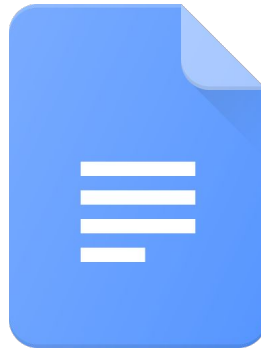# LinkedIn Students

Design Sprint

Product Manager: Aysenur Albayrak

Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

Click to access
PRD

Understand

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

How Might We

How might we make it easier for students/recent graduates to find entry level jobs?

How might we get recruiters to students/recent graduates faster?

How might we increase the student's/recent graduate's knowledge about job hunting process?

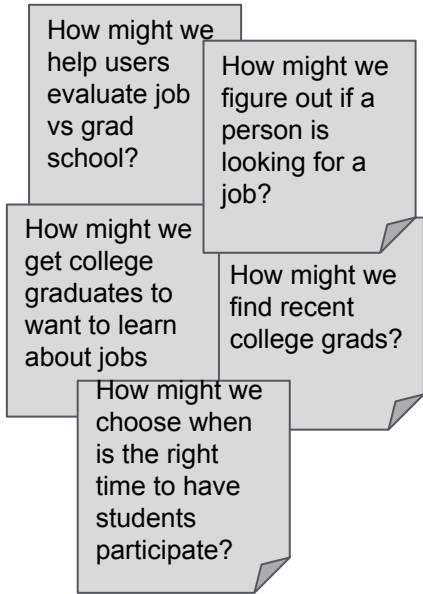How might we enable students/recent graduates to create CV easily?

How might we enable students/recent graduates to reach information about companies?

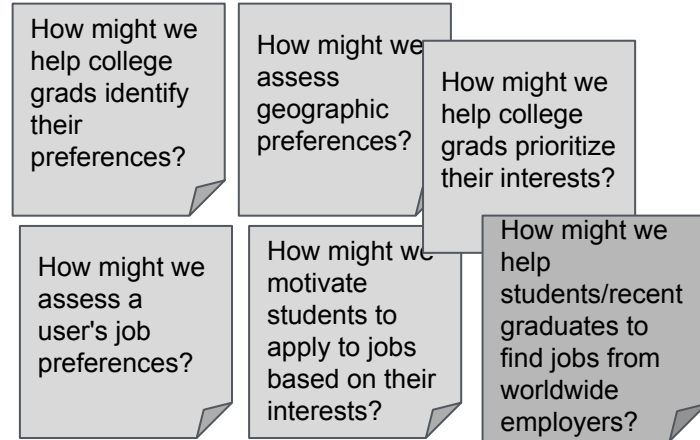How might we make it easier for recruiters to find a candidate for an open position?

How might we let students/recent graduates to know about job openings that suitible to their profiles?

How might we help students/recent graduates to find jobs from worldwide employers?
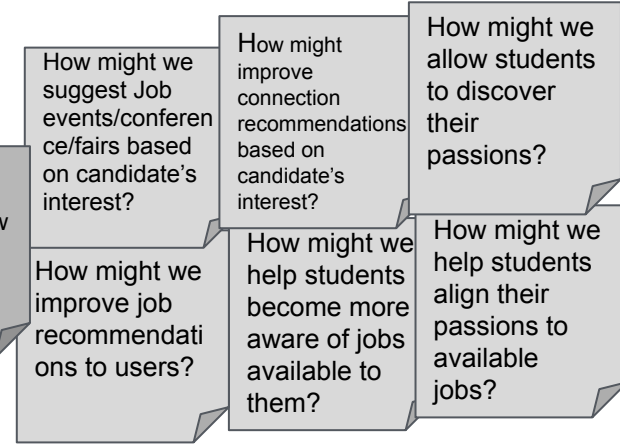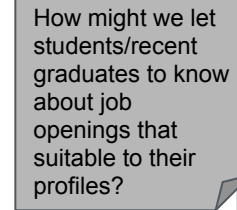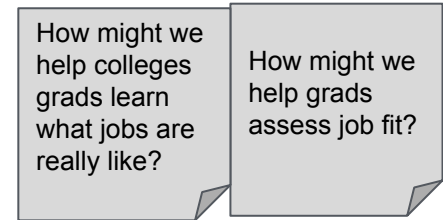
Best Job Seeker Experience

How might we help users evaluate job vs grad school?

