

Linkedin Fresh

Developing the product

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Create Project Blueprint

A product launch is not just about deploying a beautifully designed, built and thoroughly tested feature. Your company needs to be equally prepared if not more to support every possible customer interaction associated with the product (e.g landing on your company website to learn more about the new feature)

Linkedin coordination activities map

Linkedin coordination activities map here ([Link](#)).

| Purpose <i>Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature</i> | What is the task? <i>Based on the purpose, select the appropriate from the drop-down</i> | Who is the task owner? <i>Does the following to finish task: 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders</i> | Whose involvement is needed to accomplish the task? <i>Please select one from the drop-down list of your identified stakeholders</i> | What is their role? <i>Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only</i> | By when, does the task need to be completed? <i>Select milestone keeping in mind nature of the task, downstream effects of delaying task</i> |
|--|---|--|---|--|---|
| Evangelize internally | Setup PRD review meeting to receive feedback | Product Manager | Head of Product | Approver (Has the final say on a specific aspect of the project) | Set a target week |
| | | | Impacted Product Managers | Contributors (Consulted for their opinions or expertise to help with project decisions) | |
| | Setup meeting to share MVP scope and walk-through design to gather feedback | | Cross-functional Stakeholders | Contributors (Consulted for their opinions or expertise to help with project decisions) | |
| | Setup meeting to kickoff project with the scrum team | | Scrum Team | Scrum Team (Involved directly in product development efforts) | |
| Involve legal and compliance | Get feedback on previously identified legal areas to update. e.g Terms of Use and Privacy Policy | Product Manager | Legal and Compliance | Contributors (Consulted for their opinions or expertise to help with project decisions) | Set a target week |
| | Setup meeting to review MVP scope and identify possible legal updates.e.g Terms of Use and Privacy Policy | | Legal and Compliance | Contributors (Consulted for their opinions or expertise to help with project decisions) | Before project's sprint 0 starts |
| Incorporate stakeholders feedback | Discuss the prioritized feedback received from stakeholders to update scope and design | Product Manager | Product Designer | Scrum Team (Involved directly in product development efforts) | Before project's sprint 0 starts |
| Initiate and maintain feedback loop | Create a project-specific communication channel (in Slack etc) to share insights from customer meetings/usability tests/data analysis | Product Manager | Head of Product/Impacted Product Managers/Cross-functional stakeholders | Contributors (Consulted for their opinions or expertise to help with project decisions) | Ongoing activity |
| Plan development work | Setup solution feasibility discussions to understand the work involved/Identify inter-dependencies and potential risks | Product Manager | Scrum Team | Scrum Team (Involved directly in product development efforts) | Before project's sprint 0 starts |
| | Identify critical spike and engineering design work to complete prior to product/feature development | Engineering Lead | | | |
| Manage product/feature testing | Share and review the project's test strategy | QA | Scrum Team | Scrum Team (Involved directly in product development efforts) | Before project's sprint 0 starts |
| Setup analytics tracking | Create a project-specific communication channel (in Slack etc) to share insights from customer meetings/usability tests/data analysis | Data Analyst | Scrum Team | Scrum Team (Involved directly in product development efforts) | Before project's sprint 0 starts |
| Prepare for every sprint | Create tickets for each sprint based on the test strategy | QA | Scrum Team | Scrum Team (Involved directly in product development efforts) | Before each sprint starts |
| | Create tickets for each sprint based on the analytics tracking requirements | Data Analyst | | | |
| | Finalize user-stories and design to add for each sprint | Product Manager | | | |

Plan for Sprint Meeting

As a PM, it is important to stay ahead of your scrum team and be prepared for every upcoming sprint by having a target goal defined with prioritized backlog for team to start costing and breaking down the tasks

Sprint Planning Meeting Preparation

Sprint Goal

Enables graduate to set their preferences to have customized offering on the app and reach out to mentor support for career advices

Sprint Backlog (list the prioritized **user-stories** from the product backlog)

