



LinkedIn Stories

- PM School Challenge

Contents



- Problem Statement
- About LinkedIn
- About LinkedIn Stories
- Users
- Use Cases
- Painpoints
- Product solution Recommendations
- Launch Plan
- Success Metrics
- Press Release

Problem Statement

Following **Twitter's** decision to abandon its social stories project '**Fleets**' last month, **LinkedIn** also announced that it is going to shut down **LinkedIn Stories** by September, 2021. It plans to come up with new features for brands and individuals to create content and engage with their followers.

LinkedIn plans to take the learnings from **Stories** and evolve it into a reimaged video experience across **LinkedIn** that's even richer and more conversational.

As the **VP** of Product at **LinkedIn**, you want to leverage this insight and improve upon **LinkedIn stories** for enabling influencers, organizations to engage more with their audience. Come up with a detailed plan covering:

- Product recommendation/features (at least 3)
 - 1–2-line description of each
 - Balsamiq, Figma wireframe preferred
- What will be your launch plan? High-level A/B test construct for each feature launch
- Success metrics for each feature launch

About:

LinkedIn is a platform for jobseekers, recruiters and advertisers to find jobs, post jobs, find candidates and also to advertise their services on the same.

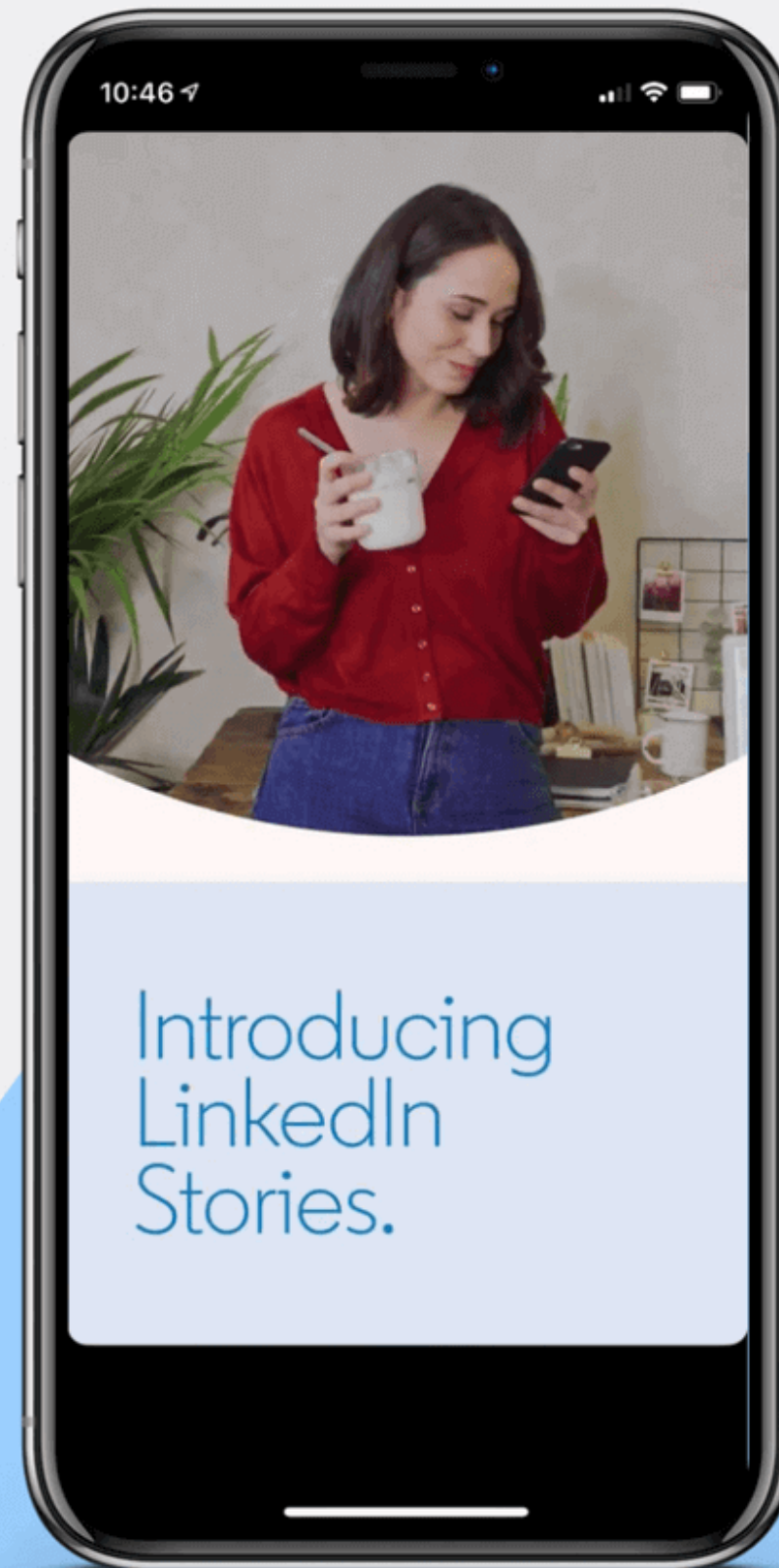
Mission:

