

LinkedIn Grad

Developing the product

Product Owner: Bich Pham



Getting Started

Company and Team for the project

MVP scope has been translated into a PRD and is now ready to move into development phase.

Development team has adopted Agile Scrum methodology principle to manage their development cycle.

Each sprint runs for 2 weeks followed by a release to production environment.

Scrum/Development Team

- One Engineering Lead
- One Shared DevOps
- Four Engineers
- One Shared QA

Scrum master (rotational in nature)

- Product Designer
- Shared Data Analyst

All Teams

- Customer Service
- Data Analytics
- Engineering (includes QA)
- Legal and Compliance
- Finance & Accounting
- Operations
- Marketing (includes Product Marketing)
- Product Management
- Product Design

Create Project Blueprint

A product launch is not just about deploying a beautifully designed, built and thoroughly tested feature. Your company needs to be equally prepared if not more to support every possible customer interaction associated with the product (e.g landing on your company website to learn more about the new feature)

Create a coordination activities map

[Link](#)

Plan for Sprint Meeting

As a PM, it is important to stay ahead of your scrum team and be prepared for every upcoming sprint by having a target goal defined with prioritized backlog for team to start costing and breaking down the tasks

Sprint Planning Meeting Preparation

Sprint Goal

Allow recent college to register for LinkedIn Grad, create resume and explore training course

Sprint Backlog (list the prioritized **user-stories** from the product backlog)

- | | |
|---|---|
| 1 | As a LinkedIn Grad user, I want to create my own resume effortlessly and conveniently, so that I could save time |
| 2 | As a LinkedIn Grad user, I want to get reviewed CV and recommendation jobs, so that I could apply a suitable Job |
| 3 | As a LinkedIn Grad user, I want my resume to be reviewed to ensure its quality, so that I could get the positive result |
| 4 | As a recent graduate, I want to improve my professional and soft skills, so that I could pass the interview round and the probation |
| 5 | As a LinkedIn Grad user, I want to get certificates, so that I could attract recruiters. |

Sprint Prioritization Logic

This goal is cracking by building the primary features in the mobile app for user, that is easy to approach, provides professional as well as soft skills, allows them to add certificates into their own CV, which was created.

User Story 1

User Story	As a LinkedIn Grad user, I want to create my own resume effortlessly and conveniently, so that I could save time
Design	Link
Acceptance Criteria	<ul style="list-style-type: none">- Given dropdowns in screen “create resume”, when user clicks on it then they will be able to show all the options related to add language, exp, major, and view them inside the frame.- Given templates in screen “choose templates”, when user clicks on it, then they will be directed to the screen “details profile” and user could start to add their personal data- Given buttons (except save) in the screen “details profile”, when user clicks on it, then they will direct to the exact next screen to complete data and user could save to go back.- Given text inputs in “personal information” screen, when user clicks on it, then they could enter information from keyboard and touch to background to hide the keyboard.- Given add button in “education”, “certificates and activities”, “work experiences” screen, when user clicks on it, then they could enter their university and touch to background to finish.- Given upload button in “certificates and activities” screen, when user clicks on it, they could upload document or image from personal devices and add to the resume.- Given linkedin cert button in “certificates and activities” screen, when user clicks on it, they could link their available certificate of online course and add to the resume- Given button “save” in the screen “details profile”, when user clicks on it, then they will direct to “review resume” and get AI review results
Assumptions	<ul style="list-style-type: none">- Assume user already has created account and login to the app- All data for cv templates, universities, exp, majors has a test associated with them.

User Story 2

User Story	As a LinkedIn Grad user, I want to get reviewed CV and recommendation jobs, so that I could apply a suitable Job
Design	Link
Acceptance Criteria	<ul style="list-style-type: none">- Given suggest button in “review resume” screen, when user clicks on it, then user could access the jobs recommendation and select the suitable one.- Given job item in “recommend jobs” screen, when user clicks on it, then user would direct to the exact job description and could apply.- Given apply button in job details screen, when user clicks on it, then user would direct to the screen apply and could upload cv, write CL.- Given “select resume” in apply screen, when user clicks on it, then user could select 1 CV from their available resumes and link to the process.- Given text input in apply screen, when user clicks on it, then user could write some basis information to attract recruiter and save it.- Given complete button in apply screen, when user clicks on it, then user could apply and direct to the congrats screen if success.- Given back button in congrats screen, when user clicks on it, then user would direct to the first step and find another jobs.
Assumptions	<ul style="list-style-type: none">- Assume that jobs description are available in the systems as well as ensure their quality about deadline, matching, ...- Assume each cv has a test linked to it.

Decoding API Documentation

As a PM, you will collaborate with the engineering team and provide guidance that heavily influences their development approach. When a product requires an API integration, sometimes PM need to be “technical enough” to understand the following to refine the solution with designer and development team

- what information is available via the API
- how is it available
- possible pricing impact

LinkedIn Grad

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

1. Send notification to recruiter to remind about candidates as well as the expiration of their job => post new job
2. In job details screen, need to verify designer about email id, company, job requirements, salary, ...

