



Knowledge
Officer

LinkedIn

CHECKPOINT (1)

LINKED IN SPACES (MESSAGING)

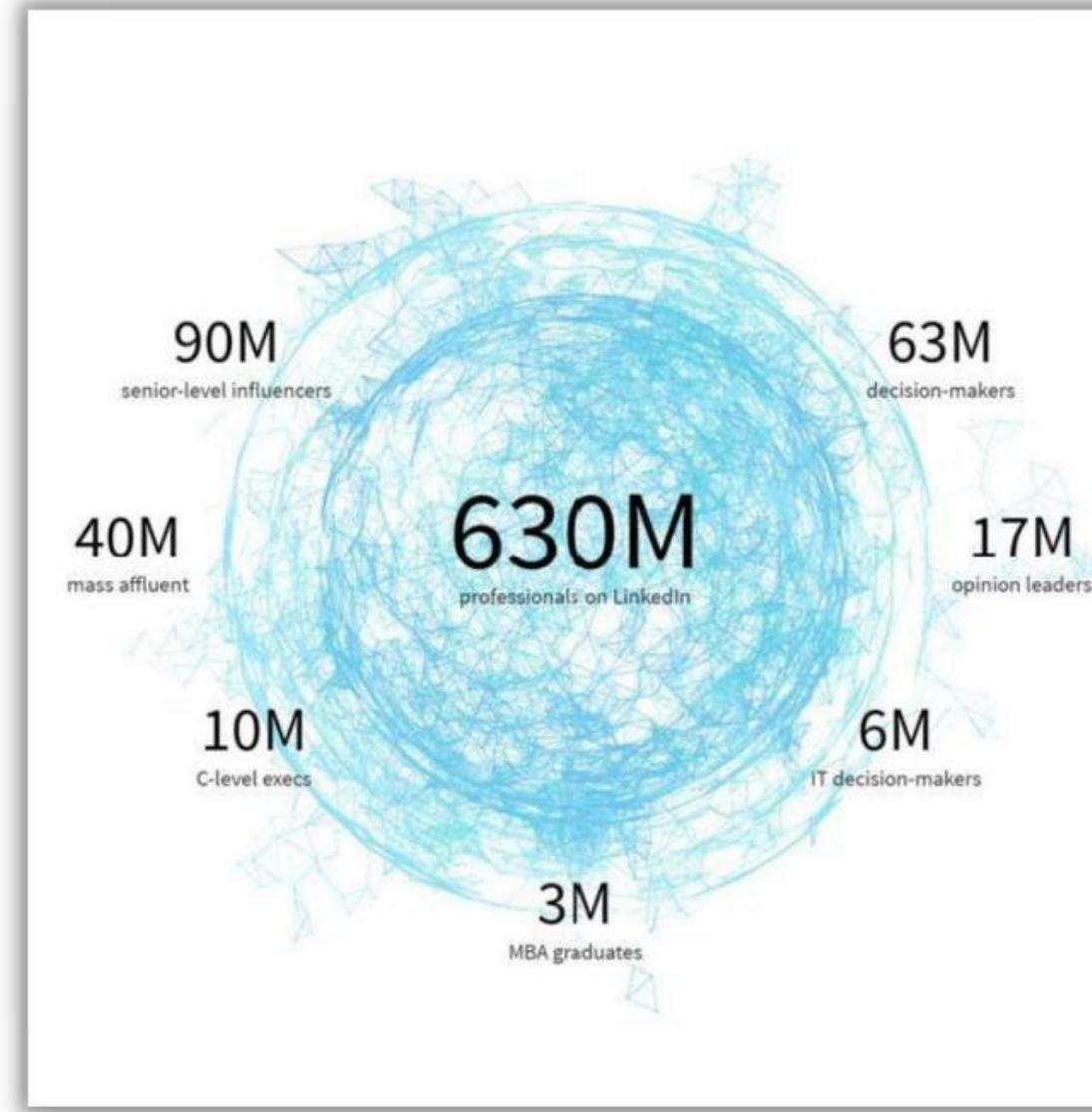
PRES

ESENTATION OVERVIEW

POINTS OF DISCUSSION

- Background -
- Opportunity
- Persona (1), (2), (3)
- Jobs-To-Be-Done
- Customer Journey
- How Might We
- Sprint Focus
- Success Metrics
- Proposal (1), (2)
- ROI
- LinkedIn Spaces V1.0
- Sketches and Prototype
- RoadMap & RoadMap Pillars
- Thank YOU <3

BACKGROUND & INITIAL FOCUS



WHY ARE WE HERE AND WHERE ARE WE STARTING?

- LinkedIn increases rapidly this year by **YOY of 31%** mostly by **25 to 34-year-old** professionals **who make 59.9%** of the app where the conversation between them **increased by 55%** mostly by **57% comes from** mobile traffic from employees who contribute by **15x content impression** more than any job posting and **80% of B2B leads** come through LinkedIn with Egypt **3,550,000+**
- **21% more likely** to get a response from a prospect when you shared a common LinkedIn Group.
- **95% more likely** to accept your InMail and **81% more likely** to respond to it when someone follows you.
- **46% more likely** to accept an InMail if they are connected to someone who works at your company.



OPPORTUNITY

WHAT'S THE PROBLEM?



Reference

- Imagine this scenario, you set a goal to connect with two new people a day on LinkedIn. This was my entire job search strategy...Get on LinkedIn. Find someone who worked for Baxter, Pfizer, Amgen or similar. Click the blue connect button. Repeat once. Go back to writing my thesis. The end. It was a bad strategy. No one accepted my connection requests. Literally no one. How embarrassing!
- A few months later...you decided to crank it up a notch. you decided to start writing personal messages to people instead of just clicking the connect button and sending off the default message. Yeah...No one answers those messages.

1. Common reasons are you don't know anyone where you should dig in and connect with know someone you know or you don't say why you're connecting - Why are you reaching out?
2. You don't care about them where people are on defence now and want you to read about them or you write too much then tighten it to 50 words and without a connection to 22 million smart watch.
3. You don't ask any questions as you have to earn a response and adjust the subject line to short by 5 words or less.
4. You contribute nothing - join exclusive groups and training programs.

