



# First LinkedIn

PRD

PM: Vincent Lee  
UX: Pat Pixels  
EM: Casey Code  
DS: Noel Numbers

STATUS: **DRAFT**

[Background](#)

[Problem](#)

[Goals](#)

[Success Metrics](#)

[Key Features & Scope](#)

[Core UX Flow](#)

## Background

Today, college graduates today 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.

With signs of the COVID-19 pandemic ending, we have experienced a wave of resignation dubbed "The Great Resignation" with record numbers of people leaving their jobs, leading to record number of open positions in the USA.

## Problem

From these observations, we at LinkedIn believe that the job matching market today is not very efficient, in fact, it is fractured. The cost (time, money) required to find a match between enterprises and candidates is increasing. Both candidates and Enterprises can benefit from better matching and recommendations.

We strongly believe that LinkedIn has a part to play in giving our graduates who are the future backbone of the economy the strongest chance in finding and discovering work that are suitable for them and their competences.

**Insights:** For the graduate applicant, they are applying to work either through alumni networks, searching up a company or through keyword search, they can definitely stand to gain from expanding their opportunities beyond such means. In addition, the Great Resignation has

shown that money is not everything anymore, purposeful work that aligns with the employee's values (why) and quality of life (how - work flexibility) are beginning to count as well.

## Goals

- Increase percentage labor force participation amongst App Users vs Industry
- Average Time to Placement (Industry ~3-6 months)
- Number of Applications per User vs Control Group
- Applications per average corporate job opening
- Widen the job opportunities to users based on personalization

## Key Features

Priority	Feature	Description
P0	Register / Login Function	The system must allow users to log into their account on mobile by entering their email and password or google/facebook/apple accounts Otherwise, the system must allow users to register a new account with their full name, email and password or google/facebook/apple accounts
P0	Questionnaire	Users can be guided through a 4 part onboarding process consisting of a questionnaire that is a mixed multiple choice questions: <ul style="list-style-type: none"><li>- Their University</li><li>- Their specializations</li><li>- Their passions</li><li>- Values &amp; Culture</li></ul>
P1	Tiktok Styled Job Feed	Based on the initial user inputs from the questionnaire, they will be presented jobs that match their preferences, at this point, they are not refined yet but based on the implicit and explicit information that users provide the app, it will inform what job posts they might see in the future.
P0	Recommended Job List	Users 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.
P2	Resume Builder	Users will be provided a structure to build up a resume, it is divided into sections: <ul style="list-style-type: none"><li>- Core (Education, Experience, Skills)</li></ul>

		<ul style="list-style-type: none"> <li>- Recommended (Featured, Certifications, Courses, Recommendations)</li> <li>- Additional (Volunteer work, publications, test scores, languages, etc)</li> </ul>
P3	Upload CV	Ability for the user to upload their CV (pdf, doc, txt) and the program will read the files and distinguish different sections and their contents to autofill the structure of the resume builder for fast, simple document processing
P2	Applying for a Job	Users can apply to jobs directly on the app without going to the job portal of the hiring company. Notification/Success Screen to show users that they have submitted to a job post
P0	Basic Functions / Notifications	Development of the main Home page, discover, inbox, profile page and their respective landing pages Users should have reminders/prompts about the deadline for applications. It should be remembered that the phone is a means of distraction and will compete with many other apps
P1	Company Profile	Hiring companies can set up their own specific profile page. Sections can include their company website link, size of company, type of company, revenue related information, FAQs sections, videos, images, etc. General information for users to learn more about the organization

## Success Metrics

Success Metrics	Goals	Signals	Metrics
Happiness	Finding a Job that fits the user's competence and interest Reduce stress and uncertainty during Job Search	App Store Rating  Track scores from Net Promoter Score (NPS) survey	App Store Rating above 4.5  NPS score 8+

Engagement	Completion of the Skills Finder Module Applied to Jobs # of courses completed (work prep)	Job Postings Clicked Signups for Courses Start Skills Finder	Average Time Spent # of applications per user # of courses completed per user # of users (Skills Finder Module) # of users who applied for <1 job # of users who completed <1 course (work prep)
Adoption	Share with Friends Download App	Referrals App Store Downloads	Referral Signup Rate Number of Downloads per week App Store Downloads
Retention	Return users	Relaunched app on a weekly basis	Weekly Active Users (WAUs) Avg app launches per week
Task Success	Complete Skills Finder Complete prep courses Apply to jobs	# of Jobs saved # of Applications Start Course Start Application	Minimize # of jobs that were saved but not applied to Minimize # of courses that were started but not completed Maximize completion rates to Skills Finder in first 24h from downloading app

## Target Market

- Graduating college students
- College universities
- Employing enterprises, companies

## Core UX Flow (*optional*)

[Link to Figma](#)

## Total Addressable Market (TAM)

From Statista, Staffing industry market size (Place & Search) in USA in 2021 - 14.5 billion USD

Assumption: 1/10 jobs are for graduates

TAM =  $1/10 \times 14.5 \text{ b} = 1.45\text{b}$

## Competitors

### ZipRecruiter

- ZipRecruiter started as a way to help small businesses find great candidates has grown into a leading online employment marketplace that connects millions of job seekers with companies of all sizes
- They have over 2.8 million businesses and 110 million job seekers
- Users can input on the app what type of job they are looking for, such as the job title and keywords, and then let it do the rest! In addition, it tells you when your job application is viewed.
- Simple, one click applications and ability to search for jobs in one place
- Top rated job search app on iOS