The mission of **LinkedIn** is simple: connect the world's professionals to make them more productive and successful.





Stories



What is it?

- **LinkedIn Stories** enable members and organizations to share images and short videos of their everyday professional moments.
- Sharing **Stories** is an easy way to share your experiences and insights, and to build meaningful relationships with your professional community. **LinkedIn** shares **Stories** that you post for 24 hours.

Who LinkedIn Stories is for?



Professionals

Meant for users trying to build a personal brand by posting stories about their posts or giving quick updates to their followers



Organizations/Groups

Companies can publicize their job postings/shoutouts through stories to increase traction

User Personas



**David, 21 years old
(Student)**

Usage:

Uses LinkedIn stories to publish stories about his posts. Trying to build a personal brand to attract potential recruiters.

Pain Points:

- Cannot interact with those who like his posts directly
- Can't find/save stories for future reference



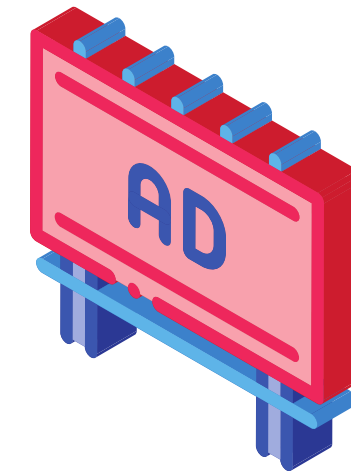
**Moira, 45 years old
(Recruiter)**

Usage:

Uses Stories to post recent job openings and other insights about the company she is working for.

Pain Points:

- Posting job openings on stories will stay for just 24 hours
- Can't select relevant audience who can view the stories



**Advertisers
(Companies/Pages)**

Usage:

Advertising their services/products on Stories in the hope of acquiring new users.

Pain Points:

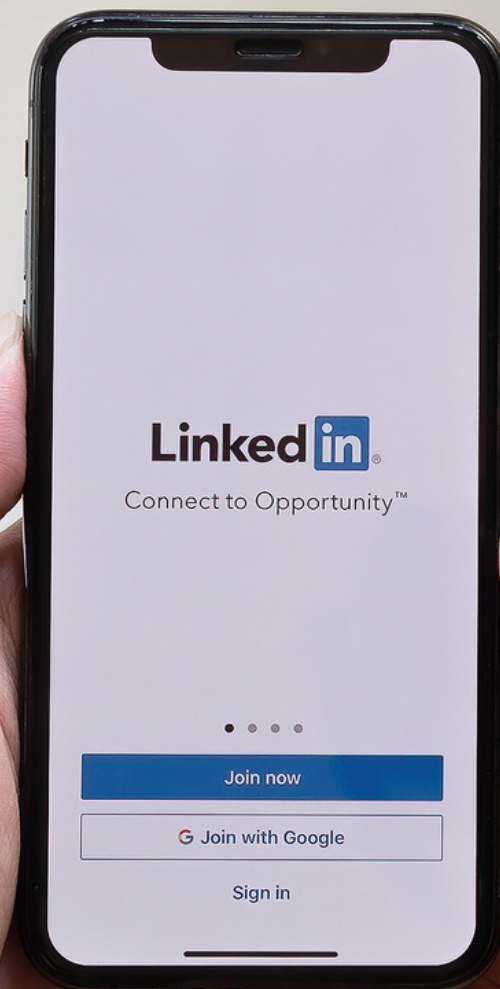
- Less options for modifying stories to their taste
- Relevance of ads can prove a problem when user's disable personalization of ads

