



LinkedInGrad

careers for freshers

Product Requirements Document

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STATUS: **COMPLETE**

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1.1 Background

Today we find lot of apps and platforms for job recommendations. However, very few can be used by recent college graduates with no or little experience.

Around 200 million students graduate every year all over the world and this number will reach 300 million by 2030.

In U.S 4 million students graduate every year, 43% of them are underemployed and 4% are unemployed.

More than 15% of world students graduate in India alone every year which is around and only 26% i.e 1 among 4 of these is hired by companies.70% of new graduates enrolled for reskilling.

1.2 Problem

Recent college graduates face a challenge in finding their first job that best suits their skills and interests. Many lack practical skills and self- branding which is most needed for many jobs today.

Key problems faced by recent graduates:

- Lack work experience leading to gap between academic skills and practical job requirements
- Poor interview and negotiation skills.
- Lack of clear career direction
- Poor self-branding.

1.3 Goals

We created LinkedInGrad , a new feature for LinkedIn targeted for recent graduates (age 20-30) that helps to provide best job recommendations based on their skills and preferences.

Users can also:

1. Enroll for high rated courses to learn new skills
2. Gain confidence and standout by enrolling to trainings.
3. Build professional network and a self-brand.
4. Network with mentors and professionals.

5. Explore best career roles based on your interests

1.4 Key Features

1. College2Campus

Trainings courses for user to upgrade their soft skills. This is an important feature for users to build confidence and gain important skills like interview skills, negotiation etc to stand out from completion.

2. Skills and interests matching

This feature will make users to add their interests, skills and soft skills and encourages to take up assessments. All assessed skills are shown in their profile and best suited career roles and recommended based on these skills. This not only boosts users confidence in a skill but also helps understand what kind of role or career path is best for them.

3. Build professional network and a self-brand.

Users will be able to build a public profile showcasing their skills and achievements. This will help them build a good self-brand. They can network with mentors and professionals and build network as they go.

1.5 Success Metrics

Business KPI's

- Average revenue per user (APRU)
- Conversion rate
- Churn rate

Product KPI's

- Average weekly active users
- Average users hired per week
- Average no. of course completed per user

Quality KPI's

- Average no. times user reports an issue per week

Development KPI's

- On time Delivery
- Outages per month

1.6 Target Market

LinkedInGrad feature will help expand LinkedIn's vision of creating economic opportunity for every member of the global workforce, by extending its job market offerings to recent college graduates.

Acquisition of user in this new market will be relatively easy leveraging LinkedIn's already well-established platform for job recommendation.

Total Addressable Market:

200 M graduates every year X \$ 96 (annually \$8 x 12) = \$19.2B.

Serviceable Addressable Market (India):

As more than 15% of world students graduate from India, this will be a good starting market and then we will expand worldwide.

SAM= 65 M X 96 (\$8 x 12) ~ \$ 6.2 B

Serviceable Obtainable Market:

Initial focus is at least 5% i.e 3.25 M graduates with at least 20% conversion rate.

SOM = 0.325M [0.325 M x \$ 8] ~ \$ 2.6 M for first year of launch.

Data sources:

Source1 Source2 Source3 Source4

1.7 Competitors

1. Freshersworld

Job portal for freshers. It's primary focus is on college graduates in India. They offer their services using mobile app and webapp.

Features:

- Job listing -MNC's and Government Jobs
- Online courses
- Interview and aptitude preparation test
- Mock interviews and expert resume building
- Abroad study services
- Corporate Employability Assessment Test(CEAT)

Premium membership: Rs 699 (\$10) for 3 months or 999(\$14) for 6 months

2. XING

Primarily focus on german-speaking market but has worldwide presence.

