

Project Name

Developing the product

Product Owner: Vanessa Lam



Getting Started

Create Project Blueprint

A product launch is not just about deploying a beautifully designed, built and thoroughly tested feature. Your company needs to be equally prepared if not more to support every possible customer interaction associated with the product (e.g landing on your company website to learn more about the new feature)

Create a coordination activities map

Share your project-specific coordination activities map here ([Insert Link here](#)). You can also share a screenshot below.

Purpose <i>Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature</i>	What is the task? <i>Based on the purpose, select the appropriate from the drop-down</i>	Who is the task owner? <i>Does the following to finish task: 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders</i>	Whose involvement is needed to accomplish the task? <i>Please select one from the drop-down list of your identified stakeholders</i>	What is their role? <i>Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only</i>	By when, does the task need to be completed? <i>Select milestone keeping in mind nature of the task, downstream effects of delaying task</i>
compliance	Get feedback on previously identified legal areas to update, e.g Terms of Use and Privacy Policy	Product Manager	Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's final sprint starts
Incorporate stakeholders feedback	Discuss the prioritized feedback received from stakeholders to update scope and design	Product Manager	Product Designer	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
Initiate and maintain feedback loop	Create a project-specific communication channel (in Slack etc) to share insights from customer meetings/usability tests/data analysis	Product Manager	All except Legal and Compliance	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work) To enable screen reader support, press Ctrl+Alt+Z. To learn about keyboard shortcuts, press Ctrl+slash	Before project's sprint 0 starts
Plan development work	Setup solution feasibility discussions to understand the work involved/identify inter-dependencies and potential risks	Product Manager	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 0 starts
	Identify critical spike and engineering design work to complete prior to product/feature development	Engineering Lead			
Manage product/feature testing	Share and review the project's test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 1 starts
Setup analytics tracking	Review analytics tracking requirements	Data Analyst	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 1 starts
Prepare for every sprint	Create tickets for each sprint based on the test strategy	QA	Scrum Team	Scrum Team (Involved directly in product development efforts)	Before project's sprint 1 starts
	Create tickets for each sprint based on the analytics tracking requirements	Data Analyst			
	Finalize user-stories and design to add for each sprint	Product Manager			
Coordinate product/feature launch	Discuss launch plan and targeted timelines to align with development cycle	Product Marketing	Product Manager	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before each sprint starts
	Identify the support material that needs to be prepared and targeted timelines to align with development cycle	Customer Service	Product Manager	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's sprint 1 starts
Communicate project progress	Share project's progress and highlight any risks (setup recurring meeting/send email/ share via team's channel e.g Slack)	Product Manager	Head of Product/Impacted Product Managers/Cross-functional stakeholders	Informed (No authority over the decisions and need to stay updated on the progress since it impacts their own work)	Before project's sprint 1 starts
Receive product/feature sign-off	Setup meeting to demo the feature and conduct end-to-end feature testing to identify bugs and receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)	Before each sprint ends
			Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)	Before project's last sprint ends
			Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)	

Plan for Sprint Meeting

As a PM, it is important to stay ahead of your scrum team and be prepared for every upcoming sprint by having a target goal defined with prioritized backlog for team to start costing and breaking down the tasks

Sprint Planning Meeting Preparation

Sprint Goal

As a LinkedIn member, I want to receive automated job recommendations so that I can easily apply for jobs.

Sprint Backlog (list the prioritized **user-stories** from the product backlog)

- | | |
|---|---|
| 1 | As a LinkedIn member, I want to be able to log in with my existing LinkedIn details, so that I can start using the app. |
| 2 | As an existing LinkedIn member, I want my profile automatically loaded in the app so that I do not need to enter in any additional personal information. |
| 3 | After logging into the app, I want to take a self assessment so that I can gain a better understanding of my career interests. |
| 4 | As a user of the app, I want automatic job recommendations based off my career interests so that I can reduce the amount of time spent job searching. |
| 5 | As a user of the app, I want to be able to quickly apply for jobs using my preloaded profile information so that I can reduce the amount of time spent submitting job applications. |

Sprint Prioritization Logic

- Auto recommendation feature involves API integration and needs to be prioritised
- Tasks that involve backend communication needs to be prioritised

