LinkedIn

PRD

PM: Prathamesh Morde
UX: Pat Pixels
EM: Casey Code
DS: Noel Numbers

STATUS: COMPLETE

Background

We did a case study on recent college graduate students and we found out that obtaining employment after college is often difficult. From local economic issues to undervalued majors there are many reasons why graduates struggle in their job search.
We found the four potential causes why graduates find obtaining employment difficult.

- With so many students in college, the competition for jobs on graduation day is fiercer than ever.
- Most of the job postings need a decent level of experience, whether it's an entry level position or not.
- Exchanging information and common interests with individuals often lead to work opportunities. Without work experience, individuals have few networking options.
- The employers seek specific skills, some of which individuals only learn while on the job.

Problem

According to NCES (National Centre for Education Statistics) 56.4 million students attended school in Fall 2020. Today on our platform 50% of users in the US are college graduates. 98% of fortune 500 companies use our platform to connect, share and network with job seekers. There isn't any platform that does both training and placement. We want to provide a platform for our college graduates.This platform will help students to connect, share, learn and provide economic opportunity.

We will offer an eLearning platform which will include industry led courses, projects, mentorship and coaching. A social marketplace where graduates can apply for jobs, connect with recruiters, industry professionals.

There are some companies who compete with us. We offer an ecosystem that will offer training and job placement together which provides us a great competitive advantage.

Goal

- Build an application that allows users to learn and get hired from anywhere.
- Recommend training, job opportunities to users based on the skills and preferences.
- Strengthen student's skill-set by allowing them to connect to the mentor

Key Features

Priority	Feature	Description
P0	Sign-in with Google and Facebook	The user can log into the app by using the Facebook and Google credentials. A user will click the Google or Facebook button for authentication and data access.
P0	Communication with Mentor	Users should have the ability to send videos, photos, audio, text messages.
P0	Communication with Recruiter	Users should have the ability to send videos, photos, audio, text messages.
P0	Search ordering for mentors	User able to search mentor based on the following filters 1. Domain specific skills 2. Reviews provided by other students.
P0	Mentor recommendation	User able to see the the list of mentors as per user's profile and course they have taken
P0	Mentor's domain skills	User able to see the mentor's domain skills by clicking on the profile picture
P0	Course/Job recommendation	Users should have ability to see the jobs, courses based on their preferences, skill set
P0	Search courses	Users should have the ability to search for a course by entering text or using filters such as field, difficulty level, duration.

P0	Active course list	Users should be able to see and access the in progress courses.
P1	Chat profile picture	User able to see the profile picture of mentor or recruiter in the chat window
P1	Share courses with friends	User have ability to share courses with their friends by clicking on the share button
P0	Job notification	User able to receive new job notifications via email

Success Metrics

- Launch an app that has at least 4.5 stars on the app store
- More than 50% of users communicated with mentors/recruiters
- More than 60% of users clicked on the recommended courses and/or jobs.

Target Market

- Final year graduate students

Core UX Flow

Prototype

Total Addressable Market

Assumptions - Graduate students in USA, Subscription based model, Plan will cost 29.99$

In USA,

- [56.4 million students](#) attended school in Fall 2020
- [50% of college graduates](#) in the US are LinkedIn users
- 29.99$ per month for premium plan

(56.4 million students) * (28.2 million users) * (29.99$ per month) * 365 days = 17.409 Trillion Dollars

TAM will be 17.409 Trillion Dollars

Competitors

[Indeed](#)

- Offers job openings/listings for job seeking professionals.
- Provides features like resume builder, Google-like search engine, job notification, salary tools
- [250 million](#) unique monthly visitors.
- Annual revenue of [$2.9 Billion](#)
- [2.54%](#) market share

[Glassdoor](#)

- An online job platform which helps job seeking users to find a job and company they love
- Users can see company reviews, ratings, salary insights and job postings.
- [50 million](#) monthly active users.
- Annual revenue of [$210 Million](#)
- [8.58%](#) market share