Features:

- Skill based job recommendation
- Personal and professional skill training
- Boost profile visibility
- Students personality profile, strengths
- Premium customer service

Premium:

\$ 10.95 a month for 3 months

\$ 9.45 / month for annual subscription



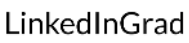
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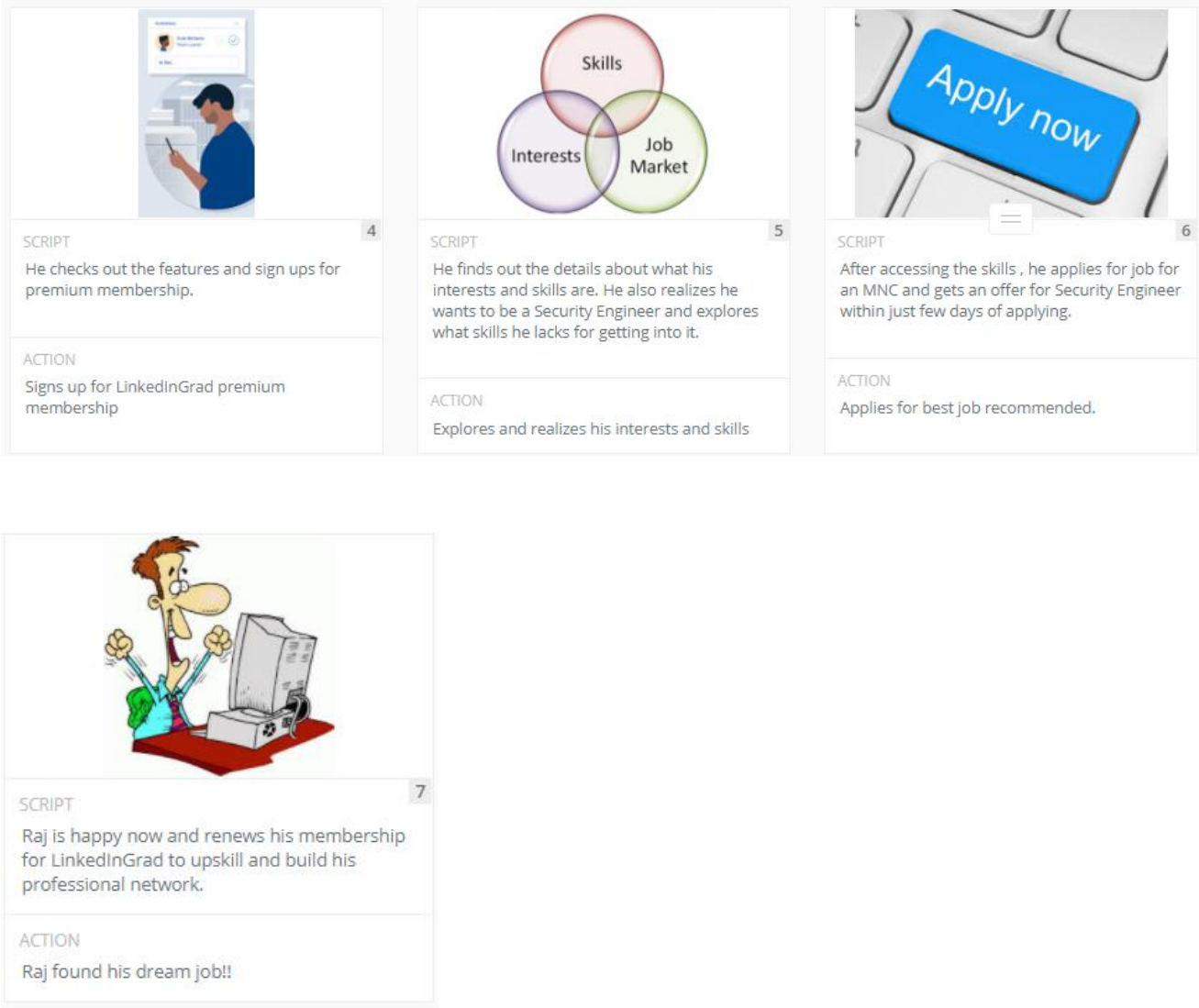
Source1 Source2

Core UX Flow:

Link to prototype

1.8 Story board:

		
<p>SCRIPT 1</p> <p>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.</p>	<p>SCRIPT 2</p> <p>One day he meets his classmate Rohit how tells him about the new feature LinkedInGrad ,launched by LinkedIn.</p>	<p>SCRIPT 3</p> <p>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.</p>
<p>ACTION</p> <p>Raj frustrated due to no job and no clear career direction.</p>	<p>ACTION</p> <p>Raj gets to hear about LinkedInGrad.</p>	<p>ACTION</p> <p>Downloads LinkedIn app</p>



1.9 Marketing and Pricing Strategy

Acquisition channels

1. Collaboration with Colleges and universities and in campus promotion.

We will partner with universities and colleges and do college promotions , so college graduates are aware of the new feature. We can also run student ambassador programs to encourage students to promote LinkedIn and LinkedInGrad.

