



For recent college graduates

**Product Owner: Rocio Castro**



# Set the stage

Set the stage for the Design Sprint by framing the problem

# Initial PRD

## **Background**

Industries demand a change of the traditional education into increase technical skills on the graduates due to the development of new technologies. Also COVID 19 has accelerate this necessity. In consequence, the increase of unemployment rates specially for the recent college graduates.

## **Problem**

According to recent statistics, approximately 39 million students and graduates are members of LinkedIn and 45% of recent graduates use it as their primary job search platform. Also, there isn't any platform that does both training and placement. Our solution is a platform that gives students control and visibility of their professional growth in a well-known professional community such as LinkedIn.

## **Goals**

Build an UX friendly app for a young community

Reduce the time of getting the first job level entry

Offer exclusive partnerships that offer entry level jobs

Partnering with Colleges around the world also with technical platforms

# Understand

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

How might we allow students to discover their passions?

How might we deal with the students who didn't managed to get a job

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

How might we deal with the reviews about app?

How might we collect the personal information of students?

How might we help college grads identify their preferences?

How might we partner with college career centers?

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

How might we recommend trainings to students?

How might we market our app to users?

How might we facilitate communication between user and employers?

How might we help students become more aware of jobs available to them?

How might we incentivize our paid subscriptions models?

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

How might we match skills with employer needs?

How might we create accurate matches?

How might we evaluate the quality of a job?

How might we build a reliable data pipeline?

How might we improve job recommendations to users?

How might we share reviews about employers?

How might we assess geographic preferences?

How might we request information from companies?

How might we develop partnership with schools?

How might we deal with the students who didn't managed to get a job

How might we incentivize students to use the new app?

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

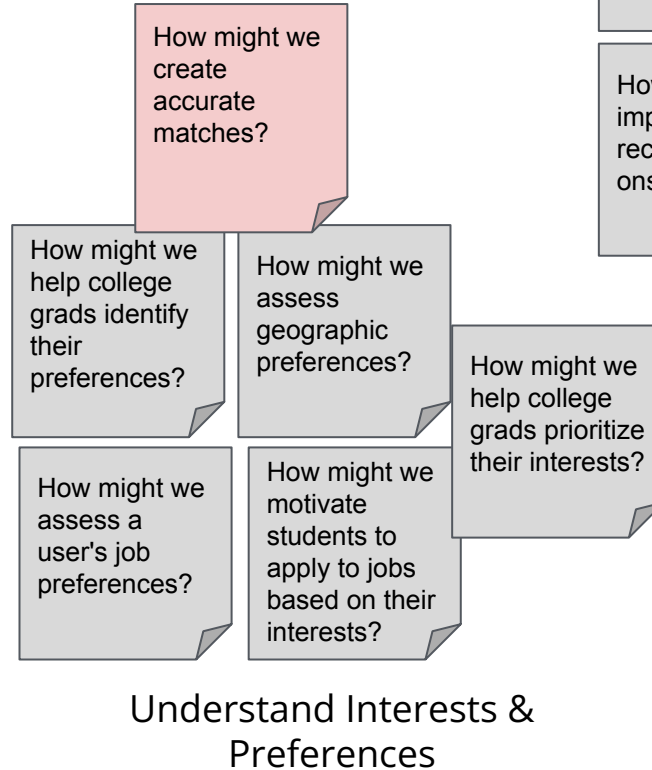
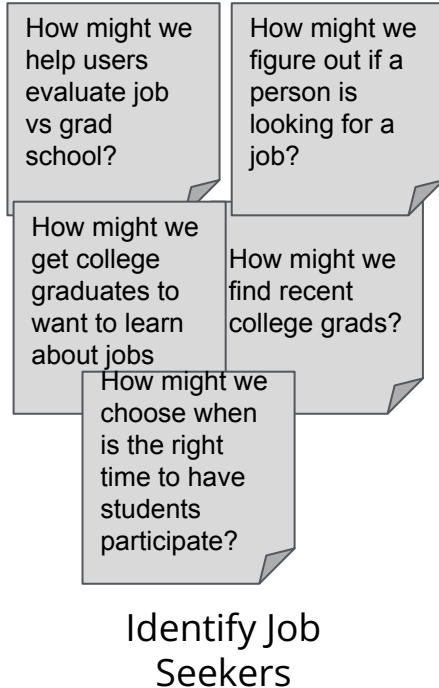
How might deal with the refund policy

