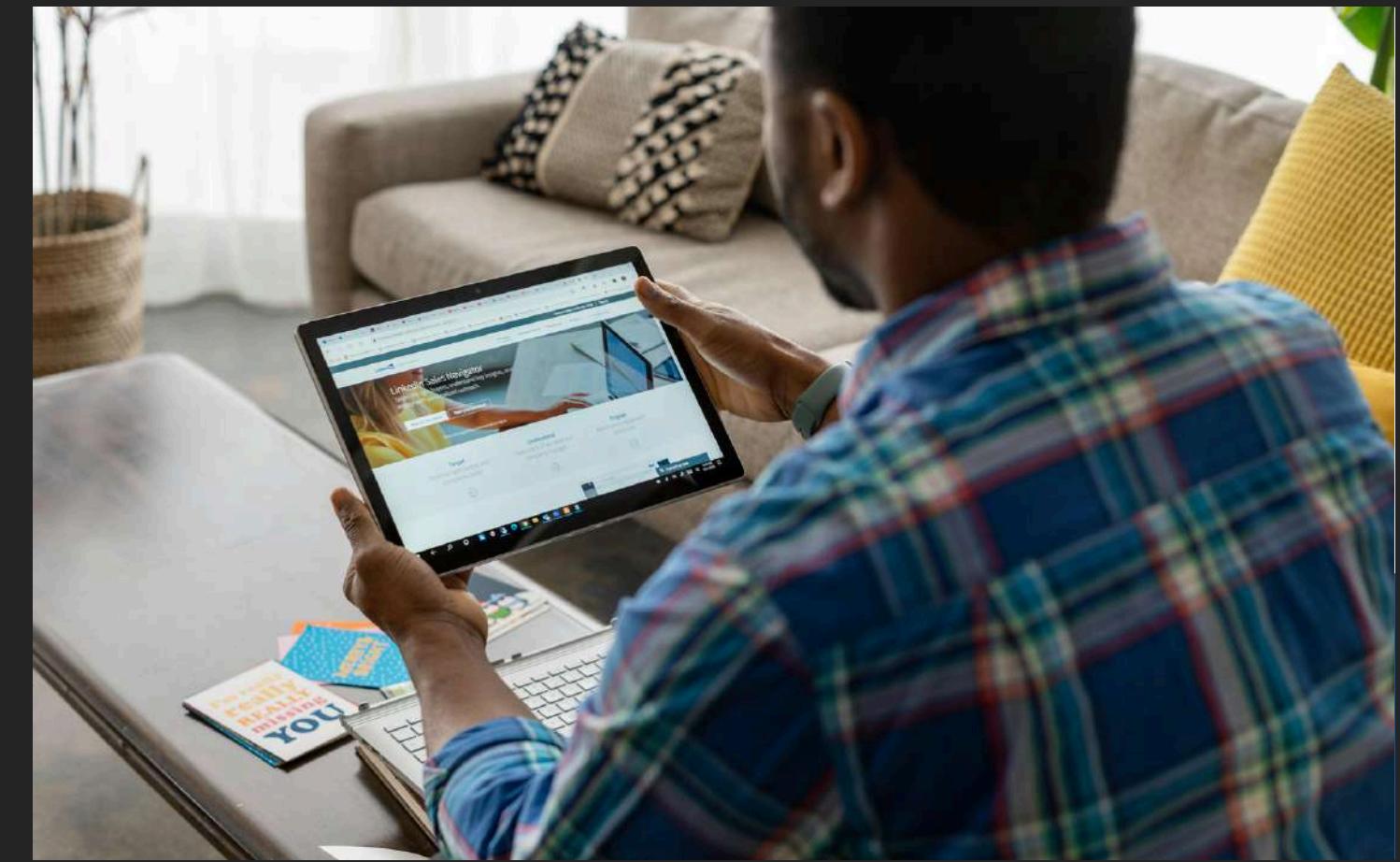




LinkedIn Reimagined

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

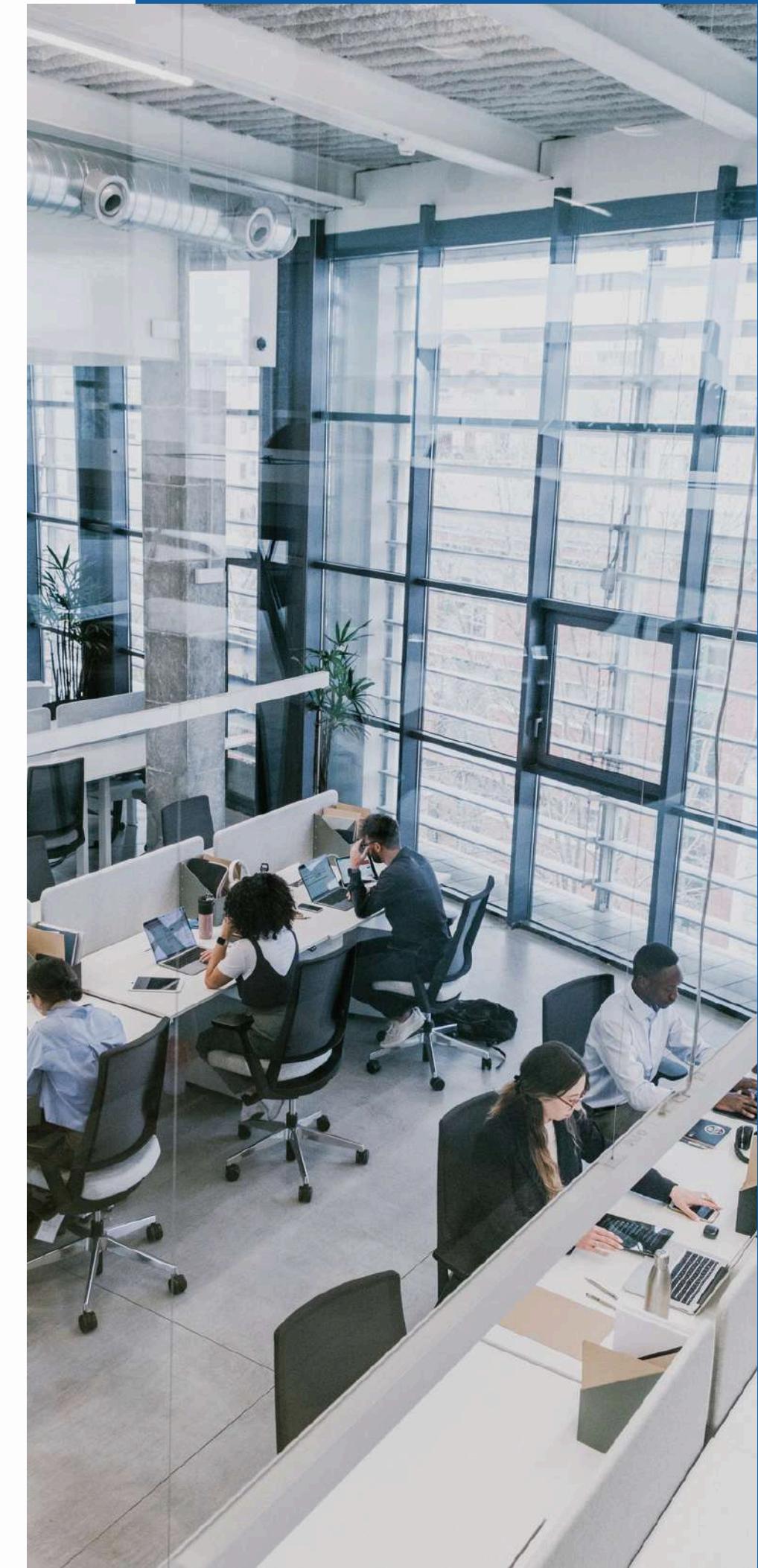
65%

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

