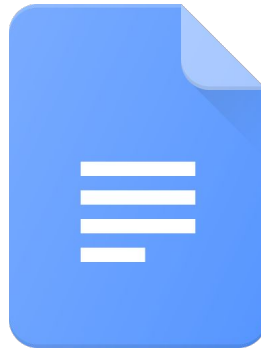# LinkedIn Student

Design Sprint

Product Manager: Kartik Soni

Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

PRD-v1

Understand

Create a shared understanding of the space, problem, and goals

How Might We

Use these digital stickies to capture your ideas. Feel free to rearrange. Colorize. Etc

How might we make it easier for students to find jobs?

How might we get the student's information?

How might we get the students to follow a company or an individual?

How might we Help discovers new content?

How might we connect users with the alumnis in the same field?

How might we help students to manage their profile?

How might we anticipate what is user dream job?

How might we remove the need to search for particular job?

Sorted Stickies

Proactive

How might we get the student's information?

How might we get the students to follow a company or an individual?

Profile

How might we connect users with the alumnis in the same field?

How might we help students to manage their profile?

Help students to build their online resume

Speed

How might we make it easier for students to find jobs?

How might we remove the need to search for particular job?

Other

How might we anticipate what is user dream job?

How might we Help discovers new content?

Sprint Focus

Focus	Help Students to build their online resume
Slide #	6
I selected this theme because	Building and managing a profile for a student is the most important part of the LinkedIn Student App as on the basis of the same recommendations for different jobs and articles will be shown to an individual.

Define

With an understanding of the problem space, create focus and align on specific outcomes for the Design Sprint

LinkedIn launches Student App- Real Times

- 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?

- 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.

- LinkedIn student have helped a lot of students to secure their dream job and have got many positive feedbacks/reviews from the students as well.
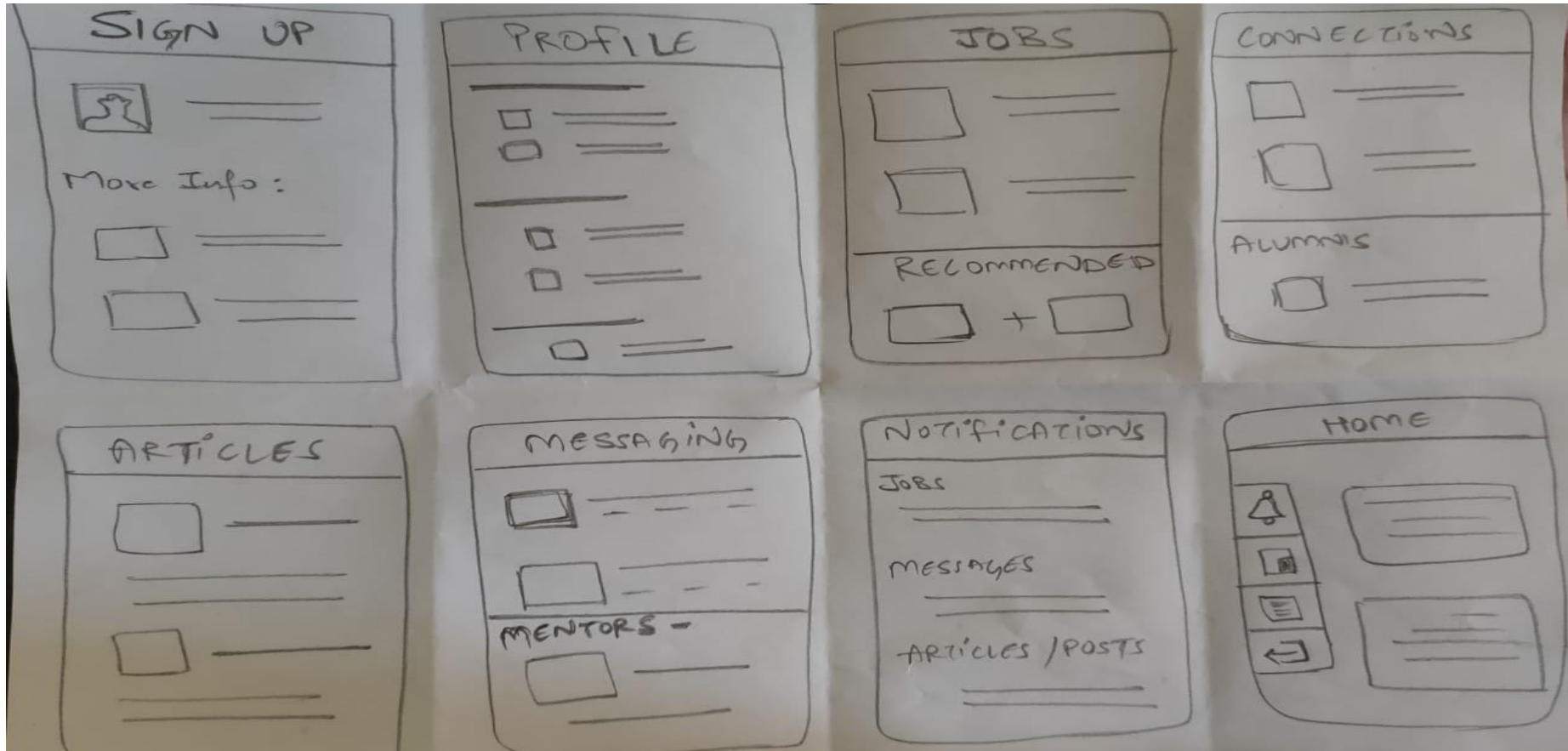
Success Metrics

