



LinkedIn Match

Design Sprint

Product Manager: Kamal



Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

Background

Design a Job recommendation app geared towards recent graduates so they can land their dream job.

Graduates feel discouraged as they browse through irrelevant job postings requiring years of experience.

Rather than graduates going through a ton of postings, our application will match right job with the right candidate.

Problem

- There are a lot of job portals geared towards professional networking and job hunting. However, a recent graduate with minimal or no experience always find it hard to blend in and find the right opportunity.
- Matching graduates to early career opportunities based on their skillset and preferences is the key driver for this product. We will target the market in USA as our pilot project before heading out to other markets.
- 4 million graduates in USA per year. Assuming half the users sign up and 40% users willing to pay for premium subscription. Potential revenue: 0.8 million (40% users) * \$30 (premium subscription) = 24 million.
- Competitors revenue range from 6-7 million for this market.

Goals

Conversion from free to paid subscription, first year goal : 25% of total sign ups convert to a paid subscription.

Measure the churn rate as an important KPI to track the success of the product.

Measure the engagement by tracking the active number of users per week.

Track outages – frequency and length.

Understand

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

How Might We

Use these digital stickies to capture your ideas. Feel free to rearrange. Colorize. Etc

How might we help students land their first job

How might we differentiate from other job portals

How might we recommend the right opportunity to the graduates.

How might we increase the job options for the users

How might we help grads assess job fit?

How might we supplement job search with additional offerings

How might we convert a free user to paid subscriber

How might we increase the user engagement

How might we reward users for recommending the app to friends?

How might we make the application accessible to broader userbase

How might we improve the job recommendations to the user

How might we allow users to customize the job search experience

How might we simplify job application process for users

How might we assess job seeker's preferences

How might we assess a user's job skills?

How might we integrate existing LinkedIn learning with this app

Best Job Seeker Experience

How might we help students land their first job

How might we simplify job application process for users

Simplify Job application

How might we assess job seeker's preferences

How might we increase the user engagement

How might we allow users to customize the job search experience

Understand Interests & Preferences

How might we improve the job recommendations to the user

Discover new opportunities

How might we help grads assess job fit?

Job Insights

Great Employee/Employer Matching

How might we recommend the right opportunity to the graduates.

Matching

How might we increase the job options for the users

Identify Open Roles

How might we convert a free user to paid subscriber

Revenue

Tools & Services

How might we
assess a
user's job
skills?

Skill Assessment

How might we
integrate
existing
LinkedIn
learning with
this app

Ongoing
Education

How might we
supplement
job search
with additional
offerings

Resume Help

Other

How might we differentiate from other job portals

How might we reward users for recommending the app to friends?

How might we make the application accessible to broader userbase

Sprint Focus

Focus	Best Job Seeker Experience
Slide #	06
I selected this theme because	It is aligned with providing the minimum viable product that will provide value to the end user and is usable. A user will be able to use the app to apply for a job.

Define

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

LinkedIn Match – Landing graduates their dream Job - Review by theverge.com

The verge tried out LinkedIn's latest offering LinkedIn Match. Our intern John assisted us in our review as he is a perfect candidate , who is a recent graduate looking to land a full time role out of college.

LinkedIn match is designed specifically for college graduates looking to launch their careers. John was particularly impressed with wide range of postings available that offer graduates endless possibilities. What makes this app even better is that John was able to customize his experience. He was able to set his preferences and got recommendations to apply for jobs matching his skill set and interests.

There were key insights regarding the job, giving John a holistic view by ranking jobs based on the “best match” and how John measure up against the other candidates.

John was pleasantly surprised by the simple and intuitive user interface.

With just a few clicks, he was able to apply to multiple jobs, this encouraged him to seek out more postings and apply often to speed up his job search.

LinkedIn match is definitely a level above when compared to other portals; those portals offer complicated and long application process that discourages potential candidates to apply.

On a scale of 1-5 , John said he will rate the app 4.5 stars and will definitely recommend the app to his friends.

LinkedIn has promised some cool updates in the coming months that will add another dimension to this app by offering learning opportunities to the users.

Best of luck in your job search!

