# LinkedIn Student
## PRD

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STATUS: DRAFT

## Background

LinkedIn is recognized for is being an online resume — it's a social network that most professionals understand how to take advantage of. But what about those who aren't working yet, specifically college students who are about to graduate but have no idea what they want to do afterwards?

- This brand new app helps you discover jobs that are a best fit for graduates with your major, companies that tend to hire from your school and the careers paths of recent alumni with similar degrees.

## Problem

It's a question that some students face as they are starting out: What job can I get with my major? LinkedIn saw this problem and has developed LinkedIn Students, an app that gives you a starting point for exploring the first stage of your professional career.

- The app highlights companies and job titles that might be suitable, based on what school you attend and the area you're majoring in. Students can also get started building their network, as LinkedIn Students lists any alumni that work at each recommended company.

## Goals

To land students in the job position of their interest and showing them the opportunities for the same, increase in users over time and getting positive feedback from current users.

## Success Metrics

- Success of the app will purely be based on increasing the number of users by a specific amount let's say 10 everyday after launch in a particular area and getting the positive feedback from current users.

- Students should undertake new courses and are able to find their next job easily.

- Students are able to connect with alumnis of similar interests who can guide them in their learning path.

## Key Features & Scope

**P0 Features:**

These features hold the most importance in the app as it lays the foundation for a user to build one's profile and select the job of interest, includes:

- Sign up with a unique mobile number, gmail-id or facebook-id and provide information about their school, major etc.
- Building up one profile by adding information regarding one's achievements, experiences and skill set.
- Job preferences based on interests on top of the list.
- More details about the company must be showcased.

**P1 Features:**

These features are not so important for basic functioning or align with the goal but they play a significant role in retaining user to make best use of app, includes:

- Connecting with alumni having similar roles and interests.
- Mentorship provided to follow a particular learning path in order to land in a job position of interest.

## Target Market

- Students of age between 16-24 who are soon-to-be-graduates or have recently graduated to find jobs of their best interest.

Core UX Flow

**Link to Prototype:**

https://www.figma.com/file/KZ9Lz5DJtGGUs4F3Yianno/LinkedIn-Student?node-id=0%3A1

Total Addressable Market

**Market Size:**

- In 2019, approximately 3.9 million students graduated with a college degree in the US.
- 2029 enrollment projections include 14.8 million in public institutions and 5.22 million in private institutions and 4 million degrees conferred in 2028-2029.
- 46 million students and recent college graduates on LinkedIn. (source)

(Data gathered from this link)

- This huge size of market is being served with the idea of this app and more than 40 millions students who are currently on LinkedIn will sign up and this number will grow more as well.

The total addressable market for hiring knowledge workers is $400 billion and the segment of that -- paying agencies to hire engineers, project managers, data scientists, etc. -- is $80 billion to $100 billion.

Competitors

(link to the document)

Acquisition Channels

## Viral marketing

This is a process where your current customers bring you new ones without you spending additional money on advertising or marketing. It can happen in many ways:

- Word of mouth,
- Inherent virality (Facebook's users need other users to join in),
- Collaboration ( Trello ),
- Communication( Slack ),
- Incentives ( Dropbox offering more storage space through referral)
- Embedding ( Disqus , the comments system for websites)

This channel is most helpful as students can pass on the information about an app which helps them to secure a job very easily on the campus, in regular meets etc.

## Search Engine Optimization

Good search engine optimization (SEO) means free traffic for your keywords, which in turn can translate into customer acquisition at zero cost or near zero. The more niche and noncompetitive your market is, the less effort you'll have to put in. To execute this strategy, you need to know what type of things your ideal customers are searching for. Once you know the searched keywords, you should use them in several pages of your website, and most importantly, in the slug (the part after the .com/)

This channel can be considered as one of the most important as the first thing that comes to our mind to search for anything is surfing the same on the internet, therefore having good SEO can really help to get new users on the app.

**Social Media Influencers**

Platforms can be used in many ways such as:
- Invest in Social Ads
- Post links to Blogs
- Collaborate with Influencers
- Leverage User-Generated Content to Win Consumer Trust

This channel in today's date is the best one to market anything as almost every student is active on such platforms and by performing activities mentioned above one can easily increase the growth rate of the company.

