Linked-grads

Design Sprint

Product Manager: Buthainah Bin Hadher

Set the stage

Initial PRD

[Here](#)

Understand

Use these digital stickies to capture your ideas. Feel free to rearrange. Colorize. Etc

How might we get college graduates to want to learn about jobs?

How might we help college grads identify their preferences?

How might we help colleges grads learn what jobs are really like?

How might we find job openings for college grads?

How might we create accurate matches?

How might we facilitate communication between user and employers?

How might weconnect users from the same schools?

How might we market our app to users?

Sorted Stickies

How might we help users evaluate job vs grad school?

How might we evaluate employer profile effectiveness?

How might we protect user information?

How might we find recent college grads?

How might we match skills with employer needs?

How might we share reviews about employers?

How might we provide resume writing assistance?

How might we evaluate user profile effectiveness?

How might we improve user profile quality?

How might we facilitate communication between user and employers?

How might we get college graduates to want to learn about jobs

How might we help grads assess job fit?

How might we help college grads learn what jobs are really like?

How might we assess a user's job preferences?

How might we capture a user's work style?

How might we figure out if a person is looking for a job?

How might we connect users with mentors?

How might we give incentives to get friends using the app?

How might we create a supportive social network for job seekers?

How might we create an accurate and reliable recommendation engine?

How might we create accurate matches?

How might we connect users from the same schools?

How might we partner with college career centers?

How might we help college grads identify their preferences?

Sorted Stickies

How might we assess a user's job skills?

How might we build a reliable data pipeline?

How might we suggest Job events/conference/fairs based on candidate's interests?

How might we develop partnership with schools?

How might we improve user satisfaction?

How might we incentivize students to use the new app?

How might we motivate students to apply to jobs based on their interests?

How might we market our app to users?

How might we recommend professional certifications, courses, conferences to employees?

How might we allow students to discover their passions?

How might we improve job recommendations to users?

How might we gather user feedback?

How might we help students become more aware of jobs available to them?

How might we help students align their passions to available jobs?

Sort and Group

How might we motivate students to apply to jobs based on their interests?

How might we help students become more aware of jobs available to them?

How might we help grads assess job fit?

How might we get college graduates to want to learn about jobs

How might we help users evaluate job vs grad school?

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How might we create a supportive social network for job seekers?
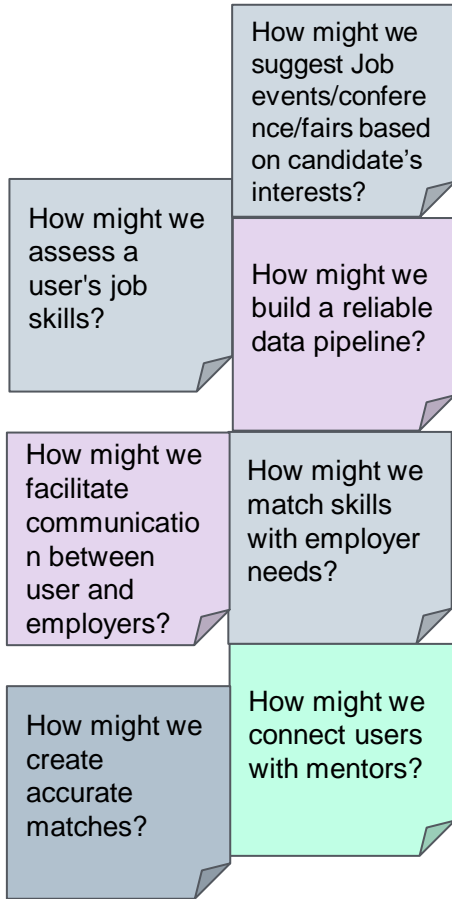
How might we capture a user's work style?
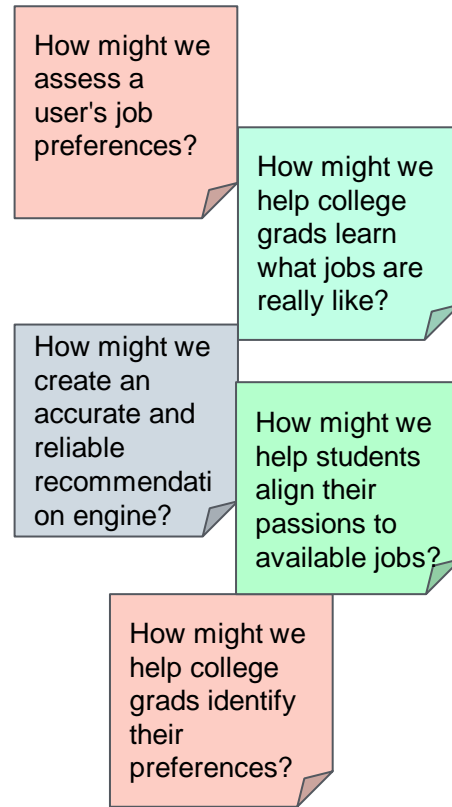
How might we provide resume writing assistance?