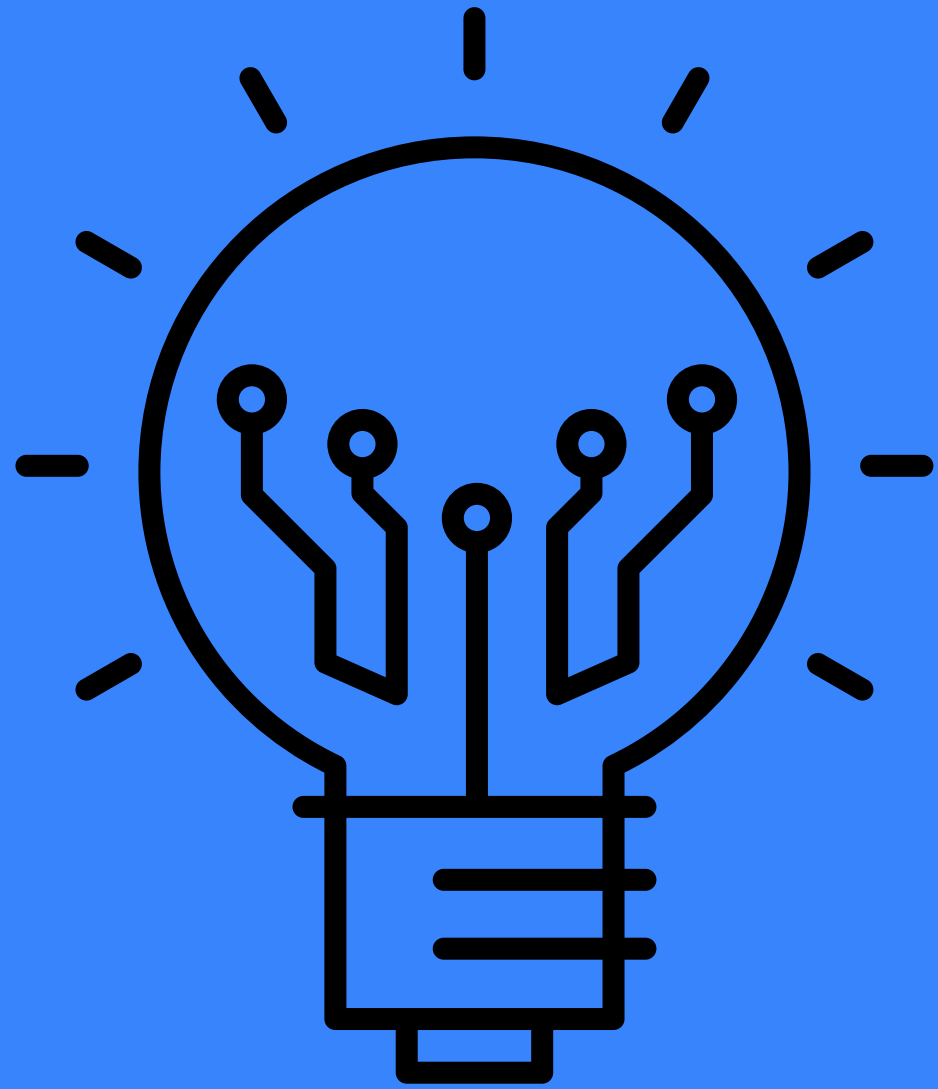
Problems faced

Pain points to focus on:

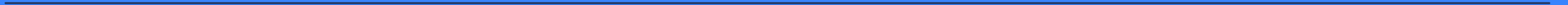
- ✗ Increasing engagement of users through stories
- ✗ Modifying stories according to the type of story being posted
- ✗ Relevance of stories shown to users

We will be focusing on the first 2 pain points as the last pain point would require fine tuning the personalization in the settings of the app. (Ad personalization)

