LinkedIn Ifi

"Your all time companion to success!"

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Background

LinkedIn is an American business and employment-oriented online service that operates via websites and mobile apps. Launched on May 5, 2003, the platform is primarily used for professional networking and career development, and allows job seekers to post their CVs and employers to post jobs. According to the New York Times, US high school students are now creating LinkedIn profiles to include with their college applications. LinkedIn also acquired the online MOOCs platform, Lynda which is now called LinkedIn Learning.The basic functionality of LinkedIn allows users to create profiles, which for employees typically consist of a curriculum vitae describing their work experience, education and training, skills, and a personal photo. Employers can list jobs and search for potential candidates. Users can find jobs, people and business opportunities recommended by someone in one's contact network.

Goal

Our goal is to make LinkedIn Ifi the destination to discover and get into their dream job. What is a dream job though? We think it's the job that doesn't give you Monday Blues. Others in this space focus on providing either just job suggestions which are very abstract in nature or simply display out all the jobs related to the keyword search. LinkedIn Ifi is the product people come to to understand their strengths and get suggestions in their forte.

Who's it for?

1. **Individuals** - those who are looking out for a job and want guidance related to the job profile best suited.
2. **Educational Institutions** - schools, colleges who are looking to provide career guidance to their students early on, to then divert the child's focus into their areas of strengths.
3. **Enterprises** - companies who are looking to help their employees with the career direction, up and sidewise

Why build it?

1. It's something we personally wanted when we were young (or even today)
2. 49% of job applications making a drastic career change through LinkedIn Jobs
3. Job applicants are on rise and also are the bold audience looking to work in job of their choice
4. Monetization opportunities for subscriptions of the service
5. Already existing supporting resources with us

What is it?

Success Metrics

- Launch an app that has at least 4.5 stars on the app store
- Conversion rate of 10% to LinkedIn Ifi subscription model
- Provide quick assessment to users about their strengths and future job they'll like

Key Features & Scope

Priority	Feature	Description
P0	Sign Up	User has heard about the app and is interested in exploring the service. They would like the option to plain sign up using their email/number and password; or even using facebook and google.
P0	Login	User is using the app already and wants to login. They should have the option to login using plain email/number and password or through facebook or google.
P0	Payment	User would like to purchase the plan. This would help in accepting the payments.
P0	Excellence Assessment (EA)	User is all set to take the excellence assessment test which would tentatively be a 1 hour 20 mins test, with 4 sections. User should attempt one section at a time but is open to take breaks between two sections. Each section is timed to 20 mins.
P0	Retake EA	User has been with the product for 3 years now and are looking for job change which is more relevant to today's situation. This is when retaking the EA would help them.
P2	Aggregate/Override old EA result	User has taken the EA, do they want to aggregate old EA results with the latest test or plainly use the new test results for recommendations.
P0	Scoring	User should see their scores under their profile after appearing for the EA in different fields of assessment.
P0	User profile	User should have their own page where they see their (professional) information, recommendations to them, their achievements and interests.
P1	Industry Recommendations	User will see which industry they will be best suited in.
P0	Job Profile Recommendations	User will see which job profiles will they be suited in, this will mostly be the same industry in industry recommendations.
P0	Job listings	List of all the jobs for user to be able to browse, save and apply. This page should have filters, sorting and toggle to show all jobs or just active ones. Filters would be based on industry, company, job profile. Sorting on time posted, affinity score.
P0	Job detail	The job detail page should list the job title, company and location of the job, what date it was posted on, how many applicants does it already have and majorly the affinity score of user with the job. This should also list the detail provided by company for the job.
P0	Apply to Job	User should be able to apply to the job in minimal clicks.
P2	History of job applications	List down all the jobs that the user had in some time applied to. Along with job details, we want to know when the user applied and what's the affinity score.
P1	Save jobs	User wants to save a job to review later which is readily accessible.
P1	View saved jobs	User wants to view all the jobs that they have saved within the app.
P1	Refer a friend	User is enjoying the service and want their friends to start using the app. This relationship should be saved.

P1	Night mode	User wants to toggle between day and night mode that switches the app background colour to white and black respectively.

Core UX Flow

[Mocks](#)
[StoryBoard](#)
[Prototype](#)

Estimated **TAM** (Total Addressable Market)

The product initially focuses on US individuals, expanding to broader age and geographies in future phases.

US Statistics :

- Graduating Students - 4.5M[1]
- Students actually needing this service[2] - 30%

$$TAM = 4.5M * (30/100) * \$149.99 = 202.49M\ pa$$

(1 https://www.quora.com/How-many-students-graduate-college-in-the-US-each-year

2 We're taking 30% as a conservative number to start with. The remaining % were excluded as some get their job offers through internships, some go for higher studies directly. Unaccounted ones are either skeptical to use the product and not aware of ROI or usually aware what they want to go after hence using plain LinkedIn Jobs or other portal)

Our **Competitors**

123Test

- 30M visitors taking 18M tests annually
  Source - https://www.123test.com/statistics/

- Revenue - $4M
  Source - https://rocketreach.co/123test-bv-profile_b5c9ad2ff42e30a4

