LinkedIn Start

PRD

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STATUS: COMPLETE

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 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

Key Features

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

Success Metrics

- Adoption rate of 35%
- Launch an app that has at least 4.5 stars on the app store
- Reduce the amount of time users to get hired on their first job by 50%

Target Market

- US Population: **330 million**
- **12.0 million** or 60.9% of all students are enrolled full-time
- **4.1 million** or 20.7% of students graduate annually
- **2 million students graduate annually** with a bachelor's degree

   TAM: = (2 million graduates) x ($29.99 per month) x (12 months per year) x (5% growth rate) = $770 million (approx.)

Competitors

Tallo

Is an online platform that connects talent with opportunities. The Tallo app assists students in designing a career pathway, educators in recruiting top talent to their schools, and employers in developing a stable, continuous talent pipeline.

Stats

- 1M users

- 180K connections made

- 6M Revenue

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[ZipRecruiter](#)

ZipRecruiter is an American employment marketplace for job seekers and employers.

Stats

- [25M monthly active users](#)
- [418M in total revenue in 2020](#)
- [9M active jobs posted](#)

Core UX Flow

The prototype can be found:
https://www.figma.com/proto/BiSWpWDWHkeLEk2Gtp9m6L/LinkedIn-Start?node-id=0%3A1&viewport=-839%2C403%2C0.75&scaling=min-zoom&starting-point-node-id=1%3A11

Marketing Guide

The guide can be found: 📄 2. Product Launch Marketing Guide

Acquisition Channels

Graduate Students Influencers:

- Influencers Instagram, Facebook, Twitter, YouTube & Blogs
- They meet our target market and target audience (young graduates ages 23-25)

Organic:

- Rankings and features in the App Store and other marketplaces
- Since we are an app, the ranking and features is a great approach

Career Fairs:

- College career fairs in the United States
- Since we are focusing on close the skills gap between colleges and employers it makes sense to advertise here

Pricing Strategy

The cost of development of the app is 450k USD, since each year each 2M students graduate each year, there is no competitor on our market with our same feature, so we decided Value-based pricing and our revenue goal first year consists:

- 400k premium users on first year (20% of 2M bachelors graduate each year)
- Cost of developing the app is 450k
- We would charge $12.99 USD monthly
- Goal 400k premium users at least pay 2 months subscription
- **800k x $12.99 USD = $10,392,000 USD**

Pre-Launch Checklist

Team	Topic
Engineering	Obtain feedback weather all must have features have been implemented and bugs fixed
	Ensure availability during launch week to fix possible bugs
QA	Ensure availability during launch week test possible bug fixes
Marketing	Ensure that user analysis is up-to-date and complete
	Content strategy and channel distribution is ready
Sales	Ensure the measure and tracking sales progress strategy
	Know all partnerships that will be centered around launch
Support	Cover all FAQs and responses
	Understand protocol for problematic cases
Legal	Make sure they are aware of how data is to be collected, used, retained, and destroyed.
	Review our terms of service and privacy terms

Anticipating Risks

1. **Performance issues**

   ○ **Risk:** Potential app performance issues due to response bigger than expected and affects users experience.

   ○ **Mitigation:** Meeting with QA Engineering team to make sure to ensure we have load and stress tests

2. **Rejection of AppStore and Google Play**

   ○ **Risk:** Our app gets rejected the day of publication

   ○ **Mitigation:** Ensure the app follows publication rules before a release

3. **Conflict among stakeholders regarding the functionality**

   ○ **Risk:** Some stakeholders do not agree on launch based on some functionality

   ○ **Mitigation:** Regular meetings, reports about project status with all stakeholders and demo day to get feedback and address issues

Training guide for the Sales and Customer Support Teams

The guide can be found: 📄 3. Product Launch Training Guide for Sales and Customer Support

User Guide

The guide can be found: 📄 4. Product Launch User Guide

Launch Email

The guide can be found: 📄 5. Product Launch Email

Post Launch Feedback

After launching our product, we noticed that the adoption rate is lower than we expected (about 35%).

How would I investigate the reasons and suggest potential solutions?

- Make sure we are solving the users problem by conducting user interviews

- User surveys based on the users that are not currently active

- Based on that data, meet with the marketing team for next steps, probably we can change our ad campaign or our app store screenshots and description

Post Launch Test

My solution:

- Daily or weekly progress push notification to incentivise users to continue their learning path

Success metric:

- Daily Active Users (DAUs)
- Average session duration

A/B Testing:

- **Control (Group A):** We would do nothing
- **Variant (Group B):** We would sent daily push notifications of their current progress

Hypothesis:

- The users that receive the notification would be reminded of their current progress and would increment the active users and completion rate of their learning path