Training and Placement

Product Owner: Vineeth Nair

Initial PRD

PRD

How Might We

How might we able to handle economic crisis

How might we rate students performance in the test

How might we collect the personal information of students

How might we deal with the students who didn't managed to get a job

How might we able to manage timings for LGT

How might we connect with the college universities

How might we deal with the reviews about app

How might we collect and store grades of students

How might we take responsibility for the recruited students

How might we deal with both job opportunities and students

How might deal with the refund policy

How might we make sure course queries are answered fast

How might we deal with the pre-enroll Q&A

How might we able to convert trials to subscription

How might we make sure students didn't cheat in the test.

How might we deal with the number of students sitting for the exam

How might we help a student improve his GitHub account

How might we create a channel to communicate

How might we make it easier for students having slow net connectivity

How might we make the content more fun and interactive

How might we help users evaluate job vs grade in 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 communicatio n 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 colleges grads learn what jobs are really like?

How might we figure out living wage in a geographic area?

How might we help college grads prioritize their interests?

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 find job openings for college grads?

How might we evaluate the quality of 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 help colleges grads calibrate their skills?

How might we connect users from the same schools?

How might we partner with college career centers?

How might we create a model and account for bias in our model and job areas?

How might we get accurate and timely job market information?

How might we help college grads identify their preferences?

How might we assess a user's job skills?

How might we assess geographic preferences?

How might we build a reliable data pipeline?

How might we use the data we already have on users?

How might we leverage existing technologies?

How might we develop partnership with schools?

How might we request information from companies?

How might we incentivize students to use the new app?

How might we choose when is the right time to have students participate?

How might we market our app to users?

How might we allow students to discover their passions?

How might improve connection recommendations based on candidate's interest?

How might we incentivize our paid subscriptions models?

How might we gather user feedback?

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

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

How might we improve the salary projections for roles specific to the industry/location/experience?

How might we improve user satisfaction?

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

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

How might we improve job recommendations to users?

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

How might we build and improve professional mentorship community?

Content

How might we help grads assess job fit?

How might we help colleges grads calibrate their skills?

How might we allow students to discover their passions?

How might we make the content more fun and interactive

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

How might we capture a user's work style?

Course

How might we provide resume writing assistance?

How might we improve user profile quality?

How might we help a student improve his GitHub account

Profile

Data

How might we collect and store grades of students

How might we collect the personal information of students

How might we help college grads prioritize their interests?

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

How might we find recent college grads?

Personal Info

How might we evaluate user profile effectiveness?

How might we help users evaluate job vs grade in school?

How might we help college grads identify their preferences?

How might we assess a user's job preferences?

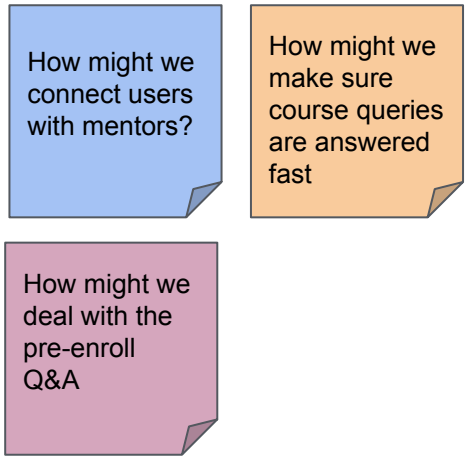
Job related

How might we use the data we already have on users?

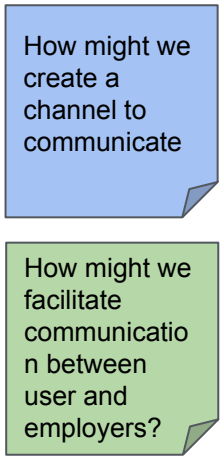
How might we protect user information?