- Revenue stream - pay per assessment allowing individual/bulk buy

- Market Share (calculated) - 0.05%
  *Source - https://rocketreach.co/123test-bv-profile_b5c9ad2ff42e30a4 &
  https://www.reportsanddata.com/report-detail/assessment-services-market*

CareerOneStop

- 44M visitors
  Source - https://www.careeronestop.org/TridionMultimedia/tcm24-51354_PDF_2020annualreport.pdf

- Revenue - $6.4M
  Source - https://www.owler.com/company/careeronestop

- Revenue Stream - hiring, training solutions for business

- Market Share (calculated) - 0.09%
  Source - https://www.owler.com/company/careeronestop &
  https://www.reportsanddata.com/report-detail/assessment-services-market

Acquisition Channel

Referrals

Referral refers to a user sharing their positive experience with their user that leads their connections to try a product out.[1]

In the ever increasing world of available tools, product recommendations from known people help users to find quick support and point of contact, and also to a certain degree trust for the product already.

1 - https://review42.com/resources/referral-marketing-statistics/

Ads (Youtube, MOOC platforms, others)

Ads focus on showing relevant content based on the search of the user.

Youtube in the past decade has gained exponential popularity among platforms to get answers and advice from influencers. Students also go online to search for advice on how to crack interviews, what interviews look for in a candidate, etc. Students also are now actively engaged online, apart from their college curriculum to learn more and stand out of the crowd. Given users are already working on having their edge over others, targeting already motivated people will make them take a step ahead to understand themselves better from a career standpoint.

Search Engine Optimisation (SEO)

SEO is the process of improving the quality and quantity of website traffic to a website or a web page from search engines like Google, Bing.

Another platform a user goes to find job & training related content is search engines. Given that understanding, analyzing & applying to jobs is an intensive process, users want to be fully prepared and submerged into the process; hence comparing multiple options online is natural instinct to most of the users. Our product is providing a solution to all the above which will reduce user's to & fro between multiple separate solutions. The higher the page shows up in the search engine result list, more likely is the user visiting the page.

Marketing Guide

Marketing Guide

Pricing

Revenue Goal

The goal is to become operationally profitable, meet user expectations and fund strategic growth of the product by the first year of launch.

Key Performance Indicators within 12 months of launch to meet the goal :
1. 16M individual subscriptions
2. 1.6M daily active users
3. 4+ ratings

Pricing Strategy

Freemium subscription model
1. Free users : get recommendations of the top 5 industries and job profiles based on their current LinkedIn profile; and users won't have the option to give EA.
2. Paid users : be able to give EA and get relevant top industry & job recommendations based on EA score. In future releases the score will be shared with the recruiters increasing the visibility.

Pre Launch Checklist

Marketing team
      Collaborate with the marketing team to devise GTM strategy and how we want to market the product which would include the media plan.

Sales team
      Once we have a strategy from above we need to walk the sales team through and give them sufficient time to prepare necessary material.

Customer Support (CS) team
      Supporting early customers defines the future adoption of the product and customer support is the first contact customer comes to resolve all their queries.

Technical Writer team
      Launch involves press release, promotional content. Technical writers should also get collated data from CS and post them to our frequent Q&A section for users to find the content quickly upon search.

Engineering team
      Understand if all the bugs identified in testing are fixed and ready to be in production by launch date. Are there any known technical risks and will systems be able to handle more than expected traffic?

Legal Team
      Is there any regulatory risk in any feature of the product? Have we identified all the possible nuances in securing user data?

Anticipated Risks and Mitigation Plan

Risks
1. Infrastructure : Will systems be able to handle sudden spikes of incoming traffic.
2. Bugs : Unidentified bugs & their impact, severity
3. Engineering : Team availability to this project

Mitigation Plan
1. Talk with the Engineering team to understand how the infrastructure has been provisioned, what volume of traffic will the product be able to handle and if dynamic scaling of infrastructure is available for sudden spikes.
2. Engage with the testing team to test the product for all usual as well as edge test cases. Also analyze if beta testing is required for the app.

3. Keep the engineering team intimated about the product launch date to attend to any unexpected issues.

Sales and Customer Support **Training Guide**

[Training Guide](#)

User Guide

[User Guide](#)

Launch eMail

[Launch mail](#)

Post Launch

We noticed that the adoption rate for our product is 35% less than the expected numbers. We should be incorporating these solutions to help us get into market as expected -
1. Introduce referrals for the users. Referrals are a proven way to invite more users to try out the feature.
2. Share the EA results and affinity score with the recruiters to better evaluate a candidate and also increase visibility.
    This happens both when a user is applying to the job, and also when they've appeared for the EA and recommended job profile recruiters are looking for candidates.

Key Metrics

- 20% increase in traffic due to referrals
- 1.5M monthly unique active users
- 10% increase in paid subscriptions and EA takers.

Control & Variant

- User in control group will have access to the same version as in prod today
- Variant group users will have the app with features of sharing their EA profile & recruiters getting user profiles for jobs.

Hypothesis

Users will refer their friends and colleagues who have benefitted from this product to try it out, increasing the footfall to our landing page/app. Those with premium subscriptions already will have increased visibility and boosted the application process for the job recommendations.