User Story 1

User Story	As a LinkedIn member, I want to be able to log in with my existing LinkedIn details, so that I can start using the app.
Design	Link to prototype . Screen “Log in screen”
Acceptance Criteria	<ul style="list-style-type: none">• When the user is on the “Log in screen”, they are then asked to click “Continue with LinkedIn”.• The app will use single sign on (SSO) and is automatically authenticated to the LinkedIn app.• T&Cs and Privacy Statement hyperlink will be displayed on the log in screen. By signing in, the user accepts the T&Cs.
Assumptions	<ul style="list-style-type: none">• App is only available to LinkedIn members. Non-LinkedIn members will not be able to log in.• App is ADA compliant

User Story 2

User Story	As a user of the app, I want to be able to quickly apply for jobs using my preloaded profile information so that I can reduce the amount of time spent submitting job applications.
Design	Link to prototype , Screen "Job Recommendation Screen"
Acceptance Criteria	<ul style="list-style-type: none">• When the user is on the "Job Recommendation Screen", it will display a list of current and open positions that are tailored to the user.• When the user clicks on the 'star' icon, it will save the job advert. Saved job adverts will be displayed below the job recommendations in a carousel format.• When user clicks on a job advert card, it will expand and give a detailed description of the job. Clicking 'save' will redirect the user to the "Job Recommendation Screen". Clicking "Apply" will preload the user profile. Clicking 'Submit Application' will redirect user to an action complete screen.• Clicking 'X' at any stage will allow user to exit and returns them to the "Job Recommendation Screen".
Assumptions	<ul style="list-style-type: none">• Product is available in the US only and MVP will be launched in English only.• 'Star' icon is ready for use and saved job carousel is created.

Decoding API Documentation

As a PM, you will collaborate with the engineering team and provide guidance that heavily influences their development approach. When a product requires an API integration, sometimes PM need to be “technical enough” to understand the following to refine the solution with designer and development team

- what information is available via the API
- how is it available
- possible pricing impact

LinkedIn Project

Based on the API documentation how would you update your solution and design?

- Integrate LinkedIn Recommended Matches API that automatically presents a stream of matches and recommended candidates from across its network for recruiter users to rate and reach out to. The API allows users to get better matches over time as the algorithm learns from selected preferences.
- Integrate Easy Apply API with our application feature. This integration benefits both the job poster and the applicant: the job poster collects applicants on LinkedIn instead of routing applicants off of LinkedIn to apply, resulting in higher conversation rate of applicants, and applicants enjoy a seamless, mobile-friendly application experience on LinkedIn with no redirecting to third-party websites.

Based on your high-level understanding of the API documentation, are there any details that you want to discuss with engineering to refine solution and/or determine feasibility

- For the Recommended Matches widget to show a stream of candidates, the following minimum fields for each job must be synced: Job Title and Location. The users are graduates so often they are unemployed or are in job titles that are not relevant to their career. How can we determine the prospective job titles the user may be interested in order to be able to consume the API?
- For the Easy Apply integration, do we need to adapt our data model & objects to be in line with LinkedIn?

Re-prioritize Sprint Backlog

As a PM, unexpected issues and new feature requests will require you to triage them efficiently and re-prioritize the sprint backlog without impacting the roadmap deliverables significantly

Issue 1: Landing Page loading too slow

Determine impact and criticality to prioritize issue	<ul style="list-style-type: none">• Check logging system to see how many users are affected.• Speak to customer service team to see how many customers are reporting slowness.• Check conversion rates: Does slow loading times lead to lower conversion? <p>Compare the Q&A test report with the information received from customers and also compare it with industry benchmark. Since Q&A have confirmed a 38% increase in load time, and the bug is affecting a significant amount of customers and conversion rates, ticket raised will have a high priority and we will need to urgently fix it.</p>
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">• Ticket raised via JIRA with high priority and notification is sent to the Dev Team.• Update the Sprint Backlog to have this issue fixed as a hotfix.• Send communication to all stakeholders affected via email and provide a timeline to fix. Follow up communication is sent when hotfix is deployed and completed.
Would you take additional steps?	<ul style="list-style-type: none">• Book in a meeting with the Dev Team to better understand what caused the bug and implement a process to prevent it from happening in the future.

Issue 2: Misaligned fields in Profile Settings

Determine impact and criticality to prioritize issue

- Speak to the Customer Service team to understand how many users have lodged complaints about the issue.
- Q&A team to replicate and provide a screenshot. See if the issue is causing significant problems for the customer
- Check the log to see how many users are affected

As the system is still functional and does affect business values, it will be set to a low priority.

