was worked very well.
- The navigation between pages was good and easy.
- Application interface color was nice except for the user profile color.



Link your audio  
recording

## Where participants got stuck

- when he entered the certificate content page, he can't go back to the search page. so, he got confused by this mistake.
- He asked me to change the user profile color because it's uncomfortable for the human eyes.

## Other observations

- He asked me to change the user profile color so we should adjust it.
- He loved the application, and he would use it in the future.
- He loved the user interface color.
- He asked me to work on the job page as soon as because he wants to try it.

# Participant 1: Interview Notes

- . Nawaf is a fresh graduate of Computer Information System from King Saud University.
- . He is from Riyadh.
- . He is a Trinee at AL Rajhi bank.
- . He ordered me to Change the user profile color.
- . He would use our application.
- . He recommended adding the virtual interview feature to the job page.

# User Testing: Abdullah – (Fresh graduate)

## What worked well

- Sign up page was clear.
- Sign in page was clear.
- Search page was clear.
- Profile page was clear.
- Forget passwords pages and intro pages was worked very well.
- The navigation between pages was good and easy.
- Application interface color was nice.



Link your audio  
recording

## Where participants got stuck

- when he entered the certificate content page, he can't go back to the search page. so, he got confused by this mistake.

## Other observations

- He loved the application, and he would use it in the future.
- He loved the user interface colors, and it took comfortable for his eyes.
- He asked me to work on the job page as soon as.

# Participant 2: Interview Notes

- . Abdullah is a fresh graduate of Software Engineer from King Saud University.
- . He is from Riyadh.
- . He is a Trinee at SABIC.
- . He ordered me to Change the user profile color.
- . He would use our application.
- . He recommended adding a new page that contains the workshop feature.

# Improvements

<b>Improvement #1</b>	Change user profile color
Rationale	Nawaf was confused about the User profile color So, we should solve this problem soon.
<b>Improvement #2</b>	Usability on certificate content page
Rationale	Nawaf and Abdullah were confused when they entered the certificate content page, they can't go back to the search page. So, we should solve this problem soon.

# Handoff



# Updated PRD

## 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.
- 4- develop their skills based on their interest.

## Problem

There is a problem for a recent graduate to find the appropriate job.

## 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.
- We will add some courses and certificate tracks (roadmap).

# Updated PRD (page 2)

## (OPTIONAL) 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 opportunities.
- We will be focused to launch the application on time.

## Key Features & Scope

You will find it on slide **35**.

## Core UX Flow

- [Mocks](#)
- [Prototype](#)

# Key Features & Scope

Priority	Feature	Description
P0	Login page	Allow user to login with email and passwords.
P1	Search page (recommendation)	<ul style="list-style-type: none"><li>• Allow users to fill the search blank according to their interest in the courses and certificate.</li><li>• Allow users to add the courses and get enrolled in the course.</li></ul>
P2	Job page	<ul style="list-style-type: none"><li>• Allow users to fill the search blank on the job page according to their skills or major.</li><li>• Allow users to add the job and get enrolled on the job.</li></ul>
P3	Saved page	<ul style="list-style-type: none"><li>• Allow users to see “job – course – certificate” (depend on what they save or like).</li><li>• Allow users to remove “job – course – certificate” from the saved list (depend on what they save or like).</li></ul>
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.