LinkedIn Student App

Design Sprint

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Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

https://docs.google.com/document/d/1xjl5AHtDXS3lq9Wl2_rEyNdxD1Uh0xfVy1T9fVowMgU

Understand

Create a shared understanding of the space, problem, and goals

How Might We

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

How might we onboard companies to use student directory

How might we verify the student skills

How might we make it easier for student to showcase their skills.

How might we onboard more number of students

How might we get good app ratings

How might we allow companies to post student specific jobs.

How might we increase the profile visits by the company.

How might we track the profile visits done by the company

How might we should do the app promotion

How might we improve app performance

How might we make filters for companies

How might we promote the linkedin learning feature

How might we move the normal profile to student profile

How might we verify the student profile

How might we make the student application fast

How might we make it easier for students to verify their skills

How might we make it easier for students to add their preferences.

How might we collect data for analytics

How might we show sponsored student profiles

How might we allow companies to post job for students

How might we give an option to companies to add the salary

Other stickies 1

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 facilitate communication between user and employers?

How might we help college grads prioritize their interests?

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 assess a user's job preferences?

How might we capture a user's work style?

How might we evaluate the quality of a job?

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 figure out if a person is looking for a job?

How might we find job openings for college grads?

Other stickies 2

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 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 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 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 help college grads identify their preferences?

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?

Other stickies 3

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 motivate students to apply to jobs based on their interests?

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

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 help students become more aware of jobs available to them?
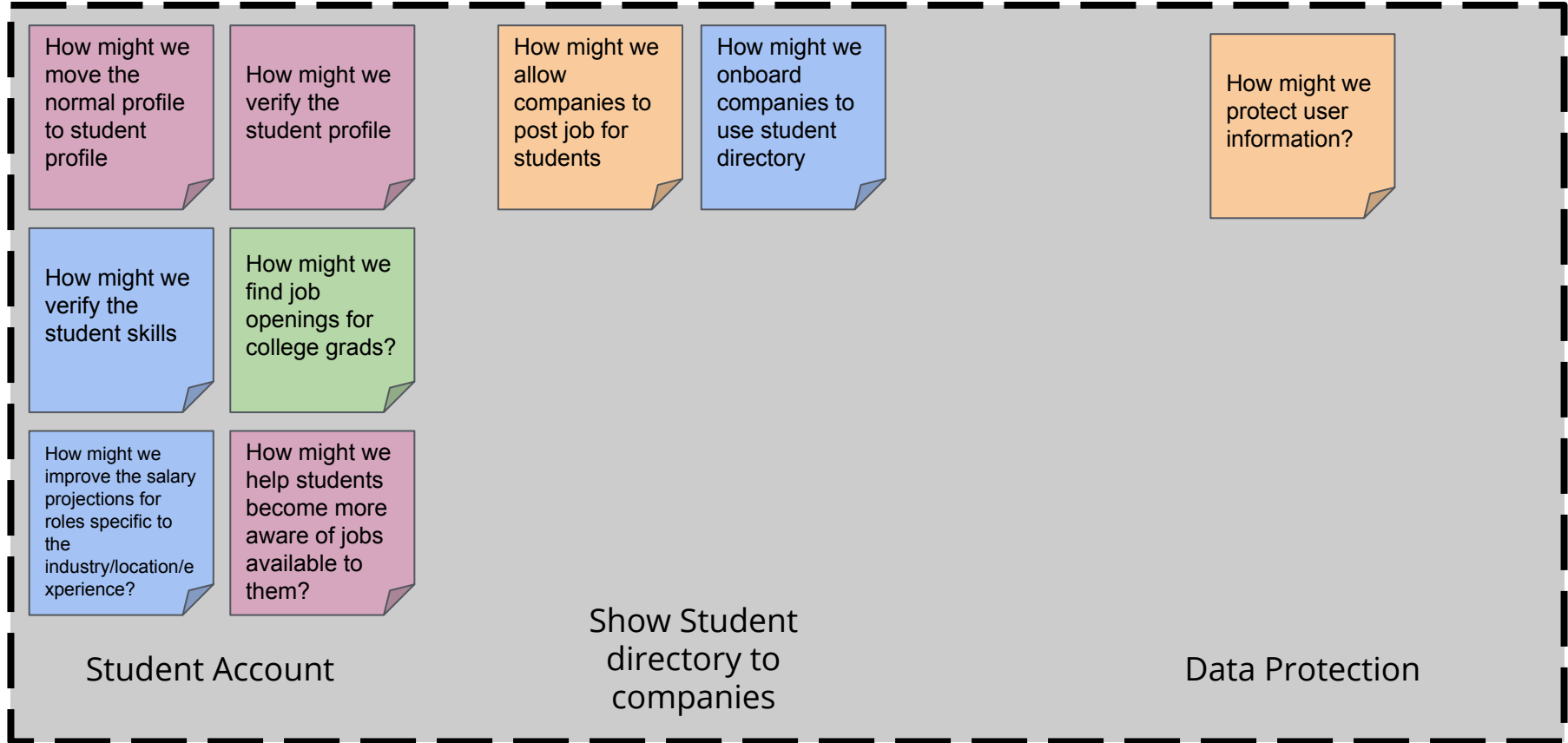
How might we build and improve professional mentorship community?

