

LinkedIn for Graduates

Design Sprint

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Set the stage

Initial PRD



[Link your PRD](#)

Understand

How Might We

How might we connect recent graduates to industry mentors?	How might we make the job search personalized?	How might we make the job search process easier for users?	How might we reduce the time required to find a new job?	How might we help recent graduates broaden their skill set?	How might we convert trial users into paying subscribers?
How might we create partnerships with universities?	How might we reimagine the recent graduates recruitment process?	How might we help recent graduates find jobs in their field?	How might we help enterprises reach their Saudization quotas?	How might we engage recent graduates with professional networks?	How might we ensure data security and privacy?
How might we help recent graduates create an online presence?	How might we help recent graduates improve their LinkedIn profiles?	How might we help recruiters find the right candidate?	How might we increase the automation rate in the recruitment process?	How might we help recent graduates start their career?	How might we make the platform accessible for users with slow internet speed?
How might we help recent graduates build a personal brand?	How might we establish a refund policy?	How might we help recruiters compare candidates?	How might we provide resume writing assistance?	How might we help recruiters improve job advertisements?	How might we help recruiters with the selection process?

How might we help recruiters boost job advertisements?

How might we help recent graduates promote Skill Assessment scores?

How might we help recent graduates get noticed by recruiters?

How might we attract recent graduates to use the platform?

How might we find job openings for recent graduates?

How might we help recruiters create their screening questions?

How might we provide salary insights to recent graduates?

How might we leverage our existing platform LinkedIn?

How might we keep the users engaged?

How might we market the platform to recruiters?

How might we get users feedback?

How might we encourage recent graduates to apply for jobs that match their profile?

How might we encourage recent graduates to enroll in courses?

How might we leverage users data for the platform success?

How might we increase users satisfaction?

How might we work with IT to enhance the AI-powered search engine?

How might we advertise jobs on the platform?

How might we encourage users to invite their friends to use the platform?

How might we improve job recommendations to users?

How might we help recruiters rank candidates?

How might we recommend job fairs and events to interested users?

How might we create meaningful search filters?

How might we leverage geospatial data?

How might we increase the number of meaningful interactions on the platform?

Job Seekers

How might we make the job search personalized?

How might we make the job search process easier for users?

How might we encourage recent graduates to apply for jobs that match their profile?

How might we engage recent graduates with professional networks?

How might we connect recent graduates to industry mentors?

How might we help recent graduates improve their LinkedIn profiles?

How might we help recent graduates create an online presence?

How might we reduce the time required to find a new job?

How might we help recent graduates find jobs in their field?

Professional Networking

How might we help recent graduates start their career?

How might we find job openings for recent graduates?

How might we provide resume writing assistance?

Professional Image

Job Search

CV related services

Recruitment

How might we help recruiters improve job advertisements?

How might we help recruiters compare candidates?

How might we help recruiters create their screening questions?

How might we reimagine the recent graduates recruitment process?

How might we help recruiters find the right candidate?

How might we help recruiters boost job advertisements?

How might we help enterprises reach their Saudization quotas?

How might we help recruiters with the selection process?

How might we help recruiters rank candidates?

Recruitment Process

Technology

How might we create meaningful search filters?

How might we work with IT to enhance the AI-powered search engine?

Search Engine

How might we recommend job fairs and events to interested users?

How might we improve job recommendations to users?

Recommendation System

How might we leverage users data for the platform success?

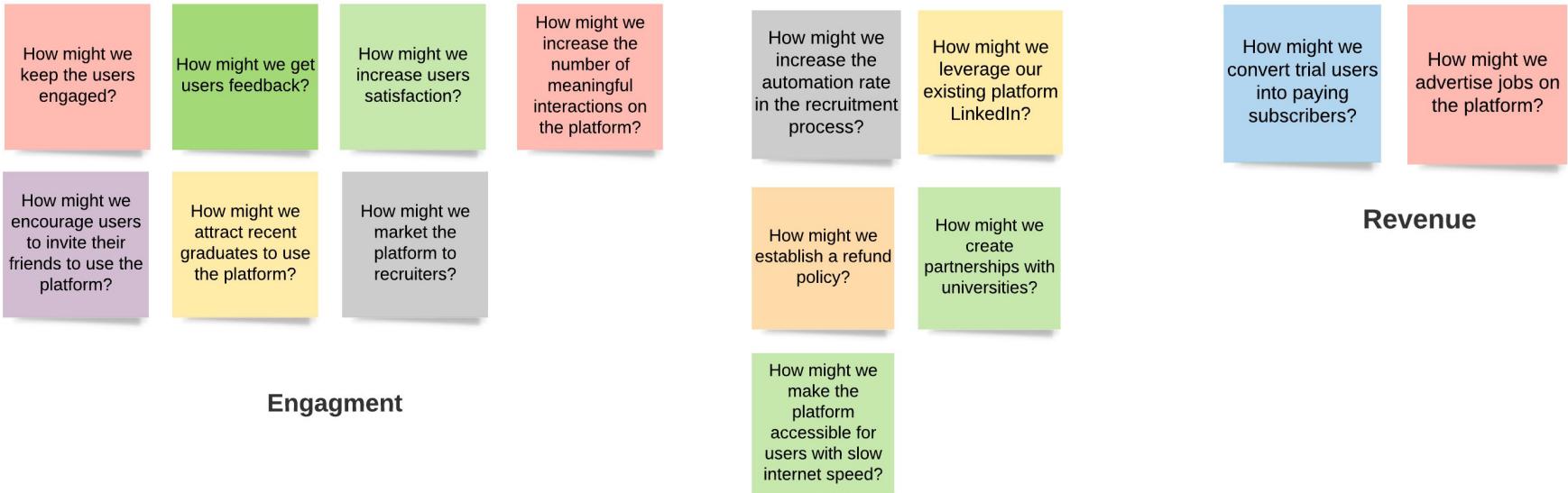
How might we leverage geospatial data?

