

LinkedIn New Grad

Design Sprint

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Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD



[Link to PRD](#)

Understand

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

How Might We

How might we help users evaluate job vs grad school?

How might we evaluate employer profile effectiveness?

How might we protect user information?

How might we find recent college grads?

How might we match skills with employer needs?

How might we create an accurate and reliable recommendation engine?

How might we get accurate and timely job market information?

How might we connect users from the same schools?

How might we share reviews about employers?

How might we provide resume writing assistance?

How might we evaluate user profile effectiveness?

How might we improve user profile quality?

How might we facilitate communication between user and employers?

How might we create a supportive social network for job seekers?

How might we connect users with mentors?

How might we help colleges grads calibrate their skills?

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

How might we help grads assess job fit?

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

How might we figure out living wage in a geographic area?

How might we help college grads prioritize their interests?

How might we create accurate matches?

How might we create a model and account for bias in our model and job areas?

How might we use the data we already have on users?

How might we assess a user's job preferences?

How might we capture a user's work style?

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

How might we find job openings for college grads?

How might we evaluate the quality of a job?

How might we give incentives to get friends using the app?

How might we partner with college career centers?

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

Profile and Courses of LinkedIn New Grad

How might we provide resume writing assistance?

How might we protect user information?

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

How might we improve user profile quality?

How might we evaluate user profile effectiveness?

How might we evaluate employer profile effectiveness?

How might we help grads assess job fit?

How might we find the most important information for the employer in the candidate profile?

How might we encourage users to fill the profile?

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

How might we help colleges grads calibrate their skills?

How might we allow students to discover their passions?

How might we make process more gamification experience?

How might we evaluate user profile effectiveness?

How might we help users evaluate job vs grad school?

How might we recommend professional certifications, courses, conferences to employees?

How might we develop partnership with schools?

How might we help student acquire new skills?

Profile

Courses

Data and Algorithm of LinkedIn New Grad

How might we build a reliable data pipeline?

How might we use the data we already have on users?

How might we request information from companies?

How might we create an accurate and reliable recommendation engine?

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

How might we improve job recommendations to users?

How might we protect user information?

How might we help college grads prioritize their interests?

How might we find recent college grads?

How might we leverage existing technologies?

How might we improve user satisfaction?

How might we create a model and account for bias in our model and job areas?

How might we share any additional data with the employees?

How might we develop partnership with schools?

How might we collect any additional data?

How might we create NOT biased algorithm?

How might we use the data we already have on users?

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

Data

Algorithm

Sprint Focus

Focus

Slide #

I selected this theme
because

Data (Algorithm)

Slide #8

Focus and collect all necessary data will help us to build **POC** (Proof of Concept) for our **Machine Learning Machine Engine**, which will be based of our new solution. On one side it will be a great warm-up on the other a low-hanging fruit to pick and get your first deliverable. This will also allow us to determine **what we are looking for** among the users who will be most useful. This will also allow us to become more aware of users' **needs**.

Define

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

LinkedIn New Grad for Dummies by The Guardian

Whoever had no problem finding the first well-paid job that actually uses our hard earned professional qualifications? Who does not sickening in belly in our belly and nervously bites the nails in the hallway waiting for their first interview? Everyone's know it and can honestly admit it is not the most pleasant experience of their life. Here LinkedIn comes into play with its new product.

