

LINKEDIN JOB RECOMMENDATION

Best Job recommendations for Fresh Graduates
based on College

Design Sprint

Product Manager: KAZEEM SULAIMON



Set the stage

Set the stage for the Design Sprint by framing the problem

Click on PRD link below



Link your PRD

Understand

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

How Might We

How might we make it easier for fresh graduate to get a job?

How might we improve our app job recommendation algorithm

How might we reduce underemployment rate?

How might we find recent college graduates?

How might we help recent graduates prioritize their interests?

How might we make recent graduates sign up for our app

How might we provide professional cv for recent graduates?

How might we optimise our user profile?

Best Job Seeker Experience

How might we help users evaluate job vs grad school?

How might we figure out if a person is looking for a job?

How might we get college graduates to want to learn about jobs

How might we find recent college grads?

How might we choose when is the right time to have students participate?

Identify Job Seekers

How might we assess geographic preferences?

How might we assess a user's job preferences?

How might we motivate students to apply to jobs based on their interests?

How might we make it easier for fresh graduate to get a job?

How might we help college grads prioritize their interests?

Understand Interests & Preferences

How might we suggest Job events/conference/fairs based on candidate's interest?

How might we improve job recommendations to users?

How might we improve connection recommendations based on candidate's interest?

How might we help students become more aware of jobs available to them?

How might we allow students to discover their passions?

How might we help students align their passions to available jobs?

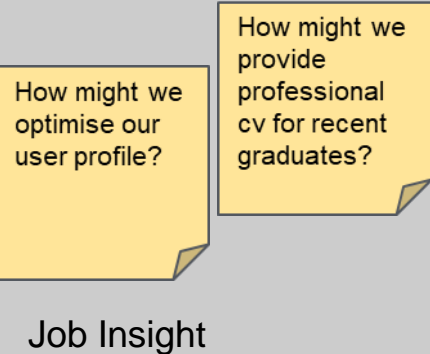
Discover new opportunities

How might we help colleges grads learn what jobs are really like?

How might we help grads assess job fit?

Job Insights

Sorted Stickies



Sprint Focus

Focus	Best Job Seeker Experience
Slide #	List slide 6 to 7
I selected this theme because	<p>The Best Job Seeker Experience theme correlates with our overall business strategy goal, to get optimum job for recently graduted students based on their skills and their prefence</p> <p>The aim is to get as many as possible graduates to sign up on our platform and subscribe to our premium account.</p> <p>To get recent graduates the best possible job recommendation based on this skills, goals and job preference.</p>

Define

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

- The App is specially designed for recently graduated students seeking to join the ever growing labour market.
- With more and more people graduating yearly, demand for Jobs is every increasing, with our special algorithm based custom app, we aim to get recent graduates desired jobs based on their skill set and their preference.
- Millions of fresh graduates join the ever growing labour market, the app helps in every possible way to aid the transition process of the recent graduates
- I like that the app requires just one time subscription fee, till the user gets a job
- How easy will it be to get a job recommendation from the proposed algorithm-based app developed at LinkedIn.
- The interface is simple fast and unique, easy to navigate.
- No painstaking annoying ads break, which can be quite frustrating
- The app aids in creating and optimizing professional cv and cover letter, which is of huge importance to recent graduates since they have basically no experience writing CVs and cover letters

Success Metrics

	Goals	Signals	Metrics
Happiness	Recent graduates getting a job in a record time	Recent graduates searching for Job	Average time it takes a recent graduate to get a job
Engagement	Subscribed for our Premium Service	Premium account sign up	Average Premium Subscription per 100 accounts
Adoption	Share with friends/course mate	Refer a friend or course mate	Referral sign-up rate
Retention	Automatic job recommendation based on skills and preference	CV and Cover letters submitted based on recommendations	Average no of CVs and Cover letters submitted based on recommendations
Task Success	Find various top notch companies easily	Companies bookmarked	Average number of user with companies bookmarked

