

# Fresh to Address

Design Sprint

**Product Manager: Rimas Alshehri**



# Initial PRD

- Unemployment is an issue that is affecting our global society now a days, since every year and after the rates of unemployment of graduates is increasing, unfortunately due to lack of experience, and lack of social engagement.
- The application we're going to build will provide social engagement for fresh graduates from the year they begin studying their majors, where they are supposed to be sharing their accomplishments through out their studying path with the organizations that is willing to hire.
- The Applications main goal is to reduce the rate of unemployed fresh graduates in the region they're at.

# How Might We

**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 help college grads identify their preferences?**

**How might we assess geographic preferences?**

**How might we assess a user's job preferences?**

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

**How might we help college grads prioritize their interests?**

**How might we find recent college grads?**

# Sorted Stickies

**How might we find job openings for college grads?**

**How might we match skills with employer needs?**

**How might we evaluate employer profile effectiveness?**

**How might we improve user profile quality?**

**How might we market our app to users?**

**How might we connect users with mentors?**

**How might we connect users from the same schools?**

**How might we help colleges grads calibrate their skills?**

**How might we provide resume writing assistance?**

**How might we protect user information?**

## **Social engagement & User privacy**

**How might we find job openings for college grads?**

**How might we market our app to users?**

**How might we provide resume writing assistance?**

**How might we protect user information?**

## **Working with Artificial Intelligence**

**How might we connect users with mentors?**

**How might we connect users from the same schools?**

## **Awareness & Research**

**How might we help colleges grads calibrate their skills?**

**How might we evaluate employer profile effectiveness?**

**How might we market our app to users?**

**How might we match skills with employer needs?**

# Sprint Focus

<b>Focus</b>	<b>Social engagement &amp; User privacy</b>
<b>Slide #</b>	<b>Social engagement &amp; User privacy</b>
<b>I selected this theme because</b>	<p><b>Social engagement is the number one key to find a job, because it allows students to see each others accomplishments.</b></p> <p><b>Protecting users privacy is no less important than social engagement, because it provides users safety from having their identities copied, or getting impersonated.</b></p>

# Define

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

# Future Press Review

Imagine you're a reporter who is reviewing your product shortly after launch

**How do you want your product to land? I want it to land through social media advertisement.**

**How do you want people to perceive it? I want them to think of it as an opportunity that would benefit them.**

**And what do you want people to say about it? I want them to speak positively and excitingly about it.**

**Here's what you need to do:**

- **how you want your product to land:**
  - **Who is it for? It is for fresh college graduates.**
  - **What does it solve? It solves the issue of unemployment.**
  - **Why should customers love it? Because it will serve them in the best way possible.**

Draft a review from the perspective of a 3rd party with those things in mind using the template below:

**An application that serves students for the future, in which it will offer them great chances and working offers.**



**(LinkedIn)** has launched an application for college fresh graduates who struggle from unemployment

The application allows students to share their studying accomplishments with the public wither they were companies, fellow students, CEOs.

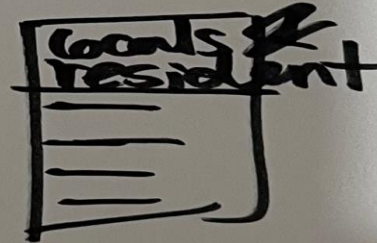
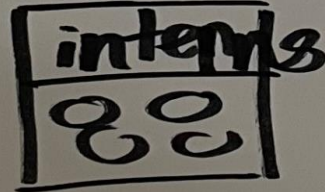
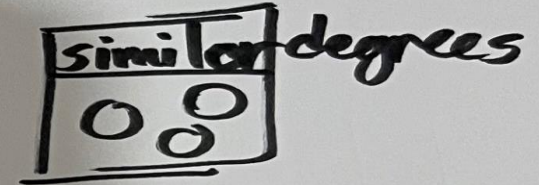
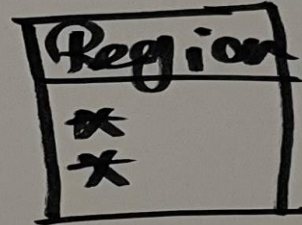
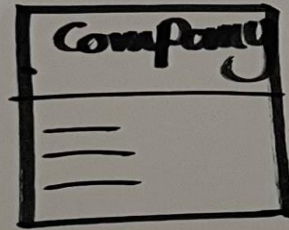
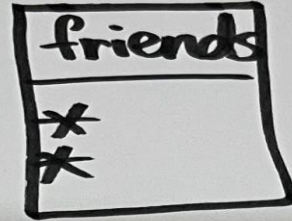
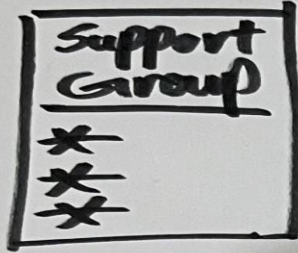
LinkedIn describes their app as “Fresh to Address” an application that provides the most important factor in our society today, which is **Social Engagement** but as a looking for a job platform.

