LinkedinGrad

Design Sprint

Product Manager: Pramit Singh

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Set the stage

Set the stage for the Design Sprint by framing the problem

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Initial PRD

Background

There is no effective & trusted platform to match recent graduate skills to the available jobs and career path

Problem

Of the 4m yearly graduates in US, only 69% find their employment of choice. Over 55% graduates are not satisfied with the candidate experience. LinkedinGrad would be the ideal fresh grad experience platform helping graduates and employers find their perfect match.

Total addressable market for LinkedinGrad is $1.5b with no direct competition in this space. This is a great opportunity for LinkedIn to expand its revenue base by launching this niche product build upon and leveraging mostly existing capabilities.

Goals

A successful product needs near 100% adoption by new grads for the employers and recruiters to fully recognize LinkedinGrad as the defacto platform to spend their hiring budget. Our goal is to launch MVP by Year-1 and atleast 50% LinkedinGrad adoption within 3 years to a achieve a reasonable 28% ROI.

In addition, our first year goal is to achieve a click rate success within 20% of the existing Linkedin Jobs platform.

Understand

Create a shared understanding of the space, problem, and goals

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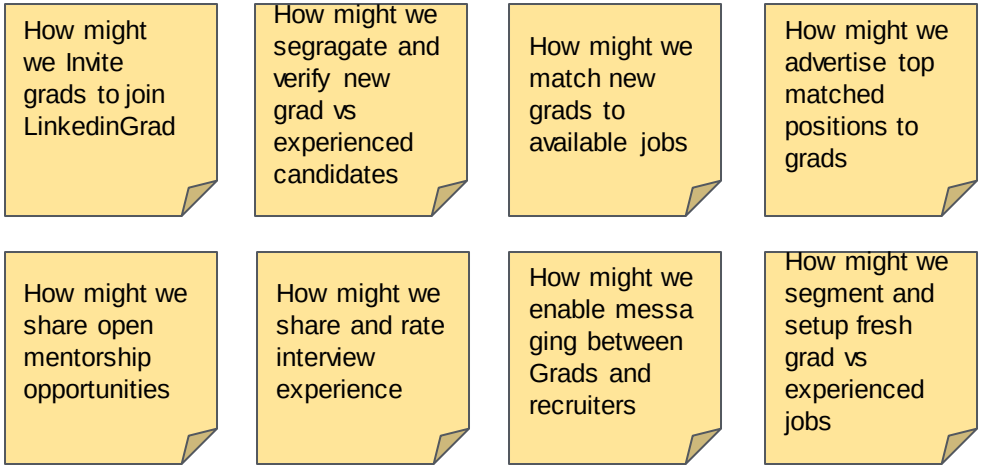
How Might We

Use these digital stickies to capture your ideas. Feel free to rearrange. Colorize. Etc



Best Job Seeker Experience

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 segragate and verify new grad vs experienced candidates

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?

How might we Invite grads to join LinkedinGrad

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?

Understand Interests & Preferences

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?

