



Linkedin Job Assistant

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STATUS: **DRAFT**

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Background

- A total of 4.5 million college students graduate from the US alone every year looking for jobs
- 46 million students and college graduates use LinkedIn worldwide for networking
- College graduates have to work extensively to find their suitable jobs

Problem

- Students find it difficult to find jobs that best suit their skills and interests and have to handpick from a really diverse pool which becomes difficult at times.
- Enterprises have no way to ensure that only people with relevant skills apply for a particular job.
- Students often get demotivated because of the daunting job search process.

Goals

Building an Android and iOS Mobile and application that will connect users with job opportunities relevant to their skills & interest and helping them network with like-minded individuals

Key Features

Priority	Feature	Description
P0	Subscription	<ol style="list-style-type: none">1. Getting details from the user.2. Offer a free trial of 14 days period before charging.
P1	Asking the user to set up skills and interests	<ol style="list-style-type: none">1. Collecting users college and degree information2. Collecting users interest and other important soft skills
P2	Showing relevant job opportunities	<ol style="list-style-type: none">1. Recording the skills and interests entered by the user2. Using matching algorithms to match jobs posted by companies with those skills
P3	Allowing users to send connection requests and suggesting them connections	<ol style="list-style-type: none">1. Using the skills registered by the user to match them with people of similar background
P4	Allow users to search for jobs	<ol style="list-style-type: none">1. Having various

	if they are not satisfied with the ones shown to them	criteria which the user can use to as filters to search for more jobs
P5	Messaging service	<ol style="list-style-type: none"> 1. Users should be able to message like-minded people 2. They should be donot disturb option in profile to stop receiving messages

Jobs relevant to skills and interests are shown

Recommendations to connect with people of similar background

Allow multiple and extensive criteria for shortlisting more jobs in case the user is not satisfied

Can allow users to communicate with their network

Success Metrics

- Number of Downloads and subscriptions
- Number of active users monthly
- Number of people got jobs using our app
- Number of colleges and companies associated with us

Target Market

- 46 million students and college graduates use LinkedIn worldwide.
(<https://www.omnicoreagency.com/linkedin-statistics/>)
- Premium student membership at a rate of \$360 per annum(LinkedIn Premium student rates) would ensure a **TAM** of 165 billion dollars in the first year alone.

Marketing Channels

1. **Colleges and student communities-** We have an incentivized model where we are giving colleges and communities \$30 for each student that they are securing for us. They will be our primary channel, and as more and more colleges suggest students to use this app, our numbers will undeniably increase.
2. **App Store & Play Store -**We will publish our app on these platforms. People looking for job-seeking platforms will come across our app.

- 3. Social Media Ads** - Budding graduates spend a lot of time on LinkedIn and other social media platforms, so they can be a good platform to catch their eye

Marketing Guide

[Market Launch Strategy Document](#)

Pricing Strategy

The **Revenue goal** for the first year :

- Acquiring 1% of the 46 million college graduates on LinkedIn each year, 460,000 graduates for **\$50/annum** subscription fee gives **\$23 Million**.

Colleges:

- Incentivized referral model

College graduates:

- \$50 per annum user subscription fee
- Ad-supported (to raise revenue)

Team involved

- 1. Development:** Having the development team agreeing on our timeline and the launch date is very crucial to deliver an excellent product to the market. I will need to discuss the feasibility of the product before starting of building the product. Once the final prototype is ready, we will frame the Product development phase and come to a consensus date.
- 2. Product Marketing Manager:** Discussing with him the different team suggestions and timeline, we will decide the marketing strategy for the product. Discussion of the Marketing channels and how to acquire them will also be a crucial part of our discussion.
- 3. Product designer:** Will need to discuss a lot with the designing team as our user base is on the older side, hence keeping the design as simple and concise as possible is our target. Once the design is confirmed, I will need to pass on the design to the developers.
- 4. Sales executives:** Will need their teams to perform an outreach program to reach as many colleges and communities as they can for providing our referrals. Before that, I will discuss the key sales point that we need to present to the colleges.
- 5. Legal:** We will be taking the location data, resume, skills, contact details, and also a photo of the patient. Hence, the terms and conditions should be on point and perfect to avoid any legal issues.

- 6. Customer Support:** They are our frontline commanders, who will deal with the customers. I will stay in constant touch with them to discuss their inputs on the product. Also, I will explain potential issues that the user might face so that they are prepared. Will also let them know the new features that we are planning to add in the product.
- 7. Quality and Assurance:** As we are dealing with the prospective livelihoods of college graduates, we need to make sure that our matching algorithm is always correct. We need to have a consistent accuracy while recommending jobs which match the user's skills and interests.

Risks involved

- 1. Product testing:** We will need to maintain a consistently high percentage when it comes to the degree of relevance between the job shortlisted for the user and his skills
 - We will be asking pop-up questions periodically to check if the user is getting relevant jobs, and if not, we will review his profile meticulously and run it against our matching algorithms separately to solve the issues.
- 2. Getting the message across to colleges and communities?**
 - We will have to explain all our functionality to the college placement cells and communities well, so that they can actually encourage their students to sign up for us
- 3. Criteria for searching for more jobs do not align with what the users have in mind:**
 - We are also providing the users the option to search for more jobs in case they are not satisfied with the ones shown to them. They can use a number of different criteria for searching, but there may be some criteria that they are thinking of which we have not included. So, we would have a feature in which they can enter a criteria(eg. working hours) and it will be sent to us, and we can deliberate on how to incorporate that into the user's search

Training Guide for Sales and Support Team

[Training Guide for Sales and Support Team Document](#)

User Guide

[Linkedin Job Assistant User Guide Document](#)

Post Launch

Post Launch Document

Testing

As per the data that we received from the marketing analytics team is that,

- Our most successful strategy is that we are using colleges as our marketing channel
- We predicted that companies might use our platform and it would take some time before numbers started to increase, but the growth has been much faster than expected
- The retention rate data shows that the users gradually accept the product and there are no further surge in numbers.

The rate at which people are adopting our product is low, around 33% lower than expected

- We understand that being a new product in the market, students may be reluctant to try it out or invest in it
- For solving this problem we will use a different approach such as an extended free trial period, so that users are satisfied that they will have sufficient exposure to the product before they invest in it

A/B Testing for the solution proposed

- Since the adoption rate is low, we would have to speak with the communities and college placement cells, and actually ask them for getting some face to face feedback from the students about the concerns they may be having, including asking the registered users why they are not recommending the app to their friends
- Addressing those concerns and allowing the users extended free trial periods are something I believe will work quite well to improve our situation.

Core UX Flow (*optional*)

[\[Handoff: Link to mocks\]](#)