



Product Owner: Riya Tirole



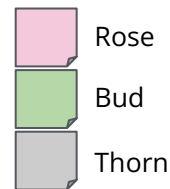
Background

Initial PRD



Understand

How Might We



How might we help user get most accurate job recommendations

How might we want to design our assessment

How might we help our users to quickly land the job

How might we help users to choose among multiple jobs

How might we help users with additional resources between tests and landing job

How might we ease the job application process

How might we help employers find the right match

How might we get users use our product

How might we know users are liking the job we recommended

How might we scope the market and job suggestions

How might we understand the tests/inputs users will already have with them

How might we keep the test length minimal

How might we give users extra guidance related to the job listed

How might we stand when job seekers are reduced

How might we change the product for school vs college students vs professionals

How might we rank the jobs displayed to user

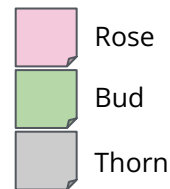
How might we customise the test for students vs early professional

How might we retain the users already subscribed to us

How might we make it easier to understand the test questions

How might we extend this to users happy with their job but looking for growth opp.

How might we help users who are still confused after job recommendations



How might we deal with refund policy

How might we help users with any doubts or queries they might have

How might we make the test more interactive

How might we convey the expectations of employer for the applicant

How might we deliver the product to the users

How might we help users evaluate job vs grad school?

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

How might we react to situation when jobs are not available in a domain

How might we help students improve their visibility to the recruiters

How might we map users to the most suitable job profile

How might we help college students evaluate their preferences

How might we keep suggesting subscribed users of better job opportunities

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

How might we find recent college grads?

How might we support users coming from different educational background

How might we introduce job seekers to professionals for mentoring

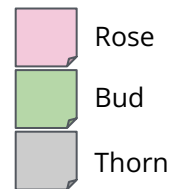
How might we deal with fake job listings

How might we need to change offering based on geographies

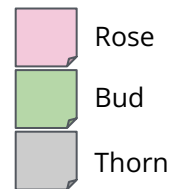
How might we convey user's credibility to the employers

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

How might we help college grads prioritize their interests?



How might we motivate students to apply to jobs based on their interests?	How might we improve connection recommendations based on candidate's interest?	How might we help students align their passions to available jobs?	How might we get accurate and timely job market information?	How might we create accurate matches?	How might we create an accurate and reliable recommendation engine?	How might we match skills with employer needs?
How might we suggest Job events/conference/fairs based on candidate's interest?	How might we help students become more aware of jobs available to them?	How might we help grads assess job fit?	How might we request information from companies?	How might we facilitate communication between user and employers?	How might we evaluate employer profile effectiveness?	How might we evaluate user profile effectiveness?
How might we improve job recommendations to users?	How might we allow students to discover their passions?	How might we find job openings for college grads?	How might we create a model and account for bias in our model and job areas?	How might we connect users from the same schools?	How might we create a supportive social network for job seekers?	How might we build and improve professional mentorship community?



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 provide resume writing assistance?

How might we market our app to users?

How might we incentivize students to use the new app?

How might we develop partnership with schools?

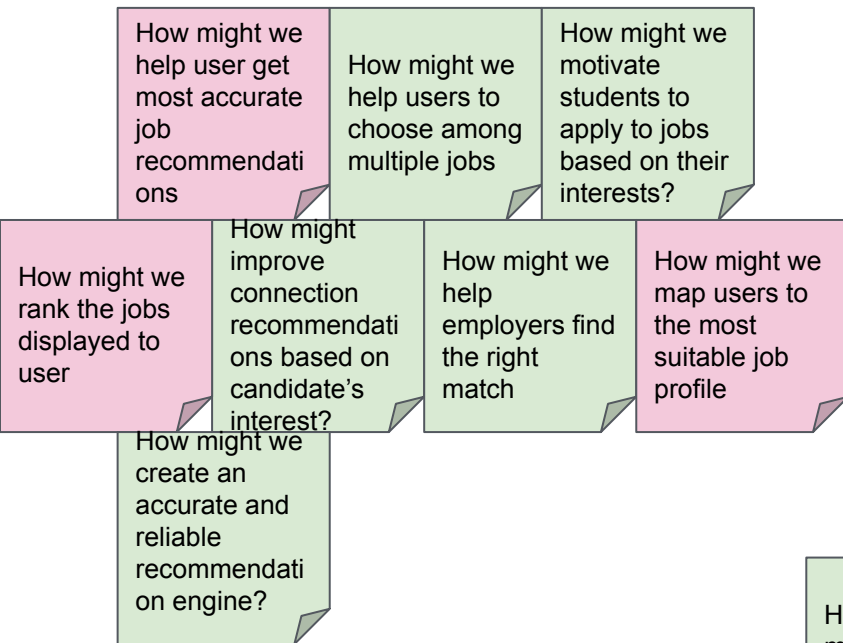
How might we protect user information?

