LinkedIn Grad

(prd\_v1)

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**Background**

Research has shown that over 200 million students graduate each year, whereas just only 51% of them would be hired during 6 months after graduation (2020). Approximately 100 million freshers would be unemployed, which brings several negative aspects to the economic development worldwide.

LinkedIn is an employment-oriented service, which is used for looking for professional job opportunities popularly in the world. Recently, there are many similar platforms that focus on the new target users - graduated students every year.

**Problem**

Nowadays, there has been an increasing number of companies, which provide job recommendations and excellent features for that mean of users. For instance, the most significant and outstanding features are virtual interview, certification, jobs suggestion, … which promotes freshers to register and use frequently.

**Goals**

* Build a system help users create and review resume
* Provide numerous online courses and certificate
* Apply AI in suggesting students’ profile to recruiters
* Recommend jobs

**Success Metrics**

* Rate on App store & Google play: **4.5\***
* Churn Rate: **<10%**
* Weekly active users: **500k**

**Key Features and Scope**

| **Priority** | **Feature** | **Description** |
| --- | --- | --- |
| P0 | Signup | - Register by email - Quick login with google, facebook |
| P0 | Create Resume | - User choose template and fill required information - Upload available resume |
| P0 | Jobs:  - Filter/Sort - Apply | - User could filter, sort, apply jobs |
| P0 | Membership | - Signup and renew membership annually |
| P1 | Review CV | - AI could review CV after creating and map to recruiters |
| P1 | Certificate | - User receive certificate after completing course |
| P1 | Jobs:  - Notification - Recommendation | - User receive job recommendation through automatic system and notification from recruiters |
| P1 | Online study | - User study online through partners of LinkedIn |
| P2 | Messaging | - User send message to recruiters |
| P2 | Jobs:  - Match | - User view the match proportion |
|  |  |  |

**Core UX Flow**

[Link](https://www.figma.com/proto/NdvyHPGngOOqGgBbiBdSd3/LinkedIn-Grad?node-id=1%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2&show-proto-sidebar=1)