User Guide

Background:

Today, college graduates like yourself are less likely to be in the labor force or employed than their predecessors. According to a University of Washington study, roughly 53% of recent graduates either are unemployed or underemployed. On the other hand, the process is taking longer, it takes 21 to 80 job applications to get one job offer, on average.

We at Linkedin believe that graduates today can use more support because the job matching industry is inherently fractured. We strongly believe that we can give you the strongest chance in finding and discovering your best work and potentially open up more avenues that you never thought were possible.

We have built an app from the ground up, one that is designed around you and your needs.

Product Goals: We are introducing curated jobs that are personalized to our users and tik-tok inspired feeds (an experience that they are already familiar with) to help them better discover job opportunities that are based on their interests. Along the way redefining how work is found in the first place. As we have the largest database of graduate jobs and the most active professional network on the internet, we believe that we can create value by connecting these talents with opportunities at scale.

Details:

1	Questionnaire	To help kick things off we invite new users through a 4 part onboarding process consisting of a questionnaire where you can select categories about you and interests - Their University - Their specializations - Their passions - Values & Culture These will help tailor recommendations to your preferences. This allows the app to develop an initial job feed, and it will start to polish recommendations based on your interactions with an early set of job posts..
2	Tiktok Styled Job Feed	For users who don't respond to any of the categories, we start by offering you a generalized feed of popular job posts to get the ball rolling. Your first set of likes, comments, and interactions will initiate an early round of recommendations as the system begins to learn more about your content tastes.

		To find out more of what you're interested in
		Every new interaction helps the system learn about your interests and suggest content – so the best way to curate your For You feed is to simply use and enjoy the app. Over time, your For You feed should increasingly be able to surface recommendations that are relevant to your interests.
		Your For You feed isn't only shaped by your engagement through the feed itself. When you decide to follow some companies, for example, that action will help refine your recommendations too, as will exploring hashtags, trending industries, jobs on the Discover tab. All of these are ways to tailor your experience and invite new job opportunities into your feed.
3	Recommended Job List	At any point in time, you can hit on the Recommend Me button, and you will be presented with a personalized, curated recommended job list based on the outputs from the recommendation engine. It uses the inputs and interactions from the questionnaire and job feed to train the algorithm for suggestions.

Known issues with the product:

Issue 1: Without completing the questionnaire, users may find that the recommended job list may not be relevant.

Resolution 1: The completion of the questionnaire will be highly recommended. This allows the app to develop an initial feed, and it will start to polish recommendations based on your interactions with an early set of job posts. For users who don't complete the questionnaires, the app starts by offering you a generalized feed of popular jobs to get the ball rolling. Your first set of likes, comments, and save-to-list will initiate an early round of recommendations as the system begins to learn more about your content tastes. Over time, your job feed should increasingly be able to surface recommendations that are relevant to your interests.

Issue 2: Lack of offline mode

Resolution 2: The job feed will stop suggesting roles if the phone is not connected over the internet. However, the recommended job list will show the user the list that was last recommended. They will still be able to see the jobs but apply to the jobs that will not be available until there is an internet connection. Offline mode is something the team is working on, so please stay tuned by following us on any of our social media pages for the latest updates.

Link to Mocks: Figma