# LinkedIn Start
## Design Sprint

**Product Manager: Óscar Córdova**

# Set the stage

Set the stage for the Design Sprint by framing the problem

# Initial PRD

**Background**

At the start of 2019, 7 million U.S. jobs remained unfilled, and American employers consistently cite trouble finding qualified workers. The skill gaps are moreover made worse by a higher education system that ill-equips graduates for the workforce.

**Problem**

American employers have developed a global reputation for wanting the perfectly qualified candidate delivered or they simply won't hire. Employers are demanding more of job candidates than ever before. They want prospective workers to be able to fill a role right away, without any training or ramp-up time.

On the other hand, colleges and universities are not addressing this issue, typically they aren't incentivized to align curricula to employer needs and few are interested in what employers are seeking, particularly for entry-level positions.

**Goals**
- Build an app that allows users to learn hard and soft skills
- Allow users to connect with a mentor and book meeting with them
- Recommend users job openings based on degree, preferences and skills

# 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 make easier for users to identify lacking skills

How might we help users select the right learning path

How might we let users when there are new job openings

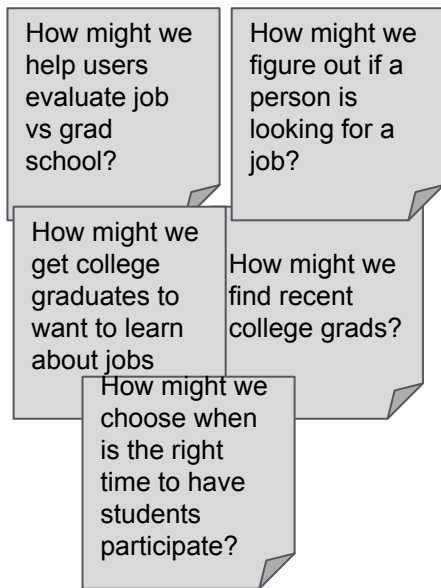How might we make easier to users to choose the right mentor

How might we let users review and rate each course
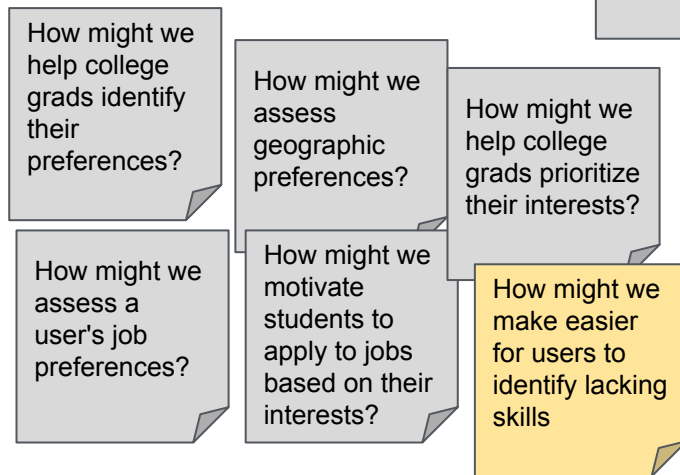
How might we help users find their first job

How might we help mentors manage their appointments

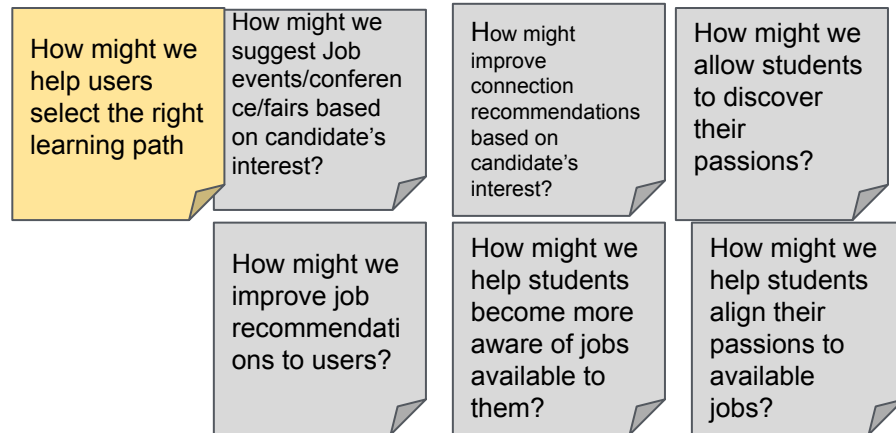How might we help users apply to a job opening
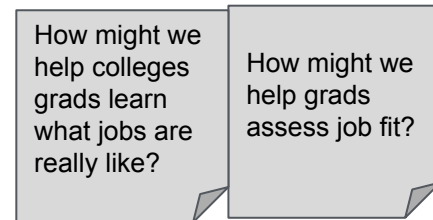
# Best Job Seeker Experience

**How might we help users select the right learning path**

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

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

How might we allow students to discover their passions?