FOR WHOM ARE WE DOING THIS

PERSONA (1)



INTERVIEW

I want to know the people I'm working with
by visualising their key characteristics

PERSONAS

 ADD PICTURE OR DRAWING	WHO AM I? I am Esperanza, working professionally as assistant CEO; where my work typically related to meet many people from investors, middle managers, partners, associate and employees. My	3 REASONS FOR ME TO ENGAGE WITH YOU 1. Maintaining my contacts 2. When I could track messages and also help 3. When I could attend events that are relevant to our typical business	3 REASONS FOR ME NOT TO ENGAGE WITH YOU 1. When I receive messages from people I don't know or irrelevant 2. When my associate has 3. I don't like sharing my data for	
PERSONA NAME: Esperaza Wizikoi	AUDIENCE SEGMENT:			
MY INTERESTS Finishing tasks. Dealing with numbers and data. Meeting new people every day and have discussions from the high table. Make the world a better place by working on purpose.	MY PERSONALITY Extrovert Intellectual Motivated Inspired	MY SKILLS organizational skills Administrative Skills High work ethics Working by book of rules and guidelines. Microsoft Power tools professional. Interpersonal skills	MY DREAMS Building and managing communities of interest. I have a proficient digital assistant to curate and organize meetings by relevance and repetition. Automation tools between messages and my calendar chronologically.	MY SOCIAL ENVIRONMENT Having 2 to 3 close friends in my work. Attending gatherings and sending notes from the highboard to middle managers. Attending conferences and workshops where we or I conduct training sessions and enjoy talking to people.

FOR WHOM ARE WE DOING THIS

PERSONA (2)



SURVEY

I want to know the people I'm working with
by visualising their key characteristics

PERSONAS



PERSONA NAME:

Patrick

AUDIENCE SEGMENT:

WHO AM I?

My name is Patrick, I am Sr. construction engineer. I believe in learning and creativity where social is the core of everything I do. I love discussing topics with my colleagues related to anything. I like to go to meetings and

3 REASONS FOR ME TO ENGAGE WITH YOU

1. You offer me who I can learn something or
2. You organize my professional contacts
3. Maintain my

3 REASONS FOR ME NOT TO ENGAGE WITH YOU

1. I learn nothing
2. Irrelevant Messages
3. Nothing got my interest or I don't know in which

MY INTERESTS

- Building Professional habits
- Promotion or better working opportunities
- Learn from what other people are doing
- Grab some coffee and meet new professional people
- Attend conference or give talks

MY PERSONALITY

- Like talking to minded people
- Love to learn
- He likes discussing related professional topics
- Visionary
- He like to maintain with his previous co-workers
- He like to stay up-to-date with new changes in the market
- Has a variety of interests

MY SKILLS

- Interpersonal skills
- Leadership skills
- He can use different digital apps fluently
- Technical expertise
- Management Skills

MY DREAMS

- Strong Community
- His people to focus on education part
- People become more aware
- Making up a startup in construction engineering
- People become more aware

MY SOCIAL ENVIRONMENT

- Hanging up with co-workers
- Family gathering
- Attending work meetings or conferences

FOR WHOM ARE WE DOING THIS

PERSONA (3) + USER TESTING



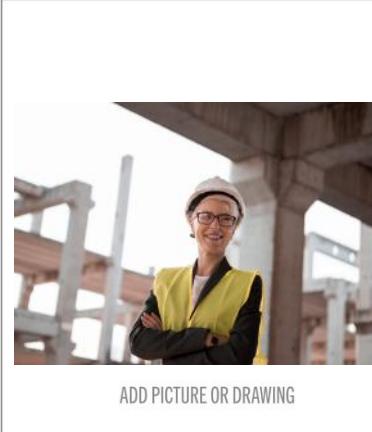
INTERVIEW



SCRIPT

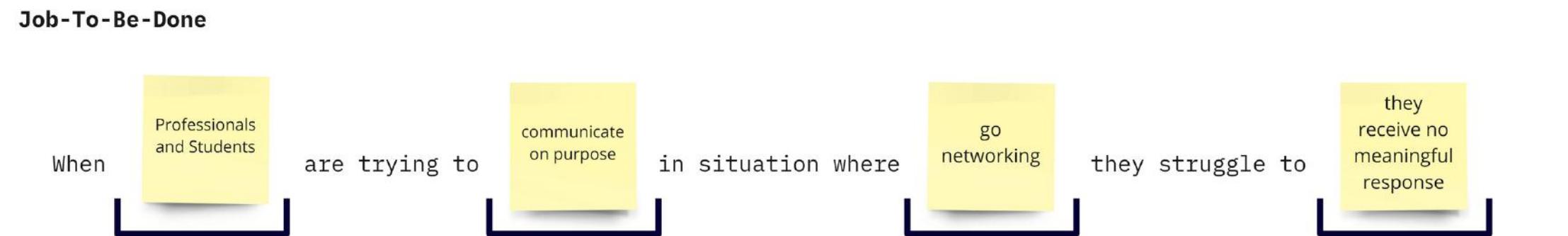
I want to know the people I'm working with
by visualising their key characteristics

PERSONAS

 ADD PICTURE OR DRAWING	WHO AM I? My name is Alaa, I am construction engineering consultant working on waste management and sustainability. Most of my time I spend is with old friends, coworkers or keeping myself busy finishing projects or handling different	3 REASONS FOR ME TO ENGAGE WITH YOU 1. Professional Environment, Real minded achieved professionals 2. Engagement with people I keep contacting with them and sense 3. Keeps me more excited and motivated to add on my profile to be more competitive and	3 REASONS FOR ME NOT TO ENGAGE WITH YOU 1. Lagging sometimes and low 2. Sometimes, it becomes an irritation when you have too many messages you don't 3. I use email a lot, so if there's sort of automated response sent throughout			
PERSONA NAME: Alaa Abdelrahman	AUDIENCE SEGMENT:	MY INTERESTS Working for cause Spending time with family. Communication I like reading books and follow productive habits.	MY PERSONALITY Extrovert Good presenter and charisma Like talking to minded people I don't like using digital so much except on purpose	MY SKILLS Leadership Administration skills Organizational Skills Technical skills	MY DREAMS World follow sustainable development goals More productive use of my network. project management	MY SOCIAL ENVIRONMENT Friends Family Writing for environmental causes. Blogging for productive habits.

