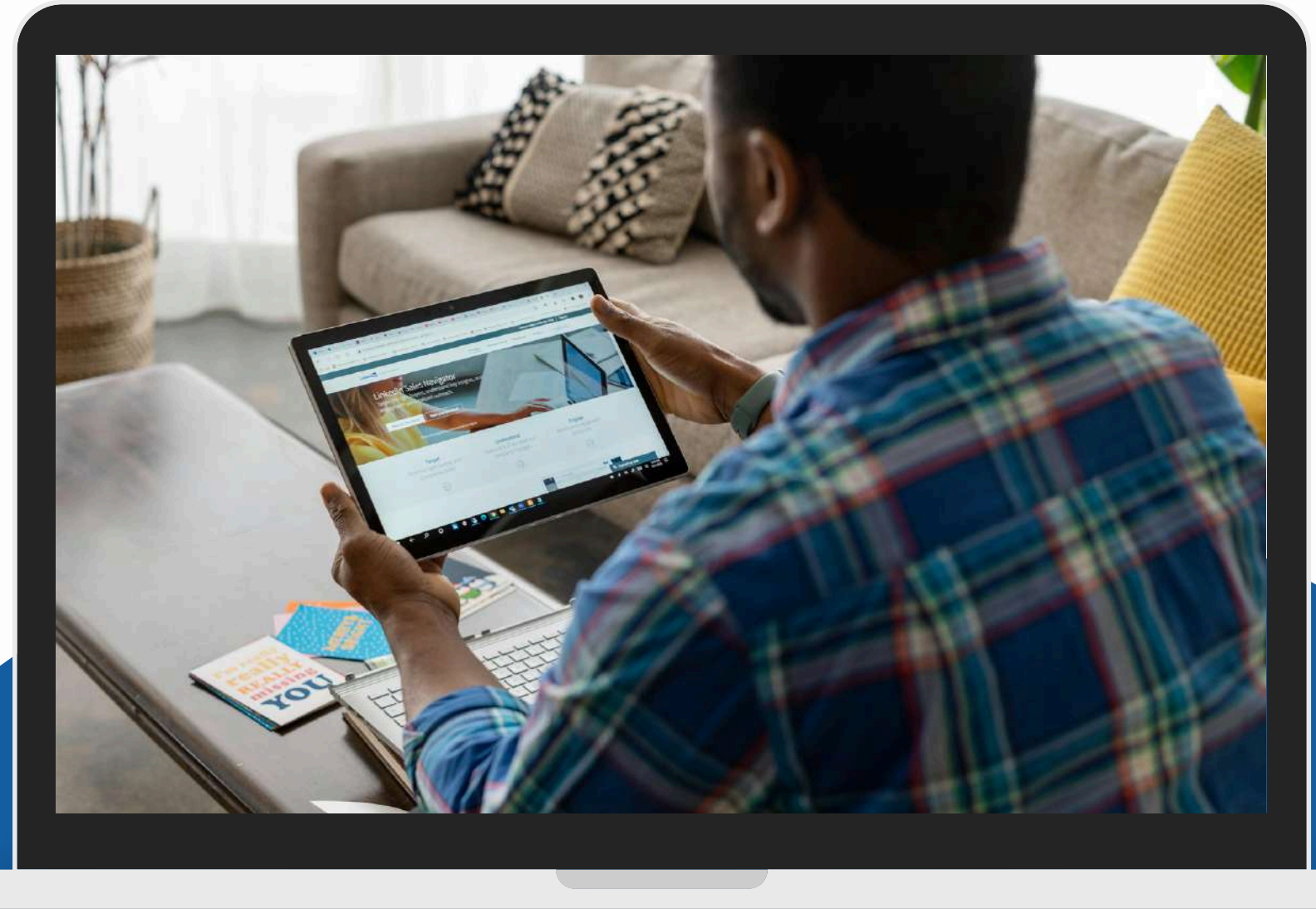




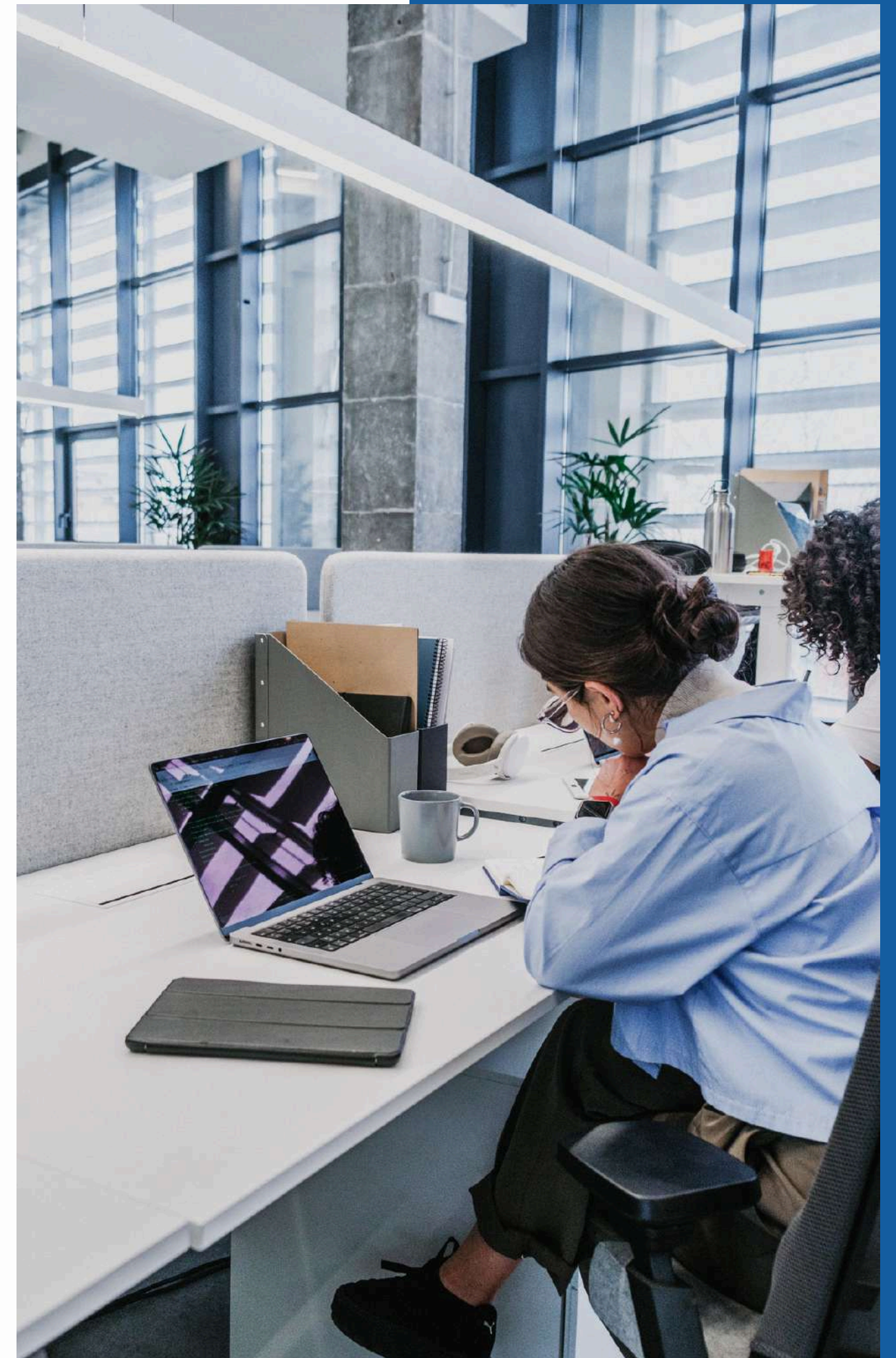
LinkedIn Reimagined

Attracting **More Users** and Enhancing
Engagement through A Better Experience



Overview

▶▶▶▶▶	About LinkedIn	01
▶▶▶▶▶	User Segment	02
▶▶▶▶▶	Key Pain Points	03
▶▶▶▶▶	Problem Prioritization	04
▶▶▶▶▶	Solution Prioritization	05
▶▶▶▶▶	Solutions & Wireframe	06
▶▶▶▶▶	Success Metrics	07



What is LinkedIn?