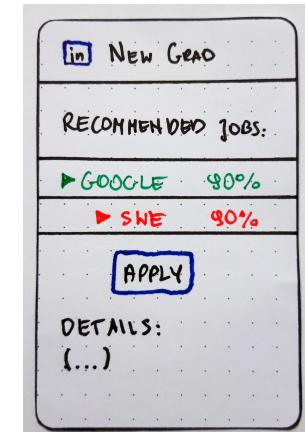
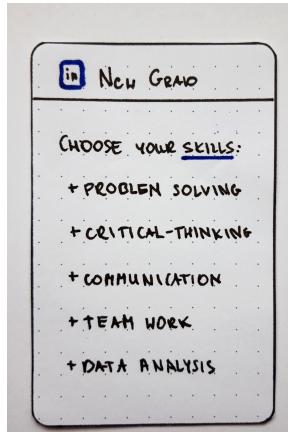
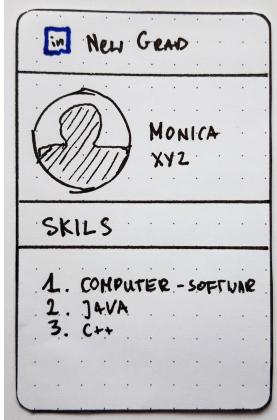
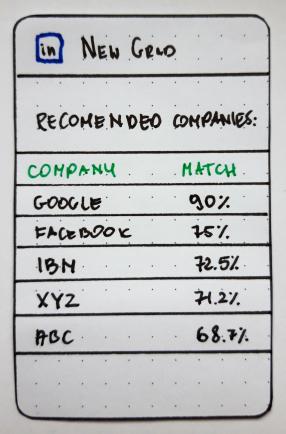
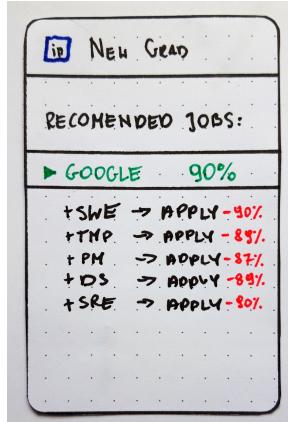
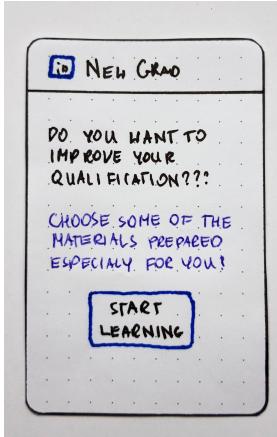
I present you with a product aimed at people who have just finished their studies, have the required qualifications in terms of their knowledge, but lack experience and try to get their first dream job. Students will no longer have to spam employers with their CVs that no one will ever see. Student will receive a personalized job offer tailored to its requirements, so do not waste time on nonsensical overviews of offers on the web. Being on the other side of the barricade - I know that recruitment is the most expensive process for the company. There is nothing worse than a project that can't be done in on account of lack of people to work. That's why LinkedIn presents countries with an organized database of candidates who have just finished their studies and are ready to work.

I would like to go back 15 years so that I can look for my job again with this tool. Not only will you find the right employer for your needs in a few moments. You will do it without leaving home. If your employer accepts your application, all interviews can be held remotely or onsite, as you feel comfortable with. Additional LinkedIn has prepared for its candidates who will decide to take part in the application spreadsheets of courses, certificates, programs that will not only make you feel more confident at your first interview, but also gain completely new qualifications that may prove to be crucial in finding a job. With such a set prepared in such a way, looking for a job is pure pleasure.