Use of Data

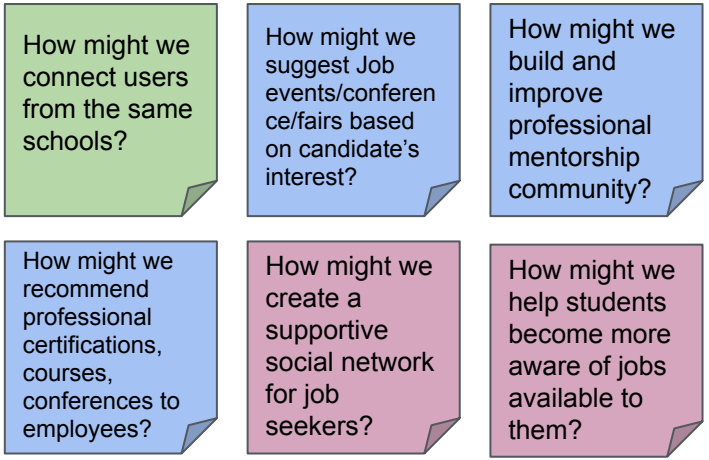
Channel



Course Q/A



Essentials



Community

Market

How might we market our app to users?

How might we incentivize our paid subscriptions models?

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

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

How might we incentivize students to use the new app?

How might we able to convert trials to subscription

How might we get accurate and timely job market information?

Strategies

How might we able to handle economic crisis

How might deal with the refund policy

Circumstances

Placement

How might we rate students performance in the test

How might we able to manage timings for LGT

How might we deal with the number of students sitting for the exam

How might we make sure students didn't cheat in the test.

Test

How might we match skills with employer needs?

How might we evaluate the quality of a job?

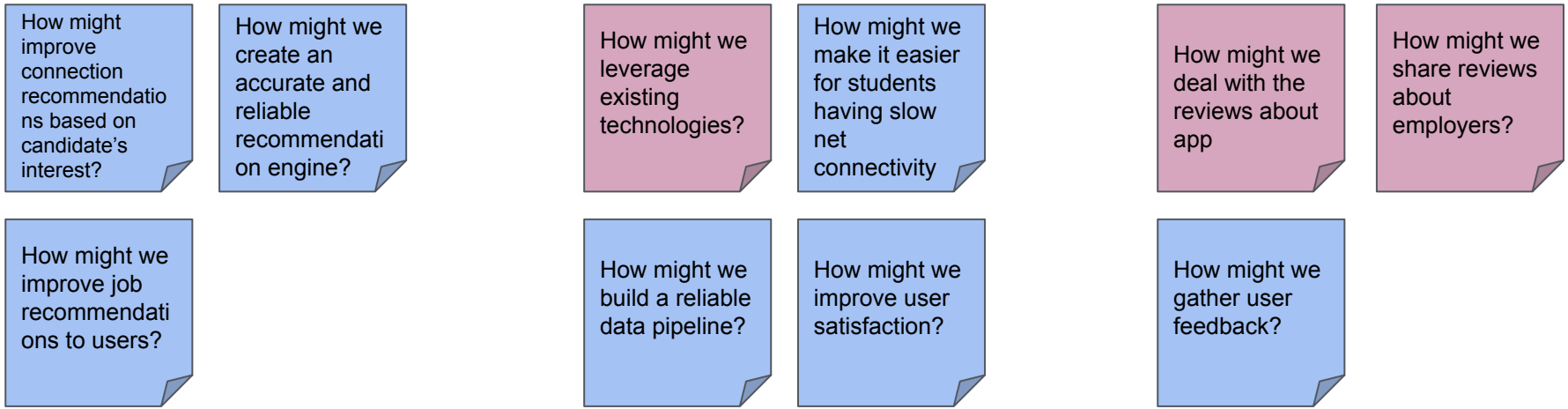
How might we create accurate matches?

How might we assess a user's job skills?

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

Post-Test

Application Algorithm



Recommendation

Structure

Feedback

Others

How might we create a model and account for bias in our model and job areas?

