LinkedIn Match

Developing the product

Product Owner: Kamal

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 ([Link Attached](#)).

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
			Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
	Setup meeting to share MVP scope and walk-through design to gather feedback		Impacted Product Managers	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	Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	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	All except Legal and Compliance	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 project's sprint 1 starts
	Identify critical spike and engineering design work to complete prior to product/feature development	Engineering Lead			
Manage product/feature testing	Share and review the project's test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 1 starts
Setup analytics tracking	Review analytics tracking requirements	Data Analyst	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 1 starts
Prepare for every sprint	Create tickets for each sprint based on the test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before each sprint starts
	Create tickets for each sprint based on the analytics tracking requirements	Data Analyst			
	Finalize user-stories and design to add for each sprint	Product Manager			
Coordinate product/feature launch	Discuss launch plan and targeted timelines to align with development cycle	Product Marketing	Product Manager	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's sprint 1 starts
	Identify the support material that needs to be prepared and targeted timelines to align with development cycle	Customer Service	Product Manager	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's sprint 1 starts
Communicate project progress	Share project's progress and highlight any risks (setup recurring meeting/send email/ share via team's channel e.g Slack)	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)	Before each sprint ends
Receive product/feature sign-off	Setup meeting to demo the feature and conduct end-to-end feature testing to identify bugs and receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Before project's last sprint ends
			Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)	
			Cross-functional Stakeholders	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	

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	
Enable the user to set account preferences and get recommended jobs based on their preferences.	
Sprint Backlog (list the prioritized **user-stories** from the product backlog**)**	
1	As a graduate , I want to complete the sign-up, so that I can start using the app.
2	As a graduate , I want to log-in to the app, so that I can set up my profile.
3	As a graduate, I want to set up my account preferences, so that I can get customized recommendation of available jobs.
4	As a graduate, I want to to see a list of jobs, so that I can apply for the jobs.
5	As a graduate, I want to see recommended learning material, so that I can up-skill and stand out from the competition.
Sprint Prioritization Logic	

- Have a fully functional feature at the end of the sprint which can be tested and validated from the first sprint onwards.
- Prioritized the work, so that basic functionality is ready and complex API integration work can be started early to pool the jobs from LinkedIn as it may likely require multiple sprints.

User Story 1

User Story	As a graduate , I want to log-in to the app, so that I can set up my profile.
Design	Prototype
Acceptance Criteria	• User should have the option to log-in using "Google" and "Apple" accounts along with conventional username/password option. • Page should be mobile responsive and ADA compliant. • Logged in user should see the Account preferences option/Button.
Assumptions	Initial launch in U.S only. Default language will be English.

User Story 2

User Story	As a graduate, I want to set up my account preferences, so that I can get customized recommendation of available jobs.
Design	Prototype
Acceptance Criteria	• Allow successfully logged in user to easily add/update/delete preferences that include Language, Location, Industry, Notifications, Interests. • Keep the page responsive and complaint with ADA guidelines.
Assumptions	Initial launch in U.S only. The page will be accessible for logged-in users only. Default language will be English.

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 Match Project

Based on the API documentation how would you update your solution and design?	• **Job Postings API** - Ingest Jobs into LinkedIn Match app from external sources such as ATS, job boards etc. Example JSON: "integrationContext": "urn:li:organization:2414183", "companyApplyUrl": "http://linkedin.com", "description": "employmentStatus": "PART_TIME", "externalJobPostingId": "1234", "listedAt": 1440716666, "jobPostingOperationType": "CREATE", "title": "Software Engineer", "location": "India", "workplaceTypes": ["remote"] • **Easy Apply Integration API**- This integration benefits both the job poster and the applicant: the job poster collects applicants on LinkedIn instead of routing applicants off of LinkedIn to apply, resulting in higher conversation rate of applicants, and applicants enjoy a seamless, mobile-friendly application experience on LinkedIn with no redirecting to third-party websites. Example JSON: "companyJobCode": "ATS_Job_ID_123", "companyName": "TestCompany", "countryCode": "us", "id": 1234, "jobState": "LISTED", "listDate": 1484786812000, "locationDescription": "San Francisco, California", "postalCode": "12345", "title": "Test Engineer I"
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	Kindly conduct feasibility analysis to host job postings from employers/partners on LinkedIn match app, **do we have all the the data points available in LinkedIn's Job posting API? How do we only source entry level jobs?** Easy apply integration API allows one click job application. **Can we update the solution to allow employers have some additional questionnaire (if required) integrated right into LinkedIn Match app?** This will ensure that job applicant will never have to leave the app to apply for a job and can track their job applications in one centralized platform.

