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Case Study for LinkedIn

Introduction

With over 875 million members in more than 200 countries, LinkedIn is the go-to platform for job seekers, recruiters, and professionals from around the world to connect, learn and grow. The organization has a clear mission: Connect the world's professionals to make them more productive and successful.

According to [LinkedIn](#), 49 million people use the platform to search for jobs each week, 77 job applications are submitted every second and a significant 6.65 million job applications sent daily, this is a very valuable insight into a sector/market that is thriving and can use some innovative iterations.

Objective

This case study will focus on the job seeker/recruitment section of LinkedIn and will birth a carefully researched and proposed project: *LinkedIn Hired*.

LinkedIn Hired is a standalone application that pairs recent college graduates with the best employment offers in the market depending on their skills and preferences. This would simplify the job search process for individuals with minimum experience and increase overall product adoption rate.

Initial Research

I conducted a series of market research to understand the constraints and preferences of the target audience while analyzing data from [competitor trends](#). In this competitive analysis, I highlighted the various product offerings, key features, target customers and revenue.

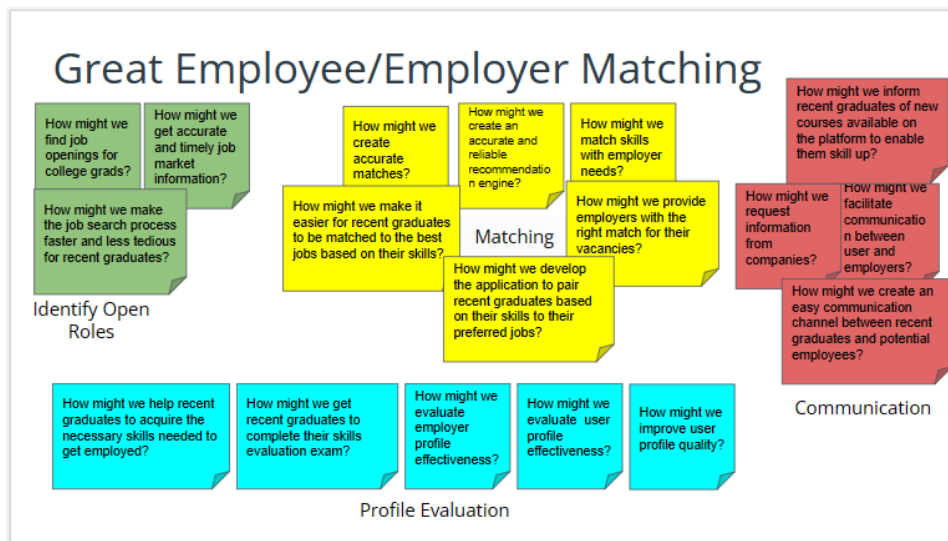
The Total Addressable Market for this solution, approached using the top-down method and assuming a freemium pricing model is **\$2.4B**, which gives a substantial perspective on the revenue opportunity in relation to size of the market if we had a 100%. The underlying problem of unemployment equally stems from the tedious steps involved in most job application processes that filter out most recent graduates based on a perceived lack of adequate skills.

Discovery/Design Sprint



View complete document [here](#)

Setting the stage for the discovery/design sprint focus, I highlighted 30+ 'How Might We' questions to help guide my decision making and focus on the user-group's needs. The How might we design thinking framework helps teams generate ideas and focus on finding solutions, rather than spending so much time thinking about the problem.



After brainstorming with the product team (myself in this case study), I narrowed it down to the most viable theme and prioritized based on core functionalities and feasibility. The unique purpose of this framework is to guide the team's effort in finding a solution that is effective and relevant. In this case, the **great employee/employer matching** theme because it plays into the main vision of our product.

Solution Sketch



View complete document [here](#)

In the decision matrix, the low fidelity solution above falls into the High effort and High value area, that is, building out this application would be both time (opportunity cost) and resource ([development cost](#)) consuming but the outcome is rewarding and will address user needs.

Storyboard

A storyboard is a visual representation of a project used to communicate ideas, plans and user journey to teams and/or stakeholders. It is a series of images/sketches that show the proposed user experience or workflow, along with accompanying text to explain the details.