How might we ensure data security and privacy?

How might we provide salary insights to recent graduates?

Data

Others



Sprint Focus

Focus

Job Seekers

Slide #

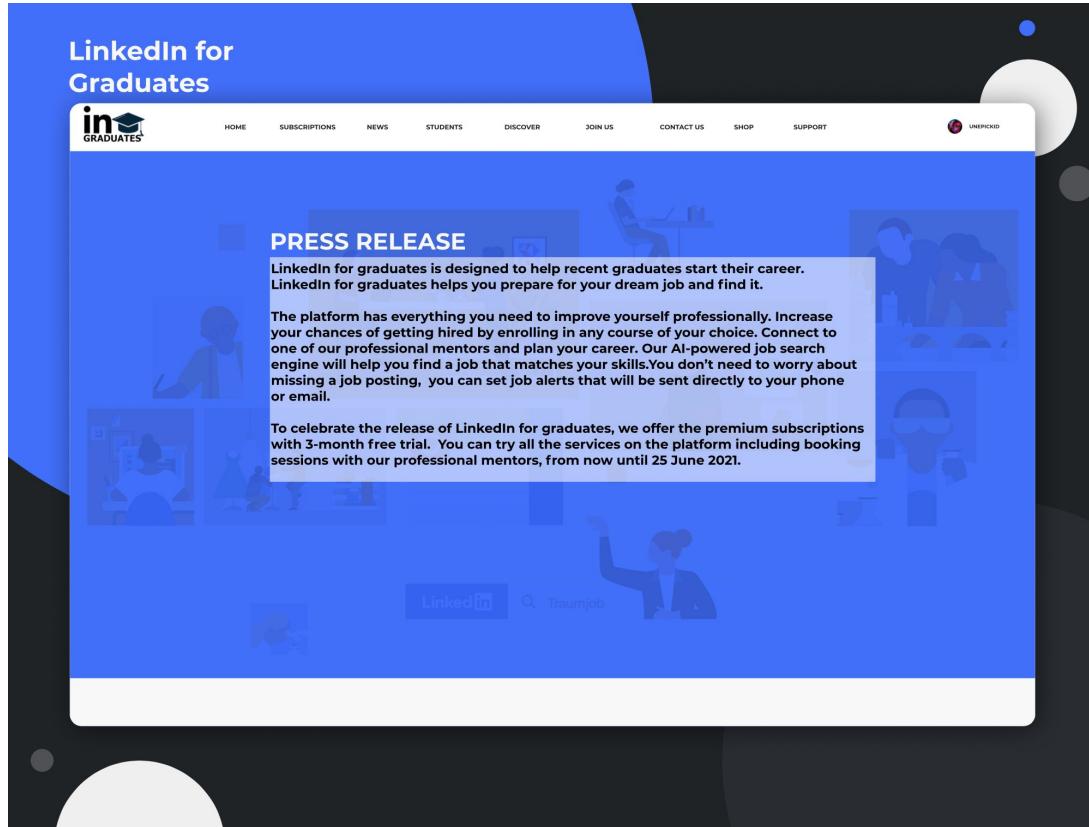
Slide 7

**I selected this theme
because**

Providing the best services for recent graduates is the main focus of LinkedIn for Graduates. Building in-demand services will help us attract users and get ahead of the competition. Additionally, discussing and prioritizing the features is important at this stage.

