FutureCareer

Design Sprint

Product Manager: Alexander Marinov

Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

Background

LinkedIn is trying to expand its job market offerings by creating an app that will recommend the best jobs to recent college graduates based on their skills and preferences

Problem

- Right now, there is a big employment gap, where employers are struggling to find workers
- How best to help college graduates to identify their strengths and potential areas for career development?One do career aptitude test such as numerical challenges; Professions that rely on numerical capabilities and strong math skills would best fit for people, who have an interest in these areas(tests such as SHL)Second one is to utilize the widely popular
- DiSC assessment and identify what is the persons' greatest personality traits and try to identify how these can be best utilized and in what setting
- Partnerships could be struck with both SHL, DiSC, and other providers to design a fully functional questionnaire and or mapping system to identify potential career fits

Competition:

Glassdoor(Dos)	Glassdoor(Does not)	Monster(Dos)	Monster(Does not)
Generic job board	Provide recommendations based on interests and skills	Sends out custom reports to candidates based on their search history	Provide the best experience for candidates
Provides reviews for company overall	Does not try to find out the best role for candidates	Claims to provide the right fit for the role based on the employers' criteria	Emphasis is on the employer side not on the candidates' experience
Provides some salary ranges for certain roles by location and level of years of experience	Does not try to find out the best role for candidates		Unique experience for the candidates

Initial PRD

Goals

Roadmap Pillars

- Become the number 1 app used by college graduates for finding their first role after graduation
- Develop unique set and/or building upon existing tools that would allows us to create an unique proposition for prospective users
- Capture the USA market first and then scale globally
- Creating key partnerships with test providers and personality test providers

Themes

- Analyzing college graduates' personality traits and what roles might fit them best
- Align this with numerical and verbal reasoning tests
- Creating better skills and interest mapping algorithms that would align with the candidates’ preferences
- Could offer additional training courses to upskill the college graduates if they lack expertise in certain areas(potential for upselling)
- Partnerships with educational and professional organizations

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 entice college graduates to use our app?

How might we partner with key providers such as DiSC and SHL as well as other institutions?

How might we create a custom mapping for each individual user(assumptions to be used)?

How might we create a focus for an area or an industry?

How might we grab a bigger share from the competition(our unique offering)?

How might we target certain colleges initially?

How might we partner with firms and corporations(showcase that fit is important for hiring)?

How might we scale our product quickly?

How Might We

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

Partnerships(corporate and educational)

How might we entice college graduates to use our app?

How might we partner with key providers such as DiSC and SHL as well as other institutions?

How might we partner with firms and corporations(showcase that fit is important for hiring)?

Marketing and Market Share

How might we scale our product quickly?

How might we target certain colleges initially?

