

Linkedin for fresh grads

Developing the product

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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 (e.g landing on your company website to learn more about the new feature)

Create a coordination activities map

https://docs.google.com/spreadsheets/d/1r9NCsAVeGRbApDjX2z1m_QyelGvEQ9-tH0XWzCsx6lY/edit?usp=sharing

Copy of Starter - Coordination Activities Map					
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Purpose					
Purpose Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature					
What is the task? Based on the purpose, select the appropriate from the drop-down					
Who is the task owner? Does the following to finish task: 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders					
Whose involvement is needed to accomplish the task? Please select one from the drop-down list of your identified stakeholders					
What is their role? Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only					
By when, does the task need to be completed? Select milestone keeping in mind nature of the task, downstream effects of delaying task					
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
	Setup meeting to share MVP scope and walk-through design to gather feedback		Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Setup meeting to kickoff project with the scrum team		Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Setup meeting to review MVP scope and identify possible legal updates.e.g Terms of Use and Privacy Policy		Scrum Team	Scrum Team (Involved directly in product development efforts)	
Involve legal and compliance	Get feedback on previously identified legal areas to update. 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
	Discuss the prioritized feedback received from stakeholders to update scope and design		Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's final sprint starts
Incorporate stakeholders feedback	Create a project-specific communication channel (in Slack etc) to share insights from customer meetings/usability tests/data analysis	Product Manager	Product Designer	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
Initiate and maintain feedback loop		Product Manager	All except Legal and Compliance	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	Ongoing activity

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

Enable the fresh grad to access the new feature to view information and understand, and be able to link the hiring partners through the app.

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

1	As a fresh grad, i want to find a fresh grad linkedin i can link, so that i can connect with job marketplace app.
2	As a fresh grad, i want to create a custom online portfolio, so that i can find entry level opportunities.
3	As a fresh grad, i want to scroll for recommended jobs in home page, so that i can have many choices.
4	As a fresh grad, i want to apply online , so that i can connect with hiring team.
5	As a fresh grad, i want to get notifications, so that i can get decisions from hiring team.

Sprint Prioritization Logic

- Have a fully functional deliverable at the end of this sprint, where the feature can be accessed to start testing from the first sprint onwards
- Prioritized riskier work that involves API integration ahead since it may require multiple sprints

User Story 3

User Story	As a fresh grad, i want to scroll for recommended jobs in home page, so that i can have many choices.
Design	https://www.figma.com/file/HmqJlIzeiCmHCf3dHnH5Nv/Fresh-Grad-Linkedin?node-id=25%3A257
Acceptance Criteria	<ul style="list-style-type: none">• A logged in user can find the newly added feature from the dashboard screen after registration, which scroll through options and move forwards.• The page will continue to be mobile responsive and ADA compliant
Assumptions	<ul style="list-style-type: none">• Since fresh grads .org is (ADA compliant) and mobile responsive, engineering team builds all features to be compatible with these requirement• Assuming the user end his search by recommended list of jobs• Product is available in U.S only and the MVP will be launched in English only

User Story 4

User Story	As a fresh grad, i want to apply online , so that i can connect with hiring team.
Design	https://www.figma.com/file/HmqllIzeiCmHCf3dHnH5Nv/Fresh-Grad-Linkedin?node-id=27%3A331
Acceptance Criteria	<ul style="list-style-type: none">• A logged in user can find the newly added feature from the dashboard screen after choosing a certain job and reading the details.• The page will continue to be mobile responsive and ADA compliant• User can click on confirm to finish applying.
Assumptions	<ul style="list-style-type: none">• Since fresh grads.org is (ADA compliant) and mobile responsive, engineering team builds all features to be compatible with these requirement• Product is available in U.S only and the MVP will be launched in English only

Decoding API Documentation

As a PM, you will collaborate with the engineering team and provide guidance that heavily influences their development approach. When a product requires an API integration, sometimes PM need to be “technical enough” to understand the following to refine the solution with designer and development team

- what information is available via the API
- how is it available
- possible pricing impact

< Fresh Grads LinkedIn>Project

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

- Consider “[Recommended Matches](#)” for matching jobs, so that fresh grads can search on home page by scroll the the recommended vacancies according their skills.
- Consider “[Create and Manage Jobs](#)” for posting online jobs with required skills, so that fresh grads can find, and apply for it.

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 accurate is the matching of the different jobs like develop, design, product, and how can we use this feature for our product MVP?
- How precise is the right candidates for a certain jobs and how can we deal with a problem when hiring team is waiting for the suitable candidates and hiring team find not matching skills according to the displaying jobs?

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

Determine impact and criticality to prioritize issue	<ul style="list-style-type: none">• There are more than 4 millions fresh grads every year in the US, not everyone is willing to wait 38% more time to load.• For each user who wants to apply for job online on linkedin app, this is will have a huge impact.• Thus this issue needs to be prioritized as critical otherwise customers may change to our competitors. It will be hard to retain them again.
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">• Update priority issues to 1, and move it into backlog of sprint for the development team to work on.• Communicate this issue priority and the rational behind it to the stakeholders through slack.
Would you take additional steps ?	<ul style="list-style-type: none">• Share the corrective measures among engineers and engineering lead to avoid the same issue from happening in the future.