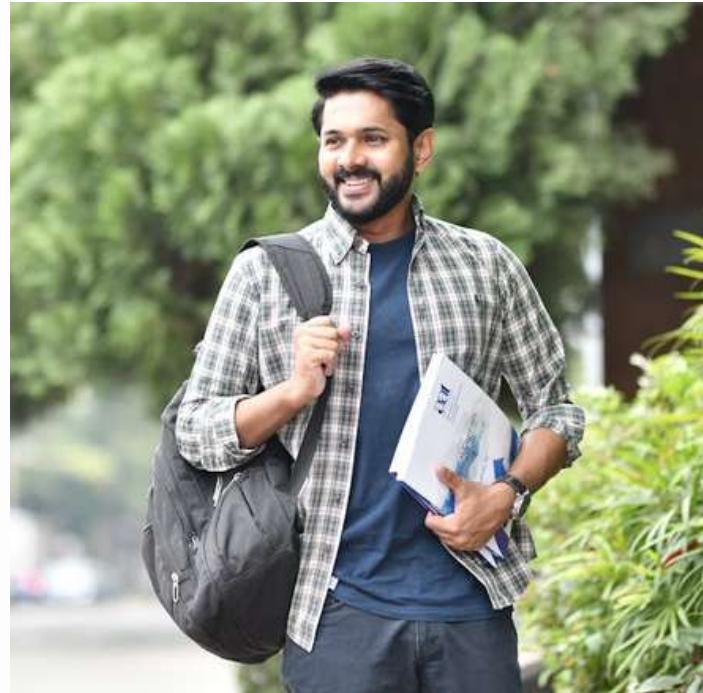


Threat

- 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

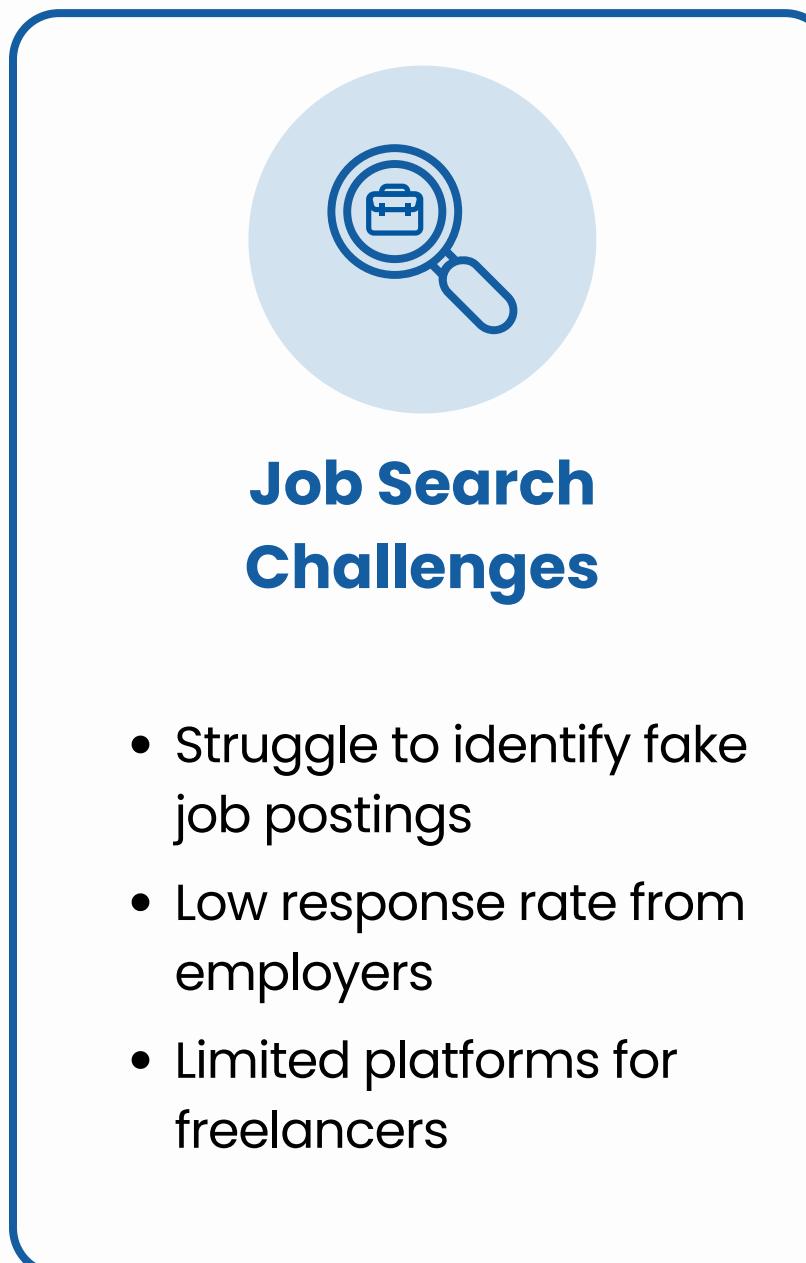
- Lack content visibility on profiles
- Lack monetization options
- Lack data insights

