[Fresh Grads Linkedin]
PRD

PM: [Ahmed Abdelhady]
UX: Pat Pixels
EM: Casey Code
DS: Noel Numbers

STATUS: DRAFT

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 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 a 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 take that it takes to get a matching job to a fresh grad.

Goals

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

Key Features

P0 - Sign in - the user can enter through the app by writing an email and password and clicking confirm.
P0 - Home page - the user can navigate the matching jobs according to 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 confirms the job selected and waits for a response after the job selection.
P0 - Notification key - user can see the initial decision like an interview or not after confirming the application.
P0 - Offer key- user can see the result of his interview like a job offer or not decide what the next steps are.
P1 - Filter search - user can search for jobs by filtering in type, location, and company.
P1 - Profile edit - user can edit his profile information at any time like updating his skills, location, and portfolio.
P1 - Favourite jobs screen - the user can find his saved & favorite jobs to apply for later in the near future.
P2 - Applying History - user can find the jobs that he applied for before.

Success Metrics

 Launch an app that has at least 4.5 stars on the app store
● Increase job vacancies by 15%
● Reduce the number of time users spends finding matched jobs by 40%

Target Market

Fresh Grads in the US.

Core UX Flow *(optional)*

https://www.figma.com/file/HmqIJIzeiCmHCf3dHnH5Nv/Fresh-Grad-Linkedin

TAM

• There are 4 million fresh grads per year in the US, and too many graduates are mismatched to their jobs. (statista.com)

• Assumed ARPU is $100 per year.

• TAM = 4M * $100 = $400M.

Competitors

E.G. [Indeed] Secondary (Indirect) Competitors
● Indeed is a US-based employment website founded in 2004.

● Job posing, searchable jobs, Company page, and candidate matching.

● 250M MAU, 3M companies, and 60M stored resumes.

● Annual revenue is currently $1.8B per year.

E.G. [WayUp] Primary (Direct) Competitors

- WayUp is a US-based job site for college students and recent graduates is founded in 2014.
- Employees are applying for jobs & career advice, and employers are hiring candidates & plans.
- 6.3M users, 4.7M users are sourceable.
- $37M total funding, and $13.3M revenue.

Acquisition channel Strategy

- On one hand (fresh grads)

    - SEO using keywords like fresh grads, entry-level job.

        - The users are searching for all-around entry-level opportunities for fresh grads.

        - Because it will give us strong traffic between our target users during their search.

    - Advertisng on instagram.

        - This is the place the youth and fresh grads are hanging out to plan their life.

        - Because it is a great way to drive online traffic to our product with a better online presence,

    - Optimizing our App store SEO.

        - By having nice screenshots.

        - Because it will give strong attention to the traffic in the App store

    - Students' blogs.

        - A lot of bloggers are looking at what to write about.

        - Because it will spread the information about our product in the community of our initial/potential users.

- On the other hand (hiring teams)

    - Sales team

        - We should use our sales team to do cold calls and outreach to

potential hiring teams and companies to sign them on our platform.

   ○ Because it will give us strong channels between our team and target customers.
- Targeted SEO
   ○ Very limited budget SEO to target our specific customers.
   ○ Because it will give us good results with a controlled budget.

Marketing Guide

https://docs.google.com/document/d/1bQrvs-CL74MzMSoRMXOHOjmGyDVBfXNMUIdfLaUr_q0/edit?usp=sharing

Pricing Strategy

- Our app will be free for consumers to download and use, and revenue will be from ads.
- Freemium model for hiring teams.

Pre-Launch Checklist

- Sales Team for outreach to sign the vendors up for our platform
- Technical Writer to write our release notes for the App Store
- Customer Support to help with user questions and issues
- Engineering to confirm ready for launch.
- Legal for privacy issues.
- Marketing for blog posts, release notes, and screenshots.

Anticipate Risks

- Ex. Too many bugs and users might ask for support: equip the support team with necessary support training.
- Engineering: Talk to the Engineering team and confirm that our system can handle the extra pressure of the market expansion
- Testing: Test the UI for the new languages

Training Guide for Sales and Customer Support

https://docs.google.com/document/d/1o7kFae4b3_Yyol-NU3SvU_AYfYibN5rlvQQOaOHSEGU/edit?usp=sharing

UserGuide

https://docs.google.com/document/d/1Qu8btk3Fomt35uugT6kJTViLUfxqLloEc03Y8MbS4q4/edit?usp=sharing

Product Launch email

https://docs.google.com/document/d/1MXMIwO3fKrvwWhvUL8ezUeD3XS8JcIjbX8d2mjRlIF0/edit?usp=sharing

Iterate the Product after Launch

Solution

We have feedback from the field that our users have a low adoption rate. We do not know if this is a technical issue or just the behavior of users.

Potential Solutions to the adoption rate Problem

- Increase retention by adding more features after iteration
- Analyze dashboards and KPIs
- Analyze customer reviews after conducting them.

A/B Testing

- Proposed solution
  - Iteration, analyzing KPI and feedback.
- Metric you will use to determine success
  - Number of fresh grads
  - Number of online jobs
  - Number of offers
- Control and variant

- For the users in the control group: we will do nothing (group A)
- For the users in the variant group: we will offer a customer support (Group B)
- hypothesis
  - Our hypothesis is that the more features after feedback and analyzing data will make it easier for users to adopt our product so we will see more retention in Group B.