

LinkedIn+

Design Sprint

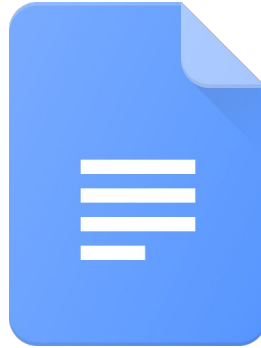
Product Manager: Mohmmmed Alwakid



Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD



Link your PRD

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 help graduates find what skills they need

How might we Ensure that job is best choice

How might we track their skills and preference

How might we protect user information?

How might we assess a user's job skills?

How might we help graduates who have a bad CV

How might we motivate students to apply to jobs based on their interests?

How might we share reviews about employers?

Sorted Stickies

How might we help users evaluate job vs grad school?

How might we evaluate employer profile effectiveness?

How might we protect user information?

How might we find recent college grads?

How might we match skills with employer needs?

How might we share reviews about employers?

How might we provide resume writing assistance?

How might we evaluate user profile effectiveness?

How might we improve user profile quality?

How might we facilitate communication between user and employers?

How might we get college graduates to want to learn about jobs

How might we help grads assess job fit?

How might we help colleges grads learn what jobs are really like?

How might we figure out living wage in a geographic area?

How might we help college grads prioritize their interests?

How might we assess a user's job preferences?

How might we capture a user's work style?

How might we figure out if a person is looking for a job?

How might we find job openings for college grads?

How might we evaluate the quality of a job?

How might we connect users with mentors?

How might we give incentives to get friends using the app?

How might we create a supportive social network for job seekers?

How might we create an accurate and reliable recommendation engine?

How might we create accurate matches?

How might we help colleges grads calibrate their skills?

How might we connect users from the same schools?

How might we partner with college career centers?

How might we create a model and account for bias in our model and job areas?

How might we get accurate and timely job market information?

How might we help college grads identify their preferences?

How might we assess a user's job skills?

How might we assess geographic preferences?

How might we build a reliable data pipeline?

How might we use the data we already have on users?

How might we leverage existing technologies?

How might we develop partnership with schools?

How might we request information from companies?

How might we incentivize students to use the new app?

How might we choose when is the right time to have students participate?

How might we market our app to users?

How might we allow students to discover their passions?

How might we improve connection recommendations based on candidate's interest?

How might we incentivize our paid subscriptions models?

How might we gather user feedback?

How might we help students align their passions to available jobs?

How might we suggest Job events/conference/fairs based on candidate's interest?

How might we improve the salary projections for roles specific to the industry/location/experience?

How might we improve user satisfaction?

How might we motivate students to apply to jobs based on their interests?

How might we recommend professional certifications, courses, conferences to employees?

How might we improve job recommendations to users?

How might we help students become more aware of jobs available to them?

How might we build and improve professional mentorship community?

Data

Work space

How might we give incentives to get friends using the app?	
How might we connect users from the same schools?	How might we create an accurate and reliable recommendation engine?
How might we assess a user's job skills?	How might we assess geographic preferences?
How might we incentivize students to use the new app?	How might we create a supportive social network for job seekers?

Course

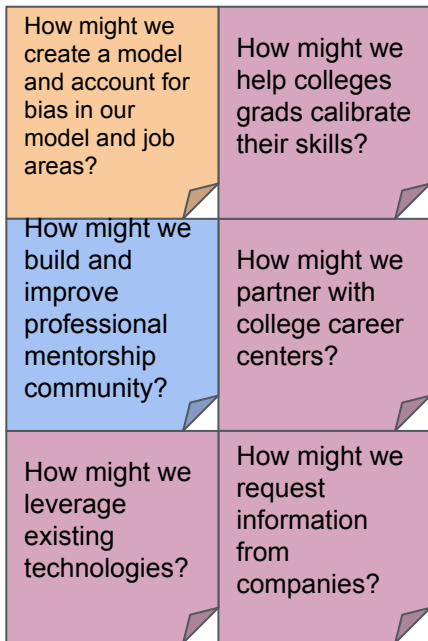
How might we evaluate employer profile effectiveness?	How might we match skills with employer needs?
How might we help colleges grads learn what jobs are really like?	How might we improve user profile quality?
How might we help college grads prioritize their interests?	How might we provide resume writing assistance?