Could Have



Content Creators & Businesses

Solution Prioritization



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

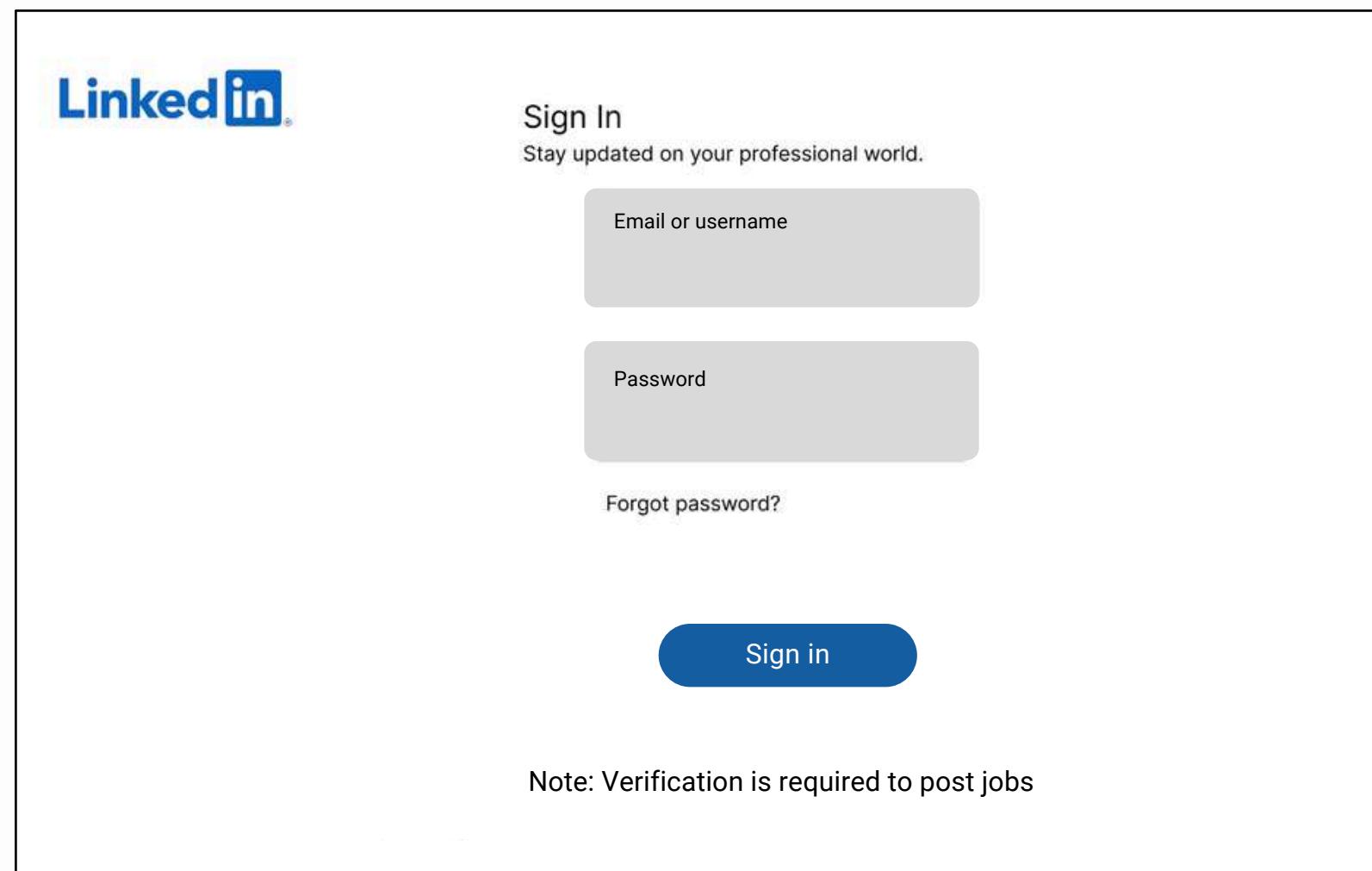
Introduce a **mandatory verification badge** for employers, ensuring only authenticated employers can post jobs