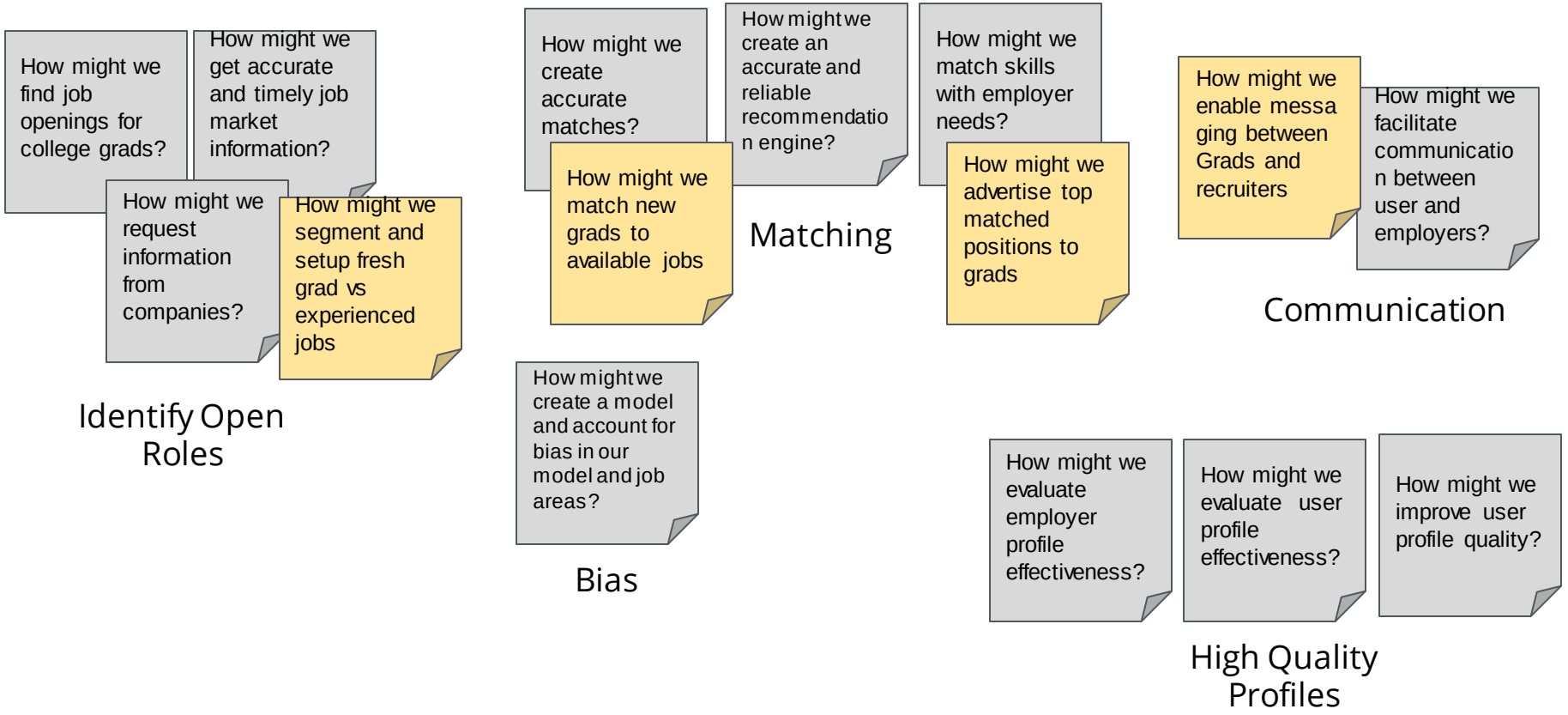
Discover new opportunities

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

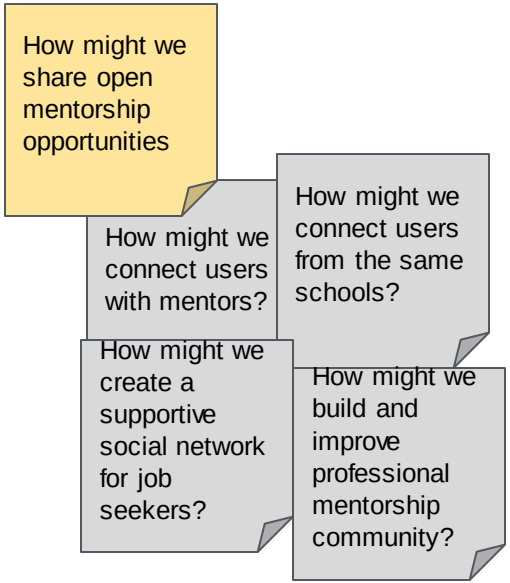
How might we help grads assess job fit?

Job Insights

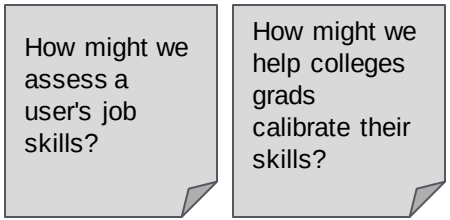
Great Employee/Employer Matching



Tools & Services

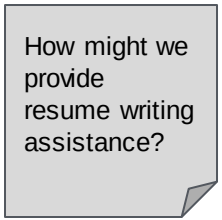


Community & Mentorship



Skill Assessment

Ongoing Education



Resume Help

Other

How might we market our app to users?