Data

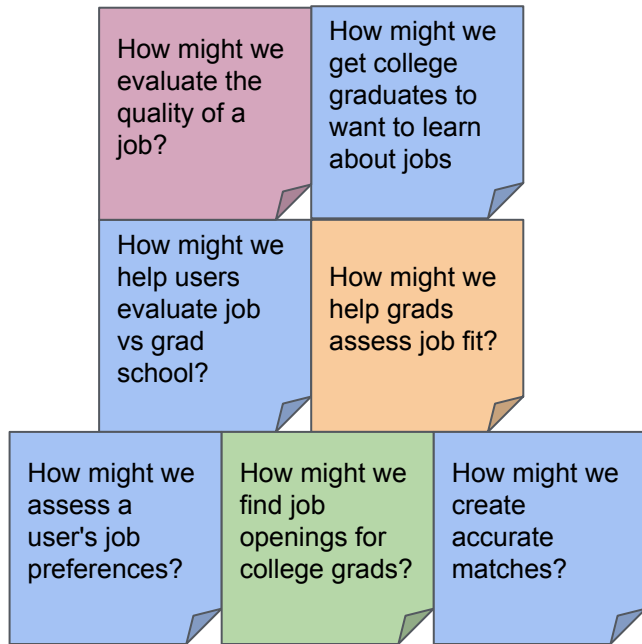
How might we protect user information?	How might we figure out living wage in a geographic area?
How might we share reviews about employers?	How might we capture a user's work style?

content

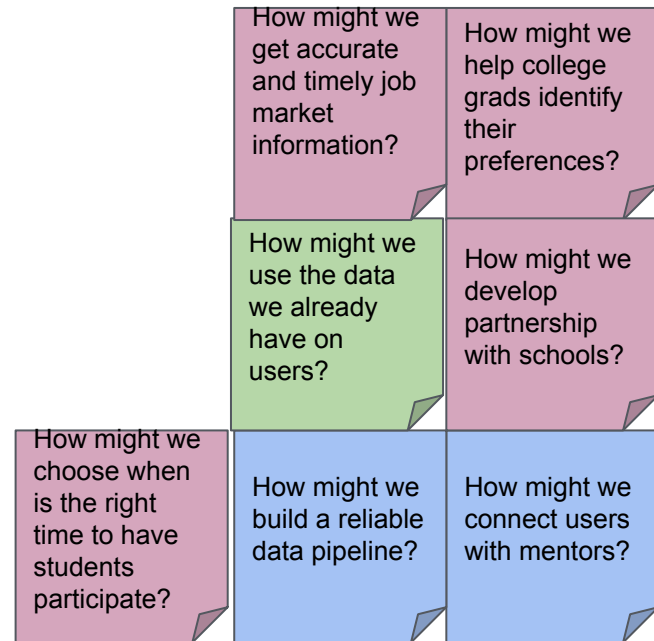
New technology



Job relate



mentor



Other

Usability

How might we improve user satisfaction?

How might we help students align their passions to available jobs?

How might we figure out if a person is looking for a job?

How might we market our app to users?

How might we motivate students to apply to jobs based on their interests?

How might we evaluate user profile effectiveness?

How might we gather user feedback?

How might we improve job recommendations to users?

How might we facilitate communication between user and employers?

income

How might we incentivize our paid subscriptions models?

How might we improve the salary projections for roles specific to the industry/location/experience?

other

How might we find recent college grads?

How might we allow students to discover their passions?

How might we improve connection recommendations based on candidate's interest?

How might we suggest Job events/conference/fairs based on candidate's interest?

How might we recommend professional certifications, courses, conferences to employees?

How might we help students become more aware of jobs available to them?

Sprint Focus

Focus	Data
Slide #	11
I selected this theme because	I want to ensure that our data and new technology method will match the perfect user to perfect jobs.

