



LinkedIn Fresh

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STATUS: **Final**

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Background

Over the years, Unemployment and underemployment are the main challenges that every single country faces, especially both rates are very high when it comes to recent graduates. It became harder to find a job or the right job for graduates after the pandemic hits which made the employers have no intent to hire recent graduates with no prior experience.

Problem

College education does not prepare an individual for real life and young adults usually fail to launch their careers due to lack of direction or guidance, poor self-image and poor interview skills. Going into numbers, we have almost 53% of recent graduates unemployed.

Introducing LINKEDIN FRESH which is the first interactive subscription program for hiring recent graduates. It is a community for graduates to help them find their Right Mentor, Right Peer and Right Job.

Most of the competitors are focusing more on job listings for all job seekers and not focusing on how they can prepare graduates for the work life before having the job. So, our objective is to provide a unique experience for graduates to smooth the transition between college and work life.

Goals

- Reduce Unemployment and underemployment issues for recent graduates
- Build an app to help recent graduates to find the job they fit in
- Create a subscription plan for graduates to make them well-prepared for work life

Success Metrics

- Launch an app that has at least 4.8 stars on the app store
- Hiring Rate for graduates of 70% for the first year
- Retention Rate even after hiring by 75% for the first year
- 1M subscribers in the first year

Key Features & Scope

Priority	Feature	Description
P0	New Graduate Subscription	Build a monthly and yearly subscription for graduates' program and secure payment gateways
P0	Sign-in with LinkedIn credentials	User should sign in with LinkedIn credentials, so we will need to ensure that integration is working well
P0	Recommendation system	Build recommendation system based on each user preference
P0	Integration with LinkedIn for job listing	Job listing page which mainly customized based on users' preferences and entry levels jobs
P0	Search	Users should be able to search with multiple filters and the result should be ranked based on users' preferences
P0	Mentors chatting services	Mentor listing based on users' preferences and in-app chatting services secured between user and mentors

P1	Community feature	Build a community feature to be able to connect graduates with each other and share experiences like any other social media platform
P1	Integration with LinkedIn Learning	Recommending courses and certificates to be taken based on users' preferences from LinkedIn Learning
P2	Build Resume	Build Resume feature is an automated tool to build professional resume for each user by simple questions
P2	Integrate Tengai-unbiased	Integration with Tengai-unbiased for online video interviewing

Target Market

Fresh Graduates – Senior College students – Unemployed/Underemployed youth

Core UX Flow

[Mocks](#)
[Prototype](#)

TAM

- 1.98 million college graduates each year in the US
- 72% are internet users (1.43M users).
- ~119.99 dollars are our yearly subscription price.

Total Addressable Market = \$172M per year

Source:: <https://whattobecome.com/blog/college-graduates-unemployment-rate/>

Competitors

1. Monster

- Target users: fresh graduates, Job Seekers and Employers
- Offers Job posting, salary Tool, Segmented career advice programs or Nurses, Grads, Part-time, Full-time
- Free for Job seekers, paid for Employers
- 20M unique users each month
(Source: <https://www.betterteam.com/careerbuilder-vs-monster>)
- 0.22% market share (<https://www.datanyze.com/market-share/job-boards--377/monster-market-share>)
- Revenue: \$7.7 million per year
(Source: https://growjo.com/company/Talent_Fusion%3F_by_Monster)

2. Glassdoor

- Target users: Job Seekers, Employers and Reviewers
- Offers job posting, reviews for companies
- Free for Job seekers, paid for Employers
- 50M monthly users (source: <https://expandedramblings.com/index.php/numbers-15-interesting-glassdoor-statistics/>)
- 0.47% market share (<https://www.datanyze.com/market-share/other-human-resources-software--376/glassdoor-market-share>)
- Revenue: \$177.5M per year (source: <https://growjo.com/company/Glassdoor>)