- Set at least two user-centered *goals*
- Identify changes in user behavior will *signal* success in reaching the goal
- Create a *metric* to measure each signal

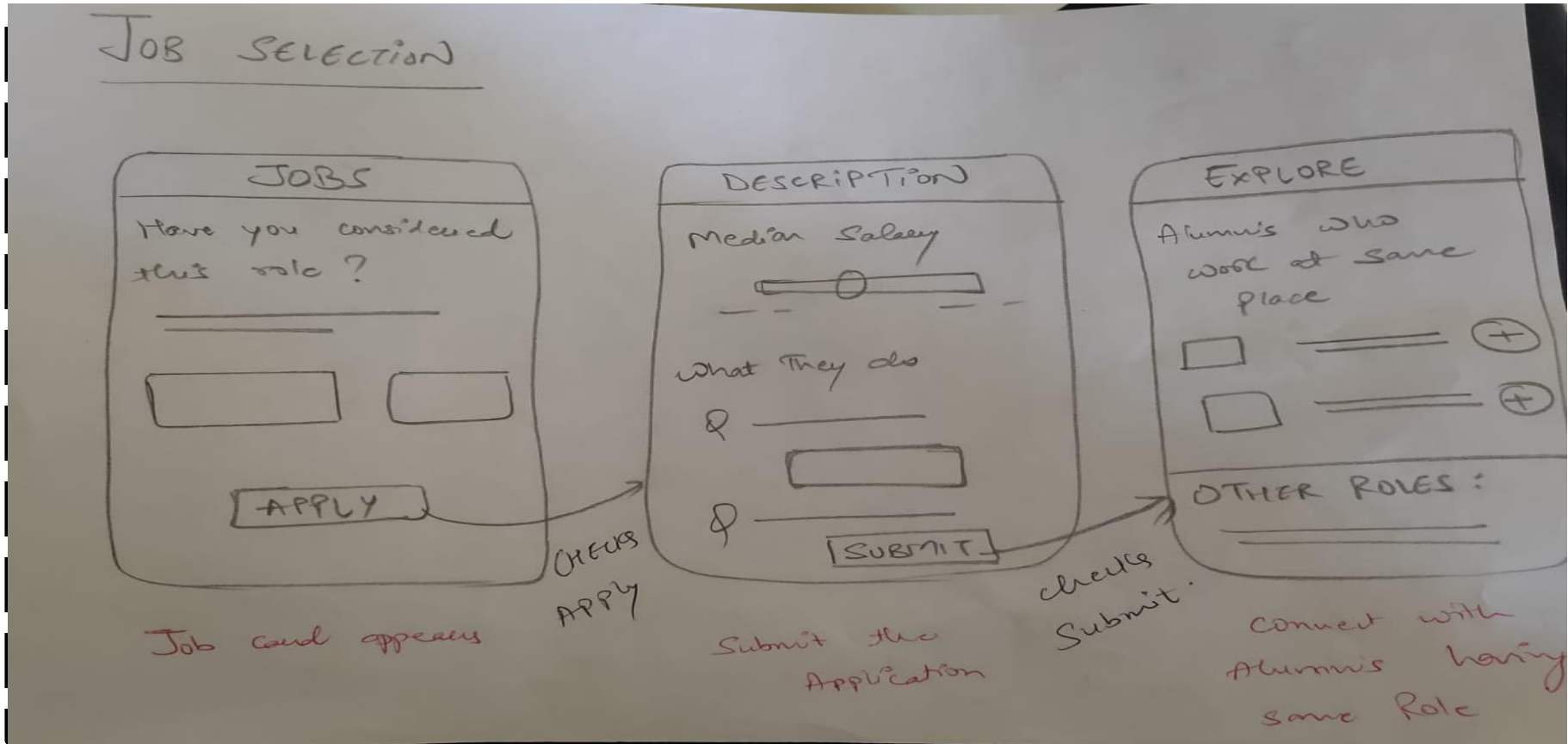|	Goals	Signals	Metrics
Happiness	Best Job Opportunities	Necessary Information been provided	Avg. time spend building a profile
Engagement	Take up new courses	Suggestions provided by mentors	A request been sent to the help and support team
