LinkedIn Grad
Design Sprint

Product Manager: Bich Pham

Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

Link

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 provide suitable CV template regionally

How might we apply AI in the review process for resume and suggest jobs

How might we provide a profound knowledge for freshers

How might we improve soft skills for students

How might we guide students to their correct career paths

How might we partner with college career centers?

How might we suggest profile to recruiters

How might we create an attractive profile

Sorted Stickies

Link

Sprint Focus

Focus	Tools and services
Slide #	Slide 1
I selected this theme because	The primary reasons is the core feature. This theme brings several values to graduated students. It could be one of the initial features. (Resume Help)

Define

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

Project Review/Future Press Release

LinkedIn Grad would the excellent tool which you can use in the era of data and digital information.

This product helps me figure out my expected job as well as provide the suitable career path for them. By using the AI systems, I could effortlessly own my resume and it could be reviewed to adapt well with the professional requirements from recruiters. Furthermore, the application would provide online courses to help me improve interview, negotiation, and presentation skills that need preparing before any job interviews in businesses. Signup and upgrade membership to get the sufficient of features.

LinkedIn has already have millions of users including recruiters, leaders, and managers from many enterprises all over the world; therefore, it could be convenient for me to find the expected jobs and explore the network. In the community, I have chance to study and express myself

In conclusion, user would love this application and use it to find jobs as well as signup premium to access all excellent features
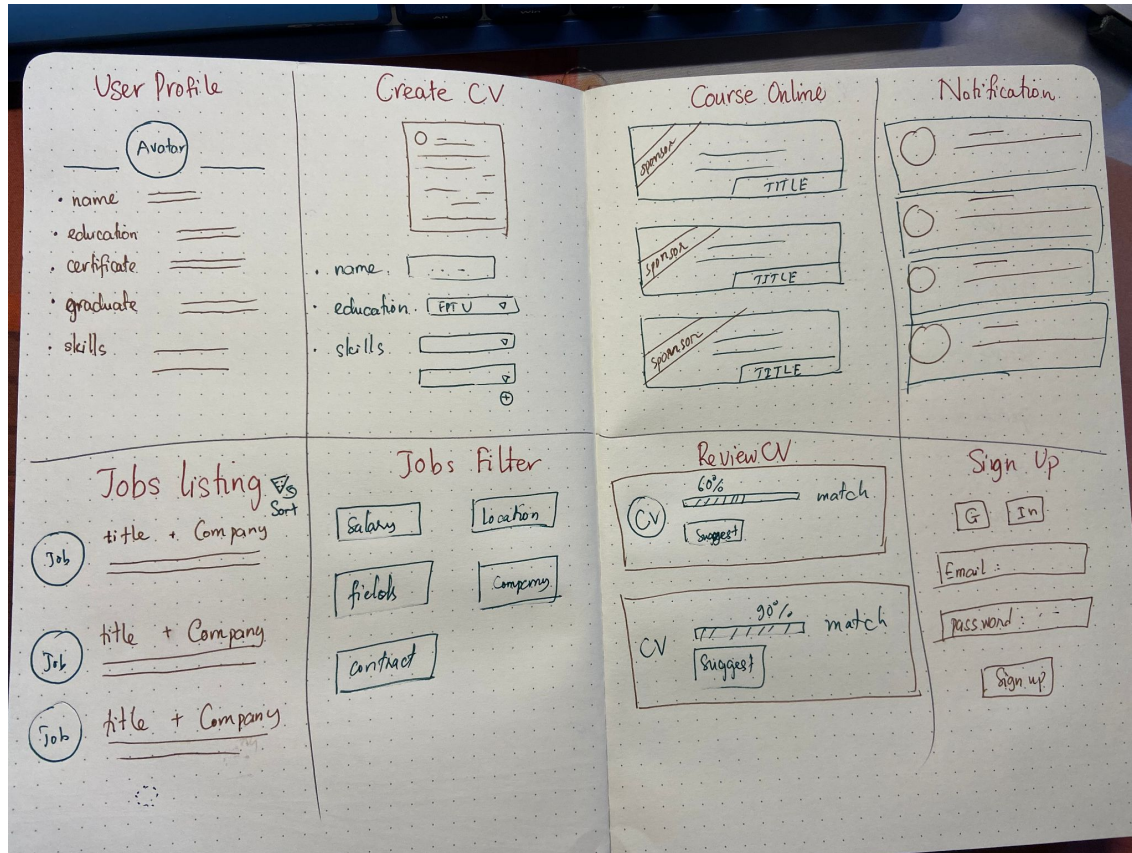
Success Metrics