Define

LinkedIn for Graduates, Your Career is Waiting

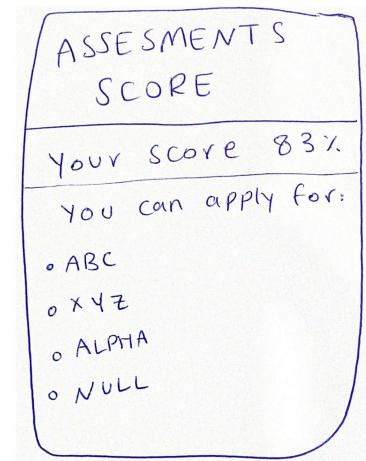
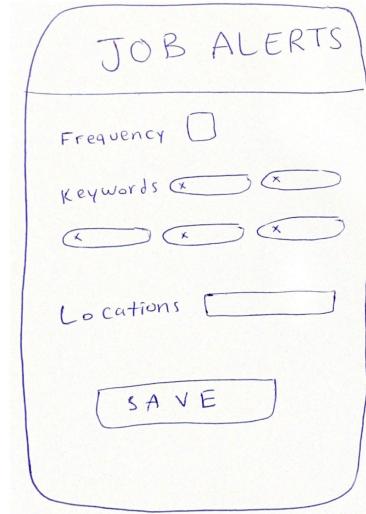
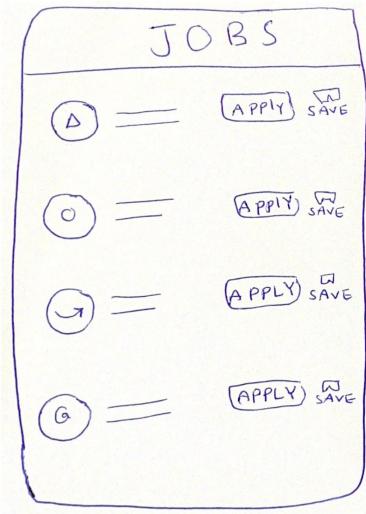
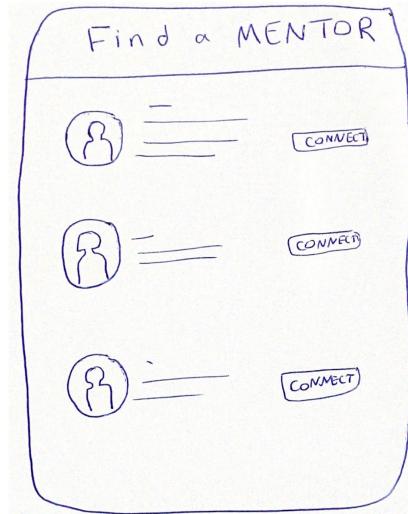
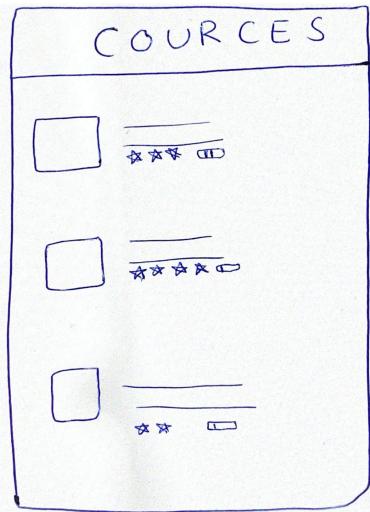


Success Metrics

	Goals	Signals	Metrics
Happiness	<ul style="list-style-type: none">- Getting a job in their field- Finding a good mentor- Acquiring new skills	<ul style="list-style-type: none">- Looking for a job- Networking and trying to find a mentor- Taking skills assessments	<ul style="list-style-type: none">- Average time until finding a job- Average number of days until user is matched with a mentor- Average score on skills assessment
Engagement	<ul style="list-style-type: none">- Completing skills assessments- Communicating with mentors- Viewing new job posts	<ul style="list-style-type: none">- Adding Skills assessments results to personal profiles- Mentors provide guidance- Applying to jobs	<ul style="list-style-type: none">- Average number of courses completed by a single user.- Frequency of communication between mentors and mentees.- Average number of job applications per users.
Adoption	<ul style="list-style-type: none">- Recommending the application to friends and family	<ul style="list-style-type: none">- Referring a friend	<ul style="list-style-type: none">- Referral sign up rate
Retention	<ul style="list-style-type: none">- Creating job alerts	<ul style="list-style-type: none">- Opt in to regular alerts	<ul style="list-style-type: none">- Average number of jobs applied through job alerts- % of users who have created job alerts
Task Success	<ul style="list-style-type: none">- Becoming familiar with the application	<ul style="list-style-type: none">- Users rarely click on the information buttons	<ul style="list-style-type: none">- Reduction in the click rate of information button

