

Linked-grads

Developing the product.

Product Owner: Buthainah Bin Hadher



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

Click [here](#) for the full coordination activities map !

B مشاركة

Buth-Starter - Coordination Activities Map

ملف تعديل عرض إدراج التنسيق البيانات أدوات الإضافات مساعدة إجراء آخر تعديل قبل 6 دقائق

SSSs

	A	B	C	D	E	F
1	SSSs	What is the task? <i>Based on the purpose, select the appropriate from the drop-down</i>	Who is the task owner? <i>Does the following to finish task:</i> 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders	Whose involvement is needed to accomplish the task? <i>Please select one from the drop-down list of your identified stakeholders</i>	What is their role? <i>Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only</i>	By when, does the task need to be completed? <i>Select milestone keeping in mind nature of the task, downstream effects of delaying task</i>
2	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
3				Head of Product/Impacted Product Managers/Cross-functional stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
4		Setup meeting to share MVP scope and walk-through design to gather feedback		All except Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	
5		Setup meeting to kickoff project with the scrum team		Scrum Team	Scrum Team (Involved directly in product development efforts)	
6	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
7		Setup meeting to review MVP scope and identify possible legal updates.e.g Terms of Use and Privacy Policy		Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's sprint 0 starts
8	Incorporate stakeholders feedback	Discuss the prioritized feedback received from stakeholders to update scope and design	Product Manager	Product Designer	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
		Create a project-specific communication			Informed	

انتقل إلى الإعدادات للشريط

Help Information Pre-filled Starter Sheet

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 user to access the auto recommendation feature to find jobs of one's interests and qualifications.

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

- | | |
|---|---|
| 1 | As a Linked-grads user, I want to view my profile, edit and update my personal data easily. |
| 2 | As a Linked-grads user, I want the flexibility to filter and add my educations to find jobs of my qualifications. |
| 3 | As a Linked-grads user, I want to know which job opportunities are available for me so I can save myself so much time of searching for jobs that don't match my qualifications. |
| 4 | As a Linked-grads user, I want to save my time in senior year of searching for training programs in companies that don't do training. |
| 5 | As a Linked-grads user, I want to know if I require more certifications for my skills. |

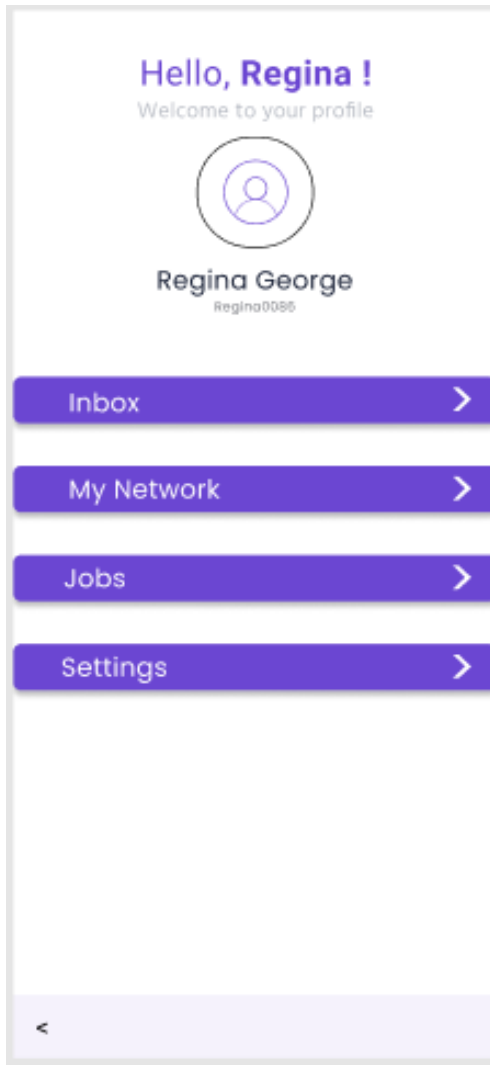
Sprint Prioritization Logic

- Improve Linked-grads' experience for users based on their preferences.
- Build the required feature before the first sprint to start testing properly.

User Story 1

User Story	As a Linked-grads user, I want to view my profile, edit and update my personal data easily.
Design	Prototype here .
Acceptance Criteria	<ul style="list-style-type: none">• The user will be able to view their data.• The user will be able to edit their data.• The user will be able to see a summary of their profile in one page.
Assumptions	<ul style="list-style-type: none">• Users are either final year college students, or fresh graduates.• Users are looking for either jobs, or training programs.