How might we improve user satisfaction?

How might we improve job recommendations to users?

Fulfilling the need of students and companies

How might we move the normal profile to student profile

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Student Account

Show Student directory to companies

Data Protection

Improve student and company experience

How might we make it easier for student to showcase their skills.

How might we make it easier for students to add their preferences.

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Improve student experience

Improve company experience

Product Growth

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Get more students

Get more companies

Good to have

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Good to have for students

Tracking and Machine Learning

Others

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App Improvements

Marketing

Community

Subscription

Sprint Focus

Focus	Fulfilling the need of students and companies
Slide #	List slide #9
I selected this theme because	This will help to fulfill the gap between student and companies

Define

With an understanding of the problem space, create focus and align on specific outcomes for the Design Sprint

Success Metrics

- Set at least two user-centered *goals*
- Identify changes in user behavior will *signal* success in reaching the goal
- Create a *metric* to measure each signal

	Goals	Signals	Metrics
Happiness	Normal Profile to Student Profile Migration Users find the app helpful	Migrating current profile to student profile Submitting the user feedback	Number of students profile migrated Number of 5 star ratings
Engagement	Apply to recommended jobs Apply to new jobs	Applying to new jobs Spending more time on app	Average job applying rate
Adoption	Share with friends Users are liking the app.	Refer a friend Downloading app	Referral sign up rate Number of downloads
Retention	Reply to follow back messages Users keep coming to applying jobs	Replying to follow back messages Applying to jobs	Follow back messages replying rate Jobs applying rate per user.
Task Success	Apply for student jobs Good App Store Reviews	Applying to students jobs Submitting app store reviews	Students jobs applying rate Number of Positive reviews on app store

Making applying to jobs easy for students

The LinkedIn Student App was launched last week. It has already seen a good amount of students using the app to applying for jobs. A lot of normal profiles was migrated from normal profile to student profile by doing the verification.

The app makes the process easy for college students that are applying to jobs by verifying the student identity and verifying skills. Apart from this the app also includes other features like adding job preferences, salary expectations, adding internship experience, adding certifications, discounted linkedin learning plans, Adding interview experience etc.

On the other side the employers have the ability to view the student profile, Connect with the students, Post the job with the student tag and access to active student profiles.