**One could expect such an application to be like any other, as there is many applications that didn't still put in to action to solve such issue. But this application is standing out providing both working and socializing platform specifically for fresh graduates.**

# Sketch

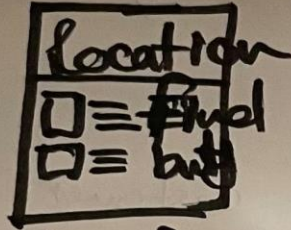
Generate tons of ideas, then narrow them down to two in depth solution sketches

# 8 Sketches

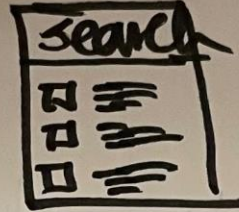


## MORE SPECIFIED SKETCHES

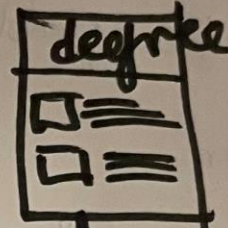
Fresh to Address  
support group  
flows?



number of  
times people  
search  
from support  
groups



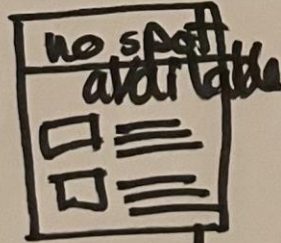
no one  
could be  
interested  
perhaps



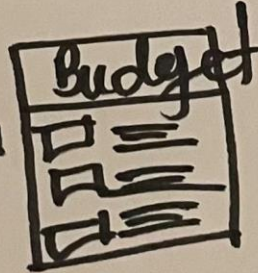
degree  
isn't  
common

## MORE SPECIFIED SKETCHES

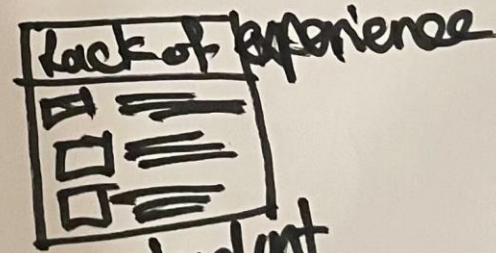
Fresh to Address  
flows in internships



no enough  
place to  
train  
students



the company  
has a  
tight  
budget



student  
doesn't  
meet  
specifications

# Decide

Pick the final concept that you develop into a prototype

# Decision

<b>Decision</b>	<b>Support group&amp;internships</b>
<b>Rationale</b>	<p>Support groups are the most important factor to allow your self to socialize with friends and people with experience.</p> <p>Support groups can guide students for the right and available internships.</p>



# Prototype

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



# Story board

1



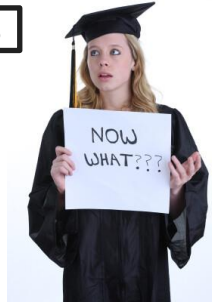
A student recently graduates from college and starts looking for a job

2



The student has a very high GPA, yet is still looking and applying for different roles....

3



Student started being active and posting on social media, and made some friends.

4



Student started joining supporting groups for self improvement and course online.

5



Student got advised by older employers, on what they are supposed to look for and how to get there according to their degree.

6



Student decided what job they wanted and started working on themselves for 2 entire months nonstop. And then started applying for jobs again after developing their socials and skills.

7



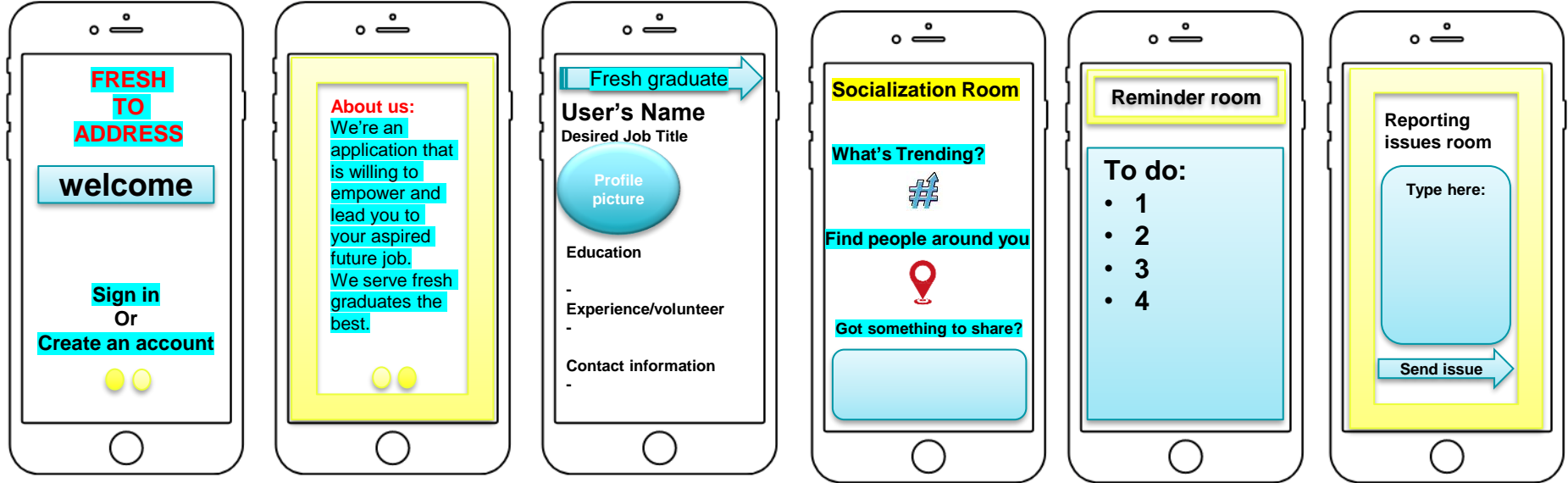
Student got a job meeting at a good company, and it seems that HR was excited about their accomplishments.