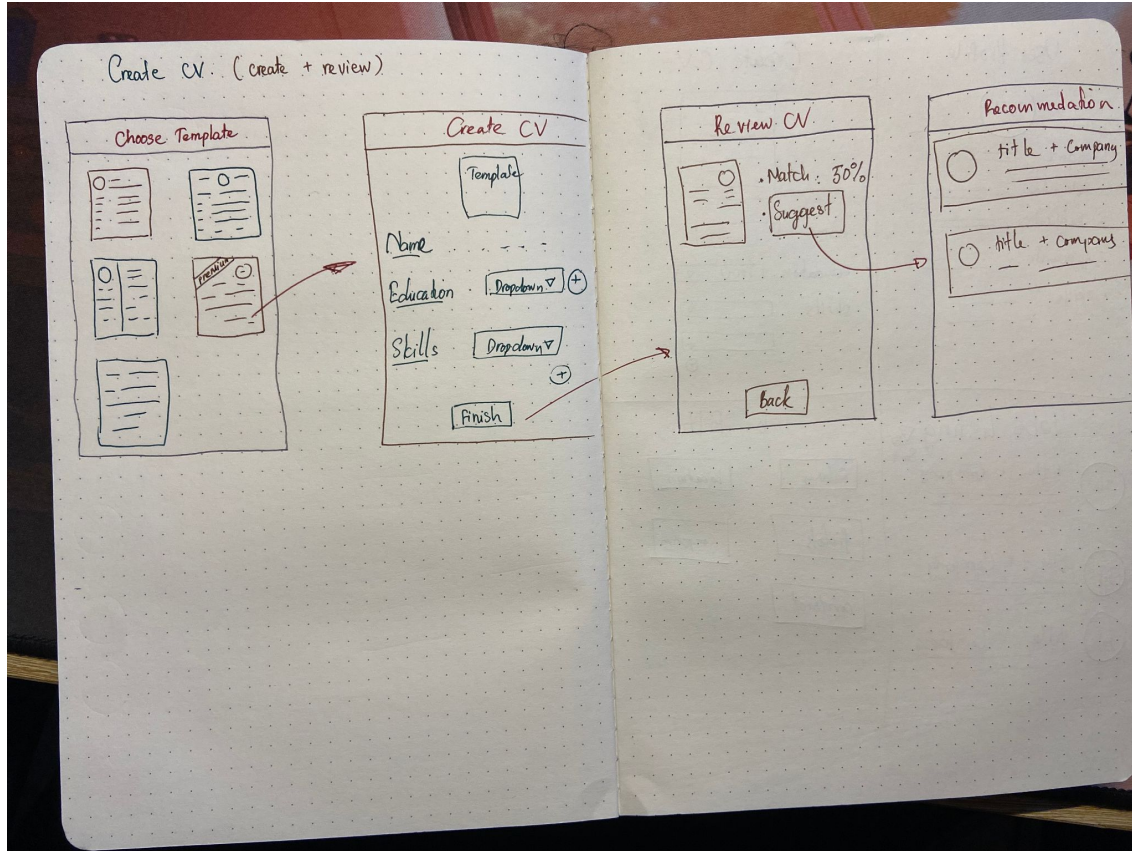|	Goals	Signals	Metrics
Happiness	Users are pleasurable with the features	- Interview - Survey - Rate from market (app store,play store)	- Score
Engagement	Users continues signup and interact in app	- CV created - Time online - Certificate taken	- Average using time (weekly) - Active users (monthly)
Adoption	New users value and introduce to others	- downloads app - signup	- Conversion rate
Retention	Users continue to use the feature	- CV created - upgrade membership	- churn rate - renew rate
Task Success	Users get jobs and knowledge	- jobs offers - profile suggest - certificate gained	- average of applications for jobs

