LinkedIn Student

Developing the product

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Getting Started

Create Project Blueprint

 A product launch is not just about deploying a beautifully designed,built and thoroughly tested feature. Your company needs to be equally prepared if not more to support every possible customer interaction associated with the product (e.g landing on your company website to learn more about the new feature)

Create a coordination activities map

Project-specific coordination activities map - [Link](#).

	A	C	D	E	F
1	**Purpose** *Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature*	**Who is the task owner?** *Does the following to finish task:* *1. Schedule and run meetings* *2. Gather feedback and share updates* *3. Follow-up with stakeholders*	**Whose involvement is needed to accomplish the task ?** *Please select one from the drop-down list of your identified stakeholders*	**What is their role?** *Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only*	**By when, does the task need to be completed?** *Select milestone keeping in mind nature of the task, downstream effects of delaying task*
2	**Evangelize internally**	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Set a target week
3			Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)	
4			Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
5			Scrum Team	Scrum Team (Involved directly in product development efforts)	
6	**Involve legal and compliance**	Product Manager	Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Set a target week
7			Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's sprint 1 starts
8	**Incorporate stakeholders feedback**	Product Manager	Product Designer	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts

Plan for Sprint Meeting

As a PM, it is important to stay ahead of your scrum team and be prepared for every upcoming sprint by having a target goal defined with prioritized backlog for team to start costing and breaking down the tasks

Sprint Planning Meeting Preparation

Sprint Goal	
Enable the Student user to access the new feature to view information and profile of a company, to understand the type of work and be able to apply for the particular job position.	
Sprint Backlog (list the prioritized **user-stories** from the product backlog)	
1	As a Student, I want to know about the best offered jobs of my interest so that I can apply for the same.
2	As a Student, I want to get more details like salary provided for the company, reviews about a company so that I can pursue the best suitable one for me.
3	As a Student, I want to know more about my dream company and see what they have to offer so that I will not lose a chance to apply for the job.
4	As a Student, I want to get more detailed information on type of work linked with the job position so that I can differentiate between the jobs been offered at the same time with similar roles.
5	As a Student, I want to follow some of the companies so that I am able to get regular updates about the jobs been offered.
Sprint Prioritization Logic	

- Fully Functional Deliverable at the end of this sprint, where this feature can be tested from first print onwards
- API Integration part which is considered to be riskier can be done in early stages since it may requires multiple sprints

User Story 1

User Story	As a Student, I want to know about the best offered jobs of my interest so that I can apply for the same.
Design	(Screen 4) - Link to the prototype : here
Acceptance Criteria	- A logged in user can find the newly added feature after one clicks "Look for Job" button on profile page in the form of different cards - The page will continue to be mobile responsive and ADA compliant - Different cards can be seen by swiping to the left where each one shows different jobs having the role of one's best interest
Assumptions	- App is made accessible in US only and the MVP will be launched in English only - Since LinkedIn Student app is ADA compliant and mobile responsive, engineering teams build all the features to be compatible with these requirements

User Story 2

User Story	As a Student, I want to get more details like salary provided for the company, reviews about a company and also the type of work linked so that I can pursue the best suitable one for me.
Design	(Screen 5) Link to the prototype - here
Acceptance Criteria	- A logged in user can find the newly added feature after one clicks "Learn more" button on different cards been shown - The page will continue to be mobile responsive and ADA compliant - One can scroll down to get to know more about the company i.e Get the details such as salary, reviews, work description etc. - Also can move to company's profile and follow their account.
Assumptions	- App is made accessible in US only and the MVP will be launched in English only - Since LinkedIn Student app is ADA compliant and mobile responsive, engineering teams build all the features to be compatible with these requirements

Decoding API Documentation

As a PM, you will collaborate with the engineering team and provide guidance that heavily influences their development approach. When a product requires an API integration, sometimes PM need to be "technical enough" to understand the following to refine the solution with designer and development team

- what information is available via the API
- how is it available
- possible pricing impact

LinkedIn Student

Based on the API documentation how would you update your solution and design?	- We can use inline filters and LinkedIn's unique nested domain structure to explore details about the job and the hiring company - For defining the skill set and experience on the job card, no need to show it to users as the job is been recommended to them i.e It will automatically detect the skills acquired by them from their profile page - Location and Expiration Date must be mentioned on particular job cards
Based on your high-level understanding of the API documentation, are there any details that you want to discuss with engineering to refine solution and/or determine feasibility	- Can we employ negotiated cache system scheme other that implicit or explicit as it can help the user as well in search for a particular job at one time and if he/she wants to explore another area than can be shown jobs related to that specific domain? - Can we add a middleware to the system so that direct relation between customer and server can be made a lot more easier and faster? - For the future , can we identify and list the missing skills as well for a job that has a somewhat of strong fit (i.e 50% of skills matched)?