How might we assess geographic preferences?

How might we figure out living wage in a geographic area?

Geography

How might we connect with the college universities

How might we partner with college career centers?

How might we develop partnership with schools?

Partnering

How might we improve the salary projections for roles specific to the industry/location/experience?

How might we deal with the students who didn't managed to get a job

How might we take responsibility for the recruited students.

How might we evaluate employer profile effectiveness?

How might we find job openings for college grads?

How might we request information from companies?

Others

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

How might we choose when is the right time to have students participate?

How might we deal with both job opportunities and students

Sprint Focus

Focus	Data
Slide #	Slide 10
I selected this theme because	Understanding each student is important in order to deliver personalized learning. This will help them eventually in reaching their respective goals. With all the privacy issues that is going on, it will also be a great platform to invest more time in to come up something really cool.

Success Metrics

	Goals	Signals	Metrics
Happiness	Getting Job Efficient guidance	Good feedback Refer to friends/juniors Students scoring well in skill test Good feedback	Rating above 4.5 Number of app downloads Mark he/she got in test Rating above 3
Engagement	App downloads Course completion Attempting LinkedIn General Test	Dashboard statistics (e.g. Searches for app in the store) Added course to their personal classroom Applying for LGT	Number of downloads Average time spend on a course Number of applicants
Adoption	Share with friends Marketing	Refer a friend Social media publicity, publicity in online communities	Referral signup rate Total views, Click-Through Rate
Retention	Completion of added course Interaction with users	Opt for reminders Push notifications In-app messaging	Average hours spend per day CTR, Open rates
Task Success	Users getting familiar with the app Students getting used to pre- test process	Skipping Intro's and How to do's Queries regarding how to use the app Students appearing on time and submitting answers on time	Click rates of skip during intro's Reduced number of questions Average time taken to fill in student information before test

LinkedIn TnP is where Skill meet Opportunity

Published by, Vineeth Nair

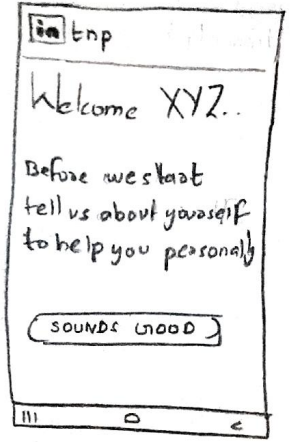
According to the latest survey by Economic Times, Only 58% of the total students manage to get a job via college placements. Apart from the increasing unemployment rate, this also leads to future tension in the minds of young college graduates who are about to sit for their placements and even students younger than them.

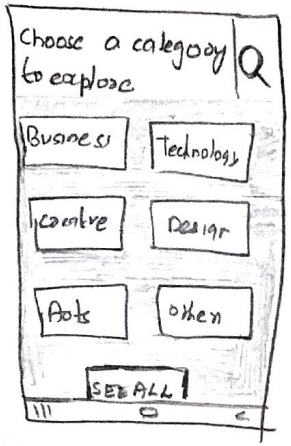
LinkedIn has been addressing this problem considering a general set of people and not college grads in particular for a while now. With over 87% of world recruiters being active members of LinkedIn, they managed to get eradicate this problem to an extent.

This is when LinkedIn announced its new offering, LinkedIn training, and placement (tnp). TnP is a platform where training, students are given access to top courses, and placement, where students with skills are guided to job opportunities, goes in hand in hand. Here students are given access to 15,000+ expert-led courses with sheer mentoring and immediate Q&A sessions. Moreover, this offering helped students to find and learn about their passion. This not only took away future-tension but also made students believe in their skill and exploring more.

