



Design Sprint

**Product Manager: Prathamesh Morde**



# Initial PRD



# How Might We

How might we customize visibility options for course content ? [ref:](#)

How might we make it easier for students to find course offerings?

How might we make it easier for users to contact recruiters ?

How might we help users to manage course list ?

How might we make sure users opt for course certification ?

How might we support users to setup job notifications quickly?

How might we rate students performance in the screening tests ?

How might we demonstrate the value of subscription plan?

How might we make the coaching process interactive?

How might we make it easier to find job offerings ?

How might we allow users to connect to recruiters ?

How might we help users to solve their job preferences?

### Mentorship

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

How might we connect users with mentors?

How might we make the coaching process interactive?

### Job related insights

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

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 choose when is the right time to have students participate?

How might we find recent college grads?

### Understand/Align Interests & Preferences data

How might we help colleges grads calibrate their skills?

How might we help college grads identify their preferences?

How might we assess a user's job preferences?

How might we help college grads prioritize their interests?

How might we help users to manage course list ?

How might we help grads assess job fit?

How might we help users to solve their job preferences?

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

How might we make it easier for students to find course offerings?

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

How might we allow students to discover their passions?

How might we evaluate user profile effectiveness?

## Algorithm

How might we improve job recommendations to users?

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

How might we create an accurate and reliable recommendation engine?

How might we create accurate matches?

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

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

How might we customize visibility options for course content ? [ref.](#)

How might we make the coaching process intuitive?

How might we support users to setup job notifications quickly?

## Discover new opportunities

How might we allow students to discover their passions?

## Identify Open Roles

How might we find job openings for college grads?

How might we request information from companies?

How might we get accurate and timely job market information?

## Community

How might we build and improve professional mentorship community?

How might we connect users from the same schools?

How might we facilitate communication between user and employers? channel

How might we allow users to connect to recruiters ?

### Skill Assessment

How might we assess a user's job skills?

How might we provide resume writing assistance?

How might we improve user profile quality?

### Proactive

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

How might we make sure users opt for course certification ?

How might we allow users to send resumes to recruiters ?

## Other

How might we partner with college career centers?

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

How might we develop partnership with schools?

How might we assess geographic preferences?

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

How might we market our app to users?

How might we incentivize students to use the new app?

How might we protect user information?

How might we match skills with employer needs?

How might we support users to setup job notifications quickly?

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

How might we assess geographic preferences?

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

How might we evaluate employer profile effectiveness?

How might we rate students performance in the screening tests ?

# Theme: Data

Help users what they need

Cluster 1: Job related insights
Cluster 2: Mentorship and Community
Cluster 3: Understand/Align Interests & Preferences



# Sprint Focus

<b>Focus</b>	Data
<b>Slide #</b>	10
<b>I selected this theme because</b>	<ul style="list-style-type: none"><li>• Comprehending graduates skill set and job preferences is crucial.</li><li>• It helps to provide training, offering hiring opportunities and building a professional community.</li><li>• The ultimate aim is to deliver what our user wants.</li></ul>



# Get Trained & Hired

Published by, Prathamesh Morde

According to [Gallup research](#), majority of the college students feel they are lacking in job related skills when they graduate. This is one of the reason graduates find obtaining employment difficult.

Starting today, we are rolling out a new feature for our graduates that lets you connect, share, learn and provide economic opportunity. As per [Northeastern university](#), an impressive academic career and tangible experiences considered necessary to get your foot in the door with an employer, for recent graduates.

We are launching an eLearning platform which offers industry led courses, projects, mentorship and coaching. This will help students to improve skills based on their preferences. Students can also access a social marketplace where they can connect with the preferred recruiting companies, industry professionals.