These can be used for a variety of reasons, including:

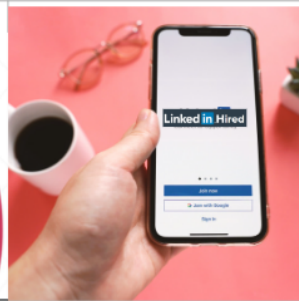
- ✓ Prototyping – Storyboards can be used to create an initial prototype of a product, allowing teams to test and iterate on their ideas before the development phase, to minimize risks
- ✓ Defining user flows – Storyboards can be used to understand the users' journey through a product and identify any potential issues or bottlenecks

I used the storyboard for this project to communicate the basic idea, prototype, test concepts and visualize the user experience.

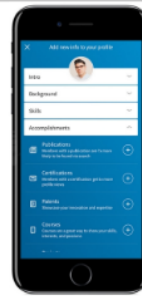
Storyboard



Script
Eunice is a recent graduate that finished college 6 months ago and has been searching for her first job without any luck as there are so many platforms and not a lot of guide to assist entry level job seekers

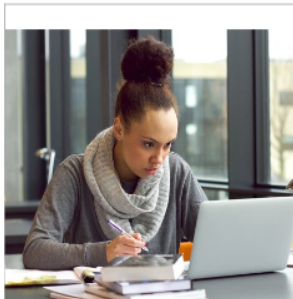


Script
Eunice remembers hearing about the new linkedin hired app on social media that pairs users to the best jobs based on their skills and she decided to download it from the app store and sign up



Script
After registration, she fills out a comprehensive user profile detailing background information, relevant skills and preferred industry sectors

Storyboard



Script
Eunice has to prepare for evaluation exams on the platform in order to verify her selected skills and start pairing her with the best companies in her area of expertise



Script
She passed the evaluation exams and is now ready to be paired with jobs in her area of interest



Script
Eunice is excited as she is now being recommended the best jobs in her selected industry choice based on her skills which has given her the opportunity to be invited to multiple interviews

View complete document [here](#)

Our products [storyboard](#) helps break down the core concept and idea into smaller, more manageable pieces, making them easier to understand and communicate.

LinkedIn Hired enables users to either sign up using their email address and indicate their area of expertise or log in with LinkedIn or Google. Once they have provided their basic information and chosen a skill, they are given an assessment test. After completing the test, the platform suggests the most suitable jobs in their field for them.

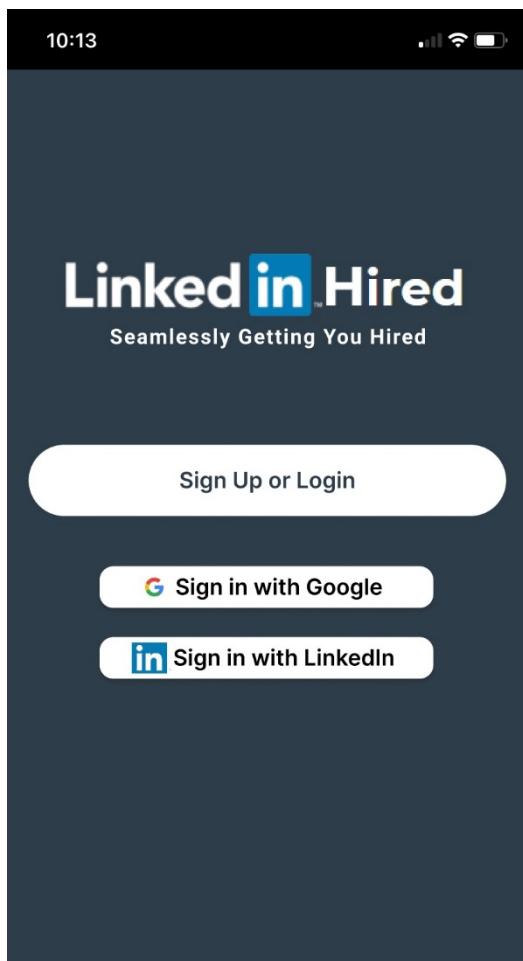
Usability Test

We need to validate the usability of the LinkedIn Hired application and remember, we need to do this as quickly as possible to determine if we're building a usable product that is also useful.

For this study I decided to conduct user interviews to observe the core UX flow of our prototype and gather relevant feedback. I created a [detailed research plan](#) to outline things like, criteria for choosing the target users, main objectives of the interview, methodology and user persona of our interviewees.

I designed the high-fidelity prototype using Figma and implemented basic tasks that a user can complete like:

- ✓ Users can sign up, login using email, LinkedIn, and Google
- ✓ Update their profile with basic information and skill
- ✓ Complete evaluation exam



Preview Figma prototype [here](#)

The [Interview sessions](#) will typically include the product team (myself in the case) and the user, as it's important that everyone is involved in the discovery phase.

