Linkedin Students

Developing the product

Product Owner: Aysenur ALBAYRAK

Getting Started

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)

Create a coordination activities map

Coordination Activities Map

Purpose *Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature*	What is the task? *Based on the purpose, select the appropriate from the drop-down*	Who is the task owner? *Does the following to finish task:* *1. Schedule and run meetings* *2. Gather feedback and share updates* *3. Follow-up with stakeholders*	Whose involvement is needed to accomplish the task ? *Please select one from the drop-down list of your identified stakeholders*	What is their role? *Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only*	By when, does the task need to be completed? *Select milestone keeping in mind nature of the task,downstream effects of delaying task*
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	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	
	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	Head of Product	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	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	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	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 each sprint starts
	Identify critical spike and engineering design				

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	
Provide entry level job postings to the users that match their profiles and easy application to positions	
Sprint Backlog	
1	As a new user, I want to be able to register an account so that I can access Linkedin Students App services.
2	As a Linkedin Students app user, I want to easily access entry level job openings which fit in my profile, so that I land a job.
3	As a Linkedin Students app user , I want to automatically create my resume/profile, so that I speed up the application process.
4	As a Linkedin Students app user, I want to save a job so that I can apply later.
5	As a Linkedin Students app user, I want to get notifications for job alerts, so that I can know whenever there is a job posted matching my profile.
Sprint Prioritization Logic	
- Building an app that gives user a starting point for exploring the first stage of their professional career. - After completing the authentication process, users should be able to get job related recommendations.	

User Story 1

User Story	As a new user, I want to be able to register an account so that I can access Linkedin Students App services.
Design	Go to next slide
Acceptance Criteria	Registration page contains a form with the following fields: • Email address, Password, Confirm Password, Sign Up button The email field must contain a valid email address. Clicking the signup button will submit the registration page form and create a new account. All fields are required data fields - error alert should be shown if user clicks on Submit with any of the fields left blank " cannot be empty" The overall style should be built up easily in order for users to use it easily and efficiently The registration system is required a fair amount of speed especially while submitting the form to easily access the page
Assumptions	• Product is available in U.S only and the MVP will be launched in English only

LinkedIn
Students

Login to your account

Email

Password

LOG IN

Don't have an account? **Sign up**

LinkedIn
Students

Create your account

Email

Password

Confirm Password

SIGN UP

LinkedIn
Students

Create your account

a.albayrak@abc.com

****

****

SIGN UP

User Story 2

User Story	As a Linkedin Students app user , I want to automatically create my resume/profile, so that I speed up the application process.
Design	Go to next slide
Acceptance Criteria	Resume/profile creation page includes a form with the below fields: ● Name, Surname, School, Degree, Job Region, Job Country, Desired job type, Interests A user cannot submit a form without completing all the mandatory fields. Information from the form is stored in the user profile database. Protection against spam is working. After submission user forwarded to the loading page for profile related job recommendations.
Assumptions	Database definitions have been already made for the app.

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 Project

Based on the API documentation how would you update your solution and design?	• According to the Linkedin API documentations the recommended jobs return as a list for a member. So, we should update our solution to recommend jobs as list not card styled. • Linkedin recommendation API requires experiences information as parameter, so we should update our profile form as adding a experiences field.
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	We should return our recommended job solutions as list. Does this request extend the response time of the application? Most of our target user has no experience. Therefore if experiences field in the profile form is empty, we should also handle this scenario.

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

Determine impact and criticality to prioritize issue	• Reaching out to our Support team in order to gather reports on the total amount of complaints that we are getting about this issue • Checking the difference in user behaviour and comparing it to the metrics • The priority for this issue will be critical because if the landing page is loading too slowly it gets our end-users to be less patience which can lead for them to get their services done from one of our competitors
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	• Making a ticket on JIRA • Update it to being a "critical" Priority issue and making sure to add any screenshots to help guide on what the issue is really about • Making sure the ticket is assigned to both the QA and Engineering team to push and test the new software development cycle for this page as soon as possible
Would you take additional steps ?	I would organize a internal stakeholder meeting, inviting the Heads of every department to make sure this error does not happen again in the future.

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue	- Meeting with our Data Analytics team to measure the metrics of how many users go under this section on a daily basis. - Have a meeting with the QA team to go over the issue and ask them for information on the cause of this issue. - Since only 2% of our end-users go under the Profile Settings section on a daily basis, I will prioritize this issue to "Medium" .
Next Steps use ticketing tool (JIRA), and communication channel (Slack)	- Making a ticket on JIRA - Update the issue with the set priority to "High" and updating any information that we might have gained - Assign ticket to the development team to fix the code and after fixing notify stakeholders to problem solved.

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	• Ask Support Team that we have the right emails for our customers • Asking the QA team to develop some test case and check where the problem is. • Discuss with the Development team that the code is working correctly • This issue marked as "Critical" because 7% of daily total users that are unable to log into the product request this email.
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	• Creating a ticket for this issue • Updating the ticket to "Critical" priority • Assign the ticket to the QA and Development team.
Sample Email Response	There was an issue in our app's feature of "send email with a reset password link". We are able to trigger the email (containing the link to reset password), but users are not receiving the email from us.I created a ticket for this issue with critical priority since we need to fixed the issue as soon as possible. QA team checking the cause of the problem and the development team debugging the code. Additionally all the internal stakeholders should be involved to solve the issue. I will let you know as soon as possible when fixing the problem.

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

Assessment and result	- Communicate with the QA team for this request and make test credentials for demo during the meeting - Ask the Development team to check the last version of the code - Ask for any feedback from stakeholders
Sample Email Response	First of all thank you for your interest on our product. I'm very excited to see what kind of feedback our stakeholders might have for us when looking at the demo. I will be providing you with test credentials that you will be able to use during your meeting. We'll also make you a user profile to get everything set up for the meeting. I would also like to mention that the project is in progress. We have completed 65% of our product details. If you're available anytime before your meeting, I would definitely be honoured to walk you over the demo so that you are well prepared for the meeting.

Step-in and guide the scrum team at stand up

Video Response	[Video Link](#)

Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	- Share the reasons of this critical issue with the scrum team. - Plan a meeting with the heads of each department that involved in product.
Since the QA team member is shared across multiple projects, how would you coordinate with other PMs to de-risk your project and raise appropriate visibility ?	- Aligning the issue with company reputational risk - Negotiating that their work is dependent upon the issue as well - Having a meeting by prioritizing each department's current issues that are arising
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	QA, Engineering, Product Management
	- Making sure the tone is in an collaborative manner - Issue with the most critical priority will be solved first to avoid shareholder conflict

How would you handle stakeholder feedback?

Feedback Assessment	- Why do you think we need to build this feature? - Could you share with us considering the adding this feature from user perspective?
Video Response	[Video Link](#)