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

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 share and rate interview experience

How might we protect user information?

Sprint Focus

Focus	Great employee employer matching
Slide #	7
I selected this theme because	This theme is core to the product and would enable an MVP launch.

Define

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

LinkedinGrad - Connecting New Grads w/ their Careers

Your first jobs shapes your entire career.
LinkedinGrad is the latest product in works at Linkedin; aims to be the ideal fresh grad experience platform helping graduates and employers find their perfect match.

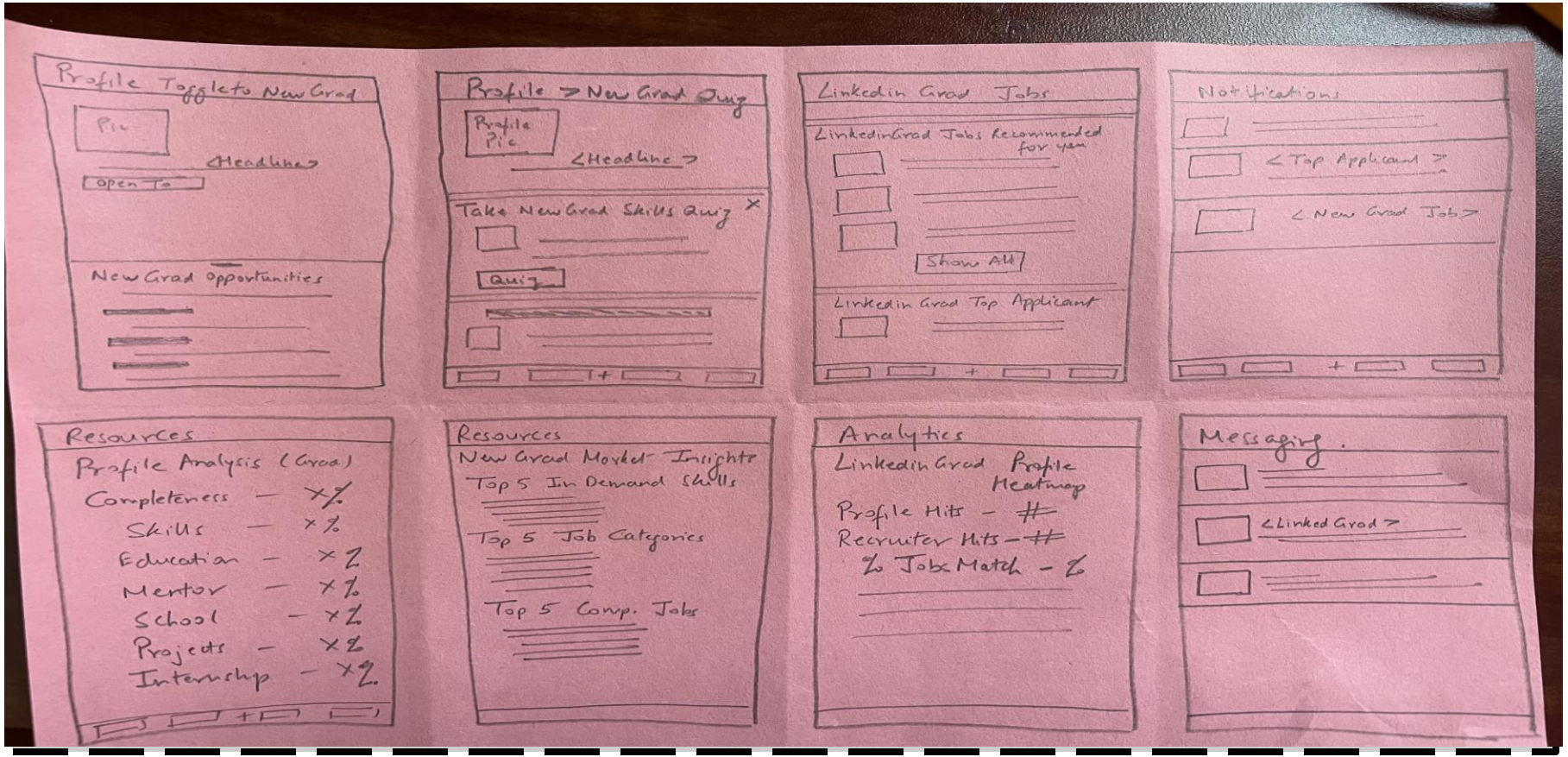
Fresh grad networking and job search is an overlooked segment. All major job and career focused platforms like Glasdoor, Indeed & Linkedin Jobs itself focus on the lucrative experienced professional networking, job search and career development tools. The job search process, needs and experience for fresh grads is not the same as experienced professionals and demands a fresh user centric approach.

