

[Graduate Linkedin]

Design Sprint

Product Manager: [Ahmed Abdelhady]



Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

Background

Over the years, we've seen a big increase in the number of fresh grads and the number of jobs applied online. In December 2021, There are 4 million fresh grads per year in the US (statista.com), Historically, applying online would take some time between when the job was found and the decision was done. But, in recent years the amount of effort between these two events has significantly decreased. In some cases, Fresh Grads find matching jobs in an easy way!

Problem

Fresh grads do not always find their suitable entry level job, In December 2021, about 4.8 percent of recent college graduates were unemployed in the United States. This was a large decrease from June 2020, when the unemployment rate among recent college graduates was at a high of 13.3 percent (statista.com), Companies do not always match fresh grads according to their vacancies. In order to stay competitive, we need to bring our business into this new technology era by offering a digital experience in an app that can complement our hiring consultant. We really need to make it easy for users to apply for jobs online and minimize the amount of time that it takes to get a matching job to a fresh grad.

Goals

Goals

- Fresh grads start their career directly after graduation.
- Companies hire top talent young fresh grads.

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 it easier for fresh grads to find entry level jobs?

How might we get more suitable jobs to fresh grads?

How might we let fresh grads search for their opportunities?

How might we help fresh grads manage their competitive skills?

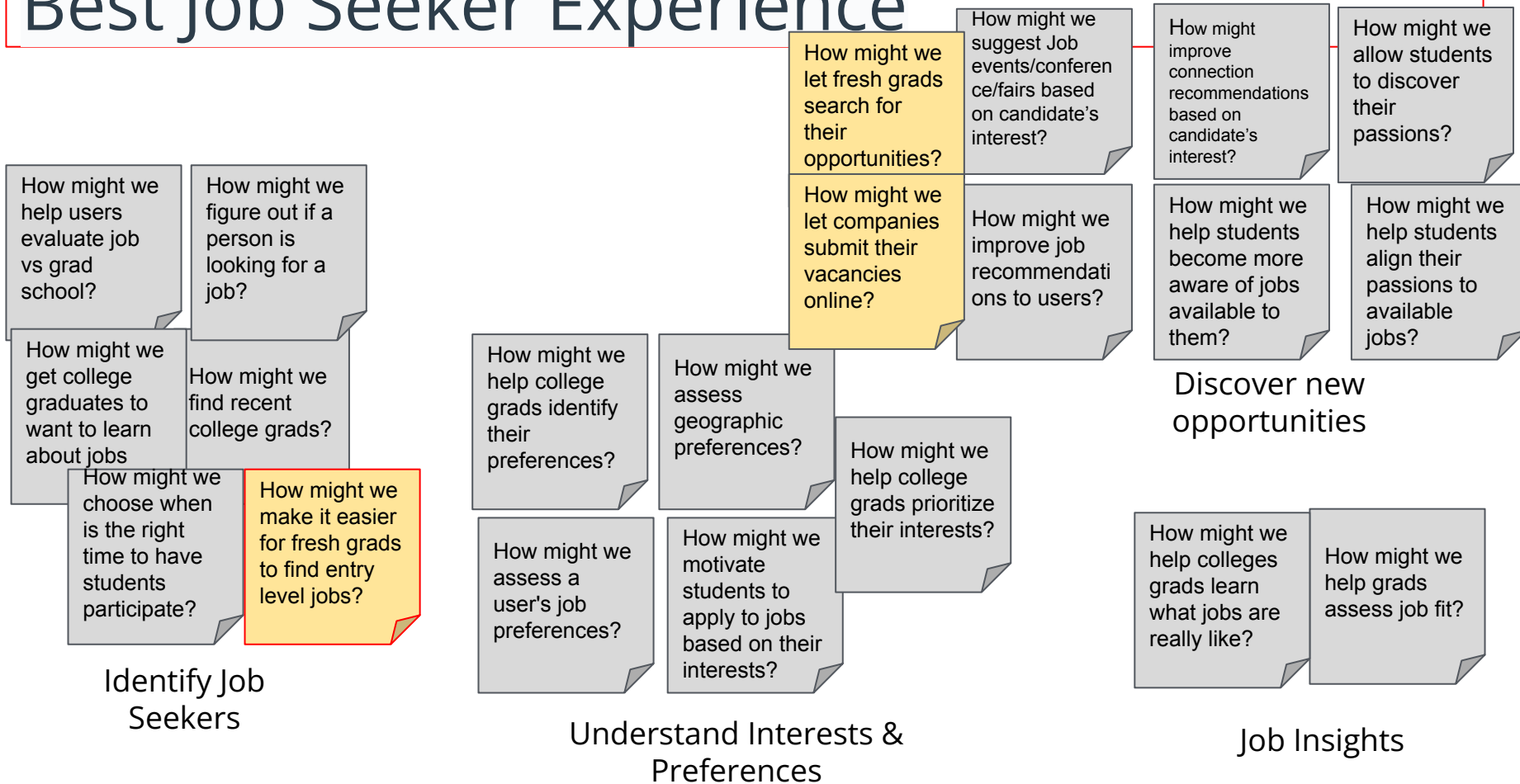
How might we make it easier for companies to find talent fresh grads?