I began the interview by introducing myself and asking general questions about the user's background to help them feel more relaxed and to emphasize that the interview is not a test and there are no wrong answers. Next, I asked more specific questions about the user's experience applying for jobs in general, to identify pain points and challenges. Finally, I demonstrated the product prototype to the user and asked them to complete a series of basic tasks to evaluate their interpretation of the processes, their performance expectations, and to determine how well the product meets their needs.

The [key findings](#) from the interviews are properly documented and classed into:

- ✓ What worked well
- ✓ Where participants got stuck
- ✓ Other observations

These feedbacks, reviews, and observations from the interviews concluded the discovery phase on a positive note as the prototype was usable and useful to our participants, hence prompting my decision to continue developing the product.

Product Roadmap

A roadmap is a visual representation of the long-term strategy and plans for a product, it outlines the key milestones, goals, and deliverables that the team aims to achieve over a specific period. In this case, the aim of my [roadmap](#) is to help provide clarity and focus on the long-term direction of the product and to also ensure that all the stakeholders are aligned and working towards the same goals.

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Core Functionalities	<ul style="list-style-type: none">• Set up evaluation courses for exam• Design algorithm to match jobs to users based on skills	<ul style="list-style-type: none">• Mobile app development to increase usage and track metrics	<ul style="list-style-type: none">• Develop automated resume creation functionality	<ul style="list-style-type: none">• Integrate LinkedIn API to give users access to company profiles
Extra	<ul style="list-style-type: none">• Setup job recommendations through email notifications	<ul style="list-style-type: none">• Develop recruiters portal and incorporate ad based pricing	<ul style="list-style-type: none">• Third party integrations• Introduce custom notifications	
Marketing Campaign	<ul style="list-style-type: none">• Create marketing strategy with the PMM to reach out to new users	<ul style="list-style-type: none">• Release footnotes and ads on LinkedIn's blog and pressroom	<ul style="list-style-type: none">• Customer outreach• Search Engine Optimization planning	<ul style="list-style-type: none">• Update customers about access to company profiles

Stakeholder Management

Managing stakeholders for the new product proposal will involve identifying and engaging the individuals or groups that have an interest in the product or who can impact its success.

My strategies for managing stakeholders during this project would include:

- ✓ Identify stakeholders – I would identify all the key individuals and groups who have a stake in the product or who can influence its success
- ✓ Engage with stakeholders – I would engage with stakeholders at the early phase of the discovery to understand their needs, concerns, and expectations
- ✓ Communicate clearly – I would clearly communicate the goals, benefits, constraints, and timeline for the product development/launch to the stakeholders to help ensure that everyone is aligned and working towards the same objectives
- ✓ Facilitate collaboration – By encouraging open communication, I would foster collaboration among stakeholders to seek input and feedbacks
- ✓ Manage expectations – I would manage stakeholder expectations by setting concise goals and communicating progress regularly to avoid misunderstandings and ensure that all stakeholders remain engaged and supportive of the product development/launch

While these are important, I should mention that data would play a huge role in passing across the outcome of the usability tests to stakeholders as that presents a more quantitative strategy.

In this case study, there are no stakeholders to manage, but above, I have explained how I would approach stakeholder management if the situation were different.

Coordination Activities Map

I created a coordination activities map for the LinkedIn Hired application to visually represent the tasks and activities that need to be completed to achieve specific goals, along with timelines and responsible parties for each task.

I identified dependencies and interdependencies among the tasks and had to determine the most efficient sequence to complete them. The map typically conveys the scope of various tasks that need to be coordinated to build and launch the product.

	A	B	C	D	E
1	Purpose Conveys the scope of various tasks that need to be coordinated to build and launch the product/feature	What is the task? Based on the purpose, select the appropriate from the drop-down	Who is the task owner? Does the following to finish task: 1. Schedule and run meetings 2. Gather feedback and share updates 3. Follow-up with stakeholders	Whose involvement is needed to accomplish the task? Please select one from the drop-down list of your identified stakeholders	What is their role? Select the stakeholder's role from the drop-down. Note: 'Scrum Team' role is applicable to stakeholder 'Scrum Team' only
2	Evangelize internally	Setup PRD review meeting to receive feedback	Product Manager	Head of Product	Approver (Has the final say on a specific aspect of the project)
3				Impacted Product Managers	Contributors (Consulted for their opinions or expertise to help with project decisions)
4		Setup meeting to share MVP scope and walk-through design to gather feedback		Cross-functional Stakeholders	Contributors (Consulted for their opinions or expertise to help with project decisions)
5		Setup meeting to kickoff project with the scrum team		Scrum Team	Scrum Team (Involved directly in product development efforts)
6		Get feedback on previously identified legal areas to update. e.g Terms of Use and Privacy Policy		Legal and Compliance	Contributors (Consulted for their opinions or expertise to help with project decisions)
7	Involve legal and compliance	Setup meeting to review MVP scope and identify possible legal updates 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)
8	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)
9	Initiate and maintain	Create a project-specific communication channel (in Slack etc) to share insights from			Informed (No authority over the decisions and

