

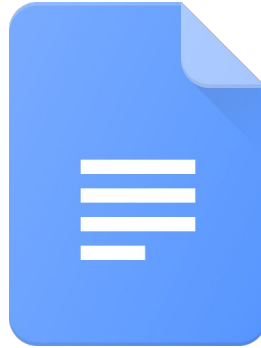
Linkedin Job Assistant

Design Sprint

Product Manager: Jayamathan S



Initial PRD



Link your PRD

Understand

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

How Might We

How might we make sure that college graduates find it easy to get jobs?

How might we inform users of the latest jobs available?

How might we make it easier for the company reps to contact the users?

How might we make sure that users get relevant job offers?

How might we get more people to sign up?

How might we incentivise the use of the app?

How might we simplify the recruiter follow up process?

How might we reduce job application time?.

How might we make communication between the student and company rep easier?

How might we prompt users to update their skills regularly?

How might we improve the recruiter's using experience?

How might we enable users to search for jobs more easily?

How might we simplify app layout for users?

How might we tie up with more colleges?

How might we incentivize colleges and communities?

How might we convince the placement cells to accept our product in their college?

How might we make it easier to share certifications ?

How might we help patient to take correct amount of Insulin?

How might we notify the candidates about relevant opportunities?

How might we attract more communities?

How might we make the app reviewing process more enjoyable?

How might we make the use of this app a learning process?

How might we encourage users to learn more skills to enhance their profile?

How might we come up with a system to help guide the applicants through recruitment?

How might we make it easier to share reviews about employers?

How do we help grads prioritise their choices?

How might we help students get higher packages?

How might we get students to focus more on their career?

How might we help students make more educated decisions when selecting jobs?

How might we help grads assess a job fit?

How might we motivate grads to enhance their profile?

BUILD A LEARNING EXPERIENCE

How might we teach candidates resume building skills?

How might we get users to take up more certifications?

How might we include certification opportunities as part of our app?

How might we ensure that students learn what jobs they really like?

How might we promote research amongst students before choosing a job?

Ensuring only relevant jobs shown

ENTERPRISE FRIENDLY

How might we make sure that the company reps only have to shortlist from candidates having the required skills?

How might we help give quality options to the recruiters?

How might we incorporate tasks from the recruiters' side in the job application process?

MATCHING ALGOS

How might we make sure only jobs relevant to user's skills are shown?

How might we improve the accuracy of our algorithm?

How might we make sure our algo adjusts to the frequent adjustments in the user's skillset?

CANDIDATE CENTRIC

How might we make it easier for candidates to set up their skills and interests?

How might we help upskill candidates?

How might we encourage certifications?

How might we provide better opportunities to candidates?

How might we attract more of them?

How might we plan out the entire process from a candidate applying up to his selection?

FEEDBACK

How might we equip our support team to respond in case the candidates are having issues?

How might we improve feedback process to check if relevant jobs are being shown?

NETWORKING

How might we help grads connect with professionals of their industry for guidance?

How might we ensure people with similar interests appear as suggested connections?

How might we provide some guidance features to help new grads through job hunting?