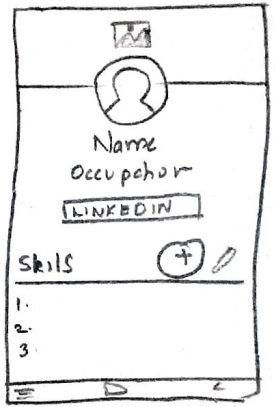
With over 3M+ downloads in the app store, students have been seen referring their constant companion, LinkedIn TnP to their friends.

8 Sketches

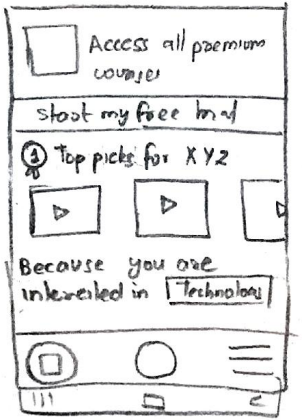


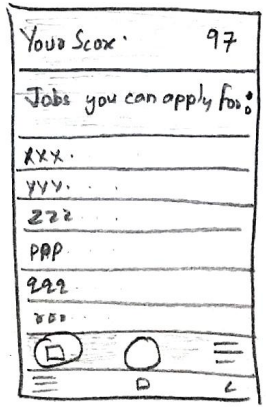


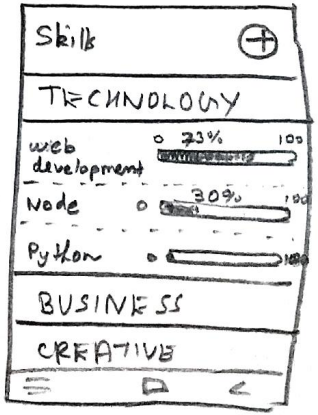
• Assuming user selected technology.

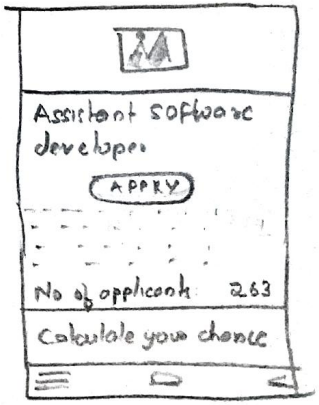


• Recommendation.