How might we figure out if a person is looking for a job?
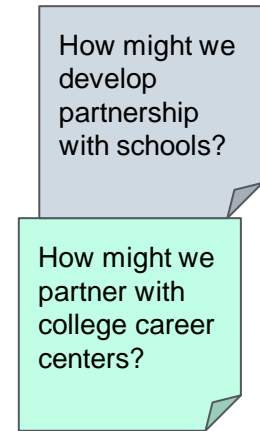
How might we find recent college grads?

Awareness And Research

App Experience

Profile

Personal Info

How might we suggest Job events/conference/fairs based on candidate's interests?

How might we assess a user's job skills?

How might we build a reliable data pipeline?

How might we facilitate communication between user and employers?

How might we match skills with employer needs?

How might we create accurate matches?

How might we connect users with mentors?

Data, Algorithm

How might we assess a user's job preferences?

How might we help college grads learn what jobs are really like?

How might we create an accurate and reliable recommendation engine?

How might we help students align their passions to available jobs?

How might we help college grads identify their preferences?

Connecting & Recommendation

How might we develop partnership with schools?

How might we partner with college career centers?

Cooperation

How might we improve user profile quality?

How might we improve user satisfaction?

How might we evaluate employer profile effectiveness?

How might we share reviews about employers?

How might we gather user feedback?

How might we evaluate user profile effectiveness?

How might we improve job recommendations to users?

How might we connect users from the same schools?

How might we give incentives to get friends using the app?

How might we incentivize students to use the new app?

How might we market our app to users?

Community

Feedback

Marketing

Sprint Focus

Focus	Connecting & Recommendation
Slide #	Slide Number 9
I selected this theme because	The base of this application is understanding each user's preferences. Then, making sure we're connecting the right user to relevant jobs. That will hopefully help students/graduates reach their dreams.

Define

Linked-grads Finding your interests..

Published by, Buthainah Bin Hadher

- The application is specifically designed for graduates and students.
- The focus is on connecting graduates to relevant jobs so users can get jobs of their satisfaction. Therefore, that will increase the productivity of the user and the efficiency of the company. And, that's beneficial for both user and the company the user works for.
- Building an easy-to-use platform that guides graduates to discover their skills and connects them to plenty of companies for the user to choose from.

Sketch

8 Sketches

Home page

Welcome to Linked-grab!

Already have an account? Sign In

Tell us more about yourself!

Q: Do you agree with the saying "work smart not hard"?

☐ Yes   ☐ No

Q: Do you prefer working behind a desk?

☐ Yes   ☐ No

Tell us more about yourself!

What are you good at? / Any experiences?

Data analysis

Buisness

Marketing

Sale

Digital art

Other options..

Profile

View profile

⊕ add photo

Name (Username)

Inbox

My network

Notifications

Jobs

Settings

More

8 Sketches

Contact

Help others find you!