How might we able to convert trials to subscription

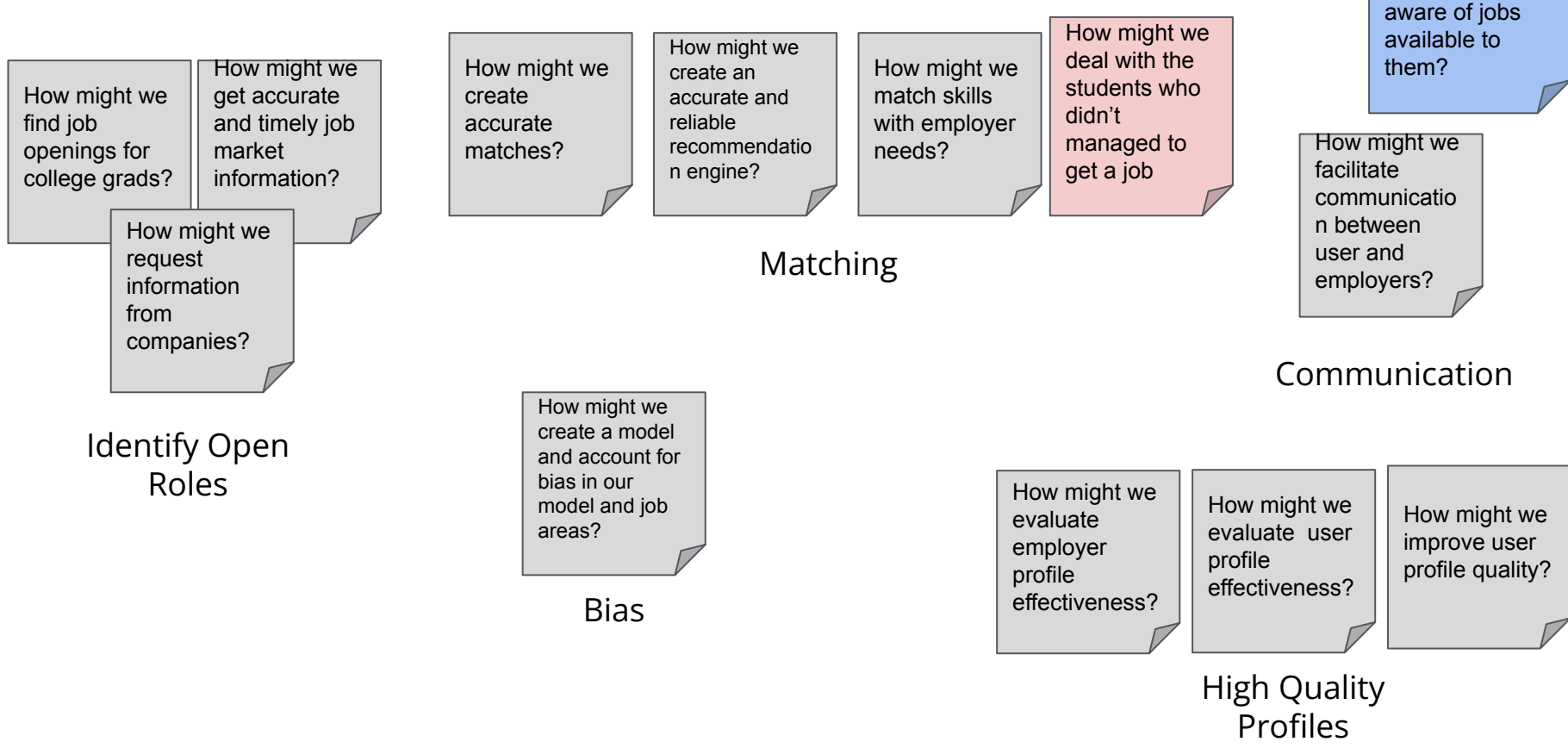
How might we connect users with mentors?

How might we use the data we already have on users?