How might we improve job recommendations to users?

How might we help students become more aware of jobs available to them?

How might we help students align their passions to available jobs?

### Discover new opportunities

How might we help users evaluate job vs grad school?

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

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

How might we find recent college grads?

How might we choose when is the right time to have students participate?

### Identify Job Seekers

How might we help college grads identify their preferences?

How might we assess geographic preferences?

How might we help college grads prioritize their interests?

How might we assess a user's job preferences?

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

**How might we make easier for users to identify lacking skills**

### Understand Interests & Preferences

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

How might we help grads assess job fit?

### Job Insights

# Great Employee/Employer Matching

How might we find job openings for college grads?

How might we get accurate and timely job market information?

How might we request information from companies?

How might we let users when there are new job openings

**Identify Open Roles**

How might we create accurate matches?

How might we create an accurate and reliable recommendation engine?

How might we match skills with employer needs?

How might we help users find their first job

**Matching**

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

**Bias**

How might we facilitate communication between user and employers?

**Communication**

How might we evaluate employer profile effectiveness?

How might we evaluate user profile effectiveness?

How might we improve user profile quality?

**High Quality Profiles**

# Tools & Services

How might we make easier to users to choose the right mentor

How might we help mentors manage their appointments

How might we connect users with mentors?

How might we connect users from the same schools?

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

How might we build and improve professional mentorship community?

## Community & Mentorship

How might we assess a user's job skills?

How might we help colleges grads calibrate their skills?

## Skill Assessment

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

## Ongoing Education

How might we provide resume writing assistance?

## Resume Help

# Other

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

How might we market our app to users?

How might we incentivize students to use the new app?

How might we partner with college career centers?

How might we develop partnership with schools?

How might we help users apply to a job opening

How might we protect user information?

How might we let users review and rate each course

# Sprint Focus

| Focus | Best Job Seeker Experience |
|---|---|
| Slide # | **6** |
| **I selected this theme because** | <ul><li>Users don't necessarily know which skills are needed for the job they want to obtain or which skills they lack, it's crucial to close the gap between them</li><li>They might also don't know which jobs to apply based on interests, geographic preferences, etc.</li></ul> |

# Define

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

# How I got my first job with no prior full-time experience

LinkedIn start is mobile application focused to close the gap between college graduates and employers in the USA, letting you easily identify the skills you are lacking and access to online courses taught by real-world experts and a library that is constantly up to date.

The application walked me through the entire process to create tailored learning path to strengthen the skills I needed to get the job I was looking for. Once the skills path was created I was able to take the courses, keep track of my progress and apply for the job in through the same app.

College graduates loved the application because the Skills Suggestion Engine works no matter the college, major and job you want to apply, it's easy to interact with and if you are not sure which job suits you, you can take a small quiz to get great suggestions.

# Success Metrics

- Set at least two user-centered *goals*
- Identify changes in user behavior will *signal* success in reaching the goal
- Create a *metric* to measure each signal

|  | Goals | Signals | Metrics |
|---|---|---|---|
| **Happiness** | <ul><li>Course quality</li><li>Easy to use</li></ul> | <ul><li>Course reviews</li><li>Perceived ease of use</li></ul> | <ul><li>Avg. course rating</li><li>Avg. positive survey results</li></ul> |
| **Engagement** | <ul><li>Enroll to courses</li><li>Sign up for premium plan</li></ul> | <ul><li>Courses started</li><li>Paid for the plan</li></ul> | <ul><li>Avg # courses started</li><li>% of users with premium plan</li></ul> |
| **Adoption** | <ul><li>Share with friends</li><li>New users</li></ul> | <ul><li>Refer a friend</li><li>User sign up</li></ul> | <ul><li>Referral signup rate</li><li>New users each month</li></ul> |
| **Retention** | <ul><li>Plan renewal</li><li>Platform usage</li></ul> | <ul><li>Renewing plan</li><li>Time spend in platform</li></ul> | <ul><li>Plan renewal rate</li><li>Avg. time spend per week</li></ul> |
| **Task Success** | <ul><li>Course completion</li><li>Getting hired</li></ul> | <ul><li>Certification of completion</li><li>Hired by employer</li></ul> | <ul><li># of courses completed by user</li><li>% of users hired</li></ul> |