View complete document [here](#)

This [map](#) outlines the teams and individuals responsible for coordinating the building and launch of the product, including their tasks, roles, and responsibilities. It also identifies the task owners, stakeholders involved, and the timeline for completing each task.

Sprint Planning

During the sprint preparation, I reviewed a backlog of user stories and tasks, and selected those that are more important and feasible to complete in the upcoming sprint.

Sprint planning is a process in agile software development that involves defining the goals, tasks, and resources needed for a sprint. The goal is to ensure the team has a clear understanding of the work that needs to be completed during the sprint, and that they have the resources and support they need to complete it.

Sprint Planning Meeting Preparation

Sprint Goal	
The App should enable recent graduates verify their skills through evaluation exams that will enable them get recommended for the best jobs in their niche	
Sprint Backlog (Prioritized user-stories from the product backlog)	
1	As a recent graduate, I want to assess my skill level so that I can be ready for the job market
2	As an employer, I would like to hire skilled candidates faster so I wouldn't have to go through a vast selection process
3	As a recent graduate, I would like a direct approach to my job application process
4	As an employer, I would like to be recommended recent graduates that meet the skill requirement for my job postings
5	As a recent graduate, I would like to be recommended jobs in my field so I can focus on my specialities
Sprint Prioritization Logic	
Prioritize development of the job recommendation algorithm and API integrations as it's the core app functionality Deliver a market ready product to ease the job application process	

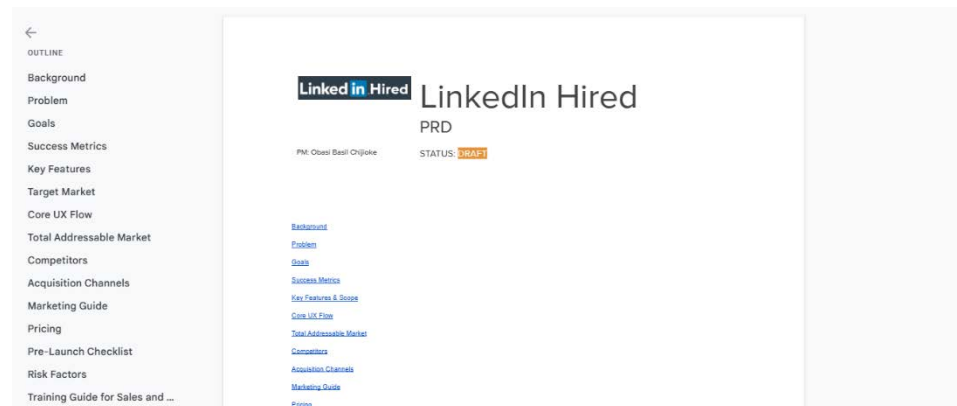
View complete document [here](#)

Product Requirement Document

The PRD is a dynamic comprehensive document that outlines the functional and non-functional requirements for a product.

For the LinkedIn Hired application, I created a PRD draft that includes a wide range of information about the product, including its target market, success metrics, key features, competitors, acquisition channels, marketing guide, training guide for sales and customer support, pre-launch checklist, risk factors, pricing and more.

Overall, the PRD serves as a key reference point throughout the product development cycle, helping to ensure that the final product and subsequent iterations meet the needs and expectations of its users and stakeholders.



View complete document [here](#)

Conclusion

In conclusion, the case study demonstrated that LinkedIn Hired is viable to the business and requires coordinated collaboration for optimal success. The user interviews during product discovery proved to be effective in testing for usability and gathering qualitative data. As a result, I built a prototype for a standalone LinkedIn Hired application.

Relevant Links

Product vision: View complete document [here](#)

Design sprint: View complete document [here](#)

Developing the product: View complete document [here](#)

Product requirement document: View complete document [here](#)

Product launch email: View complete document [here](#)

Prototype: View prototype [here](#)

Thank you

This case study and containing documents are excerpts from my product management degree program.