# Best Job Seeker Experience

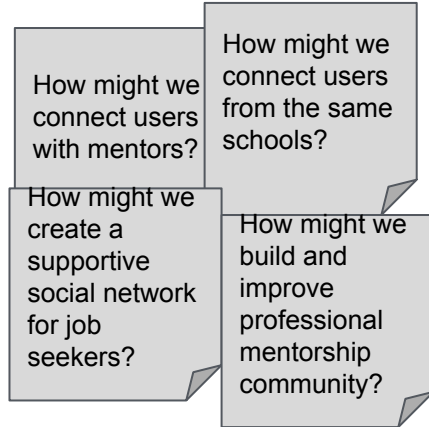


# Great Employee/Employer Matching

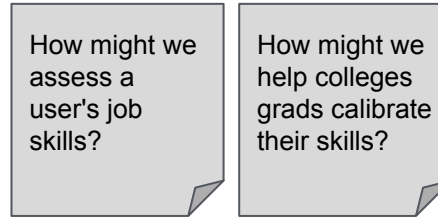




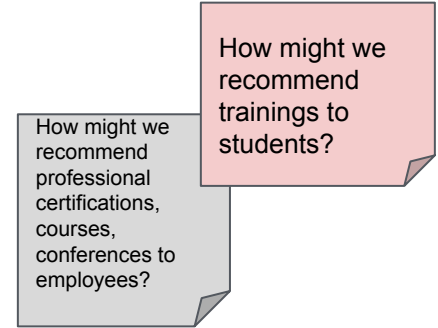
# Tools & Services



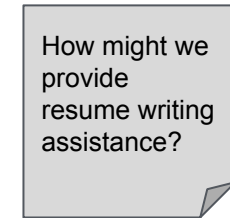
## Community & Mentorship



## Skill Assessment



## Ongoing Education



## Resume Help

# Market

How might we  
incentivize our  
paid  
subscriptions  
models?

How might we  
market our app  
to users?

How might we  
able to convert  
trials to  
subscription

# Other

How might we deal with the reviews about app?

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?

Feedback

How might we partner with college career centers?

How might we develop partnership with schools?

Partnerships

How might we collect the personal information of students?

How might we build a reliable data pipeline?

How might we protect user information?

How might we use the data we already have on users?

Data

# Sprint Focus

<b>Focus</b>	Great Employee/Employer Matching
<b>Slide #</b>	8
<b>I selected this theme because</b>	The core of the project is based on making the match between graduates and the best job for them. This theme will help us to understand how is the flow to understand each student in order to deliver personalized job seeking.

# Define

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

# GLinkedIn helps to develop yourself on your own way

**Published by Rocio Castro**

Based on a Forbes study: 39 million are students and graduates. Almost half of these recent graduates use LinkedIn as their primary job search platform. Also, it is a fact that due to COVID 19, unemployment rates have increased

LinkedIn has been addressing this problem considering a general set of people and not college grads in particular for a while now. With over 87% of world recruiters being active members of LinkedIn, they managed to get eradicate this problem to an extent.

This is when LinkedIn announced its new offering, GLinkedIn. GL is a platform where training, students are given access to top trainings, and placement, where students with skills are guided to job opportunities, goes in hand in hand. Here students are given access to 5,000+ expert-led courses with sheer mentoring and immediate Q&A sessions. Moreover, this offering helped students to find and learn about their passion. This not only took away future-tension but also made students believe in their skill and exploring more.



# Success Metrics

- Set at least two user-centered *goals*
- Identify changes in user behavior will *signal* success in reaching the goal
- Create a *metric* to measure each signal