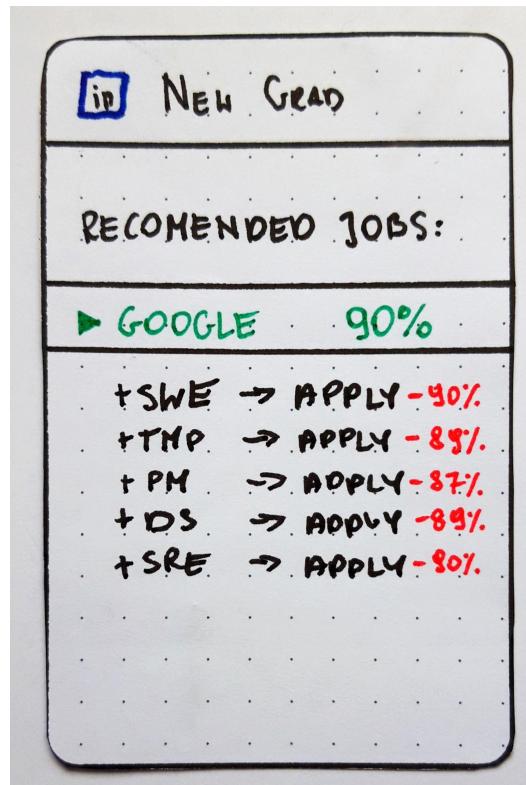
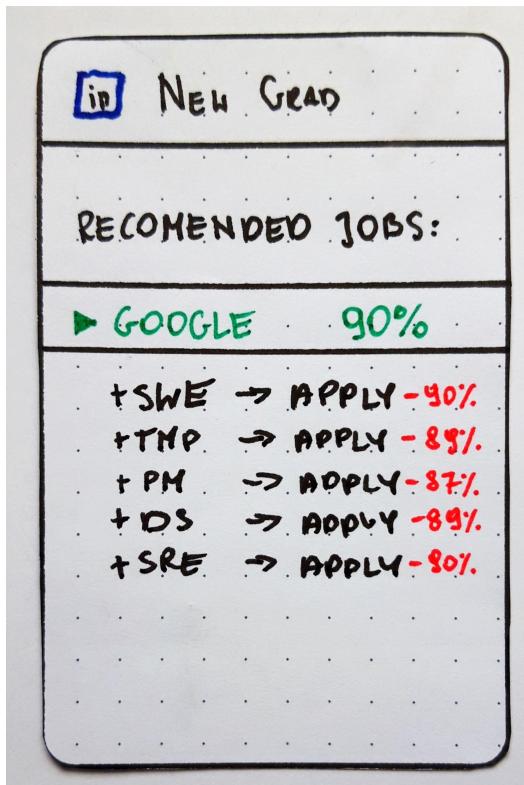
Sketch

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

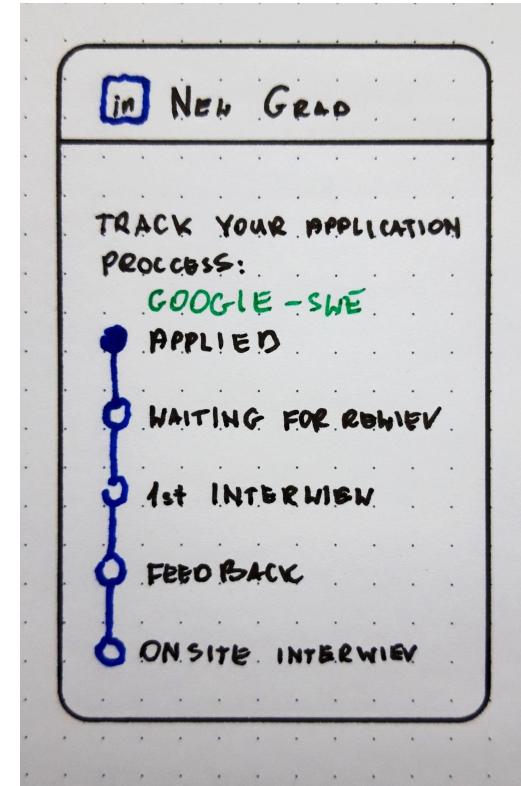
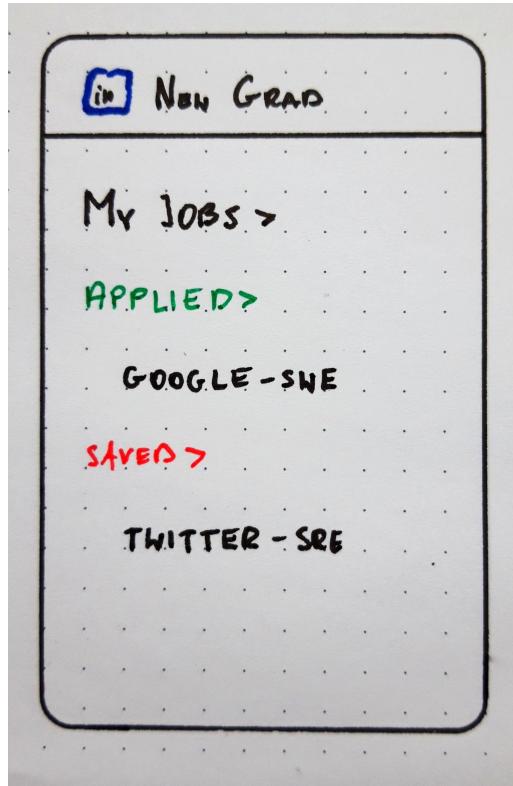
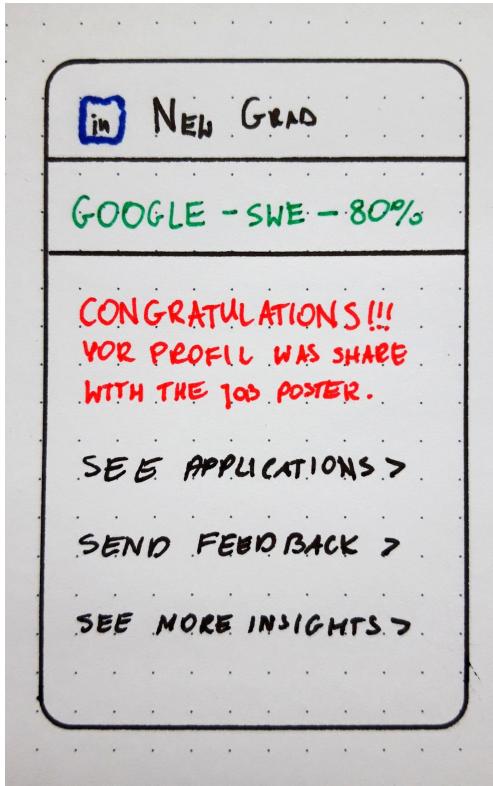
8 Sketches