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

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

How might we find recent college grads?

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

Identify Job Seekers

How might we help college grads identify their preferences?

How might we assess geographic preferences?

How might we help college grads prioritize their interests?

How might we assess a user's job preferences?

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

How might we help students/recent graduates to find jobs from worldwide employers?

Understand Interests & Preferences

How might we let students/recent graduates to know about job openings that suitable to their profiles?

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

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

How might we allow students to discover their passions?

How might we improve job recommendations to users?

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

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

Discover new opportunities

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

How might we help grads assess job fit?

Job Insights

Great Employee/Employer Matching

How might we find job openings for college grads?

How might we get accurate and timely job market information?

How might we request information from companies?

How might we enable students/recent graduates to reach information about companies?

Identify Open Roles

How might we create accurate matches?

How might we create an accurate and reliable recommendation engine?

How might we match skills with employer

How might we get recruiters to students/recent graduates faster?

How might we make it easier for recruiters to find a candidate for an open position?

Matching

How might we facilitate communication between user and employers?

Communication

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

Bias

How might we evaluate employer profile effectiveness?

How might we evaluate user profile effectiveness?

How might we improve user profile quality?

High Quality Profiles

Tools & Services

How might we connect users with mentors?

How might we connect users from the same schools?

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

How might we build and improve professional mentorship community?

Community & Mentorship

How might we assess a user's job skills?

How might we help colleges grads calibrate their skills?

Skill Assessment

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

Ongoing Education

How might we provide resume writing assistance?

How might we enable students/recent graduates to create CV easily?

Resume Help

Other

How might we market our app to users?

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

How might we incentivize students to use the new app?

How might we partner with college career centers?

How might we develop partnership with schools?

How might we protect user information?

Sprint Focus

Focus	Great Employee/Employer Matching
Slide #	12
I selected this theme because	This is the closest goal to the user problem that we need to solve.

Define

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

Entry Level Job Exploration Guide from Linkedin / Harvard Business Review

LinkedIn announced a new standalone "LinkedIn Students" app, aimed at helping soon-to-be college graduates search for jobs that could be a fit, network and relieve some of the major stress students can face hunting for their first job out of college.

The tool offers personalized job recommendations and postings based on the career paths of LinkedIn's more than 400 million users. The app's algorithm is guided in part by the career paths of professionals who graduated from the same college and with the same major as a particular student.

The app also generates a list of suggested professionals on LinkedIn students could contact to try to learn more about the role, the broader field or how to apply.

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 candidate 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