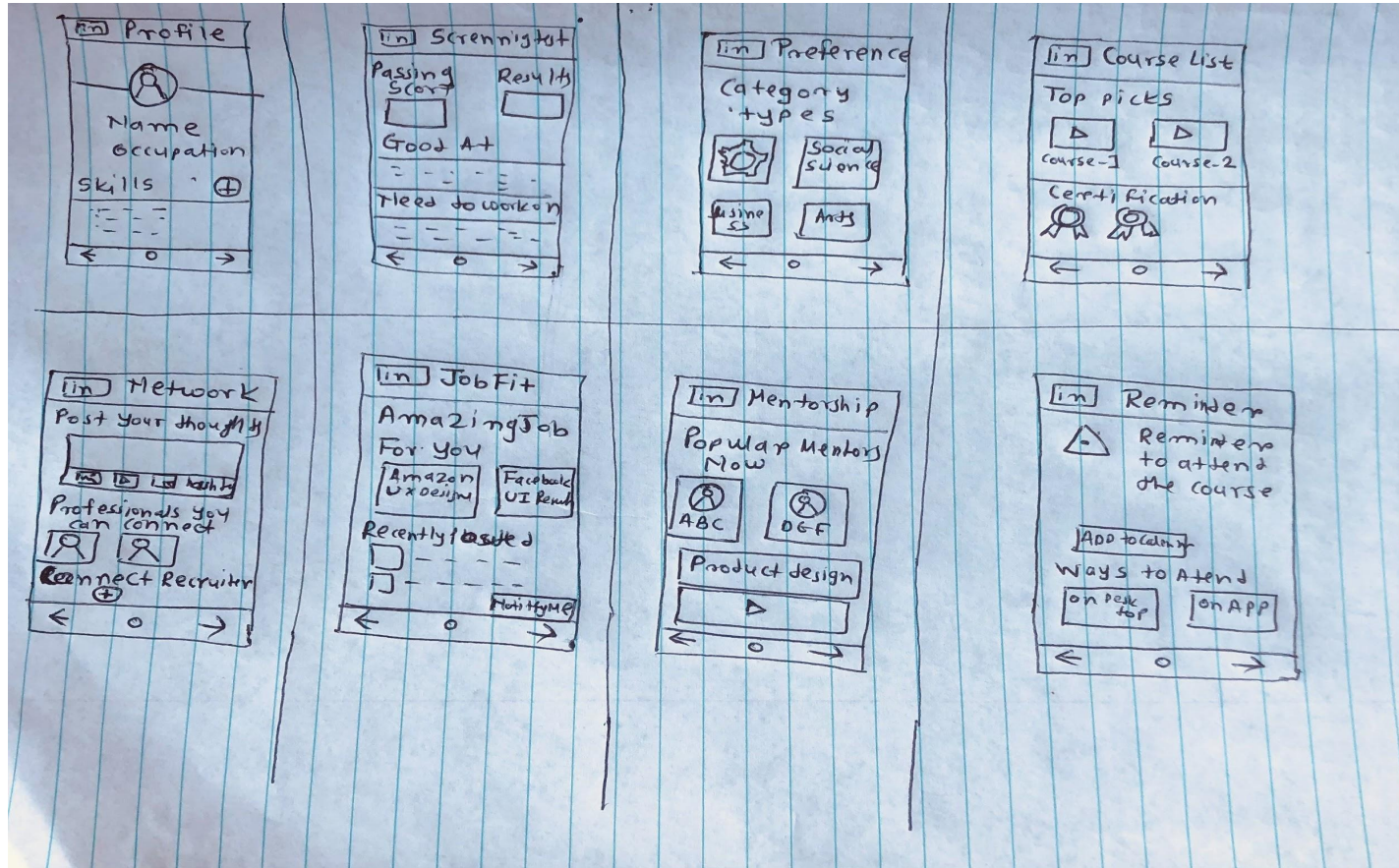
Today [50% of college graduates](#) in the US are LinkedIn users. We want to make sure you have a way to sharpen your skill and get hired in the company you aimed for.

This will be available in the coming weeks on LinkedIn application.