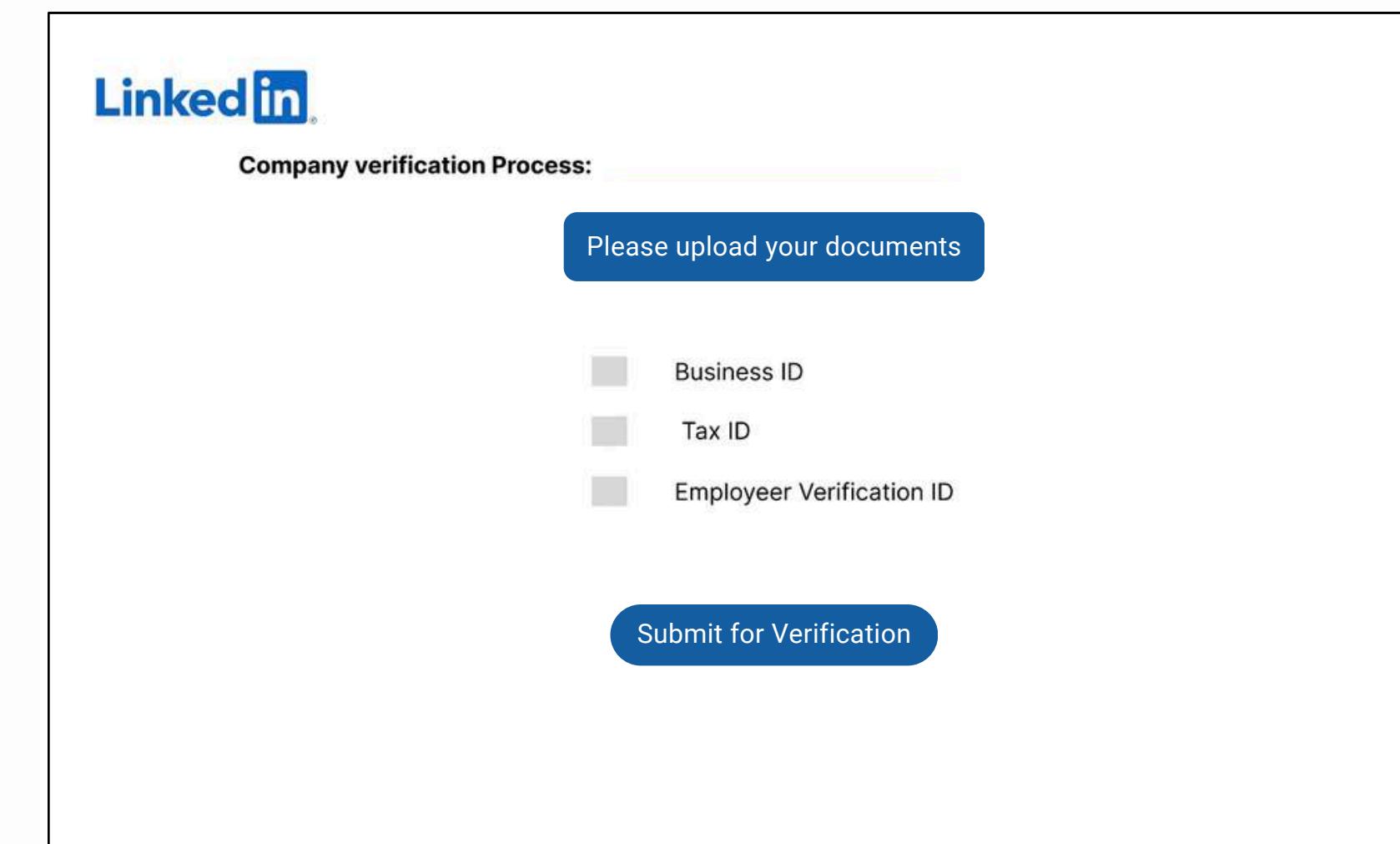
Introduce a **rating system** that allows users contribute their feedback on the companies across multiple factors such as interview process, response rate and job post quality

Visualizing the Solution 1 - Verified Employers & Ratings

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



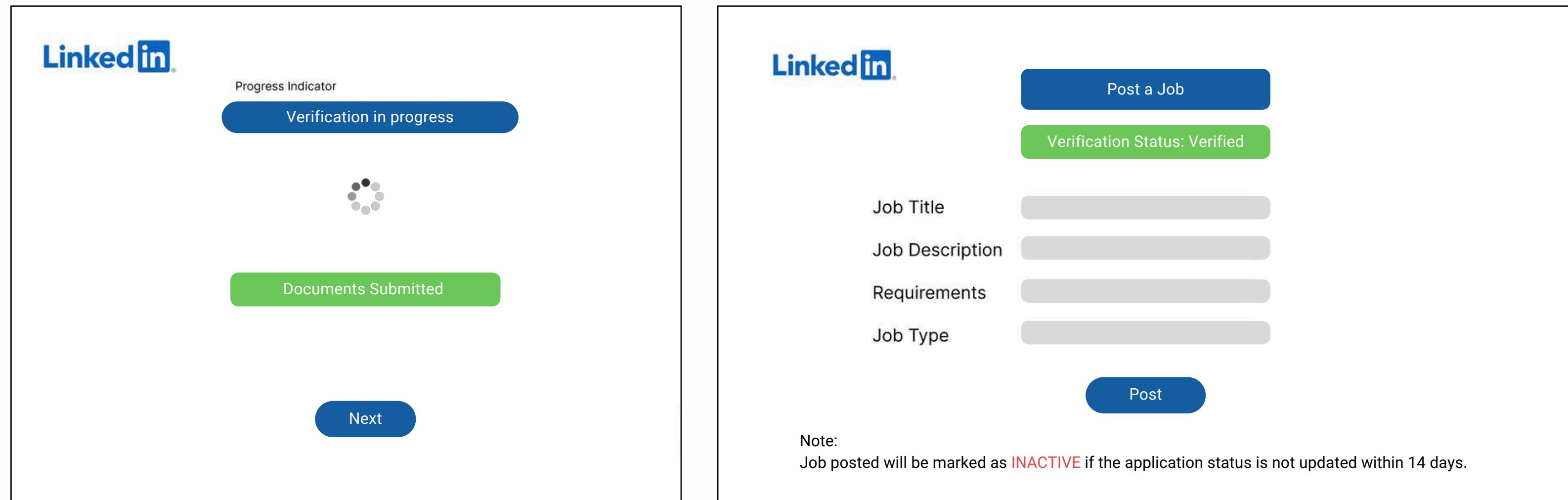
The image shows the LinkedIn sign-in page. It features the LinkedIn logo at the top left. Below it is the text "Sign In" and "Stay updated on your professional world." There are two input fields: "Email or username" and "Password". Below these fields is a link "Forgot password?". At the bottom is a blue "Sign in" button. A note at the bottom states: "Note: Verification is required to post jobs".