This channel will be low cost and reaches direct to targeted users. Reach is high due to referrals.

2. Education and learning blogs.

Our target user that is recent college graduates often use blogs, we can advertise on these blogs

and also partner with bloggers to promote LinkedIn.

This is another low to medium cost channel, has higher impact. Since its online reach is high.

3. App store Review

Send the app for app store review. Getting featured this way is a great way to tell users about new feature.

This channel will be relatively costly and more time taking. But the reach and impact is very high.

[Link to Marketing Guide.](#)

Benefits to user:

1. Enroll for high rated courses to learn new skills
2. Gain confidence and stand out by enrolling to trainings.
3. Build professional network and a self-brand.
4. Network with professionals, peers and find mentors.
5. Explore best career roles based on your interests
6. Get best job recommendations based on your skills and preferences.

Where users can find the product:

- Users can download the app using Play store (android users) or App store (iPhone users)

1.9 Pricing

As more than 15% of world students graduate from India, this will be a good starting market and then we will expand worldwide.

This results in Serviceable Addressable Market of 65 M X 96 (\$8 x 12) = \$ 6.2 B

Initial focus is at least 5% i.e 3.25 M graduates with at least 20% conversion rate.

Serviceable Obtainable Market = 0.325M [0.325 M x \$ 8] = \$ 2.6 M for first year of launch.

Pricing strategy:

Fermium model: Free to use basic features, but need membership to access premium features.

This model works best because users can use LinkedInGrad for their job recommendations, role recommendation.

Feature for premium users:

- College2Campus(training courses for soft skill),
- Unlimited online courses to upgrade their skills
- Role insights
- Get feedback on resume, cover letter, profile building etc
- Direct message to recruiters
- Applicant insights.

Our premium membership charges:

3 month package : \$ 10 / month

6 month package : \$ 8 / month

Annual package : \$6 / month

Major cost is \$192 K and considering other cost like marketing, ads etc. the breakeven is achieved around 12 months of launch

Year	User base(millions)	Conversion rate	Premium members	Market penetration(\$ millions)
1(Prelaunch)	0	0	0	0
2	3.25	6	0.195	1.56
3	6.5	8	0.52	4.16
4	13	10	1.3	10.4

1.10 Pre-Launch Checklist

Legal team:

Is the product compliant with legal ? Any new regulations?

Engineering Team:

Is there any technical debt anticipated?

QA team:

Are all feature working as expected? Any anticipated risk ?

Sales team:

Provide sales document to team and discuss on product offerings, target users etc.

Marketing team:

Discuss on marketing strategy, value proposition, massaging and various acquisition channels.

Customer Service:

Discuss on user guide and product offering, current known issues and known solutions

1.11 Anticipated Risks and mitigation plan

1. Technical Debt

There are chances of incurring technical debt if server load and usage increase drastically.

This might cause slow page loading or even making some feature nonfunctional.

Mitigation:

Discuss with Engineering and QA team to make sure we have no technical debt and have sufficient resources to scale. Also understand about back up plans if this occurs in future.

2. Miscommunication during customer interaction:

Customer service is the front end of contact for users. We need to make sure they have sufficient resources and knowledge about the product, failing to have this will result in bad customer experience and can reduce conversion rate.

Mitigation:

A detailed training guide explaining product offering, premium vs basic features, known issues, how to complete a task, point of contact for various types of issues, quick measure etc.

3. Increased competition post launch:

Our peers may cause high competition by extending their market to recent college graduates.

Though LinkedIn has huge network and reputation as a job recommender, it is important to mitigate this risk.

Mitigation:

Create a strong customer service to understand users' concerns and a quick feedback loop to solve those.

Also conduct frequent user interviews and add new unique features to make sure users' needs are met with constant innovation.

