

# LinkedIn New Grad

Developing the product

**Product Owner: Michal Janczyk**



# Coordination Activity Map

Our project-specific coordination activities map [here](#).

Purpose <i>Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature</i>	What is the task? <i>Based on the purpose, select the appropriate from the drop-down</i>	Who is the task owner? <i>Does the following to finish task: 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders</i>	Whose involvement is needed to accomplish the task? <i>Please select one from the drop-down list of your identified stakeholders</i>	What is their role? <i>Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only</i>	By when, does the task need to be completed? <i>Select milestone keeping in mind nature of the task, downstream effects of delaying task</i>
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
	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		Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	
			Scrum Team	Scrum Team (Involved directly in product development efforts)	
Involve legal and compliance	Setup meeting to review MVP scope and identify possible legal updates.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
	Get feedback on previously identified legal areas to update. 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	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)	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 0 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 0 starts
Setup analytics tracking	Review analytics tracking requirements	Data Analyst	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 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			

# Sprint Planning Meeting Preparation

## Sprint Goal

Provide AI Job Recommendation Platform for registered students.

## Sprint Backlog

- |   |  |
|---|--|
| 1 | As a student, I want to find my first job so as not to waste a lot of time browsing through job offers, where I am not able to meet high criteria yet. |
| 2 | As a student, I would like to know if I have a chance of getting a job before submitting my CV, so as not to waste your potential employer time.       |
| 3 | As a student, I would like to get job offers recommended so that they match my qualifications.   |
| 4 | As a student, I would like the entire recruitment process to run around one platform so that everything is organized in one place.                     |
| 5 | As a student, I would like to receive notifications about new job offers that meet my requirements.  |

## Sprint Prioritization Logic

- Design and build a POC machine learning engine based on automatic recommendations based on reinforcement learning.
- Design and build an API for communication between the database of students with associated attribute and the ML engine.

# User Story 1

<b>User Story</b>	As a student, I want to find my first job so as not to waste a lot of time browsing through job offers, where I am not able to meet high criteria yet.
<b>Design</b>	<a href="#"><u>Prototype</u></a>
<b>Acceptance Criteria</b>	The registered student will receive job recommendations on his/her profile, together with the level of compatibility with the offer. It is possible to read the details of the offer and immediately respond to the job offer. The recommendation process must be optimised and efficient so that the user feels comfortable using the platform. It would be optimal to return three results for the student to choose from. Ideally, the platform should also be implemented in a responsive form adapted to display on smartphones.
<b>Assumptions</b>	<ul style="list-style-type: none"><li>• We can assume that the users of the platform will be mainly people who have just finished their studies or people who are in their final year of studies and are preparing to enter their professional career.</li><li>• As an engineering team we can assume that the machine learning engine will use two different databases. The first is the students with the attributes assigned to them, the second is the employers database.</li></ul>

# User Story 2

<b>User Story</b>	As a student, I would like to know if I have a chance of getting a job before submitting my CV, so as not to waste your potential employer time.
<b>Design</b>	<a href="#"><u>Prototype</u></a>
<b>Acceptance Criteria</b>	The user, the student, will receive information about new or existing job offers that correspond to his/her field of interest and to which he/she has the best chances of getting placed. The information will be sent in the form of an e-mail or notification in the mobile application. Additionally, a bot will be created in the application used to send messages which will inform the user about new jobs with details. The bot will be able to answer basic questions about the job offer it presents.
<b>Assumptions</b>	<ul style="list-style-type: none"><li>• We can assume that the users of the platform will be mainly people who have just finished their studies or people who are in their final year of studies and are preparing to enter their professional career.</li><li>• As the engineering team is responsible for both web and mobile responsive - building all features to be compatible with these requirement</li></ul>

# LinkedIn New Grad Project

**Based on the API documentation how would you update your solution and design?**

- Based on the [API](#) provided by the LinkedIn website, we can obtain information such as company profiles and job advertisements. This information will be used by our machine learning engine to connect with potential candidates in the job market.
- The Company Lookup [API](#) can be used to automatically apply to states by the user without redirection to other pages.

**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**

- How many of the job seeker's characteristics should be selected and completed in order to find the best match for the user's preferences?
- How long will it take for the system to respond to a job search request?
- How will we measure the level of relevance of the user to the job offer?
- How will the system scale as the number of users and jobs grows?
- How will we be able to plug in analytical tools to track users and create dashboards based on data stored on the platform?

# Issue 1: Landing Page loading too slow

<b>Determine impact and criticality to prioritize issue</b>	<ul style="list-style-type: none"><li>• A 38% increase in landing page loading time reduced the number of unique visitors who could potentially become our customers by 9% per last week.</li><li>• The decrease in responsiveness of the site also resulted in a 5% increase in the bounce rate per last week.</li><li>• The page load time was also reflected in an overall decrease in the rating of the app in the Google Play Store by 1% (increase in negative comments)</li></ul> <p>The task is a bug that must be solved as soon as possible, because it affects the very functionality of the platform and its rating among users.</p>
<b>Next Steps</b> You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none"><li>• Create an issue in JIRA in the BUGS column with the highest priority (Critical Bug)</li><li>• Update the task with the maximum number of story points.</li><li>• Inform all relevant users via e-mail and the Slack channel.</li><li>• Add details about the issue in the JIRA Ticket.</li><li>• Rise the issue about what has happened and how to avoid this kind of incidents on the next retrospective meeting with the team.</li></ul>
<b>Would you take additional steps ?</b>	<ul style="list-style-type: none"><li>• Increase the number of unit and competency tests on production, developers and QA environments.</li><li>• Implement performance tests n production, developers and QA environments.</li><li>• Code Review approved by at least two senior engineers before changes are added to the QA environment.</li><li>• Create a mirror image of the production environment and maintain both. In the event that one fails, use the other.</li></ul>

# Issue 2: Misaligned fields in Profile Settings

## Determine impact and criticality to prioritize issue

- The misaligned fields in profile settings, has affected 2% of the total users which is identified as High priority task.
- The page load time was also reflected in an overall decrease in the rating of the app in the Google Play Store by 0.2% (increase in negative comments)
- Increase in the number of errors reported by users regarding the "User Profile" tab by 10%.