Acquisition Channel

- ❖ **SEO** using keywords like "graduates", "entry level jobs" and "build resume"
 - Basically, the first thing comes to graduates mind is to google or use search engines to find their first job, so This should be the top channel to acquire
- ❖ **Advertising** on graduates' blogs
 - There are a lot of graduates' blogs where they came find career advice, so Ads and the presence there will be a good acquisition stream
- ❖ **Ads/Push notifications** on LinkedIn and LinkedIn learning
 - It will be great to use our existing base in LinkedIn who are seeking for entry level jobs, or their profile still not mature
- ❖ **Universities** job fairs and events
 - To attract senior students to land on our product before graduating and to find internships or to build their resume

Marketing Guide

[Marketing Guide Link](#)

Pricing

- **Our goal** is to lead the graduates hiring front in the globe with paid subscription model which will be an additional revenue stream for LinkedIn (1M subscribers in the first year)
- The subscription model will be **Value-based pricing** as the price is based on the value the user gets from the product.
- The price will be **\$119.99 per year** and the user will get valuable features from mentors' support, free access to LinkedIn Learning and premium, build their resume and meet colleges within the community

Pre-Launch Process

Teams' alignment

- **Legal team**
 - discuss all regulation and governmental blocker that we might face before launching
- **Engineering & QA team**
 - Check all features are done as planned and tested correctly. Discuss all launch-blockers and any potential bugs that will arise and known issues
- **Marketing Team**
 - Align & brief the marketing with the marketing guide which include all product info and notify them by this as early as possible to give them time to prepare their marketing plan
- **Sales & Partnerships team**
 - Align with sales and partnership team and provide them with a guide that enables them to understand the product well and try to get more acquisition channels through partnerships with universities, job fairs, event ...etc.
- **Privacy**
 - As we will hold user's data and credit card for subscription, we need to ensure all terms and condition are met before launch with the privacy team
- **Customer Support**
 - Alignment with CS team on all corner cases, known issues and the potential solutions for them. Share with them a guide for the product to understand all user flows
- **Technical writers**
 - For writing release notes for the app store, blogs, and content creation
- **Leadership**
 - Present all outcomes to the Leadership before launch to take approvals

Risk

1. Did we cover all technical parts from testing and engineering, are all features are set and ready without any issues? Is our app will handle a huge load while expansion?
2. Launching in US is not that easy from legal side, did we cover all legal aspects with the team? What will be the process from the legal side while expansion to global markets?
3. If we Add new languages to the app, something off will happen to the UI? Or something will not be clear due to translation?

Mitigation plan:

1. Suggest having a call with engineering and QA team and test the product more than 1 time with different flow to ensure that all functionalities are performing well, also regarding the load, we can do load testing to ensure that the app can handle huge load
2. Discuss with legal team multiple teams to ensure that we meet all guidelines for each country
3. Align with marketing team on the translation front to meet each country culture and to meet our content guidelines and branding

Training Guide for Sales and CS

[Training Guide link](#)

User Guide

[User Guide Link](#)

Launch Email

[Launch Email Link](#)

Post Launch Review

After reviewing the data post launch, we have noticed that the adoption rate is at 35% which was not as expected and a bit low compared to other similar products at LinkedIn

Proposed solution

Create a **Honeymoon program** for users who downloaded the app

- ❖ The honeymoon program will be the guide for the user in the first 4 weeks after downloading the app
- ❖ First stage of the program will be trying to make the users create a new account or login with their LinkedIn account
- ❖ The second stage will be converting these users from free to paid users by joining LinkedIn Fresh subscription program with 1st month free trail
- ❖ Communication with users will be in-app notification in both stages with attractive content to attract users to join and use our product by showing the benefits and gains that a graduate can get
- ❖ Reminders will be triggered when the user didn't convert from the first stage or the second stage

Metrics

- ❖ Download to signup % to improve by **10%**
- ❖ Adoption rate to increase by **15%**

A/B test Experiment

Hypothesis is by creating the honeymoon in-app notification program, adoption rate will increase

- ❖ **Variant group** will be included in the in-app notification program
- ❖ **Control group** will not be notified by anything

Results

After running the experiment for 4 weeks, we have noticed a huge uptick of 15pp for the adoption rate between the control and the variant group.

That's tell us that we must implement the honeymoon notification program to the whole base after these amazing results which will led the adoption rate to reach to 50% vs 35% last month