



Linked-grads

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STATUS: **DRAFT**

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Background

Over the years, there has been an increase in the number of unsatisfied employers with their job. That is because most fresh graduates didn't get the right opportunity at college to find their true skills and use them for their own benefit when applying for new jobs.

Problem

According to career vision, about 55% of workers across America are not satisfied with their jobs.

There isn't quite a specific platform that provides both discovering skills and linking them to possible, relevant job/training programs. By building this application, we'll be helping students start their career paths on the right track. Hopefully, reaching their dream jobs. Although there are some quality companies that provide the same thing as we do. Only what will make us stand is that we are offering an easy, clear digital experience that focuses on discovering and linking fresh graduates to possible matching jobs. And, throughout our journey, we'll make improvements based on the user's needs.

Goals

- Build an application that allows students to find their interests.
- Increase the employment rate. Also, the percentage of employees satisfied with their Jobs.
- Matching relevant jobs to relevant users.
- Widen the opportunity for students.

Success Metrics

- Increase in the ROI
- At least 4/5 on ratings and reviews on both apple and android devices.
- Users' positive feedback.

Key Features

Priority	Feature	Description
P0	Sign in via LinkedIn	Users can sign in to the app via their original LinkedIn account, without creating a new one for Linked-grads.
P1	Subscriptions	Adding new subscription features with different prices (Higher and lower than only \$25.99).
P1	Calendar	Users can set up a calendar on the app to remind them when new job offers are coming.

P3	Invite friends	Users can invite friends to use the app via different apps (iMessage – WhatsApp – Twitter ...etc.)
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Core UX Flow

[Mocks](#)

[Prototype](#)

Target Market (TAM)

- Fresh graduates.
- Senior college students.
- Universities.
- Seniors looking for training programs.
- Companies.

Total Addressable Market (TAM)

- About 39M students and graduates use LinkedIn.
- \$25.99/month for LinkedIn premium subscription, \$311.88/year.

$$\text{TAM} = \$12,163,320,000 \text{ B.}$$

Source :

<https://www.qs.com/college-recruiting-linkedin/>

<https://www.owler.com/company/linkedin>

Competitors

- **Naukri.com**
Employment website operating in India and The Middle East.
Estimated annual revenue of \$121.5 Million.
About 49.5 million registered job seekers.
- **Indeed**
Employment website for job listings.
Estimated Annual revenue of \$2.75 Billion.
Over 250 million unique visitors every month.

Source :

<https://www.indeed.com/lead/indeed-delivers-65-percent-online-hires>

https://indeed.force.com/employerSupport1/s/article/203366210?language=en_US

Acquisition Channel Strategy

- **Social media Ads**

Students spend a lot of their time on social media therefore; advertising via social apps can help our product reach them easily.

- **Apple Store & Play Store**

Publishing an application as it is more convenient for students to view our application easily throughout their cellphones.

- **Cooperating with Universities**

Cooperate with colleges for referral programs as our app might help many students/customers to find the training program or jobs in need.

Marketing Guide

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Pricing Strategy

Revenue goal

Free registration for all users and a free trial for 14 days.

- To acquire 1% of students who use LinkedIn in the first year.
- 400,000+ premium subscription users with \$125 Million fee in the first year.
- Ad supported (for free model).
- 4M+ downloads for the application.

Over 40 Million students use LinkedIn, source :

<https://www.forbes.com/sites/kathleenchaykowski/2016/04/18/linkedin-has-a-new-app-for-job-hunting-college-students/?sh=402ba98f3de4>

Revenue strategy

Subscription freemium model:

- Premium model: users with a premium account will be eligible to get extra perks (No ads – see who viewed their accounts – online courses. etc.)
- Free model:
 1. Ads will show.
 2. Users will get the opportunity to experience the premium membership for 14 days.

Pre-Launch Checklist

Technical Writers – to write the release note for stores and all of the documentation in the company.

Development team – as of their responsibility for making this app and taken care of all its technical parts.

Product Designers – to get feedback on features planned and test the app one last time before launching.

Product Marketing Team – reach out to enterprises and relevant audience. And, help spread our product and make it known.

Legal Team – to take care of all legal parts.

Customer Support – to take care of all customers' complaints and questions.

Risk and Mitigation

Risks

- Technical issues when rolling the app.
- Our message coming across as irrelevant when launching the app across different regions due to improper translation.
- Sustainability if the product launch exceeds expectations, or even fail.

Mitigation Plans

- Discuss with the engineering team and confirm that our system can handle the extra pressure of the market expansion. And, do multiple tests with unpredictable case scenarios to make sure.
- Hiring a reliable marketing team to ensure our message is being translated properly as the targeted audience can understand and embrace our product.
- The team should be ready to accept the outcomes. To expand as the product grows, and to take feedback right after launching to avoid failure.

Training Guide

[Training Guide](#)

User Guide

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Launch Email

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Post-Launch

The adoption rate is lower than expected with about 35%

Solution

- Extended free trial, in order to reach the customers' satisfaction and that they'll be able to get enough knowledge about the exclusive app features before they put money on it.
- Refer a friend, adding refer a friend feature to the app so users can send the referral code with friends to share their experiences, study together in a new "classroom feature" via our app, but only if both of them are registered users.
- Contact the groups and university placement cells and ask them for an honest opinion about what seems to be the problem and why they're no longer using/recommending out app. Then, take their feedback into consideration.

Key Metrics

- Increase in the download rate.
- More than 10% sign ups.
- 1M+ new monthly visitors.
- Replacing at least half the adoption rate we lost, 17.5% in the upcoming month.

Control and Variant

- Control group – users in this group will have the same feature itself.
- Variant group – users in this group the access to refer a friend and classroom feature.

Hypothesis

Users with the feature of referring a friend will help our product get recognized more and bring in new users to the app. More, the extended free trial will give new users the excitement to discover the features even for a longer time hence increase the adoption rate.