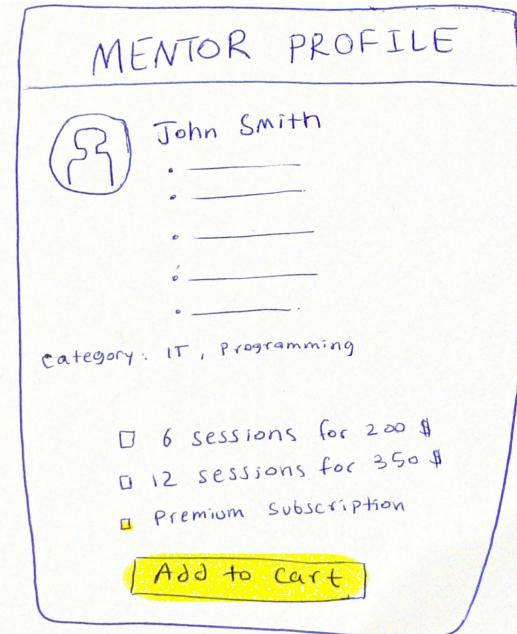
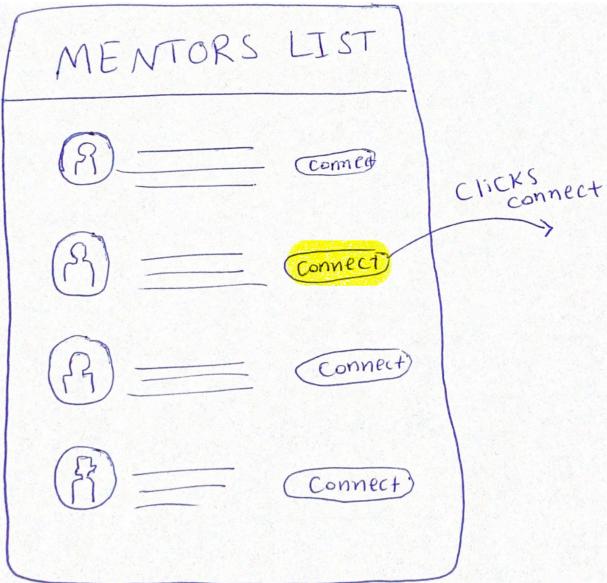
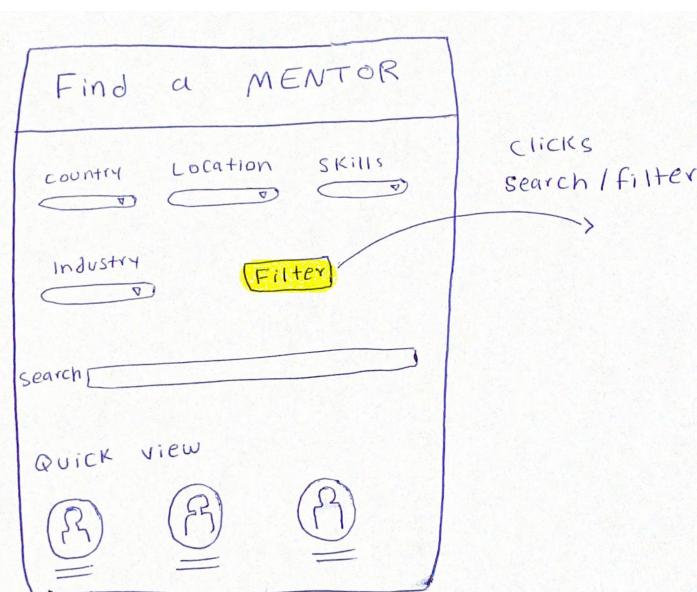
Sketch

8 Sketches



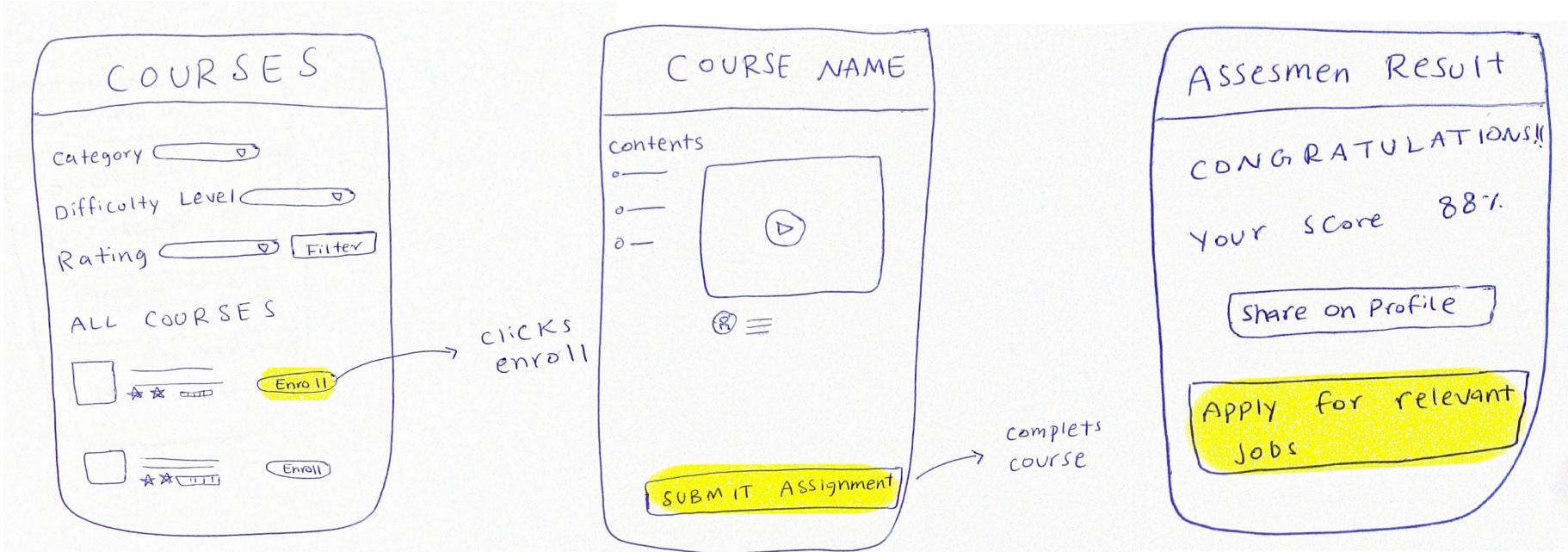
Solution Sketch 1

Mentoring Service



Solution Sketch 2

Courses Service



Decide

Decision

Decision	Mentoring Service
Rationale	<p>The team has decided to pursue the mentoring service for two main reasons:</p> <ul style="list-style-type: none">- Mentorship is a proven approach to help people achieve their career goals.- Implementing this feature will help our platform stand out from competition.