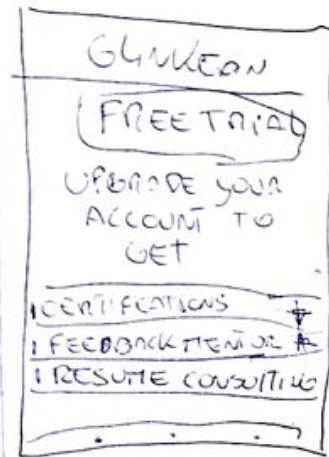
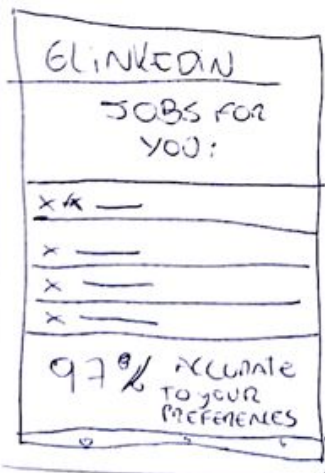
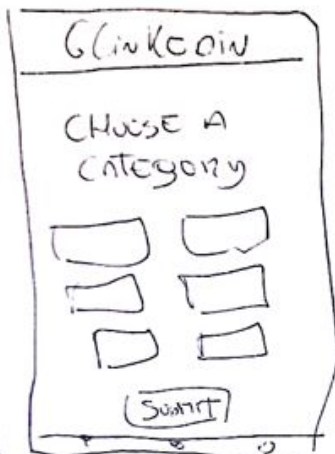
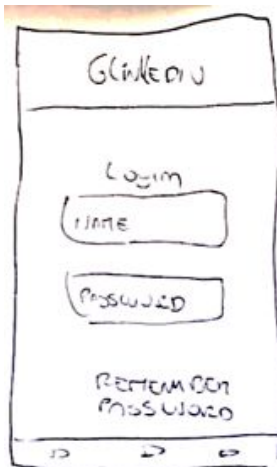
	Goals	Signals	Metrics
Happiness	Getting a first entry level job	Good feedback Refer to friends/juniors	Rating above 4.5 Number of app downloads
	Efficient guidance	Students scoring well in skill test Good feedback	Mark he/she got in test Rating above 3
Engagement	App downloads	Dashboard statistics (e.g. Searches for app in the store)	Number of downloads
	Training completion	Added a training	Average time spend on a training  Number of applicants
Adoption	Marketing	Social media publicity, publicity in online communities	Referral signup rate  Total views, Click-Through Rate
Retention	Interaction with users	Push notifications In-app messaging	CTR, Open rates
Task Success	Users getting familiar with the app	Skipping Intro's and How to do's Queries regarding how to use the app	Click rates of skip during intro's Reduced number of questions

