# LinkedIn Start

Developing the product

**Product Owner: Óscar Córdova**

# Create a coordination activities map

| Purpose *Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature* | What is the task? *Based on the purpose, select the appropriate task from the drop-down* | Who is the task owner? *Does the following to finish task: 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders* | Whose involvement is needed to accomplish the task? *Please select one from the drop-down list of your identified stakeholders* | What is their role? *Select the stakeholder's role from the drop-down. Note: Scrum Team' role is applicable to stakeholder 'Scrum Team' only* | By when, does the task need to be completed? *Select milestone keeping in mind nature of the task, downstream effects of delaying task* |
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| Evangelize internally | Setup PRD review meeting to receive feedback | Product Manager | Head of Product | Approver (Has the final say on a specific aspect of the project) | Set a target week |
| | | | Cross-functional Stakeholders | Contributors (Consulted for their opinions or expertise to help with project decisions) | |
| | Setup meeting to share MVP scope and walk-through design to gather feedback | | Impacted Product Managers | Contributors (Consulted for their opinions or expertise to help with project decisions) | |
| | Setup meeting to kickoff project with the scrum team | | Scrum Team | Scrum Team (Involved directly in product development efforts) | |
| Involve legal and compliance | Setup meeting to review MVP scope and identify possible legal updates.e.g Terms of Use and Privacy Policy | Product Manager | Legal and Compliance | Contributors (Consulted for their opinions or expertise to help with project decisions) | Set a target week |
| | Get feedback on previously identified legal areas to update. e.g Terms of Use and Privacy Policy | | Legal and Compliance | Contributors (Consulted for their opinions or expertise to help with project decisions) | Before project's sprint 0 starts |
| Incorporate stakeholders feedback | Discuss the prioritized feedback received from stakeholders to update scope and design | Product Manager | Product Designer | Scrum Team (Involved directly in product development efforts) | Before project's sprint 0 starts |
| Initiate and maintain feedback loop | Create a project-specific communication channel (in Slack etc) to share insights from customer meetings/usability tests/data analysis | Product Manager | Head of Product/Impacted Product Managers/Cross-functional stakeholders | Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work) | Ongoing activity |
| Plan development work | Setup solution feasibility discussions to understand the work involved/identify inter-dependencies and potential risks | Product Manager | Scrum Team | Scrum Team (Involved directly in product development efforts) | Before project's sprint 0 starts |
| | Identify critical spike and engineering design work to complete prior to product/feature development | Engineering Lead | | | |
| Manage product/feature testing | Share and review the project's test strategy | QA | Scrum Team | Scrum Team (Involved directly in product development efforts) | Before project's sprint 0 starts |
| Setup analytics tracking | Review analytics tracking requirements | Data Analyst | Scrum Team | Scrum Team (Involved directly in product development efforts) | Before project's sprint 0 starts |
| Prepare for every sprint | Create tickets for each sprint based on the test strategy | QA | Scrum Team | Scrum Team (Involved directly in product development efforts) | Before each sprint starts |
| | Create tickets for each sprint based on the analytics tracking requirements | Data Analyst | | | |
| | Finalize user-stories and design to add for each sprint | Product Manager | | | |
| Coordinate product/feature launch | Discuss launch plan and targeted timelines to align with development cycle | Product Marketing | Product Manager | Approver (Has the final say on a specific aspect of the project) | Before project's sprint 0 starts |
| | Identify the support material that needs to be prepared and targeted timelines to align with development cycle | Customer Service | Product Manager | Contributors (Consulted for their opinions or expertise to help with project decisions) | Before project's sprint 0 starts |
| Communicate project progress | Share project's progress and highlight any risks (setup recurring meeting/send email/ share via team's channel e.g Slack) | Product Manager | Head of Product/Impacted Product Managers/Cross-functional stakeholders | Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work) | Ongoing activity |
| Receive product/feature sign-off | Setup meeting to demo the feature and conduct end-to-end feature testing to identify bugs and receive feedback | Product Manager | Head of Product | Approver (Has the final say on a specific aspect of the project) | Before project's final sprint starts |
| | | | Cross-functional Stakeholders | Contributors (Consulted for their opinions or expertise to help with project decisions) | |
| | | | Impacted Product Managers | Contributors (Consulted for their opinions or expertise to help with project decisions) | |