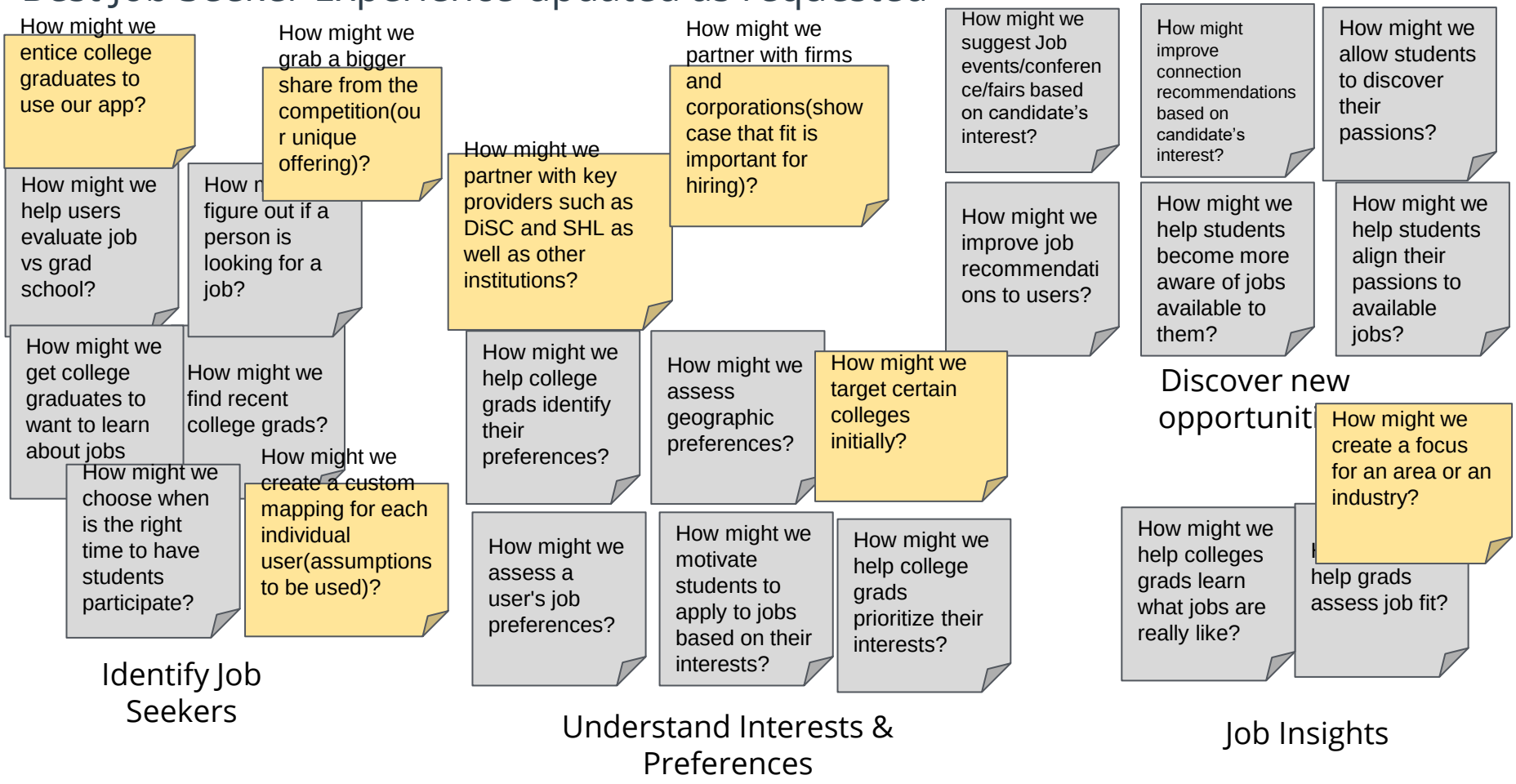
How might we grab a bigger share from the competition(our unique offering)?

Advantages/Unique proposition

How might we create a custom mapping for each individual user(assumptions to be used)?

How might we create a focus for an area or an industry?

Best Job Seeker Experience-updated as requested



Sprint Focus

Focus	The theme I have chosen is the best job seeker experience
Slide #	Slide 8
I selected this theme because	It will provide the best insight into prospective job candidates and also assist them in finding the roles that they are looking for. Also it takes into account the job seekers' preferences and strengths as to where they would like to take their career.

Define

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

Product Review

- The product is targeted for recent college graduates. The main reason is that they are a major demographic with over 2 million new graduates entering the market each year.
- It tries to solve the difficulty recent college graduates have in finding a career that would fit their passion, strengths and desires for long-term success. By assessing each candidates' strengths, weakness, as well as their skills we would be best positions to provide them with unique job offers and opportunities from the job market.
- The product would provide unique experience to each customer based on their needs for city, industry, specialty aligned with their unique skillset. It would cater for their job needs and career aspirations and would put aligning their personal experience and interest in their future careers. Using our proprietary mapping software and algorithms we would be better positioned to provide a different perspective for the customers.

- FutureCareer is a brand-new app aimed at college graduates with the aim to assist and help them navigate the complex working life by aligning their skills and expertise with the careers they dream off. It looks at your interest, numerical aptitude, personality, and other key components as well as your geographical profile that would help you find your future career.