Prototype

Storyboard



Link your plot

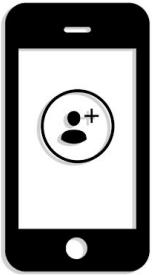
1



SCRIPT

Sara has just graduated from university. She majored in art and wants to become a professional artist. However, she does not know how to start her career path. She feels overwhelmed and confused.

2



SCRIPT

Sara remembers hearing about a new app from LinkedIn that is designed to help new graduates start their career. Sara downloads the app and signs up.

3



SCRIPT

Sara begins to explore the mentorship service. She sees a lot of Artists mentors.

3

Storyboard



Link your plot

4



SCRIPT

Sara finds a mentor who went to her university and majored in Arts. She likes the mentor's profile and clicks connect.

5



SCRIPT

Sara is surprised to see that she has several options for purchasing sessions. She decides to purchase three sessions.

6



SCRIPT

Few days later, Sara has her first session with her mentor. She gains practical advice, encouragement and support.

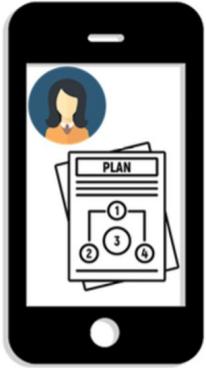
6

Storyboard



Link your plot

7



SCRIPT

Now, Sara has a clear career plan. She starts pursuing a career in digital arts. Additionally, she enrolls in herself in digital arts courses on the platform.

7

8



SCRIPT

Few months late, Sara finds a job in digital arts and starts her career with confidence.

8

Prototype

Description

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

In this prototype, the user has two options to login to the platform: using their LinkedIn account or their LinkedIn for graduates account. The user can also sign up using their email address.

The user will view a list of mentors, chooses one and purchase a number of sessions. Then, the user can communication with the mentor to book time for the sessions.



Assumptions

- Any assumptions within the prototype

The main assumptions for this prototype are the following:

- The user will view a list of mentors and read their description
- The user will match with at least one mentor and would like to connect with them.
- The user will benefit from the sessions and would like to book more sessions in the future.

[Link to Prototype](#)