# Sprint Planning Meeting Preparation

| Sprint Goal | |
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| Allow graduate to select their preferences for create a learning path | |
| **Sprint Backlog (**list the prioritized **user-stories** from the product backlog) | |
| 1 | As a graduate, I want to be able to search and select my college from a list to select where i studied to generate a personalized learning path |
| 2 | As a graduate, I want to be able to search and select the major i studied to generate a personalized learning path |
| 3 | As a graduate, I want to be able to search and select the job I am pursuing to generate a personalized learning path |
| 4 | As a graduate, I want to be able to select the soft skills to learn them to get the job I'm looking for |
| 5 | As a graduate, I want to be able to select the hard skills to learn them to get the job I'm looking for |
| **Sprint Prioritization Logic** | |

Those are the first tasks the user would perform in the onboarding

# User Story 1

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| **User Story** | As a graduate, I want to be able to search and select my college from a list to select where i studied to generate a personalized learning path |
| **Design** | [Prototype](Prototype) |
| **Acceptance Criteria** | - The user is able to see currently in which step of the process he is<br>- The user is able to type to search for a college<br>- The user also able to select a college without typing<br>- The list of colleges must be ordered alphabetically<br>- The user would be able to select only one college<br>- It must contain a button to continue to next screen<br>- The button would will remain disabled until the user select one college<br>- The button and text must follow our brand guidelines |
| **Assumptions** | - Product is available in U.S only and the MVP will be launched in English only<br>- Since the product is only available in the U.S we are going to display only U.S colleges<br>- The MVP would be used only by technology majors, so the list of colleges is limited |

# User Story 2

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| **User Story** | As a graduate, I want to be able to select the soft skills to learn them to get the job I'm looking for |
| **Design** | [Prototype](Prototype) |
| **Acceptance Criteria** | - The user is able to see currently in which step of the process he is<br>- The list of soft skills that would be presented are suggested based on college, major and job selected in previous screens<br>- The user is able to select and deselect from the list of skills<br>- The user must select at least 4 skills to learn<br>- It must contain a button to continue to next screen<br>- The button must present the countdown of the minimum skills to select<br>- The button must remain disabled until the user selects the minimum number of skills selected |
| **Assumptions** | - Product is available in U.S only and the MVP will be launched in English only<br>- Since the product is only available in the U.S we are going to display only U.S colleges<br>- Since the product is only for technology graduates, the skills would be only related to technology majors |

# LinkedIn Start Project

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| **Based on the API documentation how would you update your solution and design?** | The feature to get job recommendations from users is not currently available in v2 and the v1 API is deprecated, right now it's only available from the recruiter point of view to search candidates. |
| **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** | I would reach the Engineering team that is currently developing the v2 API, to get an estimate when the job recommendation would be launched to decide if we can start the developing of our feature or wait until the API is available and focus our MVP to a recruiter solution |

# Issue 1: Landing Page loading too slow

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| **Determine impact and criticality to prioritize issue** | <ul><li>The landing page upon login is taking 38% more time to load, which affects all our subscription users.</li><li>Page performance is one of our key metrics, because it might affect customer retention and impact our revenue.</li><li>The severity of this issue is 1 Critical because it's affecting all our subscription users and must be addressed because its affecting our core functionality</li></ul> |
| **Next Steps** You would carry out typically using JIRA (ticketing tool), communication channel (Slack) | <ul><li>Would update ticket priority to 1 Critical</li><li>I would make sure the ticket has the steps to reproduce, expected result, actual result and visual proof</li><li>I would assign the ticket to a developer to start addressing the issue</li><li>Inform stakeholders about the issue, its impact and the plan to address replying the email</li></ul> |
| **Would you take additional steps ?** | <ul><li>Since we are starting 2 week sprint and as a best practice we leave space to address this kind of issue, it would not affect our sprint goal.</li><li>Since right now we don't know what caused this performance issue, i would ask the developer to write a postmortem so we can define actions to avoid this issues in the future.</li></ul> |

