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### Background

Students graduate and take a while to find jobs, and find it even harder finding jobs that are a good fit for them.

In addition to the students, there are over 208 million unemployed people worldwide right now.

LinkedIn already has over 65 million students as members and 82% of the 930 million people on LinkedIn are within age 18 - 34.

### Problem

Stewart is a final year student who is concerned about finding the right job at a company whose goals align with his own goals.

He wants to get this with as little stress as possible, and currently not unable to make up his mind on selecting any of the available options or looking for a new company to apply to.

Like Stewart, there are about 235 million students worldwide, about 65 million of whom are on LinkedIn, most of whom would be seeking to get their ideal dream job after graduating college in shorter time than the three to six months it takes the average graduate to get a job.

One of the ways such students tend to get their jobs is through job boards, like LinkedIn.

There are other job board websites besides LinkedIn that offer to help students find jobs after graduating. Some of them are: Glassdoor, Indeed, ZipRecruiter, and Jobberman.

Job board websites like Indeed feature incentives for job seekers, including over twenty million job listings, a free platform for job seekers to upload their resumes, Job status tracking, and a blog for helpful tips on applying for jobs, among others.

ZipRecruiter, another job board website, allows for background screening, application management, assessment, and applicant tracking for recruiters.

These job board sites are yet to effectively solve the unemployment and poor employment problem, as only 44% of employees are presently very satisfied with their jobs, according to [Pew Research Centre](https://www.pewresearch.org/short-reads/2023/05/25/young-workers-express-lower-levels-of-job-satisfaction-than-older-ones-but-most-are-content-with-their-job/).

### Goal

We aim to create an app that would help final year students find their ideal jobs at companies that they would fit in well with and settle in in a manner that would be as seamless as possible.

### Success Metrics

We aim to achieve the following within the first year of app launch:

* 18 million + registered users
* 7.2 million + subscribed users
* 5 million + active users monthly
* 4.0 or higher rating on app store
* 4.2 million students employed through the app

### Key Features & Scope

**Sign in with LinkedIn - P0**

* User can create an account
  + Accounts are based on existing LinkedIn profile
  + Passwords are not required

**Company Profile Overview - P0**

* When a searches and finds a company, they should be able to see an overview of the company, sourced from their LinkedIn profile.
* The user should have the option to chat with a staff of the company

**Apply to Company – P1**

* Users should have the ability to apply to a shortlisted company
* The application process should be simple: user writes to apply and the user’s profile serves as resume.

**LinkedIn Learning - P0**

* Users should be able to take courses on the app that are relevant to their desired profession
* Each course would have an assessment at the end

**Assessment - P0**

* Users will be required to carry out a number of assessments on a bimonthly basis and at the completion of each course on the app
* The course assessments would be rated on a PASS or FAIL rating, with the student needing a minimum of 70% to pass

**Mentoring – P0**

* Users will be assigned to a mentor after a four-month learning period and two assessments in a bid to identify the best possible mentor for the user.
* Mentors would guide the user closely, providing industry relevant coaching and offering internship opportunity to the user.
* Mentor recommends a company to the user at the end of the training period.

**Trainings with certifications - P0**

* At the end of every course and the final assessment, the user is issued a certificate of completion

### Target Market

#### Our target market

Our target market is potential and imminent job seekers who have very recently graduated or are about to graduate from college and would be looking to get a job, preferably with a private enterprise or startup.

#### Our target audience

Our target audience is final year college and university students in the United States, India, and Europe, who are largely within the age of 18 – 26 and are looking to get entry level jobs after graduating and getting their degree.

##### User persona

| **Background and demography**   * Male, 24 years old * Single * Final year student at MIT * From Chicago, Illinois * Works a part time job at a local research center as a volunteer |  | **Needs**   * Job application recommendations * Industry specific training * Help with building his resume |
| --- | --- | --- |
| **Hobbies**   * Swimming * Playing 3D chess | **Goals**   * To get a job with a company that suits his personal and professional drive * Early progress in his career track | **Barriers**   * Too many possible places to apply to for a job * Little time to carry out extensive job-hunting research |

### Competitors

1. **Indeed**

[Indeed](https://www.indeed.com/) is the #1 job site in the world with over 300 million unique visitors each month. They seek to connect job seekers to the employment industry by giving them free access to job search and resume posting. With a record total annual revenue of $2.9 billion million in 2022, they are one of the largest players in the job board space.