Success Metrics

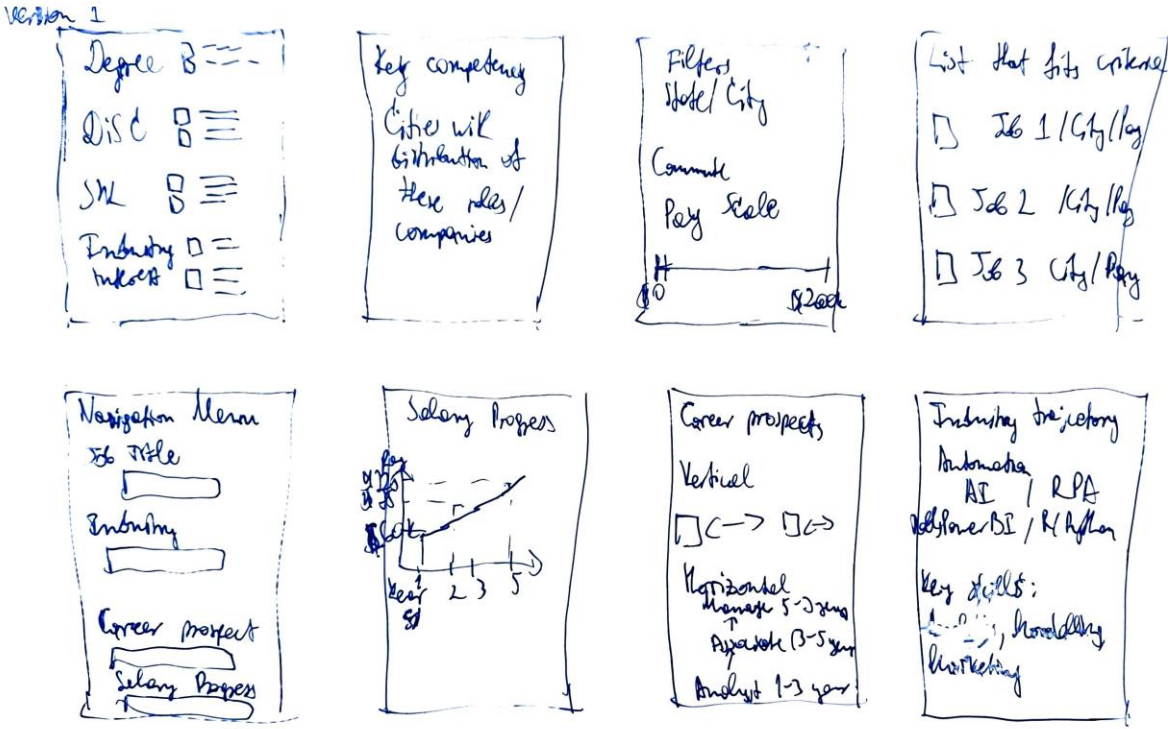
- Set at least two user-centered *goals*
- Identify changes in user behavior will *signal* success in reaching the goal
- Create a *metric* to measure each signal

	Goals	Signals	Metrics
Happiness	Make sure that our customers are happy	Positive reviews Recommendations	Positive reviews as a % of the overall usage base
Engagement	Increase overall usage within the app	Overall usage of the app	How much time users spend within the app? Which job/roles/ industries are more popular?
Adoption	Overall adoption of the app	Usage of the app across regions/cities; rural vs urban areas; Corporate sponsors	Number of cities across state lines; distribution of urban vs rural users; Number of corporate sponsors on a monthly basis(increase)
Retention	Retain existing customers	Usage of the app by customers	How long do customers use the app for since joining? How long do they use the app on a weekly/monthly basis? Churn and renew rates
Task Success			