Sketch

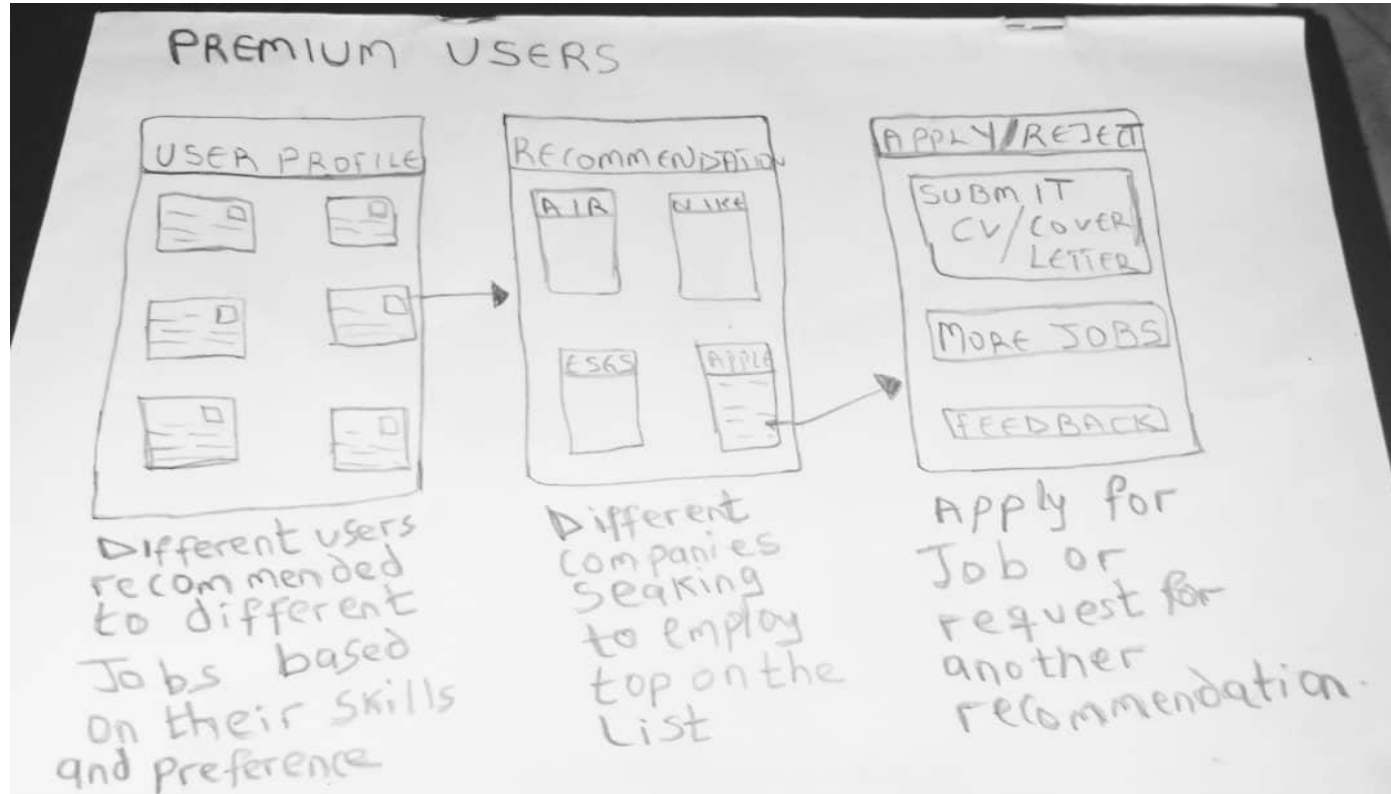
Generate tons of ideas, then narrow them down to two in depth solution sketches