The drop in užtokwonik ratings in the Google Play Store may have been generic. However, the increase in the number of bugs reported by users can not remain at this level, so we will try to address this issue.

## Next Steps use ticketing tool (JIRA), and communication channel (Slack)

- Create an issue in JIRA in the BUGS column with the priority level 2.
- Update the task with the maximum number of story points.
- Inform all relevant users via e-mail and the Slack channel.
- Add details about the issue in the JIRA Ticket.
- Rise the issue about what has happened and how to avoid this kind of incidents on the next retrospective meeting with the team.



# Respond to Customer Service Manager's Email

## Determine impact and criticality to prioritize the issue

(1 - Critical; 2 - High; 3 - Normal; 4 - Low)

- The total number of users who are not able to log into their account is 20%. Which we classify as critical priority - level 1.
- Moreover, 7% of users who use the password reset option are not able to log in to their account again anyway.
- The time taken for the automatic feedback is approximately 12 hours, which is unacceptable and must be resolved as soon as possible.

The error that occurred during the work is very important for the functioning of our system. About 80% of users are unaware of the error, we do not want this value to decrease, so we have to solve the problem as soon as possible.

## Next Steps

You would carry out typically using JIRA (ticketing tool), communication channel (Slack)

- Create an issue in JIRA in the BUGS column with the highest priority (Critical Bug)
- Update the task with the maximum number of story points.
- Inform all relevant users via e-mail and the Slack channel.
- Add details about the issue in the JIRA Ticket.
- Rise the issue about what has happened and how to avoid this kind of incidents on the next retrospective meeting with the team.

## Sample Email Response

The problem has been reported in our JIRA Board and assigned to the appropriate team. I can guarantee that the relevant people are already working on a solution - as soon as we know something more I will inform you immediately. Until then we will prepare a return email for users who try to change their passwords, which will inform about the incident. We have also informed the PR department about the incident and we have agreed that if users report problems on a wider level, we will also prepare a post informing them about the situation. I will keep you informed of any changes in the situation.

# Respond to CEO or GM's request via email

<b>Assessment and result</b>	<ul style="list-style-type: none"><li>• The product has been implemented in a test environment, where performance and integration tests are being carried out. At this point it is already 65% complete.</li><li>• The developer team tries to close as many Tickets as possible from our JIRA board before sending changes to the test environment. All with attention to detail - code review and unit tests are a must.</li><li>• At this stage of the work we are mainly waiting for problems to be reported by the QA team.</li></ul>
<b>Sample Email Response</b>	<p>The team has been working at top speed in recent days to deliver as much useful functionality to the platform as possible. We managed to deliver about 65% of the planned deliverables, but please bear in mind that not everything has yet been thoroughly tested by our QA team. Please be aware that the process may take longer due to bugs reported by the testing team. A demo of the platform will be presented at an upcoming stakeholders meeting. After the meeting we will send out logins and passwords to the platform so that each participant can test the basic functionality of the system. We will be very grateful for feedback after playing with our platform.</p>

# Step-in and guide the scrum team at stand up

**Video Response**

[Stand Up Meeting](#)

# Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	<ul style="list-style-type: none"><li>• Call a meeting with other involve PM's to discuss the problem and share the resources we have available.</li><li>• Organize a meeting with the new QA team members to present the project. Indicate which features of the website they will focus on during testing.</li><li>• Notify all users of this issue via email and slack channels.</li></ul>
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 ?	<ul style="list-style-type: none"><li>• Contact a member of the QA team as soon as possible as soon as he returns from sick leave to determine the amount of work his team will be able to complete by the time of the revive.</li><li>• Appoint part of the development team to help with functionality testing. Ideally, these should be people who have not worked directly on the implementation of the solution.</li><li>• Some functionality that does not require advanced knowledge of the system. It can be sent to a new member of the QA team for testing</li></ul>
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	Notify Head of Products about the issues and obstacles that we met during the last phase of development. Notify other project managers to increase visibility.
	<ul style="list-style-type: none"><li>• If negotiations became ineffective, I would try to escalate the project upwards. I would try to contact the supervisor and understand why the situation occurred and how we can avoid them in the future.</li><li>• If the negotiations were successful, I would try to analyse the pre-project again, taking into account the working hours left to complete the project, diagnose potential risks and what to pay special attention to.</li></ul>

# How would you handle stakeholder feedback?

<b>Feedback Assessment</b>	<ul style="list-style-type: none"><li>● Overall impressions of the product. Does it have the potential to be on the labour market?</li><li>● Would you yourself like to use our products if you were looking for a job for the first time?</li><li>● What do you think we could have done better? Which aspects of the product to focus on more.</li><li>● How does our new product fit into the overall vision of the entire company?</li></ul>
<b>Video Response</b>	<a href="#"><u>Feedback</u></a>