# Sketch

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

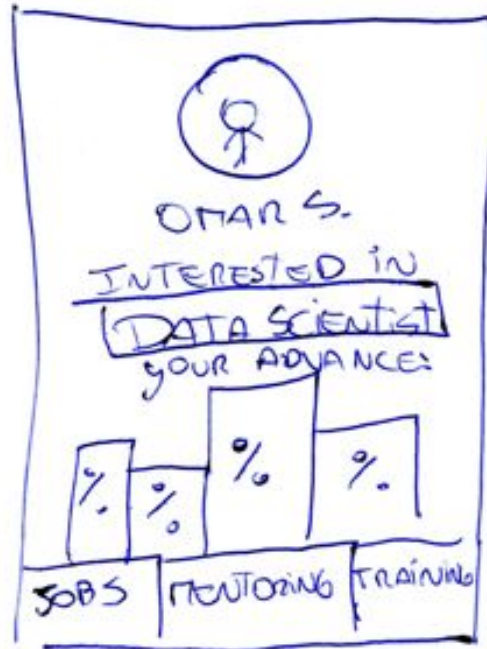


8 Sketches



# User profile

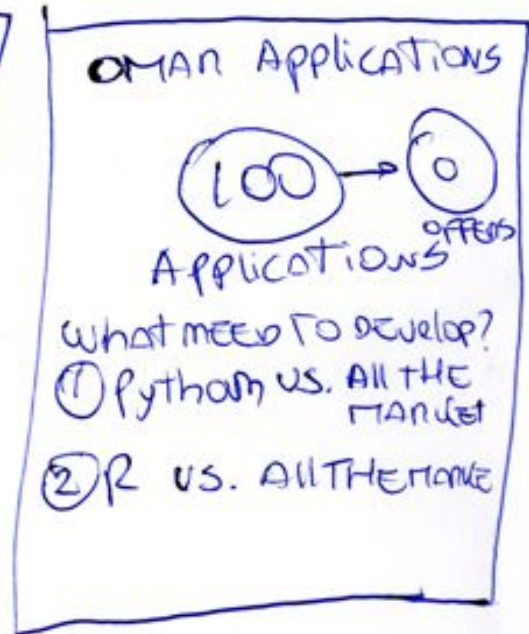
## Main user profile



## Summary of the training progress



## Job Applications summary

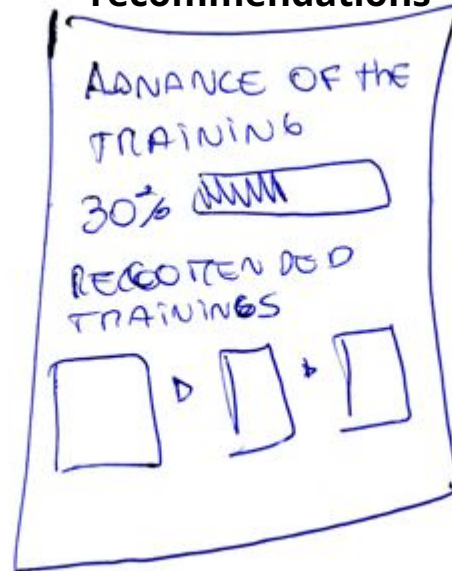


# Training

Training main screen



Training progress and recommendations



Training course



# Job offer and application

## Job offer summary

A hand-drawn sketch of a mobile application screen titled "JOB OFFER". It features a rectangular box with three horizontal lines inside, representing a list or details. Below this box is a button labeled "Apply". At the bottom of the screen, there is a banner that says "Calculate your chance" and a progress bar with three segments, the last of which is filled.

## Job offer application

A hand-drawn sketch of a mobile application screen titled "JOB OFFER". It contains input fields for "NAME", "LAST NAME", and "EMAIL". The "NAME" field has a small box labeled "AUTOFILL" next to it. At the bottom, there is a large box with the text "TELL SOMETHING CURIOUS ABOUT YOURSELF".

## Job matching with the user profile

A hand-drawn sketch of a mobile application screen titled "CALCULATING%". It features a large circle containing the text "82%". Below the circle, it says "CONGRATS! YOUR SKILLS AND INTERESTS HAVE A GREAT CHANCE!".

## Job process (i.e next round)

A hand-drawn sketch of a mobile application screen titled "JOB ACCEPTED". It contains the text "CONGRATULATIONS YOU ARE SELECTED FOR THE FINAL ROUND". At the bottom, there is a button labeled "SCHEDULE INTERVIEW".

# Decide

Pick the final concept that you develop into a prototype

# Decision

<b>Decision</b>	Job Offer
<b>Rationale</b>	<p>In order to make the placement phase easy for our students, we have to make sure that we assure them personalized learning throughout the journey.</p> <p>The job offer will be base on their interests and background.</p>

# Prototype

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



# Storyboard



Omar a final year Engineering student, wants to pursue his career as Data Scientist. He has good grades at college.