Solution Sketch #1 - Jobs Recommendation



Solution Sketch #2 - Job Application



Decide

Pick the final concept that you develop into a prototype

Decision

Decision

Rationale

Solution Sketch #1 - Jobs Recommendation

Modern design adapted to our requirements and consistent with the whole design. Navigation and selection menu is clear and very intuitive. We follow the simple conventions that they are based on ideas that work. Once you know an idea that works, it usually results in you following it so much that it then becomes your common language. This is solved by the problem of translating the page into other languages. The design conventions work so well that you can look at a website in a completely different language and still partially navigate through it.

The templates that were created during the creation of the last version of the website can be reused to a large extent, which will contribute to the reduction of POC costs.

Prototype

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



[Link to Story](#)

Storyboard #1



SCRIPT

Graduation

1

ACTION

There comes a point in the life of every young person who has just graduated from college when they have to take their first step on their professional path. Here I introduce you to our main character Monica, who has just defended her thesis. She intends to look for a job like Junior Data Scientist.



SCRIPT

Browsing job boards

2

ACTION

She has already looked through dozens of job boards, sent out hundreds of resumes. However, it did not bring any results. Usually her resume ended up in the wrong hands, the job description didn't match her requirements, or it just got lost in the maze of applications.



[Link to Story](#)

Storyboard #2



SCRIPT

Welcome Mail

3

ACTION

A few days later, she met Tom, with whom she was taking a math course. Tom told Monica how he found his first job and what tool he used. He said that as soon as he got home he would send her a referral link so she could create an account on our platform.



SCRIPT

Registration Process

4

ACTION

Monika opened the email to register on our portal. What she saw was a personalized welcome screen.



[Link to Story](#)

Storyboard #3



SCRIPT

Tell us About Yourself

5

ACTION

Next, we ask Monica to fill out some basic information about herself and the courses she completed during her studies. Another option that will be available to users is to upload a CV that will be compressed by our OCR (Optical character recognition) algorithm.



SCRIPT

Skills Matters

6

ACTION

Next, we ask our protagonist to select the skills that are most meaningful to him or her, that he or she would like to show off during an interview with a future employer, and that he or she has mastered most during their studies. What is most important when selecting skills is that they will be used as features for our machine learning algorithm. A blank in the middle of the box means that the skill has not been selected.