8



The fresh graduate impressed the HR team with the relations and knowledge they had and finally got the job they wanted.

# PROTOTYPE



# Prototype

## Description

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

*My prototype is very simple,*

*No too much colors needed, nor no colors included.*

*It's an application for finding jobs.*

## Assumptions

- Any assumptions within the prototype

- **I assume that it's simple look would allow users to think that it's easy to use.**

## Tasks

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

*Creating an account and Signing in*

*Add up their CV*

*Socialization room*

# Validate

Users will go through your prototype and provide feedback on your concept. This is also an opportunity to have an engineering feasibility discussion

# [Fresh to Address] Research Plan

PM: Rimas Alshehri  
STATUS: DRAFT

## **Objectives**

Was the application easy to use?

Would you like us to change/improve any of the designs?

If you could add one thing to the application, what would it be?

## **Methodology**

Through E-mail

## **Participants**

Friends & fresh graduates around me

# [Fresh to Address]: Interview Sessions

## Introduction

Participants will be asked a bunch of simple questions over the application, through e-mail messages.

## Background Questions

When is the participant graduating?

What are they expecting from a job?

## Tasks

We are going to ask the users about the prototype we designed, and their overall opinions about the application:

How did you find the registration?

Was the design neat?

Any improvement suggestions?

## Wrap Up

Users' decisions about using the application

# User Testing: Participant 1 Key Findings



## What worked well

*I found the prototype simple, not too much or too less of a design.  
I loved the socialization room.*

## Where participants got stuck

*I think you can do better in the existing sections, like adding new  
properties that are able to keep developing through time.*

## Other observations

*I would recommend you allow the user to choose the mode (dark mode-light mode)  
or even colourful mode in their personal profiles, so they can reflect their energy.*

# Participant 1: Interview Notes

- . Improve the design.**
- . Add new properties that will allow the application to develop with time.**
- . Allow users to reflect their energy through adding colors and mods in their personal profiles.**



# User Testing: Participant 2 Key Findings



## What worked well

***I loved how simple the registration seemed, no complications felt or found.***

***I loved the property of (got something to share?).***

## Where participants got stuck

***I think that adding modes of the applications outer design would be something new and impressing, since I personally didn't find an application that allows this property.***

## Other observations

***I can see that engaging social media is a great thing to do and I encourage you to do it effectively with your own touch.***

***NO other observations, I liked it.***

# Participant 2: Interview Notes

- **Offer users the ability to chose the preferred outer color of the application's design when downloading.**
- **Use social media engagement with our own touch effectively and in a smart way.**

# Handoff

# Updated PRD

## Background

**"Unemployment" is the main issue our application is willing to solve/reduce.**

## Problem

**The problem is that the rate of fresh graduates is increasing nonstop yearly,  
Our application offers fresh graduates properties that suits our time where it will ease and  
pave their way for their wanted job.**

**Our key insight is Fresh graduates in Saudi Arabia.**

**Our long-term goal is to become the best app to serve fresh graduates in the best way possible.**

## Goals

**We look forward that our project works well We are looking for covering Saudi, then Gulf  
countries, then the middle east, and expand to other parts of the world We are ambitious to play a  
role in improving the global market.**

# Updated PRD (page 2)

## Key Features & Scope:

Prioritization	Feature	Descriptive
P0	Create account	The user should be able to register using their phone number or E-mail and password.
p1	User Profile	User is supposed to add their education/experience/volunteering/course and certifications.....etc.
p2	Socialization & Reminders room	A place where the user is supposed to be sharing their accomplishments through out the years. And a place where the user should set their own duties, appointments or meetings.