8 Sketches

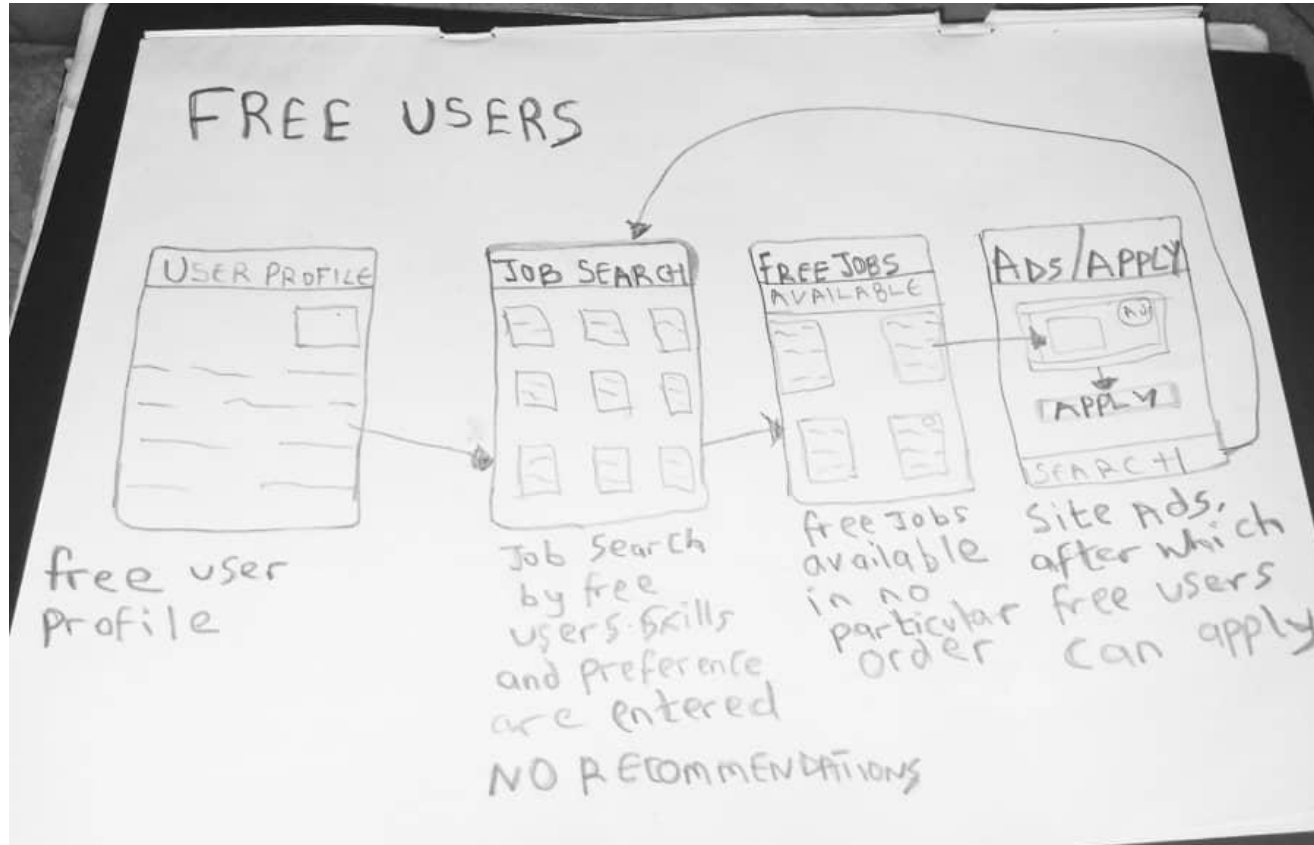
The image displays eight hand-drawn sketches of user interface forms, arranged in two rows of four. Each form is a vertical rectangle with a title at the top and several horizontal lines representing input fields.

- USER**: A form with a title bar and several horizontal lines for input.
- PREFERENCE**: A form with a title bar and several horizontal lines for input.
- SUBSCRIBE**: A form with a title bar and several horizontal lines for input.
- RECOMMENDATION**: A form with a title bar and several horizontal lines for input.
- JOB SEARCH**: A form with a title bar and several horizontal lines for input.
- TESTIMONY**: A form with a title bar and several horizontal lines for input.
- REFER**: A form with a title bar and several horizontal lines for input.
- RATING**: A form with a title bar and several horizontal lines for input.