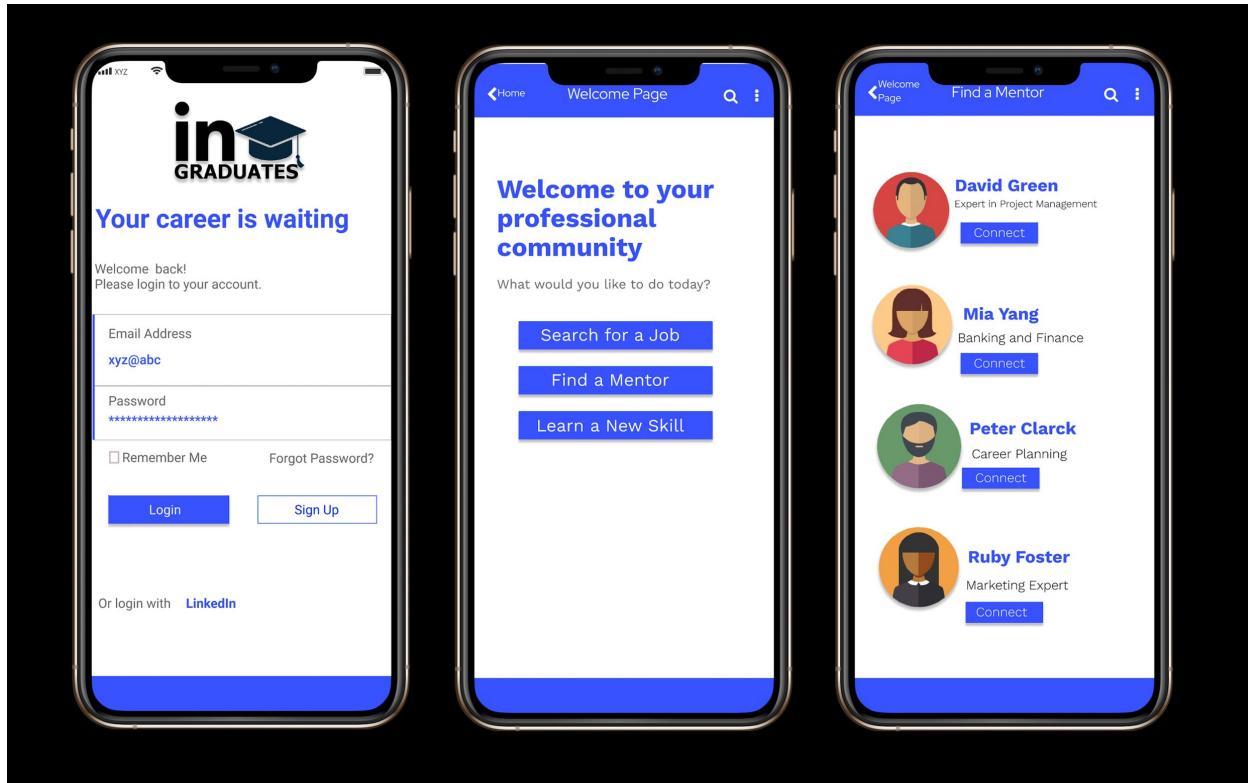
Tasks

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

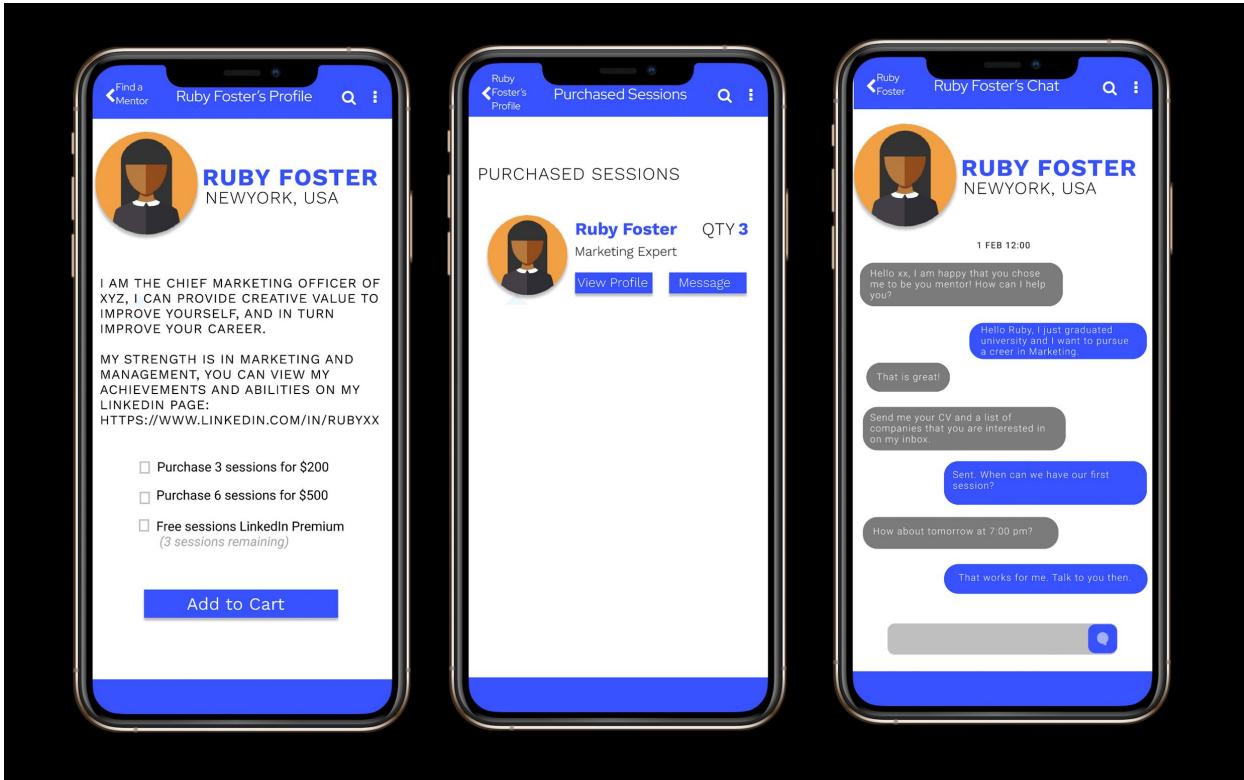
The tasks the user can complete in this prototype are as below:

- Sign up or sign in to the platform.
- Exchange texts with the selected mentor.
- View a list of mentors.

Prototype Screenshots V1



Prototype Screenshots V1



Validate

Plan and recruit for research



[Link your
research plan](#)

User Testing

Key Findings from Participant 1



[Link your
notes](#)



[Link your audio
recording](#)

What worked well

- *Users liked the mentorship service.*
- *Users were interested in the mentors and want to connect to one.*
- *Users admired the colors and the design of the prototype.*

Where participants got stuck

- *Users were confused about the transition from screen 4 to screen 5. When clicking 'connect' they were taken to the mentor profile. Instead, 'connect' should be 'view profile'.*
- *Users were confused about the step they need to make to connect to the mentor after purchasing the sessions.*
- *Users were not excited about the the texting option. Users were worried about late response from mentors due to time differences.*

Other observations

- *Users did not want to purchase three mentoring sessions without trying the service first.*
- *Users had a lot of questions about the policies and procedures of the mentoring sessions.*

Improvements

Improvement #1

- *Update the 'connect' button on page 3 to be 'view profile',*

Rationale

Users were confused about the buttons in page 3.

Improvement #2

- *Add an option to book a session with a mentor via a calendar without the need to text them.*

Rationale

Users were not happy booking the sessions via chat.

User Testing

Key Findings from Participant 2



[Link your
notes](#)



[Link your audio
recording](#)

What worked well

- *User likes the idea of the application*
- *User is excited to join the platform*

Where participants got stuck

- *Choosing a session package*
- *Understanding the differences between the packages*

Other observations

- *Users are open to sharing their data in return for great service*

Improvements

Improvement #1

- *Include more information about the sessions (i.e: duration)*

Rationale

Users would like to learn more about the sessions before purchasing a package.