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| 1 | Being a recent graduate, I need to have a chat with professional mentors for career guidance to let me reach to my dream job |
| 2 | As a senior student,I wish to open the app and check recommended courses based on my preferences to be prepared for work life |
| 3 | As a graduate from 1 year, I need to know why i am being rejected in all interviews to be able to avoid the rejection |
| 4 | As an unemployed man, I need to read some articles from professional mentor sharing their career success story so I can get headups from their learnings |

Sprint Prioritization Logic

- Deliver a partially functional feature by the end of this sprint (auto recommendation feature as deliverable) so we can start testing afterwards it and compete mentors feature within the next sprint
- Highly prioritize Auto recommendation that involves API integration and it will be required in multiple sprints

User Story 1

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| User Story | As a senior student,I wish to open the app and check recommended courses based on my preferences to be prepared for work life |
| Design | Link of the prototype - Set preference flow and auto recommend picks on home page |
| Acceptance Criteria | <ol style="list-style-type: none">1. User will answer some basic questions to set the preferences2. User can search on keywords that are registered on our backend3. Search result should be updated dynamically based on the input4. User can select multiple answers within each question5. Error message displayed when users don't select any answer6. Finally home page is created customized based on the user preferences |
| Assumptions | <ul style="list-style-type: none">● Since It will be a web app and mobile app responsive, engineering team should consider building the features that can be compatible with these requirements● User must be logged in to start setting the preferences |

User Story 2

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| User Story | As a recent graduate, I need to have a chat with professional mentors for career guidance to let me reach to my dream job |
| Design | Link of the prototype - Recommended Mentors based on the preference and chatting service |
| Acceptance Criteria | <ol style="list-style-type: none">1. User click on the mentors icon on the home page2. User find list of recommend mentors based on the preference and their bio3. User can read mentors' shared experience articles4. User can click on start chat button to start chat with the selected mentor5. User has the ability to send text, images, videos and voice notes through the chatting service |
| Assumptions | <ul style="list-style-type: none">• Since It will be a web app and mobile app responsive, engineering team should consider building the features that can be compatible with these requirements• User must be logged in to start setting the preferences |

Decoding API Documentation

As a PM, you will collaborate with the engineering team and provide guidance that heavily influences their development approach. When a product requires an API integration, sometimes PM need to be “technical enough” to understand the following to refine the solution with designer and development team

- what information is available via the API
- how is it available
- possible pricing impact

Linkedin Fresh Project

Based on the API documentation how would you update your solution and design?

- Based on the Linkedin Match API, the design of the job page on the app should be updated to fit the API widget
- We might need to integration set your preference feature with Linkedin Match API to automatically recommend jobs

Based on your high-level understanding of the API documentation, are there any details that you want to discuss with engineering to refine solution and/or determine feasibility

- Can we know what is the performance of Linkedin Match API in terms of response time, latency and throughput?
- Is it possible to integrate set your preference feature with Linkedin Match API, are there any complications or challenges we can address?

Re-prioritize Sprint Backlog

As a PM, unexpected issues and new feature requests will require you to triage them efficiently and re-prioritize the sprint backlog without impacting the roadmap deliverables significantly

Issue 1: Landing Page loading too slow

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| Determine impact and criticality to prioritize issue | <ul style="list-style-type: none">● As QA confirmed that this issue is taking 38% more time to load● Daily avg unique visitor are decreasing day over day and peak response time massively increased increased● bounce rate dropped by 20% and landing page conversions dropped by 10%● Issue priority is high as page load metrics is one of the key metrics that affect a lot of product performance metric,, also it's affecting on customer experience and could let them to churn |
| Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack) | <ul style="list-style-type: none">● Update issue priority to to be high in the product backlog● Give context to all stakeholders on scrum team on slack about the issue and its impact● Discuss all the development details for this issue on the recent sprint daily checkup with scrum team |
| Would you take additional steps ? | <ul style="list-style-type: none">● Discuss with QA team to keep regular testing on the existing and newly feature performance● Discuss with development team if there's any improvements and enchantment we can add it to our product |