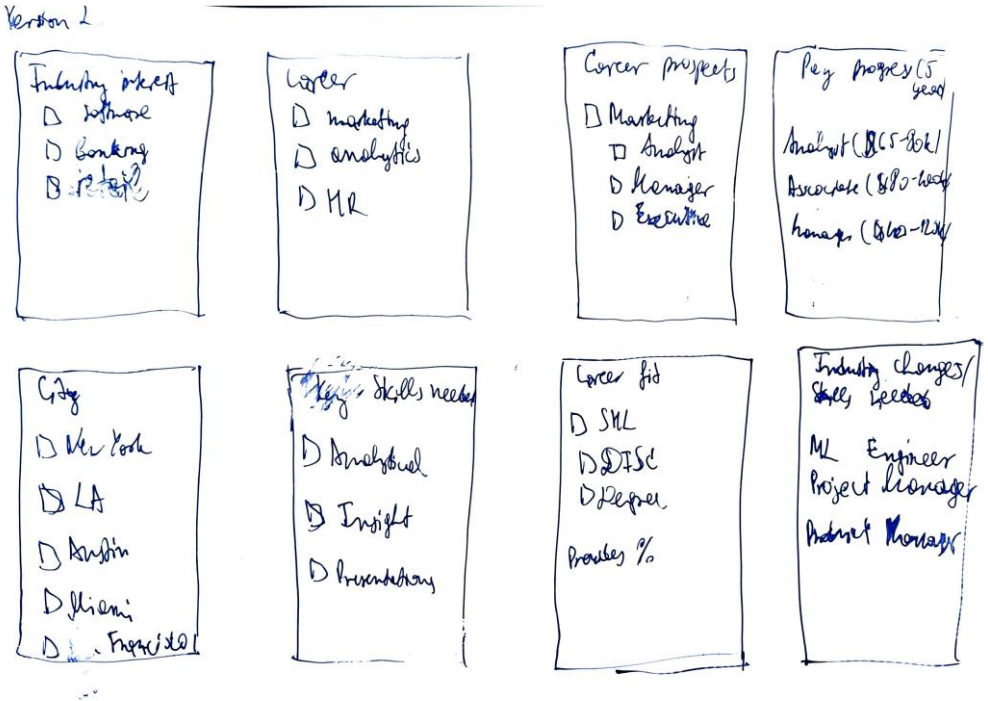
Sketch

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

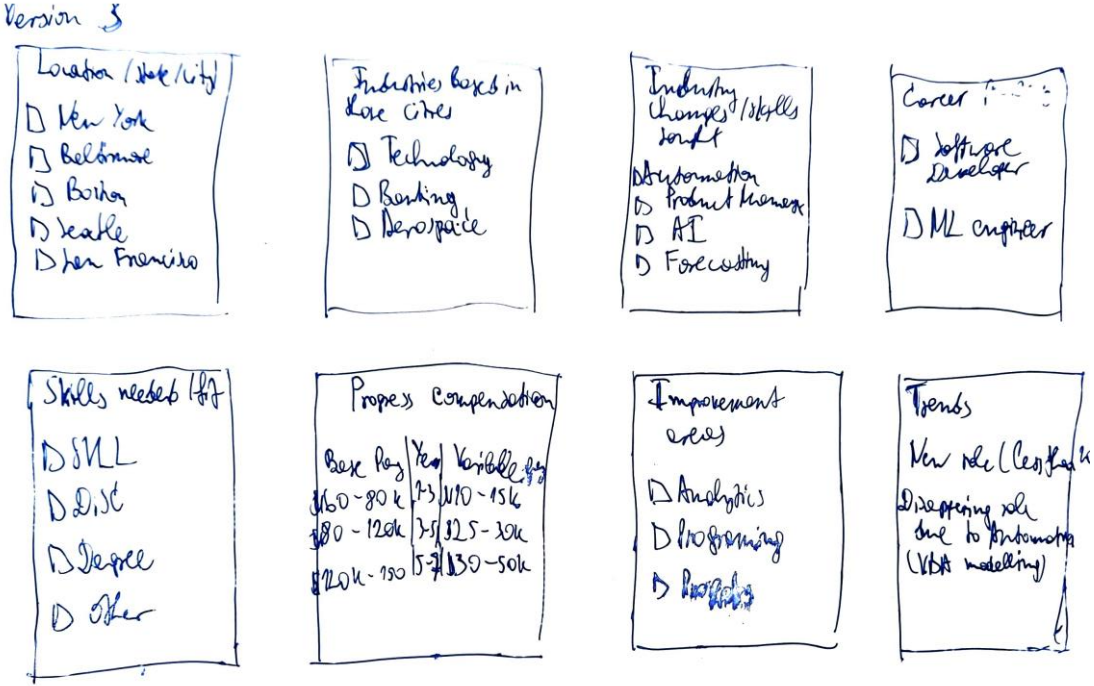
8 Sketches-Version 1



8 Sketches-Version 2

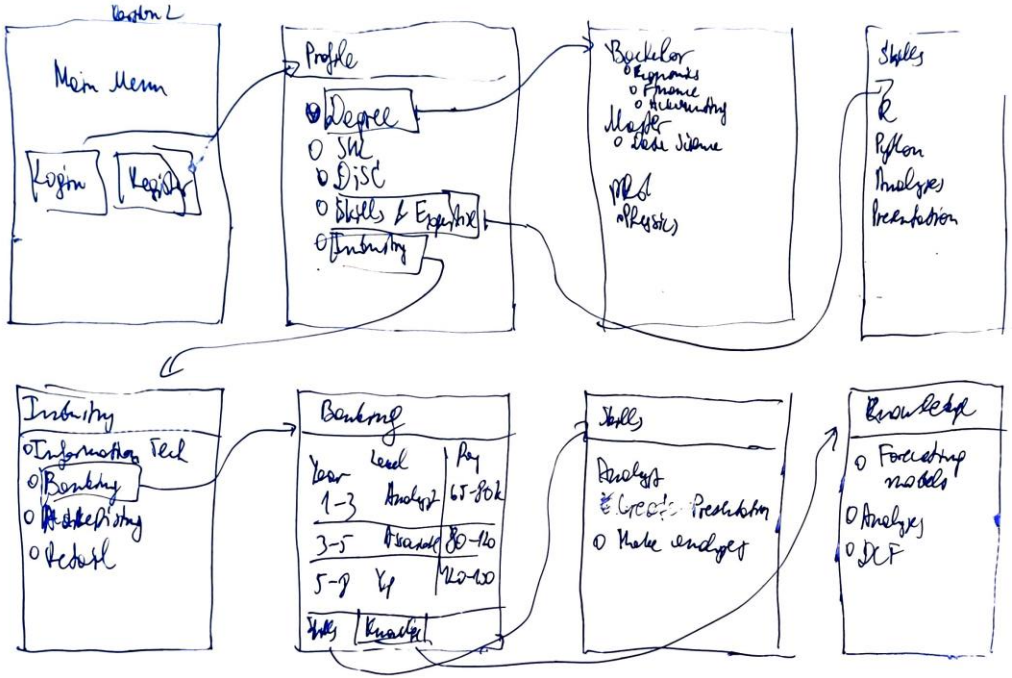


8 Sketches-Version 3