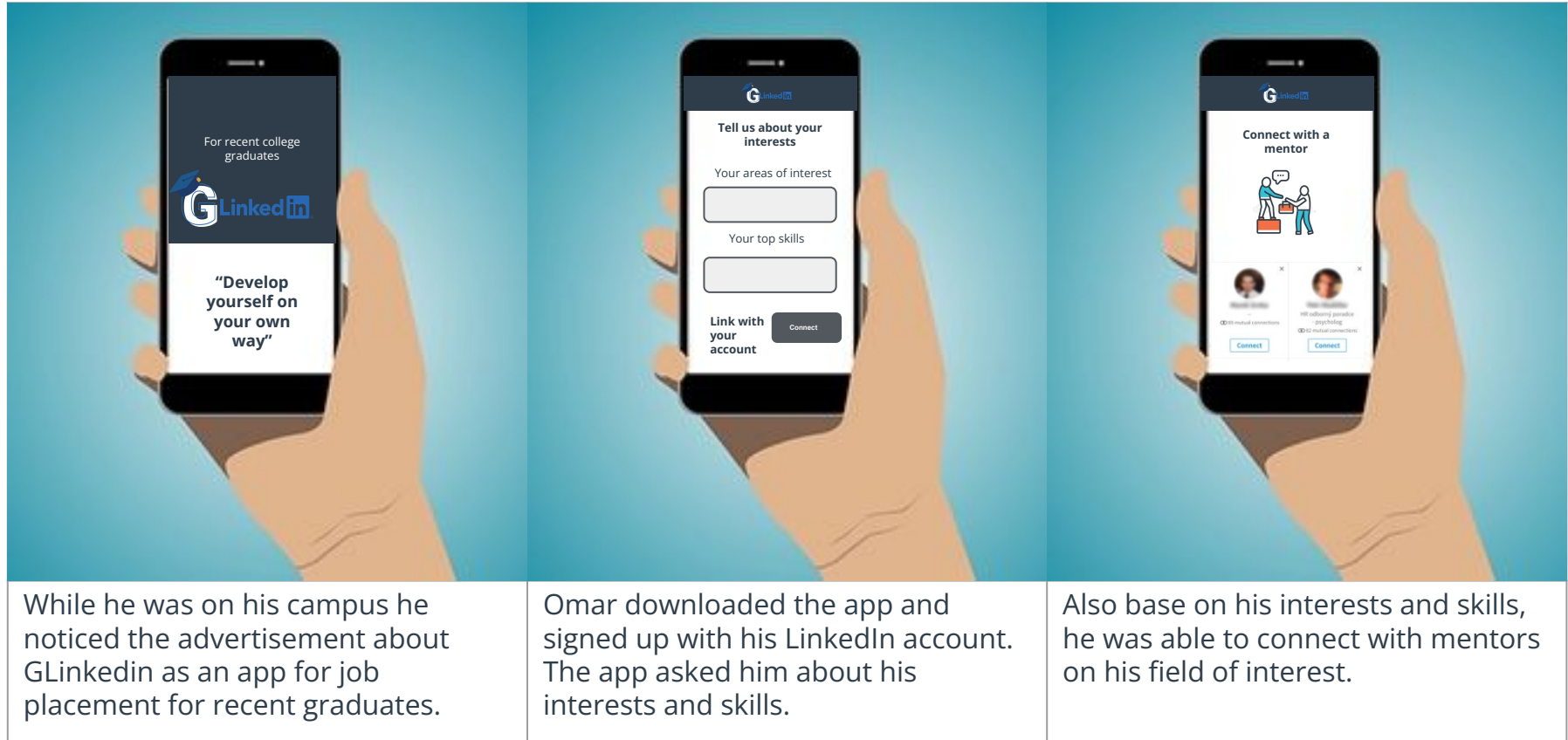


He is looking for his first entry level job because he needs to pay his debt student.



This searching was affected by job shortages due to COVID-19. He is looking other ways to get his perfect job as Data Scientist