The image shows the LinkedIn company verification process page. It features the LinkedIn logo at the top left. Below it is the text "Company verification Process:". A blue button labeled "Please upload your documents" is prominently displayed. To the right of the button are three options with corresponding icons: "Business ID" (light gray square), "Tax ID" (medium gray square), and "Employee Verification ID" (dark gray square). At the bottom is a blue "Submit for Verification" button.

Visualizing the Solution 1 - Verified Employers & Ratings

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



The image consists of two side-by-side screenshots of the LinkedIn interface. The left screenshot shows the verification process, with a 'Progress Indicator' bar labeled 'Verification in progress' and a circular loading icon. A green button labeled 'Documents Submitted' is visible. The right screenshot shows the job posting process, with a 'Post a Job' button and a green bar indicating 'Verification Status: Verified'. It includes fields for 'Job Title', 'Job Description', 'Requirements', and 'Job Type', each with a corresponding grey input bar. A 'Post' button is at the bottom, and 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.

LinkedIn

Update Job Status

Job Posted: Junior Product Analyst - Google 
1 October 2024

Current Status: Under Review

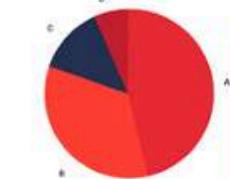
Update Status: Mark as Inactive

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

LinkedIn

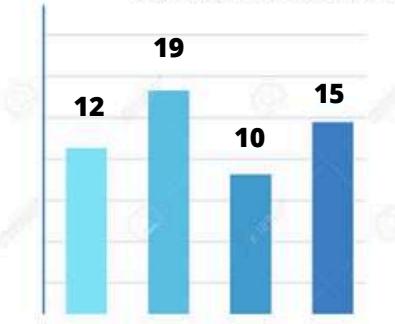
Employer Dashboard

Total Applicants:



A - New Application
B - Processed Application
C - Interview Scheduled
D - Decision Finalized

Recruitment costs: For 4 months from October to January



1. October
2. November
3. December
4. January

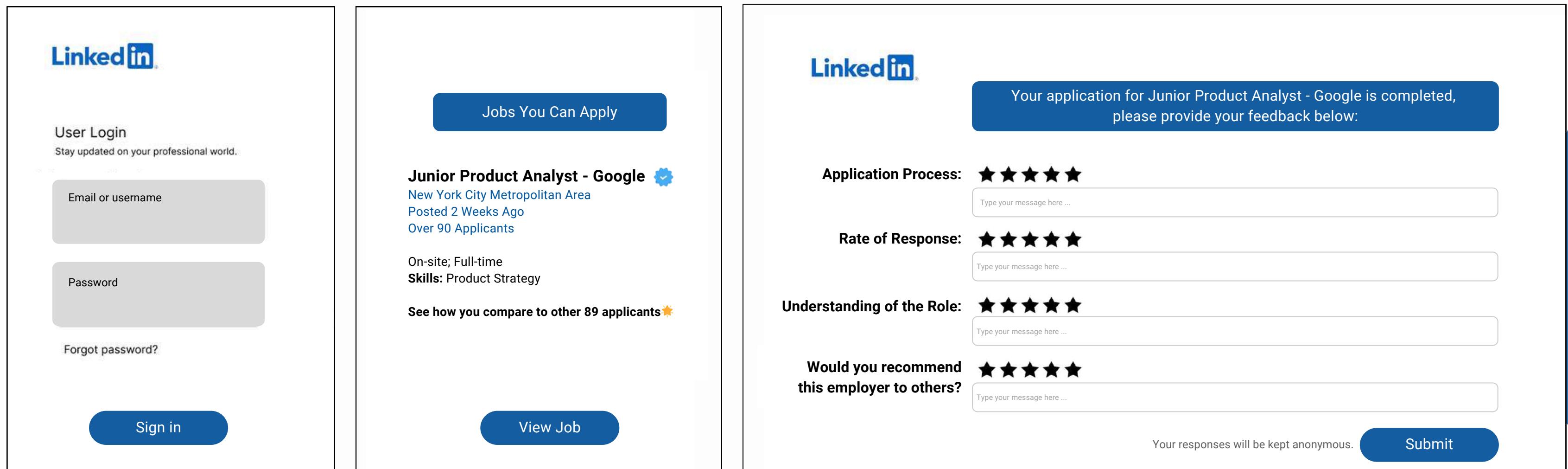
Hiring Pipeline:

Role	Applied	Reviewed	1st round	2nd round	Accepted
Senior Backend Engineer	3	2	1	0	0
Marketing Manager	7	5	4	2	1
Junior Product Analyst	18	17	12	5	0

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.