Sketch

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

8 Sketches

Best Match Jobs based on Preference

- Best Match Job
 - Employer Name
- Best Match Job2
 - Employer Name
- -----
- -----
- -----
- Least Match Job
 - Employer Name

Recommendation Learning

Thumbnail
↑
Description of course -----
Thumbnail2
Description
→ Load More

Messaging

Contacts
Contact1
Contact2
Contact3

Message History

Type here ----
→ Reply

Feed/updates

Img
Like Comment Share
Text update

Like Love Share

Job Search

Type here... Search
Filter1 Filter2
Search Result 1
Search -----
Search -----
Search -----

Account Preferences

Industry ⊕
Location ⊕
Preference 3 ⊕
Preference 4 ⊕
----- ⊕
----- ⊕
Save

Job Listings

Job 1 Apply

Load More

Alerts

○ Alert 1
○ Alert 2
○ -----
○ -----
○ -----
○ -----
○ -----

Solution Sketch 1

Best Match

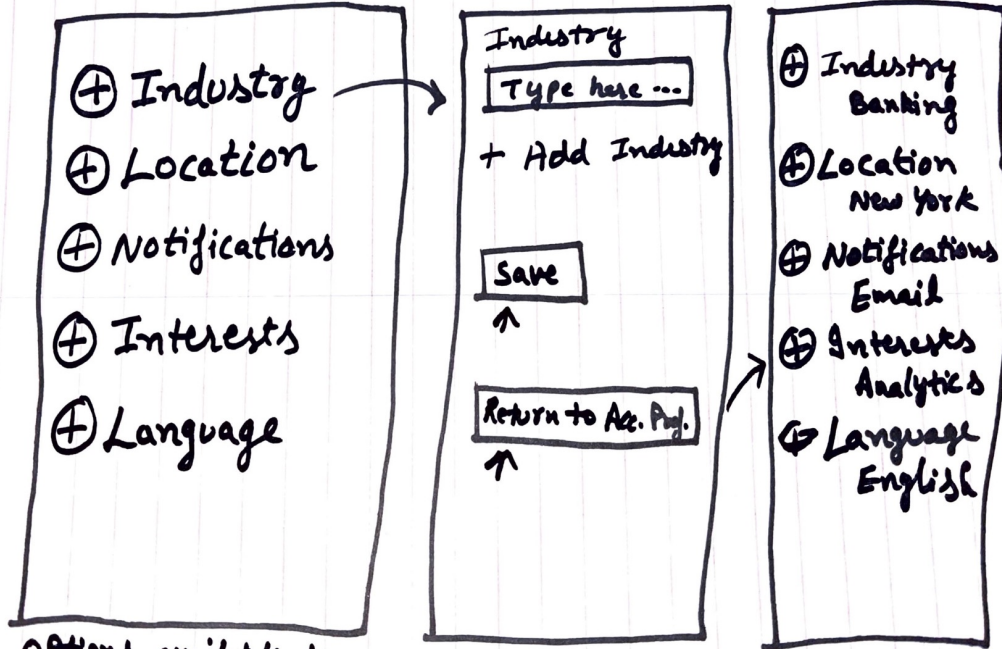
The sketch shows a job application interface with the following components:

- Recommendations List:** A vertical list of three job options, each with a role, company, and location.
 - Data Scientist Microsoft
 - Data Analyst Google
 - Business Analyst Udacity
- Selected Job Details:** A box containing details for the selected role (Data Scientist at Microsoft).
 - Role: Data Scientist
 - Company: Microsoft
 - Location: New York
 - Icon: Briefcase icon
 - Type: Full time
 - Section: Job description (with a large empty box for details)
 - Buttons: 'Apply' and 'Save' buttons at the bottom, each with an upward arrow.
- Contact Info Section:** A box for user information.
 - Fields: 'Email' and 'Phone #' with dashed lines indicating input.
 - Field: 'Resume' with an 'upload' button and an upward arrow.
 - Action: An 'Apply' button at the bottom with an upward arrow.

Arrows indicate the flow: from the first recommendation to the selected job details, and from the 'Apply' button in the job details to the 'Apply' button in the contact section.

Solution Sketch 2

Account Preferences



Options available to
set preferences

Decide

Pick the final concept that you develop into a prototype

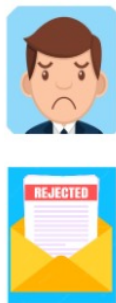
Decision

Decision	Account Preferences
Rationale	<p>The application is centered around the idea of matching graduated to jobs based on their preferences and skillset.</p> <p>Building this feature set will allow the graduates to dictate their preferences and it will be a key driver to match them with the right opportunities.</p>

Prototype

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

Storyboard



1

SCRIPT

John just graduated and looking to land a job. He tried many job portals but found no success. He is disappointed and having a hard time finding the right opportunity based on his skill set.

ACTION

Enter text here...