How might we get more fresh grads to hiring companies?

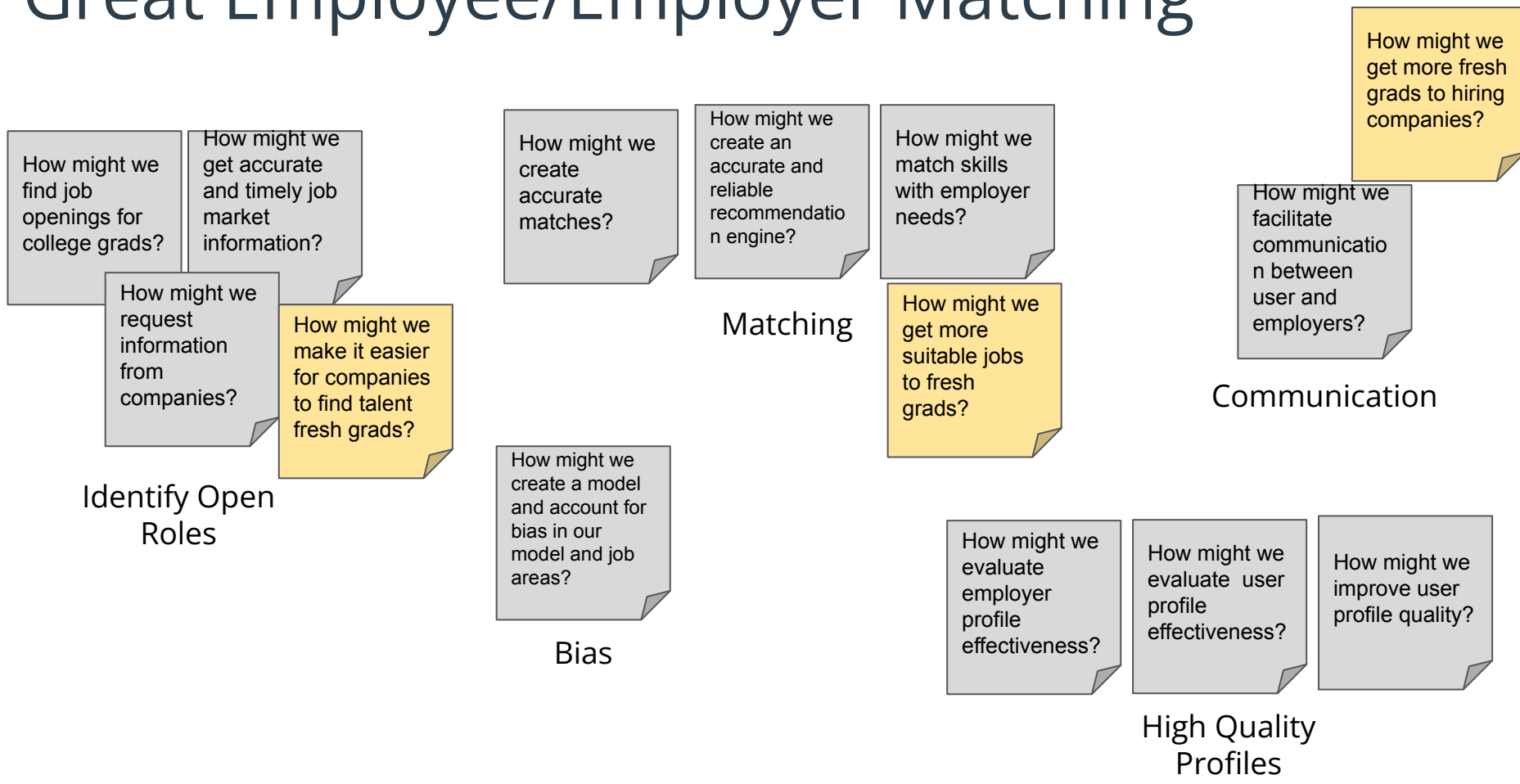
How might we let companies search for talent fresh grads?