Solution Sketch 2

Focused on degree & expertise profile



Decide

Pick the final concept that you develop into a prototype

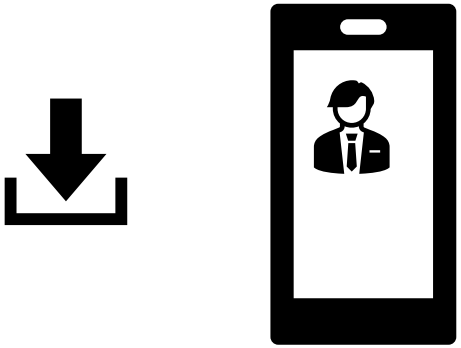
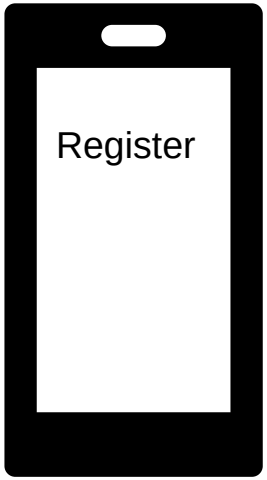
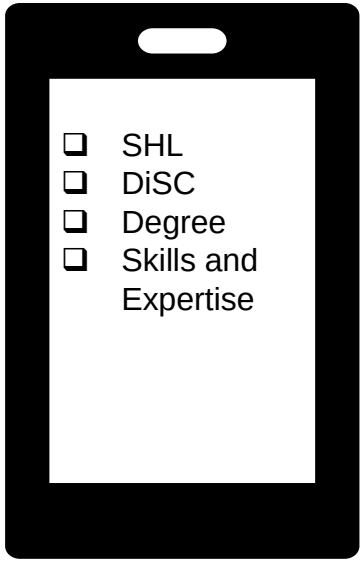
Decision