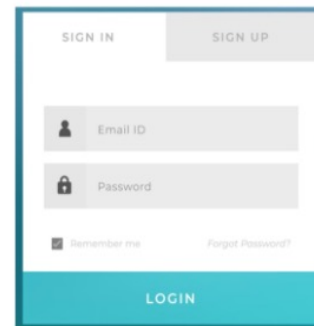
2

SCRIPT

John heard about a new offering LinkedIn Match that is specifically designed for graduates like John. Graduates can specify their preferences and app will recommend the job based on those preferences. John decides to give it a try.

ACTION

Enter text here...



3

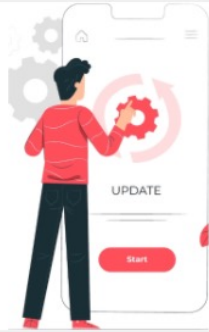
SCRIPT

John launched the app and appreciate how easy it was to sign up and get going with the app.

ACTION

Enter text here...

Storyboard



SCRIPT

John now has the options to set his skill set and other preferences. He goes to Account preferences section of the app to update his options.

ACTION

Enter text here...

4



SCRIPT

John has the flexibility to customize the preferences for his job search, like choosing the industry, location, How he wants to be notified, update his interests and language preferences.

ACTION

Enter text here...

5



SCRIPT

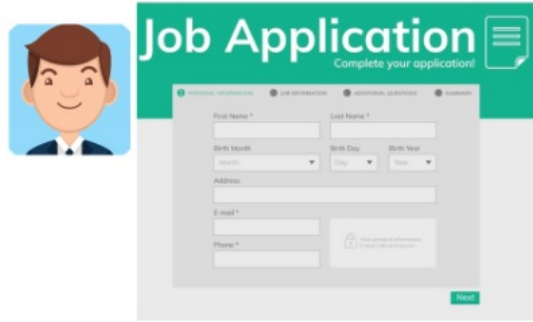
After John updates the preferences, he can view the updates in his profile and job recommendations will be tailored based on these preferences.

ACTION

Enter text here...

6

Storyboard



7

SCRIPT

John was extremely happy that he can customize the preferences and get the right opportunities matched to his profile. John is looking forward to start applying and land his first job soon.

ACTION

Enter text here...

Prototype

Description

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

The prototype allows the user to login/register. User is presented with an home page with "Account preferences". User can click on the button and set different preferences like location, industry, language etc.

Bottom Navigation allows the user to go to home page and a jobs page. By navigating to jobs page user can select the job from the list and apply for it.

Assumptions

- Any assumptions within the prototype

- Prototype assumes that this is an early state of the application.
- The prototype provide basic functionality for user to customize the job search preferences and apply for a job.
- The prototype may not have all the features of a job portal site just yet.

Tasks

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

- Users can register/login in the app.
- Users can set account preferences like location, industry, language etc.
- User can select a job and submit their application.



Link your
prototype

[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

LinkedIn Match Research Plan

PM: Kamal
STATUS: DRAFT

Objectives

Objective is to interview potential users/recent graduates looking to land their first job.

Some of the research questions:

Can you tell me a little bit about yourself?

When was the last time you applied for a job? How often do you apply for a job?

What types of jobs you are looking for?

Tell me about your experience finding a job as a graduate?

Methodology

Conduct a video/audio interview, get the user to sign NDA. Start with background questions to get to know about user and their job search experience. User will explore the prototype and we will gather their feedback.

Participants

Mandy – Recent Graduate

Amar – Recent Graduate

LinkedIn Match : Interview Sessions

Introduction

My name is Kamal and I'm a Product Manager here at LinkedIn. We have been working on an idea around a job portal app that is geared towards graduates and we wanted to share that with you to get your feedback. I have a few background questions to get to know you a little bit better and your job search experience. Then, we'll switch gears and I'll show you a prototype that the team has been working on and ask you for your feedback. Before we get started, please review this NDA and sign it. It's important that the things we show you and the ideas that we discuss today stay confidential. Do you have any questions before we get started? No questions... Great! Is it ok if I record this session? The recording is only going to be used internally by the team to refer back to our conversation. It also helps make sure that we don't miss anything in the notes.

Background Questions

Can you tell me a little bit about yourself?

When was the last time you applied for a job? How often do you apply for a job?

What types of jobs you are looking for?

Tell me about your experience applying for jobs as a graduate?

Tasks

[Disclaimers: Prototype-- not everything may work. You're not being tested. Want your feedback on what we've built. Please think out loud]

Task 1

Login to app , set your account preferences. Go ahead and take a look around. Can you describe what you see?

