

# Link-U

Design Sprint

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**Graduates specially from tier-3 college ones have to search for off campus opportunities and also through Social Media which isn't much helpful. They want Job matches based on their Interests and skills, that job that best matches their profile.**

# Initial PRD



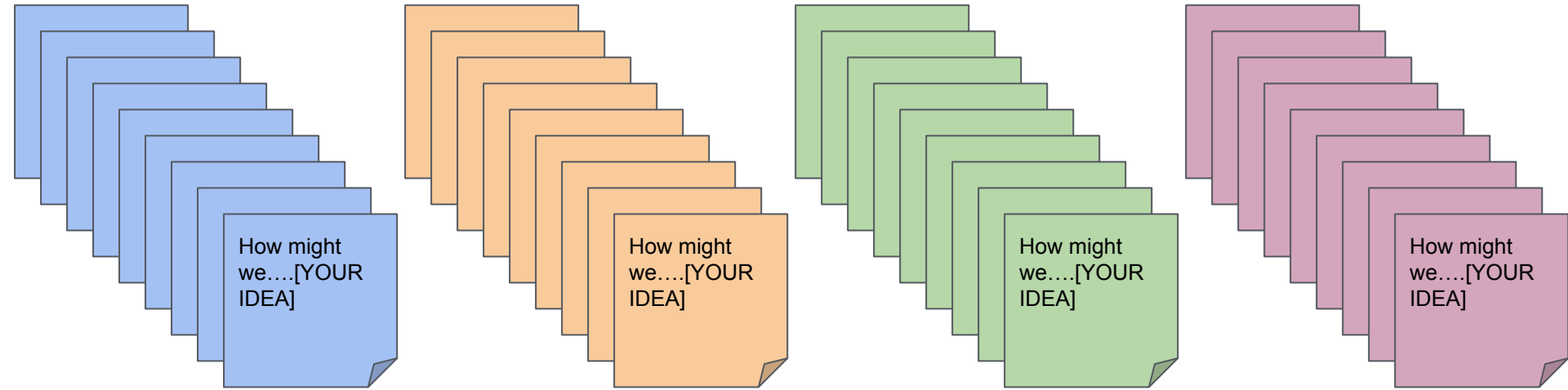
[Link your PRD](#)

# SHARED UNDERSTANDING

USING 'HOW MIGHT WE' EXERCISE

# How Might We

digital stickies to capture ideas.



# HMW Stickers

How might we support grads learn what jobs are really like?

How might we notify users for latest job?

How might we make it easier for any industry to connect to users?

How might we make enhance the results of job search as per user interest?

How might we get increase paid subs ?

How might we incentivise the app by ITS USE?

How might we simplify ON BOARD process?

How might we save application completion time time?.

How might we simplify project layout for users?

How might we contact users to update their skills?

How might we improve recruiter use experience?

How might we make communication between company and grads?

How might we convince the placement cells to accept our product in their college?

How might we collaborate with more clubs?

How might we give swags and support to student clubs

How might we make job search easily?

How might we make it easier to share their community experience?

How might we make sure more acceptance?

How might we notification of relevant openings?

How might we TRADE OFF with more clubs and colleges ?

How might we make app STUDENT OPPORTUNITY FOCUSED?

How might we  
SUPPORT  
Grads to upskill  
them to  
enhance their  
profile?

How might we  
come up with  
a feedbacks  
to help  
applicants in  
process?

How might we  
take reviews  
and ratings  
from  
employers?

How might we  
help grads get  
higher  
packages?

How might we  
help better  
contents in  
applications?

How do we  
help grads  
prioritized  
there intrest?

How might we  
help grads  
assess a  
opportunity?

How might we  
make them  
enhance their  
profile?