- To create economic opportunity for every member of the global workforce -

LinkedIn is a professional networking and career development platform designed to **connect individuals and businesses** within the community, building their professional presence.

Key Features:



Profile Building



Networking



Job Searching & Hiring



Content Sharing



Skills Development



Business Pages & Advertising



1B+

members
worldwide

65m+

searching for
jobs every week

13K+

connections
made per minute

LinkedIn in Numbers

28m+

members added
#OpenToWork
frames to their
profiles

48%

of companies on
LinkedIn rely on
skills filter to
identify candidates

7

people **hired** on
LinkedIn every
minute

96%

B2B marketers
used LinkedIn as a
content marketing
channel

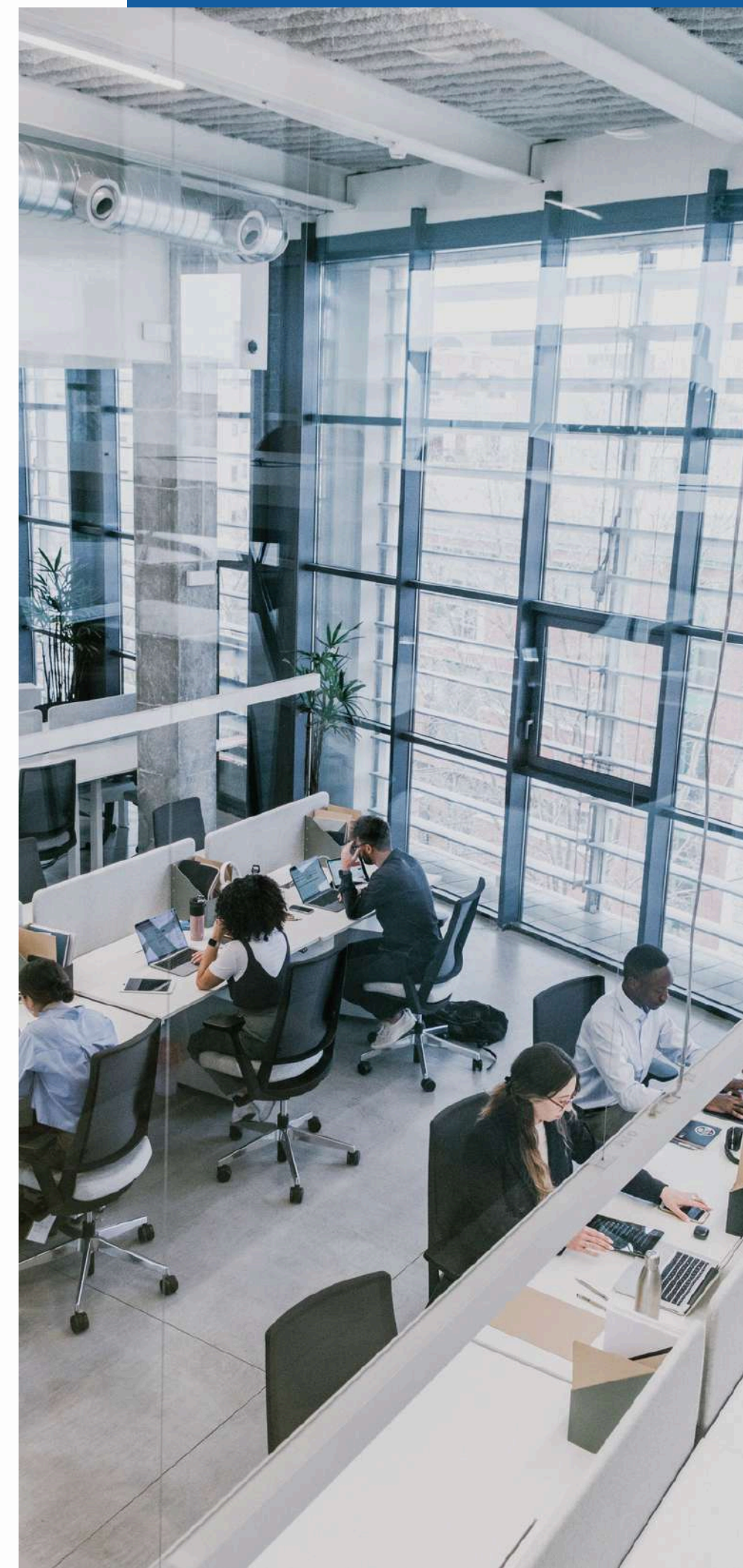
65%

B2B marketing
leaders have
increased their
usage of LinkedIn

44%

growth in **LinkedIn**
engagement rate,
reaching 3.85% in
2024

Source: LinkedIn for Marketing Blog



Why We Love LinkedIn? ❤️



Global Professional Network

Connects users with experts worldwide and opens doors to opportunities with branded companies and MNCs



Trusted Skills Learning Platform

Identify users' skills gaps and provide industry-recognized courses with certifications

A go-to platform for consuming industry insights



Powerful Personal Branding Tool

Empower users to build their professional brand and showcase achievements, boosting credibility and visibility.

SWOT Analysis

Strength



- Strong Brand Trust Worldwide
- Large User Base
- Talent Solutions
- Content Creation & Thought Leadership

Weakness



- Premium Feature Paywalls
- Spam & Irrelevant Content
- LinkedIn Fatigue and Impression Management
- User Engagement Drop-off

Opportunities



- International Market Expansion
- Corporate Learning Solutions
- Freelance Job Market
- AI and Automation

Threat



- Economic Downturns
- Competition from Specialized Platforms
- Data Privacy Concerns
- Rapid Technological Change

Who's on LinkedIn?



Students & Entry-level Juniors

- Exploring potential career opportunities
- Aim to improve their skills / transition to a new role
- Active in LinkedIn Learning



Working Professionals

- Active / Casual job seekers and freelancers
- Enabled job alerts
- Profiles are up-to-date
- Active in LinkedIn Jobs



Recruiters

- Aim to find high-quality candidates efficiently
- Posting job opportunities
- Actively connect with potential candidates



Industry Experts & Content Creators

- Building a personal brand and reputation
- Growing their followers and influence
- Active in sharing insights



Businesses & Organizations

- Building their brand presence and credibility
- Showcasing thought leadership and company culture
- Attracting top talents & clients

Oouch! What are their struggles?



