

Linkedin Fresh

Design Sprint

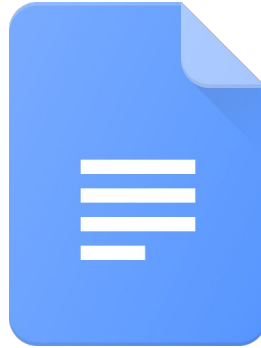
Product Manager: Ahmed Hussein



Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD



Linkedin Fresh -
PRD v1

Understand

Create a shared understanding of the space, problem, and goals

How Might We

How might we help graduates to find their right job 1

How might we recommend courses and certificates needed for graduates 2

How might we help graduates build professional resume 2

How might we ensure high matching rate between graduates and employers 6

How might we suggest Job events/conference/fairs based on candidate's interest? 2

How might improve connection recommendations based on candidate's interest? 2

How might we allow students to discover their passions? 1

How might we create interview trainings for grads 2

How might we know the preferences of graduates 1

How might we build a community for graduates for shared experiences 2

How might we leverage hidden skills for graduates 1

How might we improve job recommendations to users? 2

How might we help students become more aware of jobs available to them? 1

How might we help students align their passions to available jobs? 1

How might we choose when is the right time to have students participate? 7

How might we get college graduates to want to learn about jobs 1

How might we figure out if a person is looking for a job? 1

How might we help users evaluate job vs grad school? 1

How might we find recent college grads? 1

How might we help colleges grads learn what jobs are really like? 1

How might we help grads assess job fit? 1

How Might We

How might we help college grads identify their preferences?
1

How might we assess geographic preferences?
1

How might we help college grads prioritize their interests?
1

How might we create accurate matches?
6

How might we create an accurate and reliable recommendation engine?
2

How might we match skills with employer needs?
6

How might we assess a user's job preferences?
1

How might we motivate students to apply to jobs based on their interests?
1

How might we find job openings for college grads?
1

How might we get accurate and timely job market information?
6

How might we create a model and account for bias in our model and job areas?
6

How might we request information from companies?
6

How might we evaluate user profile effectiveness?
6

How might we improve user profile quality?
6

How might we create a supportive social network for job seekers?
2

How might we build and improve professional mentorship community?
2

How might we assess a user's job skills?
2

How might we help colleges grads calibrate their skills?
1

How Might We

How might we connect users from the same schools? 2

How might we give incentives to get friends using the app? 7

How might we partner with college career centers? 7

How might we facilitate communication between user and employers? 6

How might we recommend professional certifications, courses, conferences to employees? 2

How might we incentivize students to use the new app? 7

How might we develop partnership with schools? 7

How might we evaluate employer profile effectiveness? 6

How might we connect users with mentors? 2

How might we market our app to users? 7

How might we protect user information? 6

How might we provide resume writing assistance? 2

Find best fit job with amazing Experience

How might we help graduates to find their right job? 1

How might we find job openings for college grads? 1

How might we help students become more aware of jobs available to them? 1

How might we help college grads prioritize their interests? 1

How might we find recent college grads? 1

How might we help colleges grads learn what jobs are really like? 1

How might we figure out if a person is looking for a job? 1

How might we assess geographic preferences? 1

How might we help college grads identify their preferences? 1

How might we motivate students to apply to jobs based on their interests? 1

How might we help grads assess job fit? 1

How might we get college graduates to want to learn about jobs? 1

How might we help users evaluate job vs grad school? 1

How might we help students align their passions to available jobs? 1

How might we allow students to discover their passions? 1

How might we assess a user's job preferences? 1

Find best fit job
for graduates

Identify Interests
& Preferences

Tools & services

How might we build a community for graduates for shared experiences

How might we create a supportive social network for job seekers?

How might we connect users from the same schools? 2

How might we connect users with mentors? 2

Community Support

How might we assess a user's job skills? 2

How might we leverage hidden skills for graduates 1

How might we help colleges grads calibrate their skills? 1

Skills Assessment

How might we help graduates build professional resume

How might we create interview trainings for grads

How might we provide resume writing assistance? 2

Resume & Interview Help

How might we recommend professional certifications, courses, conferences to employees? 2

How might we suggest Job events/conference/fairs based on candidate's interest? 2