Prototype for user story



User Story 2

User Story	As a Linked-grads user, I want the flexibility to filter and add my educations to find jobs of my qualifications.
Design	Prototype here .
Acceptance Criteria	<ul style="list-style-type: none">• The user will be able to add their educational information themselves.• The user will be able to add their certifications manually, and update their data when required.• The user will be shown opportunities based on the data entered.
Assumptions	<ul style="list-style-type: none">• Users are either final year college students, or fresh graduates.• Users are looking for either jobs, or training programs.

Prototype for user story

Search jobs for
you

Education

+

Add your education

Certifications

+

Add your certifications

More

+

Search for results

<>

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

Linked-grads Project

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

- Showing information about the company and job position of the job recommendations.
- Adding a comparison feature, to compare between the jobs recommended to the user so they know which is best.

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

- The accuracy of the algorithm to auto recommend jobs that match users' preferences precisely.
- What is the appropriate criteria to follow when a user is not satisfied with the results?

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">• High priority issue as the application remain functional, it's only taking a bit longer time.• The page is taking 38% and more time to load which is not good as it is, let alone a brand new application.• As the application still at launch, users may simply not use the app after facing this issue.
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">• List this issue as "High priority"• Update the issue to the scrum team, and discuss the team about the consequences of the issue.• Launching an emergent meeting in the next day.
Would you take additional steps ?	<ul style="list-style-type: none">• Will ask the QA and development team to test page for longer time to spot any changes that might occur and fins solutions.• Will ask the QA and development team to check it the solution is affecting the page/features in any possible way.

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue	<ul style="list-style-type: none">• Low priority issue as the application runs and remain functional, and it's only affecting 2%.• Users can still use the application but with an inconvenience.• Issue is important, but we need to prioritize issues starting from issues that directly affect the applications' ability to run.
Next Steps use ticketing tool (JIRA), and communication channel (Slack)	<ul style="list-style-type: none">• Report issue to the QA and development team as a bug with appropriate urgency (low).• Discuss the issues with the QA and development team in a meeting (not urgent).

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue

(1 - Critical; 2 - High; 3 - Normal; 4 - Low)

- Critical issue as it has decreased the retention rate.
- 80% of the affected users did not reach out to customer services and are unaware that the problem will be fixed soon, they might simply not use the application and look for alternatives.
- This issue might decrease the app reviews.

Next Steps

You would carry out typically using JIRA (ticketing tool), communication channel (Slack)

- Update the development and QA team with a critical priority issue.
- Will ask the development and QA to postpone working on all low priority issues and work on this first.
- Discuss why this issue wasn't discovered earlier, ask them to look for a solution thus run tests to make sure the solution does not affect the way the application runs.

Sample Email Response

Greetings,
Thank you for informing me about the issue. Our team is currently looking into the issue as we have reported it as a critical priority. We will inform you as soon as we resolve it. Thank you for your patience.

Regards,
Buthainah Bin Hadher

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">• Called the scrum/development team for an urgent meeting.• Took a quick update from the scrum/development team on what we have achieved so far, asked if it's possible to finish the whole process within two days.• There are two options, we can either complete a model that's almost 80% done, or delay 1-2 weeks for something 100% complete.
Sample Email Response	<p>Greetings,</p> <p>We are glad to know how excited you're to see our product. Unfortunately we are still working on it and a full 100% production will not be available in two days. Thus, we can either finish 80% of the application within two days (this will be only showing basic features) or, if you allow us to take 1-2 more weeks the whole product will be completed then, showing you the whole experience with more in depth features. Please let us know what suits you better.</p> <p>Thanks, Buthainah Bin Hadher</p>

Step-in and guide the scrum team at stand up

Video Response

- What is causing the delay?
- Is there any problem we need to be aware of?
- Click [here](#) for the video.

Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	<ul style="list-style-type: none">• Request a meeting to discuss the problem with other PMs.• Ask the head of QA team for other resources.• See if there's any available shared QA that can do the job.
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 ?	<ul style="list-style-type: none">• Contact the other PMs to get an update and overview on their work.• Explain the seriousness of the issue.• Replace the QA's job with extended hands that are ready to work until she/he comes back.• Send the developed feature to the new QA to prevent back and forth transportation.
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	<ul style="list-style-type: none">• Development team• QA members.• Product marketing.
	<ul style="list-style-type: none">• A successful negotiation will result in a shared work between all the PMs and QA teams to prevent any delay.• Considering a non-successful negotiation, we need to work harder and ask for feedback stating if we can do changes that are for our help to prevent any future delay.

How would you handle stakeholder feedback?

Feedback Assessment	<ul style="list-style-type: none">• Why do you think its important to have?• Does not having them affect user's experience?• What will be the type of content of the notifications?• Don't you think the user will get bored receiving notifications daily?• Is there any way we can remind the user to use our application other than the notifications?
Video Response	Click here for the video.

THANK YOU !