## Premium Learning & UpSkill

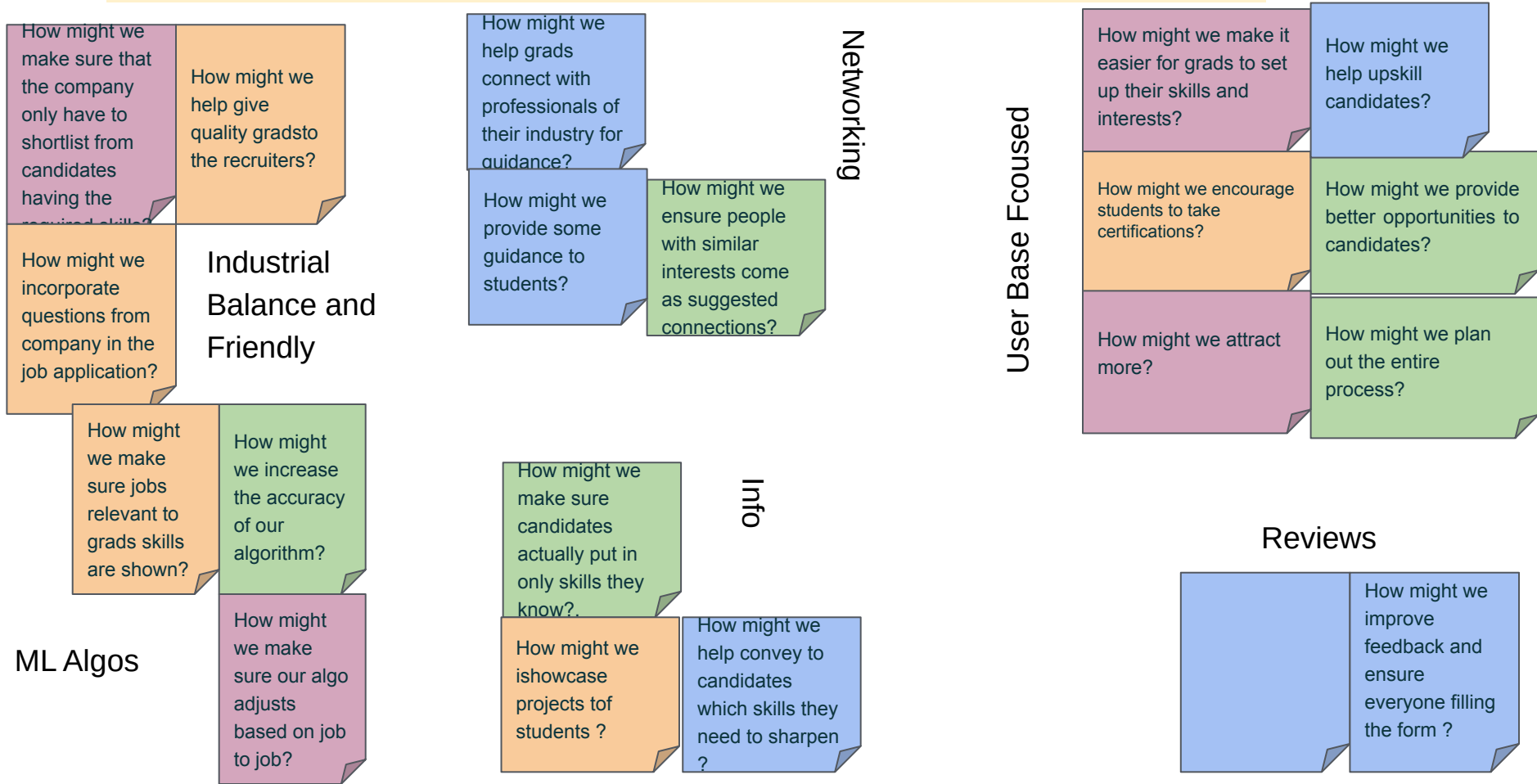
How might we  
get users get  
experience?

How might we  
include  
certification as  
part of our  
app?

How might we  
ensure that  
grads learn  
about new  
tech needs?

How might we  
promote  
research  
amongst  
grads before  
choosing a  
job?

# Relevance of Job Search





How might we make sure inter-college promotions?

How might we reach out to more recruiters and companies?

How might we get communities and clubs to promote us?

How can we incentivize enterprises?

How might we reward people for good behaviors?

How might we identify healthy habits with the most benefit?

How might we connect users with mentors?

How might we connect users from the same schools?

How might we give incentives for referral?

How might we request information from companies?

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

## Interaction and Networking

How might we notify user to check connection requests frequently?

How do we convey people use the app actively?

How might we reduce duplicay in showing jobs?

How might we make networking easier?

How might we allow the user to search n?

How might we encourage people to review our app?

How might we Partner with schools?

How might we help people find a particular employee of a company?

How might we reward users who recommend our app?