How might we improve connection recommendations based on candidate's interest? 2

How might we improve job recommendations to users? 2

How might we recommend courses and certificates needed for graduates 2

How might we create an accurate and reliable recommendation engine? 2

Recommendation System

Quality & Employers Best experience

How might we create accurate matches? 6

How might we improve user profile quality? 6

How might we evaluate user profile effectiveness? 6

How might we get accurate and timely job market information? 6

How might we protect user information? 6

Ensure best
Quality

How might we ensure high matching rate between graduates and employers? 6

How might we facilitate communication between user and employers? 6

How might we match skills with employer needs? 6

How might we evaluate employer profile effectiveness? 6

How might we request information from companies? 6

Employers
Support

Others

How might we choose when is the right time to have students participate? 4

How might we give incentives to get friends using the app? 7

How might we partner with college career centers? 7

How might we incentivize students to use the new app? 7

How might we develop partnership with schools? 7

How might we market our app to users? 7

How might we protect user information? 6

Sprint Focus

Focus	Tools & Services
Slide #	List slide 9
I selected this theme because	Linkedin is very well-known for job seekers with great experience, so by focusing on tools & service of linkedin fresh that enables building a community for them, mentors help and prepare them for the work life with the best recommendation system based on their preferences , It will give a 360 view for graduates to have an opportunity for find their dream job

Define

With an understanding of the problem space, create focus and align on specific outcomes for the Design Sprint

Linkedin is introducing Linkedin Fresh for Graduates to find their dream jobs

Over the years, Unemployment and underemployment are from the main challenges that every single country faces, specially 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.

College education doesn't 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's 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.

Success Metrics

	Goals	Signals	Metrics
Happiness	Graduates find their right job	Search on jobs based on their skills	Preference Matching rate Hiring Rate App Ratings
Engagement	Prepare graduates for work life	Subscribe to the habilitation program	Subscription Rate
Adoption	Share with friends Universities awareness for students	Refer a friend Universities announcements	Referral signups rate Universities signups rate
Retention	Auto recommendation for courses and certificates	Enrol in courses through linkedin learning	Enrollment rate Retention Rate
Task Success	Build a professional resume	Create an assessment for resume builder	Hiring rate

Sketch

Generate tons of ideas, then narrow them down to two in depth solution sketches

8 Sketches

PREFERENCE PAGE

Select Major

Select Skills

COMMUNITY

Post...

☐

☐

☐

MENTORS

Mentor list

☐ Bio...

☐ Bio...

MENTOR EXP. LIBRARY

☐

☐

☐

RESUME BUILDER

Question...?

Question...?

INTERVIEW TRAINING

Interview TIPS

☐

☐

LEARN

Search...