Marketing Guide ([link](link) to the document)

Pricing Section

**Revenue Goal**

- Cost = 8 Months of Development * 10k each → 80k

- Generating revenue from colleges and enterprises looking to recruit students on the platform, also adding premium features later on which will have certain new features for students as well as for recruiters.

- Profits upto 10% are expected to appear from 6-7 months of launch and can grow later on.

  - This goal is set in accordance with the number of users and recruiters who will sign up for the app, expected 250-300 new users per day in the first two months of launch and then it can go upto 1500-2000 new users for next three to four months, Ad Supported to generate revenues.

- Also premium features which will cost general users $15 per month and for recruiters will start at $25, this will push our profits for the next phase of launch.

**Pricing Strategy**

For Students:

- Free registrations for students on the app
- Ad Supported (to raise revenue)
- Freemium - The basic product is free but you can purchase additional features or content.

For Recruiters:

- Free user registration for recruiters
- Cost to put up an application or job card - High price for high value
- Ad Supported (to raise revenue)
- Freemium model for recruiters (pay a fee to get extra perks)

Pre Launch Checklist

Teams specified with the tasks that must be done by the deadline:

**Marketing and Sales**

- Conduct Market Research
- Sales team for outreach to sign the recruiters and colleges up for the platform
- Develop a marketing plan
- Make promotional videos

**Customer Support**

- App overview
- Known bugs
- To help people with questions and issues

- Information about current vs future product

**Technical writer**

- Technical Writer to write our release notes for the App Store

**Legal and Privacy**

- Show company details
- Acquire required licenses
- Include copyright note
- Implement cookie warning

**Engineering**
- Acquire and set up the domain
- Prepare the database
- Point domain to new directory
- Check database
- Test links and pages

# Anticipate and Plan for Risks

**Reputational Risk**

Reputational risk refers to the potential for negative publicity, public perception or uncontrollable events to have an adverse impact on a company's reputation, thereby affecting its revenue.

- Consider both internal and external stakeholders – including regulators, employees, and customers
- Identify elements of our strategy and operating environment that could affect reputation
- Design an analytical framework around the identified elements and develop automated tracking
- Implement reputation risk monitoring

- Take early action on evolving stakeholders expectations and unmet expectations to allow time for recalibration as needed
- Develop an organizational culture where the strategy for managing reputation risk is constantly recalibrated in response to emerging information

**Liability Risk**

A liability risk involves the threat of the company or individual having to bear the consequences of damage or of breaching standards due to operations, a product, an act or neglect.

- Make prior risk assessment analysis of the certain issues that might will appear
- Identify the malfunction and related feature
- Notify the engineering team concerned and make up the solution guide for the same
- Replace the ticket in the ongoing sprint as most prioritized
- Once resolved, notify customer support team to address the same to users

**Demand Related Risks/ High Traffic**

High traffic means a large number of simultaneous requests from users expecting fast load times.

- QA Team must know expected users per day or per minute so that they can assure of 10 times of the number presented to be tested for the same
- If the number of users per minute exceed, QA and engineering team must be notified
- New Servers with more handling of data or updating the present server to be user friendly are the activities followed
- QA must do the testing part afterwards for 100-1000 times the number depends on the situation
- Customer Support team to deal with public issues gently and addressing them to wait for few minutes/hours
- After updation, every user must be sent a notification stated "App is running well now"

Sales and Customer Support Guide

([link](#) to the guide)

User Guide

( [Link](#) to the Guide )

## A/B Testing

We have feedback from the field that our users are struggling to get back to the previous screen i.e Back Button, not clearly visible or UI is not convincing.

Potential Solutions to the Problem:

- Replace "<" with "<Back" to get it visible
- Two taps made to the left on any screen can move one to the previous screen
- Option to move to profile page been included at every screen as a pop up

We will test the two taps option because it will not lead to any changes in design of the app and engineers can implement it easily.

Test:

- For the users in the **control** group: we will do nothing (group A)

- For the users in the **variant** group: we will make the option of two taps on the left available (Group B)

- Our **hypothesis** is that the option of two taps will make it easier for users to move to the previous screen so we will have more swift moments or more % time spent by the users per day of Group B users.

## Launch Email

( [Link](#) to the Document )