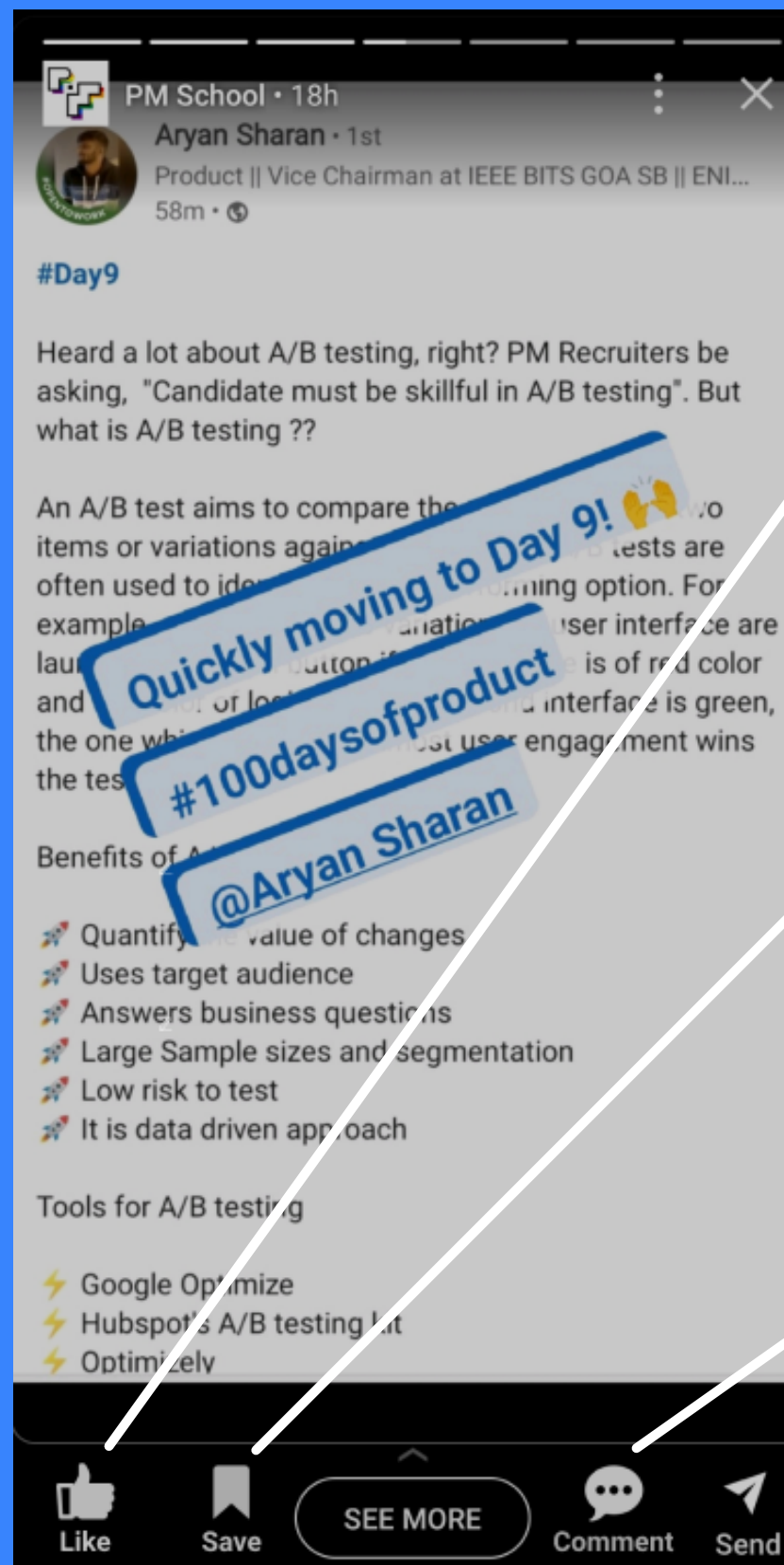




Solutions



Solution 1: Making **Stories** more engaging for end users



If the Story highlight's a post by the user then, it would enable users to react to the post directly instead of actually opening the post.
(Liking/Loving/Celebrate/Support)

Save option will enable users to directly save posts/stories for later reference. (Stories which do not highlight Posts will not be available to save unless the author of the post has enabled the option.