How might we let companies submit their vacancies online?

Best Job Seeker Experience



Great Employee/Employer Matching



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?

How might we help fresh grads manage their applications?

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?

Resume Help

Other

How might we market our app to users?

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 centers?

How might we develop partnership with schools?

How might we let companies search for talent fresh grads?

How might we protect user information?

Sprint Focus

Focus	Best Job Seeker Experience
Slide #	Slide 6
I selected this theme because	Because this theme help us to validate quickly and get feedback as soon as possible, In order to serve the largest number of graduates as quickly and in the way they want.

Define

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

Future Press Review

Your entry-level job is available on our platform, never wait to check out your matching opportunities with our unique hiring partners.

○Who is it for?

Since the positions offered on the app are mainly new grad, Fresh Grad LinkedIn is targeted towards recent grads. People who are interested in breaking into a new career path might also benefit from the early career positions on the app.

○What does it solve? How does it change a customer's life?

Fresh Grads LinkedIn is created to help early-career candidates discover and be discovered by employers for entry level roles. The job board focuses on new grad. Users complete their profile. Then they add their experiences, some fun facts about themselves, and the types of jobs they want. They then get access to a job board that shows open positions, filtered for prerequisites that match. Users can apply with 1 click and employers can invite users to apply for specific positions as well.

○Why should customers love it?

Matching jobs are adorable and sufficient. The whole experience is so unique from when you see the job to when you know the decision. It's very easy to interact.

