

# LinkedInGrad

*careers for freshers*

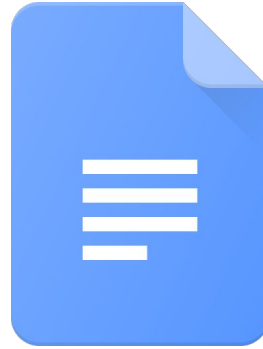
## Design Sprint

**Product Owner: Rakesh Dhotre**

# 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  
best match  
their  
preferences

How might we  
reduce the  
skill gap

How might we  
recommend  
best talents for  
recruiters

How might we  
help  
graduates  
build their  
self-brand and  
credibility

How might we  
Increase ease  
of applying for  
a job

How might we  
help  
graduates  
have clear  
career  
direction

How might we  
create user  
profile

How might we  
Reduce  
financial/debt  
pressure of  
graduates

How might we  
help  
graduates  
increase their  
confidence

How might we  
Reduce the  
time to get job

# Sorted Stickies



# Sprint Focus

<b>Focus</b>	Best Job Seeker Experience
<b>Slide #</b>	Slide 1
<b>I selected this theme because</b>	I believe this theme is the core experience of the feature. This theme will add lot of value for the feature in terms of user interaction.This theme would also be one of the initial feature for feature.

# Define

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



# Product review/Future press release

There is no worries now for recent college graduates for finding their dream job . The new feature released by LinkedIn, LinkedInGrad is great tool which you can now use to find the right job.

Just add your skills and preferences and LinkedInGrad's AI based proprietary algorithm will recommend you the best jobs. You can also sign up for their premium membership to learn practical industry relevant skills , important personality skills , build a strong profile , network with people and boost your confidence.

LinkedIn's large network having millions of trusted recruiters will help you find the right job in less time.

So let go of your fear and use LinkedInGrad to find the right job and signup for LinkedInGrad membership for premium features now.


# Success Metrics

	Goals	Signals	Metrics
Happiness	Users enjoys and loves to use the feature	Feature reviews in app review in play/ios store Surveys	Net Promoter Score
Engagement	User continues to interact with the feature	More engagement time using the feature	Average time spent using the feature per user per week Average number of active users per week
Adoption	New users value the feature	Sign ups and downloads	Feature Sign up rate Conversion rate
Retention	Users keep using the feature	Renews premium membership	Churn rate, Renewal rate
Task Success	User gets job	More job offers	Average of applications per user before accepting an offer