FOR WHOM ARE WE DOING THIS

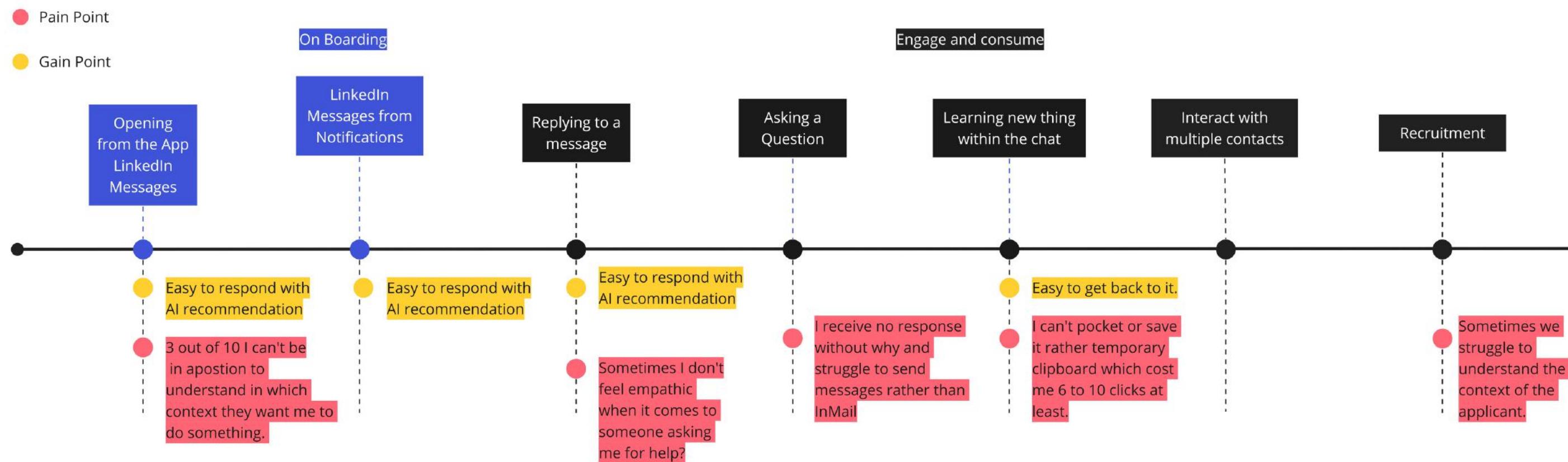
JOB-S-TO-BE-DONE*



Tools hired	Reasons for hire	Barriers for hire
LinkedIn Messages	Free and with amazing AI text recommendations and can finish B2B deals.	Complicated to respond to someone I don't know their context and I don't feel like communicating.
Phone Call	Flexible for FAQs or if I have an complaints to communicate.	I don't prefer phone call all the time as it could be time consuming.
They go office for a meeting	On purpose, professional and feel that I am heard	3 out of 10 meeting I have is on purpose and speaking about all 7 is irritating.

FOR WHOM ARE WE DOING THIS

CUSTOMER JOURNEY



FOR WHOM ARE WE DOING THIS

HOW MIGHT WE*

App Design

How might we increase response rate of messages rather than lagging and provide glow effect around sent and received messages?

How might we make the interface “cheerful”?

How might we offer categorization to LinkedIn Messages?

Networking

How might we educate our users about networking habits?

How might we help people make more networking opportunities?

How might we help a user track their networking interests?

How might we help people manage their messages to be clean?

How might we help a user track their networking interests?

How might we build and improve professional mentorship community?

How might we create a supportive social network for job seekers?

How might we connect users with mentors?

Community

Building Habits

How might we encourage people to set goals to talk and have chat?

How might we show that reduced networking opportunities is related to healthy working professional habits?

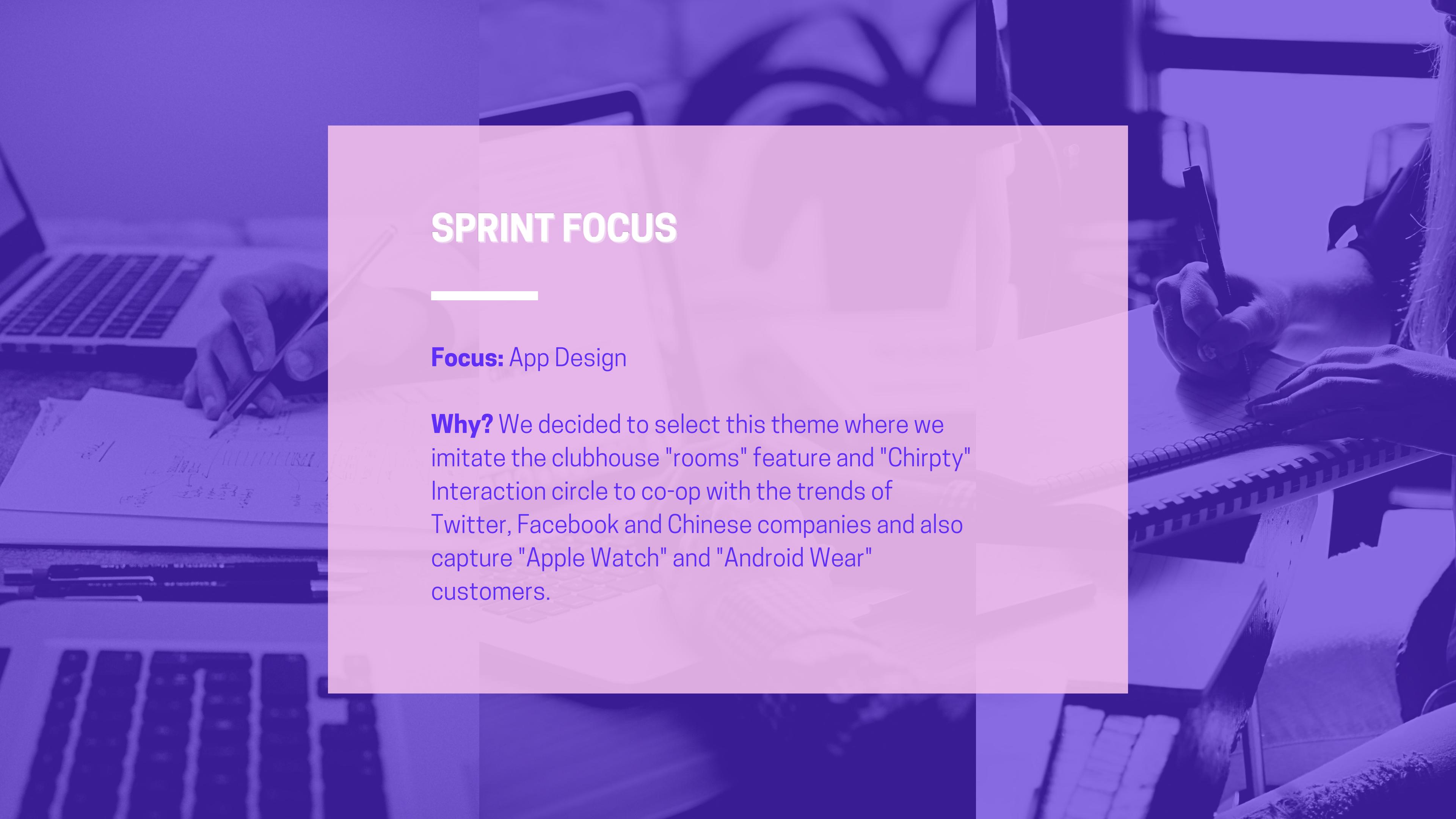
How might we send daily celebration about networking goals to keep users engaged?