Recommended courses

☐ ☐ ☐

Recommended certificates

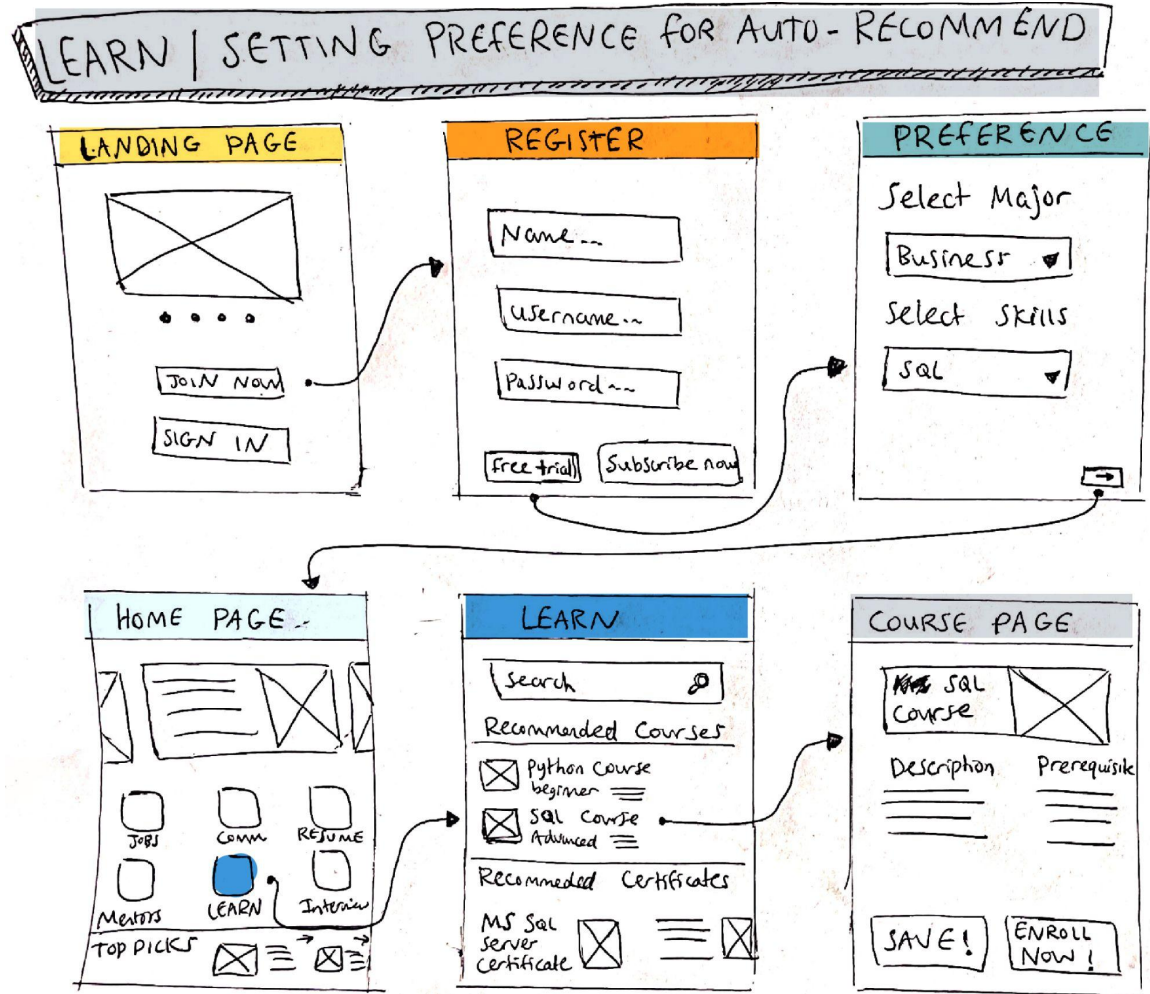
JOB OPPORTUNITIES

Search...