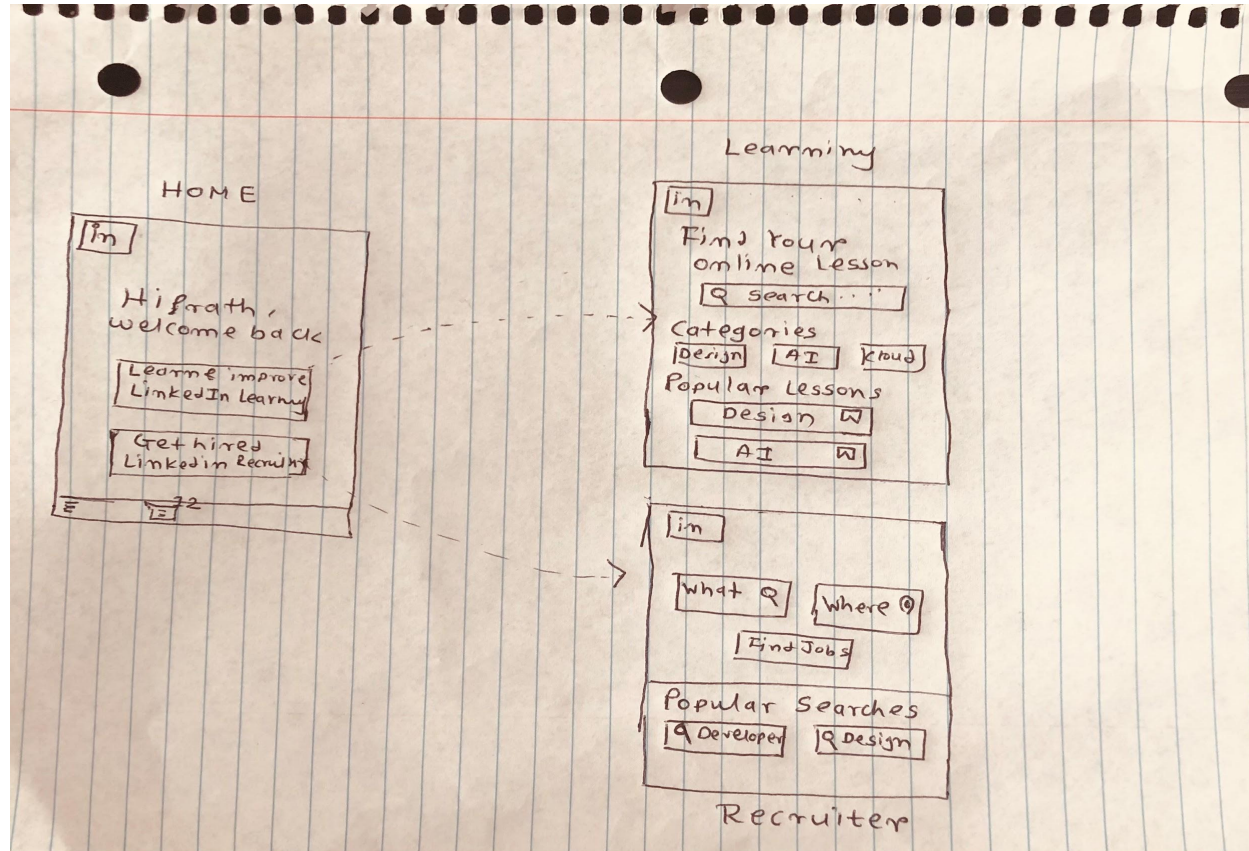
# Success Metrics

	Goals	Signals	Metrics
Happiness	<ul style="list-style-type: none"><li>• Getting job</li><li>• Training quality</li></ul>	<ul style="list-style-type: none"><li>• App store reviews</li><li>• Feedback given to mentors/tutors.</li></ul>	<ul style="list-style-type: none"><li>• App ratings above 4</li><li>• Review ratings above 4 given to mentors/tutors.</li></ul>
Engagement	<ul style="list-style-type: none"><li>• Register for the courses</li><li>• Connect to mentor/recruiter.</li><li>• Sign up for premium plan.</li></ul>	<ul style="list-style-type: none"><li>• Course completed.</li><li>• Paid for the subscription.</li><li>• Opt in for connect to mentor/recruiter.</li></ul>	<ul style="list-style-type: none"><li>• Number of courses completed by a student.</li><li>• Number of times communicated with mentors/recruiters.</li><li>• Number of users paid for the premium plan.</li></ul>
Adoption	<ul style="list-style-type: none"><li>• Share application with friends.</li><li>• Refer premium plan discounts with friends.</li></ul>	<ul style="list-style-type: none"><li>• Refer a friend.</li><li>• Friends opted for premium plan.</li></ul>	<ul style="list-style-type: none"><li>• Referral sign up rate.</li><li>• Referral premium plan rate.</li></ul>
Retention	<ul style="list-style-type: none"><li>• Automatic renewal</li><li>• Applying for job applications</li></ul>	<ul style="list-style-type: none"><li>• Opt in for auto renewal</li><li>• Opt for Job alerts.</li></ul>	<ul style="list-style-type: none"><li>• Renewal rate.</li><li>• Average hours spend per day.</li></ul>
Task Success	<ul style="list-style-type: none"><li>• Able to find the top course picks.</li><li>• Able to select the job based on skill and preference.</li></ul>	<ul style="list-style-type: none"><li>• Register for the recommended course.</li><li>• Applying for the recommended job.</li></ul>	<ul style="list-style-type: none"><li>• % of users clicked on the recommended courses and/or jobs.</li></ul>