Are you a college students or fresh graduate, looking for jobs ? Use our app that makes the application process easy by verifying your skills and showing you student specific jobs.
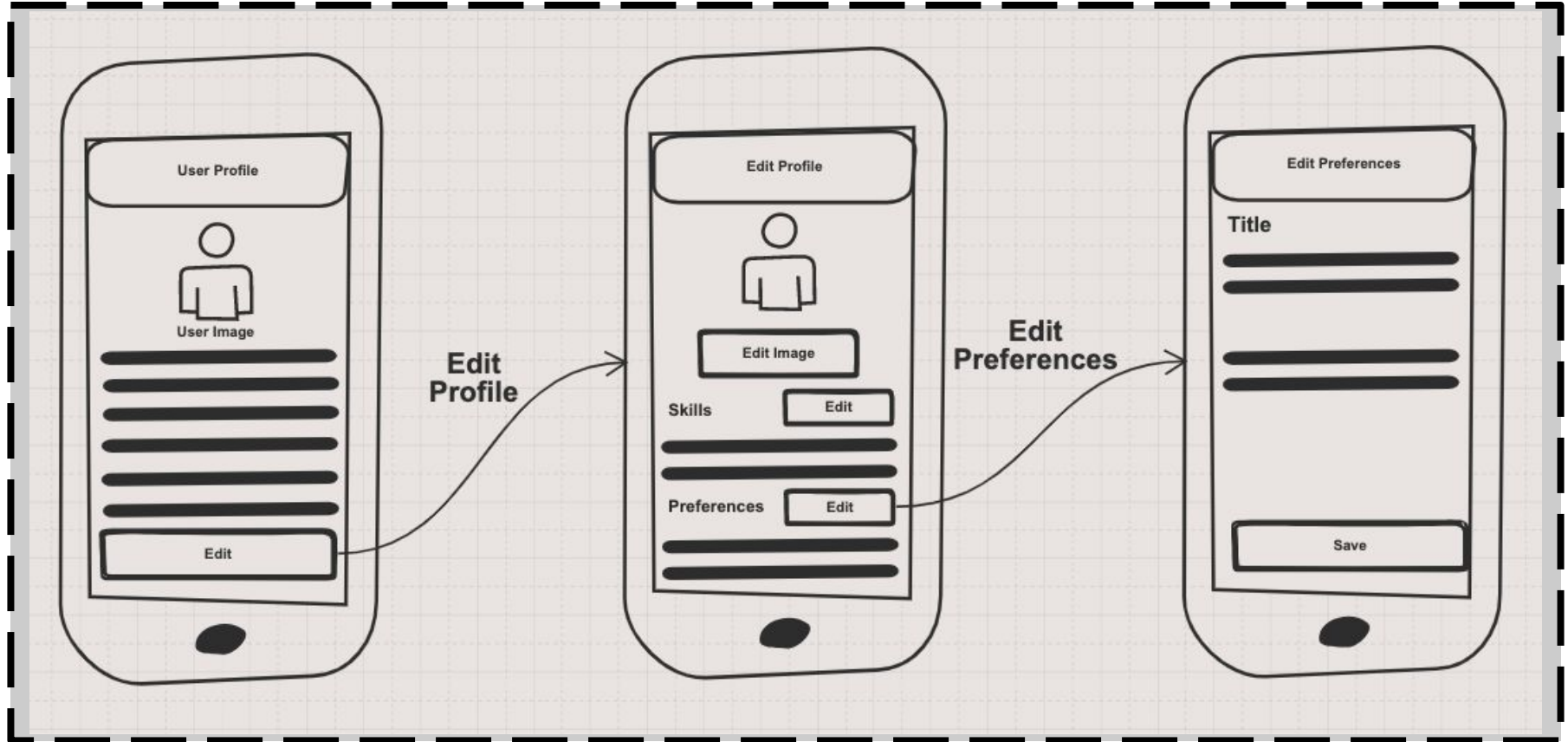
Sketch

