

# LinkedIn Ifi

*“Your all time companion to success!”*

PM: Riya Tirole

STATUS: **DONE**

## Objectives

- To see how interested user is in the product
- To understand if application interface is pretty clear to navigate
- Would people like to pay for getting job recommendations? If yes, How much?

## Methodology

- Interviews with each user for 30 minutes.
- Questions range from broad background information to also specific questions.
- The Q&A session along with users interacting with the prototype.
- Receiving feedback from users regarding the product as a whole.

## Participants

- School student who will not be appearing for a job in near years (>3 years).
- College students looking to appear for job hunt in less than a year.
- College students looking to apply for jobs in 2-3 years.\*\*
- Early professionals who are looking for change/understand their interests.\*\*
- Late professionals looking for insights about roles they can vertically grow.

\*\* - User profile used for interviews.

## Interview Sessions

### Introduction

My name is Riya and I'm a Product Manager here at LinkedIn. The team's been working on a very exciting idea in the job recommendation space. We wanted to demo it with you and get your feedback.

The way that this interview will run is, I have a few background questions to get to know you a little bit better. Then, we'll switch gears and I'll show you a prototype that the team has been working on and ask you for your feedback.

Before we get started, please review this NDA and sign it. It's important that the things we show you and the ideas that we discuss today stay confidential.

Do you have any questions before we get started?

Great! Is it ok if I record this session? The recording is only going to be used internally by the team to refer back to our conversation. It also helps to make sure that we don't miss anything in the notes.

### Background questions

- Can you tell us a little about yourself?
- Which stream have you chosen for graduation?
- Are you very interested in this field or is there some other field you'd like to explore?
- What guidance do you feel if you received early on would have helped with your interests?
- Do you think you can still make a transition?
- Do you know the depths of the associated job profiles for the future?
- Do you know what criteria are looked for by the hiring team when hiring in that field?
- What do you think is the average number of students who change their field post graduation?
- Does taking a career guidance test come to your mind when thinking of job search?
- Would people like to pay for getting job recommendations? If yes, How much?

## Tasks

Now I'm going to show you a prototype that the team has been working on. Keep in mind that this isn't a test. And there's no right or wrong answer. We're trying to understand how well this idea works for you. And because it's a prototype, not everything you see in the app may work.

One more thing, As you start using the prototype, I'm going to ask you to think out loud. I'm interested in hearing what you are seeing on the screen, how you are interpreting it, and what you expect things to do. So let's start?

### Task 1 -

1. Can you login to your account
2. Navigate to your profile
3. Can you describe what you see on the screen and what it means?

### Task 2 -

1. You are looking for 'Data' specific jobs. Can you think of how you can achieve this?
2. You want to look for jobs in general. What do you think you can navigate using?
3. How would you apply for the job?

## Wrap Up

That's great! Just a few more questions and we will be done here.

- Do you think this is something you would use?
- Is there anything we should work on?
- Can you tell us overall feedback for the team?

Thank you for taking your time and helping us here! Your suggestions were something which we were looking for. Have a great day.