Improvement #2

- *Create a visual presentation to compare the pricing of sessions packages*

Rationale

To help users understand the different options of purchasing sessions.

Prototype v2

Description

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

In this prototype, the user has three options to login to the platform: using their LinkedIn account, their LinkedIn for graduates account, or their Google Account. The user can also sign up using their email address.

The user will view a list of mentors, chooses one, view their profile, and purchase a number of sessions. Then, the user can view a list of purchased sessions and book their times using a calendar.

Assumptions

- Any assumptions within the prototype

The main assumptions for this prototype are the following:

- The user will view a list of mentors and read their description
- The user will match with at least one mentor and would like to connect with them.
- The user will view the mentor's calendar to book a session.
- The user will benefit from the sessions and would like to book more sessions in the future.

Tasks

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

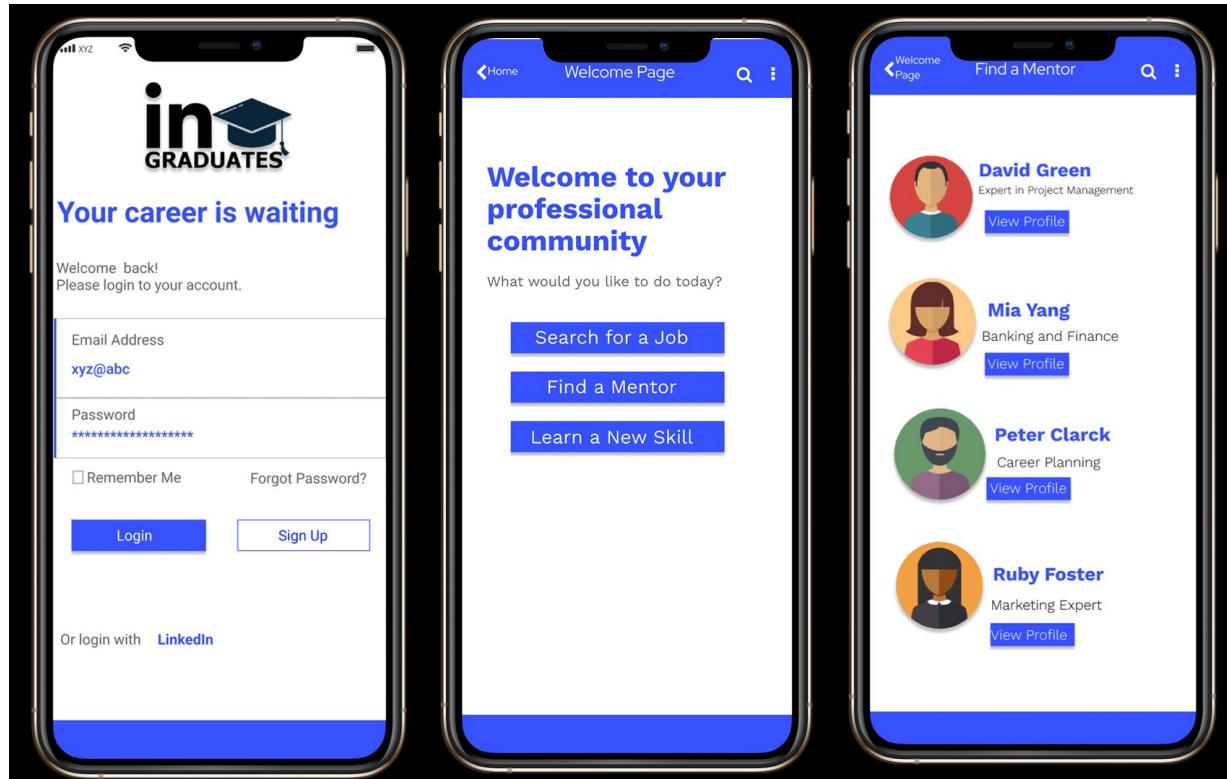
The tasks the user can complete in this prototype are as below:

- Sign up or sign in to the platform.
- View a list of mentors.
- Book a session with the mentor via the calendar.