Recommended Jobs

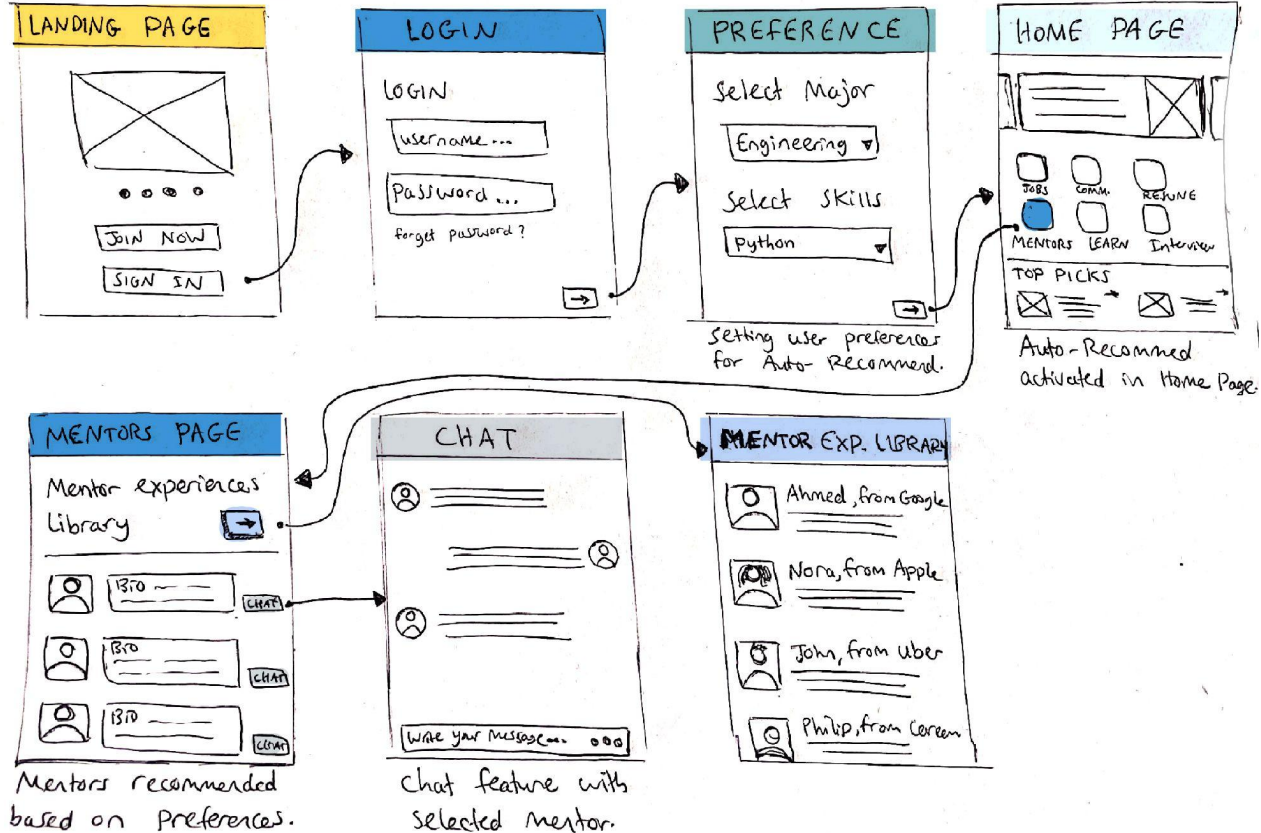
LIST

Learn Flow



Ask a Mentor Flow

ASK A MENTOR / SETTING PREFERENCE FOR AUTO-RECOMMEND



Decide

Pick the final concept that you develop into a prototype

Decision

Decision

Ask a mentor feature with setting preference for Auto Recommend

Rationale

From the main challenges for graduate that they usually fail to start their career due to lack of guidance, that's why asking a mentor feature is from the main features that we need to focus on to let graduate find their right mentor with the auto recommend feature that enables listing all related mentors based on user's preferences.

The feature allows

- chatting with the selected mentors
- checking past experiences that mentors faced before to find their best fit job

Prototype

Turn your concept into a realistic, interactive prototype that you will use to validate your assumptions and ideas

Storyboard



Link your plot



SCRIPT

Ahmed Graduated from Computer Science last year, he was full of hope and very optimistic to start his career life, but after a while, he started to get disappointed as he was not able to fulfil his dream and find the right job. he became lost due to the lack of guidance.

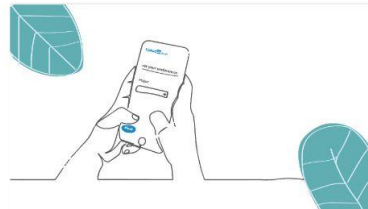
1



SCRIPT

Ahmed remembers hearing about a new LinkedIn product made specially for graduates to guide them to find their best-fit job. hope came back to ahmed and he went quickly to LinkedIn website and subscribed to the graduate program

2



SCRIPT

While registering on LinkedIn Fresh, Ahmed noticed that there was a JOB preference assessment while the registration process to identify what are his goals and dream job.

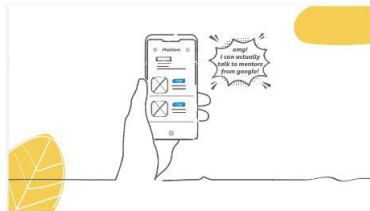
3



SCRIPT

When he finishes the registration process, he landed on the home page where he can see all the features he can utilise like finding a job, ask a mentor...etc). He found below the top picks section where he finds recommended courses to take, articles to read, and shared hiring experience from other colleagues, also he noticed a lot of features

4



SCRIPT

Ahmed decided to ask a mentor on how can he start his own career path, he wants guidance from professionals because he failed to catch a lot opportunities when he started by his own, when he clicked on mentors page, he found a lot of mentors from google and apple listed related to his field of interest

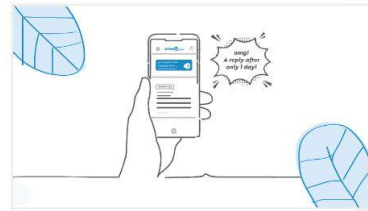
5



SCRIPT

After chatting with a mentor from google, the mentor helped Ahmed with some mistakes he was always doing and also gave him some tips and feedback on his resume. Ahmed did what the mentor recommended and then he clicked on finding a job, and he found tons of opportunities specialised for him based on his preferences and skills, so he applied on a couple of opportunities he liked

6



SCRIPT

After only 1 day, he found one of the employers contacting him on his inbox to schedule an interview, automatically linkedin fresh popped up for ahmed some interview tips from professionals to be prepared and also recommended to use ask a mentor functionality before having the interview

7



SCRIPT

After using ask a mentor functionality and reading some tips on interviewing, ahmed got accepted in the interview and got hired by the end of the month, Ahmed said "without LinkedIn support, I will not never ever have this great opportunity, Thank you LinkedIn".