LinkedIn

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: 
Type your message here ...

Rate of Response: 
Type your message here ...

Understanding of the Role: 
Type your message here ...

Would you recommend this employer to others? 
Type your message here ...

Your responses will be kept anonymous. 

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**



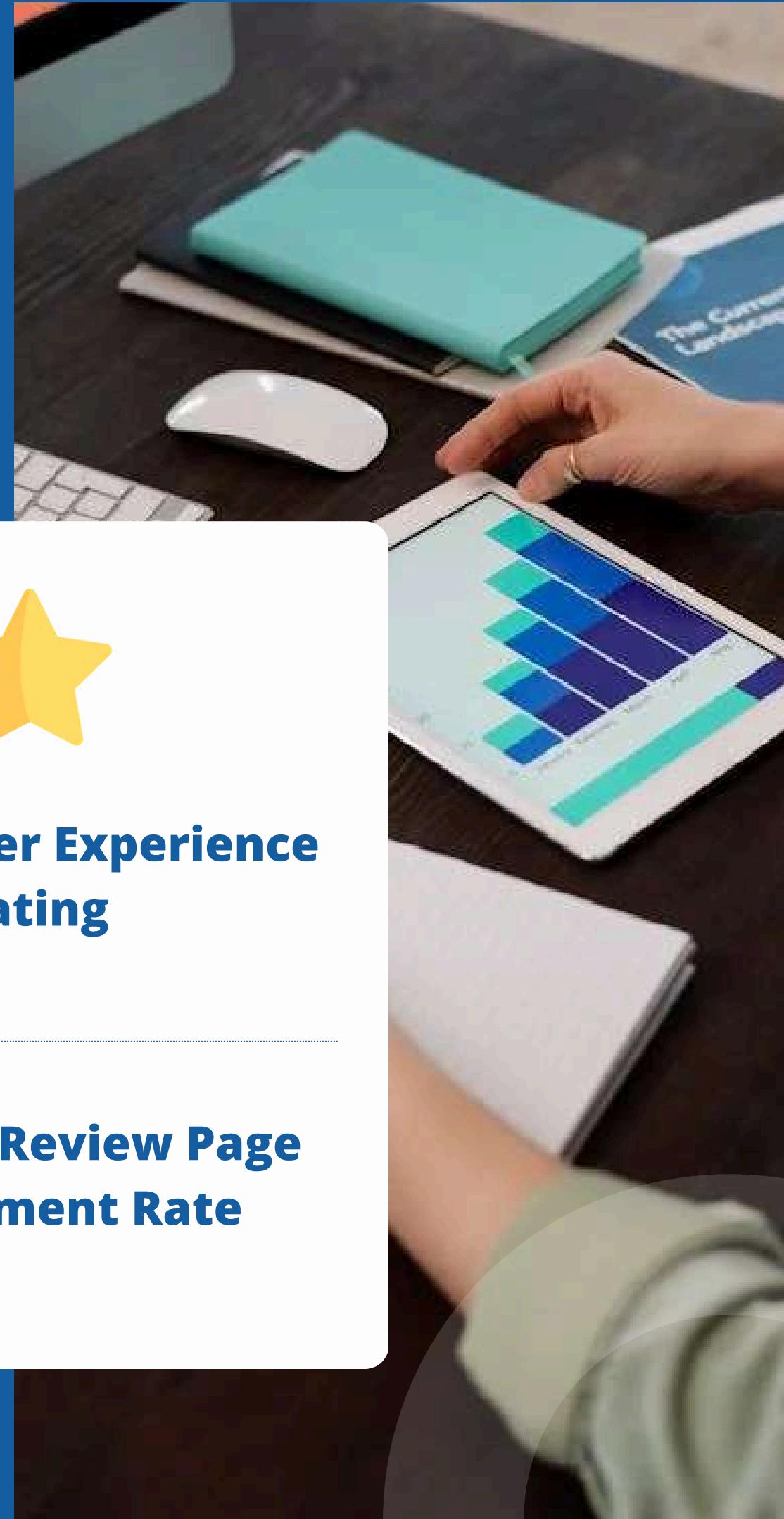
**Employer
Response Rate**

**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

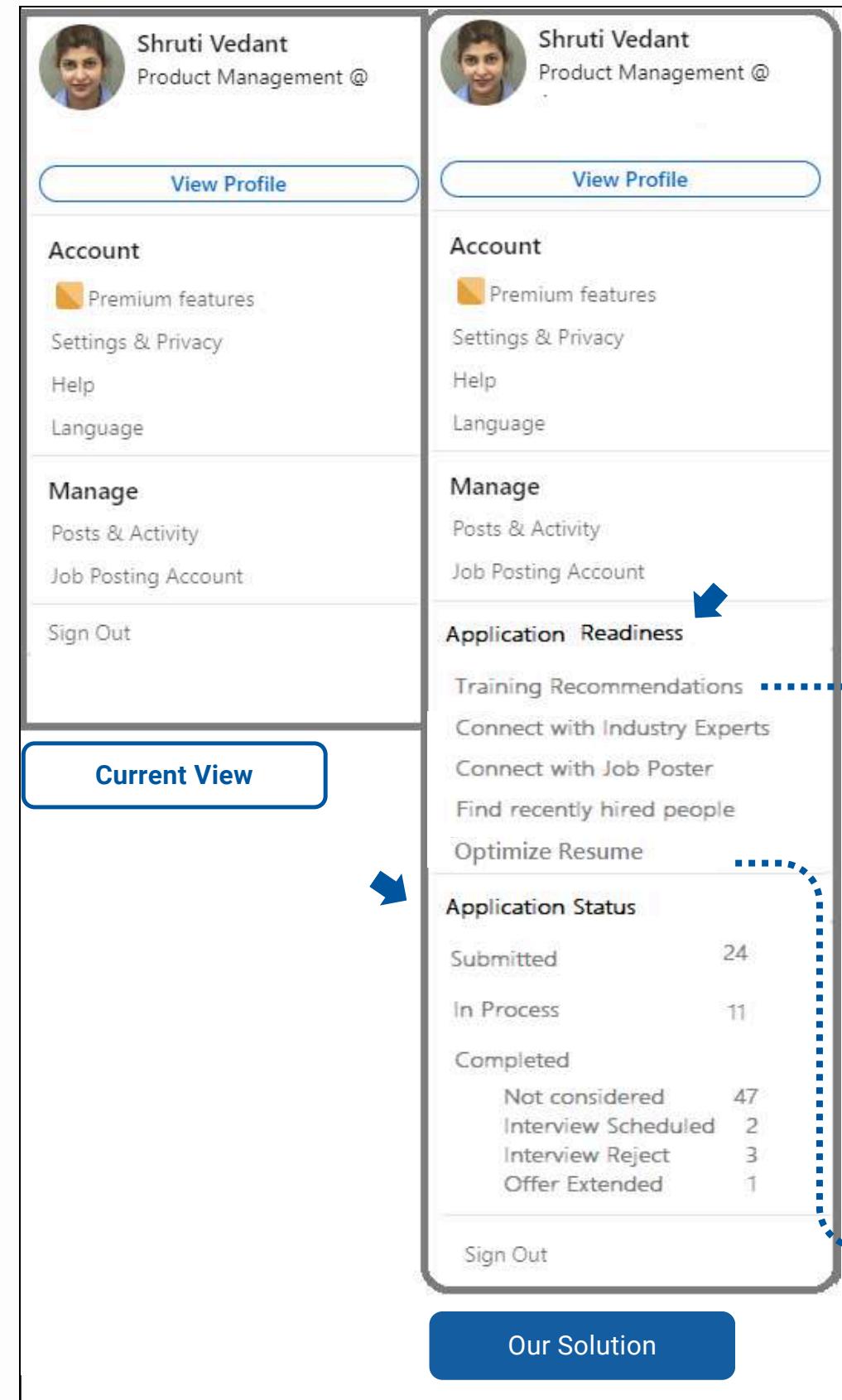
LinkedIn **does not track application status** once recruiters direct candidates to external platforms

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



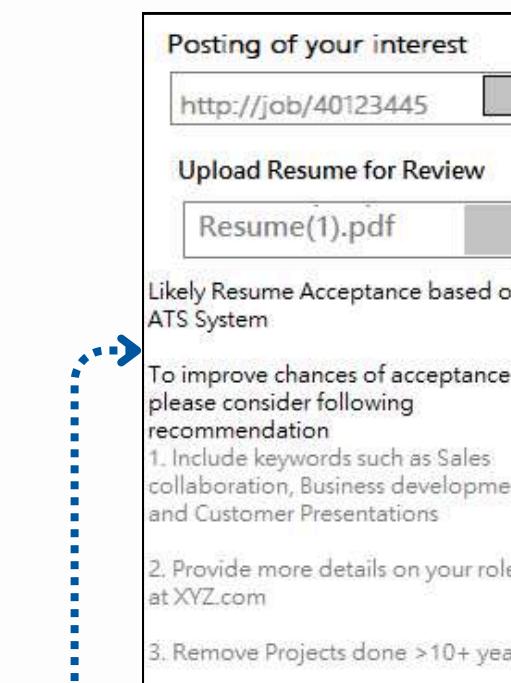
With ATS, it will also **track application status on users' end**, helping them stay informed throughout the recruitment process

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.



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

Shruti Vedant
Product Management @

View Profile

Account

- Premium features
- Settings & Privacy
- Help
- Language

Manage

- Posts & Activity
- Job Posting Account

Sign Out

Current View

Application Status

Submitted	24
In Process	11
Completed	
Not considered	47
Interview Scheduled	2
Interview Reject	3
Offer Extended	1

Sign Out

Our Solution

Shruti Vedant
Product Management @

View Profile

Account

- Premium features
- Settings & Privacy
- Help
- Language

Manage

- Posts & Activity
- Job Posting Account

Application Readiness

- Training Recommendations
- Connect with Industry Experts
- Connect with Job Poster
- Find recently hired people
- Optimize Resume

Applications in process this month

1. [Cisco - TPM](#)
Application Date: Sep 12th 24
Final Response Deadline: Sep 24th 24

Status:

- Sep 16 - Reviewed by the job poster
- Sep 18 - Application shared to hiring team
- Sep 20 - Interview decision Pending
- Sep 24 - Application response pending

[Ask hiring team](#) 

[Ask LinkedIn](#) 