Re-prioritize Sprint Backlog

As a PM, unexpected issues and new feature requests will require you to triage them efficiently and re-prioritize the sprint backlog without impacting the roadmap deliverables significantly

Issue 1: Landing Page loading too slow

Determine impact and criticality to prioritize issue	• The impact of degraded user experience on other primary KPIs such as bounce rate and % time spent by daily active users is declining by more than 25% facing the same issue, therefore marked "critical" • Reported issue is happening on production (taking almost 38% more time to load) • Reported issue comes into consideration at every signup, not only for first-time users • Since the reach of the impact and severity of a degraded experience is significant, this issue needs to be fixed immediately as the highest priority
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	• Introduce a ticket for the same in the current sprint and assign particular members • Increasing score points of the issue so that everyone's first thing is to resolve this issue • Increasing the priority to "Top" list
Would you take additional steps ?	• Make sure the issue is resolved within few hours • Coordinate with the development to understand how did the issue escape verification process to identify the corrective measures • Pass on the information about the progress to customer service and QA teams and get the current feedbacks

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue	• The impact of degraded user experience on other primary KPIs such as bounce rate and % time spent by daily active users is declining by more than 5% facing the same issue, therefore marked "High" • Reported issue comes into consideration when any user clicks on "edit my profile", the page been accessed by 2% of the users per day • Approximately 4% of new users have reported about the same issue • Since the issue is isolated(as reported) and user can still submit the page, it will be left in product backlog
Next Steps use ticketing tool (JIRA), and communication channel (Slack)	• Introduce a ticket for the same in the current sprint with the essentials • Share analysis in the ticket (lower priority -3) • Not prioritized in the sprint backlog • Remind the issue reporter to add screenshots to expedite triaging

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	- Conduct the initial assessment i.e. "send email to reset the password" to confirm that impact is beyond internet tool. Since the impact is significant and block users from logging in successfully - Impact on other user activities is also critical such as % time spent by daily user, etc. - Since the reach of the impact and severity of a degraded experience is significant, this issue needs to be fixed immediately as the highest priority - Raise the visibility of the issue with relevant stakeholders by adding them to the ticket
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	- Introduce a ticket for the same in the current sprint and assign particular members - Increasing score points of the issue so that everyone's first thing is to resolve this issue - Marked as "hotfix" and its the top of the sprint backlog
Sample Email Response	This issue has been reported to the developers team and will be the top priority of the team till it been resolved. Till then a header message will be made available who clicks on "send email to reset the password" which states that " Please try after some time", so to decrease the panic among them. Also this will lead to decrease in call volume, till then report with any other particular issues been faced. I have included you in the ticket to be notified of the status as well.

Handle Potentially Difficult Situations

As a PM, you will be faced with many unexpected situations where you have to make a decision or push back while managing competing priorities from stakeholders and tackling issues that could potentially affect your product launch

Respond to CEO or GM's request via email

Assessment and result	• Pass on the information to the team and tell them to work faster in order to complete the app feature within the deadline • Taking inputs from QA team and notifying or adding bugs in the backlogs of the sprint • Try to built the feature as much as stable and close to 100% implementation
Sample Email Response	Duly noted, Sir. The team is deploying changes to the QA environment frequently to verify the completed tickets and bug fixes. The product feature is 65% completed till now, we will make sure to make it to 100% in next 2 days in accordance with QA team as well. After it will be fully tested, stable and functional features are deployed, I will be sharing QA environment details to login and a demo video as well. Will keep you updated on the same.

Step-in and guide the scrum team at stand up

Video Response	Share the link to your video here - <u>link</u> (If video didn't function properly, attached video-1 is the alternative available in the submitted folder)

Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	- Pass on the information to the team and get their feedback - Tell the on-hold team members to start with the work who were dependent on the testing phase of previous part - Reordering of score points to unblock the dependent tasks
Since the QA team member is shared across multiple projects, how would you coordinate with other PMs to de-risk your project and raise appropriate visibility ?	- Fix a meeting immediately based on suggested time given by all PMs - Make a proper document highlighting the issue arises and its importance to be solved asap - Taking in consideration every aspect of their feature been made and deadlines - Prioritising the tasks at its best so that everyone get benefits in their own way
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	Head of the product, Cross-functional stakeholders, Technical PMs
	- If able to negotiate, will make certain changes in the score points of tickets according to what have been finalised and passing on info. to the team - If not able to negotiate, will pass on the info. To cross-functional stakeholders as to hold the activities concerning their feature and will make sure the issue get resolved asap.

How would you handle stakeholder feedback?

Feedback Assessment	- Have you reviewed in-app notification part? - Push notifications for new users doesn't seem to add up any value or in other way make them call the app - "scam", if you see this as an other opportunity, please share. - Have you considered the customer acquisition rate and avg. amount of time one spend on app and how often one opens the app per day?
Video Response	Share the link to your video here - link (If video didn't function properly, attached video-2 is the alternative available in the submitted folder)