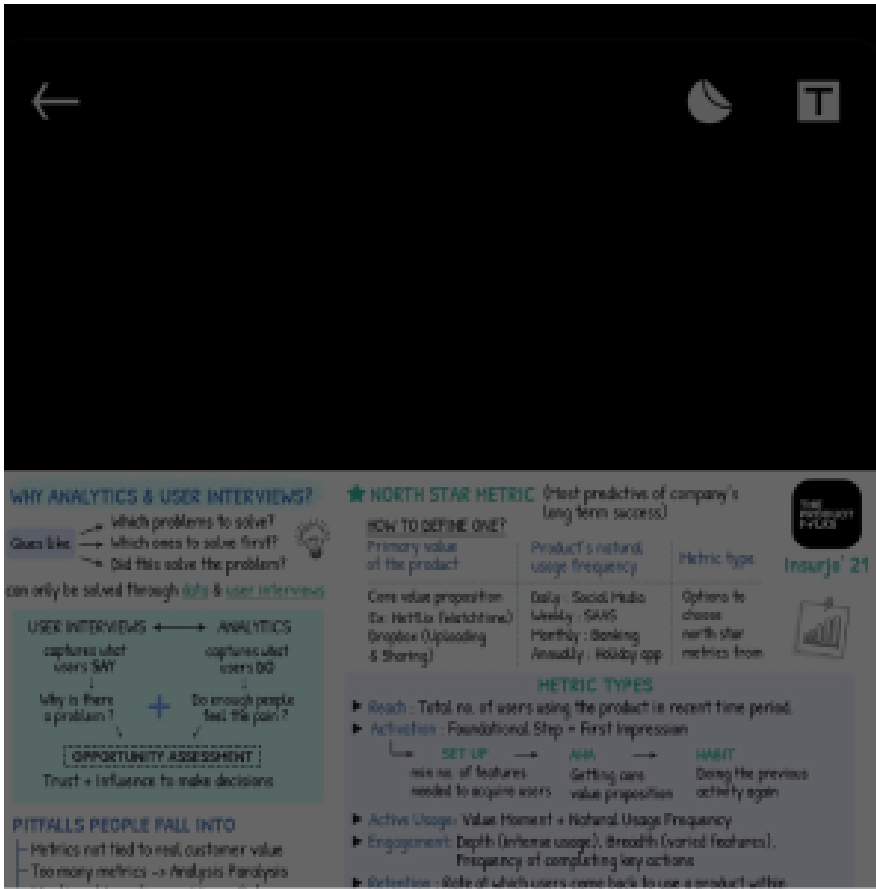
Commenting can be enabled for all forms of Stories (Posts/Videos/Reels). For Posts, comments can be directly done via this method, else Owners who enable commenting on Video can do so as well.

USPs' of this Feature

- **Directly engaging with posts**
- **Reacting to posts without hassle**
- **Reduces time spent opening each post when posted on a story**

Solution 2 (2.1, 2.2): Modifying Stories option for Creators

2.1



Who can see your story?

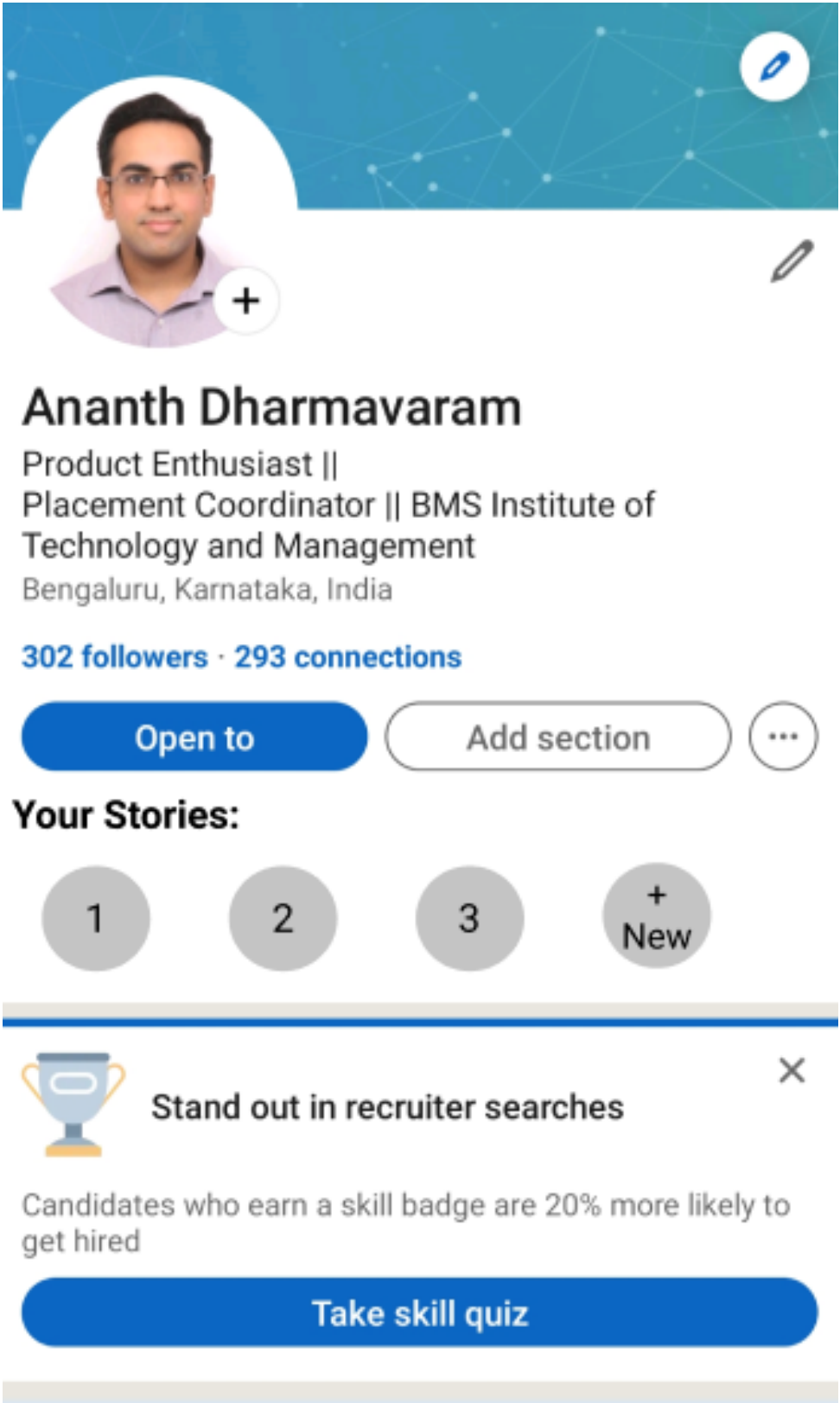
- Your network: ☐ OFF ☒ ON
- Public: ☐ OFF ☒ ON
- Only Followers: ☐ OFF ☒ ON
- Add manually: ☐ OFF ☒ ON