Acquisition Channel

In order to reach to graduate students following acquisition channel help our product noticed

Search engine optimization or SEO

We will adopt this method because over 1 trillion searches happen every day. Nearly 75% of them are through Google. Based on following Google trends, we will use Coaching, Hiring keywords to get attention.
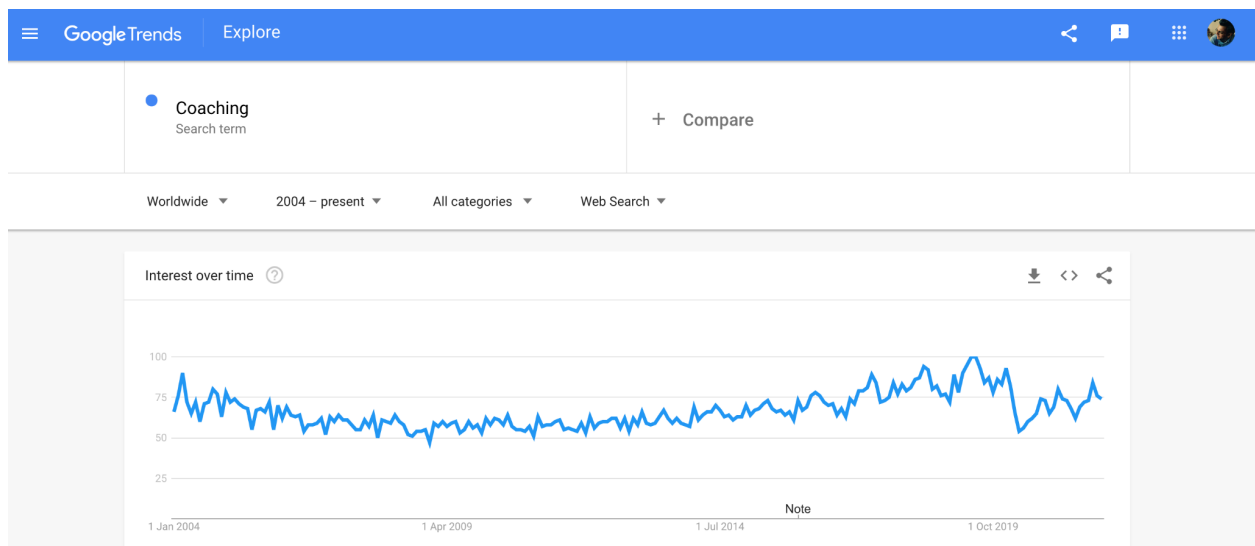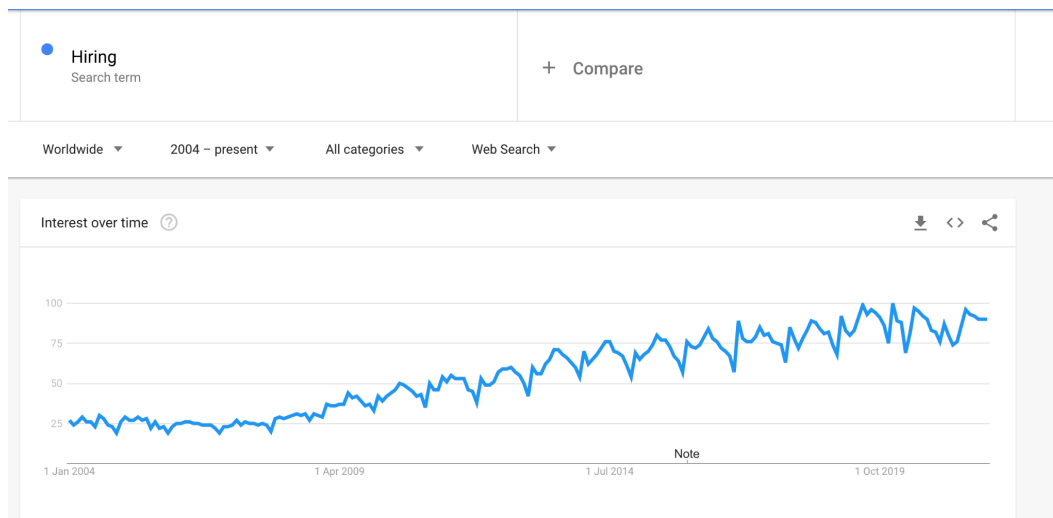
Targeted advertising

We will use Linkedin Ads to promote our product. 98% of the Fortune 500 companies use LinkedIn to tell their stories, recruit, and network.