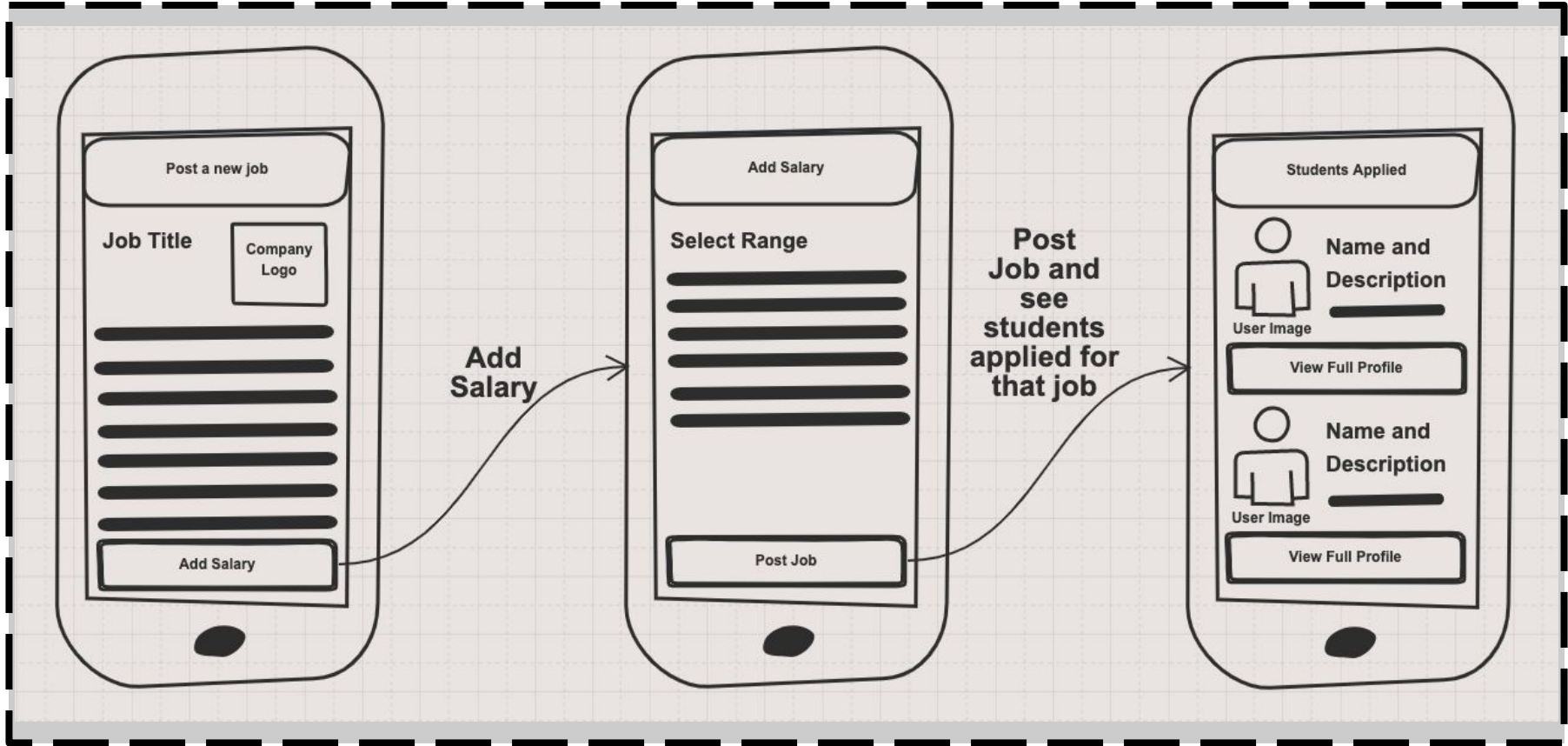Generate tons of ideas, then narrow them down to two in depth solution sketches

8 Sketches
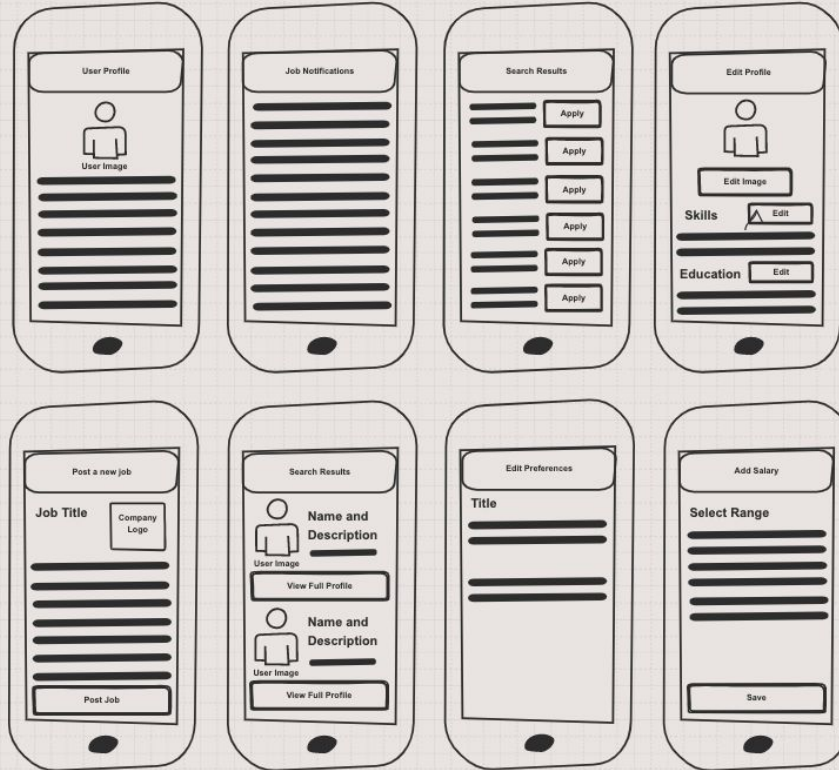
Student Onboarding

Employer posting the job

Decide

Pick the final concept that you develop into a prototype

Decision

Decision	Student Onboarding
Rationale	I have selected this as it will help student to create their account that will be used to apply for student specific jobs. Students can then verify the skills and add their preferences for the jobs.