# 8 Sketches

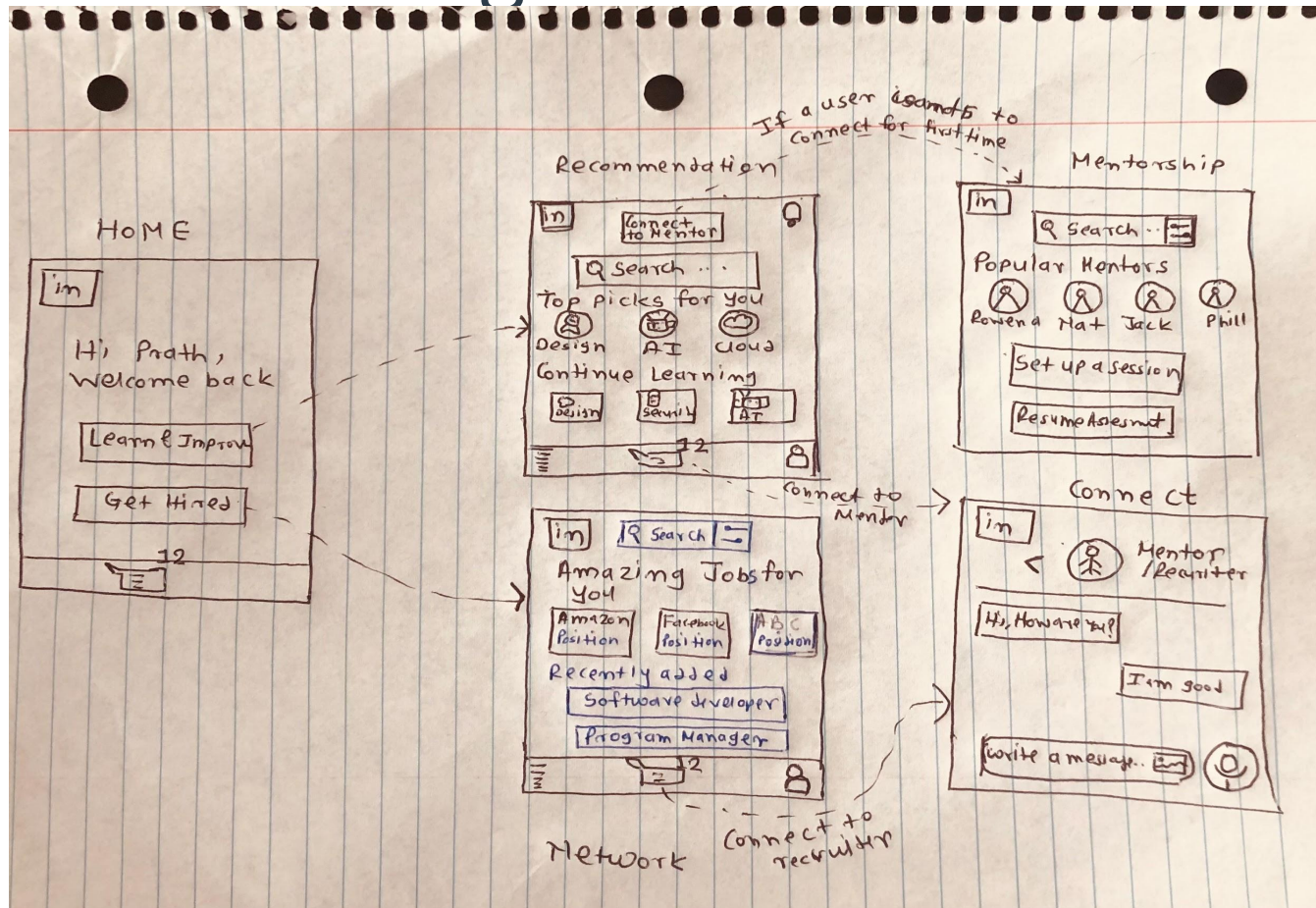


# Flow-1 Learning and Placement





# Flow-2 Learning and Placement



# Decision

## Decision

Flow-2-Learning and Placement

## Rationale

The flow-2 option provides a personalized feedback. It recommends training, mentorship and job opportunities to users. This is aligned with our mission which is to connect the world's professionals to make them more prolific and successful. It will also help to achieve our mission.

( **Mission** - To connect the world's professionals to make them more prolific and successful)

# Storyboard



## SCRIPT

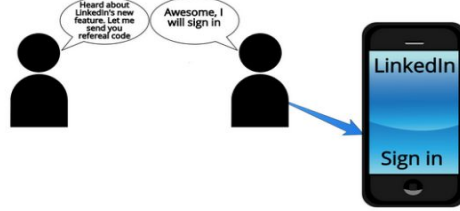
Prath, a recent college graduate in electronics looking for a job in the software field.