[Notification from hiring team](#) 1

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

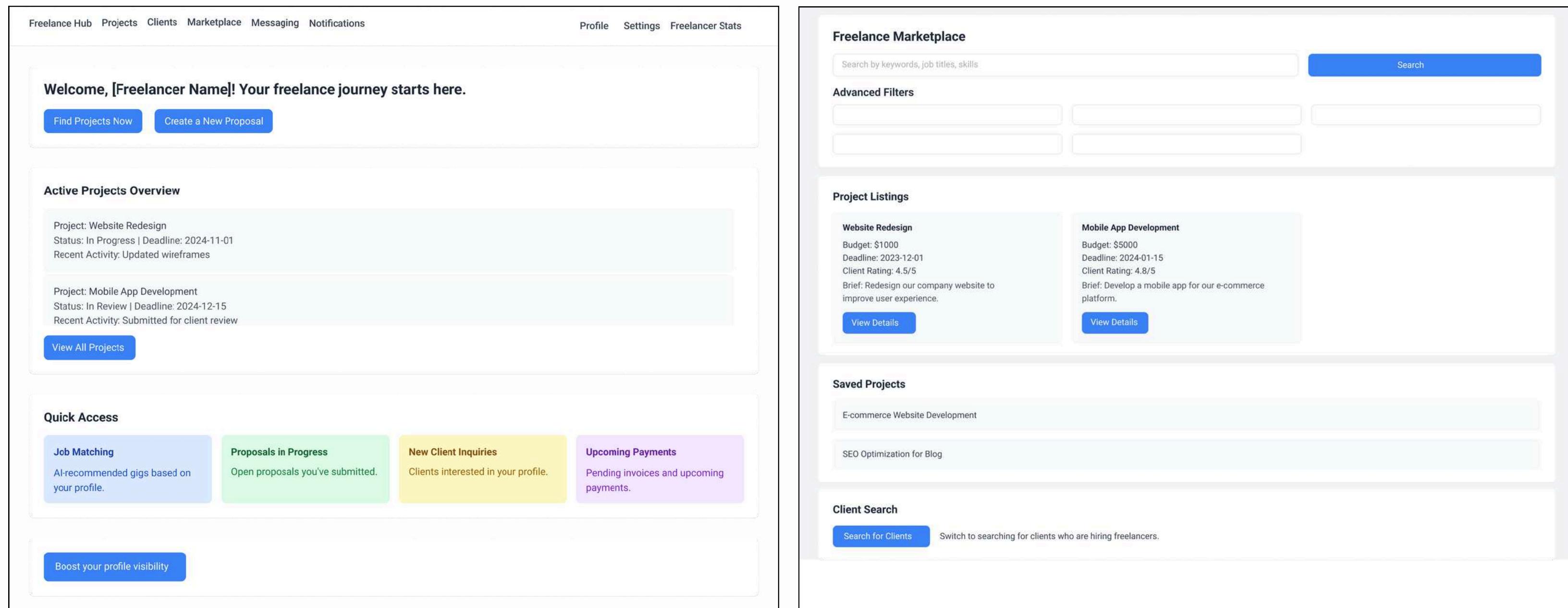
Introduce the **Freelance Hub** on LinkedIn, for users to access freelance job listings, showcase their portfolios, gain visibility, and manage proposals and invoices—all in one platform within LinkedIn.



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.



Freelance Hub Projects Clients Marketplace Messaging Notifications

Profile Settings Freelancer Stats

Welcome, [Freelancer Name]! Your freelance journey starts here.

Find Projects Now Create a New Proposal

Active Projects Overview

Project: Website Redesign
Status: In Progress | Deadline: 2024-11-01
Recent Activity: Updated wireframes

Project: Mobile App Development
Status: In Review | Deadline: 2024-12-15
Recent Activity: Submitted for client review

[View All Projects](#)

Quick Access

Job Matching
AI-recommended gigs based on your profile.

Proposals in Progress
Open proposals you've submitted.

New Client Inquiries
Clients interested in your profile.

Upcoming Payments
Pending invoices and upcoming payments.

[Boost your profile visibility](#)

Freelance Marketplace

Search by keywords, job titles, skills [Search](#)

Advanced Filters

Project Listings

Website Redesign
Budget: \$1000
Deadline: 2023-12-01
Client Rating: 4.5/5
Brief: Redesign our company website to improve user experience.
[View Details](#)

Mobile App Development
Budget: \$5000
Deadline: 2024-01-15
Client Rating: 4.8/5
Brief: Develop a mobile app for our e-commerce platform.
[View Details](#)

Saved Projects

E-commerce Website Development

SEO Optimization for Blog

Client Search

[Search for Clients](#) Switch to searching for clients who are hiring freelancers.

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**.

The image displays three screenshots of a Freelance Hub interface, showing the process from project overview to proposal submission and finally the freelancer's profile overview.

Project Overview (Left):

- 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, HTML/CSS, JavaScript

[LinkedIn Learning Course](#), [LinkedIn Learning Course](#), [LinkedIn Learning Course](#)

Submit Your Proposal (Middle):

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 (Right):

Profile Overview
50+ 50

Skills & Services
Web Development, Graphic Design, SEO Optimization, Content Writing

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

Endorsed by 50+ professionals

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.

The dashboard features a navigation bar with links: Freelance Hub, Post a Project, Projects, Freelancers, Messaging, Notifications, Profile, Settings, Client, and Stats.

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

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 (checked) or Long-term
- Budget: Fixed Budget (checked) or Hourly Rate
- Minimum and Maximum input fields
- Deadline: Input field

Freelancer Filters

- Experience Level: Input field
- Location Preference: Input field

Save as Draft or **Create Project**

Proposal Received

Project Web Designing

Freelancer 1 (Profile picture, 5 stars)
Skills: Web Development, JavaScript, React
Proposal Message: I am excited to work on your project. I have the skills and experience 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 (Profile picture, 5 stars)
Skills: HTML, JavaScript, Python
Proposal Message: I am excited to work on your project. I have the skills and experience 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



**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](#)