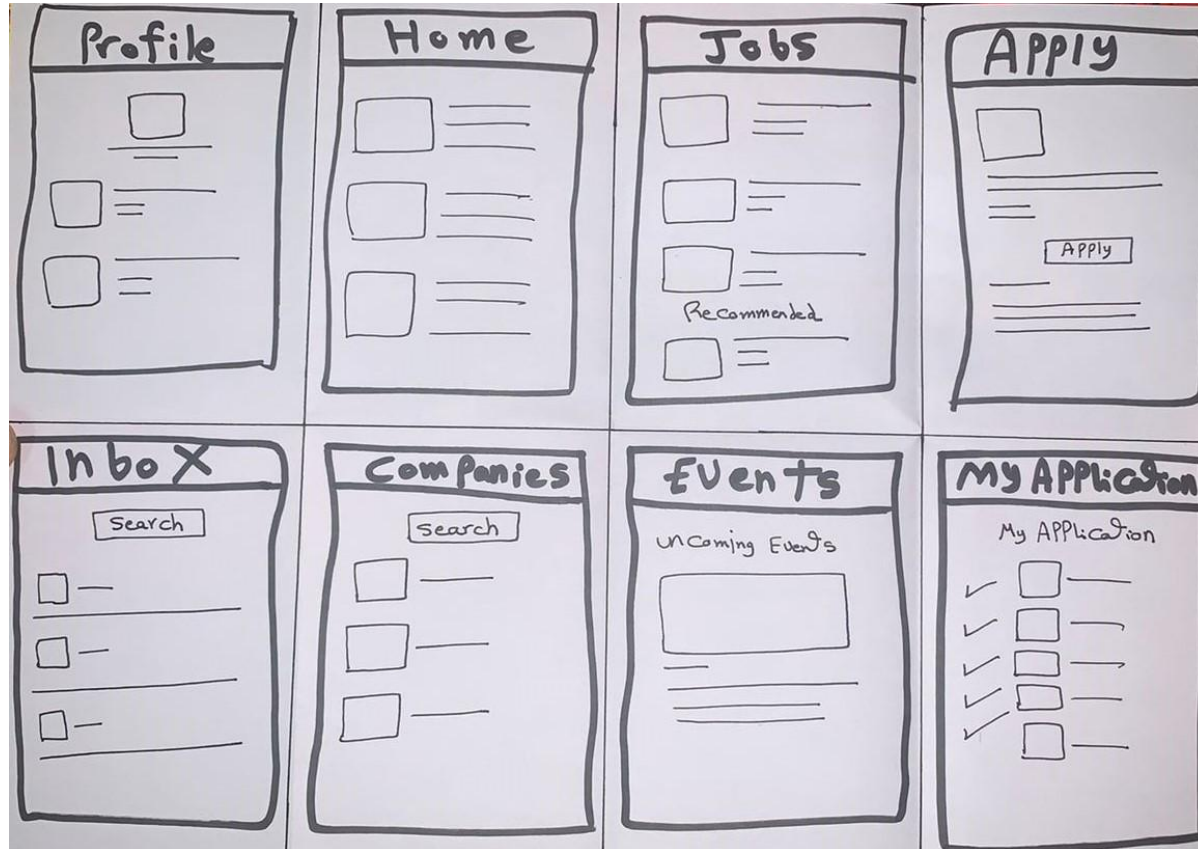
Success Metrics

	Goals	Signals	Metrics
Happiness	Efficient search for job by fresh grads or for talent by hiring companies	No.of search results	Avg. related results
Engagement	Fresh grads apply for jobs Companies post vacancies	Application submitted or Job posted	Avg. applications per fresh grad or Jobs per company
Adoption	Share with friends or partners	Refer for a friend or a partner	Referral sign up rate
Retention	Continuous visiting	Opt in to continuous visiting	Avg of continuous visiting /users/ month % of users with continuous order
Task Success	Find job easier later Find talent easier later	Job added to saved job list or Talent added to saved talent list	% of fresh grads with jobs on list or Companies with talents on list.