Storyboard #4



[Link to Story](#)



SCRIPT

Next Company

7

ACTION

Select the company you would like to work for and our algorithm will review available jobs from that company and other companies that offer the same positions.



SCRIPT

Best Match

8

ACTION

Once you've filled in all the information (if you don't fill in the necessary information we won't be able to proceed) our algorithm will return a list of the most suitable job offers for you along with the level of match to the offer.

[Link to Story](#)

Storyboard #5



SCRIPT

Apply for your Dream Job

9

ACTION

By clicking on an offer you will be able to see a detailed description of the job along with all the qualifications required for the position. We cannot promise that the salary will be given. If the offer is attractive to you, you can apply for the job immediately.



SCRIPT

Application Review

10

ACTION

If you want to see how your recruitment process is going, you can do it in a specially prepared panel where you can find out about the current progress of work. Here also employers can make changes and add necessary comments.



[Link to Story](#)

Storyboard #6



11

SCRIPT

Dream Come True

ACTION

A few days later, Monica was enjoying her new job offer. She took her first step on her professional career path and became a Junior Data Scientist.

Prototype

Description

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

The prototype will show the basic appearance of the user profile. We can distinguish several features that differentiate it from our standard platform. It can be accessed by going to the "My Profile" tab. It contains all the basic information and our active recruitment processes.

Assumptions

- Any assumptions within the prototype

- What is most important for us is the "Jobs For You" concept, which assumes the best match between our user and the proposed job offer. The algorithm also presents the result of this matching and gives the opportunity to search for new employers.
- In addition, we can also see the "Recommended Course" section which also contains the results returned by the machine learning algorithm. Thanks to this tab, our user will be able to develop their skills.

Tasks

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

- Searching for a personalised job offer.
- Searching for personalised employers.
- Searching for personalised courses.
- Joining thematic groups.
- Access to more detailed statistics about your profile.
- Tracking employers, offers.
- Access to Feed, Network, Jobs, Chat, Notices sections.
- Access and edit projects.
- Basic information about your profile.



[Link to 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 to research
plan](#)

User Testing

Key Findings from Participant 1

What worked well

The user immediately understood the nature of the problem we were facing and why our solution could make such a difference to his situation and that of his peers. He himself deduced that he was dealing with the user profile and that his basic information was there. He paid particular attention to the "Jobs For You" section.

Where participants got stuck

The user did not fully understand what the Learning Materials tab could contain. It was also not clear to the user what was under the name "Track Jobs". How it is to be tracked, what it gives him and what information he can obtain from it.

Other observations

It is very pleasing that the user easily understood the meaning of the "Jobs For You" section. He knew that the characteristics that were given during the registration were used to find the best suitable offer for him. He also knew that after clicking on the button "90% MATCH" he would be taken to the next stage of the application.

User Testing

Key Findings from Participant 2

What worked well

The user also picked up on the idea of the project without any problems, as he is already in the process of looking for his first job before he has even finished his studies. He felt that the product would fit perfectly into his expectations.

Where participants got stuck

The user did not like the RSS Feed option as he did not see what it was. Then he added that in his generation nobody uses such a thing. He said that the Education section is not detailed enough and should contain more information about what he learned at university.

Other observations

The user was very attentive and explained what he saw on the screen. What caught his attention were the recommended courses. He would like to take a course on how to deal with stress during a recruitment interview.

Improvements

| | |
|-----------------------|---|
| Improvement #1 | Learning Materials" tab - consider carefully what it should contain and perhaps rename it. To be more specific with the phrase "Tracked Jobs" |
| Rationale | The user was stuck and did not understand the meaning of these skeletons and how to use them. What information can he get thanks to them. |
| Improvement #2 | Remove RSS Feed. Rozbudować sekcję "Education" |
| Rationale | Nowadays RSS Feed is dinosaur technology. The user would like to show off what he did at university and rightly felt that the Education section would be best for this purpose. |

Handoff

Updated PRD



[Link to PRD](#)