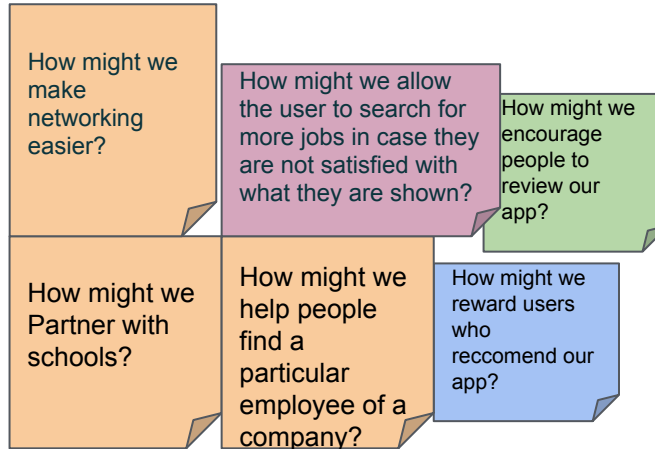
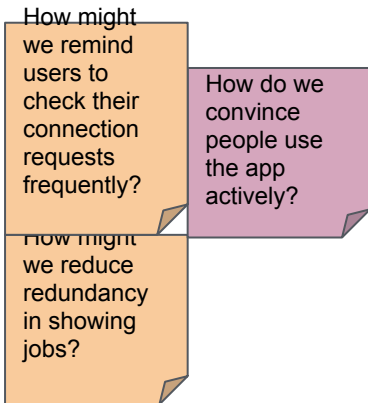
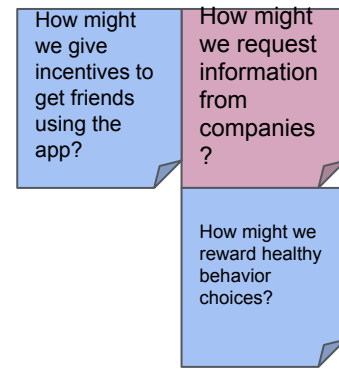
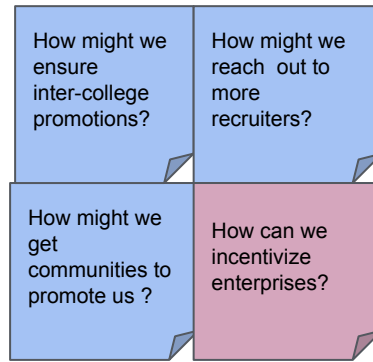
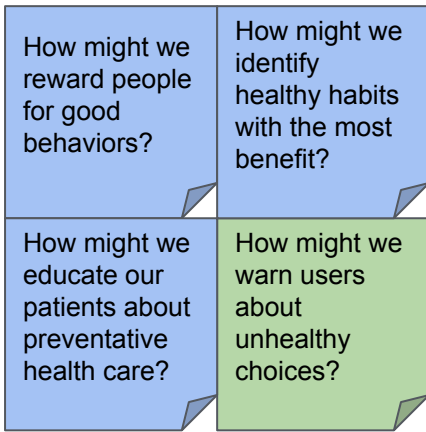
INFORMATION

How might we make sure candidates actually put in only skills they know?

How might we make the process of filling up skills and interests smoother?

How might we include showcasing of projects to back their skills?

How might we help convey to candidates which skills they need to sharpen more?



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Sprint Focus

Focus	Ensuring relevant jobs are shown
Slide #	Slide No 7
I selected this theme because	<p>selected this theme because:</p> <ol style="list-style-type: none">1. Aligns with company goals2. Unique & Engineering feasibility3. Make job search process more easy to recent college graduates4. It also helps recruiters by ensuring that they are contacted by eligible applicants <p>Networking potential among people in similar fields</p>

Define

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

Linkedin Job Assistant

Find the job meant for you

- The app is designed exclusively for students and college graduates
- It helps them to find jobs easily relevant to their skills and interest. It makes the daunting job search process easier saving lots of time and resources
- It's a one stop solution for your job search process backed with cutting edge technologies
- Simple, Easy to use job Assistant tailor made for each individual students with aim of helping them to land their dream job.

Tired of job hunt? With millions of jobs, find the one meant for you

Download Linkedin Job Assistant

Success Metrics

	Goals	Signals	Metrics
Happiness	Users trust the product and believe that they can get great job opportunities through it.	Periodic surveys, Play store and App store reviews. Blogs and Twitter threads	Number of clicks using data analytics. Time spent on the app
Engagement	Graduates using the app actively to search for jobs. Users looking to network with more like minded people	Number of connection requests being sent. Number of jobs applied and selected. Time spent using the product	Number of clicks on the 'Jobs Available' tab Average number of connection requests sent per day
Adoption	Users recommending the app to their friends in different colleges	Number of placement cells and communities joining Subscriptions	Referral signup rate
Retention	Users keep updating their profiles as they learn new skills	Renewing subscription Active on communicating and connecting with other users	Frequency of profile updation Average views on the 'Available Jobs' and "Search Jobs' options
Task Success	More and more people signing up and taking up the jobs they get through the app	Communities giving good feedback	Percentage increase of users who start jobs they get from the app