# Sketch

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

# 8 Sketches

# Skills Path creation

# Progress

# Decide

Pick the final concept that you develop into a prototype

# Decision

| Decision | Skills Path Creation |
|---|---|
| Rationale | ● Our value proposition is to close the skills gap between college and a job, so I think the "Skills path onboarding" would be the most important feature.<br>● Based on college and job they want to apply we would suggest the more relevant soft and hard skills to learn and create a course path. |

# Prototype

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

# Storyboard

**SCRIPT**

1
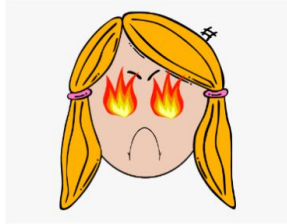
Paulina is 23 years old, and last month she graduated with a bachelor's degree in computer science and her dream job is to be a front-end developer. She is frustrated because she has had several job interviews, but unfortunately she hasn't been chosen because she lacks a few hard and soft skills but she is not sure where to start learning them and which ones are recommended
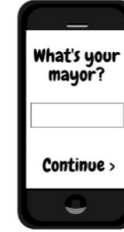
**ACTION**

*Enter text here...*

**SCRIPT**

2

She is applying to the jobs through the LinkedIn app. She sees the banner for the new LinkedIn Start app, so she downloads it and creates an account.
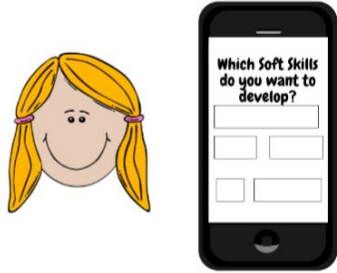
**ACTION**

*Enter text here...*

**SCRIPT**

3

Paulina selects the college she attended, her mayor and the job she wants to apply for.

**ACTION**

*Enter text here...*

# Storyboard

| | | |
|---|---|---|
| **SCRIPT** 4 | **SCRIPT** 5 | **SCRIPT** 6 |
| She sees the soft skills recommended page and she realizes they match what she have seen in employers page. She selects the ones she wants to learn.She sees the hard skills page and select the courses related to | She selects the After Effects course she was looking and frontend frameworks skills | She sees a learning path was just created and started the UI/UX Course. |
| **ACTION** *Enter text here...* | **ACTION** *Enter text here...* | **ACTION** *Enter text here...* |
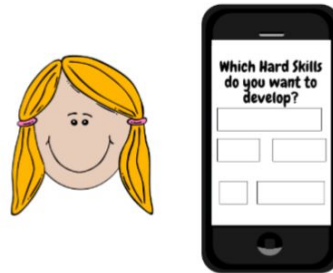
# Storyboard



SCRIPT

7

Paulina has completed her learning path, she is satisfied with the app and has received her first job offer as Jr. Frontend Developer

ACTION

# Prototype

| | |
|---|---|
| **Description**<br>● High level overview of the prototype<br>● What does it do? | The prototype shows how an user can create a Learning Path based on their major and the job they want to pursue |
| **Assumptions**<br>● Any assumptions within the prototype | ● The user has downloaded the app<br>● The user already created an account by entering email or phone, password & name |
| **Tasks**<br>● What are the tasks that a user can complete in the prototype? | ● Create a learning path based on:<br>  ○ Major<br>  ○ Soft skills<br>  ○ Hard skills |

Link your 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

# LinkedIn Start Research Plan

PM: Óscar Córdova
STATUS: DRAFT

**Objectives**

- Uncover the different tools participants use to prepare for job interviews

- Identify any problems or barriers they encounter when applying for their first job

- Identify if the user things our solution can help in their process to get their first job

- Learn about any improvements participants might make to our prototype

**Methodology**

- User interview:

    - Background questions

    - Ask participant to complete some tasks on the prototype

    - Ask participant overall feedback of the prototype

**Participants**

- Recently graduated college students that are currently unemployed and looking for their first job

- Recently graduated college students that already have their first job

- College students on last semester

# LinkedIn Start: Interview Sessions

**Introduction**

My name is Óscar and I'm a Product Manager here at  Linkedin. The team's been working on some exciting new ideas for fresh college graduates and we wanted to share them with you and get your feedback.
I'll start with a few background questions to get to know you a little bit better and some of your experience applying for your first job. Then I'll show you a prototype that the team has been working on and ask you for your feedback.
Is it ok if I record this session? The recording is only going to be used internally by the team to refer back to our conversation.

**Background Questions**

- Can you tell me a little bit about yourself?

- How long have you been looking for a job?

- Can you tell me a little bit about experience looking for your first job?

- Have you encounter any barrier when looking your first job?