8

Prototype

Description

- High level overview of the prototype
- What does it do?

The purpose of this prototype is to let the graduate to identify his job preferences and skills desired to be learnt and then based on selection, the whole app will be customized for these preferences, user will have too many features to do but for this prototype, we will let the user use ask a mentor feature which will automatically recommend mentors based on the preferences selected and the user can start chatting with chosen mentor

Assumptions

- Any assumptions within the prototype

- *User is already subscribed with graduate plan through LinkedIn*
- *First time login for the user*

Tasks

- What are the tasks that a user can complete in the prototype?

- *First step is to login with the username and password*
- *Start select the preferences he needs by simple questions*
- *Search on ask a mentor feature*
- *Select a mentor from the list*
- *Start chatting with the chosen mentor*

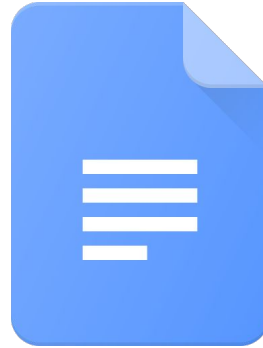


Link your
prototype

Validate

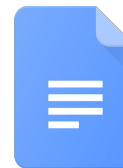
Users will go through your prototype and provide feedback on your concept. This is also an opportunity to have an engineering feasibility discussion

Plan and recruit for research



Link your
research plan

User Testing (Senior Student)



Link your
notes



Link your audio
recording

Key Findings from Participant 1

What worked well

- *Login page was clear, there was no issue to login with her*
- *She liked setting preferences by simple questions*
- *Mentors page was easy for her, she liked that there is a bio for each mentor and she can chat with them anytime*

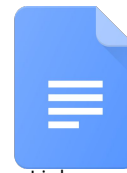
Where participants got stuck

- *She tried to change her selection on the answers but she couldn't*
- *It was hard to see mentors feature from the homepage as there were a lot of things appearing*

Other observations

- *She loved the app, she will definitely use it after graduation*
- *She commented that there are a lot of colors used which should be adjusted based on a consistent color palette*

User Testing (Graduate)



Link your
notes



Link your audio
recording
**(Please use
headphone for
this audio)**

Key Findings from Participant 2

What worked well

- *Login feature was clear for her, buttons were clear no issues*
- *She was impressed about the process of setting preferences*
- *She liked that there are a lot features in the app*

Where participants got stuck

- *She didn't understand to login with linkedin credentials or other credentials*
- *She tried to change her selection on the answers but she couldn't while setting preferences*
- *She was distracted because there are a lot of icons on the home page, she didn't find mentors page easily*

Other observations

- *She loved the app, she will definitely use it after launch to guide her to get her dream job*
- *She commented that there are a lot of distractions on the home page, icons are not relevant and too many colors*

Improvements

Improvement #1

Set consistent color palette to be used

Rationale

There are a lot of color being used in the app, it should have more consistent color palette to be used to be very clear for used

Improvement #2

Home page icons needs to be more clear

Rationale

Users was confused on the home page and they didn't find mentors feature easily as icons are not relevant and fnd was small

Feasibility

Your Assumptions

Specific feasibility questions

Drawing the UI

- *What data is needed to draw the UI on the screen?*
- *Where is the data coming from*

- Login with the same LinkedIn Credentials
- Should be subscribed first on the graduate program

- Subscriptions for the new program, can we leverage this from our existing system?
- Can we leverage our existing datapoints for users from LinkedIn?
- Chat service with external mentors, how can we ensure in-app chat security?

User generated data

- *Is it stored?*
- *Where/how?*
- *How will that data be used again?*

- Using recommendation system based on each user preference

- How will we store users' data?
- Can you use it for the recommendation algorithm?
- Storing Credit Cards data for users?

Latency

- *How quickly should things load?*
- *Are there any operations that might slow down load time (ie: a call to another service)?*

- Integration between LinkedIn, LinkedIn Learning and external 3rd parties tool will affect app latency

- Will it take time to validate login credentials from linkedin?
- LinkedIn Learning integration will slow the app latency or not?

Handoff

Updated PRD



Link your PRD