We will also use Facebook Ads to advertise our product will help to reach our users quickly. Today [82% of college graduates](#) use Facebook.

Referral

Referral programs drive many new customers to the product page. This will take us one step closer to becoming a paying customer. As per [smartinsights.com](#), brands who run referral programs typically experience between 10 to 30% increase in customer acquisition.

Marketing Guide

Please refer to marketing message [here](#)

Pricing Strategy

Our revenue goal is to increase customer retention rate so more students will learn and get hired from anywhere. We believe the retention rate will help us to increase our business revenue goal. We will use following parameter to measure the goal
- 1M premium subscription users
- More than 200K downloads within 6 months

In order to meet the goal within a year, we will start with a freemium model which will allow them to use premium features for 30 days.
Freemium Model
- Linkedin course catalog
- Mentorship
- Access to job portal
- Connect to Recruiter

After 30 days, freemium users will get a chance to enroll themselves to access a premium plan of 29.99$/Month.

Premium Model
- Unlimited access to Linkedin Course
- Unlimited Mentorship

- Unlimited access to Job portal
- Connect to Recruiter

Pre-Launch Checklist

Sales
- To acquire new users and offer premium plans
- Promote renewal subscription offers

Customer Support
- To help user if they have information about mentor/recruiter
- Address users technical difficulties

Engineering team
- Define how many bugs and what severity we can allow for our product launch

Legal
- To review our terms of service, privacy data storage related details/items, any other privacy issues

Marketing
- Write blogs, publish screenshots, release nots.
- Sit down with the market team to create/define advertisements.

Risk and Mitigation

Risks

- **Engineering:** Did we cover performance aspects of our product ?
- **Testing:** Did we test the E2E flow with edge cases to make sure customer experience is not compromised ?
- **Support:** Do we have a support team ready for the users and questions during our product launch ?

Mitigation Plan

- **Engineering:** Performance concerns will be addressed per sprint to see it can be assessed or improved.

- **Testing:** Edge case/Failure validations will be done with the help of QA and backend team to make sure the developed system is able to provide optimum experience to our end users.
- **Support:** A sync up meeting to inform the support team regarding product launch timelines, confirm their availability to make sure we have the right resources during pre and post product launch.

Training Guide

Please refer to training guide [here](#)

User Guide

Please refer to the user guide [here](#)

Launch Email

Please refer to launch email [here](#)

Post-Launch

Proposed solution

After launching a product, we came to know that adoption rate is lower than expected by about 35%.

- **Product tips and walkthroughs**

  Creating product tips and visual walkthroughs will help users better understand the production and turn them into product adopters.

- **Host webinars**

  Hosting webinar will provide a visual, interactive medium for training both prospective and existing users on using our product. Along with the webinars, we will provide a live demo to demonstrate the product. This medium will help upsell existing customers and also attract new customers.

- **Ad retargeting**

Ad retargeting helps to get the content, value proposition, brand, content in front of customers on a recurring basis. We could use Facebook ad retargeting to promote free trial extensions and premium plan discount ads.

Metric to tackle

- 15% increase in click through rate by retargeting ads.
- 20% increase in monthly active users.
- 10-15% improvement in session length (The amount of time a user spends in one session)

Control and variant

- Users under the control group will have access to the same features.
- Users under variant groups will be able to filter mentor profile's based on skill set, preference.

Hypothesis

We think by providing a skill-set, preference as an option in the search filter will help users to find the right mentor to connect and improve our adoption rate.