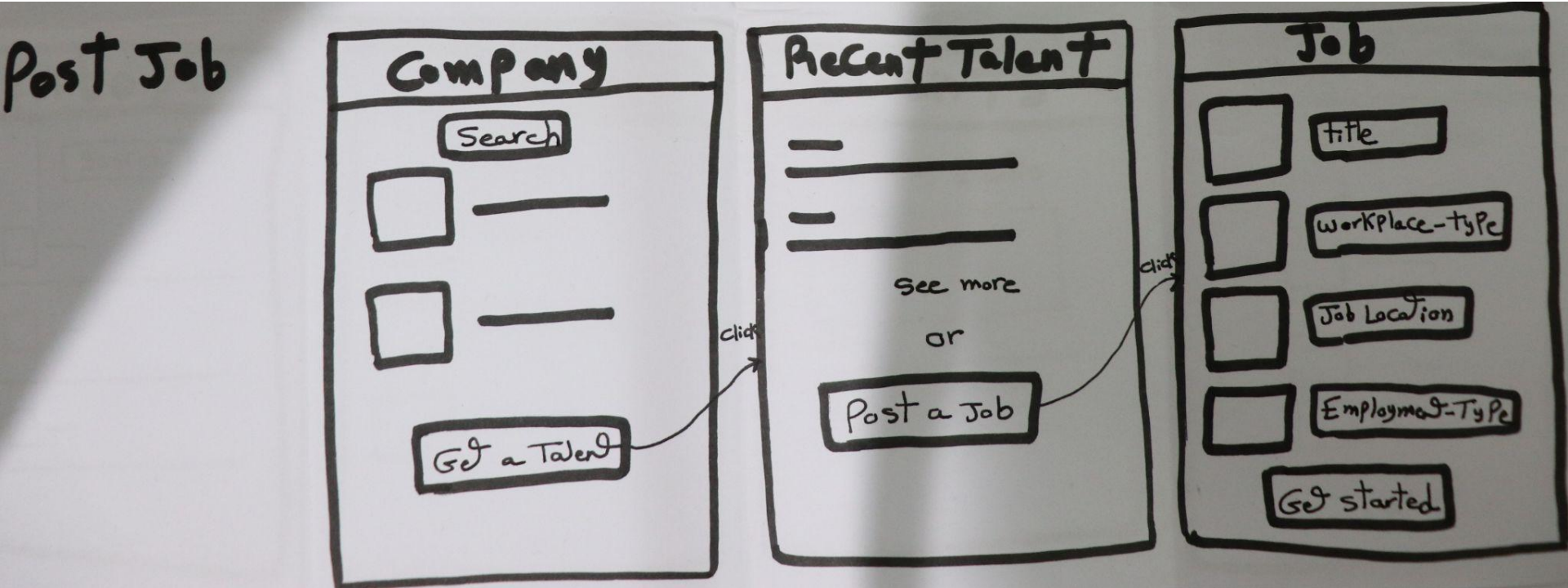
Sketch

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

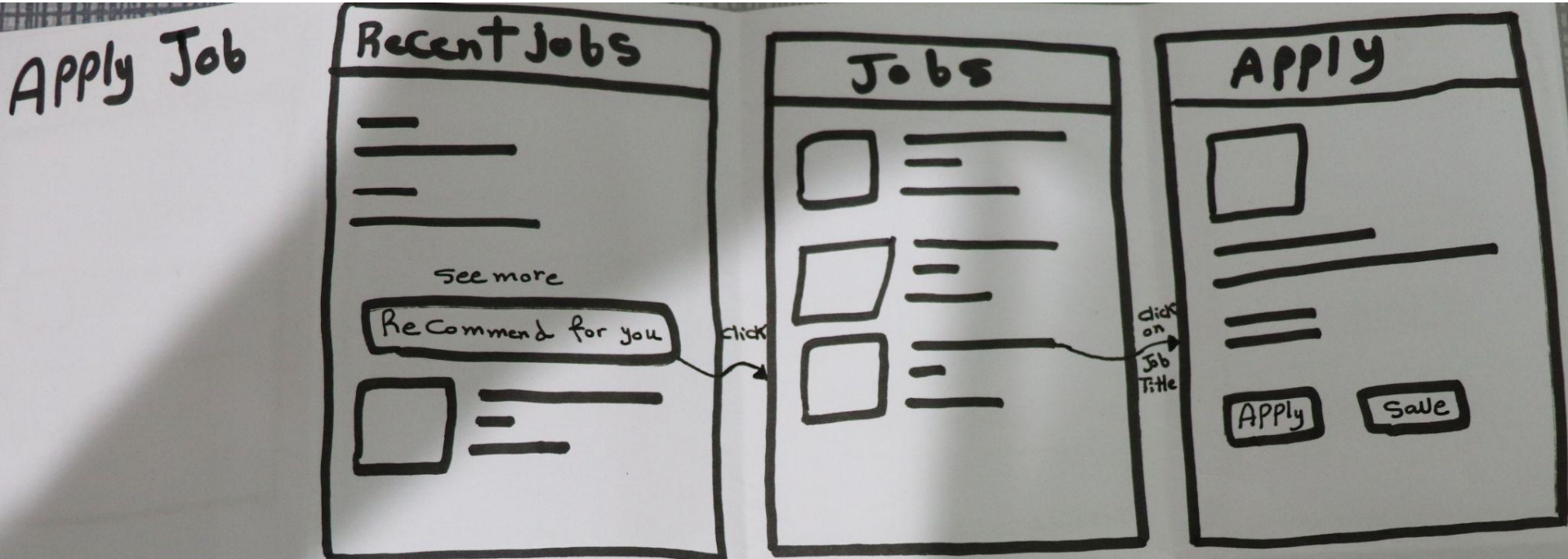
8 Sketches



Solution Sketch 1



Solution Sketch 2



Decide

Pick the final concept that you develop into a prototype

Decision

Decision	Apply job solution sketch
Rationale	High value for fresh grads to find entry level opportunities