How might we track personal messages pick up some themes to get people with relevant interest?

How might we promote networking contacts that might interest users?

How might we set up a reward system?

How might we send email digest (ex: Quora) about recent updates or followups?



SPRINT FOCUS

Focus: App Design

Why? We decided to select this theme where we imitate the clubhouse "rooms" feature and "Chirpty" Interaction circle to co-op with the trends of Twitter, Facebook and Chinese companies and also capture "Apple Watch" and "Android Wear" customers.

SUCCESS METRICS

GOALS & SUCCESS

	Happiness	Engagement	Adoption	Retention	Task success
Goals	Progress towards networking goals Reduction in overall response rate	Users enjoy's the service features and open it regularly Users spends more time communication and go-to rooms.	Bring more Active or Passive Users Better Adoption rate and Inbound Marketing	Users keep opening the interaction circle and click on summary message of #No read contacts Users click on their calendar through email to access to scheduled room of interaction circle	The interface is easy-to-understand for the core audience
Signals	Responding to more messages organically Customer response to Net promote score (NPS)	#No user who go through goal set (Events) on Google Analytics Average usage time on Interaction circle overall + messaging hovering over contacts.	Increase of referrals Number of users go for LinkedIn premium page	Recurring subscription Progress tracked on goals and active users across devices (ex: smartwatches)	Completing tasks fast
Metrics	% of users visiting messaging platform daily/ total number of users coming to LinkedIn NPS	Session length (Conversation) Organically % of users responding to messaging in 30 minutes of reading/% of users reading a message in a day	Download rate (smartwatches) & overall The average response time of a message per user	Subscription renewal rate	Search exit rate

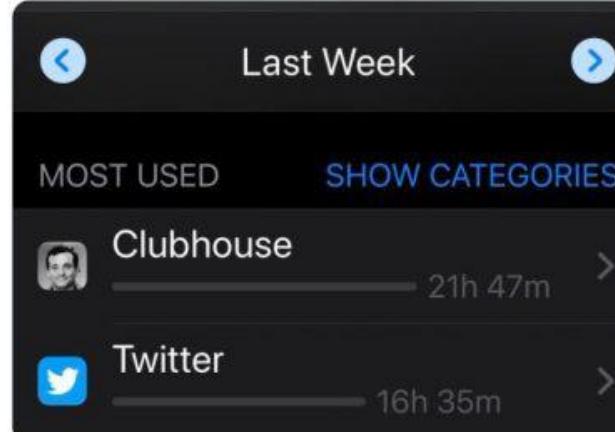


I have spent an embarrassing amount of time in Clubhouse this week, mainly to the detriment of house party and twitter.



Replies to @pitdesi and @sriramkri

Also spent an embarrassing amount of time on ClubHouse last week. On a self-imposed detox today.



PROPOSAL | SOLUTION ALIGNMENT

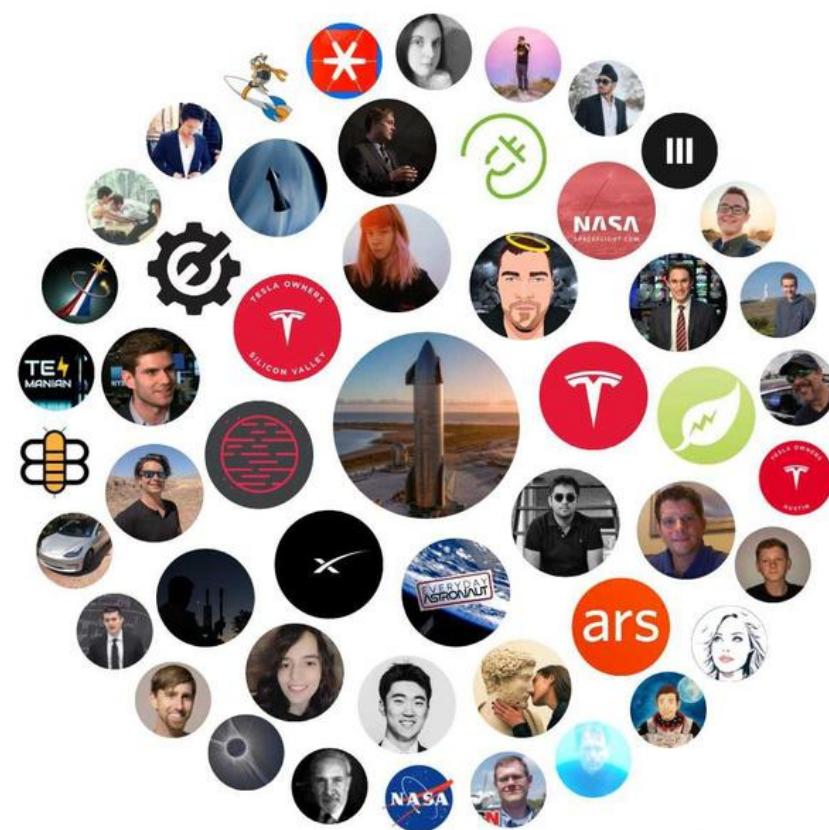
WHAT'S OUR SOLUTION? (1)