# Storyboard

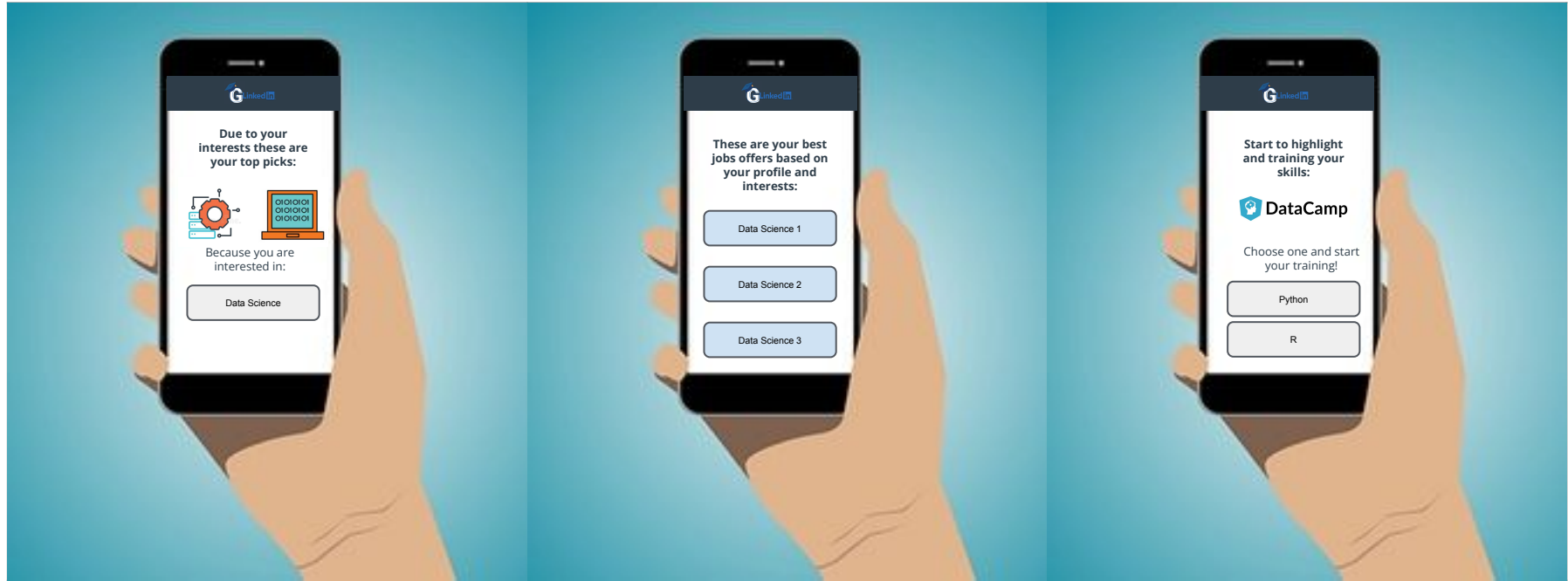


While he was on his campus he noticed the advertisement about GLinkedIn as an app for job placement for recent graduates.

Omar downloaded the app and signed up with his LinkedIn account. The app asked him about his interests and skills.

Also base on his interests and skills, he was able to connect with mentors on his field of interest.

# Storyboard



The app recommended him to various branches that he could develop as a data scientist

Also it was given the best job offers for him

Omar was recommended some cool trainings for Datacamp to increase his technical skills

# Prototype

[Link your  
prototype](#)



## Description

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

The prototype of the GLinkedIn shows how and what data is collected from the user to recommend some cool courses on their field of interest.

This includes signing up for the first time users and signing in for the users having a LinkedIn account. And then students will be asked a few questions about their skills and field of interest. By filling all these details, students will be received on the homepage with some of the best courses on their field of interest.

## Assumptions

- Any assumptions within the prototype

- User taking technology and web development as their field of interest
- User viewing the app before the free trial
- User viewing the first course that is on the homepage

## Tasks

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

- Sign up and Sign in
- Answer questions about their field of interest
- View the auto recommended course on their field on interest
- View the Q&A platform

# Validate

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

# GLinkedIn Research Plan

PM: Rocio Castro  
STATUS: Done

## Objectives

- Are users okay with their information be used to recommend to them courses, conference details, etc of their field of interest?
- Do people pay for courses in an annual subscription model?
- What do they think of the UI/UX of app?

## Methodology

- Interviews will be conducted one interviewer talking to one user at a time for 30 minutes.
- Questions focus from broad background information to some specific questions.
- The Q&A session will be followed by the user interacting with the prototype.
- And the interview will be done by participants giving overall feedback.

## Participants

3 Final year college students

3 Students who currently using an e-learning platform

2 Students who use streaming platforms to learn new skills

1 Pre-final year students

1 Recent college graduates

# GLinkedin: Interview Sessions

## Introduction

Hello, I am Rocio Castro and I am PM of GLinkedin. The team's been working on some exciting new ideas about the learning and placement experience and we wanted to share them with you and get your feedback.

The way that this interview will run is, I have a few background questions to get to know you a little bit better. Then, we'll switch gears and I'll show you a prototype that the team has been working on and ask you for your feedback.

## Background Questions

- Can you tell us a little about yourself?
- Which field have you chosen for graduation?
- Is there any problem you noticed about the current educational system?
- Do you think they help you in reaching your goal, say you have to become a Software Engineer at Google?
- Is there a placement cell in your college?
- What do you think is the average amount of people who get placements from your college?
- Are you a fan of learning new skills online?
- Have you been using any e-learning platforms lately?
- If yes, which one and how often do you use?
- If no, what platform would you prefer if you had to learn a new skill?
- Do you often spend a considerable amount of time searching for the best course?
- If yes, what is the average amount of time you spend on searching?