Career Development Challenges

- Inadequate interview preparation resources (e.g. mock interviews)
- Limited career coaching available
- Difficult to connect with industry experts

Students & Entry-level Juniors



Job Search Challenges

- Struggle to identify fake job postings
- Low response rate from employers on applications
- Limited platforms for freelancers

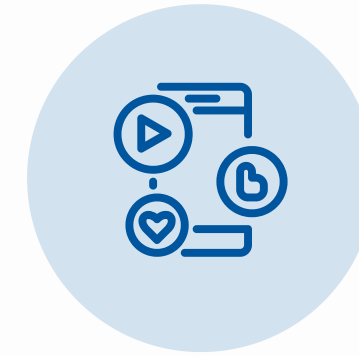
Working Professionals



Job Hiring Challenges

- Difficulty identifying the most qualified candidates
- Fragmented platforms for hiring different candidate types (permanent/freelance)

Recruiters



Content Creation Challenges

- Lack content visibility on LinkedIn profiles
- Limited monetization options unlike YouTube
- Lack detailed analytics to understand content performance

Content Creators & Businesses



Prioritizing What Matters Most

Job Search Challenges

- Fake companies & job postings
- Low response rate from employers
- Limited opportunities for freelancers

Must Have



Working Professionals

Career Development Challenges

- Lack interview preparation resources
- Limited career coaching
- Difficult to connect with mentors

Should Have



Students & Entry-level Juniors

Job Hiring Challenges

- Difficult sourcing qualified candidates
- Fragmented platforms for different candidate types

Should Have



Recruiters

Content Creation Challenges

- Lack content visibility on profiles
- Lack monetization options
- Lack data insights

Could Have



Content Creators & Businesses

Solution Prioritization



Job Search Challenges

- Struggle to identify fake job postings
- Low response rate from employers
- Limited platforms for freelancers

Solution	Impact (I)	Effort (E)	I/E Ratio
Verified Employers & Transparent Employers Ratings	4	2	2.0
*ATS Integration for Resume Visibility & Status Updates	4.5	3	1.5
Freelance Hub for Job Opportunities & Portfolio Visibility	4	4	1.0
Introduce Career Mentor Tag on Recruiters' Profile	2	2	1.0
Host Virtual Job Fairs & Career Consultations Regularly	2	3	0.7

**ATS – Applicant tracking system*



VERIFIED EMPLOYERS & TRANSPARENT EMPLOYERS RATINGS

Solution 1

Verified Employers Badge & Transparent Employers Ratings



Users are unable to **distinguish genuine job listings** on LinkedIn and **access company reviews** for a better decision-making


Introduce a **mandatory verification badge** for employers, ensuring only authenticated employers can post jobs

Introduce a **rating system** that allows users contribute their feedback on the companies across multiple factors such as interview process, response rate and job post quality



Visualizing the Solution 1 - Verified Employers & Ratings

Upon signing in, employers are required to submit official documents for verification.



Sign In

Stay updated on your professional world.

Email or username

Password

Forgot password?

Sign in

Note: Verification is required to post jobs



Company verification Process:

Please upload your documents

Business ID

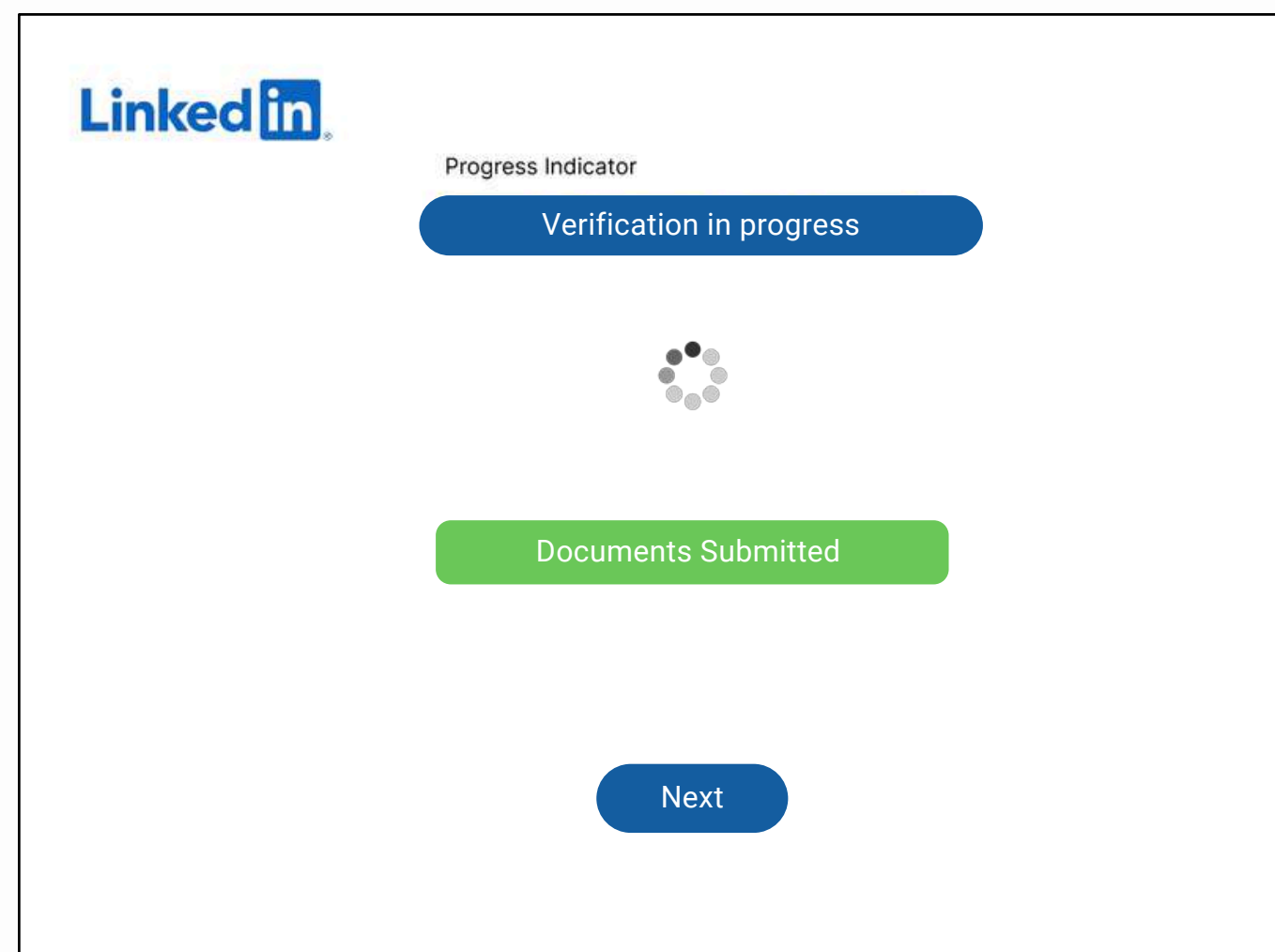
Tax ID

Employeer Verification ID

Submit for Verification

Visualizing the Solution 1 - Verified Employers & Ratings

Only after successful verification will employers be granted access to post job listings on LinkedIn.