How would you go about setting your language preferences? Can you show me?

Task 2

Apply for a job. Can you show me, how you will apply for a job?

Wrap Up

[Overall feedback. Would you use it? How would you make it better?] [Thank you]

User Testing: Participant 1 Key Findings



Link your audio
recording

What worked well

Completed the tasks easily. Liked that app will provide a centralized pool of jobs from various Employers.
Provided positive feedback and will definitely use/recommend the app.

Where participants got stuck

Other than ironing out the screen share mechanism, everything went smooth, no real hiccups when using the app.
User tried to type in the prototype and that component was not working, so clarified to the user that only use buttons to interact with the app as it is only a prototype.

Other observations

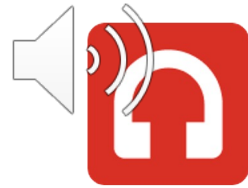
Not user feedback, but I observed that perhaps have a “back” button on Job description page , so user can go back to previous screen.

Participant 1: Interview Notes

Mandy : Graduating soon – computer engineering, looking for an internship.

- . Administrator job in driving school and consultant (customer service).
- . Want to apply for internship, because of lack of experience in tech industry.
- . Found it difficult with limited opportunities in current city.
- . Looking to have something centralized so she can apply for jobs from one portal rather than having to go to different portals.
- . User tried to type in the prototype and that component was not working, so clarified to the user that only use buttons to interact with the app.
- . User liked the idea and will definitely use the app.

User Testing: Participant 2 Key Findings



Link your audio
recording

What worked well

Completed the tasks easily. Liked the simple interface and one-click apply feature.
Provided positive feedback and will definitely use/recommend the app.

Where participants got stuck

*The prototype was not working properly on the user's iPad in the screen share mode.
Remotely completed the tasks on interviewer's system.*

Other observations

Perhaps have a "back" button on Job description page , so user can go back to previous screen.

Participant 2: Interview Notes

Manpreet: Graduate in Arts, works in retail.

- . Store manager in a retail clothes store. Looking for a better (Pay) opportunity in the same landscape.
- . Frustrated with lengthy forms required to be filled when applying for a job.
- . Found it difficult to find the right job because of astringent experience requirements.
- . Prototype was not working on iPad, user had to remotely complete the tasks on my computer.
- . Completed the tasks easily. Liked the simple interface and one-click apply feature.

Handoff

Updated PRD

Background

Design a Job recommendation app geared towards recent graduates so they can land their dream job. Graduates feel discouraged as they browse through irrelevant job postings requiring years of experience. Rather than graduates going through a ton of postings, our application will match right job with the right candidate.

Problem

There are a lot of job portals geared towards professional networking and job hunting. However, a recent graduate with minimal or no experience always find it hard to blend in and find the right opportunity.

Matching graduates to early career opportunities based on their skillset and preferences is the key driver for this product. We will target the market in USA as our pilot project before heading out to other markets.

4 million graduates in USA per year. Assuming half the users sign up and 40% users willing to pay for premium subscription. Potential revenue: 0.8 million (40% users) * \$30 (premium subscription) = 24 million.

Competitors revenue range from 6-7 million for this market.

Goals

Launch an app that allow users to find their first job.

Use artificial intelligence and machine learning to provide job recommendation that best fit the candidate.

Allow users to customize the job search experience by setting up account preferences.

Conversion from free to paid subscription, first year goal : 25% of total sign ups convert to a paid subscription.

Aim to keep churn rate less than 30% per month.

Aim to provide uptime of 98% or more annually.

Updated PRD (page 2)

Key Features & Scope

Priority	Feature	Description
P0	Register	The user can register into the app by entering the email address and a chosen password.
P0	Login	The user can Login into the app by entering the email address and a chosen password.
P2	Register/Login using Google/ Other Social accounts	The user can Login into the app by using other social media accounts.
P0	Account Preferences	User can easily add/update/delete preferences that include Language, Industry, Notifications, Interests.
P0	Listing of Jobs	Use basic filters from user's preferences to list recommended jobs from the overall Job pool.
P1	Advanced ML models for job recommendation	Go beyond the basic filters and allow the user to specify if they liked a recommended job or not and based on user input suggest jobs similar to what user liked and suppress and recommendations that user don't like.
P0	One-click Job application	Use the information already provided by the user in their profile to allow for one click job submission.
P2	Integrate with LinkedIn Learning	Allow users to up-skill and create a source of revenue for LinkedIn by offering this premium feature.

Core UX Flow

[Sketches](#)
[Prototype](#)