Prototype

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

Storyboard



SCRIPT

1

SCRIPT

2

SCRIPT

3

SCRIPT

4

Steve just graduated from college. He started to seek an entry-level opportunity but realized that he did not have a platform to search for a job in.

Steve remembers hearing about a new app from his colleague to find an entry-level job. Steve download the app and sign in using the invitation.

Steve finds many entry-level opportunities as well as information about how to apply online.

Steve is surprised to see that he can choose between many jobs matching his skills, so decides to apply.



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SCRIPT

5

SCRIPT

6

SCRIPT

7

Steve is surprised to see the decision after applying for a certain job that matching his skills.

After seeing the decision, Steve answers and prepares to schedule an interview.

Steve gets an offer and can start his career now.

Prototype

Description

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

[User search for a matching job and apply for it]

Assumptions

- Any assumptions within the prototype

[Assume that when user complete his registration, he can access matching jobs in home page]

Tasks

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

[Sign in, complete the profile, search for matching jobs in home page, apply for a job and wait for response]



<https://www.figma.com/proto/HmqllIzeiCmHCf3dHnH5Nv/Fresh-Grad-Linkedin?node-id=25%3A339&scaling=scale-down&page-id=0%3A1&starting-point-node-id=25%3A339>

Validate

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

[Fresh Grads LinkedIn] Research Plan

PM: [Ahmed Abdelhady]
STATUS: DRAFT

Objectives

- Have you ever applied for jobs online?
- What was that experience like?
- Are there specific jobs you wouldn't consider apply for online?
- How would you feel about jobs being automatically matched for you?
- Are there any concerns that you would have?

Methodology

Zoom Online

Participants

Fresh grads

[Fresh Grads LinkedIn]: Interview Sessions

Introduction

My name is Ahmed and I'm a Product Manager here at Fresh Grads LinkedIn. The team's been working on some exciting new ideas about the career experience and we wanted to share them with you and get your feedback. The way that this interview will run is... I have a few background questions to get to know you a little bit better and some of your career. Then, we'll switch gears and I'll show you a prototype that the team has been working on and ask you for your feedback.

Before we get started, please review this NDA and sign it. It's important that the things we show you and the ideas that we discuss today stay confidential.

Do you have any questions before we get started?

No questions... Great! Is it ok if I record this session? The recording is only going to be used internally by the team to refer back to our conversation. It also helps make sure that we don't miss anything in the notes.

[Fresh Grads LinkedIn]: Interview Sessions

Background Questions

- Can you tell me a little bit about yourself?
- How long have you been graduating?
- Can you tell me a little bit about your graduating situation?
- When was the last time you apply for a job? How often do you apply for jobs?
- Have you ever apply for jobs online? Why or why not?
- What types of jobs would you consider applying online? Why?
- Do you have any concerns about applying for jobs online? Why?
- If you were to applying for jobs online, how would you find opportunities to get to you? Why?

Tasks

Now I'm going to show you a prototype that the team has been working on. Keep in mind that this isn't a test... And there's no right or wrong answer. We're trying to understand how well this idea works for you. And because it's a prototype, not everything you see in the app may work.

One more thing... As you start using the prototype, I'm going to ask you to think out loud. I'm interested in hearing what you are seeing on the screen, how you are interpreting it, and what you expect things to do.

[Fresh Grads LinkedIn]: Interview Sessions

Task 1

- Go ahead and take a look around. Can you describe what you see?

Task 2

- How would you go about finding jobs that you interested? Can you show me?

Task 3

- Let's say that you wanted to apply for more jobs. How would you do that?

Task 4

- What are the different options for getting the product to you? Which one do you prefer? Why?