How might we help colleges grads calibrate their skills?

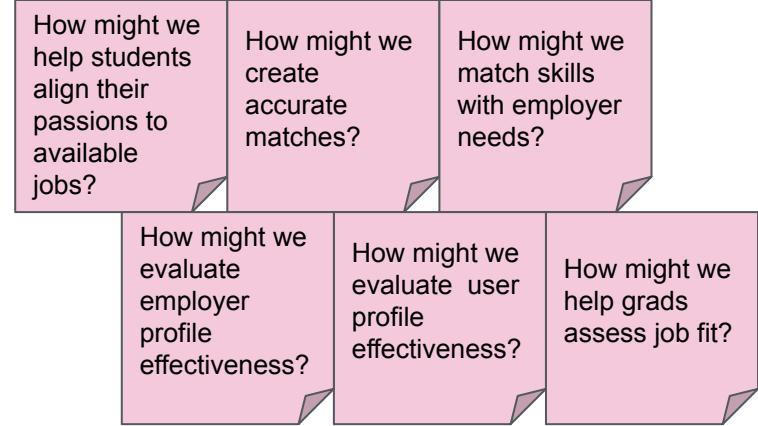
How might we give incentives to get friends using the app?

How might we partner with college career centers?

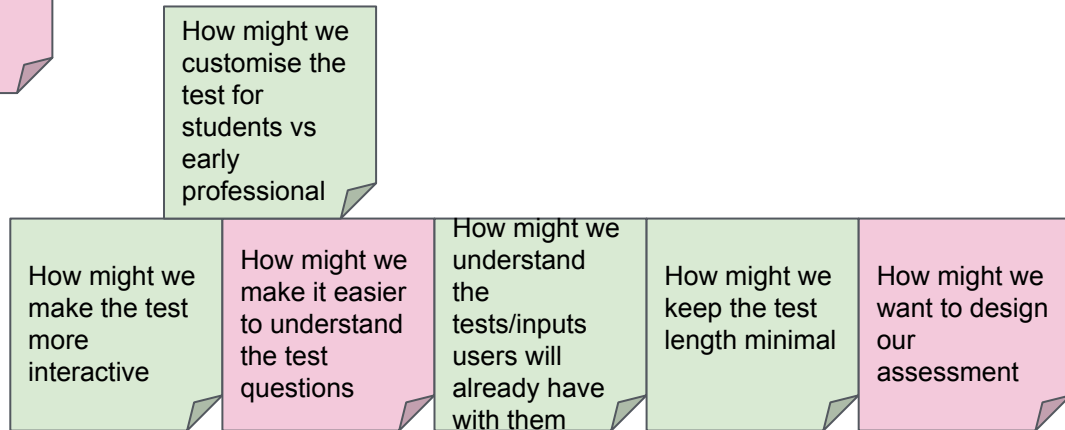
Affinity Mapping



Job Recommendation



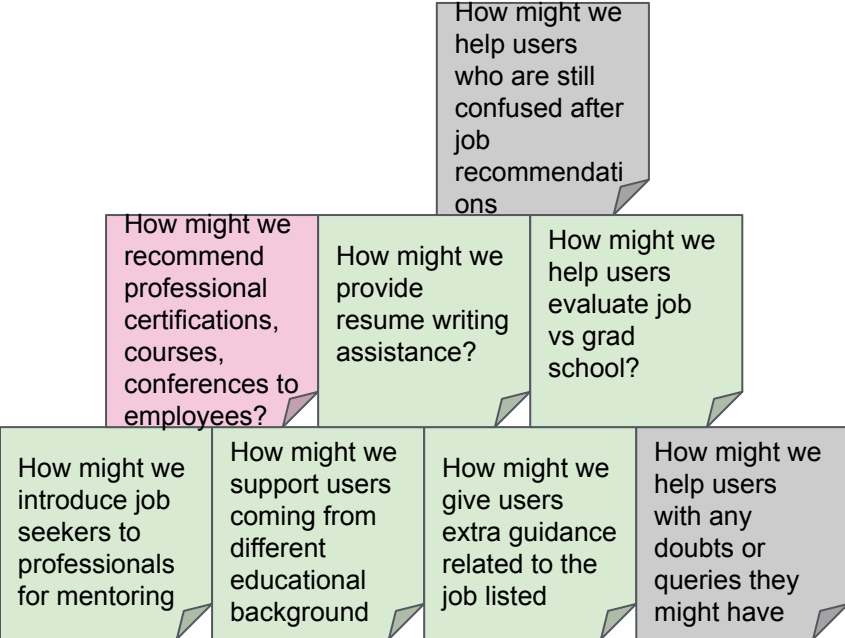
Matching



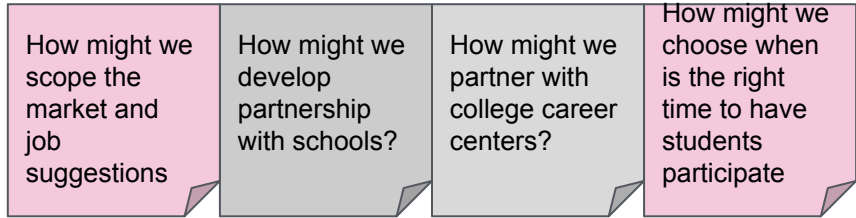
Assessment

How might we know users are liking the job we recommended

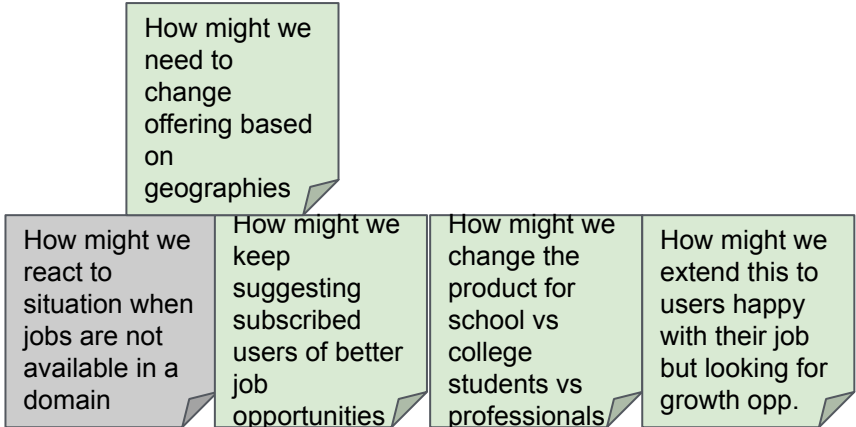
Feedback



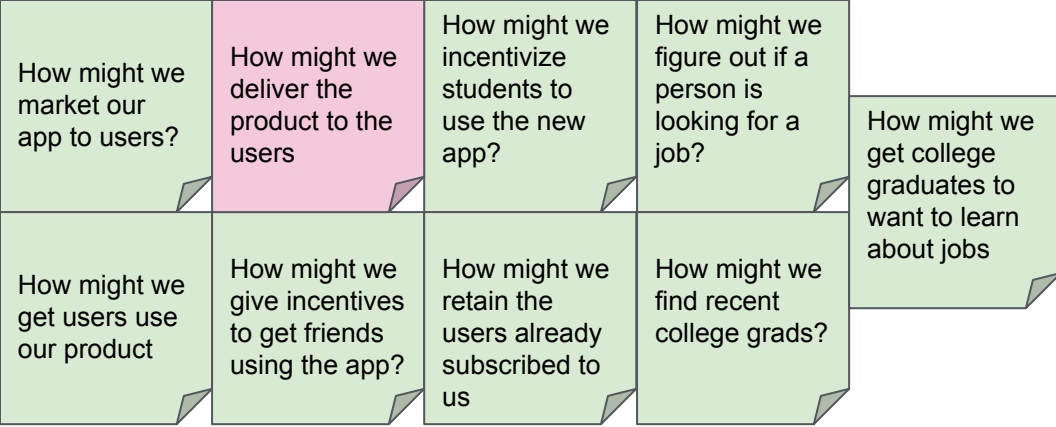
Extended resources



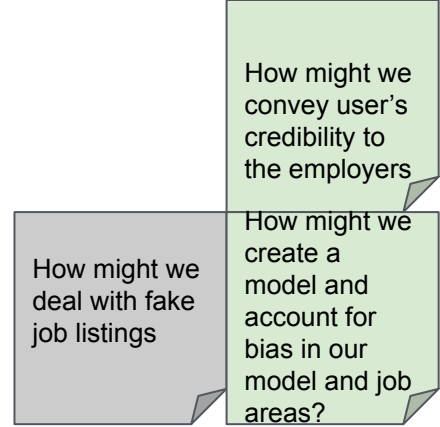
Partnering



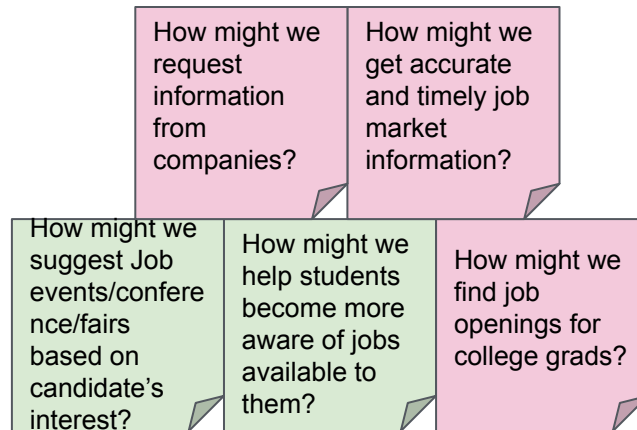
Customizations



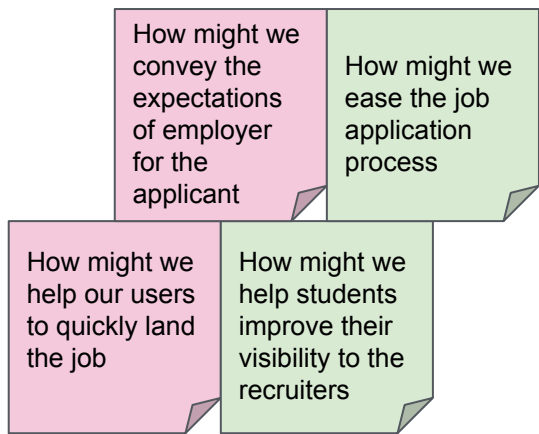
User base



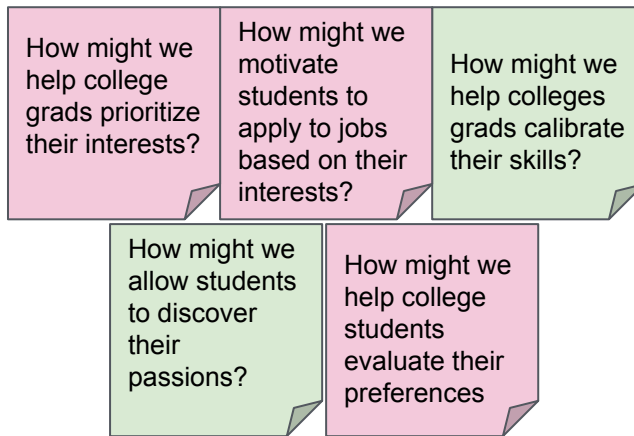
Credibility