# Issue 2: Misaligned fields in Profile Settings

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| **Determine impact and criticality to prioritize issue** | - The issue is not affecting our core functionality<br>- The issue is an alignment issue and it's not preventing the user to use the app<br>- The issue priority is 3 Normal |
| **Next Steps** <br>use ticketing tool (JIRA), and communication channel (Slack) | ● Would update ticket priority to 3 Normal<br>● I would make sure the ticket has the steps to reproduce, expected result, actual result and visual proof.<br>● I would assign the ticket to our current sprint and would be addressed based on priority<br>● I would inform the customer service & QA team the rationale behind the change of the pirority |

# Respond to Customer Service Manager's Email

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| **Determine impact and criticality to prioritize the issue** (1 - Critical; 2 - High; 3 - Normal; 4 - Low) | • There is an alternative to send the reset password email if the user request it through the product <br> • The issue is identified as a bug and comes under the 1 Critical priority in the sprint backlog. |
| **Next Steps** You would carry out typically using JIRA (ticketing tool), communication channel (Slack) | • Update the ticket and the sprint backlog to reflect that this issue higher in priority than other tasks. <br> • Inform Scrum team to address the issue and deploy a fix immediately since it's a critical issue <br> • Inform stakeholders about the issue, its impact and the plan to address replying the email |
| **Sample Email Response** | Dear <name>, <br> Thank you for reaching out to us. We confirmed that the reset email password link is not working. This is a critical issue and its impacting 20% of ouser users. Our team is currently working on the fix. We will get back to you as soon as we fixed it, but you can also track the issue status in our ticketing tool. <br><br> Thank you, <br> Óscar |

# Respond to CEO or GM's request via email

| Assessment and result | • The product is 65% complete and we are at the middle of the sprint.<br>• Your development team is currently deploying changes to the QA environment frequently to verify the completed tickets and bug fixes |
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| Sample Email Response | Dear <CEO Name><br><br>We are at the middle of the sprint, the feature its at 65% percent of completion and already in the staging environment ready for your demo. We are still on the testing stage, and the team is constantly verifying and fixing bugs. The QA team has prepared a testing environment where you'll be able to test the demo.<br><br>I'm sending the test account and logging details, also attached a guide to log in.<br><br>The rest 100% functionality would be available by the end of the next week when de sprint ends<br><br>Please, let me know if you need anything else for the demo<br><br>Thank you,<br>Óscar |

# Step-in and guide the scrum team at stand up

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| **Video Response** | Share the link to your video here <<u>insert link</u>> |

# Handling Resource Constraints

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| List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ? | - Communicate with stakeholders the severity of the impact of your project and ask permission to use QA resource to meet deadline.<br>- If necessary have a meeting with other PM to understand the commitments of the other projects and decide next steps. |
| 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 ? | - In the meeting with other PMs understand the timelines, milestones and deadlines and possible impact of each projects<br>- Use a framework to prioritize and make a objective decision |
| Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders | Head of product, impacted product managers, QA and cross-functional stakeholders |
| | - My communication won't differ since we made a objective decision based on all PMs projects and impacts. |

# How would you handle stakeholder feedback?

| Feedback Assessment | - What do you think it's the impact if we don't include push notifications as part of this release<br>- Do you believe that we have enough knowledge of the user-journey to include push notifications in the MVP? |
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| Video Response | Share the link to your video here ([insert link](#)) |