LinkedIn

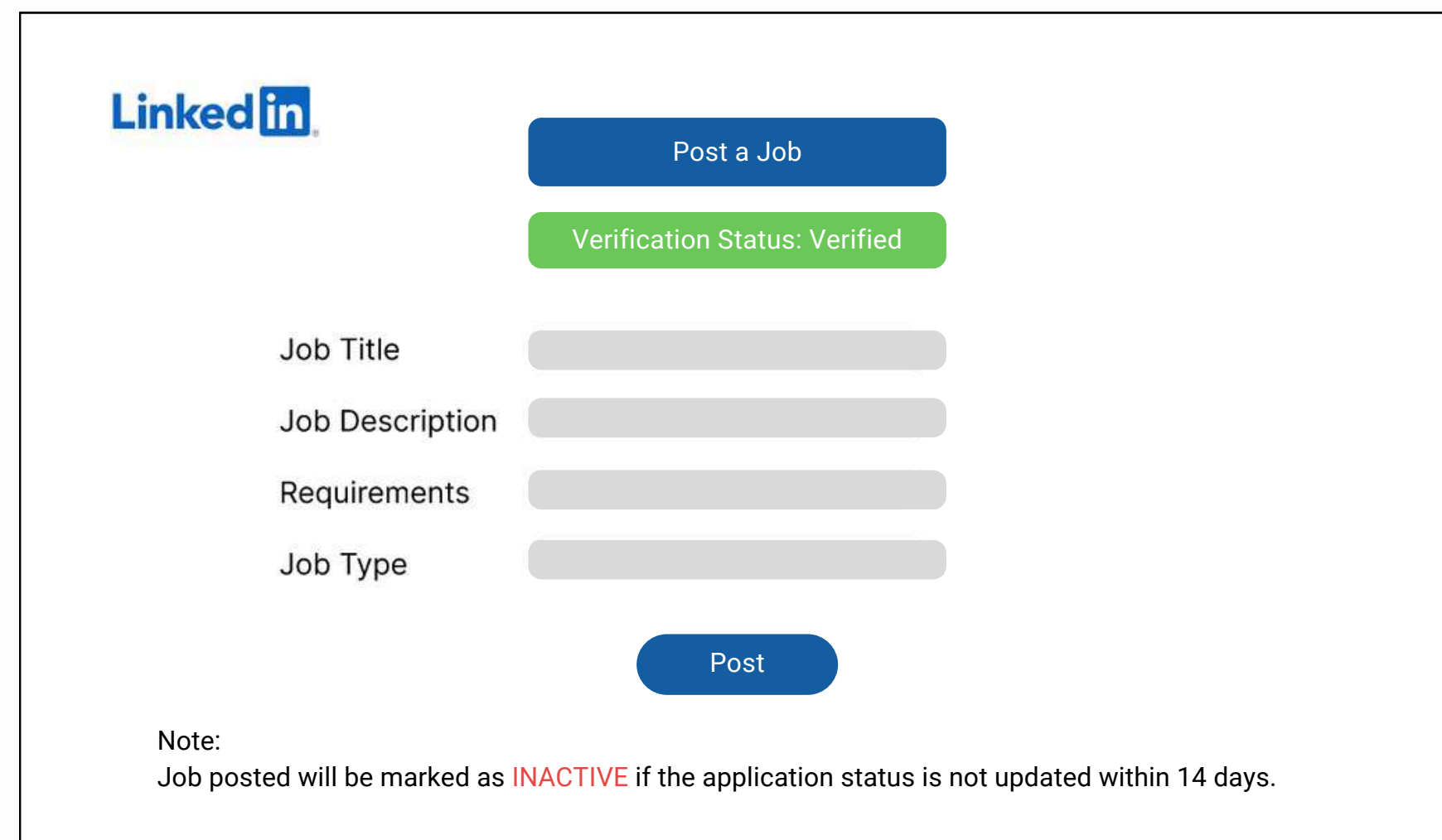
Progress Indicator

Verification in progress

Documents Submitted

Next

This screen shows the verification progress on LinkedIn. It features the LinkedIn logo at the top left. Below it, a 'Progress Indicator' section shows a blue bar labeled 'Verification in progress'. In the center, there is a loading spinner icon. Below the spinner, a green bar indicates 'Documents Submitted'. At the bottom, a blue button labeled 'Next' is visible.



LinkedIn

Post a Job

Verification Status: Verified

Job Title

Job Description

Requirements

Job Type

Post

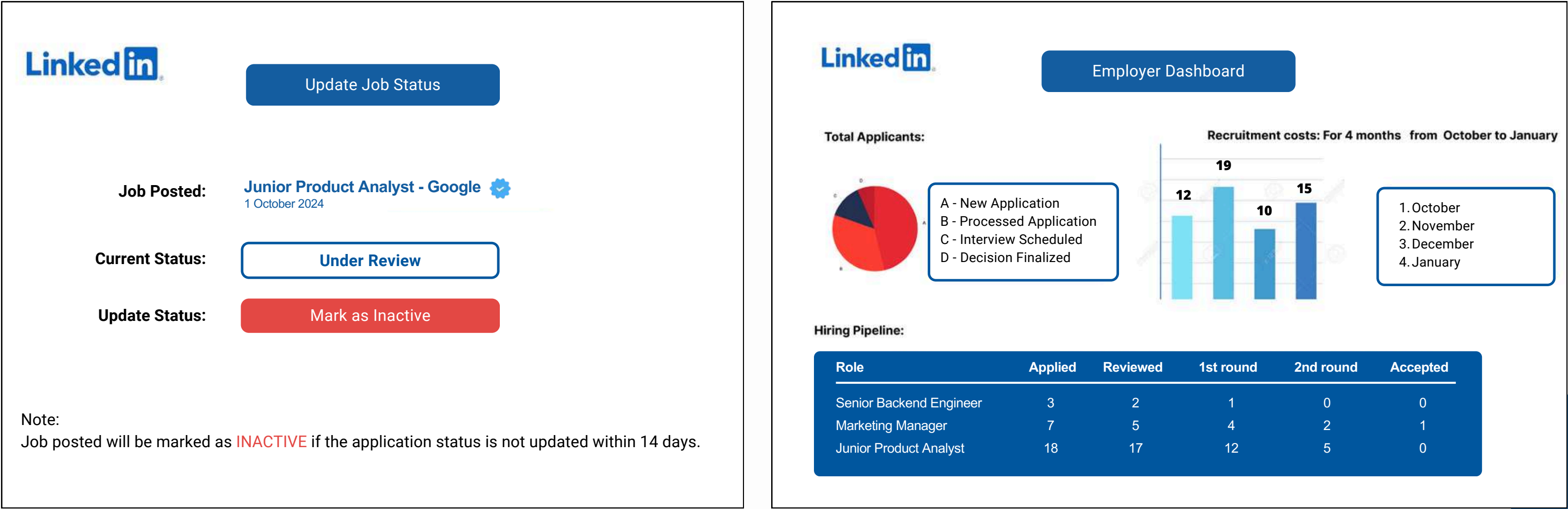
Note:
Job posted will be marked as **INACTIVE** if the application status is not updated within 14 days.

This screen shows the job posting interface after successful verification. It features the LinkedIn logo at the top left. Below it, a blue button labeled 'Post a Job' is visible. Underneath, a green bar indicates 'Verification Status: Verified'. Below this, there are four input fields for 'Job Title', 'Job Description', 'Requirements', and 'Job Type'. At the bottom, a blue button labeled 'Post' is visible. A note at the bottom states: 'Note: Job posted will be marked as **INACTIVE** if the application status is not updated within 14 days.'

After verification, employers are redirected to the job posting page. To increase response rate and reduce fake listings, employers must advance to the next stage within 14 days.

Visualizing the Solution 1 - Verified Employers & Ratings


Job status can be regularly updated by the employer, marking posts as active or inactive.



Employers have access to a dedicated dashboard that provides an overview of their job postings, applicant status, and other recruitment insights.

Visualizing the Solution 1 - Verified Employers & Ratings

From the user perspective, once signed in, they receive job recommendations from verified companies, identified by a verification badge.



User Login
Stay updated on your professional world.


Email or username

Password

[Forgot password?](#)


Sign in

Jobs You Can Apply


Junior Product Analyst - Google 

New York City Metropolitan Area
Posted 2 Weeks Ago
Over 90 Applicants

On-site; Full-time
Skills: Product Strategy

See how you compare to other 89 applicants 

View Job



Your application for Junior Product Analyst - Google is completed, please provide your feedback below:

Application Process: ★★★★★

Rate of Response: ★★★★★

Understanding of the Role: ★★★★★

Would you recommend this employer to others? ★★★★★

Your responses will be kept anonymous.