- Revamping "**LinkedIn Messages**" Mobile since it has relatively low response since **59.9% of its users** from age 25 to 34 are added making a substantial increase in conversations in 2020 **by 55%**
- The clubhouse is a live audio app where you can listen to or participate in live discussions. **Nothing is recorded**. When the room ends, that conversion is **gone forever**.
- **2 million daily**, active users spending on average **40 hours a week** for women and other shows where they are spending **11 - 20 hours** a week on Clubhouse.
- Sanchez said, "**The conversations and knowledge I'm able to accumulate just by logging in daily is literally worth thousands of dollars in masterclasses.**"
- Clubhouse house amassed an impressive life of celebrities taking to the app including '**Swaris**'

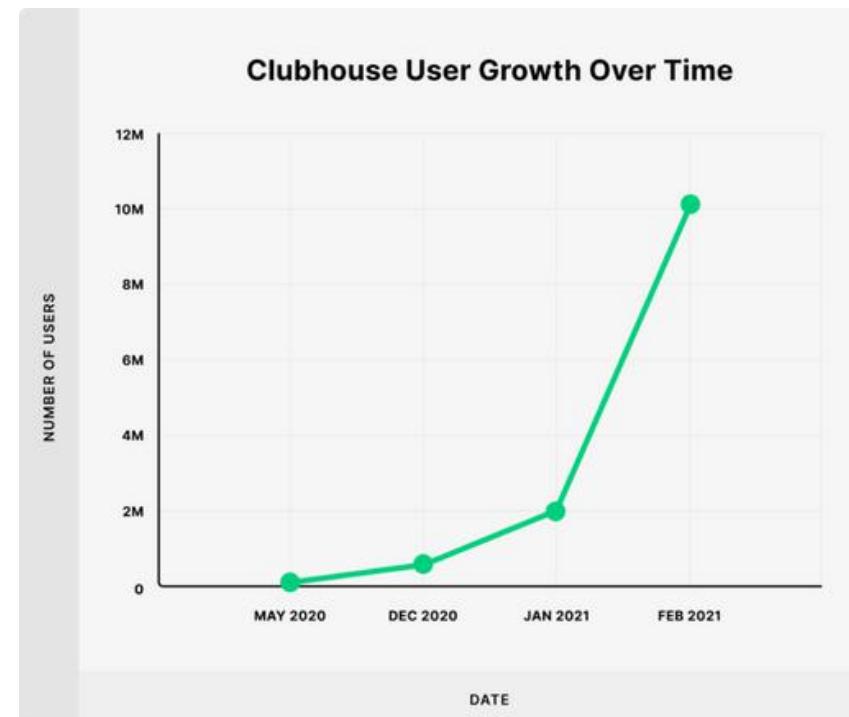
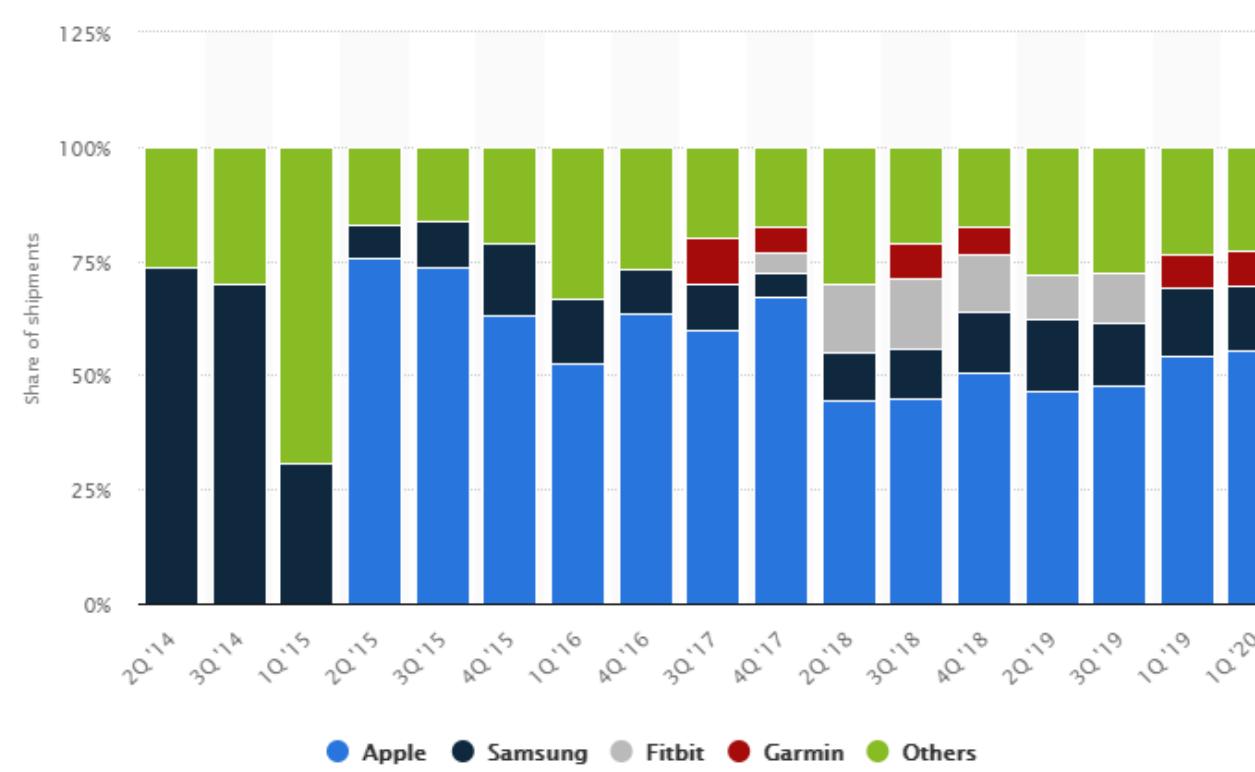


PROPOSAL | SOLUTION ALIGNMENT

WHAT'S OUR SOLUTION? (2)



- Chirpty generates an image that displays the **users you interact with** the most on Twitter.
- To the human brain, faces are a banquet of conscious and subconscious information. **We learn to read and imitate faces as early as 2 days old!**
- The mere presence of human faces (typically smiling) can positively **affect one's impressions** (conscious and subconscious) of whatever product/service/information one is assessing. So our **brains are engaged** by faces, and faces can positively affect the **way people feel** when they're on your site; perhaps we should move them up in the information hierarchy? and gives a unique emphasis amongst the canvas of boxes.
- It open an opportunity to run on "Apple Watch" and "Android Wear".