Add ⊕
- Email. ⊕ ✏
- Phone number. ⊕ ✏
- Linkedin link. ⊕ ✏
- Facebook link. ⊘ ✏
- Twitter link. ⊕ ✏
- More accounts...

Search
name / username / email / etc.

🔍 | Filter ☰

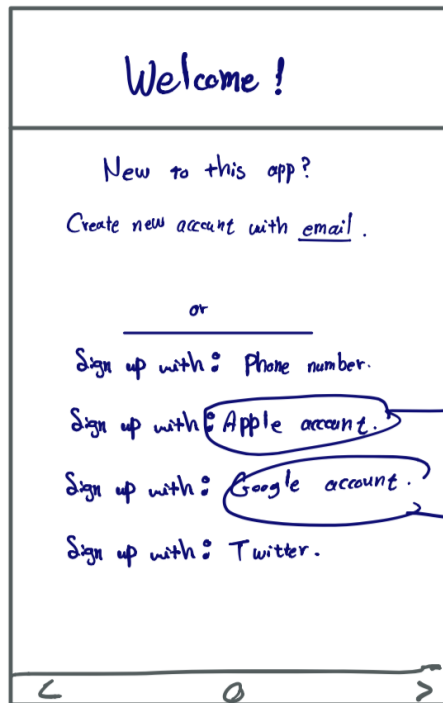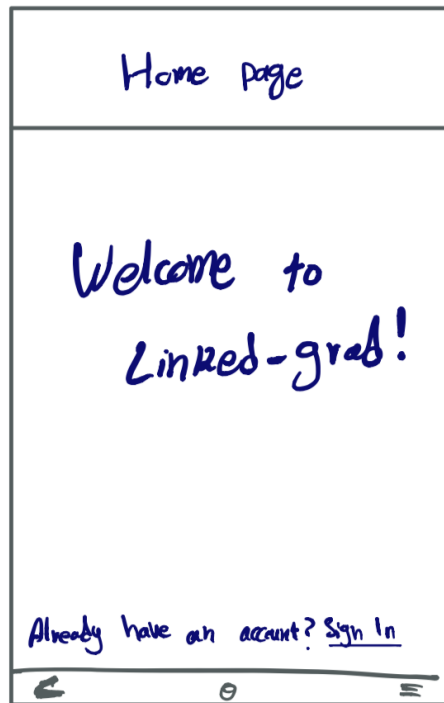Results

Suggestions for you.

Friends :

Companies :

