Linkedin Students

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Background

College graduates leave school with a degree in their hands and enthusiasm for the career they want to build. But when they start looking for employment in earnest, sometimes getting that career started does not go as well as planned. Despite the growth of the job search market, the process of finding a job for new graduates can be very difficult.

Problem

There are some factors that make finding a job as a recent college graduate is challenging. In addition to reasons such as lack of experience, competition and low credibility in the market, the current pandemic effect can be shown as an example.
In order to meet this need in the market and expand our offerings, we should use our experience to create a new solution. We need to enable college students and recent grads with the tools, connections and information needed to be successful in finding a great job.

Goals

- Build an app that allows college students and recent grads to discover jobs and internships that are a good fit**.**
- Provide suggestions for students based on the information they provide
- Serve up work-related content and videos.

Success Metrics

	Goals	Signals	Metrics
Happiness	Providing entry level jobs that suitable to the candidate's profile	Searching for a job	Avg # of search results per candidate
Engagement	recommending jobs specifically targeted to candidates with optional email alerts.	Subscription for job recommendation emails	Avg # of job recommendation emails per user
Adoption	Share with friends	Refer a friends	Referral sign up ratex
Retention	Providing resume writing assistance	Using auto tool to create resume	Avg # of resumes that created with assistance
Task Success	Find entry level jobs easier	Jobs saved to apply later	% of users with saved jobs on list

Key Features & Scope

Priority	Feature	Description
P0	Sign Up and Login	This is the first window of the app on which user lands. They can sign in with their email account credentials.
P0	Resume and Profile Management	With this feature, the job seekers can automatically create a resume and apply for jobs directly.
P1	Job Recommendation Cards	Each job opportunity designed in a cart which includes detail button to forward to user job details. Cards also include position name, company and summary about role.
P1	Bookmark Jobs and Employers	The applicants can save the job for applying later or searching for jobs in the future with similar keywords.
P1	Apply for a job	Candidates can apply for a job without registration on the site by giving the details.
P2	Push notifications for Job Alert	Users can set a custom job post alert based on their profile. It helps them to be updated whenever there is a job posted matching their experience and requirements and never miss the opportunity.

Core UX Flow

Mocks:
https://www.figma.com/file/3Pd9GczsthTJoISR5LG3cF/LinkedinStudents?node-id=0%3A1
Prototype:
https://www.figma.com/proto/3Pd9GczsthTJoISR5LG3cF/LinkedinStudents?node-id=2%3A2
&scaling=scale-down

Target Market

Total Addressable Market (TAM)

Nearly one in 10 students goes to college to get better jobs, but 44% of graduates are underemployed, according to the New York Federal Reserve. The unemployment rate of college graduates in the U.S. is about 7%, according to the Economic Policy Institute. LinkedIn currently has more than 40 million college students and recent graduates, who have not yet started their first job, on its network.[1]

To solve this problem in the market, we built LinkedinStudents app that gives students, recent graduates and in general who are looking for an entry-level job a starting point for exploring the first stage of their professional career.

Linkedin currently has 174M total users in the US and %28 of them are aged 18-29, which makes 48M users. We assumed %50 of them are recent graduates and it results in 24M users. Linkedin's total revenue per user is 11,08$.

Total Addressable Market = Number of Target User x Revenue per user
$$= 24M \times 11.08\$$$
$$= \$283M$$

Competitors

1) INDEED

Indeed is an online portal providing job opportunities for job seekers and employers alike. It was founded in November 2004 and is based in Austin, Texas. Chris Hyams is the current CEO of the private company. At the moment, its services are available in 60 countries and can be accessed in 28 different languages.[2]

Upon its creation, it started out as a job listing board but has added more features and services as it has grown. In 2010, it was the most visited jobs website in the USA and boasts up to 250 million unique monthly visitors as of 2019.[3]

Indeed's estimated annual revenue is $3B.[4]

2) COLLEGE GRAD

CollegeGrad was created in 1995 and is the only one of three original job sites for entry-level job seekers still operating. It is now the number-one entry-level job site for recent alumni according to Alexa rankings[5].

CollegeGrad is free to use and offers resources for finding jobs across dozens of different industries, including but not limited to architecture, education, engineering, finance, human resources, IT, marketing, and sales. Recent college graduates say they love how simple it is to use, and the quality of the opportunities presented is hard to beat.