Submit

After completing the application, users are directed to a rating page where they can evaluate the application process, helping the potential candidates to assess the company job quality.

The Success Metrics

Visualizing the Solution 1 – Verified Employers & Ratings



**Increase in Job
Applications for Verified
Employers**

**Reduction in Scam
Reports**



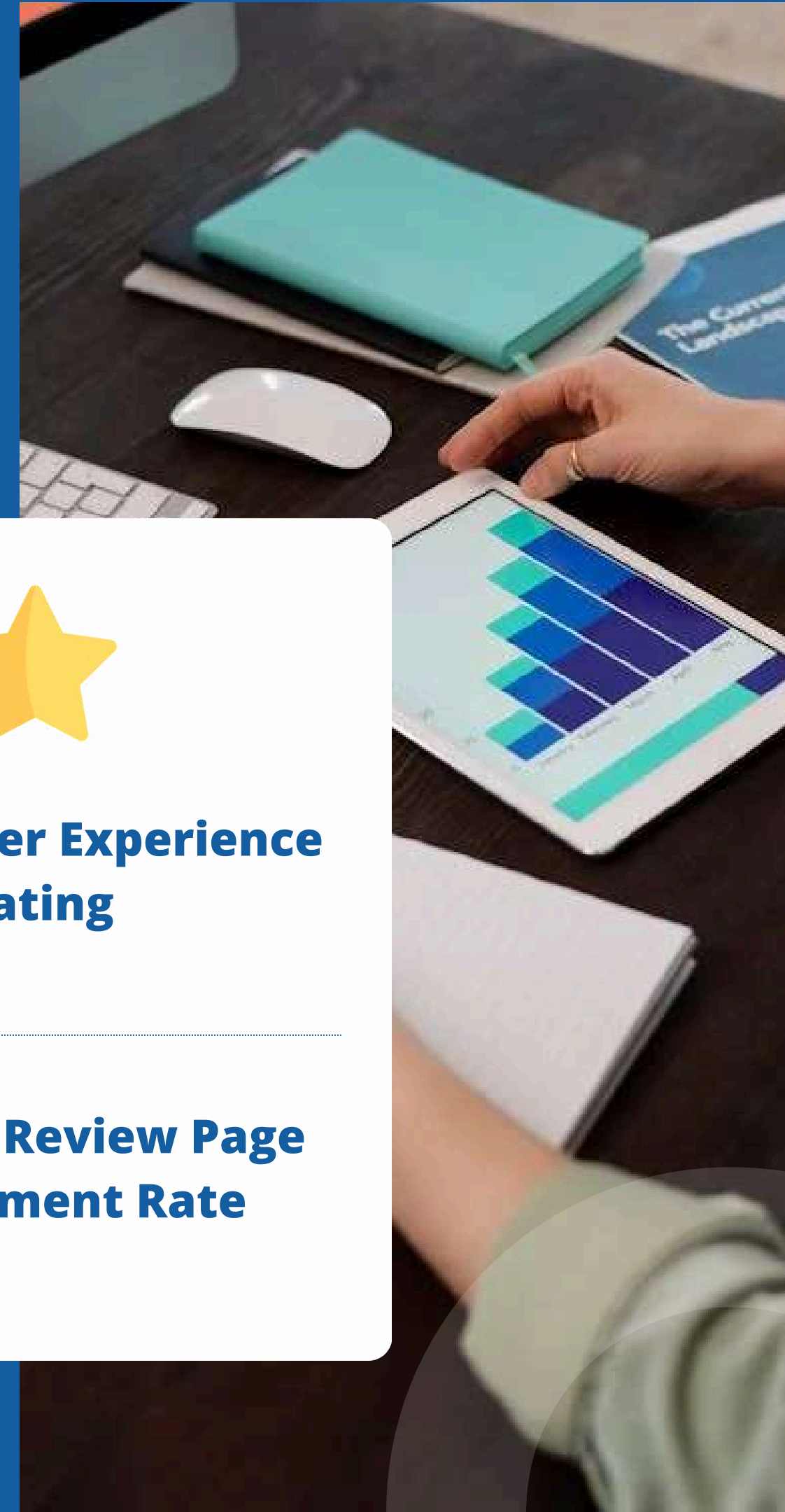
**Employer
Response Rate**

**Job Application
Completion Rate**



**Overall User Experience
Rating**

**Company Review Page
Engagement Rate**





ATS INTEGRATION FOR RESUME VISIBILITY & STATUS UPDATES

Solution 2

ATS Integration for Resume Visibility & Status Updates



Users face **low response rates** from employers, often due to poorly optimized resumes that fail ATS filters

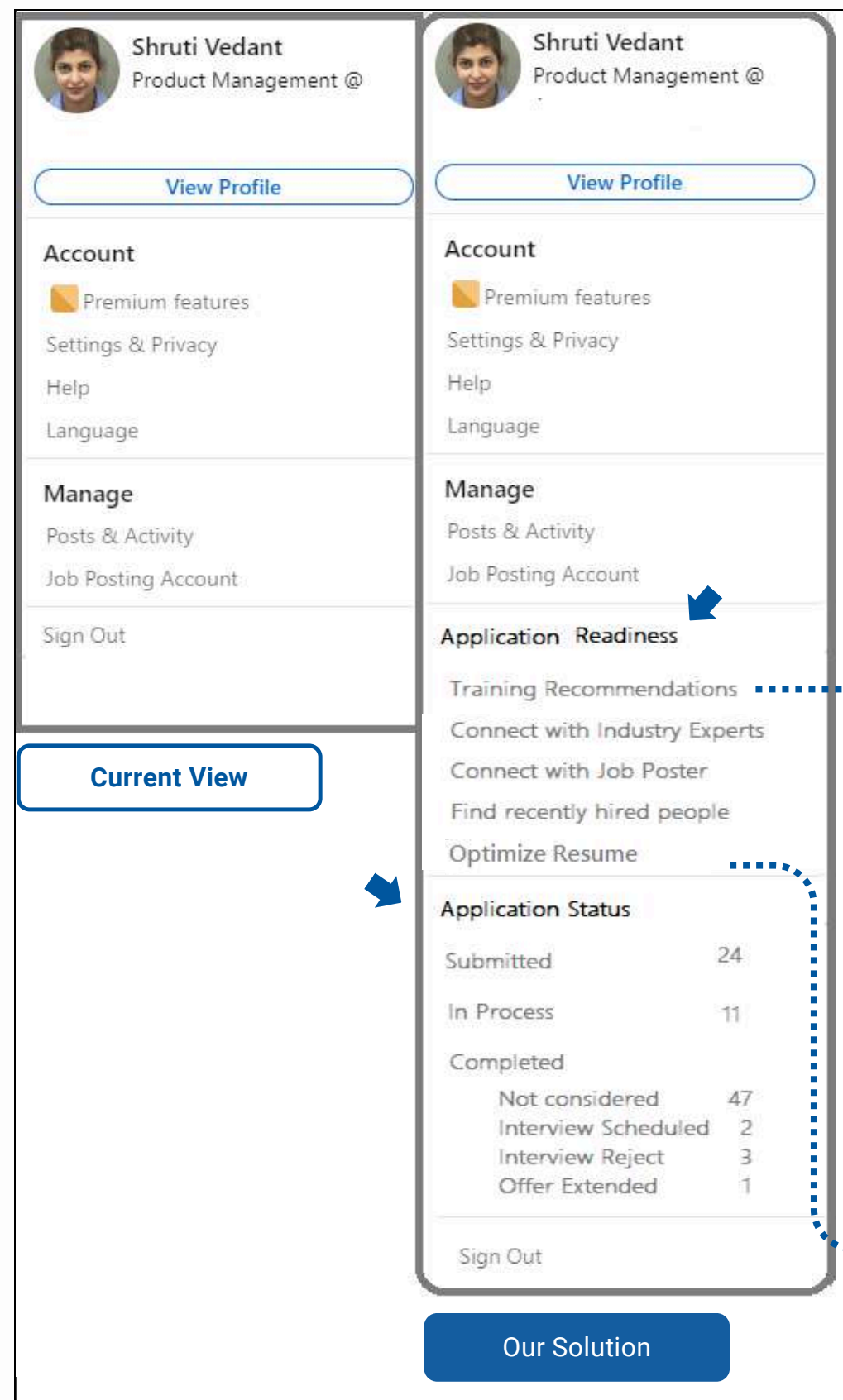
LinkedIn **does not track application status** once recruiters direct candidates to external platforms