With 4mn fresh graduates every year in US alone, the demand exists already. LinkedinGrad will transform the job search experience for fresh graduates offering a free premium LinkedinGrad profile and unique to the segment add-on services like resume writing, mentorship and smart profile to job match recommendations. Tapping into Linkedin's existing and powerful AI/ML job to profile match algorithms, which would now be tailored for LinkedinGrad profiles matched to New Grad only positions and Linkedin's unmatched networking capabilities, LinkedinGrad would be a platform as a service like no other.

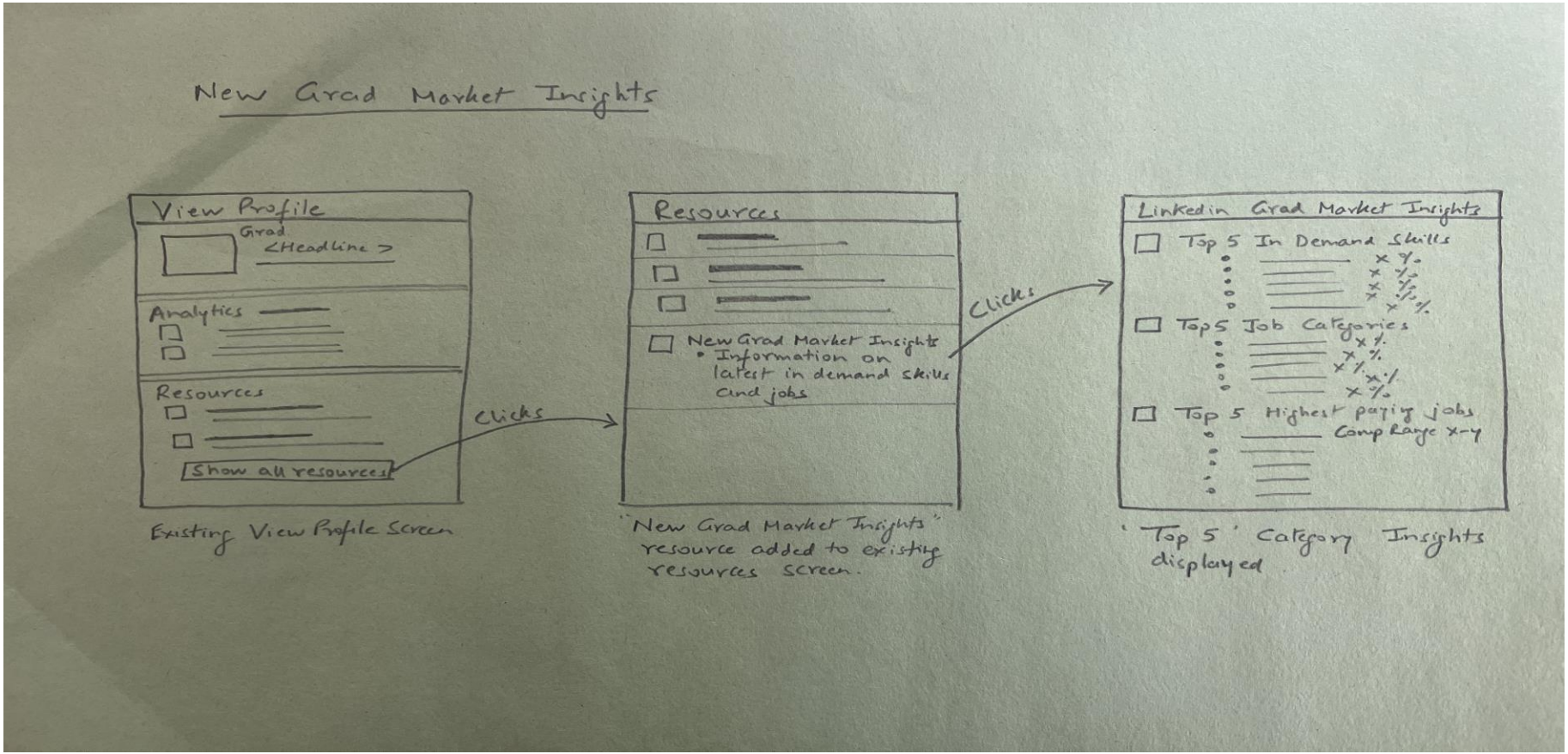
Sketch

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

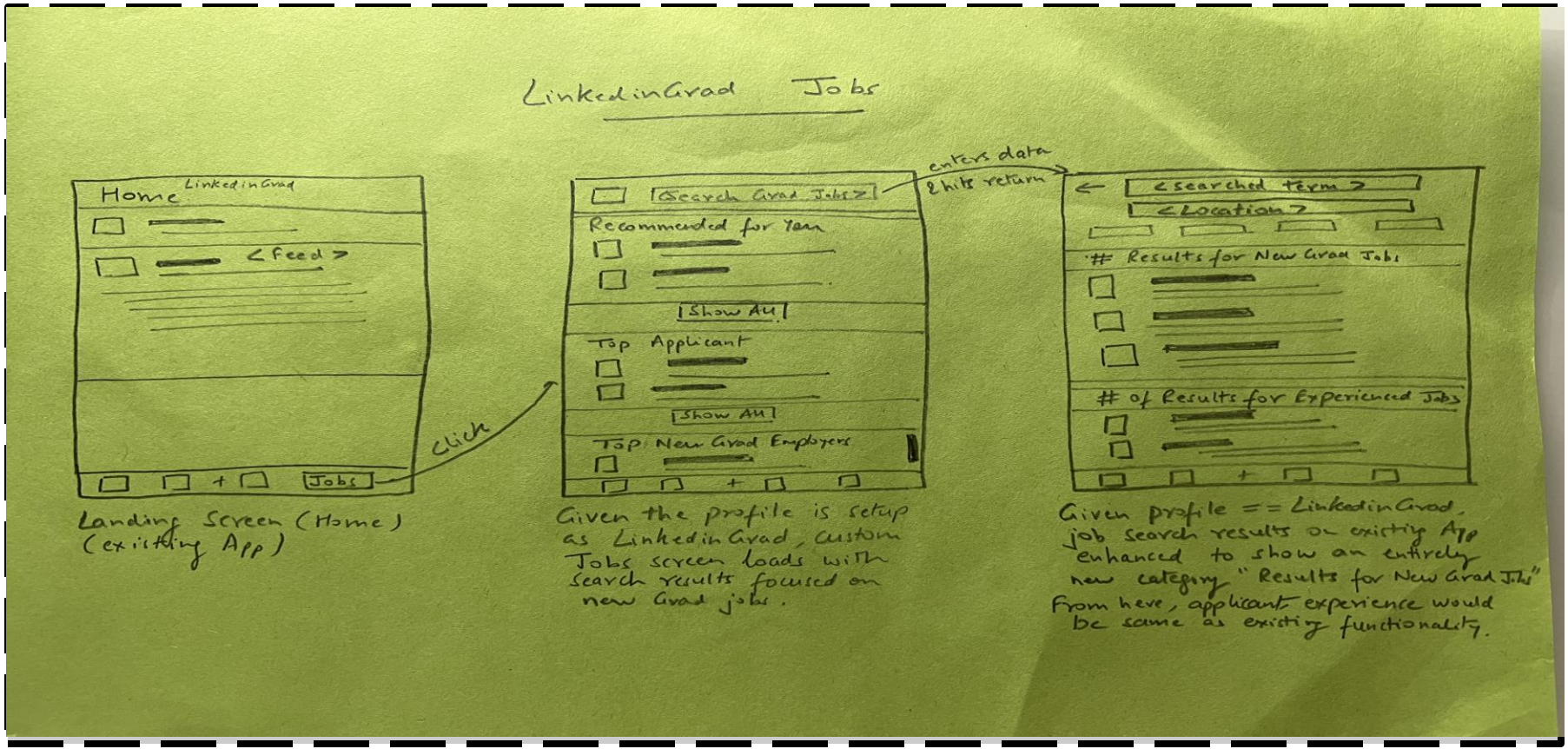
8 Sketches


Profile Toggle to New Grad
Pic
<Headline>
Open To
New Grad Opportunities
Profile > New Grad Quiz
Profile Pic
<Headline>
Take New Grad Skills Quiz
Quiz
LinkedIn Grad Jobs
LinkedIn Grad Jobs Recommended for you
Show All
LinkedIn Grad Top Applicant
Notifications
<Top Applicant>
<New Grad Job>
Resources
Profile Analysis (Grad)
Completeness - x%
Skills - x%
Education - x%
Mentor - x%
School - x%
Projects - x%
Internship - x%
Resources
New Grad Market Insights
Top 5 In Demand Skills
Top 5 Job Categories
Top 5 Comp. Jobs
Analytics
LinkedIn Grad Profile Heatmap
Profile Hits - #