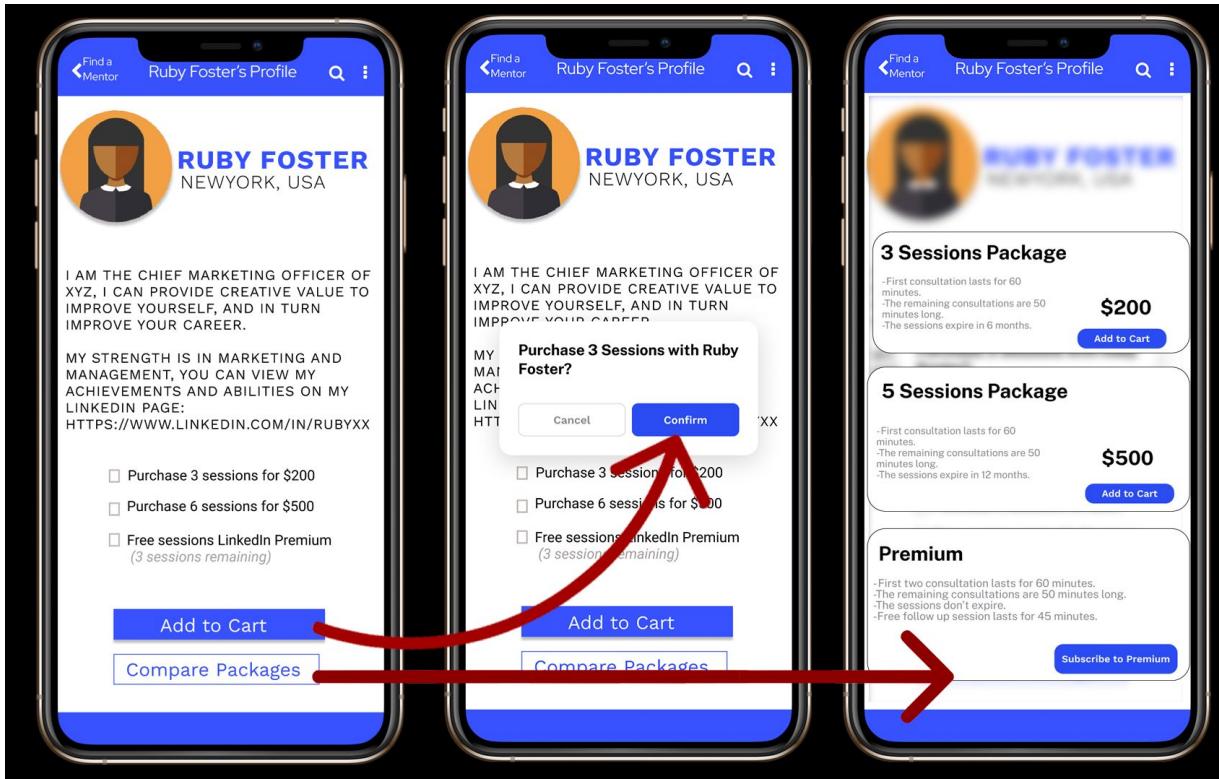


[Link your
prototype v2](#)

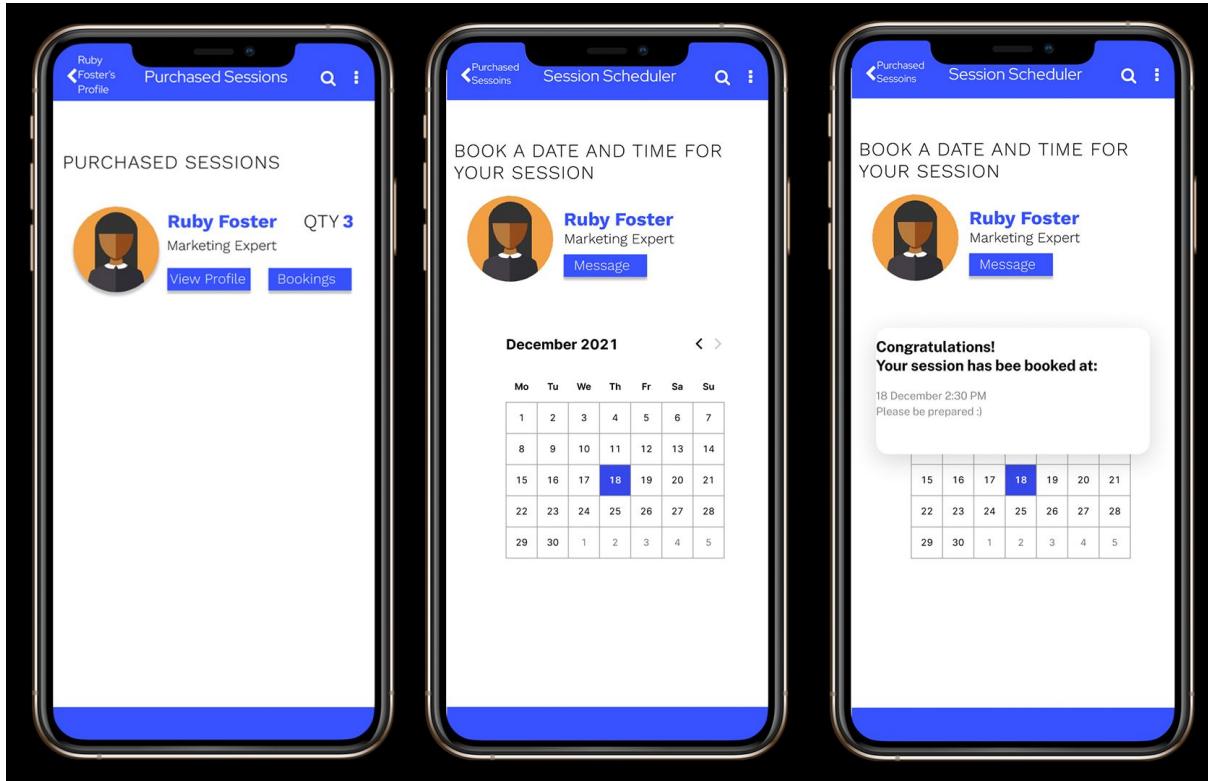
Prototype Screenshots V2



Prototype Screenshots V2



Prototype Screenshots V2



Handoff

Updated PRD



[Link your PRD](#)