Business Models Used: Hidden revenue - Long Tail - User Designed - Orchestrator

RETURN ON INVESTMENT & MEASUREMENT

HOW WILL WE KNOW IF WE'RE SUCCESSFUL? & WHAT CAN WE DO?

- The clubhouse is **ranked #5** in the App Store under the “Social Networking” category valued at **\$1 billion**.
- The average CPM cost on social media was **\$4.33**. The average CTR for ads in 2020 was 1.3% and social ad spending is forecast to increase 20% to **\$43 billion**.
- \$62: Sale price** for Clubhouse invites on Chinese marketplace app Xianyu, so it makes sense that sales will soar with LinkedIn revenue increased **23%** year-over-year.
- In 2019, an estimated **20.1 million smartwatches** were sold. 2016-2020 annual sales forecasted to grow to **over 22 million** as these devices skyrocketed in popularity.



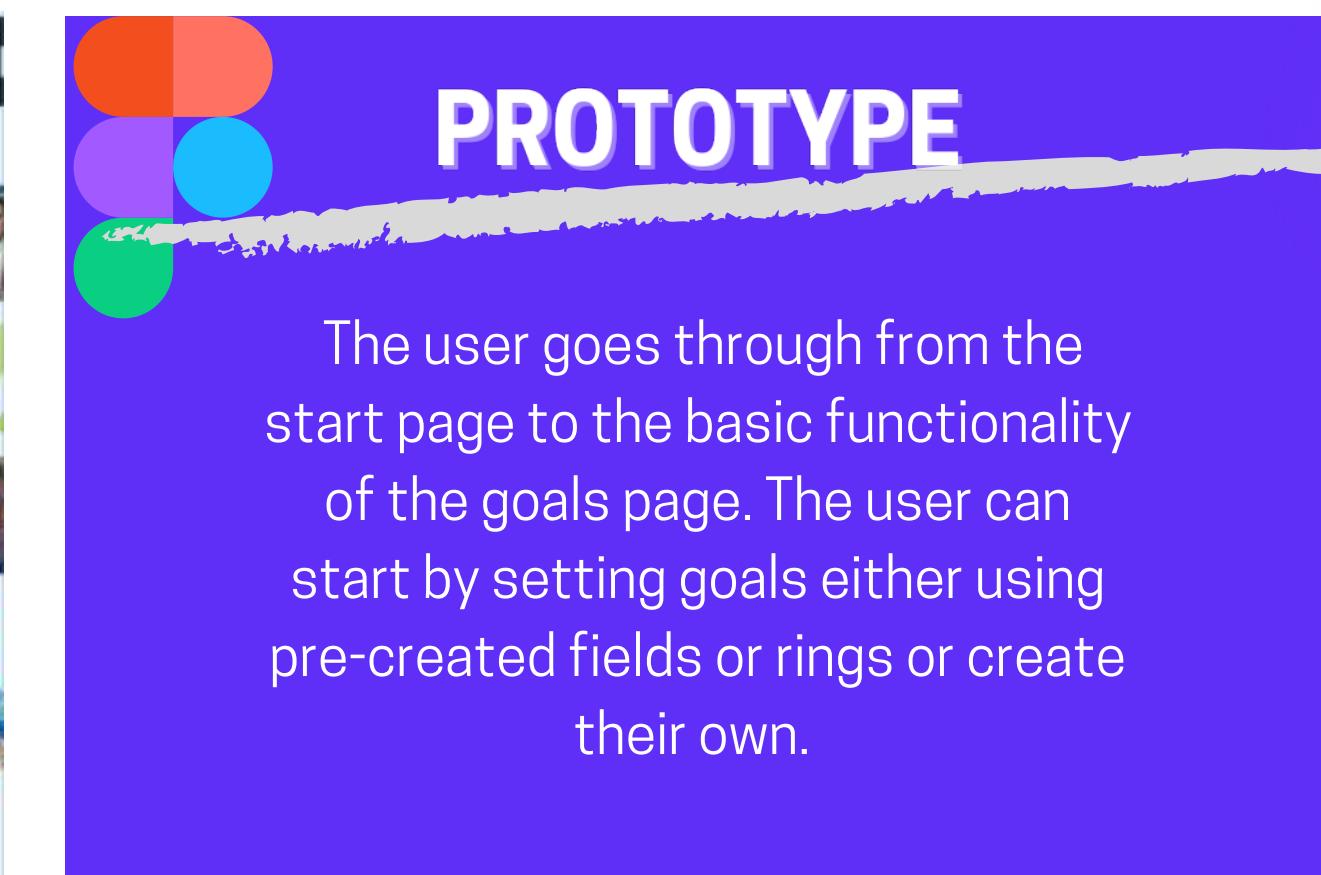
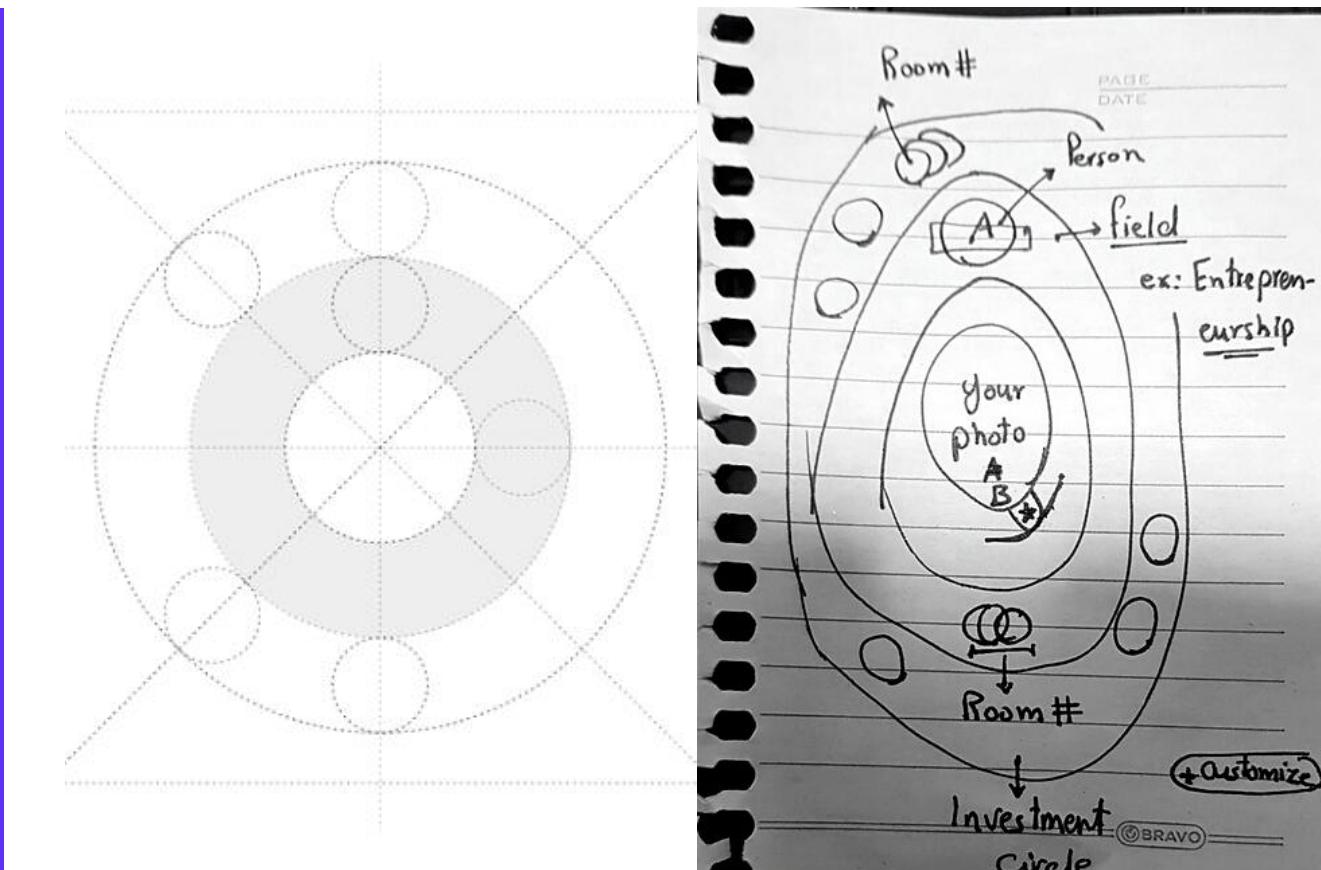
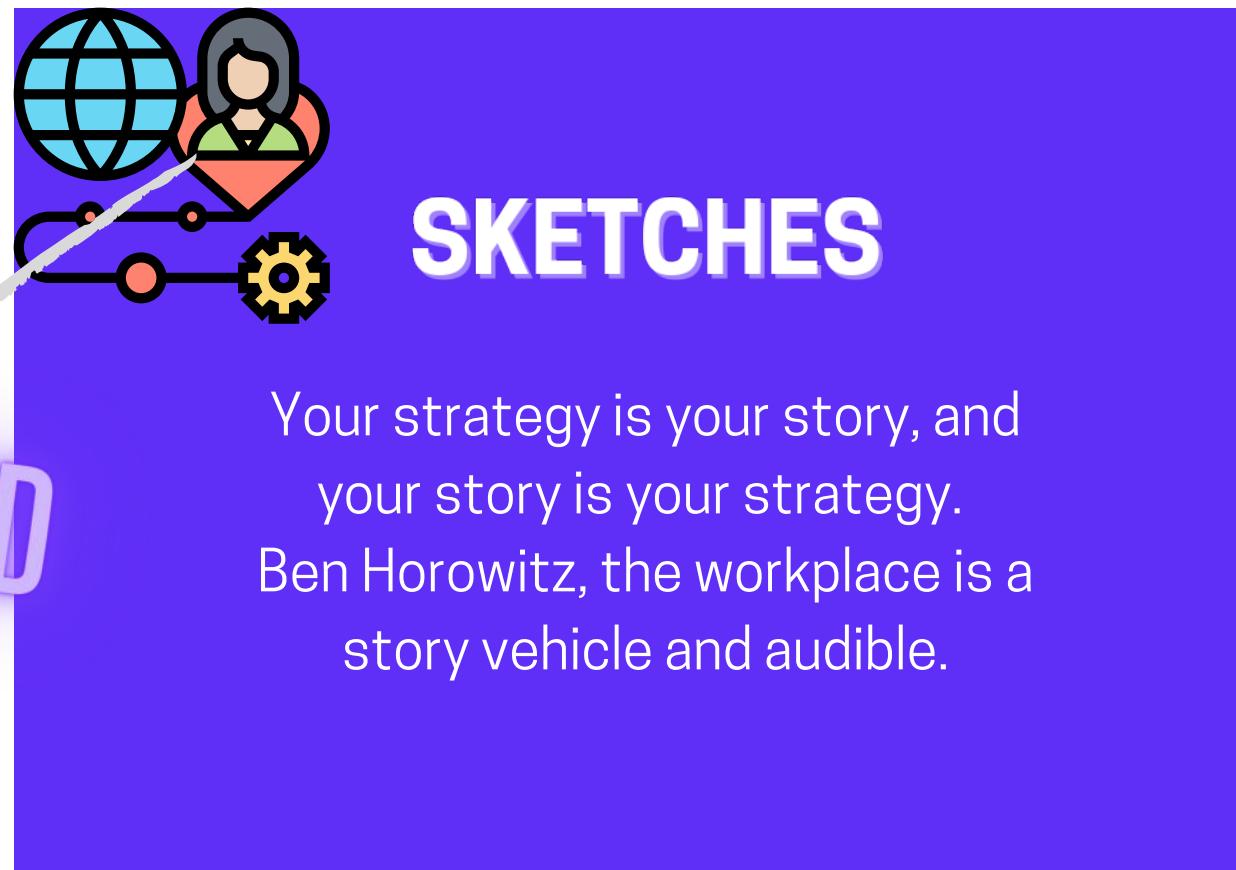
LINKED IN SPACES V1.0 | HIGH-LEVEL APPROACH

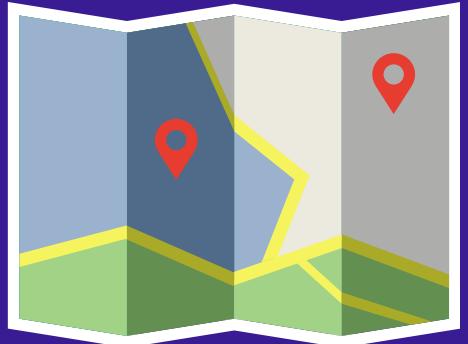
LinkedIn is proud to present the upcoming release of "LinkedIn Messages" for all of its (Power users - Sales Professionals - Recruiters - Students) subscribers. LinkedIn aims to help its customers reach their networking goals and healthy professional habits by making motivation accessible all through an application on your phone, desktop, laptop and now on your smartwatch.