Define

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

Linkedin+ Review

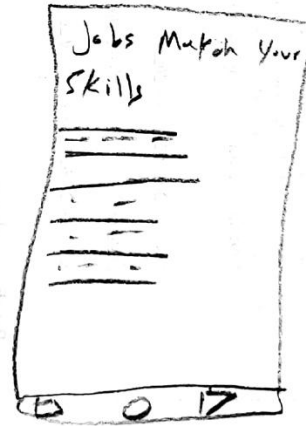
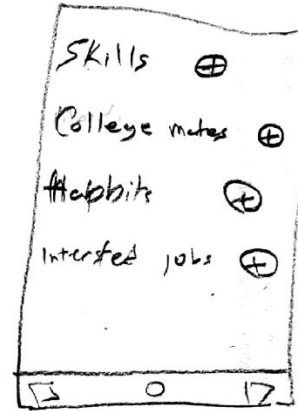
- To recent college graduates who struggle finding best.
- Our product will connect user to mentor, skills which will help to find the job that help them grow.
- It will short the time when they struggling finding best job.
- LinkedIn has been addressing this problem considering a general set of people and not college grads in particular for a while now. With over 87% of world recruiters being active members of LinkedIn, they managed to get eradicate this problem to an extent.
- With over 3M+ downloads in the app store, students have been seen referring their constant companion, LinkedIn TnP to their friends.

Success Metrics

	Goals	Signals	Metrics
Happiness	Getting Job	Good feedback	Rating above 4.5
	Efficient guidance	Refer to friends/juniors	Number of app downloads
Engagement		Students scoring well in skill test	Mark he/she got in test
		Good feedback	Rating above 3
	App downloads	Dashboard statistics (e.g. Searches for app in the store)	Number of downloads
Adoption	Course completion	Added course to their personal classroom	Average time spend on a course
	Attempting LinkedIn General Test	Applying for LGT	Number of applicants
	Share with friends	Refer a friend	Referral signup rate
Retention	Marketing	Social media publicity, publicity in online communities	Total views, Click-Through Rate
	Completion of added course	Opt for reminders	Average hours spend per day
	Interaction with users	Push notifications In-app messaging	CTR, Open rates
Task Success	Users getting familiar with the app	Skipping Intro's and How to do's Queries regarding how to use the app	Click rates of skip during intro's Reduced number of questions

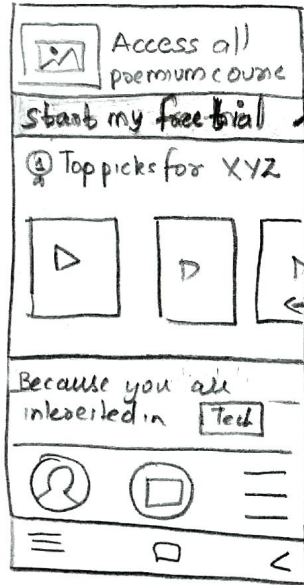
Sketch

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

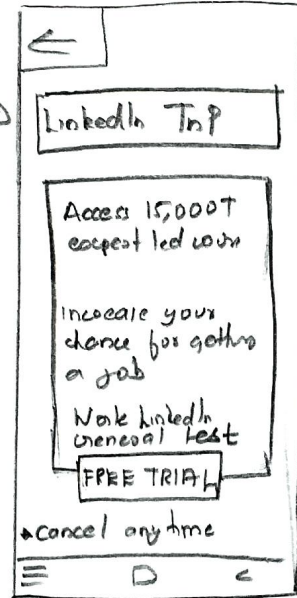


Auto Recommend

Home page



start your free trial



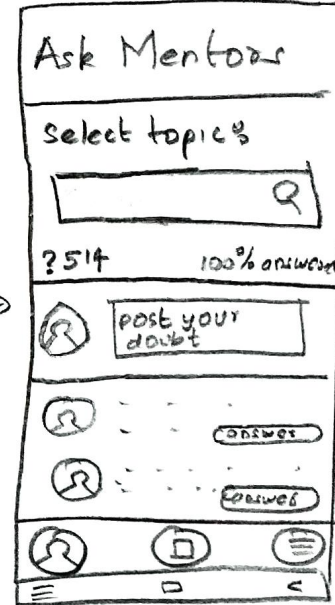
Overview of a course page

Ask doubt in mentor community



Download option only for premium user

Q/A platform



Job Application

JOB
OFFER OF A
COMPANY

Hand-drawn sketch of a mobile app screen titled "JOB OFFER OF A COMPANY". At the top is a back arrow and a placeholder image. Below is the text "Assistant software developer" and a button labeled "APPLY". Underneath are sections for "About" and "Overview", each with dashed lines for content. At the bottom is a button labeled "calculate your chance" and a standard Android navigation bar.