Decision	Decided to use Version 3 of the scetch
Rationale	Version 3 was chosen as the more versatile and adaptive of the 3 options. Also it allows for a more iterative process once we have a working prototype in place.

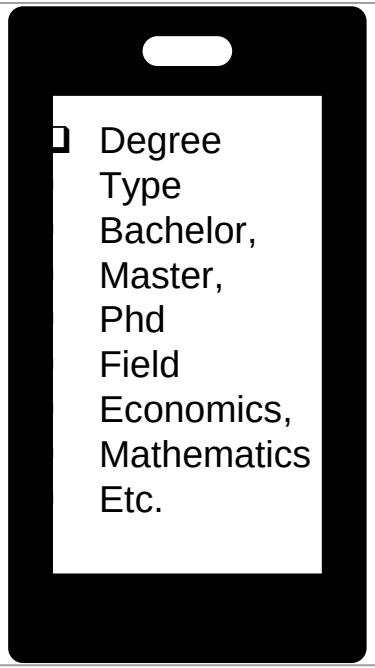
Prototype

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

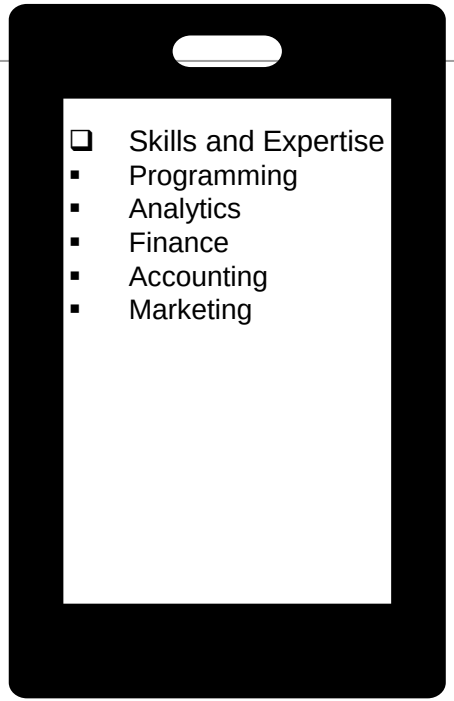
Storyboard

		
User has heard about the new FutureCareer app and decides to install it. He install the app from Google and or Apple	User registers with an email address and/or LinkedIn profile.	Then once a career path has been chosen by the user can see how his personality, aptitude, and education fits into his chosen career paths. Also, suggestions will come, where he might need to improve and/or increase his chances of finding such a role.

Storyboard



The user can specify their degree type and the field it is in, which would assist our algorithm in finding a suitable career path.

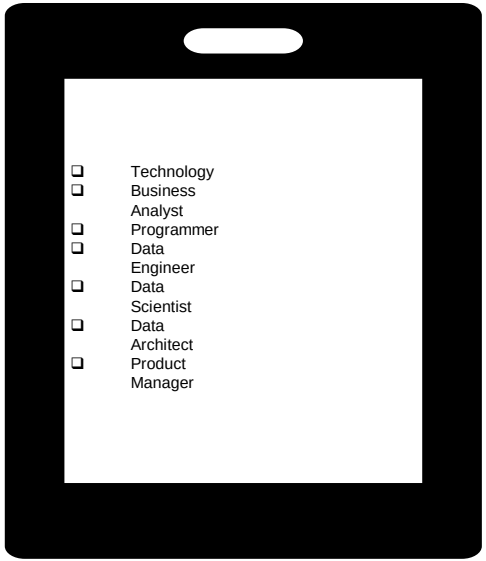


The user can specify their skills and expertise, which would also feed our custom mapping algorithm.