Sketch

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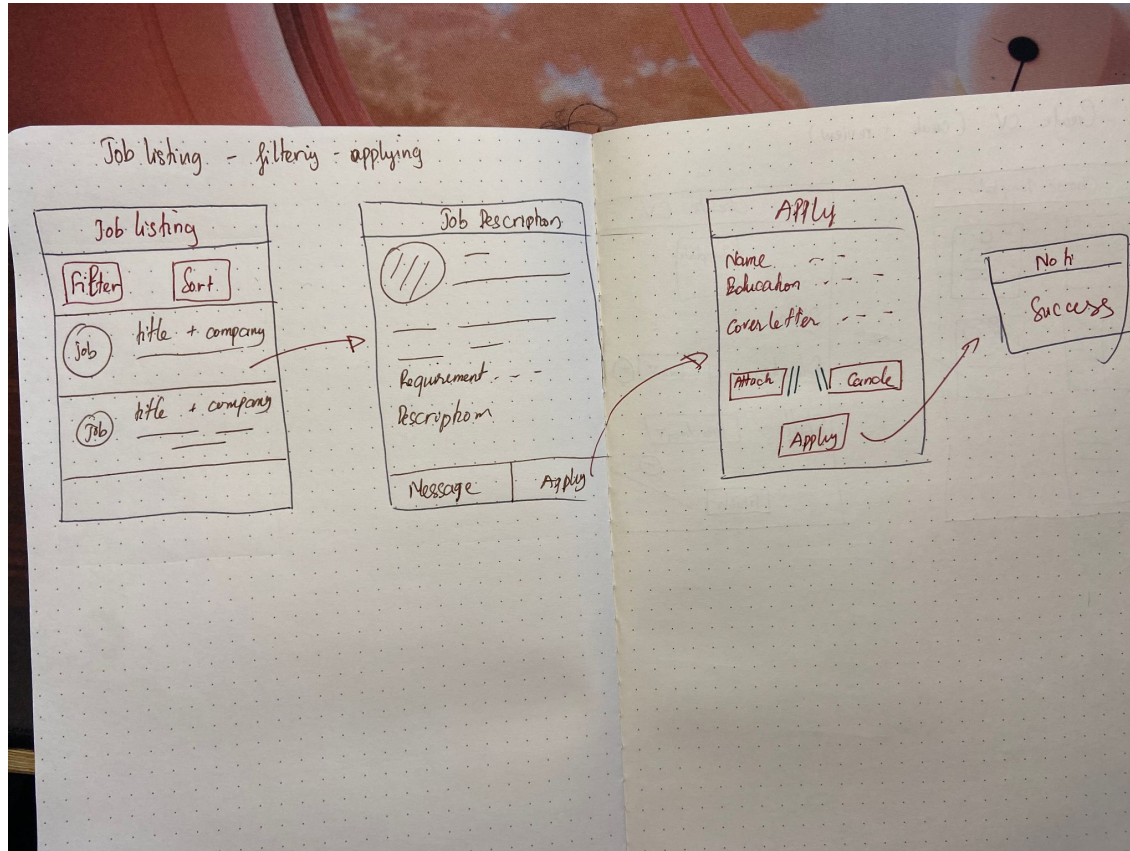
8 Sketches