Sketch

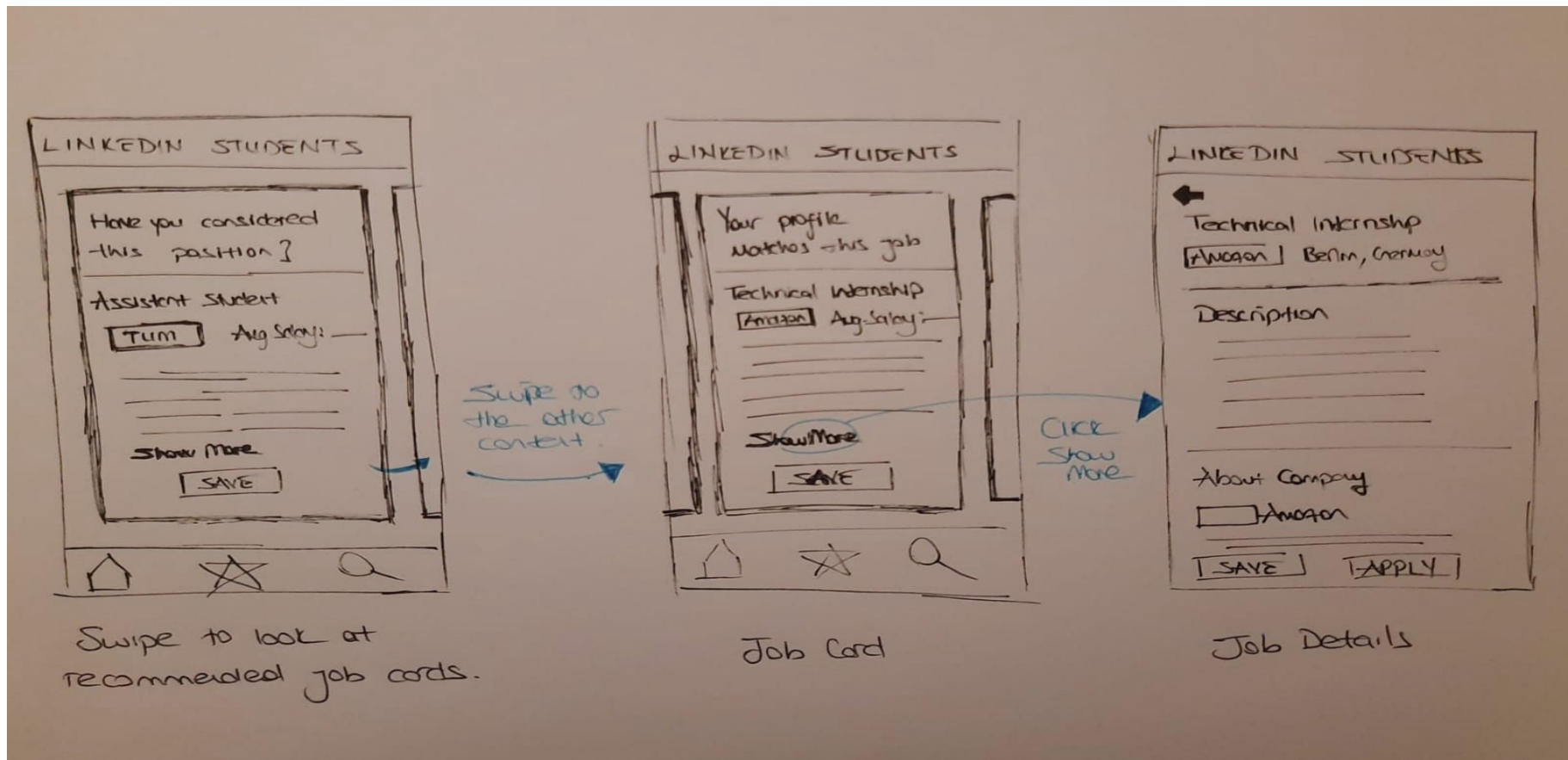Generate tons of ideas, then narrow them down to two in depth solution sketches