Next Steps use ticketing tool (JIRA), and communication channel (Slack)

- Input ticket in JIRA and set priority to low
- Notification sent to impacted stakeholders via email
- Communicate with Dev team about the issue via slack

Respond to Customer Service Manager's Email

Determine impact and criticality to prioritize the issue (1 - Critical; 2 - High; 3 - Normal; 4 - Low)	<ul style="list-style-type: none">• Check with Customer Service team to see how many complaints received.• Check with Dev Team to understand what the difference is between the password reset function is on product vs internal tool.• Check with other Customer Service managers to see if the issue is affecting other products. <p>As this issue can have a reputational risk, it will be categorised as 1 - Critical.</p>
Next Steps You would carry out typically using JIRA (ticketing tool), communication channel (Slack)	<ul style="list-style-type: none">• Ticket raised via JIRA with high priority and notification is sent to the Dev Team via slack.• Update the Sprint Backlog to have this issue fixed as a hotfix.• Send communication to all stakeholders affected via email and provide a timeline to fix. Follow up communication is sent when hotfix is deployed and completed.
Sample Email Response	<p>Hi Team,</p> <p>Thank you for informing us about the issue. We are aware that customers are experiencing a delay with receiving their password reset link. We are currently investigating the issue and it is treated with high priority. In the meantime, we have added an alert bar on the app to notify our customers and inform them that they can call our Customer Service Team to reset their passwords. We will send further communication once the issue is rectified.</p>

Handle Potentially Difficult Situations

As a PM, you will be faced with many unexpected situations where you have to make a decision or push back while managing competing priorities from stakeholders and tackling issues that could potentially affect your product launch

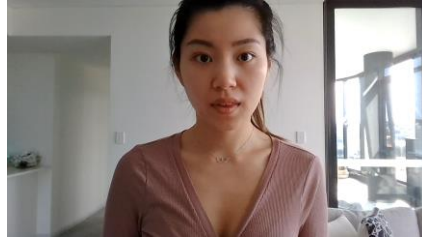
Respond to CEO or GM's request via email

Assessment and result	<ul style="list-style-type: none">• The Dev Team are currently making frequent changes to the QA environment. In order to not disrupt the workflow, demo cannot be viewed in the QA environment.• The feature is not complete yet. Hence why it is not deployed on the staging environment.• We can however deploy the current level feature on staging so that the CEO/GM can view the demo.
Sample Email Response	<p>Hi CEO/GM,</p> <p>Thank you for your interest and support on the feature that we are working on. We are currently in the middle of the sprint and the feature is not yet completely tested and stable to view on the QA environment. We can however, deploy the current feature in its current level to staging so that you can demo it but please keep in mind that it can be unstable. You can view the demo via the link [URL] using the log in [account] and password [insert password].</p>

Step-in and guide the scrum team at stand up

Video Response

Video attached below.



Handling Resource Constraints

List 2- 3 activities that you would carry out as a PM to unblock the scrum team immediately ?	<ul style="list-style-type: none">• Step into the role of QA and conduct manual tests• Liase with engineering team to see if anyone can support QA• Speak to other PMs regarding shared resources
Since the QA team member is shared across multiple projects, how would you coordinate with other PMs to de-risk your project and raise appropriate visibility ?	<ul style="list-style-type: none">• Initiate meeting with impacted PMs and head of QA to prioritise projects. Raise awareness of risk for launch.• Postpone tickets that are not critical
Since there is a potential risk, it is important to raise visibility amongst appropriate stakeholders	Head of Product Cross functional stakeholders
	<ul style="list-style-type: none">• Successful negotiation – additional support provided for QA. Facilitate by removing road blocks for testing. Offer to share resources for other affected projects.• Non-success negotiation – Launch of feature will likely be postponed. Reassess sprint and timelines.

How would you handle stakeholder feedback?

Feedback Assessment

- Interesting point, lets talk about it in more detail. Why do you believe that push notification is essential in order for us to launch?
- Do you have any data on the impact of features launched with and without notification?
- We agreed that with this MVP, push notification was not part of the user journey. Are we able to discuss why you think there is a gap?

Video Response

Video attached below