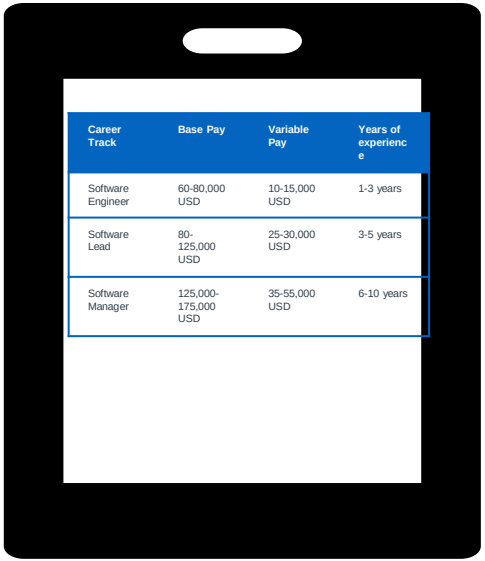
The user enters his preferred cities for work. After that specify the industry.

Storyboard

After that the user enters to a menu, where he can read about current industry trends and jobs in high demand as well as select prospective career choices within that industry.



Following the specified industry, the user would be able to see the available job roles in each field.



Career Track	Base Pay	Variable Pay	Years of experience
Software Engineer	60-80,000 USD	10-15,000 USD	1-3 years
Software Lead	80-125,000 USD	25-30,000 USD	3-5 years
Software Manager	125,000-175,000 USD	35-55,000 USD	6-10 years

Following the career choice, the user can see vertical and horizontal career options as his experience grows over time and what skills are required for each level.

Prototype

Description

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

The prototype shows how the app would work on a concept level.
Sign in by the user is then followed by showcasing their education, skills, expertise etc. Following this a geographical location is picked following by selecting an industry, and then career. Careers are shown in long-term career prospects and overall expected compensation. Industry trends and emerging jobs are also shown.

Assumptions

- Any assumptions within the prototype

- Ease of use
- Targetting college graduates
- Also targetting young professionals at the beginning of their career path
- Geographical location and industry are very important as certain cities have specific industry focus
- Location is important for long-term progress as well

Tasks

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

- SHL/DISC assessments (linking)
- Education
- Industry selection
- Geographical location
- Career prospects and expected compensation
- What skills and expertise is gained over time

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

CareerFuture Research Plan

PM: Alexander Marinov
STATUS: DRAFT

Objectives

Become the No1 app used by recent college graduate for finding their chosen career field.
Discuss how to improve the app and its' functionality to make it more viable for the target audience

Methodology

The sessions will be conducted behind closed doors
Background for the product will be provided as well as what version was chosen and why
Showcase the current functionality

Participants

Discuss this with recent college graduates and young professionals
Get their views on what is working and what is not working in the app
Is it missing any key features?
How can these be improved?
How long would it take to add these?

Career Future:Interview Sessions

Introduction
Sign an NDA form
Provide an honest and unbiased opinion of the app
Perform several key features using the prototype
Discuss any additional features that could be expanded or added

Tasks
Does the app meet your expectations? Yes/No? Why yes and why no?
Which features did you find useful? Why?
Which feature you did not find useful Why not?

Career Future:Interview Sessions

Tasks

The provided prototype is still in development. It currently contains only the most basic of features, to provide context and some initial depth. Based on your feedback additional features might be added and/or expanded. Thank you for your participation

Task 1

Enter your details using your geographical preferences, you prefered industry, and your prefered role

Did you find the role information useful? Why yes? Why not?

Task 2

Enter your SHL, DiSC, Degree/s, Skill and Expertise

Did our mapping system assist you in becoming more informed about available career paths? Why yes? Why not?

Wrap Up

Does the app meet your expectations? Yes/No? Why yes and why not?

Which features did you find useful? Why?

Which feature you did not find useful Why not?

Did you find the research into the industry useful?

Information on emerging roles?

What did you like from the session?

Would you use the app long-term?