Allow free LinkedIn users to **optimize their resumes with ATS integration**, providing feedback to increase their chances of passing ATS filters



With ATS, it will also **track application status on users' end**, helping them stay informed throughout the recruitment process

Visualizing the Solution 2 - ATS Integration



On the homepage profile navigation, users will now find two new features: **Application Readiness** and **Application Status**.

For Training Recommendations, users can **input the job link**, and LinkedIn will **analyze their profile** for a skill match, suggesting relevant **LinkedIn Learning courses** to fill any gaps.

Posting of your interest

Profile Match 87%

Profile Gaps
Kubernities
Agile Product Managementnt
Finance XYZ

Trainings Available [-]
[Agile PM](#)
[Finance ABC](#)

Certification [+]

[Add new skills to Profile](#)

Posting of your interest

Upload Resume for Review

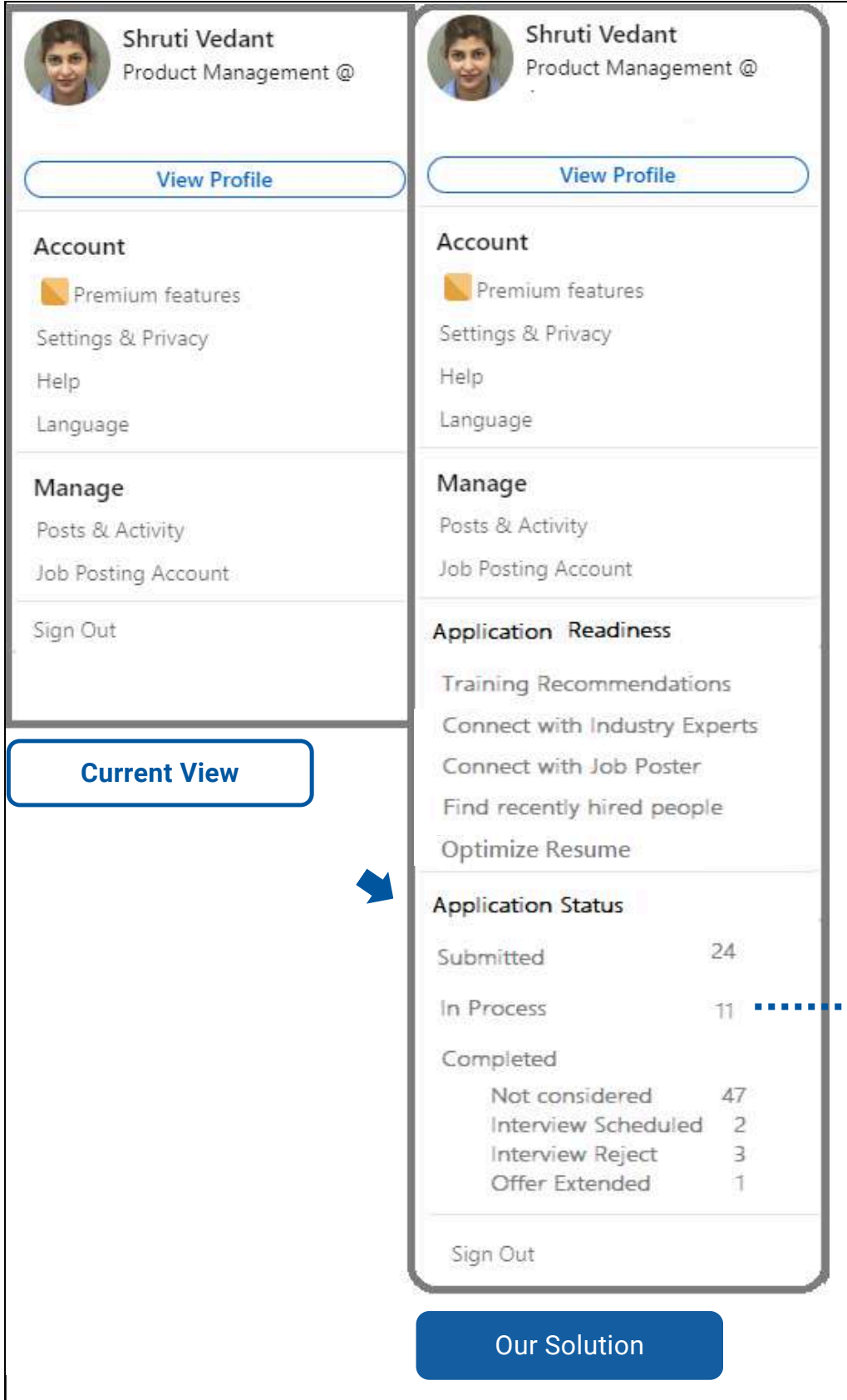
Likely Resume Acceptance based on ATS System

To improve chances of acceptance please consider following recommendation

1. Include keywords such as Sales collaboration, Business development and Customer Presentations
2. Provide more details on your role at XYZ.com
3. Remove Projects done >10+ years

For Optimize Resume, users can **upload their resume** along with the job link. LinkedIn's ATS system will run the resume through ATS filters, provide a **score**, and offer **feedback** for improvement.

Visualizing the Solution 2 - ATS Integration



The application status tool offers a centralized view of all job applications at a glance.

It **tracks** each step and **notify** users along the process, providing users with a **clear timeline** of their application's journey, from submission to employer response, ensuring better transparency and user experience.



The Success Metrics

Visualizing the Solution 2 – ATS Integration for Resume Visibility & Status Updates