Some of their features include:

– Jobs board: Candidates are able to check for jobs posted on the platform and apply for

jobs they fit or qualify for.

– Status tracking: Job candidates can see if their application is successful, rejected, or in

progress

– Multiple employer profiles

– For recruiting agencies

1. **ZipRecruiter**

[ZipRecruiter](https://www.ziprecruiter.com/) is an American employment marketplace for job seekers and

employers, with its headquarters in California. According to [Zippia](https://www.zippia.com/advice/ziprecruiter-statistics/#:~:text=ZipRecruiter%20was%20founded%20in%202010,million%20job%20alert%20email%20subscribers.), over 110 million people have used ZipRecruiter and over 2.8 million businesses have sourced for employees on their platform.

They boasted a $904.6 million revenue in 2022, with a reported 25 million monthly active users and about 40 million job alert email subscribers.

Some of their features include:

– Background screening: Recruiters are able to check background data of job seekers

provided on the website and identify best fit candidates

– Applicant tracking: Recruiters can monitor candidates activity history

– Assessment management: Recruiters can select assessment format for job candidates

– Application management

### Total Addressable Market (TAM)

The TAM calculated for this product is given below:

• 235 million students worldwide \* $25 \* 12 months = $70,500 million

• 150 million startups worldwide \* $400 annually = $60,000 million

• 333.34 million enterprises worldwide \* $1,200 annually = $400,008 million

**Total Addressable Market = $530.5 billion**

### Core UX Flow

[Prototype](https://www.figma.com/file/1sQGIWBJ0WEwMoNwxtTRRw/LinkedIn?type=design&node-id=0%3A1&mode=design&t=41SNkfr0J94NdFqt-1)

## Customer acquisition strategy

### Acquisition channels

1. App store
2. In-app ads
3. Career fairs
4. Company HR outreach
5. **App store**

It goes without saying that our product should be listed on major app stores for download by users.

App store listing would be a potentially great place to make the app available to users, as we can also leverage on the huge presence LinkedIn has in the market and the app would rank for the LinkedIn keyword search.

A detailed guide on the app store would also do a good job at enlightening users on what to expect from the app.

1. **In-app ads**

In-app ads in this case, refers to the use of native and sponsored ads on LinkedIn to promote the LinkedIn JobUp app and drive marketing efforts significantly towards app awareness, acquisition, and adoption.

Since LinkedIn already has almost a billion members and an estimated 65 million students, it would make sense to take advantage of this platform, as members of the platform would already have some positive bias towards the app and its related solutions.

This would ease the stress of introducing a new product into the market, especially for users who already use or have used the LinkedIn Learning app before.

We should also look at offering a two-month trial offer to users who have taken courses on LinkedIn Learning and have obtained a minimum of two certificates through the platform.

Reaching out to users on LinkedIn would not be exclusive to the students only, as 82% of the LinkedIn population are within the age range of 18 – 34 years, this translates to about 780 million people.

We would assume that among this population would be freelancers and still unemployed people who would be looking out for jobs, as well as other users who might want to refer the app with friends or use the platform themselves.

1. **Career fairs**

A number of schools and other learning affiliated institutions organise career fairs to help students get clarity on their desired career path and help organisations spot potential talents that can be useful to their teams in the future.

Some of these events hold physically while others hold virtually.

Looking into using this channel could be quite helpful as most students who attend career fairs are already looking towards getting jobs and they would likely be willing to consider our product.

1. **Company HR outreach**

According to Hootsuite, over 58 million companies are listed on LinkedIn and 87% of recruiters use LinkedIn at some point of their recruitment process.

Reaching out to companies on LinkedIn who use LinkedIn Recruiter would be another initiative worth looking into, for ease of recruiting.

This would help recruiters gain inside information on possible employees, and monitor them through their training and membership period.

Marketing to these companies would also make financial sense as they can attract and generate higher revenue than individual users.

## Marketing guide

Link to [marketing guide is here](https://docs.google.com/document/d/18FxPDQruPzM6T3gaexP7PkH07mcikYQA/edit?usp=drivesdk&ouid=115115234650407668608&rtpof=true&sd=true)

## Pricing:

Our revenue goal for the first year is market entry.