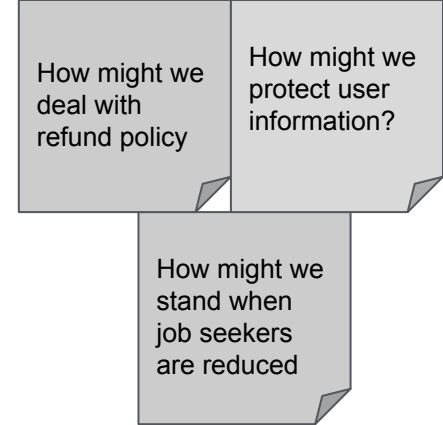
Job Listings



Job Applications



User Preferences



Others

Sprint Focus

Focus	Job Recommendation - based on assessment score
Slide #	<u>Slide #9</u>
I selected this theme because	our job recommendation is not text search based result but using the assessment score that user obtained. We show 2 recommendations broadly - One is the full corpus of jobs in market that the user will excel at. Second one is the active job listings at the moment which will be subset of first listings.

Your all time companion to success

...that helps you realize your potential at every stage of your life to help reach newer heights

Future Press Release



	Goals	Signals	Metrics
Happiness	Landing a job	User being interactive throughout the process	Product rating 4+
	Effective assessment	Less support contact for assessment	Job assessment rating - 4+
Engagement	Discovering unknown job profile	Deep dive of job suggestions	Number of job applications
	App downloads	Dashboard statistics	Number of downloads
Adoption	Share with friends	Refer a friend	Referral signup rate
	Marketing	Social media publicity, publicity in online communities	Total views, Click-Through Rate
Retention	Badge on course completion	Reminding course progress	Increase in courses completed
	Grow higher in applied job	Suggesting new relevant courses	LinkedIn job level updates
Task Success	Easy to use product	Skipping intro and FAQs search	Less support queries
	Reduced job landing time	Job info update	Average time taken to land job

8 Sketch

NAME
OCCUPATION

ABOUT

INTERESTS
1:
2:

BADGE

Show all ☐ Active

Job Profile 1
Company 1
Location

Affinity
Score

Job Profile 2
Company 2
Location

Affinity
Score

Job profile 3
Company 2
Location

Affinity
Score

Job profile 4

YOUR SCORE

Category
CAT 1
CAT 2
CAT 3

Score 1
Score 2
Score 3

YOUR INTERESTS

Industry
IND 1
IND 2
IND 3

JP 1
Job profile
JP 2
JP 3

Job profile 1 now has new jobs

Person x viewed your profile

Jobs you might be interested in

Take these courses to grow higher

Show all ☐ Active

Job profile 1
Industry

Affinity
Score

Job profile 2
Company 1
Location

Affinity
Score

Job profile 3
Company 2
Location

Affinity
Score

EXCELLENCE
ASSESSMENT

INSTRUCTIONS:
(1) - - - -
(2) - - - -
(3) - - - -

TIME - X MINS

START

EA
00:00

Q.

Which is more likely

O O O O O
A B C D E

New User?