Wrap Up

- Do you think this is something you would use? Why or Why not?
- Is there anything you think could be improved?
- Is there any other feedback you want to share with the team?

Thanks so much for coming in! We really appreciate you taking the time to share your thoughts about what we've been working on.

User Testing: Participant 1 Key Findings



What worked well

Applying for jobs in easily way through simple steps.

Where participants got stuck

Can not fill all profile information, can not get favourite jobs screen

Other observations

He felt that this project something he want, he talk about logo, profile picture, and reset password.

Participant 1: Interview Notes

Ossama is fresh grads from computer engineering department, he has practical experience before he graduated like part time jobs and freelancing so he knows what it's like to apply for jobs through online applications but the challenge here is his age and experience in the market.

He has nice experience about hiring platforms so after sharing the platform with him, he had the ability to interact with it and gave very valuable feedback in this early days of the product like he can not full all information through his profile and access favourite jobs screen. During our conversation, i explained to him that this is just not working prototype. He love the features we had on the app like easily apply; this encourage him to use the app in his future career to find an entry level job.

User Testing: Participant 2 Key Findings



What worked well

User find matching jobs

Where participants got stuck

Can not do job filter in search, can not access to setting screen

Other observations

He love the idea of the project and wait for execution

Participant 2: Interview Notes

Ali is fresh grads from computer engineering department, he has practical experience before graduating next june like participating in internships and side projects outside college, he knows what it's like to apply for jobs through online applications but the challenge here is his age and experience in the market.

He has nice experience about portfolios so after sharing the platform with him, he had the ability to interact with it smoothly and gave very critical feedback in this early days of the product like he can not filter jobs in search and access setting screen. During our conversation, i explained to him that this is just not working prototype. He love the features we had on the app like matching jobs; this encourage him to use the app in his future career to find an entry level job.

Improvements

Improvement #1

Edit profile information

Rationale

Currently user can not edit his profile, we want to add this feature to make it easy for user to customize his profile according his experience and skills.

Improvement #2

Filtering job in search

Rationale

Currently user can only navigate matching jobs in home page, we want to add filter search feature to make more customize search for users.

Feasibility

	Your Assumptions	Specific feasibility questions
Drawing the UI <ul style="list-style-type: none">• <i>What data is needed to draw the UI on the screen?</i>• <i>Where is the data coming from</i>	Expand and support all entry-level jobs	Can we leverage any existing systems?
User generated data <ul style="list-style-type: none">• <i>Is it stored?</i>• <i>Where/how?</i>• <i>How will that data be used again?</i>	Associated challenges and risks It will definitely be true for matching jobs	Talent Fresh grads, can we have them? Storing CV for applying online?
Latency <ul style="list-style-type: none">• <i>How quickly should things load?</i>• <i>Are there any operations that might slow down load time (ie: a call to another service)?</i>	We need to work through hiring management	How does hiring management come into play?

Handoff

Updated PRD

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Updated PRD (page 2)

(OPTIONAL) Success Metrics

- Launch an app that has at least 4.5 stars on the app store
- Increase jobs vacancies by 15%
- Reduce the amount of time users spend finding matched jobs by 40%

Key Features & Scope

P0 - Sign in - the user can enter through the app by writing email and password and click confirm.

P0 - Home page - the user can navigate the matching jobs according his skills after entering the platform.

P0 - Apply key - the user can select one job and apply for it after navigation according to job matching.

P0 - Confirm key - the user confirm for job selected and wait for response after job selection.

P0 - Notification key - user can see the initial decision like interview or not after confirm the application.

P0 - Offer key- user can see the result of his interview like job offer or not to decide what the next steps.

P1 - Filter search - user can search for jobs by filtering in type, location and company.

P1 - Profile edit - user can edit his profile information any time like update his skills, location and portfolio.

P1 - Favourite jobs screen - the user can find his saved & favourite jobs to apply later in the near future.

P2 - Applying History - user can find his jobs that he applied before.

Core UX Flow

<https://www.figma.com/file/HmqJlIzeiCmHCf3dHnH5Nv/Fresh-Grad-Linkedin>