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

1. Discuss with data analyst team to return confirmation about the quality of CV review process from AI systems.
2. Discuss with developer team to clear about solution while entering universities' name, majors, experiences from all over the world.

Re-prioritize Sprint Backlog

As a PM, unexpected issues and new feature requests will require you to triage them efficiently and re-prioritize the sprint backlog without impacting the roadmap deliverables significantly

Issue 1: Landing Page loading too slow

Determine impact and criticality to prioritize issue	<ul style="list-style-type: none">- Reach: negative effects on all users- Impact: taking 38% more time to load which means users have to wait for extra time => loose user active because of terrible UX- Confidence: High (QA confirm)- Effort: Discuss with dev team and QA to estimate effort- Priority: High
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">- Inform about the current issues to stakeholders through communication channels.- Track the data collection from customer services to find out the frequency of this phenomenon- Discuss with technical leader as well as dev team to figure out the root cause and the solutions.- Update the issues to critical- Send email to important across stakeholders about impact and solutions.
Would you take additional steps ?	<ul style="list-style-type: none">- After finding out the primary reasons, we discuss about the resources required and backup plan- We write document, evidence, action taken to improve in the future and prevent the second time.- We share documents to all across stakeholders.

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue

- **Reach:** small proportion of users
- **Impact:** Profile settings fields are misaligned => bad UI/UX => small proportion of users use this regularly so the impact is medium
- **Confidence:** High (QA confirm)
- **Effort:** Discuss with dev team and QA to find root cause and quick fix
- **Priority:** Low => just mistaken not bug.

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

- Communicate with dev team and QA team
- Discuss to figure out the suitable solutions and quick fix
- Update priority to normal and need fixing

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	<ul style="list-style-type: none">- Reach: 20% of users who could not access because of incorrect password reach out to customer service, where they trigger the email with link to reset- Impact: Leading to the terrible UX => increase churn rate => huge impact.- Confidence: High- Effort: Discuss with dev team and QA team => understand effort- Priority: Critical
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">- Discuss with dev team and QA team => figure out the root cause- Communicate with all across stakeholders through communication channels- Create critical issue on Jira- Team work to find the solutions as soon as possible
Sample Email Response	<p>Hi,</p> <p>I'm so appreciate to receive your feedbacks about our system. We really understand that there are some problems and are working with the dev team to identify the causes immediately.</p> <p>Due to the time for fixing, we suppose an alternative email link for a quick fix and ensure that people could access the systems.</p> <p>I have also created the issue on Jira (link). Please track the progress if needed. I will update through email when everything is completed.</p> <p>Please inform me in case of any issues or further information.</p> <p>Regards, Bich Pham</p>

Handle Potentially Difficult Situations

As a PM, you will be faced with many unexpected situations where you have to make a decision or push back while managing competing priorities from stakeholders and tackling issues that could potentially affect your product launch

Respond to CEO or GM's request via email

Assessment and result	<ul style="list-style-type: none">- Ensure about the features and functions to represent to stakeholders- Identity about the product environment: staging, testing or production- Discuss with QA team and dev team to catch up with the demo about details related to technical data
Sample Email Response	<p>Dear sir,</p> <p>I'm so appreciate to hear that.</p> <p>I need to emphasize some current updated information about our products. After being tested, the features are completed by 65% and not fully stable at the moment. Scrum team, especially dev team, is deploying changes to the QA environment frequently and getting comments from testers. Therefore, the testing environment may disturb.</p> <p>However, the staging environment is quite stable for a quick trial demo, and followed by my perspective of features involved, I would send you some documents. They are provided by our BA teams and a link of prototype which contains all features, which would be finished. I hope it might be useful for demo.</p> <p>Don't hesitate to inform me in any trouble case or further questions.</p> <p>Prototype</p>

Step-in and guide the scrum team at stand up

Video Response

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">- Reach: The feature will be inserted in the next sprint- Impact: Delayed users => massive impact => loose the premium register => increase churn rate- Confidence: High- Effort: Request to get a QA number to work because of the shortage of time
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">- The feature is a high priority and the end of sprint is coming soon => request member to ensure the human resource- Overtime is another solution in case PM cannot provide enough resources
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	QA leader, Head of PM, another PM
	<ul style="list-style-type: none">- I prefer receiving another QA to our team due to the high priority- If solutions do not work, I would pass a dev member to take that insufficient role.- If nothing works, I would request the head of PM to delay the launch to the next week as this is a high impact

How would you handle stakeholder feedback?

Feedback Assessment	<ul style="list-style-type: none">- The CV could adapt into business requirement around the world?- Daily notification cause annoying?- How to increase the CVs' templated?- How to improve the quality of AI reviews?- How to track the deadline of job expiration?
Video response	