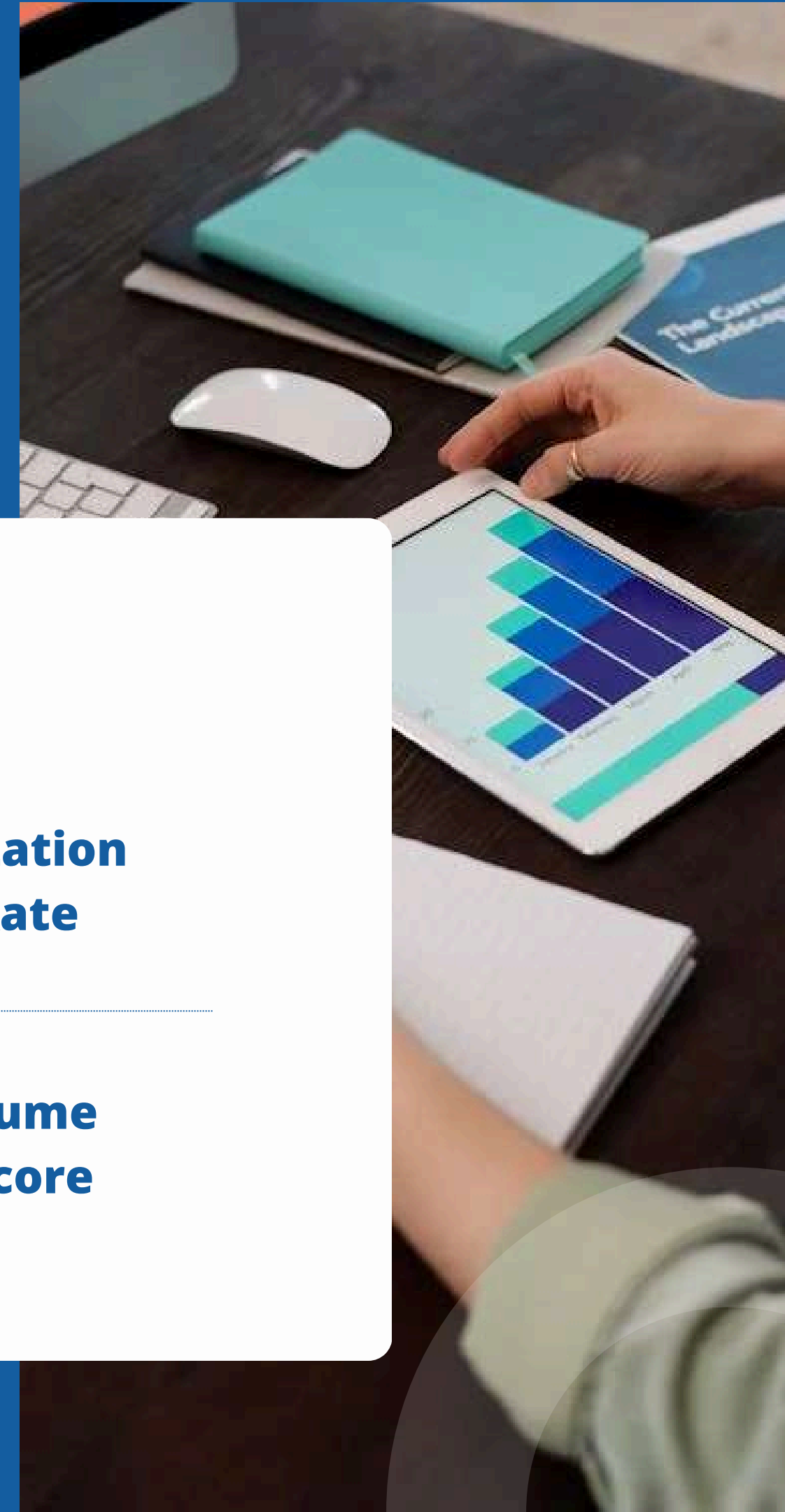
**Training Recommendation
Engagement Rate**

**Job Application
Success Rate**



**Resume Optimization
Engagement Rate**

**Increase in Resume
Optimization Score**





FREELANCE HUB FOR JOB OPPORTUNITIES & PORTFOLIO VISIBILITY

Solution 3

Freelance Hub for Job Opportunities & Portfolio Visibility



Lack of a centralized platform on LinkedIn for freelancers to find jobs, connecting with potential clients and showcasing their portfolios

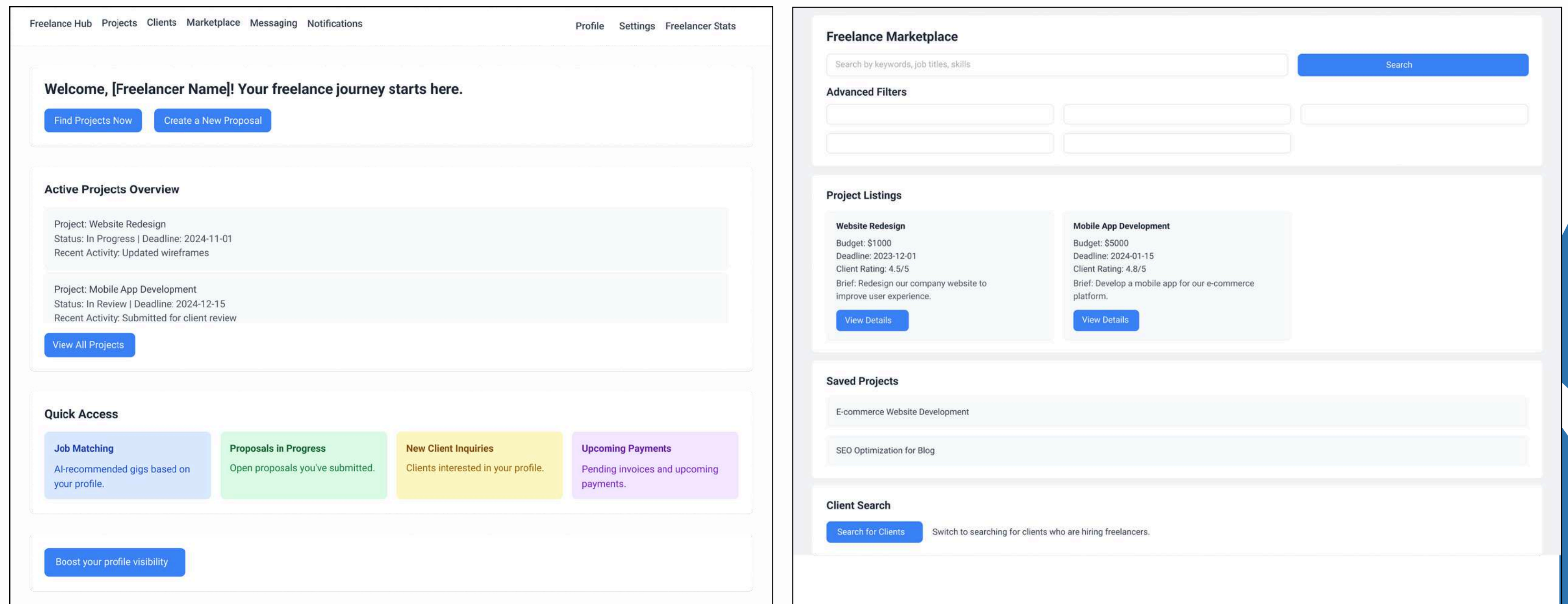
Introduce the **Freelance Hub** on LinkedIn, for users to access freelance job listings, showcase their portfolios, gain visibility, and manage proposals and invoices—all in one platform within LinkedIn.



Recruiters can also **hire freelancers** based on their performance, reviews listed on the platform.

Visualizing the Solution 3 - Freelance Hub

Once freelancers sign in to the Freelance Hub, there is a **personalized dashboard** displaying their active projects, options to find new projects, or create and submit new proposals.



When freelancers click "Find Projects Now," they are taken to the **Freelance Marketplace**.

Visualizing the Solution 3 - Freelance Hub

If they click on a project, **detailed information** about the project is displayed. From here, freelancers can **submit their proposal directly**.

Project Overview

Title: Website Redesign

Client Information
Name: Tech Innovations Inc.
Industry: Technology
Rating: 4.5/5
[LinkedIn Profile](#)

Project Scope
Detailed description of the project, including all deliverables and deadlines. The project involves redesigning the company's website to enhance user experience and increase conversion rates.

