



Link-U

PRD - FINAL

STATUS: **DRAFT**

PM: Jatin Pandya

UX: Pat Pixels

EM: Casey Code DS: Noel Numbers

Background

Problem

Success matrix & Target Market

Key insights and benefits

Goals

Key features & Scope

Background

- 46 million Graduates use LinkedIn worldwide
- A total of 14.6 million college students graduate from each year the world.
- The Project aims to introduce jobs and opportunities to graduates, instead of having trouble struggling and failing to find the right one.

Problem

- Graduates have to search for off-campus opportunities and also through Social Media which isn't much help.
- These Undergrads especially from tier-3 colleges really need this more than we can imagine.
- Students go off campus to look for different opportunities and openings for the hope of getting the right job leads to many harmful outcomes sometimes

Key Benefits:

- Job Finders will be shown those opportunities which are relevant to their

- Profiles.
- Using the best ML models to give the best job search.

Key insights to Users:

- A Special Communication Medium btw seekers and recruiters.
- Partnering with Up-skill Teams from Educational Institutes.

Why does this matter?

“Carrier that stands for you!”

We aim to introduce job opportunities to graduates and Reduce peer pressure from off-campus recruitment.

Success metrics

- No of New Users Registered.
- No of Up-Skill Campus Teams and Student Clubs Collaborations Made.
- “App Store & Play Store Ratings” by users.
- No of Users applied for Paid Subscriptions.

Target Market

- College Up-skill teams and Student Clubs
- Under-Grads & Post-Grads students
- App Store and Socail Media Ads

Goals

An application that will have features like-

- Gather user’s Skills and Interests in is their profile.
- Recommend jobs based on a user’s profile through ML Algos.
- Feature for User to Connect with Professionals, Industry Experts & Fellow Graduates.

Key Features & Scope

| Priority | Feature | Description |
|----------|-------------------|--|
| P0 | Paid Subscription | 1. Upgrading a profile. 2. Offer a free trial for a month . |

| | | |
|----|--|--|
| P1 | Updating and notification of updating user's profile | <ol style="list-style-type: none"> 1. A Progress bar for a perfect profile 2. Notification |
| P2 | Job Feeds | <ol style="list-style-type: none"> 1. Showing perfect sync jobs as per user's profile 2. Using ML algorithms to give best search |
| P3 | Allow users to search for jobs if they are not satisfied with the ones shown to them | <ol style="list-style-type: none"> 1. Having various criteria which the user can use to as filters to search for more jobs |
| P4 | Messaging service | <ol style="list-style-type: none"> 1. You can message your connection . 2. Proper connection message invite to a personalized connection invite. |

Core UX Flow

Prototype

<https://www.figma.com/proto/j7H0TrQPCq98JxOtIZFSzr/Prototyping-in-Figma?node-id=0%3A2&scaling=scale-down>

Team involved

1. **Development:** the development team is whole and sole responsible for making the app and all technical parts.
2. **Product Marketing Manager:** how we will market the product with execution will be taken care by this team
3. **Product designer:** designing part will be taken care by this team
4. **Sales executives:** need a team that can get us leads and make company revenue
5. **Legal:** all legal part will be taken care by this team
6. **Customer Support:** customer support is necessary and important so will be taken care by this team
7. **Quality and Assurance:** quality and assurance check will be taken care by this team

Risks involved

1. **Product testing:**
We will need to maintain a consistently high percentage when it comes to the degree of relevance between the job shortlisted for the user and his skills through our product testing and algorithms
2. **Criteria for searching for more jobs do not align with what the users have in mind:**
 - We are also providing the users the option to search for jobs in case they are not satisfied with the ones shown to them.
3. **Getting the message across to colleges and communities -**

TAM

- 46 million Graduates use LinkedIn worldwide.
- Premium membership at a rate of \$360 per annum (LinkedIn Premium student rates).
- This makes a great deal for our platform in the market and TAM for our platform is increasing day by day as the Growth in job seeking market is increasing → <http://datatopics.worldbank.org/jobs/>

TAM IN NUMBERS [approx]

46 Million Graduates * \$300 per user on avg
= \$13800000000 Million of market -- \$13 Billion

Competitors

What does the competition do?

→ We have 2 main competitors, 'Naukri.com', and 'Angle list'.

| | |
|--|---|
| indeed.com <ul style="list-style-type: none"> ● Indeed is an American worldwide employment-related search engine for job listings launched in November 2004. ● Users are consists of experienced professionals and Industry Experts and Students. | Naukri.com <ul style="list-style-type: none"> ● A platform of job seekers and hiring managers to meet, the services went commercial. ● It obtained some venture capital funding in the year 2000 and has been earning profits since 2002-03. |
|--|---|

Marketing Guide

<https://docs.google.com/document/d/1eyanwYXAQsBm0g1OP8x9Lo6gJCD8Z0u1OL0QhpPp-Ro/edit?usp=sharing>

Training Guide for Sales and Support Team

<https://docs.google.com/document/d/1-slqgMmdXqshRHrDjf1FisK1mFclx1qvWOrrDIR8L9k/edit?usp=sharing>

User Guide

<https://docs.google.com/document/d/1DaqSL0n3wYpZqKzNN86Vusv3xLeMTF5y0APKHjPXfK4/edit?usp=sharing>

Post Launch Email

<https://docs.google.com/document/d/1wLsot0fqmCvRJQ5AMh3N6lp52JBKNpSfxj6sR5JeWjY/edit?usp=sharing>

Testing

As per the data that we received from the team is that,

- Our best strategy is that we are utilizing schools as our promoting channel
- We anticipated that organizations may utilize our foundation and it would require some investment before numbers began to increment, however the development has been a lot quicker than anticipated
- The standard for dependability information shows that the clients bit by bit acknowledge the item and there is no further flood in numbers.

The rate at which people are adopting our product is low, around 33% lower than expected

- We take into account that being a new product in the marketplace, students can be reluctant to try it out or spend money on it
- for solving this trouble we are able to use special technique inclusive of an extended free trial length, in order that customers are satisfied that they'll have enough publicity to the product earlier than they put money into it

A/B Testing for the solution proposed

- Because the adoption rate is low, we would have to talk with the groups and university placement cells, and actually ask them for getting some face to face remarks from the scholars approximately the issues they'll be having, together with asking the registered customers why they're no longer recommending the app to their friends
- addressing the one's worries and allowing the users extended unfastened trial intervals are something I consider will paintings pretty nicely to enhance our scenario.