# Sprint Focus

Focus	relevance of jobs search
Slide #	Slide No 8
I selected this theme because	<ul style="list-style-type: none"><li>• Most Important</li><li>• Enhance ML models to ensure more better search results</li><li>• Easy to look for potential Jobs</li><li>• Uniqueness</li></ul>

# Define

# Success

	Goals	Signals	Metrics
Satisfaction	Users believe in this platform as they'll get a perfect Job role and opportunity.	Our pools and Feedbacks will help us to track this	Time spend on app , number of clicks and paid subscription.
Changes	By getting constant feedbacks and reviews from users we'll be updating our app and ML algos to give the best Results.	Constant Successful relevance check by our Search Ratings	'Rate of feedback from a single user' 'no of positive reviews'
Consistency	Notify users to keep their user's profile well updated and filled with all relevant info to get best Recommendation.	Renewing subscription, Active onplatform and profile trending and no of connections.	Frequency of profile updation views on the Available Jobs and Search Jobs options
Selection Rate	The rate of the positive outcome when user apply via our platform i.e user selection rate.	Positive reviews by users who applied and call feedbacks from selected one's	'Percentage Increase of user' & 'Reviews from recruiters'

# Link-U

## “Carrier that stands for you!” LinkedIn

- Millions of Grads are looking for jobs out-campus but having a lot of troubles solving it, that's where we comes!
- Our Platform Give users best Job Search based on Their Profile, skills and Interests.
- These ML Algos also help recruiters giving a ease of access to get the perfect applications outta pool for them.
- The perfect Platform for getting your hopes and hustle outcome to a Success.

**Tweet  
Example**

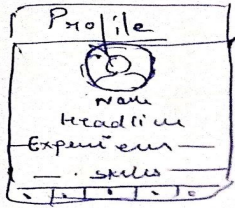


“Stress for your placement? We  
stand for you to overcome this at  
Link-U”

# Sketch

# Sketch

Profile



Name  
Headline  
Experience  
Skills

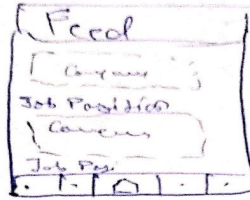
Feed

Company

Job Position

Company

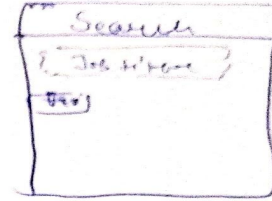
Job Post



Search

Job to find

Find



Filter

Company

Education

Type

Skills



Message

Name

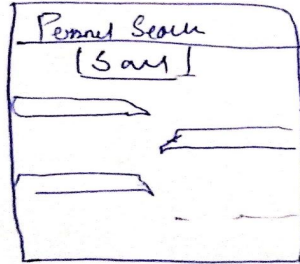
Phone

Name



Personal Search

[Sam]