APPLICATION
PAGE :

Hand-drawn sketch of a mobile app screen titled "APPLICATION PAGE :". It features a back arrow and the job title "Assistant Software developer". Below is a button "calculate your chance" and input fields for "First Name" and "Second Name". There is also an "email" field, a "DROP RESUME" button with a downward arrow, and an "AUTO FILL" button. The screen ends with an Android navigation bar.

CALCULATE
YOUR CHANCE!

Hand-drawn sketch of a mobile app screen titled "CALCULATE YOUR CHANCE!". It shows a back arrow and the text "Calculating...". A large circle displays "87%". Below this is a star icon, the text "Congrats XYZ", and "You are almost there". At the bottom are "APPLY" and "GO TO JOBS" buttons, and an Android navigation bar.

JOB OFFERS :

Hand-drawn sketch of a mobile app screen titled "JOB OFFERS :". It includes a back arrow, a search icon, and a congratulatory message: "Well done XYZ, you are qualified to apply for these jobs :". Below is a table of job offers.

Job Offer	Status
Assistant Software developer company	✓ applied
PHP developer company	... apply here

The screen concludes with an Android navigation bar.

Decide

Pick the final concept that you develop into a prototype

Decision

Decision	Auto Recommend
Rationale	<p>Nourishing students with knowledge and skill is the path that leads to good placement. In order to make the placement phase easy for our students, we have to make sure that we assure them personalized learning throughout the journey.</p> <p>Auto Recommending courses, articles, webinars, conferences, etc based on student interest will keep them motivated.</p>

Prototype

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

Storyboard



Link your plot



1

SCRIPT

Mohammed is just graduating from college and he is looking now for a job, He heard that a LinkedIn is a best way to find job

ACTION

Enter text here...



2

SCRIPT

He then came to know from his college's placement cell that this year, the number of job opportunities will be less, and also, there won't be recruiters for web developers. Demotivated John had no choices left, but to keep his passion aside and follow the job that his college is offering.

ACTION

Enter text here...



SCRIPT

This was when John came to know about a mobile app that takes care of both training and placement, LinkedIn+, from his bus mate, Matt, who used to watch tutorials while being on the bus. Matt sends him a referral code and the app link to Mohmmmed.

ACTION

Enter text here...

3

sing up & fill info



SCRIPT

Mohmmmed downloaded the app on his phone and signed in with his LinkedIn ID and was well received with some interesting questions on his skills, projects, etc.

ACTION

Enter text here...

take new courses and get
new skills



SCRIPT

Mohammed was recommended some cool courses on Web Development taken by professionals in the field. He was surprised as he used to spend a considerable amount of time finding the right course.

ACTION

Enter text here...

5



SCRIPT

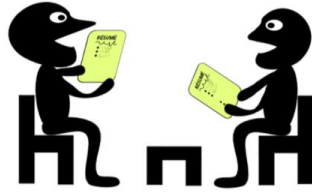
Mohammed was starting off the course and was indicated low net connectivity in-app message. He was directed to download the video to avoid further distractions while learning.

ACTION

Enter text here...

6

finding the best job match



7

SCRIPT

Mohammed's college placements were about to begin, but John didn't had to sit for the placements as he was already placed in a well established company as a Junior Web Developer via LinkedIn TnP.

ACTION

Enter text here...

Prototype

Description

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

The prototype of the LinkedIn TnP shows how and what data is collected from the user to recommend some cool courses on their field of interest.

This includes signing up for the first time users and signing in for the users having a LinkedIn account. And then students will be asked a few questions about their skills and field of interest. By filling all these details, students will be received on the homepage with some of the best courses on their field of interest.