Help center

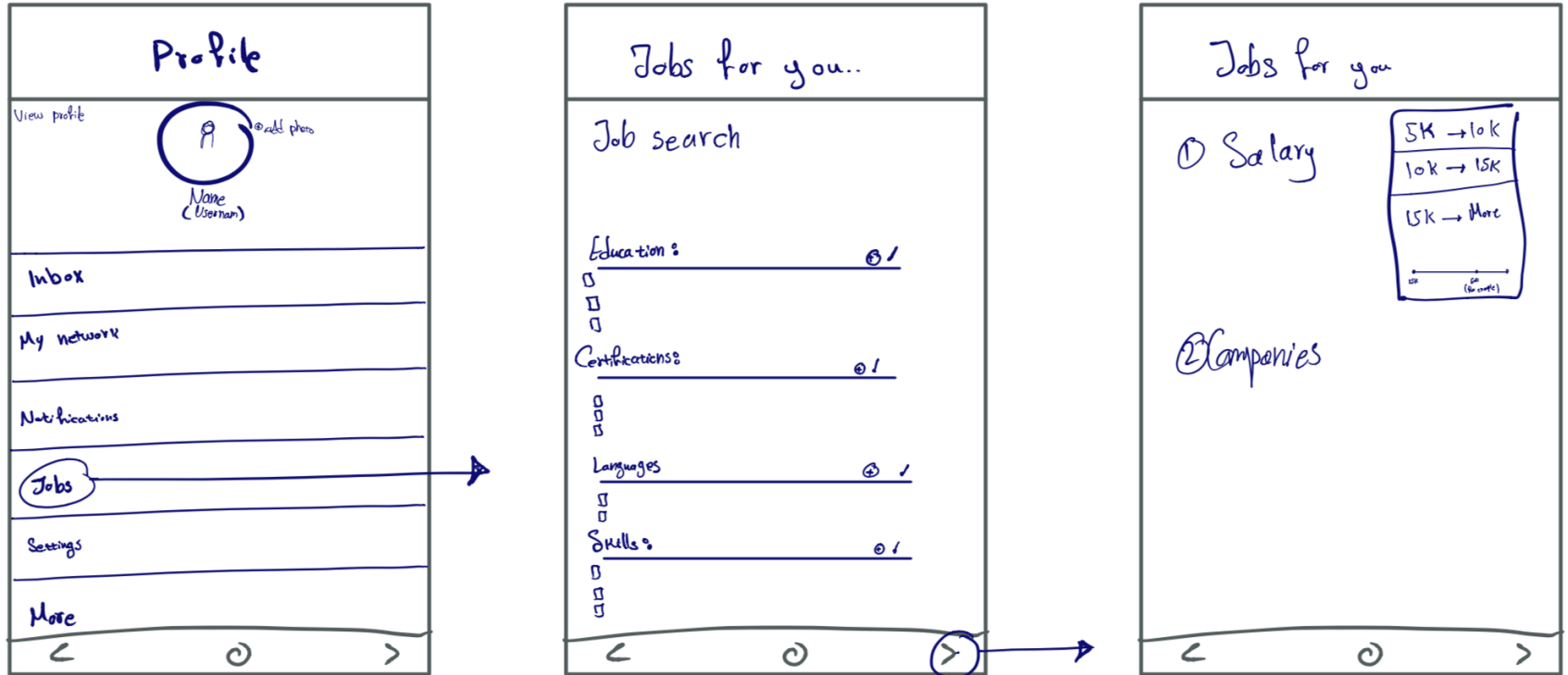How can we help you?

FAQs

Didn't find your answer? Contact us!

Intro

Home Page

Welcome to Linked-grab!

Already have an account? Sign In

→

Welcome !

New to this app?

Create new account with email.

or

Sign up with: Phone number.

Sign up with: Apple account.

Sign up with: Google account.

Sign up with: Twitter.

will automatically be synced to the apple account on the device.

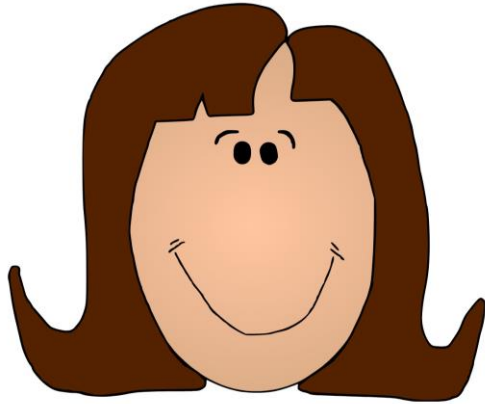Google mail page will be shown.

Job Applications

Screen 1 — Profile

Profile

View profile

👤 ⊕add photo

Name
(Usernam)

Inbox

My network

Notifications

Jobs

Settings

More

Screen 2 — Jobs for you..

Jobs for you..

Job search

Education: ⊕ ✎
☐
☐
☐

Certifications: ⊕ ✎
☐
☐

Languages   ⊕ ✎
☐
☐

Skills: ⊕ ✎
☐
☐

Screen 3 — Jobs for you

Jobs for you

① Salary

5K → 10k
10k → 15K
15K → More

② Companies

Decide

Decision

Decision	Job Applications
Rationale	1. Because of its importance as the base window on the app.
	2. Gives users a broader look.
	3. Convenient for users to set up specific criteria to find jobs of their interests based on the information written (Education – Certifications...etc).
	4. If users are not satisfied with the recommended jobs. They can always add more info to widen up the results recommended.
	5. Allows users to switch very easily.