Sketch

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

8 Sketches

PROFILE

NAME
AGE
COLLEGE

QUALIFICATION
& INTEREST

DEGREE
OTHER
COURSES
SKILLS

INBOX

- - -
- - -
- - -
- - -

JOBS

BASED ON
YOUR PROFILE

① - - -
② - - -

FEED

POSTS BY
COMPANIES
AND FELLOW
CONNECTIONS

YOUR NETWORK

ALREADY CONN-
ECTED

- - -

SUGGESTED:-

- - -
- - -

SEARCH

SEARCHING
CRITERIA FOR
JOBS

- - -
- - -

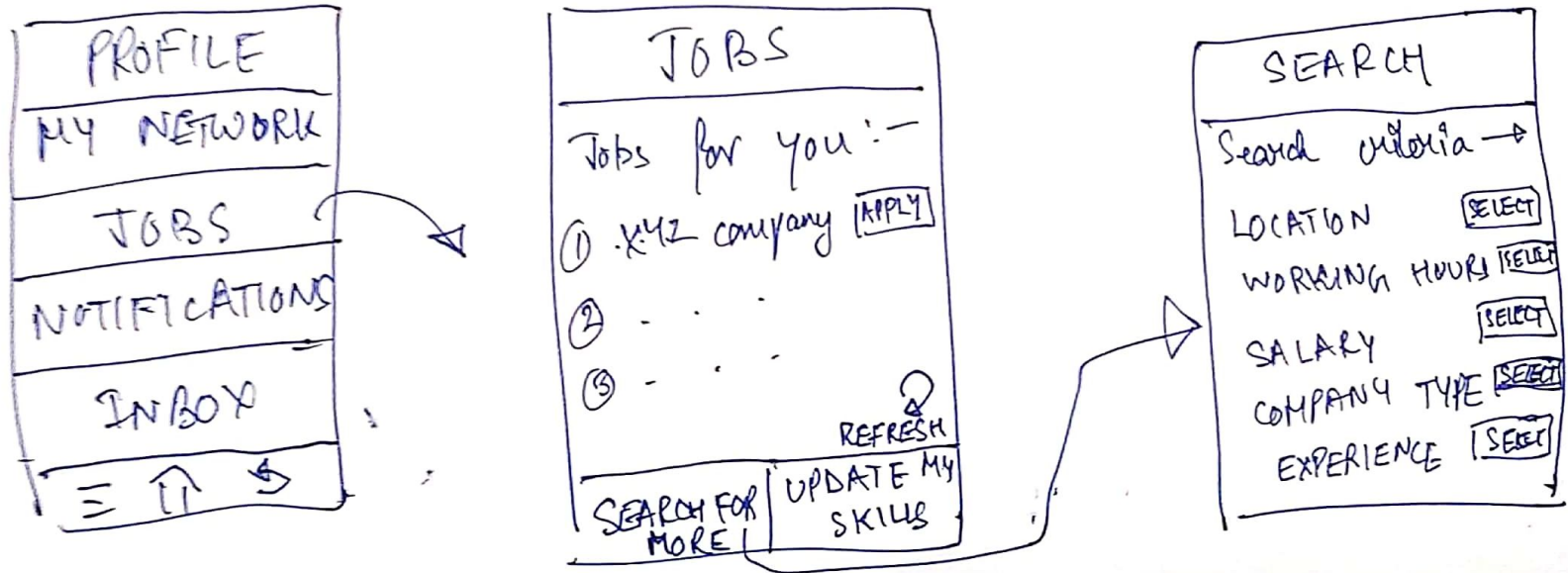
NOTIFICATIONS

- - - LIKED/
COMMENTED
ON YOUR
POST . . .