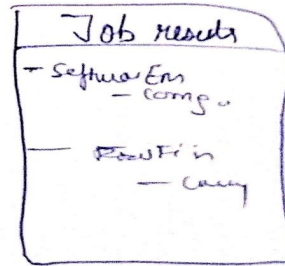
Job results

Software Eng

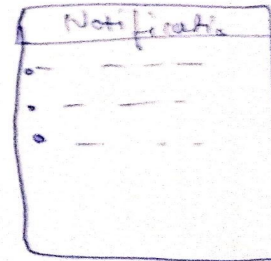
Comp

Position

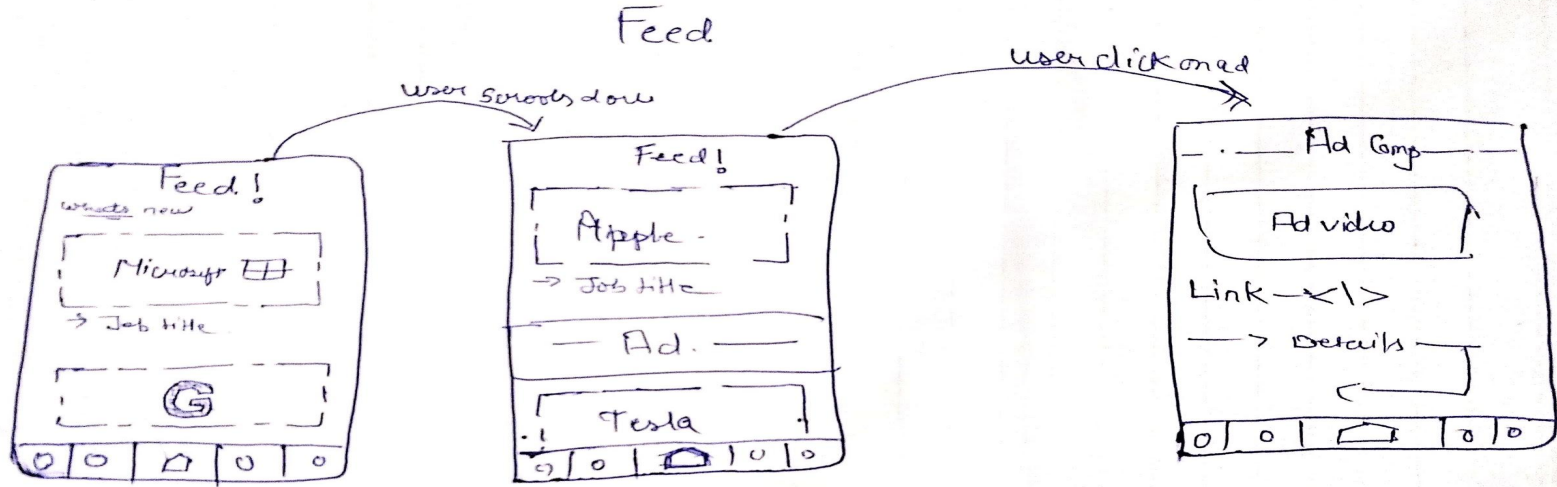
Comp



Notifications



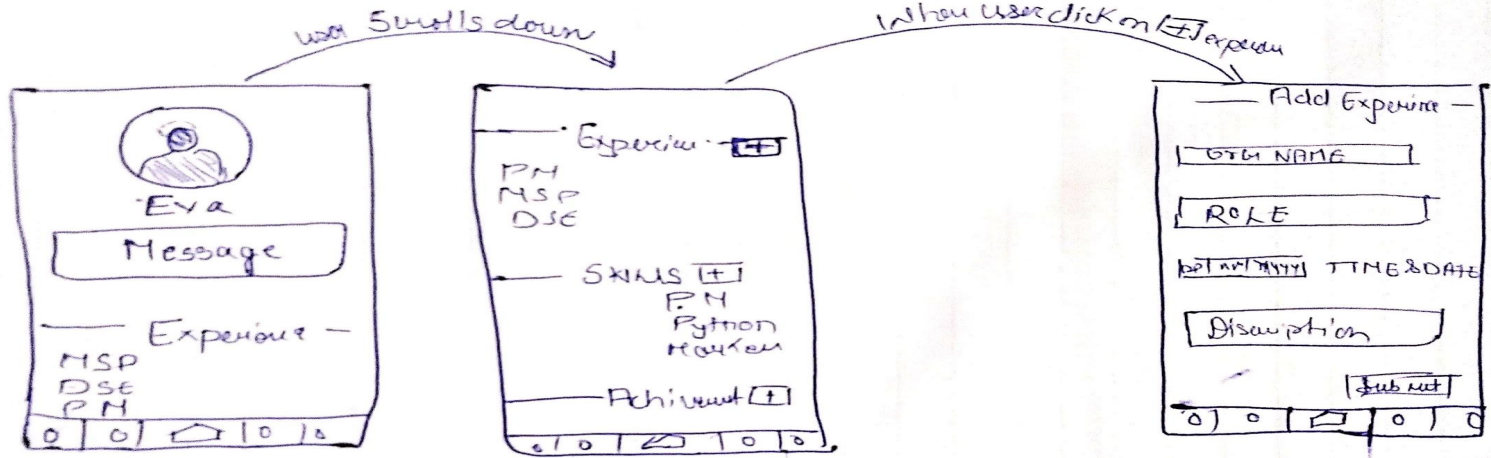
# Feeds





# Profile

## PROFILE



# Decide

# The Final Sketch!

# Decision

**Decision**

**The Feed**

**Rationale**

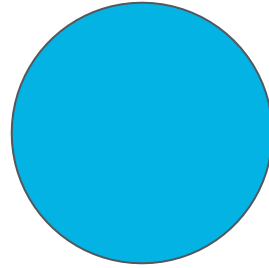
It has easier Search to relevant Jobs and gives the user a decent look with switch very easily btw profiles.  
Its neat and only has relevant information that user actually search for at our platform..