Issue 2: Misaligned fields in Profile Settings

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| Determine impact and criticality to prioritize issue | <ul style="list-style-type: none">• QA confirmed that the issue is happening only on Android os• Android penetration is 10% of the total user base• Analytics teams stated that 2% of total user base visit this page• Issue priority is low as there is no direct impact on product performance nor user and business metrics |
| Next Steps use ticketing tool (JIRA), and communication channel (Slack) | <ul style="list-style-type: none">• Update issue priority to to be low in the product backlog• Give context to all stakeholders on scrum team on slack about the issue and its impact• Discuss all the development details for this issue on the upcoming sprint planning with scrum team |

Respond to Customer Service Manager's Email

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| Determine impact and criticality to prioritize the issue | <ul style="list-style-type: none">• 20% of users who contacted call center are potentially to churn due to this issue• Drop in average daily active users were noticed after receiving this issue• Priority on this high as this could impact users experience and led them to churn |
| Next Steps You would carry out typically using JIRA | <ul style="list-style-type: none">• Update issue priority to to be high in the product backlog• Give context to all stakeholders on scrum team on slack about the issue and its impact• Discuss all the development details for this issue on the recent sprint daily checkup with scrum team• Respond on the customer service manager's email |
| Sample Email Response | <p>Dear CSM,</p> <p>Thank you for reaching out and giving us heads up on this major issue, From previous engineering discussions, you believe the same email with link to reset password is triggered when a user requests a password reset email from the product directly. The development team is now briefed with the issue and they will start working on it within the ongoing sprint. Also Marketing team is aligned,briefed and we will send apologies communication and issue explanation to the impacted users. Will keep you updated on the progress on this issue and please reach out for any further complaints on this issue.</p> <p>Thanks.</p> |

Handle Potentially Difficult Situations

As a PM, you will be faced with many unexpected situations where you have to make a decision or push back while managing competing priorities from stakeholders and tackling issues that could potentially affect your product launch

Respond to CEO or GM's request via email

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| Assessment and result | <ul style="list-style-type: none">• Product is not stable and with 65% only of functionality are completed which can lead to bad impression on the product• Development team is doing some changes on the QA environment which can led to some issue while presenting the demo infront of stakeholders• Propose to postpone the meeting with stakeholder for next week until the product is being tested properly to avoid any bad impressions |
| Sample Email Response | <p>Dear GM</p> <p>Hope all is well. Kindly note that currently the product is not stable and it's still being tested, as well as our amazing team is working and doing a lot of changes on the QA environment which can led to some issue or bugs happens while using it, I would like to propose of postponing the meeting with stakeholder for only 1 week to finish the ongoing sprint as the product will be at least tested properly so it can be stable while presenting the demo to avoid any bad impressions from stakeholder.</p> <p>Appreciate your understanding and I will send you the credential and guide of how to test the product soon.</p> <p>Thanks</p> |

Step-in and guide the scrum team at stand up

Video Response

VIDEO LINK >>> [Link](#)

Handling Resource Constraints

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| List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ? | <ul style="list-style-type: none">● Update the scrum team on these updates and ask for support from them● Negotiate with other PMs regarding the need of the shared QA● Check with other QA members on how to handle some parts of the testing which don't require QA expertise to carry |
| Since the QA team member is shared across multiple projects, how would you coordinate with | <ul style="list-style-type: none">● Set up a call with other PMs● Try to show how big is the impact for developing this feature● Negotiating with other PMs to have the shared QA for specific hours in a day |
| Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders | <ul style="list-style-type: none">● Impacted Product Managers● Scrum Team● Head of Product |
| | <ul style="list-style-type: none">● If negotiation went successfully, As a PM, i might sometime wear different hats based on my previous experience, i have handle some parts that wouldn't need QA expertise to decrease the load on the QA member when he comes back● If negotiation didn't go well, communicate with the HOP on the situation we are facing and to push the feature launch for the next spring. Try to prioritize some tasks from the product backlog to be done for the ongoing sprint and wait for the QA team member to finish the pending stuff in the next sprint |

How would you handle stakeholder feedback?

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| Feedback Assessment | <ul style="list-style-type: none">• What made you think like that way?• Why should we send it on a daily basis ?• Is there another thing you have noticed rather than the push? |
| Video Response | VIDEO LINK >>> Link |