Solution Sketch 1



Solution Sketch 2



Decide

Pick the final concept that you develop into a prototype

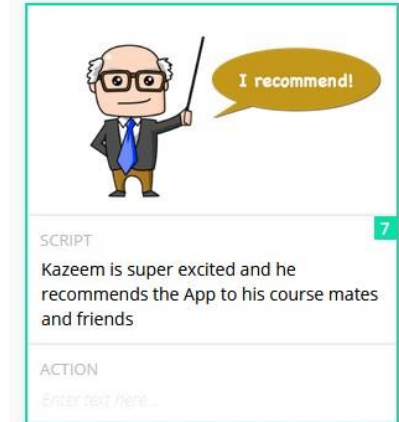
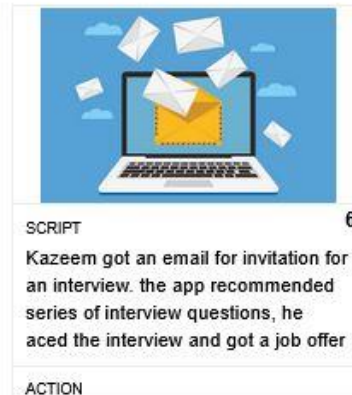
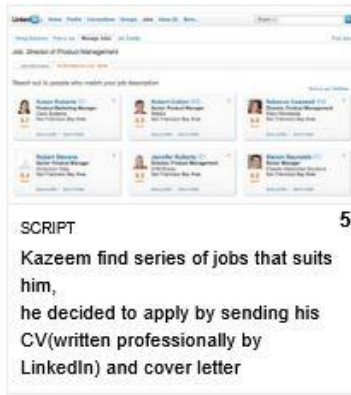
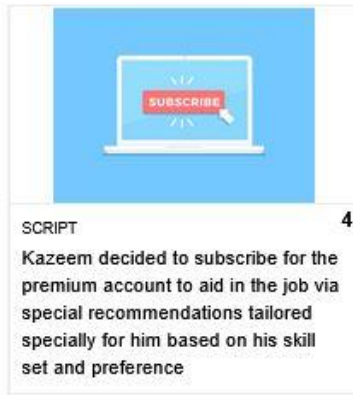
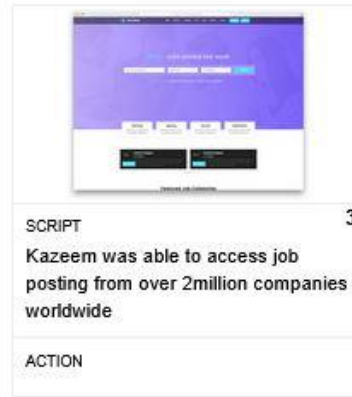
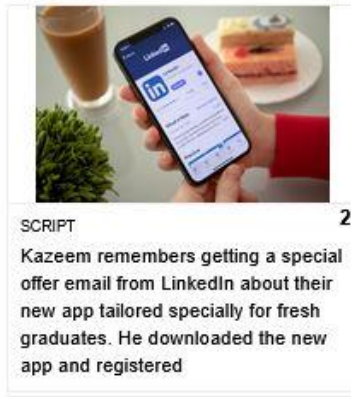
Decision

Decision	Premium User Solution Sketch
Rationale	Our major goal to help user(recent graduates) get the best job recommendations based on their skills preference, the premium user solution sketch requires a high level of efforts to actualize but it also results in a high value returns for the company

Prototype

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

Storyboard



Prototype

Description

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

The prototype follows the user journey from logging in to the app(or sign up), to the various job categories for all users. however there is a premium account link for users to subscribe.

This takes the user to special page, where skills, education background and preference are used in recommending job openings to users.

The app also show a special aid link for cv optimization and cover letters, this is only available to premium users.

Assumptions

- Any assumptions within the prototype

- The Users will subscribe to our premium account
- Users will out the questionnaire correctly, stating their skill set ,the education background and the type of job they desire

Tasks

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

- users can sign in or sign up
- Search for various jobs available
- Subscribe to our premium account and get job recommendations
- Apply for desired job
- Aided in CV writing and Cover Letter



Validate

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

Research Plan



User Testing



Link your audio
recording

Key Findings from Participant 1

What worked well	User said app is easy to use, its fast with distinct goal Good interface and economically worthy
Where participants got stuck	User complained about the recommendation, as too many jobs were recommended which according to use was confusing
Other observations	user liked that the app isn't filled with different ads which can be quite distracting

User Testing



Link your audio
recording

Key Findings from Participant 2

What worked well	Easy to use Easy to navigate Good recommendation process Helps with CV and cover letter
Where participants got stuck	Reduce subscription fee or introduce a free trial people since most fresh graduates might find it difficult to pay the required fee
Other observations	free trial period for users suggested

Improvements

Improvement #1	Improve job recommendation
Rationale	Reduce to the number of jobs recommended, only showing the best jobs that perfectly fits user criteria
Improvement #2	Introduce trial period
Rationale	Introduce a trial period for users so they can enjoy all the features available to premium users, especially jobs recommendations and CV, Cover letter optimizations