# Prototype

# Storyboard



Link your plot



**PDF link attached to  
the circle**

# Prototype

## Description

- High level overview of the prototype
- What does it do?

The prototype is a platform that provide job opportunity to grads based on their profile.

A user can search the type of jon from the feed section and navigate more jobs.

## Assumptions

- Any assumptions within the prototype

- Users are most likely a under or postgraduate
- User a a job seekers and require most matched job profile.

## Tasks

- What are the tasks that a user can complete in the prototype?

- Register
- Input of skills and Experience
- Best Jobs in Feeds
- Search For a job.
- Can follow and message like minded individuals and professionals.



[Link your prototype](#)

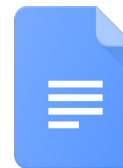
# Validate



# Plan and recruit for research



# User Testing



Link your  
notes

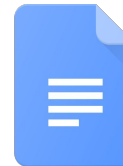


Link your audio  
recording

## Key Findings from Participant 1

What worked well	User Interface and Product Potential
Where participants got stuck	<ul style="list-style-type: none"><li>• User Feel Addition of more criterion to the profile will help to stand out from others e.g Achievements section.</li><li>• Lacks and needed more personalized fields in the profile section.</li></ul>
Other observations	<ul style="list-style-type: none"><li>• Compared to LinkedIn and said have the potential to stand out in the student community.</li><li>• The most liked feature is the feed section give opportunities</li></ul>

# User Testing



Link your  
notes



Link your audio  
recording

## Key Findings from Participant 2

<b>What worked well</b>	User Interface and Design
<b>Where participants got stuck</b>	<ul style="list-style-type: none"><li>• Better filter needs for searching for jobs</li><li>• Should Notify user to update the profile on a more often basis</li></ul>
<b>Other observations</b>	<ul style="list-style-type: none"><li>• Attractive Tabs and looks</li><li>• Overall thinks have a good future in the market to stand out.</li></ul>

# Improvements

## Improvement #1

*User Feel Addition of more criterion to the profile will help to stand out from others e.g Achievements section.*

Rationale

Noticed that candidates need to show more about themselves to stand out in application process.

## Improvement #2

*Should Notify user to update the profile on a more often basis*

Rationale

*Better filter needs in searching for jobs*

# Feasibility

	Your Assumptions	Specific feasibility questions
<b>Drawing the UI</b> <ul style="list-style-type: none"><li>• <i>What data is needed to draw the UI on the screen?</i></li><li>• <i>Where is the data coming from</i></li></ul>	<ul style="list-style-type: none"><li>- User Profile.</li><li>- More enterprise originated Jobs</li></ul>	Accuracy of a recommended job if user profile isn't updated  Authentication of the given skill?
<b>User generated data</b> <ul style="list-style-type: none"><li>• <i>Is it stored?</i></li><li>• <i>Where/how?</i></li><li>• <i>How will that data be used again?</i></li></ul>	User data stored and updated more often. Cloud storage. Data will be used to get better job matches	How much data can be taken from a single user to update hold?
<b>Latency</b> <ul style="list-style-type: none"><li>• <i>How quickly should things load?</i></li><li>• <i>Are there any operations that might slow down load time (ie: a call to another service)?</i></li></ul>	Sorting of jobs as per our algorithm may take time	Will the matching algorithms be fast enough?

# Iterate

Taking points from first 2 interview and incorporating them and then making other prototype

# Prototype v2

## Description

- High level overview of the prototype
- What does it do?

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## Assumptions

- Any assumptions within the prototype

- Users are most likely a under or postgraduate
- User a a job seekers and require most matched job profile.

## Tasks

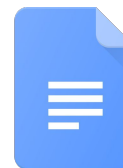
- What are the tasks that a user can complete in the prototype?

- Register
- Input of skills and Experience
- Best Jobs in Feeds
- Search For a job.
- Can follow and message like minded individuals and professionals.



[Link your prototype](#)

# User Testing Round 2



Link your  
notes



Link your audio  
recording

## Key Findings from Participant 3

What worked well	Interface and More Personalised Profile
Where participants got stuck	<i>Better than before with fixed bugs and not lack anything to start</i>
Other observations	<ul style="list-style-type: none"><li>• Better Results</li><li>• Better Interface</li><li>• Great Potential</li></ul>



# Handoff

# Updated PRD



Link your PRD