Due to lack of programming knowledge and work experience he is having hard time getting a job. He also spends a considerable amount of time to improve his technical skills. He is unsure what skills he needs to work on, what type of specific skills employers are looking for.

He wants guidance so he can be able to get a job as per his preferences.

## ACTION

*Enter text here...*

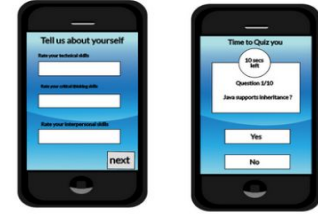


## SCRIPT

Prath remembers hearing about a new feature in LinkedIn from his friend Joey. Joey sends him the referral code and he signs in.

## ACTION

*Enter text here...*



## SCRIPT

Prath answers questions on his skills and preferences and takes the assessment test.

## ACTION

*Enter text here...*



# Storyboard



Storyboard



## SCRIPT

Prath receives the test results. He also sees the list of recommended courses. He is happy because he knows how he can improve his skills.

4



## SCRIPT

Prath started watching courses. During his onboarding journey, he was able to communicate with the mentor. He is confident now because he knows that the mentor will guide him in the right direction.

5



## SCRIPT

Prath is ready to apply for jobs. He opens up LinkedIn Network where he is able to see the list of recommended jobs based on his preferences.

6

# Storyboard



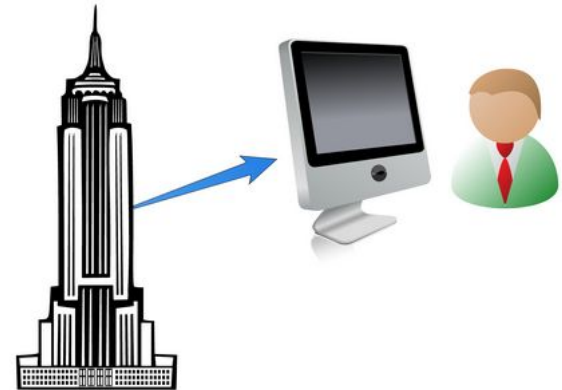
Storyboard



7

## SCRIPT

Prath started communicating with recruiters to build his network.



8

## SCRIPT

Prath improved his skills and hired as a software developer in a well established firm.

# Prototype

## Description

- High level overview of the prototype
- What does it do?

The prototype of the LinkedIn TnP shows how and what data is collected from the user to recommend some cool courses on their field of interest. The prototype shows recommended courses, jobs to the graduate students on their field of interest.

- This includes signing in using LinkedIn, Google or Facebook account.
- Users will have two different homepages
  1. Job portal
  2. Training portal
- Ability to connect to mentors or recruiters.

## Assumptions

- Any assumptions within the prototype

- User will have an account on LinkedIn, Google or Facebook.
- User taking courses and jobs which are associated with software domain as their field of interest.
- User already answered questions on his skills and preferences and also taken the assessment test.

## Tasks

- What are the tasks that a user can complete in the prototype?

- Sign in
- Able to select Job portal or Training portal.
- Communicate with recruiter or mentor.



[Prototype](#)

# Plan and recruit for research



[User-Study Plan](#)

# User Testing-1



[notes](#)



[Audio recording](#)

## What worked well

- The user liked the ability to connect with mentors and recruiters as per his interest.
- He spends a considerable amount of time finding the right course with other platforms.
- He got well versed with user flow of the application.

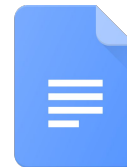
## Where participants got stuck

1. While using the prototype, the participant was confused with the sign up page, whether we are signing up for general LinkedIn or for LinkedIn TnP.
2. User thought he can connect to only popular mentors.

## Other observations

The user thinks it will be really helpful if there is an option to filter based on skillset.

# User Testing-2



[notes](#)



[Audio recording](#)

## What worked well

- The participant liked the ease of sign in and sign off setup
- Liked the ability to connect with mentors
- Liked the prompt to show the current course list.

## Where participants got stuck

1. While using the prototype, the participant was confused about sharing with friends functionality.
2. While using the prototype, the participant was confused about setting up session functionality.

## Other observations

Mentors should be categorised what they do instead of showing pictures, More domain specific skills listed on the profile.

# Improvements

## Improvement #1

Provide a skill-set as an option in the search-filter

### Rationale

Users feel that finding right mentor could be painful if skill-set, preferences not linked with mentor profile

## Improvement #2

Display domain specific skills along with profile picture

### Rationale

Based on only profile picture it's difficult for users to know that's the correct mentor to connect to.

# Handoff



# Updated PRD



PRD