# GLinkedIn: Interview Sessions

## Tasks

Now I'm going to show you a prototype that the team has been working on. Keep in mind that this isn't a test. And there's no right or wrong answer. We're trying to understand how well this idea works for you. And because it's a prototype, not everything you see in the app may work.

## Task 1

You can have a look around the app, Can you describe what you see?

Can you signup or login on the page?

Can you fill in your field of interest?

## Task 2

Can you describe what you see right now on the screen?

Would you like to start a new course and let's say you have a doubt and you have to ask that to your mentor?

## Wrap Up

Is there anything we should work on?

Can you tell us overall feedback for the team?



# User Testing: Participant 1 Key Findings



[Link your audio recording](#)

## What worked well

The participant believes in the problem statement that we are trying to tackle. The average percentage of students placed in his college is 20-25% and this creates future-tension even in the minds of pre-final year students.

The participant liked the idea of auto recommendation as finding the right course often takes a lot of time. He also got in touch with the user interface of the mobile app and also appreciated the download feature.

## Where participants got stuck

1. The participant got confused with the sign-up page

## Other observations

The participant thinks, adding a reminder to the mobile application would be a game-changer.

# User Testing: Participant 2 Key Findings



[Link your audio recording](#)

## What worked well

The problem we are trying to solve is addressable for majority of young graduates. The participant really liked the idea of auto recommendation. He used to spend considerable amount of time finding the right course on internet.  
And the download feature was something participant really liked. Also he got well in touch with the user interface of the App.

## 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 GLinkedIn.
2. Regarding the Q&A, the participant wanted to know how fast will mentors respond to the questions raised by students.

## Other observations

Additionally the participant wanted to view his LinkedIn profile via the app which is not included in the prototype.

# Feasibility

	Your Assumptions	Specific feasibility questions
<b>Drawing the UI</b> <ul style="list-style-type: none"><li>• <i>What data is needed to draw the UI on the screen?</i></li><li>• <i>Where is the data coming from</i></li></ul>	Field of interest may vary from user to user, similarly, the auto recommended contents on the home page as well.	What all data is required to show user interest related content on the home page?
<b>User generated data</b> <ul style="list-style-type: none"><li>• <i>Is it stored?</i></li><li>• <i>Where/how?</i></li><li>• <i>How will that data be used again?</i></li></ul>	To improve our auto recommendation algorithm, we have to store existing user information and collect even more throughout the user journey.	Is it possible to improve the auto recommendation algorithm by the behavior of the user throughout the GLinkedIn journey?
<b>Latency</b> <ul style="list-style-type: none"><li>• <i>How quickly should things load?</i></li><li>• <i>Are there any operations that might slow down load time (ie: a call to another service)?</i></li></ul>	Once the user click on the submit button after entering all the details, homepage will appear immediately.	Is it possible to store all the information and auto recommend the contents on the homepage immediately? Does it take more time?

# Updated PRD

## Background

Industries demand a change of the traditional education into increase technical skills on the graduates due to the development of new technologies. Also COVID 19 has accelerate this necessity. In consequence, the increase of unemployment rates specially for the recent college graduates.

## Problem

According to recent statistics, approximately 39 million students and graduates are members of LinkedIn and 45% of recent graduates use it as their primary job search platform. Also, there isn't any platform that does both training and placement. Our solution is a platform that gives students control and visibility of their professional growth in a well-known professional community such as LinkedIn.

## Goals

Build an UX friendly app for a young community focus on the autonomy of GLinkedIn

Reduce the time of getting the recommendations (jobs and trainings) according to the necessities of the market

Offer exclusive partnerships that offer entry level jobs

Partnering with Colleges around the world also with technical platforms

# Updated PRD

## Key Features & Scope

Core UX  
Flow

[Link your  
prototype](#)

P0	Reminders	Users should have reminders about the deadline for applications or trainings. It should be remembered that the cell phone is a means of distraction and we compete with many other apps.
P0	Recommendations based on preferences	The algorithms created must give the user the accurate recommendations based on their background and preference.
P1	Trainings with certifications	For users, it is important that they do so to be awarded, that is why considering the certificates for them is essential.
P2	Time tracking of mentors responses	Users want to know about how long the interaction with the mentor is and how long it will be given. They don't want a bot's response.

# Thank you!