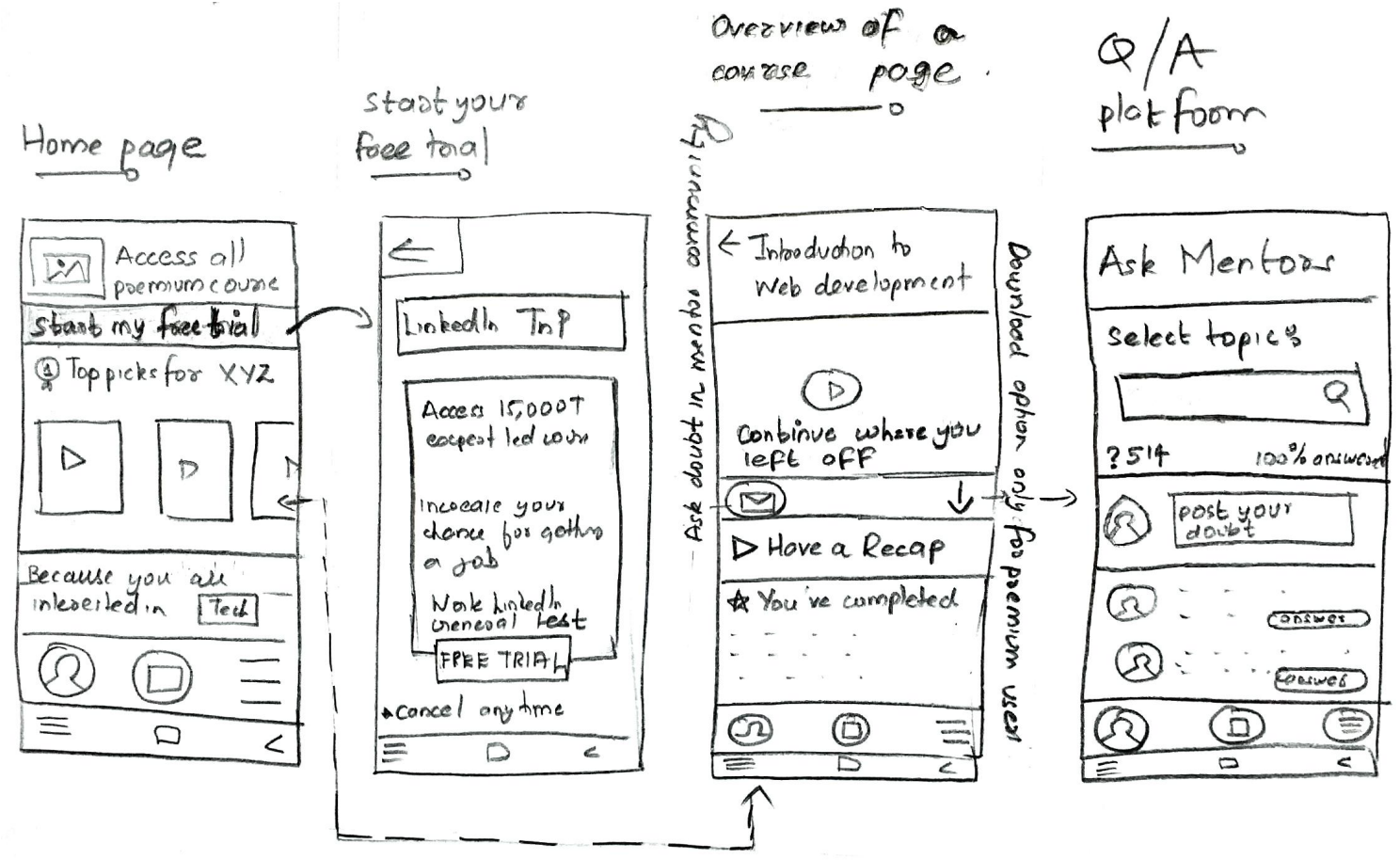




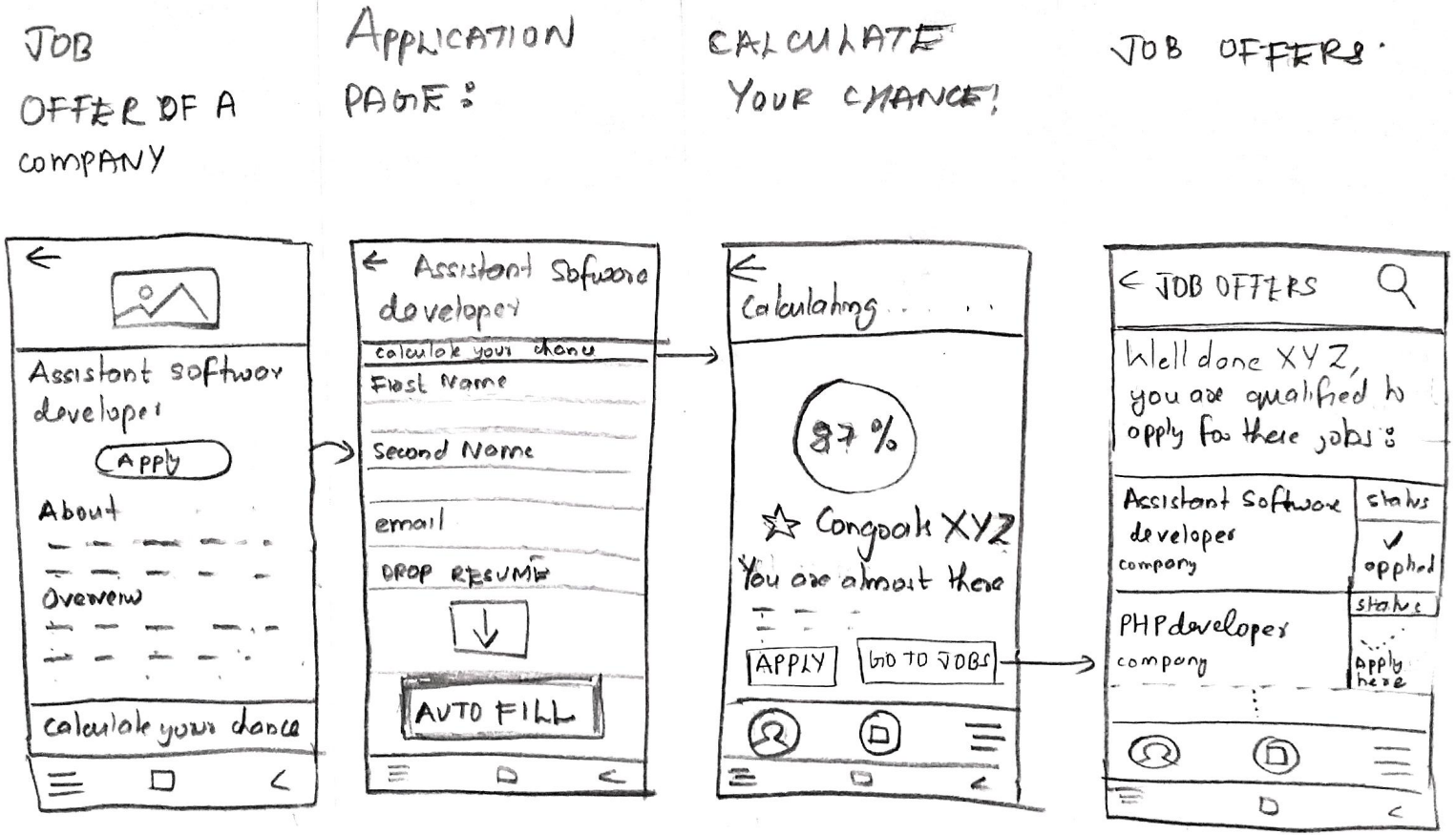




Auto Recommend



Job Application

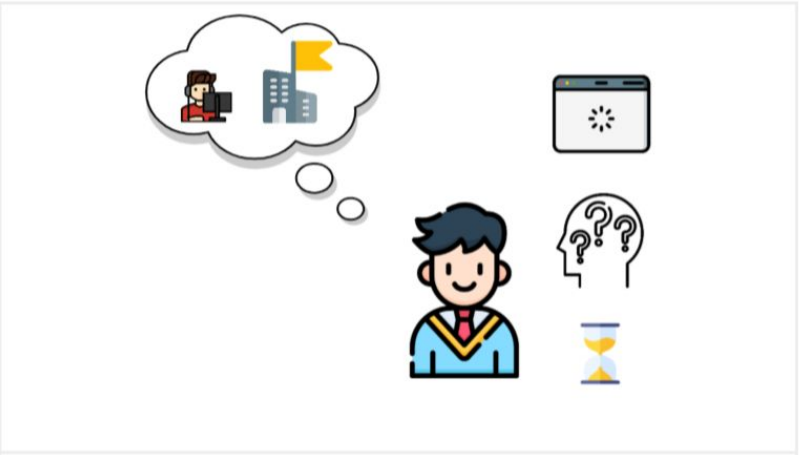


Decision

Decision	Auto Recommend
Rationale	Nourishing students with knowledge and skill is the path that leads to good placement. In order to make the placement phase easy for our students, we have to make sure that we assure them personalized learning throughout the journey. Auto Recommending courses, articles, webinars, conferences, etc based on student interest will keep them motivated.