Adoption	Connect with friends and alumnis	Friends with similar interests	Profile needs to be more precise
Retention	Automatic ordering of job opportunities	Opt in auto division of jobs	% users with auto order of jobs Avg # of automated jobs preference
Task Success	Find Job easier later	Job preference known from data gathered till now	% of users with jobs on list

Sketch

Generate tons of ideas, then narrow them down to two in depth solution sketches
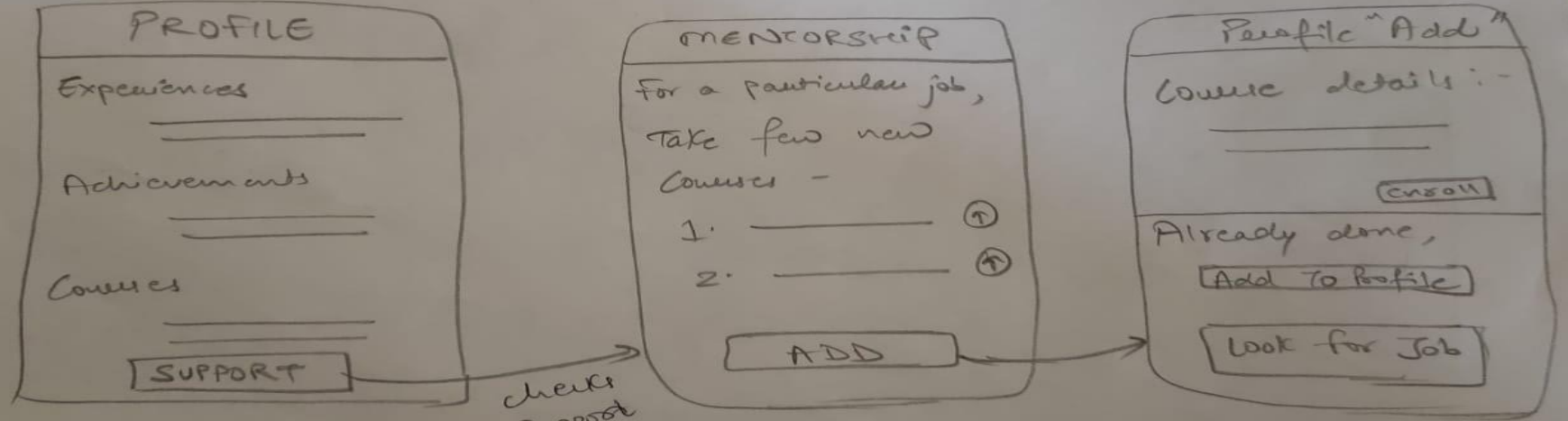
8 Sketches