Accessibility

- Creators have options to edit who can view their stories.
- Creators can also enable/disable save mode while posting their stories

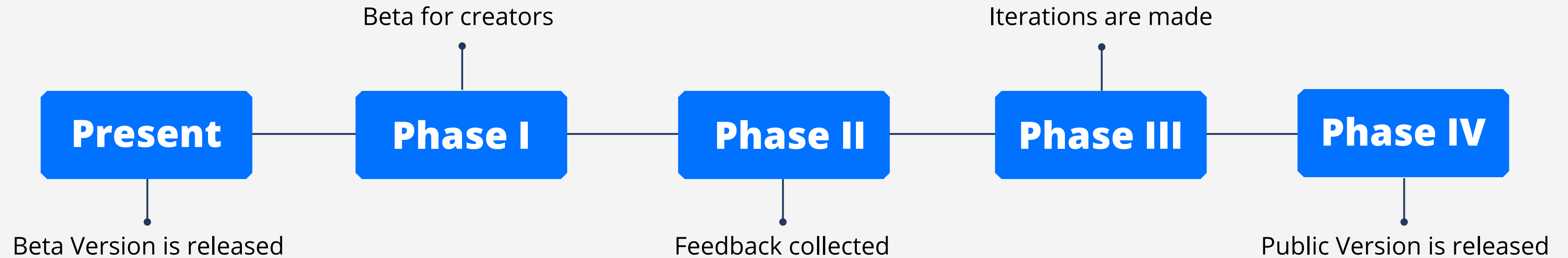
Visibility

- Creators can select which stories to display on their profile
- Creators can combine stories into a pack and give it different names
- Creators can decide the visibility of these stories as well



2.2

Launch Plan



Phase I

Beta version is released to creators who used to actively use the Stories feature (This would be measured as **WAU**)

Phase III

Changes are made to the feature as per the feedback received from the users and accordingly required changes are made

Phase II

Feedback is collected 2 weeks post release of the Beta to understand what the users think of the feature and accordingly common critical feedback is collected

Phase IV

Public version is released to all users

Success Metrics

Recommendation 1

North Star Metric:

No. of end-users who save/
comment/like the feature
per week

Supporting Metric:

No. of stories viewed by
end-users per week

Counter Metric:

No. of users who do not
view any story posted

Recommendation 2.1

North Star Metric:

No. of creators who set
viewing actions per month

Supporting Metric:

No. of stories posted by
creators with these options
per user per month

Counter Metric:

No. of creators who do not
post any stories post
feature update per week

Recommendation 2.2

North Star Metric:

No. of creators who choose
to have their stories on their
profile per month

Supporting Metric:

No. of stories on creators'
profile per month

Counter Metric:

No. of users who do not
have their stories on their
profile

Press Release



Dear user!

We had released LinkedIn Stories to help users like you build a personal brand by posting short videos/posts.

We read your reviews and hear you loud and clear! We are excited to announce the next Gen Stories which provides more options for creators like yourself to engage with users on a more deeper level!

We hope you enjoy this feature and would love to hear your feedback on the same if you have any!

~Team LinkedIn

Thank you!

Done by Ananth D



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