CollegeGrad's estimated annual revenue is $7M.[6]

Acquisition Channels

1. College Campus

Since our target audience is college students and recent graduates, we can have events or workshops to showcase our products and get

students to enhance our app. Through college events, the world will get out there in between students of our product and we will soon see many students using Linkedin Students.

2. Social Media Marketing

    Social media is a vital platform to showcase our product and create awareness of it. Through social media contents, we can attract our target audience. For example Influencer Marketing affects the purchasing decisions of our target users because of influencer's authority, knowledge, position, or relationship with the audience.

3. Optimizing App Store SEO

    With using App Store SEO, we will improve the app visibility within the app stores and increase the app conversion rates. It will help us to maximize the downloads and make our app discoverable by the right users.

Marketing Guide

Pricing

Our main goal is expanding Linkedin's market offering.

What is the estimated cost of building Linkedin Students app?
Cost of;
●Developers: $120K/year x 5
●Business analyst:$70K/year
●Test engineer:$83K/year
●UI/UX Designer:$50K/year
●Avg. marketing: $10K
●Platform:$125

As a reference, Indeed currently generates $3B a year from 3B unique users(*). If %30 of the users are students and at the beginning we can draw %50 of that user, that would represent *$450M a year in revenue*.

$$ROI = \frac{\$450M(Gain)-\$813K(Cost)}{\$813K(Cost)} = 553\%$$

Pricing Strategy
- Free user registration for students/recent graduates
- Ad supported(to raise revenue)
- Freemium model (for example; paying a fee to direct message to recruiter)

Pre-Launch Checklist

Product Manager	Making sure that all phases of the product are successfully completed. There should be clear communication to other departments/teams of the product launch
QA	All testing should be done before the launch to make sure the product works perfectly fine for users
Designer	There should be no elements missing from the design to the development side. All aspects should be covered and the designer needs to make sure of that
Engineering	The product should be free of any technical issues before launch to make sure the customers are not frustrated with any glitches
Sales	Sales targets should be set before the launch to get the sales team motivated. Information to sales

	team must be given
Customer Support	Should have all the process documents before launch to help out on any customer support issues.
Legal	All legal issues must be taken care of and dealt with prior to launch
Marketing	Marketing channels need to be established and there should be clear communication of post launch process required

Risk Factors

R1. Critical software bug on launch day
Mitigation plan: Before launch day, the beta version should be released and complete all main flow tests with the QA team. During the testing process, negotiate with the engineering team to determine how many of each type of bug you and your customers would tolerate if you were to release. Bug analysis is important to launch with no showstopper or high-level bugs, and minimal medium-level bugs.

R2. Is the customer support team ready for the rush that might come to them after the launch?
Mitigation plan: To better prepare our customer support team, we will need to give them training beforehand of the product so that no time is wasted after the launch. The customer support team will get thorough training on the product to help customers with any issues that they may have.

R3. Scheduling risks
Mitigation plan: Product schedules get slip when tasks and schedule release risks are not addressed properly. All teams should work in coordination to avoid this

situation. Product managers should track resources properly. When a delay occurs, all the related stakeholders should be informed immediately.

[Sales and CS Training Guide](#)

[User Guide](#)

[Launch Email](#)

Next Steps According to the Post-Launch Data

Through the data provided by our Data Analytics team, we understand that the adoption rate is lower than our expectations.
This is the first point that we will focus on. In order to dive into this issue, we will search the pain points of our product according to the user feedback. Working closely with the customer support team helps us to understand the needs. Because Customer Support also has a key part to play when it comes to product adoption.

If the CS team is doing their job right, they'll be monitoring how your users engage with our product.

That means they can see where users are falling short. This is really useful. It will enable us to spot gaps in your product. Maybe we need better onboarding, or maybe we need to tweak the UI.

As a success metric we will analyse the following:

- Percentage of users who performed a key action for the first time
- Number of unique users
- Total number of times people have used

By the end of the period, we will again get our Data Analytics report to see if there is any difference in our adoption rate. We believe that these next steps will definitely help us to ensure that our users are satisfied, and this will be seen once our numbers improve in terms of bigger adoption rate.