8 Sketches
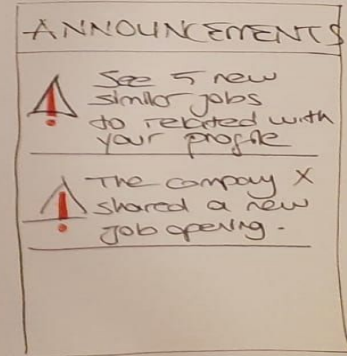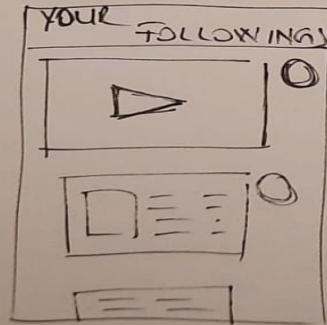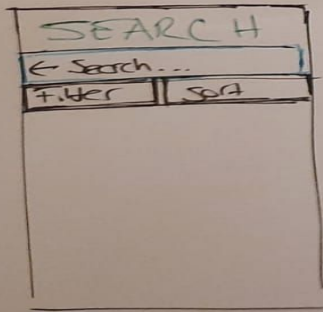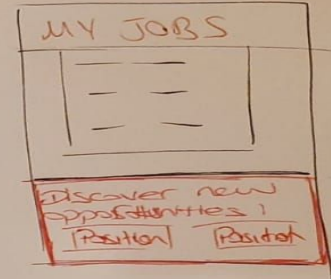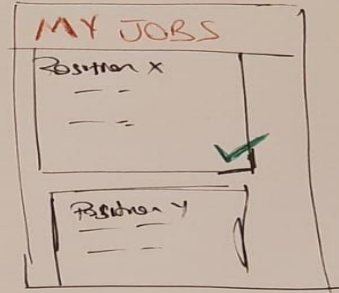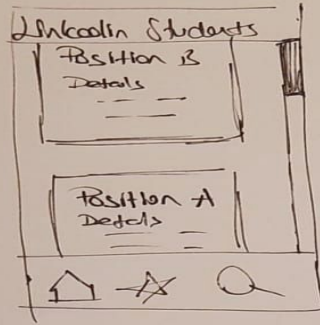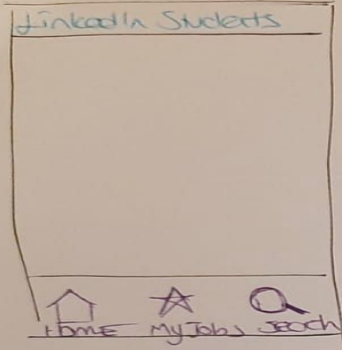
Solution Sketch 1: Application flow with listed job recommendations
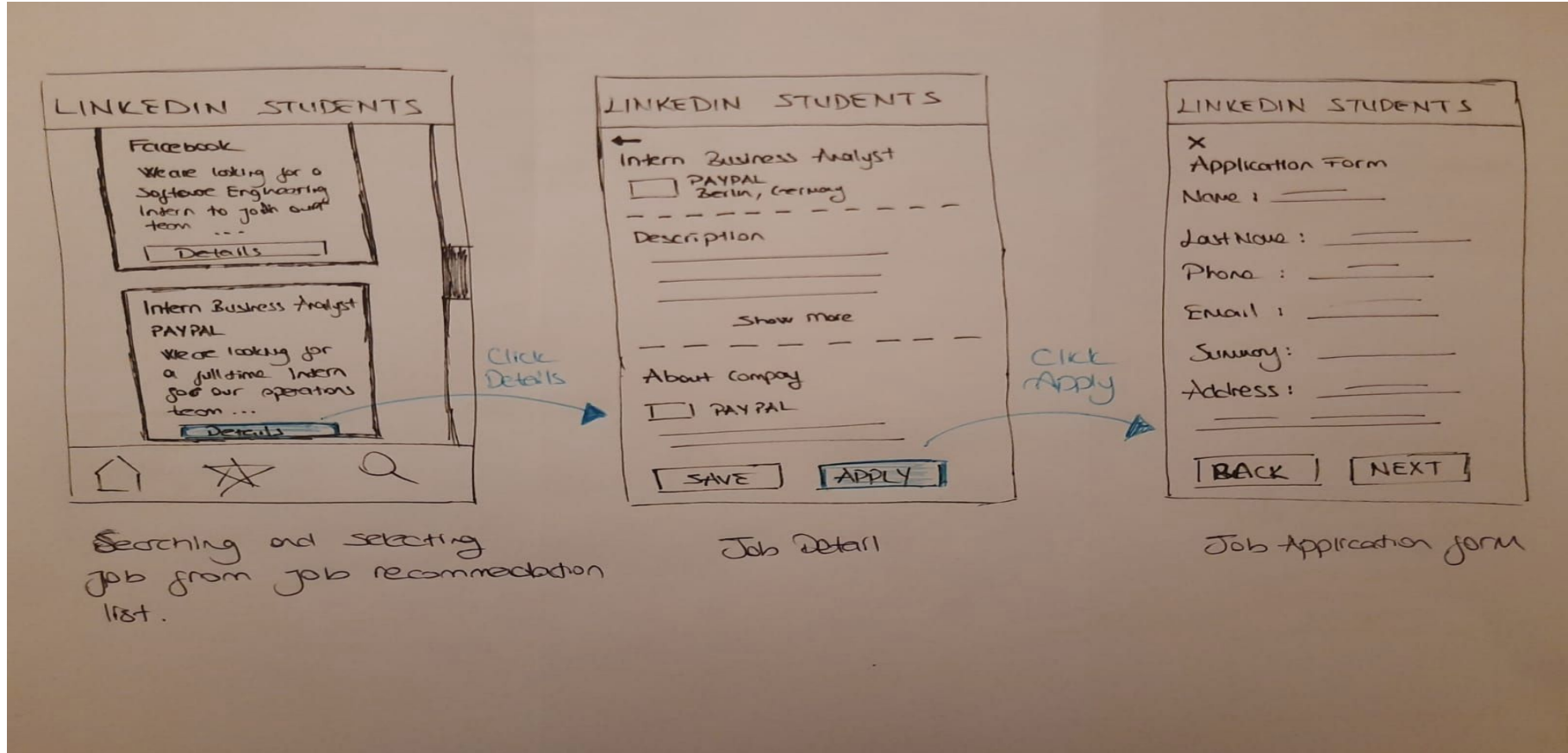
Solution Sketch 2: Application flow with card styled job recommendations