Recruiter Hits - #
% Jobs Match - %
Messaging
<Linked Grad>

Solution Sketch – New Grad Market Insights



Solution LinkedinGrad Jobs



Decide

Pick the final concept that you develop into a prototype

Decision

Decision	LinkedinGrad jobs would move to prototype stage.
Rationale	LinkedinGrad Jobs solves the core intent i.e. matching new grads with the jobs. Other features while great add-ons, services and insights, do not hit the MVP. We believe this feature would provide most value to New Grads.

Prototype

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

Storyboard – LinkedinGrad Jobs

Sally is a new grad and worried about landing her first job. She hears about the new LinkedinGrad profile and the freemium features that could help her kickstart her career.	Sally downloads the Linkedin App and creates an account. Given she is a new grad, Linkedin offers her an option to select LinkedinGrad profile tier which she gladly accepts.	Sally fills out all sections of her profile including her skills, schools, internships and projects.

Storyboard – LinkedinGrad Jobs

Sally navigates to the Jobs section on the App and is shown recommended job matching her profile and skills.	She types search terms in the job search bar and is shown results for new grad jobs as its own section separate from experienced jobs	Sally selects the jobs of her choice from the search results and / or recommended jobs and hits "Apply". Her profile is shared immediately with the recruiter.

Prototype

Description • High level overview of the prototype • What does it do?	• This protype is built upon the existing Linkedin App theme and shows an implementation of New Grad Profile, Job matching and applicant experience. • Prototype starts with the LinkedIn Grad branded profile page and retaining the existing Apps's feature, can navigate back to Home page. The existing 'Jobs' button on the lower navigation bar triggers the New Grad job match and application process.
Assumptions • Any assumptions within the prototype	• User is a new graduate w/ a LinkedInGrad branded profile • User is logged in to the App and landed on the profile page • User has entered some profile skills for the job match algorithms to work. • All advertised jobs are "Linkedin easy apply" enabled.
Tasks • What are the tasks that a user can complete in the prototype?	• User should be able to view LinkedinGrad branded profile screen. • User would be able to navigate back and forth between Home, Profile and Apply for Job screens. • Should should be able to see Top Matched jobs, All New Grad Jobs and All Experienced Jobs • User should be able to select any advertised job and apply using Linkedin Easy Apply functionality.