User Testing: Participant 1 Key Findings

What worked well	· App looks simple, personal data and profile registration is easy and straight forward · quick lead to the preferred cities for work and preferred industry · good selection of prospective career choices within preferred industry · practical suggestions come where might need to improve
Where participants got stuck	· In the career choice, vertical and horizontal career options, only required experience is listed as required grows over time but no skills to be developed (certificates, languages etc.)
Other observations	· For better mapping probably area of education must be listed, not only MSc or Bachelor(for example: finance, engineering, computer sciences, art etc) *Please note that my interview participants did not want to be recorded citing privacy concerns.* *Interview stored in https://github.com/marinov-alexander/Udacity-Sprint*

User Testing: Participant 2 Key Findings

What worked well	• Flow of the app • User-friendly • Able to specify search criteria • Provides additional useful industry information for career decision making • Clear overview of career development
Where participants got stuck	• Desired salary to be one of the initial criteria • Multiple city selection • Career options track- potentially to include horizontal moves as well; For example, backend developer moving to front-end
Other observations	*Please note that my interview participants did not want to be recorded citing privacy concerns.* *https://github.com/marinov-alexander/Udacity-Sprint*

Handoff

Updated PRD

Priority	Feature	Description
P1	Career tracks	Career tracks can be both horizontal and vertical as well; That could be of additional benefit to the users for usage in deterring their long-term career plans;
P1	Salary	Salary filter could be one of the criteria as well; Some users might prefer a stable career path, whilst other a more risky one
P2	Multiple Cities	Selecting Multiple cities; That could be of benefit for users, who are not geographically bound to one area and who would want to experience a wider cultural view
P1	Measurement of skills	Skill can be measured in many different ways; what is the best way to quantify it? Should that be assessed later on as well?
P1	Expertise	Should expertise be measured by tenor or something else? It could also be measured by depth of knowledge in a certain field

Key Features & Scope

Priority	Feature	Description
P1	Profile Creation	Allow users to create their own profile by including their degree, tests, skill and expertise
P1	Degrees	Include a mapping for the relevant degrees(Bachelor, Master, Phd) and subject(Economics, Finance, Computer Sciences, Arts etc.)
P1	Industry choice	Provide relevant options for industry fields and career tracks
P1	Career Track ang Growth	Provide relevant career tracks by years of experience, expertise and responsibilities;(sub point below addresses the build-up of these skills)
P2	Career expertise	What skills and knowledge are needed to progress your career? Additional skills can be broken down by technical, managerial, leadership and others
P2	Certifications	Obtaining relevant certificates

References

https://research.com/universities-colleges/number-of-college-graduates
https://www.bestcolleges.com/news/analysis/2021/07/01/how-many-americans-have-college-degrees/
https://www.statista.com/statistics/184272/educational-attainment-of-college-diploma-or-higher-by-gender/
https://www.pewresearch.org/fact-tank/2022/04/12/10-facts-about-todays-college-graduates/
https://educationdata.org/number-of-college-graduates
https://www.researchgate.net/profile/Alison-Wall/publication/316066488_Mixed_Signals_Do_College_Graduates_Have_the_Soft_Skills_That_Employers_Want/links/5ae86b62aca2725dabb40a10/Mixed-Signals-Do-College-Graduates-Have-the-Soft-Skills-That-Employers-Want.pdf
https://blogs.worldbank.org/education/how-do-we-know-if-college-students-have-skills-future-descaes-skills-assessment-offers
https://hbr.org/2019/09/why-even-new-grads-need-to-reskill-for-the-future
https://www.shl.com/shldirect/en/practice-tests
https://www.graduatesfirst.com/psychometrics/aptitude-test
https://www.discprofile.com/what-is-disc
https://targetjobs.co.uk/careers-advice/skills-for-getting-a-job/what-are-top-10-skills-thatll-get-you-job-when-you-graduate
https://resources.workable.com/tutorial/job-sites-in-usa
https://www.betterteam.com/free-job-posting-sites
https://www.thebalancemoney.com/top-best-job-websites-2064080
https://www.forbes.com/sites/markkantrowitz/2021/11/18/shocking-statistics-about-college-graduation-rates/