Solution Sketch 1

Solution Sketch 2

PROFILE BUILDING (LEARNING PATHS)

PROFILE
Experiences
_____
_____
Achievements
_____
_____
Courses
_____
[SUPPORT]

Building a Profile, gets too support

check Support

MENTORSHIP
For a particular job, Take few new Courses –
1. _____ ↑
2. _____ ↑
[ADD]

Mentors providing with few courses to take up.

Profile "Add"
Course details :–
_____
_____
[Enroll]
Already done,
[Add To Profile]
[Look for Job]

After completing look for a job

Decide

Pick the final concept that you develop into a prototype

Decision

Decision	Job Selection
Rationale	I have chosen this sketch as it specifies the main goal of the app which is to get the student a job he/she wants to be in and the sketch here clearly shows how one is able to see insights of a company and perks of a job and can apply for the same. Also, One can connect with the alumnis having the same role or working at the same place.

Storyboard

Prototype

Turn your concept into a realistic, interactive prototype that you will use to validate your assumptions and ideas

Prototype

<table>
<tr>
<td>

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

</td>
<td>

Prototype includes the two most important features :

Building up your profile and Job Selection. After applying for a job one can also see alumni who have similar roles and who works at the same place.

</td>
</tr>
<tr>
<td>

Assumptions
- Any assumptions within the prototype

</td>
<td>

- User have a smartphone or a desktop
- User with unique phone number
- User is graduating soon in his/her major
- User have a strong Internet connection

</td>
</tr>
<tr>
<td>

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

</td>
<td>

- Sign up with unique phone number
- Build up a profile by adding achievements, skills etc.
- Look for a job of interest
- Apply for a particular job position and connect with alumni with similar roles

</td>
</tr>
</table>

[Link your prototype](#)

Plan and recruit for research

LinkedIn Student

Validate

Users will go through your prototype and provide feedback on your concept. This is also an opportunity to have an engineering feasibility discussion

User Testing

Key Findings from Participant 1

What worked well	Sign up page looks good, great appreciation for alumni feature, overall UI interface hold the attention of the user
Where participants got stuck	Adding more of his interests in the profile where he can get to see more job opportunities based on that, More information about the job profile and description of the company
Other observations	Some of the students add fake certificates or achievements about them so for that some of the feature called LinkedIn quiz can be made into action.

User Testing

Key Findings from Participant 2

What worked well	Easy sign up, UI interface was well understood by the participant, Feature concerning to get to connect with the alumni been praised.
Where participants got stuck	To move to the back screen as arrow was not clearly visible to the participant, In moving the cards of jobs as it was not assigned should he swipe the cards on left or above to get the new one, Should he be able to apply for multiple jobs.
Other observations	Font size and UI colors issues been observed by the participant.

Improvements

Improvement #1	*Secured Sign Up*
Rationale	Sign up with the verification code been sent to the entered mobile number (country code) and then after validation of code, user been given permission to get along with the app.
Improvement #2	*More Info. about the company*
Rationale	Company logo and profile link must be added so that the user can get to know more about a company and also can read it reviews.

Handoff

Updated PRD

[Link your PRD](#)