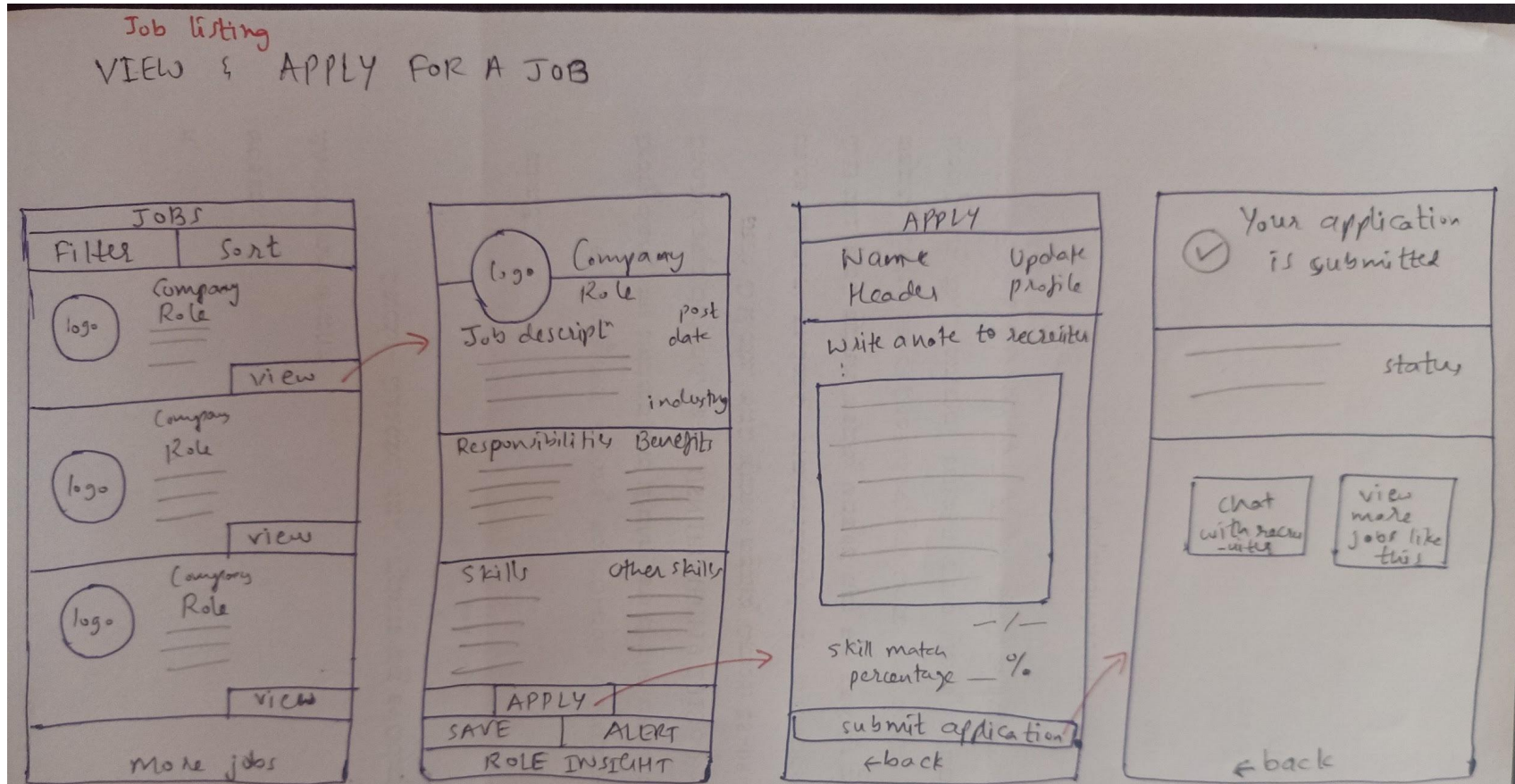
# Sketch

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

# 8 Sketches

PROFILE	JOB LISTING	PREFERENCE	INTERESTS & SKILLS
<div><div><div>Name</div><div>Skills</div><div>Certification &amp; Courses</div><div>Education</div><div>Projects</div></div><div><div>Header</div></div></div>	<div><div>Filters</div><div>Sort by</div></div> <div><div><div>Company</div><div>JD</div></div><div><div>Company</div><div>JD</div></div><div><div>Company</div><div>JD</div></div></div>	<div><div>Filter</div><div>Industry</div><div>Skills</div><div>Location</div><div>Company</div><div>Sort by</div><div>Distance</div></div> <div><div>Role</div><div>Type</div><div>Remote</div><div>Post Date</div></div>	<div><div>Interests</div><div>Skills</div><div>Accessed Skills</div></div> <div><div>Matching Roles</div></div>
<div><div>USER IDENTIFICATION</div><div><div>Q1</div><div>graduation date</div></div><div><div>Q2</div><div>looking for job?</div></div><div><div>Q3</div><div>Highest level of education?</div></div><div><div>Q4</div></div></div>	<div><div>DISCOVER OPPORTUNITIES</div><div><div>Job recommendation</div><div><div>Conferences</div><div>Job Fairs</div></div></div></div>	<div><div>INSIGHTS</div><div><div>Role</div><div>Responsibility</div><div>Skills</div><div>Career paths</div></div></div>	<div><div>NOTIFICATIONS</div><div><div><div></div><div></div><div></div><div></div></div></div></div>

# Solution Sketch 1



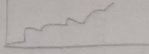
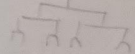


# Solution Sketch 2

Know Yourself  
MATCHING YOUR SKILLS & INTEREST WITH INDUSTRY REQUIREMENTS

YOUR INTERESTS & SKILLS	
INTERESTS	<input type="button" value="add"/>
<hr/> <hr/> <hr/>	
SKILLS	SOFT SKILLS
<input type="button" value="add"/>	<input type="button" value="add"/>
<hr/> <hr/> <hr/>	
ACCESSED SKILLS	
<hr/> <hr/> <hr/>	
Recommended Courses	Recommended Roles

RECOMMENDED ROLES	
Role 1	<input type="button" value="match %"/>
<input type="button" value="explore"/>	
Role 2	<input type="button" value="match %"/>
<input type="button" value="explore"/>	
Role 3	<input type="button" value="match %"/>
<input type="button" value="explore"/>	
Role 4	<input type="button" value="match %"/>
<input type="button" value="explore"/>	
Role 5	<input type="button" value="match %"/>
<input type="button" value="explore"/>	