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue

- Misaligned fields in profile settings is normal priority; while annoying, it is affecting only a small percentage of users (2%) on one platform (Android).
- This bug can be fixed in the next normal release. So, while we add it to the sprint backlog using our “customer and stakeholder requests” buffer, we won’t interrupt all other work to deploy a hotfix.
- It is in our production environment, so we don’t want it to linger on into the indefinite future as we want a highly polished, professional app to attract new college grads to use our app

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

- Update priority issues to 3, and move it into backlog of sprint for the development team to work on.
- Communicate this issue priority and the rational behind it to the stakeholders through slack.

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	<ul style="list-style-type: none">• There are more than 4 millions fresh grads every year in the US, so 20% of users are unable to log due to incorrect password, they trigger the mail with the link to reset password, on average 7% of daily total users that are enable to log into the product request mail• For each user who wants to apply for job online on linkedin app, this is will have an impact.• Thus this issue needs to be prioritized otherwise retention metric will be hard to track.
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">• Update priority issues, and move it into backlog of sprint for the development team to work on.• Communicate this issue priority and the rational behind it to the stakeholders through slack.
Sample Email Response	<p>Dear customer service manager,</p> <p>We have a problem for customers who do not remember their password, but the password reset email has problems, which causes frustration to customers and they have to talk to customer service, this may cause pressure on the customer team, but we have to do so until the problem is resolved Password reset email.</p> <p>With my best wishes, Ahmed</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

Assessment and result	<ul style="list-style-type: none">• the request coming from the CEO or GM and the features not being at the stage that would be required to comfortably share it.• there is a reputational risk involved here and the Gm is very concerned after making his assessment of the progress.• The feature is currently 65% functionality completion and not fully stable.
Sample Email Response	<p>Hi Michael</p> <p>We are so excited to announce that at the half way mark of the sprint, the feature is already at it's 65% of complete functionality. We are still on the testing stage, and the team is constantly verifying and fixing bugs so the demo can run smoothly. The QA team has prepared a testing environment where you'll be able to test the demo (with the main features ready, some of them still on development).</p> <p>I'm sending the test account and logging details, also attached to the email a video of how the mockup works and the complete flow of the funnel.</p> <p>Thanks for your understanding, and please let me know if you need further clarification.</p> <p>Happy to help. Thank you</p> <p>With my best wishes,</p> <p>Ahmed</p>

Step-in and guide the scrum team at stand up

Video Response

Share the link to your video here

<https://drive.google.com/file/d/1_qlnVkYySfejaNuSpd1rOi7Zy9zcRVGt/view?usp=sharing>

- A user story that needs to be marked as completed('done') has two back-end tickets in "Code Review" status, which is assigned to the back-end engineer that just shared their update, that these two tickets have been in 'Code Review' status for 2 days now.
 - The back-end tickets are blocking two front-end tickets (which are in 'Ready to Test' status) from being verified by QA
 - Are there any explanations or solutions for this difficult situation?
 - Are you open for swarming together to help as a long lived team
- Also, there is one another ticket covering analytics requirements (story points =3), for which development has not yet started. This is currently 'must-have' for the launch and is expected to be completed in this sprint. The ticket cannot be completed (marked as done) by end of this sprint if it is not picked up for development by the end of today, The ticket has 5 tracking requirements as of now and you believe it is ok to have 2 out of these 5 be downgraded to 'nice-to-have' if needed to de-risk for the launch
 - Are there any obstacles to getting started with this issue today, or do you have any opinions so that we can move on?

Handling Resource Constraints

<p>List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?</p>	<p>Reach: The sprint about to end in 6 days had accounted for the QA team member to conduct the thorough testing before the launch. However, due the absence of the member and launch bieng in 6 days to the customers, makes this critical to be addressed Impact: Lack of testing may have a huge impact as the launch hence the impact is at massive level Confidence: 100% Effort: 1QA member required till end of the sprint Owing to above stated factors and their weightage, I would request other PM's to pool in their resources..</p>
<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>	<p>The Project scope analysis under the constraints of limited resource bandwidth is shared with other concerned stakeholders who are sharing the QA resource.</p> <ul style="list-style-type: none">- Permission to use the QA resource owing to project severity and unanticipated blocker in smooth launch due to resource's recent shift- The above ask shall be floated across the stakeholders through slack communication channels and a separate mailer indicating the severity
<p>Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders</p>	<ul style="list-style-type: none">• Head of QA, Head of Product, Head of Marketing, Development Team <ul style="list-style-type: none">• If this is negotiated: we have performed required testing for the product and it is ready to go live as per schedule.• If this is not negotiated: due to resource constraints the project has been delayed and launch will not go ahead as planned. Provide them with next

How would you handle stakeholder feedback?

Feedback Assessment	<ul style="list-style-type: none">• I want to know the extent of flexibility in talking about this feature after launching the product in current sprint?• Is it possible to discuss this feature and agree on its priority to enter into the development phase in the future?
Video Response	<p>Share the link to your video here (https://drive.google.com/file/d/1GccGybofoM-g6c3xV2XCBt567oaHpCex/view?usp=sharing) I disagree with this suggestion</p>