This is because we are trying to break into an existing market with a new product and we should try to first create a name for our product and find a way to scale financially subsequently.

Our pricing package is given below:

| Category | Individuals (Students) | Startups | Enterprises |
| --- | --- | --- | --- |
| Frequency | Monthly | Annually | Annually |
| Cost | $25 | $400 | $1,200 |

Note:

1. In the first year of launch, users enjoy a free two-month trial period, which ends after their first assessment is due
2. Individual users can pay for a year at the price of ten months ($250)

## Pre-launch checklist

| **Team** | **Discussion item** |
| --- | --- |
| Leadership | Product launch greenlight |
| Engineering | All relevant codes implemented and working |
| Testing | Full functionality of strategic features (all P0 and most P1 features) |
| Marketing | Marketing strategy |
| Legal | Are there privacy issues around the app? |
| Sales | Identifying target audience and sales channel |
| Support | Familiarity with the app and possible issues users might have |

## Risks

### General risks

1. Testing

The most recently developed or reviewed features might not have been sufficiently tested, and this could suggest that not all features might be satisfactorily functional.

**Mitigation plan**

A gradual roll out of the app into the market, with QA, engineering and support on standby to detect and respond to any significant challenges users might encounter on the app.

1. Promotions

Our initial plan is to launch inwards and see how the product performs before we drive any major buzz around the launch and expand our target audience

**Mitigation plan**

Review app performance on a monthly basis and step-up promotion plan after due consultations with marketing team

### International risks

1. GDPR

There might have been recent changes in data protection laws which we might not have been implemented in the app before launch

**Mitigation plan**

The legal team would have to periodically check for any updates to the GDPR laws and ensure that the app is not at risk of invading and breaching user privacy.

1. Timing

Our launch time might not be an exactly favourable period, depending on the academic calendar of most schools across our geographical target area.

**Mitigation plan**

We would have our marketing team monitor and report on the academic calendar for places with schools we intend to initially launch the product in, so that we can strategically meet the potential users at an optimal point in their academic session.

## Helpful guide documents

1. [Sales and support team guide](https://docs.google.com/document/d/1zXnS5_pi4EidYXlfpHwd3hSejUL8MMlH/edit?usp=drivesdk&ouid=115115234650407668608&rtpof=true&sd=true)
2. [User guide](https://docs.google.com/document/d/1l0KrpYKpalW7ogrg1P7Z9pXBuaC8WYC-/edit?usp=drivesdk&ouid=115115234650407668608&rtpof=true&sd=true)

## Post-launch feedback

After the first five weeks of release, it has been observed that the product has an adoption rate of 20% as against our projected 35% adoption rate.

App store reviews and social media posts around our product has revealed two major problems users encounter:

1. They are always directed to the sign-in page every time they leave the app and return to it.
2. Their learning courses do not save their progress, and users always have to start from the beginning of the lectures, irrespective of how far they had come.

It is believed that these problems are significant enough to cause some user dissatisfaction and should be resolved as soon as possible.

### Proposed solution

The proposed solution to the first problem would be any of the following:

1. Enable fingerprint sign-in for users: This would enable the users to add their fingerprint as an alternative sign-in option after their first login, eliminating the stress of having to input their login details every time.
2. Auto save user login details: The app should be able to save user login details and prompt them to just retrieve it anytime they return to the app.
3. Enable first time sign-in only: A final proposal would be to only ask users to sign-in once, and allow them access the app whenever they return to the app without having to provide their login details.

### Test

To try out this test, we would meet with the engineering team and QA or data analysts to figure how easy it would be to implement the suggestions provided and how many users we would require to test them out and for how long (presumably about 800 – 1000 users over a two-week period).

### Success metrics

Our success metric for this test would be to identify the option with the highest usage rate among the four options (including the present login process). A usage rate of 45% would suggest amazing success and would be a clear winner, while any feature that falls within a usage rate of 32% - 40% would also be worth looking into.

### Hypothesis

It is assumed that users would largely accept any of the proposed options, but the probable winner would be the enable first time sign-in only.

## Organization launch email

[LinkedIn JobUp launch email](https://docs.google.com/document/d/1gOKtALsO0LIq5GuGPOFG8qDcnqA0Pzq6/edit?usp=drivesdk&ouid=115115234650407668608&rtpof=true&sd=true)