ROLE INSIGHTS	
Role	
<input type="button" value="About"/>	
<hr/> <hr/> <hr/>	
<input type="button" value="Responsibilities"/>	
<hr/> <hr/> <hr/>	
Skills	Soft skills
<hr/> <hr/> <hr/>	
Salary insights	Career path
	

# Decide

Pick the final concept that you develop into a prototype

# Decision

<b>Decision</b>	Know Yourself (Sketch 2)
<b>Rationale</b>	<p>This sketch represents the interest and skills of user. This functionality is what drives the job and course recommendations.</p> <p>So it's an important feature that will help us match the skills and interest of user to right industry requirements.</p>



# Prototype

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

# Storyboard



1

## SCRIPT

Raj completed his graduation in software engineering 6 months back. He is not able to find the right job that matches his skills and interests. Often he struggles to understand the right roles for him and is frustrated finding what additional skills are needed for the role.

## ACTION

Raj frustrated due to no job and no clear career direction.



2

## SCRIPT

One day he meets his classmate Rohit how tells him about the new feature LinkedInGrad ,launched by LinkedIn.

## ACTION

Raj gets to hear about LinkedInGrad.

## LinkedInGrad

3

## SCRIPT

He downloads LinkedIn app from play store and starts using LinkedInGrad feature. While using the feature , he sees a recommendation for using their premium membership.

## ACTION

Downloads LinkedIn app

# Storyboard



4

## SCRIPT

He checks out the features and sign ups for premium membership.

## ACTION

Signs up for LinkedInGrad premium membership



5

## SCRIPT

He finds out the details about what his interests and skills are. He also realizes he wants to be a Security Engineer and explores what skills he lacks for getting into it.

## ACTION

Explores and realizes his interests and skills



6

## SCRIPT

After accessing the skills , he applies for job for an MNC and gets an offer for Security Engineer within just few days of applying.

## ACTION

Applies for best job recommended.  
Renew his membership to keep upgrading his skills

# Storyboard



This link may not work  
You can refer screenshots

# Prototype

## Description

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

The prototype shows how to signup/login into LinkedInGrad. User will be able to check his interests, skills, his accessed skills.

They will be able to view recommended roles based on their skills and interests and role insights.

It also show a brief overview of job post and applying for a job.

## Assumptions

- Any assumptions within the prototype

- Users can select and enrol for courses and trainings
- User has linkedin account
- User has added skills, soft skills, interests and assessed their skills.

## Tasks

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

- Signup/Login into LinkedInGrad
- View your interests, skills and accessed skills (skills for which you have passed the assessment).
- View recommended courses based on your skills
- View recommended roles based on your accessed skills
- View role insights
- Add a note to recruiter and apply for job for the role.



[Link to 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



[Link your  
notes](#)

## Key Findings from Participant 1

### What worked well

- User found assessed skill section useful as it gives more confidence about their skills.
- User loved getting recommended roles based on assessed skills

### Where participants got stuck

- While logging in sign up button was not helpful as user can signup using linkedin credentials.
- Manually adding skills was not helpful as user was not aware of all the skills needed.

### Other observations

- User suggested to pre populate some skills based on users interested roles.



# User Testing

## Key Findings from Participant 2



[Link your notes](#)

### What worked well

- User found recommended roles as a major benefit as it allow him to understand and assess his skills better.
- User liked the skill match feature as it conveys chances of getting a job.

### Where participants got stuck

- User was not able to navigate from recommended courses to skill screen rather he was taken from recommended courses to “interest” screen.

### Other observations

- User was able to apply for a job in a smooth way .
- He liked the feature of writing a note to recruiter

# Improvements

## Improvement #1

Add some skills to choose for first time user

### Rationale

- This will help user to choose skills in a better way.
- When a user signups for first time they will be able to choose some skills from already present skills.
- User is free not to choose any
- User will be able to choose from defined skills(cannot enter non standard names)

## Improvement #2

Navigation improvement needed and suggest trending skills.

### Rationale

- Navigation is very important for a good user experience.
- In the skills and soft skills section provide suggestions about most trending skills.
- Improve the navigation between screens.

# Handoff

# Updated PRD



[Link your PRD](#)

## References :

<https://www.marketing-mojo.com/infographic/infographic-guide-demographics-linkedin-users/>

<https://shieldapp.ai/2019/10/24/linkedin-in-numbers/#:~:text=40%20million%20students%20and%20recent,jobs%20are%20available%20through%20LinkedIn.>