Storyboard

Link your plot



SCRIPT

1

John, a final year Engineering student, wants to pursue his career in Web Development. He uses streaming platforms as a medium to learn advanced level programming. He spends a considerable amount of time searching for a better tutorial and also faces a problem with slow net connectivity. He often gets stuck and spends numerous amount of time solving bugs.

SCRIPT

2

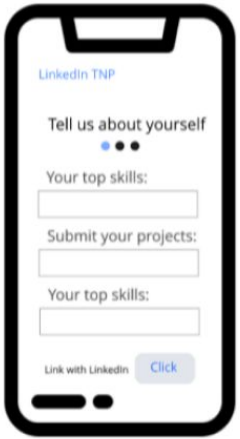
He then came to know from his college's placement cell that this year, the number of job opportunities will be less, and also, there won't be recruiters for web developers. Demotivated John had no choices left, but to keep his passion aside and follow the job that his college is offering.

Storyboard

Link your plot

SCRIPT 3

This was when John came to know about a mobile app that takes care of both training and placement, LinkedIn TnP, from his bus mate, Matt, who used to watch tutorials while being on the bus. Matt sends him a referral code and the app link to John.



SCRIPT 4

John downloaded the app on his phone and signed in with his LinkedIn ID and was well received with some interesting questions on his skills, projects, etc.

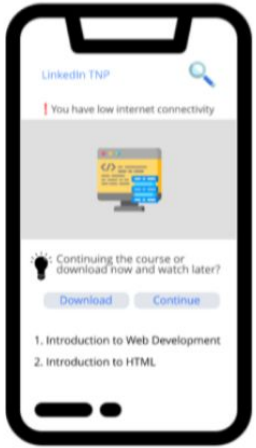
Storyboard

Link your plot

5

SCRIPT

John was recommended some cool courses on Web Development taken by professionals in the field. He was surprised as he used to spend a considerable amount of time finding the right course.



6

SCRIPT

John was starting off the course and was indicated low net connectivity in-app message. He was directed to download the video to avoid further distractions while learning.

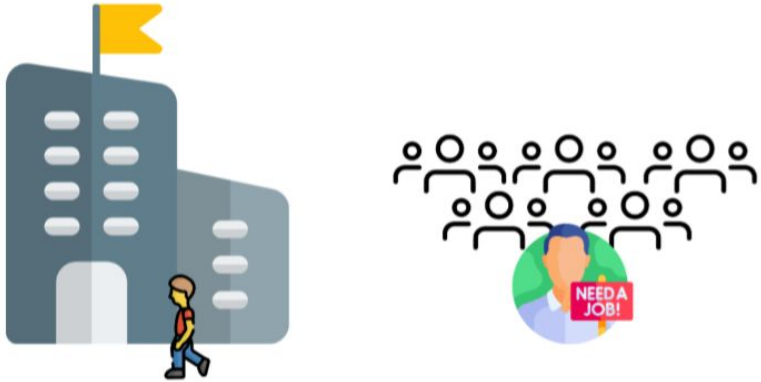
Storyboard

Link your plot

7

SCRIPT

Continuing the course, John never got distracted again. When he was stuck, he had the mentor community Q&A platform to help his journey smooth to reach his goal. He gained skill after skill.



8

SCRIPT

John's college placements were about to begin, but John didn't had to sit for the placements as he was already placed in a well established company as a Junior Web Developer via LinkedIn TnP.