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	• Confirmed with QA that load time is significantly more (38%). • Page load is directly affecting the bounce rate and conversions. Team has pointed out that bounce rate is 15% more over the last 5 days and conversions have dropped by 20%. • This is a Critical issue – Priority = 1, requiring an urgent – "Hot Fix" to minimize customer complaints/restore customer satisfaction. The issue is affecting multiple key performance indicators that are critical to the success of this product.
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	• Update the Jira ticket [Priority] with additional details/impact and push the ticket to the top of the sprint backlog. • *Go on "Slack" with the scrum team and notify the team of an urgent issue that needs to be prioritized and setup a meeting to discuss the problem and estimate effort to roll out a solution as soon as possible.* • *Send an email to other stakeholders and lead product manager , notifying the severity of the issue and potential timeline to introduce a fix.*
Would you take additional steps ?	• Include the page speed check in the definition of done for each sprint QA sign-off. Ensure that QA Tests are done for all resolution/device types. • I would also engage other PM's and Lead PM that the graphics placed on the landing page are not optimized for optimal IOS/Android experience. Any graphics/logos redesign will need to be optimized for all resolutions/device types when they introduce any new logo designs or other animations.

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue	• QA confirmed and attached the screenshot of the bug/error. • Analyst confirmed only 2% of the users access the page with the bug. • There are couple of fields misaligned with corresponding Labels. However, user is still able to update the profile settings and save the changes. • Issue is not a show stopper but important enough from user experience perspective, although current impact is only around 2% of userbase. We will fix this as part of our normal release cycle. Priority =3.
Next Steps use ticketing tool (JIRA), and communication channel (Slack)	• Update the priority of the Jira ticket to 3 (Normal). • Add the story to the sprint backlog at the bottom of the backlog. • Meet with Scrum team and see if we have some buffer in emergent issue pool. • Communicate the priority and severity of the bug and potential timeline of fix to Lead PM and other stakeholders via email.

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	• Internal tool's password reset email arrive late in user's inbox , roughly 12 hours delay. • QA testing further validated that in production; users have the option to request the same email if they choose "forgot password" link. The amil is being delivered instantly. • Requesting customer service team to utilize this workaround (Forget password) if customers call in regarding the password issue, instead of using the internal tool.
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	Create a Jira ticket/spike to investigate the issue with the internal tool. Update the priority to 4 "Low". Let the team know (Slack) to investigate the internal tool to find the root cause of the delay and estimate the effort to fix the issue. Keep the issue at the bottom of the backlog, if there is no room in the current sprint, target the next sprint for analysis.
Sample Email Response	Customer service, Thank you for letting us know of the issue you are facing with the internal tool. Please note that we have established an alternate way to solve the customer issue by redirecting them to "forget password" page, that link trigger the similar email as the internal tool and that feature is working fine. Since we have a workaround and customer can still use the application, we have included this issue in our backlog for further analysis. We will keep you posted on the potential timeline of fix and the root cause. Expect an update early next week.

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	• Get in touch with QA to confirm the progress and pending bug fixes before we can sign-off on the feature. • Product feature is 65% functionality profile setup/login and setting up preferences etc. Remaining work is centered around push notifications which will not affect the demo and can be isolated. • We will go ahead and honor the request from CEO while letting them know to avoid certain functionality that is still being developed/patched.
Sample Email Response	Good day Ben, I have confirmed with the team and since we are in the middle of the sprint, the functionality is 65% complete. However, the remaining functionality is a minor enhancement (push notifications). The push notifications will be ready coming Wednesday. We have the test/staging environment ready, please find the credentials attached in the email. Kindly follow the steps below to navigate the screens/demo: 1. Landing page will prompt you to "Login/Register ". 2. After login, setup "account preferences" from the home page. 3. Go to Jobs page and apply for a job from the list of recommended jobs. Happy to hop on a call and answer any questions or concerns you may have. Regards, Kamal

Step-in and guide the scrum team at stand up

Video Response	Share the link to your video here [Video Link](#)

Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	• See if we can use another QA from the pool of QA members working with other PM's. • See if product manager/SME can test some of the QA use cases himself. • Reach out to head of product and other PM's to list the risks of delayed QA testing and how it may impact the other PM's.
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 ?	• Do not unfortunate absence of the QA specialist working the product is away sick. • This product feature is a must have to insure other integration/features being worked by other PM's are not affected. • Once the QA member is back, we need to make sure he is dedicating all his time to complete the regression and other manual testing. • In the mean time , if one of the QA can initiate automated test cases, so we get (30%) of testing out of the way and I have identified 20% of the test cases that I can test myself.
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	Head of product, Other PM's that we are sharing the QA resource and impacted PM's. Other stakeholder's can also be updated that a risk was identified and the possible solution to meet the release deadline.
	• If negotiation successful, for transparency still share the identified risk and possible solution. • If negotiation fail, let the relevant stakeholders know that project is delayed due to the relevant reason and provide the updated timeline for feature release.

How would you handle stakeholder feedback?

Feedback Assessment	• MVP does not include push notifications and stakeholders sign-off was completed. • We need to understand the complete user-journey to make sure we include the push notifications for the correct use case. • This feature is not a show stopper, as we have email notifications in place for most of the scenarios.
Video Response	Share the link to your video here Video Link