Prototype

Storyboard

Gina, a 23-year-old business graduate, was a bit frustrated that it's been almost 6 months since graduating and she is still unemployed.	She had done everything in her well to get job opportunities. She found some but none of them suits her skills or what she was passionate about.

Storyboard

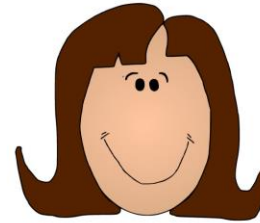|	
She then decides to reach out to Rachel, an old classmate of hers who found a good job that she's happy with.	Rachel was telling Gina ways to expand her job search. one of them was an application called Linked-grads.

Storyboard

Rachel says it's a new app that takes care of both training and placement. That caught Gina's eyes. She looked it up.	Gina downloaded Linked-grads hoping to find opportunities of her interests. She signed up with her email then a pop test showed asking Gina about her skills/interests.

Storyboard

Linked-grads

Recommended jobs for you...

Based on Gina's answers. A lot of matching/related job opportunities showed up to her followed by training programs..

Prototype

Description	This prototype is an application called Linked-grads. It's a new version of Linkedin for only fresh graduates and students. The app provides a pop test at first about users' skills and interests, collects data from users to suggest jobs of their interests.
Description ● High level overview of the prototype ● What does it do?	
Assumptions ● Any assumptions within the prototype	● User is either a fresh graduate or student. ● User is looking for jobs.
Tasks ● What are the tasks that a user can complete in the prototype?	● Signing in and signing up. ● Users answering a test about skills and preferences. ● Users adding experiences and educations to their profile. ● Users searching for more jobs.

Prototype

Validate

Users will go through your prototype and provide feedback on your concept. This is also an opportunity to have an engineering feasibility discussion

Plan and recruit for research

[Here](#)

User Studies

Inviting users in to participate in studies is a great way to get feedback if you are on the right track. Additionally, it's also easier to course correct at this point before any code has been written. We're going to invite 2 users to try out the prototype that you built. You'll use the research plan you created to guide the study and will record the audio from the session. You should also plan to take notes during the session.

Here's what you need to do:

- Schedule two meetings with people you can interview about your prototype
  - Note: It might not be possible to someone who meets your target user criteria-- and that's ok for the sake of this exercise
- Run through your interview script in the research plan.
  - You will ask some background questions to the participant and then ask them to complete several tasks
- Make sure to take notes during the interview (you can use the research plan as a template for notes)
- You should record the audio of the interview
- You should plan to spend about 30 minutes per interview

Tips:

- Ask the user to think out loud as they are going through the prototype
- Remind them that they are not being tested-- you are hoping to get their feedback about a new concept

User Testing

Key Findings from Participant 1

What worked well	App is easy to use. App is very clear.
Where participants got stuck	The participant had a problem finding the test page which is not completed yet since this is a prototype.
Other observations	Nothing more was mentioned by the participant.

User Testing

Key Findings from Participant 2

What worked well	*Colors of the theme were pretty.* *The participant mentioned how smart is the idea of the app and how it would be helpful.*
Where participants got stuck	*Participant was confused whether to sign in with their original linkedin account or create a new one?*
Other observations	*Nothing more was mentioned by the participant.*

Improvements

Improvement #1	*Adding a sing in via Linkedin.*
Rationale	*Noticed that a participant was confused whether to sign in with their original Linkedin account or create a new one.*
Improvement #2	*Completion of other pages.*
Rationale	*Noticed that a participant liked the idea of the test but couldn't try it !*

Handoff

Updated PRD

[Here](#)