# LinkedIn Start: Interview Sessions

**Tasks**
Now I'm going to show you a prototype that the team has been working on. Keep in mind that this isn't a test… And there's no right or wrong answer. We're trying to understand how well this idea works for you. And because it's a prototype, not everything you see in the app may work.

As you start using the prototype, I'm going to ask you to think out loud. I'm interested in hearing what you are seeing on the screen, how you are interpreting it, and what you expect things to do.

**Task 1**
Let's say you want to create a learning path. How would you do that?
Do you think those are the right questions to identify your needs. Why or why not?

**Wrap Up**
-   Do you think this is something you would use? Why or why not?

-   Is there anything you think could be improved?

-   Is there any other feedback you want to share with the team?

# User Testing: Participant 1 Key Findings

Link your audio recording

| | |
|---|---|
| **What worked well** | <ul><li>The participant was able to navigate through the process and complete the task</li><li>The participant found useful and easy to use the prototype and would use it</li></ul> |
| **Where participants got stuck** | <ul><li>The participant wanted to select other skills that were not the ones recommended or show in the least</li></ul> |
| **Other observations** | <ul><li>The participant suggested to be able to select multiple jobs to apply, not just one.</li><li>The participant wanted to select other skills not shown in the list, he suggested a search bar</li><li>The user suggested that the skills recommended are based on the data he entered (major and job) and the engine suggested based on those selections</li></ul> |

# Participant 1:  Interview Notes

**Background**

- Alejandro Andrade, 33yo and graduated from La Salle University in Mexico City
- He didn't encounter barrier getting his first job because he got it was an internship and was recommended.

**Feedback**

- He expects to select multiple jobs to apply *(Maybe we can add that feature and create multiple learning paths at once)*
- It wasn't clear that the tasks listed were generated and suggested by a suggestion engine or algorithm *(we can make that more clear, that we are using the data we have collected to suggest them)*
- He would like to add more skills even they are not suggested. *(We can add a search bar so he can add more skills, and we can also use that information to enhance our suggestion engine*

# User Testing: Participant 2 Key Findings

| | |
|---|---|
| **What worked well** | <ul><li>The participant was able to navigate through the process and complete the task</li><li>The participant found useful and easy to use the prototype and would use it</li></ul> |
| **Where participants got stuck** | <ul><li>The participant wanted to edit or delete courses once the path was created</li></ul> |
| **Other observations** | <ul><li>The participant wanted to see a little more of the course before selecting, just to make sure what does the course included</li><li>The participant wanted to select other skills not shown in the list, he suggested a search bar</li></ul> |

# Participant 2:  Interview Notes

**Background**

- Luis, 33yo computer science bachelor degree University in Mexico City
- He did encounter barriers getting his first job, because the programming languages they taught in college wasn't the same the employee was looking for.

**Feedback**

- He expects to select see a preview of the course or what he was going to learn from each skill selected, also he was worried of the length of the course
- He wanted to edit or manage the learning path once he created it
- He mentioned that a tool of this type would have helped him a lot when he graduated to get his first job.
- He also mentioned that maybe it would also help to select the company where you want to apply, because the skills can sometimes also depend on that.

# Handoff

# Updated PRD

**Background**

At the start of 2019, 7 million U.S. jobs remained unfilled, and American employers consistently cite trouble finding qualified workers. The skill gaps are moreover made worse by a higher education system that ill-equips graduates for the workforce.

**Problem**

American employers have developed a global reputation for wanting the perfectly qualified candidate delivered or they simply won't hire. Employers are demanding more of job candidates than ever before. They want prospective workers to be able to fill a role right away, without any training or ramp-up time.

On the other hand, colleges and universities are not addressing this issue, typically they aren't incentivized to align curricula to employer needs and few are interested in what employers are seeking, particularly for entry-level positions.

**Goals**
- Build an app that allows users to learn hard and soft skills based on their college, major and their dream job
- Build the skill suggestion engine

# Updated PRD (page 2)

| Priorities | Feature | Description |
| --- | --- | --- |
| P0 | College selection | The user can select the college through a list ordered alphabetical order |
| P1 | College search | The user is be able to search college by typing partial text |
| P0 | Major selection | The user can select his major by a list filtered by the college selected before |
| P0 | Job position selection | The user is able to select 1 job from a list of jobs that matches his major |
| P2 | Multiple job selection | The user is able to select more than 1 job |
| P0 | Soft skills selection | The page would show the skills recommended by the suggestion engine |
| P0 | Hard skills selection | The page would show the skills recommended by the suggestion engine |
| P0 | Personalized learning path | A learning path would be generated based on users selection |

**Core UX Flow**: Figma link