LinkedIn Job Assistant- Home



LinkedIn Job Assistant - Multichannel



Decide

Pick the final concept that you develop into a prototype

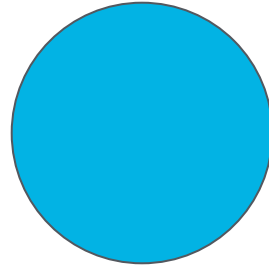
Decision

Decision	LinkedIn Job Assistant - Home
Rationale	<p>It has easier navigation between tabs. It gives the user a constant look at all the options on the lower bar, allowing the user to switch very easily.</p> <p>Its neat and only has relevant information.</p> <p>Convenient for user to set extra criteria if he or she is not satisfied with the jobs offered.</p>

Prototype

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

Storyboard



PDF link attached to the
circle

Prototype

Description

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

The prototype is based on an app that provides college graduates with job opportunities that are relevant to their skills

If the user is not satisfied with the jobs being shown to him then he can search more based on a number of criteria

Assumptions

- Any assumptions within the prototype

- User are recent college graduates and those who look for jobs with college degree

Tasks

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

- User can sign up
- User can enter his skills
- Can see the jobs in the market which suit his or her skills
- Can search for more jobs based on a number of criteria
- Can connect with like minded individuals and professionals for guidance



Link your
prototype

Validate

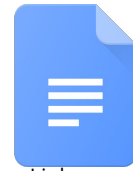
Users will go through your prototype and provide feedback on your concept. This is also an opportunity to have an engineering feasibility discussion

Plan and recruit for research



Link your
research plan

User Testing



Link your
notes



Link your audio
recording

Key Findings from Participant 1

What worked well	Signup, Navigating through notifications
Where participants got stuck	Asking for payment details at the very beginning. User doesn't feel comfortable without having a trial.
Other observations	Liked the interface Comfortable Needs changes in the signing up part Offer free trial

User Testing



Link your
notes



Link your audio
recording

Key Findings from Participant 2

What worked well	Signing up, Navigation and interface
Where participants got stuck	Thinks number of criteria are less Theme should be blue to reate with LinkedIn because in the current generation's mind, "blue means jobs" because of LinkedIn
Other observations	Liked the UI Comfortable Wants more criteria A blue theme

Improvements

Improvement #1	<i>Incorporated free trial feature</i>
Rationale	Noticed that candidates were more comfortable with getting a taste of the app first before paying, and they liked the idea of a free trial
Improvement #2	<i>Incorporated more criteria when searching for more jobs</i> <i>Incorporated the color blue in the theme to relate to LinkedIn</i>
Rationale	The current generation relates the color 'blue' with jobs due to LinkedIn. More criteria for searching for more jobs will provide students with more freedom to explore

Feasibility

	Your Assumptions	Specific feasibility questions
Drawing the UI <ul style="list-style-type: none">• <i>What data is needed to draw the UI on the screen?</i>• <i>Where is the data coming from</i>	<ul style="list-style-type: none">- Skills of the user- Jobs available in the market now. Comes from enterprises- Data comes from user	<p>Will accurate can we be when recommending the jobs and suggesting connections?</p> <p>How will we make sure the user only enters skills he is actually familiar with?</p>
User generated data <ul style="list-style-type: none">• <i>Is it stored?</i>• <i>Where/how?</i>• <i>How will that data be used again?</i>	<p>Yes the user data is stored and updated in real time</p> <p>Stored on the cloud.</p> <p>Data will be used to decide job matches</p>	<p>How much data can be stored for a user?</p>
Latency <ul style="list-style-type: none">• <i>How quickly should things load?</i>• <i>Are there any operations that might slow down load time (ie: a call to another service)?</i>	<p>Sorting through all jobs based on the user's criteria may take some time</p>	<p>Will the matching algorithms be fast enough?</p>

Iterate

Prototype v2

Description

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

The prototype is based on an app that provides college graduates with job opportunities that are relevant to their skills

If the user is not satisfied with the jobs being shown to him then he can search more based on a number of criteria

Assumptions

- Any assumptions within the prototype

- User is a college graduate or is just about to graduate
- User is looking for jobs

Tasks

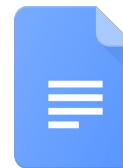
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Link your
prototype

User Testing Round 2



Link your
notes



Link your audio
recording

Key Findings from Participant 3

What worked well	User interface and lots of criteria for selection of jobs
Where participants got stuck	<i>Nowhere</i>
Other observations	Liked the UI Comfortable Fast Navigation Enjoyed free trial feature

Handoff

Updated PRD



Link your PRD