Prototype

Turn your concept into a realistic, interactive prototype that you will use to validate your assumptions and ideas

Storyboard

SCRIPT   1

Steve was among one of the fresh college graduate and was
not able to get the good job

ACTION

Enter text here...

SCRIPT   2

Steve found the new students App. Download and installs the
app in his phone.

ACTION

Enter text here...

SCRIPT   3

Steve create a new student account and uploaded the
documents needed for account verification

ACTION

Enter text here...

SCRIPT   4

Steve documents gets verified and his account becomes active
and his profile is visible under student category

ACTION

Enter text here...

SCRIPT   5

Steve edit his profile, add skills, verify skills, add preferences,
add salary expectations

ACTION

Enter text here...

SCRIPT   6

Steve apply for the jobs that matches with his profile

ACTION

Enter text here...

SCRIPT   7

Steve get hired in on of the company in which he has applied

ACTION

Enter text here...

Prototype

Description	Students can verify their account and apply to the available jobs.
• High level overview of the prototype • What does it do?	
Assumptions • Any assumptions within the prototype	• User account verification is done instantly • Students Skills and preferences are already added
Tasks • What are the tasks that a user can complete in the prototype?	• User can verify their account • User can explore available jobs • User can apply to jobs • User can verify their profile

https://www.figma.com/file/emh5GSJml84p3KRw78akzu/Product-Manager-Nanodegree-Program?node-id=1%3A5814

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
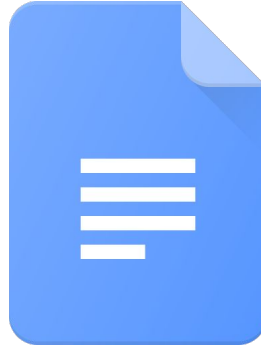
https://docs.google.com/document/d/17gGtML_i9LgCnvme_3hEflyU1d73x1PvECxqoXv60rI

User Testing

Key Findings from Participant 1

What worked well	● Creating an Account
Where participants got stuck	● Verifying skills
Other observations	● After creating an account the user was not able to find an option to edit their profile

User Testing

Key Findings from Participant 2

What worked well	• Verification Process
Where participants got stuck	• Add his preferences
Other observations	• User was not able to check the status of the previously applied jobs.

No notes taken as the interview was not done due to COVID 19

Improvements

Improvement #1	Add a feature to edit the user profile
Rationale	Selected this because user was not able to edit his profile.
Improvement #2	Add a feature to add the user preferences
Rationale	Selected this because user was not able to add his preferences.

Feasibility

	Your Assumptions	Specific feasibility questions
Drawing the UI ● *What data is needed to draw the UI on the screen?* ● *Where is the data coming from*	The open jobs data will come from the current linkedin api with an added filter of student	Can we get the student specific jobs from the current API ?
User generated data ● *Is it stored?* ● *Where/how?* ● *How wll that data be used again?*	The user data will be stored in the main user table but an extra column needs to be added to save the student status	Can we save our users in the main users table without affecting the current linkedin users ?
Latency ● *How quickly should things load?* ● *Are there any operations that might slow down load time (ie: a call to another service)?*	The search results should load in < 3 seconds.	Can we load search results in < 3 seconds by maintaining a cache system ?

Iterate

Leverage learnings from your first two user interviews to make changes to your prototype. Then run another round of user interviews.

Prototype v2

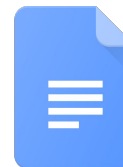|	
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User Testing Round 2

Key Findings from Participant 3

What worked well	● Checking the available jobs
Where participants got stuck	● Check the previously applied jobs dashboard
Other observations	● User was not able to check the status of the previously applied jobs.

Handoff

Updated PRD

https://docs.google.com/document/d/1CwyChilzEsToIBz0v-pZGs5Ruw_0zoSgMxd6Z5Iaqh0