Prototype

Description • High level overview of the prototype • What does it do?	The prototype of the LinkedIn TnP shows how and what data is collected from the user to recommend some cool courses on their field of interest. This includes signing up for the first time users and signing in for the users having a LinkedIn account. And then students will be asked a few questions about their skills and field of interest. By filling all these details, students will be received on the homepage with some of the best courses on their field of interest.
Assumptions • Any assumptions within the prototype	• User taking technology and web development as their field of interest • User viewing the app before the free trial • User viewing the first course that is on the homepage
Tasks • What are the tasks that a user can complete in the prototype?	• Sign up and Sign in • Answer questions about their field of interest • View the auto recommended course on their field on interest • View the Q&A platform

Link your prototype

Plan and recruit for research

Research plan

User Testing

Key Findings from Participant 1

Link your notes

Link your audio recording

What worked well	The problem we are trying to solve is addressable for majority of young graduates. The participant really liked the idea of auto recommendation. He used to spent considerable amount of time finding the right course on internet. And the download feature was something participant really liked. Also he got well in touch with the user interface of the App.
Where participants got stuck	1. While using the prototype, the participant was confused with the sign up page, whether we are signing up for general LinkedIn or for LinkedIn TnP. 2. Regarding the Q&A, the participant wanted to know how fast will mentors responds to the questions raised by students.
Other observations	Additionally the participant wanted to view his LinkedIn profile via the TnP app which is not included in the prototype.

User Testing

Key Findings from Participant 2

Link your notes

Link your audio recording

What worked well	The participant believes in the problem statement that we are trying to tackle. The average percentage of students placed in his college is 20-25% and this creates future-tension even in the minds of pre-final year students. The participant liked the idea of auto recommendation as finding the right course often takes a lot of time. He also got in touch with the user interface of the mobile app and also appreciated the download feature.
Where participants got stuck	1. The participant got confused with the sign-up page 2. The participant got stuck finding option Q&A
Other observations	The participant thinks, adding a reminder to the mobile application would be a game-changer. He added, most of his friends took an online course for the sake of getting certificates and not for skills.

Improvements

Improvement #1	Signing in via LinkedIn account option and Signing up option will redirect to general Sign Up page of LinkedIn
Rationale	Users get confused with the Sign-Up and Sign In as if they wanted to created a new account in LinkedIn TnP or use the general LinkedIn credentials.
Improvement #2	Q&A should be more informative
Rationale	Users might want to know, how fast mentors reply in the Q&A.

Feasibility

	Your Assumptions	Specific feasibility questions
Drawing the UI	Field of interest may vary from user to user, similarly, the auto recommended contents on the home page as well.	What all data is required to show user interest related content on the home page?
User generated data	To improve our auto recommendation algorithm, we have to store existing user information and collect even more throughout the user journey.	Is it possible to improve the auto recommendation algorithm by the behavior of the user throughout the TnP journey?
Latency	Once the user click on the submit button after entering all the details, homepage will appear immediately.	Is it possible to store all the information and auto recommend the contents on the homepage immediately? Does it take more time?

Prototype v2

Description • High level overview of the prototype • What does it do?	LinkedIn TnP is a platform that acts as a constant companion for users throughout their TnP journey. Auto recommendation is one cool feature of the app and an overview of this is showed in the prototype. LinkedIn TnP app prototype shows a journey from opening the app for the first time to taking a course and interacting with the mentors in the Q&A platform.
Assumptions • Any assumptions within the prototype	• User taking technology and web development as their field of interest • User viewing the app before the free trial • User viewing the first course that is on the homepage
Tasks • What are the tasks that a user can complete in the prototype?	• Sign up and Sign in • Answer questions about their field of interest • View the auto recommended course on their field on interest • View the Q&A platform

Link your prototype v2

User Testing Round 2

Key Findings from Participant 3

Link your notes

Link your audio recording

What worked well	The participant liked the concept of auto recommendation, Though he was capable enough to locate some best courses online but used to find it difficult to pick one. Also, the participant was impressed with the user interface and the download feature.
Where participants got stuck	The participant got stuck in the field on the interest part as he wanted to go with Business but the only available option in the prototype was Web Development.
Other observations	The participant would like to add a Reminder/Set goal feature to the application to push students to go beyond the limits. Students find it hard to complete a course project within a limited time because of the busy college schedule. Also, it is noted that some of the students are taking online courses just for the certificates.

Updated PRD

Link your PRD