in
IFI

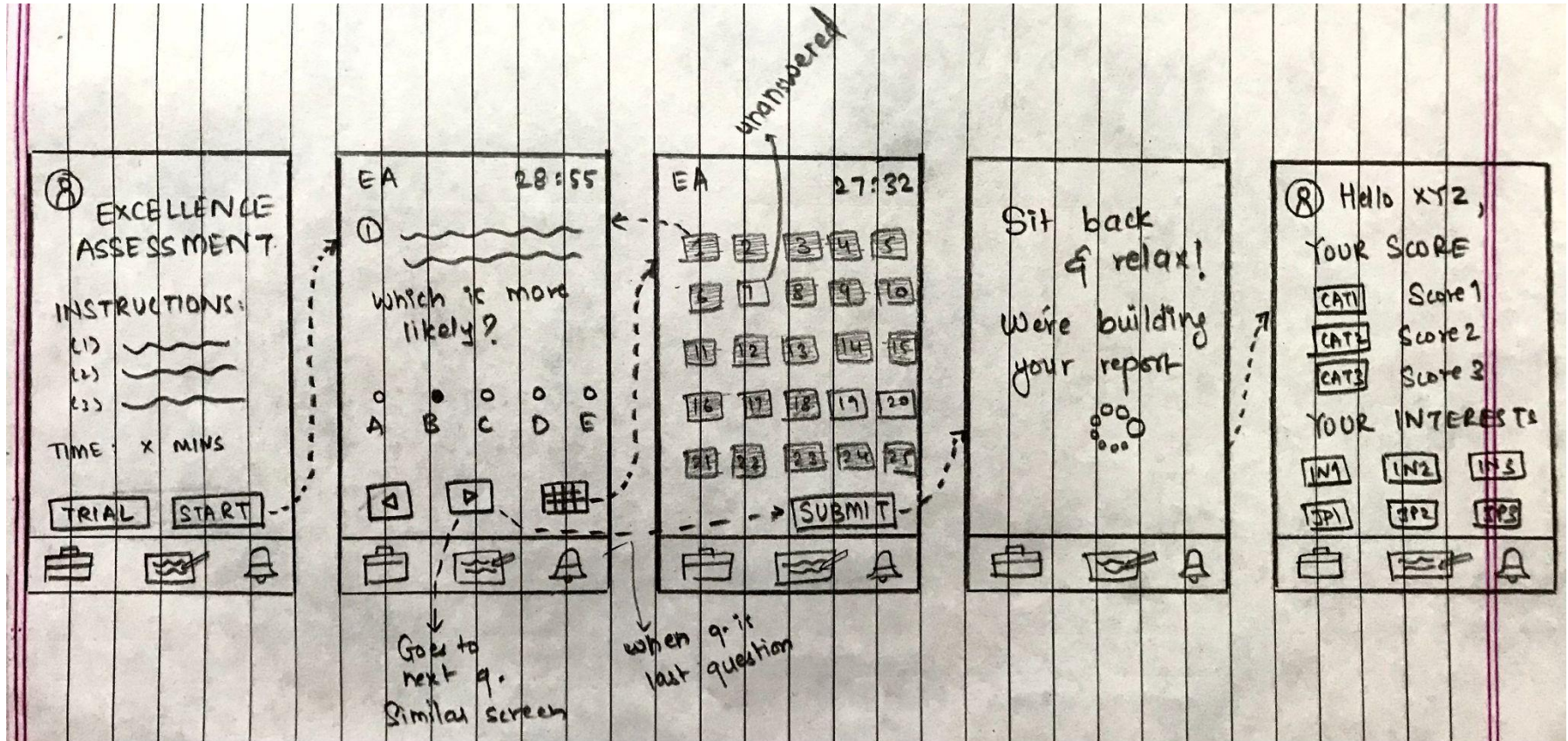
xyz@example.com

password123

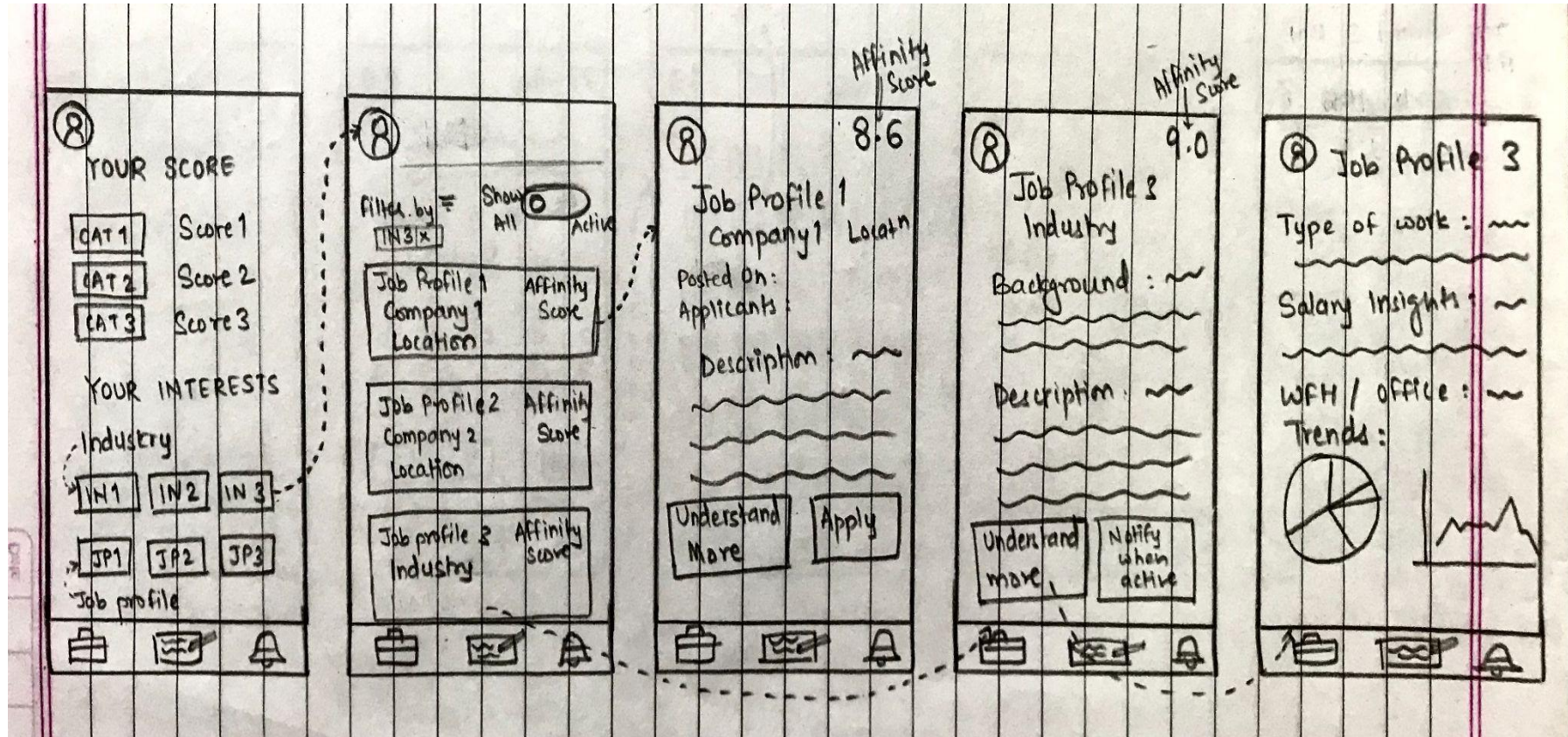
I.E.C

SIGN IN

Excellence Assessment



Job Recommendations



Decision

Decision

Decision	Job Recommendations
Rationale	Showing the most relevant job will help in improving the user experience and expectations. Providing all the (possible) relevant information is a must here. This is because the prospectus job profile can be a brand new one for the user and more insights we provide, lesser will the user need to dig in somewhere else.

Storyboard



SCRIPT

Amy : Hi Sheena. How are you?

Sheena : Hi Amy. Long time. I'm good. How are you?

Amy : To be honest just all confused and scared with job placement season coming around. Let alone job profile I am unsure which industry I want to work in.

ACTION

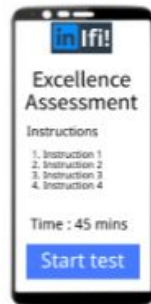


SCRIPT

Sheena : Oh! That's a completely valid concern and I was in your position few days back.

But then I got introduced to LinkedIn Ifi.

ACTION



SCRIPT

LinkedIn Ifi takes this in depth assessment which tries to understand the our strengths, interests to direct us to industry & job profile we will fit in.

ACTION



SCRIPT

Few days later....

Amy sits to take the LinkedIn Ifi's Excellence Assessment... and completes it in around 30 mins.