Monitor (offline and social media) and keep track of competition regularly and take necessary steps on time.

Monitor social, political, technology and regulation changes.

[Link](#) to training guide for Sales and CS

[Link](#) to User guide.

1.12 Post-launch Feedback

Field Feedback:

After launching your product, you notice that the adoption rate is lower than you expected (about 35%).

First step is to know the users, are these recent college graduates?(graduation year <current year- [3]). Assuming the data includes only recent graduates, next step is to investigate the lower adoption rate:

Post-launch data

Week	App Downloads	Active users
1	1,000	200
2	5,000	1,000
3	7,500	1,500
4	10,000	2,000
5	15,000	3,000

Two assumptions for lower adoption rate:

1. Users are not able convey their expectation or hence not able to stand out from audience.

Since all candidates can show case their skills, achievements etc there is a chance of users not able to convey why they are applying for a specific job or why should recruiter hire them.

Solution:

Add a screen after user clicks on “apply for job” button which allows user to write a brief note(letters less than 200) to recruiter about why they are interested in this job or how they are a better candidate.

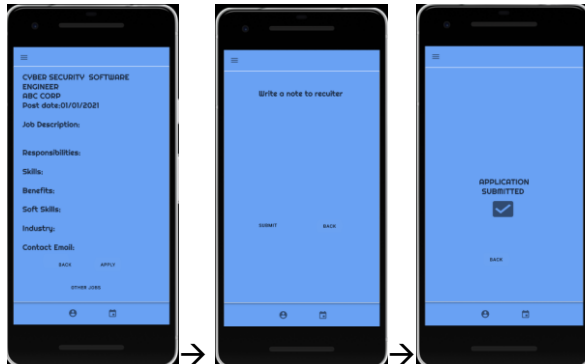
Control:

User view the job details and click on submit to apply for that job.



Variant:

User view the job details , writes a note to recruiter and click on submit to apply for that job.



Success metric:

Average number of job applications per user per week = $\frac{\text{Total applications per 7 days}}{\text{Total users}}$

We compare this metric before and after test to understand the impact

Hypothesis:

User will be confident about applying to more number of jobs, which increase their chances of getting an offer.

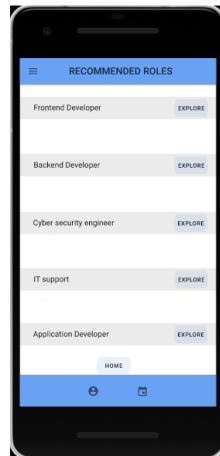
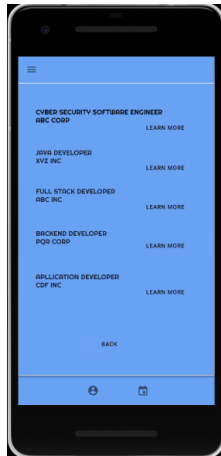
Recruiters will be delighted to differentiate candidates by reading the note

2. Users are not able to understand which is the best role to apply.
Users might be unclear which career role is better for their skills.

Solution: Add a text indication the percentage of skill match below every job and recommended career role so user is able to choose the best for them.

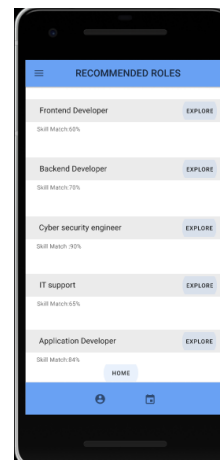
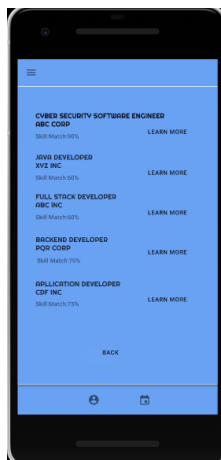
Control:

“Job” and “recommended roles” screen doesn’t have *skill match*



Variant:

“Job” and “recommended roles” screen has *skill match*



Success metric:

Average number of job offers received by candidate= Total number of job offers/
Total users

We compare this metric before and after test to understand the impact

Hypothesis:

Users will be able to apply for job with higher skill match which increase their change of getting a job offer.

[Link](#) to Launch email