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 user had in some time applied to. Along with job details, we want to know when 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 wants 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