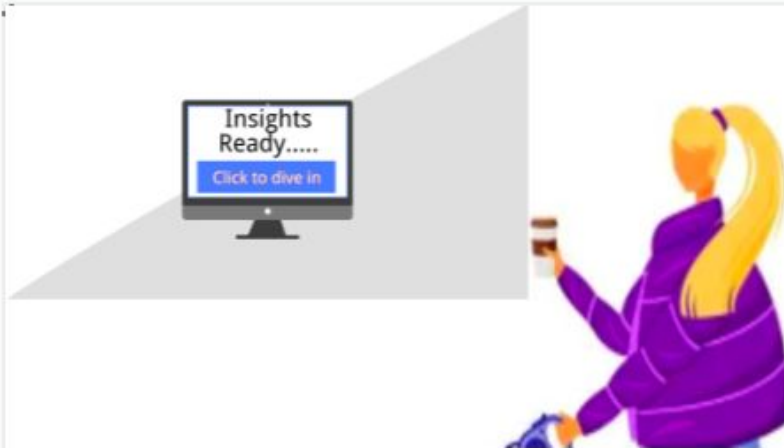
ACTION



SCRIPT

The results to the assessment are being calculated now. She decides meanwhile she should just go make coffee quickly.

ACTION



SCRIPT

When she's back the assessment result is already ready on the screen for her to go through and get insights.

ACTION



SCRIPT

Amy evaluates the suggestions provided by Ifi and tries to pinpoint a job profile she wants to pursue.

ACTION



SCRIPT

With the help of LinkedIn Jobs & her placement cell she applies and finally lands the job which she is more comfortable & confident about.

ACTION

Prototype

Prototype

Description

This prototype covers the job recommendation flow that user sees when they have attempted the Excellence Assessment.

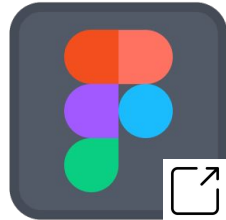
The main screens to focus here is the profile page which lists down all the industries & job profiles in general that the user would like, active jobs for the above job profiles and how they can directly apply for the active jobs through the app itself.

Assumptions

- User has already taken the Excellence Assessment
- User know English language
- User is looking for jobs

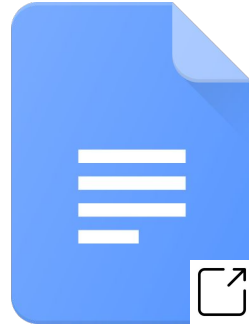
Tasks

- Sign Up
- Login
- View their score in diff areas
- Browse through all recommended industries & job profiles
- Get details of particular job
- Apply for the job
- View bookmarked jobs



Validate

Research Plan



User Testing: Participant 1 Key Findings



What worked well

- UI was intuitive in login page, homepage, applying for the jobs.
- Job data was sufficient to understand to the job.
- UI was colour coded well.

Where participants got stuck

- Could not understand what exactly the score meant.
- Jobs icon wasn't very intuitive.

Other observations

- Specifying the number of openings for a job profile and filled ones will help user take action more appropriately.
- Adding a tree filter with fields and sub fields and sub sub fields will help user explore fields related/unrelated to recommendations
- Ability to see job openings outside recommendation.

User Testing: Participant 2 Key Findings



What worked well

- UI was intuitive for the user to navigate.
- Idea is innovative and new, will be very beneficial if carried out correctly

Where participants got stuck

- User felt like the industry icon/button showed job profiles recommendation beneath them under user profile page

Other observations

- If very few jobs are available for an industry, show similar job profiles below the recommended ones.
- Excellence Assessment should have an independent page
- Idea is a breakthrough but not much awareness in people regarding career tests (excellence assessment) to attract users
- Job profiles not being actively managed by the hiring team should be marked inactive proactively

Feasibility

	Your Assumptions	Specific feasibility questions
Drawing the UI	User has taken the excellence assessment, and recently so that recommendations are apt.	What should be shown if user hasn't taken test? Will the test results be always valid? When is the right time to consider test results might not be completely valid?
User generated data	To improve job recommendations that is shown to user dynamically when they visit the app.	How to let the job recommendation list be always updated? How to show relevant job results? What if most relevant jobs are not active at the moment (affinity score > 8.5)?
Latency	User should get excellence assessment results (almost) instantly. They should also be able to apply to the job in minimal clicks.	What is required to translate answer to results? How fast can results be used to recommend jobs? How can we help reduce #clicks applying to jobs? Can we store some basic info to make job application faster?

Handoff

Updated PRD