Solution Sketch 1

Solution Sketch 2

Decide

Pick the final concept that you develop into a prototype

Decision

Decision	Create CV (Sketch 1)
Rationale	This sketch is the most fundamental and essential step before applying any jobs. An excellent resume would prove the potential job for applicants

Prototype

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

Storyboard

Script: *Anna is an excellent students in computer science and graduated 6 months. She could not get the any suitable job because of being rejected resume*	**Script**: *Anna surf internet to figure out the solutions. However, there are two many jobs but she could not find the suitable reason for the rejections*	**Script**: *Anna downloaded and registered the app and memberships. She could create CV that matches with the expectation from recruiters*
Action: *Anna is really stressful and frustrated due to the costs of living and no career path*	**Action:** *She found the LinkedIn Grad through a community of students in her previous university.*	**Action:** *Download and register membership*

Storyboard

Script: *Anna immediately create the CV by using AI guidance in LinkedIn Grad.*	**Script**: *She waited for the review from the system and get the suggestion*	**Script**: *She applied and got the call from recruiters for preparing the job interview*
Action: *Create CV*	**Action:** *Review CV*	**Action:** *Apply job*

Storyboard

Script: *Anna finally found her dream jobs with suitable benefits*

Action:
Get job

Prototype

Description	This prototype shows how to signup/login LinkedIn Grad. User could create their own resume and system would review them automatically. Users would receive the list of suitable jobs for their future apply.
High level overview of the prototype What does it do?	
Assumptions ● Any assumptions within the prototype	- User registers and has LinkedIn Grad account - User select the template CV - User fill the required information to complete CV - User receive the review and access jobs recommendation from AI system
Tasks ● What are the tasks that a user can complete in the prototype?	- Signup/Login app - View their profile => create their own CV - Choose the resume template - Complete CV - Review from System - Get job recommendation

Link

Validate

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

[LinkedIn Grad] Research Plan

Objectives

The assessments from recruiters and graduated students about the ideas of LinkedIn Grad

Methodology
- Survey
- Direct interview

Participants
- 1 senior recruiters (IT section)
- 1 graduated students (IT University)

[LinkedIn Grad]: Interview Sessions

[Link](#)

User Testing: Participant 1 Key Findings

What worked well	- *User found Job recommendation and CV creating are really essential to help them handle with many problems because of lack of experience* - *User liked the match of system while comparing CV and expectation from recruiter*
Where participants got stuck	- *User do not understand the process of applying jobs*
Other observations	- *User enjoy creating CV and appropriate the result from AI if it's true*

Participant 1: Interview Notes

- Participant has 5 years of experience in hiring people

- CV is really important because it is the first step in the process

- Soft skills like negotiation and presentation play an essential role in business

- Should add more features in the next phrase like messaging or apply jobs

- The recruitment process involves many steps like CV, phone screening, interview, test,...

- Technical skills sometimes prevent freshers from getting an expected jobs

User Testing: Participant 2 Key Findings

What worked well	- *User like the idea of create CV by AI that help them filter CV effectively* - *User focus on the way of assessment from AI*
Where participants got stuck	- *User don't find the feature for employers* - *Need to update templates*
Other observations	- *User suggest add certificate in the process of creating CV*

Participant 2: Interview Notes

- Attitude is really important in the interview round => soft skills

- Resume is the background of students => fundamental requirements

- Participant has a part time job => want to join tourism company after graduation

- The test after interview could effect on the result

- Everything designed is perfect

- Need to develop more features like messaging, applying => next phrase

Improvement

Improvement 1	*Add certificate automatically in CV and allow students to independently upload* *- Boost the quality of CV* *- Clear the information for recruiters* *- Diverse the knowledge of users*
Improvement 2	*Invest on AI algorithm* *- Increase the users' trust* *- Emphasize on the quality of hiring process*

Handoff

Updated PRD

[Link](#)