Assumptions

- Any assumptions within the prototype

- User taking technology and web development as their field of interest
- User viewing the app before the free trial
- User viewing the first course that is on the homepage

Tasks

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

- Sign up and Sign in
- Answer questions about their field of interest
- View the auto recommended course on their field on interest
- View the Q&A platform

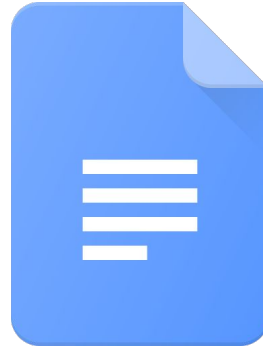


Link your
prototype

Validate

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

Plan and recruit for research



Link your
research plan

User Testing

Key Findings from Participant 1



[Link your notes](#)



[Link your audio recording](#)

What worked well	<p>The problem we are trying to solve is addressable for majority of young graduates. The participant really liked the idea of auto recommendation. He used to spent considerable amount of time finding the right course on internet. And the download feature was something participant really liked. Also he got well in touch with the user interface of the App.</p>
Where participants got stuck	<ol style="list-style-type: none">1. While using the prototype, the participant was confused with the sign up page, whether we are signing up for general LinkedIn or for LinkedIn TnP.2. Regarding the Q&A, the participant wanted to know how fast will mentors responds to the questions raised by students.
Other observations	<p>Additionally the participant wanted to view his LinkedIn profile via the TnP app which is not included in the prototype.</p>

User Testing

Key Findings from Participant 2



[Link your notes](#)



[Link your audio recording](#)

What worked well

The participant believes in the problem statement that we are trying to tackle. The average percentage of students placed in his college is 20-25% and this creates future-tension even in the minds of pre-final year students.

The participant liked the idea of auto recommendation as finding the right course often takes a lot of time. He also got in touch with the user interface of the mobile app and also appreciated the download feature.

Where participants got stuck

1. The participant got confused with the sign-up page
2. The participant got stuck finding option Q&A

Other observations

The participant thinks, adding a reminder to the mobile application would be a game-changer.

He added, most of his friends took an online course for the sake of getting certificates and not for skills.

Improvements

Improvement #1

Signing in via LinkedIn account option and Signing up option will redirect to general Sign Up page of LinkedIn

Rationale

Users get confused with the Sign-Up and Sign In as if they wanted to created a new account in LinkedIn TnP or use the general LinkedIn credentials.

Improvement #2

Q&A should be more informative

Rationale

Users might want to know, how fast mentors reply in the Q&A.

Feasibility

	Your Assumptions	Specific feasibility questions
Drawing the UI <ul style="list-style-type: none">• <i>What data is needed to draw the UI on the screen?</i>• <i>Where is the data coming from</i>	Field of interest may vary from user to user, similarly, the auto recommended contents on the home page as well.	What all data is required to show user interest related content on the home page?
User generated data <ul style="list-style-type: none">• <i>Is it stored?</i>• <i>Where/how?</i>• <i>How will that data be used again?</i>	To improve our auto recommendation algorithm, we have to store existing user information and collect even more throughout the user journey.	Is it possible to improve the auto recommendation algorithm by the behavior of the user throughout the TnP journey?
Latency <ul style="list-style-type: none">• <i>How quickly should things load?</i>• <i>Are there any operations that might slow down load time (ie: a call to another service)?</i>	Once the user click on the submit button after entering all the details, homepage will appear immediately.	Is it possible to store all the information and auto recommend the contents on the homepage immediately? Does it take more time?

Prototype v2

Description

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

LinkedIn TnP is a platform that acts as a constant companion for users throughout their TnP journey. Auto recommendation is one cool feature of the app and an overview of this is showed in the prototype.

LinkedIn TnP app prototype shows a journey from opening the app for the first time to taking a course and interacting with the mentors in the Q&A platform.

Assumptions

- Any assumptions within the prototype

- User taking technology and web development as their field of interest
- User viewing the app before the free trial
- User viewing the first course that is on the homepage

Tasks

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

- Sign up and Sign in
- Answer questions about their field of interest
- View the auto recommended course on their field on interest
- View the Q&A platform



Link your
prototype v2

User Testing Round 2



Link your
notes



Link your audio
recording

Key Findings from Participant 3

What worked well

The participant liked the concept of auto recommendation, Though he was capable enough to locate some best courses online but used to find it difficult to pick one. Also, the participant was impressed with the user interface and the download feature.

Where participants got stuck

The participant got stuck in the field on the interest part as he wanted to go with Business but the only available option in the prototype was Web Development.

Other observations

The participant would like to add a Reminder/Set goal feature to the application to push students to go beyond the limits.

Students find it hard to complete a course project within a limited time because of the busy college schedule.

Also, it is noted that some of the students are taking online courses just for the certificates.

Handoff

Updated PRD



Link your PRD