Budget
\$1000 - \$1500

[Submit Proposal](#) [Save for Later](#)

Freelancer Reviews & Ratings

"Great client to work with, clear communication and timely payments." - 5/5

"Project requirements were well defined, highly recommend!" - 4.5/5

Skills Required

UI/UX Design	LinkedIn Learning Course
HTML/CSS	LinkedIn Learning Course
JavaScript	LinkedIn Learning Course

Submit Your Proposal

Introductory Message

Write a personalized pitch...

Budget Estimate

Enter your budget range or flat fee


Estimated Delivery Time

Portfolio Attachment

Or provide a link to relevant projects:

[http://example.com](#)

[Submit Proposal](#)

 **Profile Overview**

Skills & Services

Web Development
Graphic Design
SEO Optimization
Content Writing

Endorsed by 50+ professionals

Experience

5 years in Web Development
3 years in Graphic Design
Freelance projects with links to completed work

Proposals Submitted

Project 1

Client: Web Designing for ABC
Status: Accepted

Project Status

Project 1

Client: Content Writing for EGF
Status: In Progress
Payment: Not Started

Client Reviews & Ratings

Company ABC
"Excellent freelancer, highly recommend!"
★★★★★

Company 123
"Delivered on time and with great quality."
★★★★★

[Request Testimonial](#)

Freelancers also have a clear **project submission summary** on their dashboard.

Visualizing the Solution 3 - Freelance Hub

On the client side, hiring managers can log in to the Freelance Hub and access their own dashboard. They can **post new freelance projects** and view a list of submitted proposals.

Freelance HubPost a ProjectProjectsFreelancersMessagingNotificationsProfileSettingsClientStats

Welcome, [Client Name]! Ready to hire top talent?
Post a Project

Current Projects
Project Name 1
Hired Freelancer: ABC
Due Date: 30-12-2024
Project Name 2
Hired Freelancer: XYZ
Due Date: 25-10-2024
View All Projects

Draft Projects
Incomplete job posts that you have saved
3 Drafts

Proposals Received
Number of proposals submitted by freelancers for open jobs
15 Proposals

Hired Freelancers
A summary of freelancers currently working on your projects
5 Freelancers

Post a Project

Project Details
Title
Enter project name
Project Description
Describe the project scope, deliverables, requirements, and any special instructions
Skills Required

Project Settings
Project Type
☐ Short-term ☐ Long-term
Budget
☐ Fixed Budget ☐ Hourly Rate
Minimum
Maximum
Deadline

Freelancer Filters
Experience Level
Location Preference
Save as Draft Create Project

Proposal Received

Project Web Designing

Freelancer 1
★★★★★
Skills: Web Development, JavaScript, React
Proposal Message: I am excited to work on your project. I have the skills and experienced needed to deliver quality results
Cost Estimate: \$ 500 (Fixed)
Expected Delivery Date: 30-10-2024
View Freelancer Profile Hire Freelancer Request More Info Decline Proposal

Freelancer 2
★★★★★
Skills: HTML, JavaScript, Python
Proposal Message: I am excited to work on your project. I have the skills and experienced needed to deliver quality results
Cost Estimate: \$ 600 (Fixed)
Expected Delivery Date: 30-10-2024
View Freelancer Profile Hire Freelancer Request More Info Decline Proposal

The dashboard allows them to **hire, request more information, or decline proposals** with ease.

The Success Metrics

Visualizing the Solution 3 – Freelance Hub for Job Opportunities & Portfolio Visibility

Sign up



**Freelance Hub
Adoption Rate**

**Daily Active Users on
Freelance Hub**



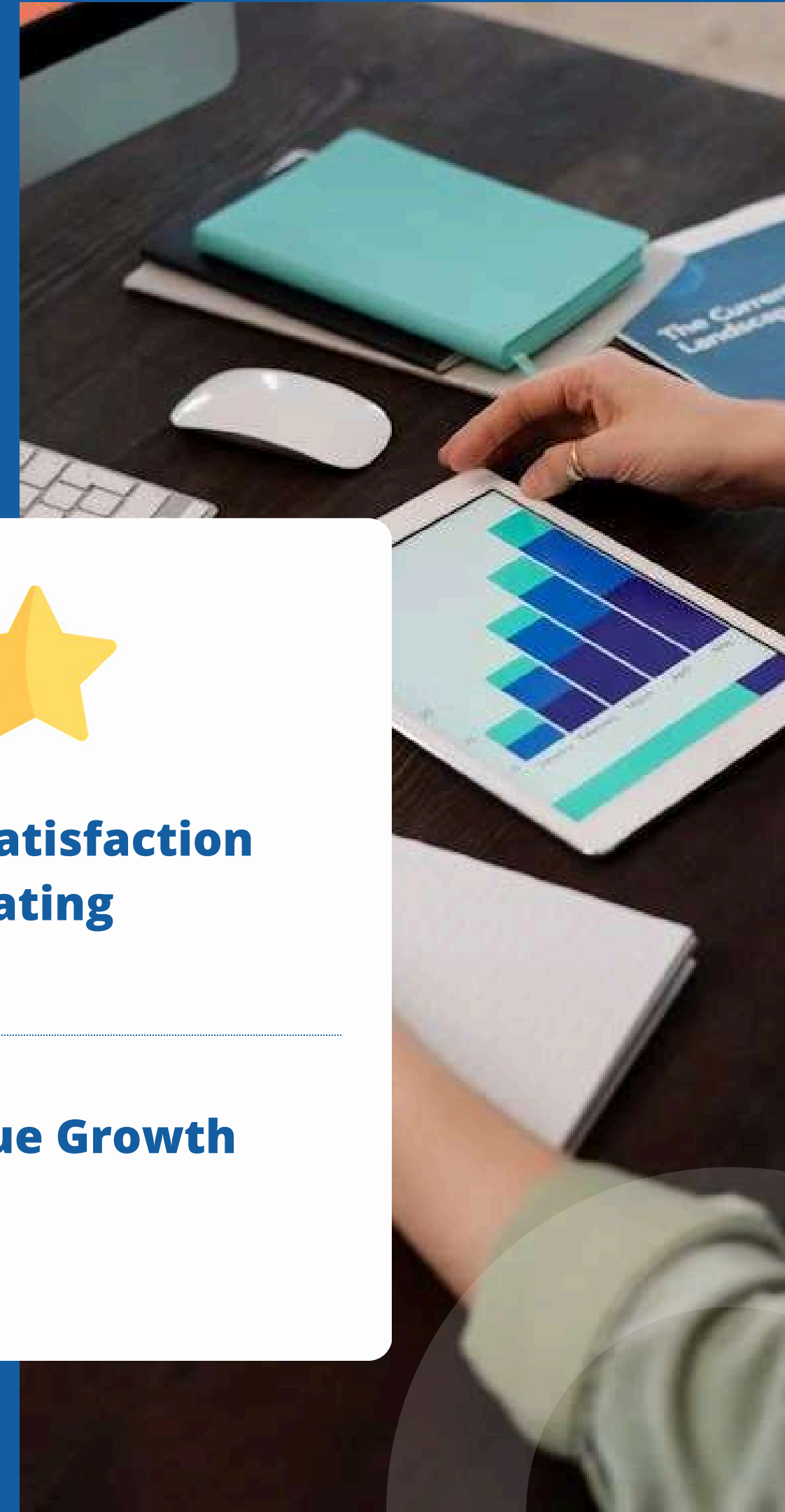
**Increase in Freelance Job
Listings & Proposal
Submission**

**Market Share Growth in
Freelance Marketplace**



**Users Satisfaction
Rating**

Revenue Growth



THANK YOU



Brought to you by Cohort 34

Suraksha Hegde

Shruti Vedant

Teoh Tze En (Quinn)

Prashanth Gangirala

[Click here for the detailed case study.](#)