Swipe to look at recommended job cards.

Job Card

Job Details

Decide

Pick the final concept that you develop into a prototype

Decision

Decision	Solution Sketch 2: Application flow with card styled job recommendations
Rationale	Because our aim is to create an app that recommends entry level jobs to students and recent graduates. Recommending the jobs within a card is more interactive and user friendly for our customer target. After user provide information about background and desired job details, app recommends positions according to the profile.

Prototype

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

Storyboard

SCRIPT 1

Jim is about to graduate from college. He is really nervous because he did not know what to do after graduation.

SCRIPT 2

Jim remembers hearing about a new app from his friend who find an internship last summer. Jim downloads the app and signs in.

SCRIPT 3

Jim creates a profile with personal information, background and desired job details.

Storyboard

SCRIPT   4

Jim does not want to miss the opportunities. He reviews the jobs that app recommends according to his profile by swiping the screen.

SCRIPT   5

Jim find a job really interesting and show more details via clicking Show More button.

ACTION

SCRIPT   6

Jim find the job that matches his profile. Because he is already fill the application form at the beginning, he easily applied by clicking APPLY button.

SCRIPT   7

Jim applied for an internship and subscribe for the job recommendation emails. Jim does not leave his job to chance. Now, he can prepare for the graduation party!

Prototype

| Description	It starts with sign up screen. After login and fill the information form, user is forwarded to the job recommendations. Recommendation cards can be seen via sliding screen to right. After looking details of the job, user can easily app the job via apply button.
• High level overview of the prototype • What does it do?	
Assumptions • Any assumptions within the prototype	• User might want to see the preview of next card while in job recommendation screen.
Tasks • What are the tasks that a user can complete in the prototype?	• Sign Up • Fill the application form • Select a job from recommended cards. • Apply.

Click to access 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
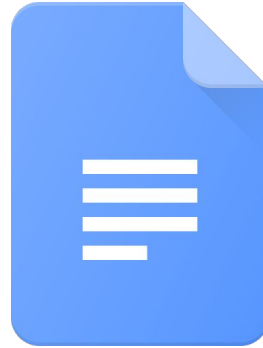
Click to access Product Research Plan

User Testing

Key Findings from Participant 1

What worked well	*Communication with the participant* *Task completion* *User did not encounter a problem*
Where participants got stuck	-
Other observations	*It was shorter than I expect. This may be because participant is experienced.*

User Testing

Key Findings from Participant 2

What worked well	*Communication with the participant* *Task completion*
Where participants got stuck	*Finding the signup text*
Other observations	*Design should be more modern.*

Improvements

Improvement #1	*More modern design*
Rationale	*User study shows that the app seems so standart. Our target users are mostly from the generation Z and they want to use modern designed application*
Improvement #2	*Job recommendation cards*
Rationale	*User study shows that swapping cards is not effective. If it listed in a page it would be much better.*

Handoff

Updated PRD

PRD V2