### Indeed

- Indeed is the #1 job site in the world with over 250 million unique visitors every month<sup>10</sup>.
  - Largest repository of jobs (16 million)
- Indeed strives to put job seekers first, giving them free access to search for jobs, post resumes, and research companies.
- Indeed.com provides information relating to the job such as salary data, ratings and reviews of companies

## Acquisition Channel Strategy

Channels	Description	Explanation of why channel was chosen
Social Media such as Instagram, Twitter and Tiktok	Social Media are online platforms that help you to interact more with users and also showcase your product better	Social Media is chosen because it is a great way to drive traffic and awareness of your product and also create a better online presence for your product. In addition, a majority of students today are on at least 1 form of social media, this will help in reaching out to the right target audience
Influencer Marketing	Influencers are individuals who are popular with your target market and drive sales for your business by sharing their experience using your product or service. They can be individuals or groups who have expert-level knowledge or a wide	Influencer marketing is chosen because we wish to mimic the strong connection that comes from direct recommendation from a friend. Using the high trust that the influencer has developed with their followers/community, we believe that it will be highly effective. In our case, we plan to reach out to student influencers to market the use of our app, this form of acquisition makes it very relatable and

	social reach in your target market	the influencers could also show users a demo on how the app works as well
--	------------------------------------	---

## Pricing Strategy

### Users:

Promotion: First 6 months subscription package of 49.99 USD for anyone signing up at launch

After promotion: 29.99 USD/month

App will launch in USA first

- 51% of US College Graduates use LinkedIn
- 4 million or 18% of all college students graduate each year.

Terminal Goal after 3 years = 51% of market (1-3 year goal = 30, 35, 51%)

Number of potential users in the market = ~2m users

Premium membership 1 year = 29.99 USD \* 12 = ~360 USD/year

Revenue Goal = 360 USD \* 2m = 720m USD

### Enterprises:


First 6 months:

- Free to list unlimited number of jobs at the same time

After 6 months:

- Promoted Job Posts
  - Cost-per-click
    - The cost of each click is determined by an algorithm that looks at where your job is located and how many competing, similarly titled posts have been created within that market.
    - Calculate the cost of each click (clicks and views are one in the same) by dividing the total spend amount by the number of views the job has received. All this information can be found on the job details page.

## Marketing Guide

 Product Launch Marketing Guide

## Pre-Launch Checklist

### Sales

- Reach out to enterprises and startups to give a detailed explanation about the app and get them onboarded with graduate jobs on the platform
- Guidance to Sales on how to sell our solutions (Sales Guide)

### Customer Service

- To help with student users questions and issues (Customer Support Guide)
- Help center information and articles
- To help with recruiting teams from enterprises with any questions and issues

### Technical writers

- To write release notes for the App Store
- To write blogs and content creation

### Legal

- To review our TOS (terms of service), our privacy data storage and all legal items
- To review Data Sensitivity
- Flag any concerns if consumer data is used

### QA

- Testing must be completed
- All the bugs are reviewed and assessed.
- No P0 or P1 issues are left.

### Marketing

- Prepared blog posts and marketing plan

### Engineering

- To have a dedicated person on call for the day of the release.
- To have all the metrics and monitors in place.

### Leadership

- To review the project and give approval before the launch.

### Risk factor:

- Engineering - If the system can scale to handle the launch if the sign ups exceeds expectations
- Testing - Make sure all the workflows work as expected with no P0 issues
- Rollback Plan - Design a rollback plan
- Support Team - the team will be ready for any calls or email case for help

- Marketing - the ad campaigns reach the appropriate audience

## Mitigation Plan:

- Engineering to make sure the resources are scalable and be handle 3x the expected sign-ups
- Testing every workflow with the QA team before launch
- Work with Engineering on any roll back plans
- Make sure that the Support Team is adequately resourced and prepared to handle a spike in call/support volumes
- Work with the Marketing Team to ensure the ad campaigns and messaging appeal to the audience and are set up in places/campus where students and graduates are congregating.

## Training Guide for Sales and Customer Support

☰ Training Guide for Sales and Customer Support

## User Guide

☰ Product Launch User Guide Template

## Launch Email

☰ Product Launch Email

## Post Launch

Field Feedback: After launching your product, you notice that the adoption rate is lower than you expected (about 35%). How would you investigate the reasons and suggest potential solutions?

Week	App Downloads	Active users	Active/DL	WoW increase
1	1,000	200	20%	
2	5,000	1,000	20%	500%
3	7,500	1,500	20%	50%
4	10,000	2,000	20%	33%



5	15,000	3,000	20%	50%
---	--------	-------	-----	-----

It appears that there has been no change in active users/app downloads; this shows that the retention could be an issue. A sustained lack of activity is generally accepted as a sign that a user has lost interest in an app. The team has to understand when and why users are dropping off.

After understanding in-app data, we found that many users were dropping off at the questionnaire and applying to jobs page.

First, on the questionnaire, in particular in the question of university where they study. After conducting some user interviews, we learnt that this was a sensitive question especially if users were not from ivy league schools. Some of them mentioned that they felt discriminated against which made them lose interest.

Next, the team looked into the user journey and found that many dropped off at the resume builder. We believe that the task was a little overwhelming for the users.

### **Proposed Solution**

To both issues, the team believes that by dropping the question of university and introducing a resume uploader/parser, it will increase the adoption rate. For A/B testing, the product team decided to focus on the 1st part.

### **A/B Test Groups:**

- Control group (A): Existing experience
- Test Group (B): Users will not be presented the university question during the onboarding

### **Metrics:**

- % of people who completed questionnaire
- Active Users (A/B Test Groups)

### **Hypothesis:**

Users in the Test Group who will not be presented with the university question will have higher adoption and become more active.