LinkedIn all along with embrace effective, more trusted way to find and transact with each other online and embrace search and transact via a network and now it becomes better with AI better segmentation with better BD Inbound, better groups where AI becomes critical to revenue with better user-based network effects resulted in better engagement rate, Hit rate, sickness ratio and then better InLeads.

Professional People Search 1.0: Monster, Lexis Nexis, et al	Professional People Search 2.0: LinkedIn
  Assess professionals by looking at each individual's claims	 Assess professionals by looking at network of relationships between users

STORYBOARD





3-Month Roadmap to acquire 10% of organic +20 million customers

PRODUCT (DESIGN THE RIGHT SOFTWARE)

User Experience -
Design/UI - Testing/ QA

OPERATIONS

Financial and Accounting -
Facilities - HR/LinkedIn
Happiness

ENGINEERING

Natural Language Processing
engineers - Data Scientists -
Front End / Web App - Android
and Apple developers for
smartwatches.

MARKETING (BRING IN CUSTOMERS)

Content/Media/Research -
Community Management -
Paid Acquisition

RETENTION (KEEP PRO MEMBERS PRO)

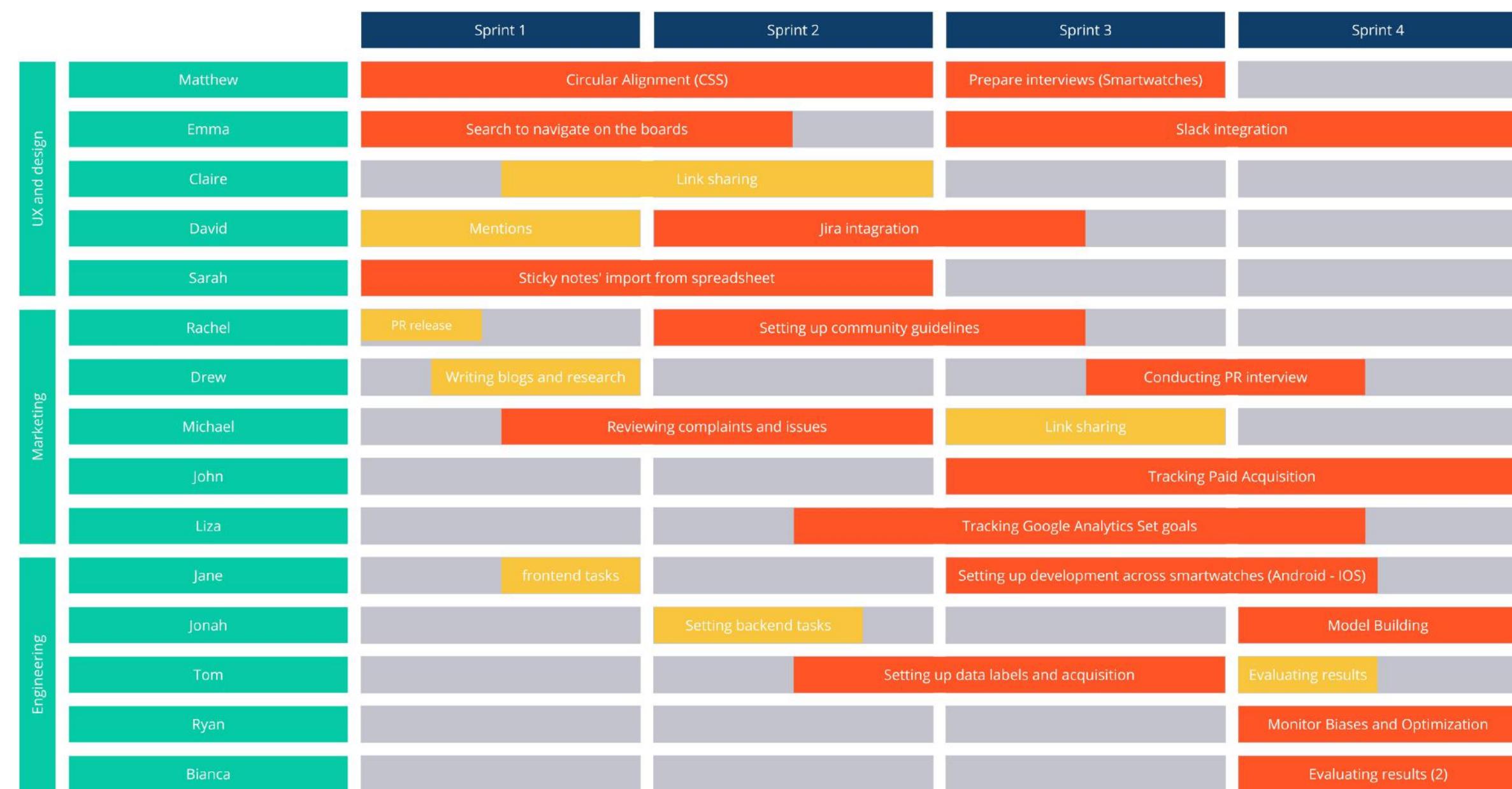
Quant + Cohort Analysis
Email + On-Site Messaging
Q&A Assistantance.

APARTMENT BUILDINGS

Presentations are
communication tools that
can be demonstrations.

Roadmap Pillars

- Build an easy to use LinkedIn Spaces application with interaction circle and rooms features across smartphones - smartwatches (UX - Frontend team)
- Setting up Big data of easy to log in any contact or room and Allow for users additions and feedback in real-time to their interaction circle into fields.
- Provide baseline goals that are easy to track for a networking goal.
- Apply AI integration to generate daily curated contacts into fields based on their interest update to user interests update added-on consideration for user adjustments





THANK YOU FOR YOUR TIME!



LOOKING FORWARD TO WORKING WITH YOU.

CHECKPOINT (1)

YASSER AL BARBARY

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