LinkedinGrad 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

LinkedinGrad Jobs Research Plan

PM: Pramit Singh
STATUS: Complete

Objectives

- Guage feedback on the overall product idea and on the concept of LinkedinGrad job match

Methodology

The sessions will be 30 min each and will flow as -

- PM to provide introduction about the product and journey so far.
- Ask the tester about their new grad job experience, the websites / resources they used and if they had any key takeaways / ideas that could have improved their experience.
- Tasks to complete within the prototype
  - Taslk #1 - From the LinkedinGrad profile screen, navigate to and apply for any of the matched jobs.
  - Task #2 – Navigate to the Home screen and over to "All New Grad" jobs and apply to one of the advertised jobs.
- Keep reminding tester to describe what they see, options / ideas on what could have make their experience better.
- Ask the testers to share their overall feedback about the prototype and specifically
  - If this is something they feel they would be excited about
  - Anything they feel could be improved.
  - Any other feedback

Participants

Ritu Rai – Senior Product Manager, City National Bank
Diana Gutierrez - Senior UX Designer, City National Bank

User Testing: Participant 1 Key Findings

Audio Recording

What worked well	*Ritu Rai is a Senior Product Manager and well versed in product strategy. She was very excited to hear about the product concept.* *- Ritu was able to easily navigate through the prototype.* *- Immediately noticed and liked the premium branding (LinkedinGrad)* *- Loved the easy apply feature.*
Where participants got stuck	*While Ritu did not get stuck anywhere, she takeaways were -* *- The basis of matched jobs wasn't intutive to her; since that is neither explained or advertised. She wondered if this was geo-location based.* *- She did not notice any other new grad specific updates on LinkedinGrad profile page.*
Other observations	*Ritu made some great recommendations for product features idea -* *- Geo location based job matching in addition to simply skills based.* *- Being a PM herself, she had great questions and recommendations on the product strategy e.g.* • *Is this a freemium service?* • *How long would it be free? Onboarding and monitoring etc.* • *The recruiter and employer experience updates to focus on new grads?* • *Timing of the launch could be critical to product success.*

User Testing: Participant 2 Key Findings

Audio Recording

What worked well	*Diana is a UX design expert. She loved the idea of LinkedinGrad and it resonated very well with her.* *- She was very quick to navigate through the prototype and complete the tasks easily.* *- She immediately noticed subtle sections on profile screen focused on fresh graduates.* *- The biggest positive was her feedback to focus on employers as well where new grads would be able to leave a feedback for them. This is in alignment with our product theme already.*
Where participants got stuck	*While Diana did not get stuck anywhere she had several recommendations* *- Suggested re-organizing the job screen to move top matched jobs at the top instead of all grad jobs* *- Suggested adding additional sections on the job description relevant to new grads* *- Suggested capability to retain multiple versions of resumes as new grads may apply for a varying flavor of jobs.*
Other observations	*Diana was expecting a lot more from the prototype.* *- She spoke about how she would have loved to see scroll enabled on job descriptions* *- She was expecting the expand arrows on jobs screen to work* *Overall very impressive feedback from an expert designer who was able to put herself into the shoes of the end user and immediately navigate through all implemented flows. She picked up minor details as well as nuances.* *Very productive session.*

Handoff

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Updated PRD

Background

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Updated PRD (page 2)

Key Features & Scope

Our key in-scope themes and features are -

1) Job Seeker Experience
    Understand interests and preferences of job seekers, Job Insights, Discover New Opportunities
2) Employee-employer job matching
    Identify Open Roles, Job Matching, Communication
3) Tools and Services
    Mentorship, Skills assessment, Resume Help

Out of Scope / Deprioritized

Some features discussed however low priority for implementation -

1) College Partnership
    Employment center partnership, profile validation, New Grad pipeline
2) Employer Rating
    NewGrad Feedback, Ratings, Employee feedback

Core UX Flow

Link to Mocks - https://www.figma.com/proto/zwuXhfMhj2nbzX6vfwa5oD/Linkedin-Udacity-Project?node-id=2%3A969&starting-point-node-id=2%3A969