

# User Guide

## 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.

Our goal is to make LinkedIn 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 is the product people come to to understand their strengths and get suggestions in their forte.

## Product Feature

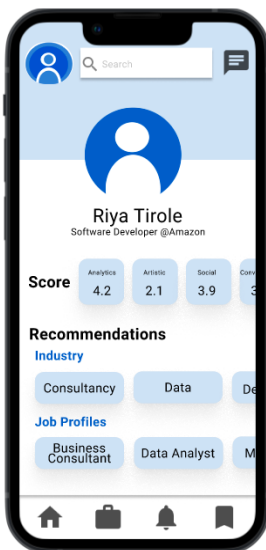
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## 1. User profile

This is your profile where your personal information will be displayed.

This includes the information that you update about yourself including your name, where you work/study, past experiences, certificates, languages known. The other main bit it has is your EA scores across categories and top 3 industry and job recommendations.

This feature with basic personal details is available to all types of users. The EA score and recommendations are available for all premium users when they've appeared for EA. These are clickable icons which will take you to go through the details of recommendations in detail.



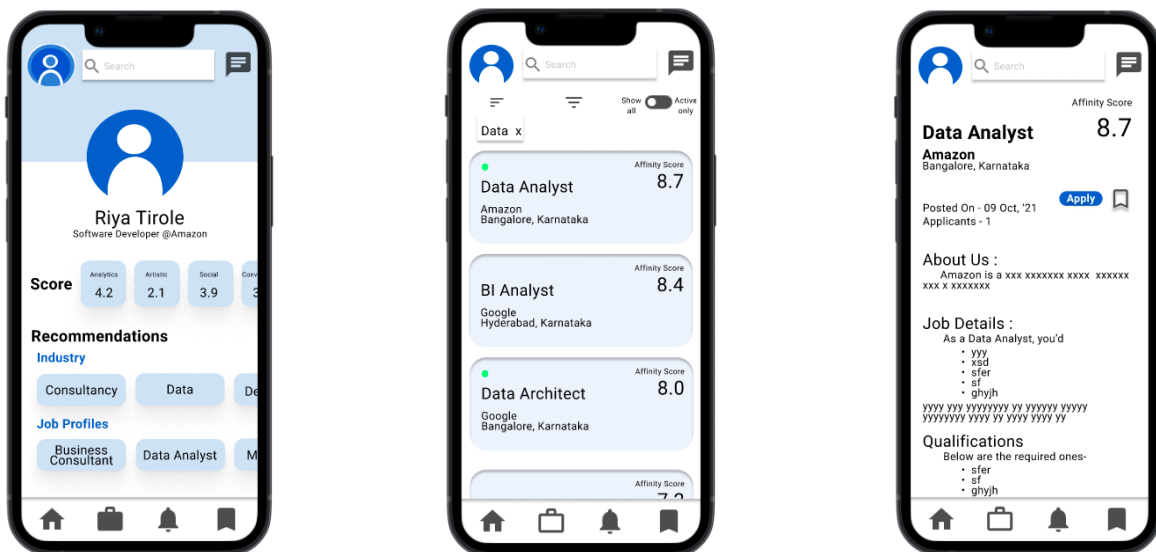
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## 2. Job recommendations

This is where you get all the personalized job recommendations per your interest, past activity and mainly, the Excellence Assessment (EA) score.

The more the system is able to understand you through your EA score and interests, the content will be more personalized. The jobs will primarily (changeable to other options available) be sorted on the basis of your Affinity Score to the job, but for cases when two match the score, the system would understand your interests and habits to make appropriate recommendations.

You will be able to make full use of the feature if you are a premium user and you've taken the EA completely.



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### 3. Job Detail Page

The job detail page will show an in-depth description of the job.

A great feature about this is that even the job recommendations for you that are not active at the moment will have a job detail page. This is helpful especially because it's difficult to find recruiter expectations for a job. This also opens you up to a world of possibilities of jobs that are possible in the coming days.

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