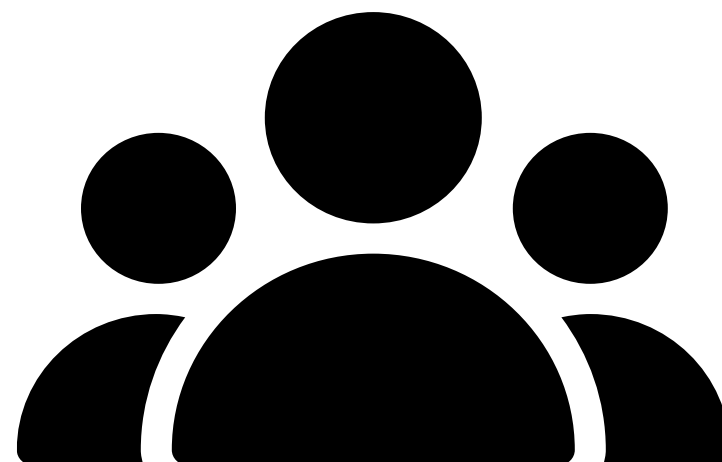# LinkedIn

# Simple Step towards growth

Product Lifecycle & Adoption Strategy: **LinkedIn's Dual Mode Experience**

By Sachin Suna

# The Problem Statement

🎯 **What are we prioritizing and why do we need this feature?**

📌 Many users feel lost in the LinkedIn experience, where job seekers struggle to find job-related content due to an influx of creator-driven posts.

📌 At the same time, content creators & brands drive engagement, contributing to their and LinkedIn's growth.

📌 We need a structured solution that allows users to toggle between two primary experiences:

- Job Area Mode → A focused space for job seekers.
- Breakout Mode → A dedicated space for content exploration.

# Solution Overview – The Toggle Button

## 🎯 What are we building?

📌 A simple toggle button allowing users to switch between two distinct experiences:

| Mode | Purpose | Algorithm Focus |
|---|---|---|
| Job Area | A distraction-free job search experience | Job postings, recruiter messages, hiring events |
| Breakout Area | A content-first experience | Creator posts, discussions, industry updates |

📌 Why is this important?
✓ Improves feature discoverability (reduces cognitive overload).
✓ Enhances engagement & session time for both job seekers & content creators.
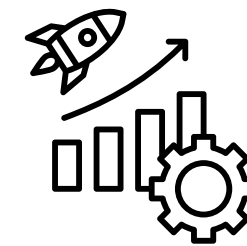✓ Aligns with LinkedIn's dual ecosystem of job networking & professional content.
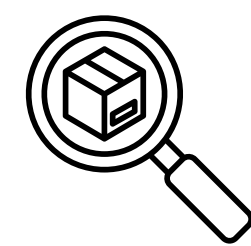
# Product Lifecycle
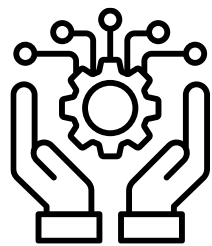


**Discover and Validate**
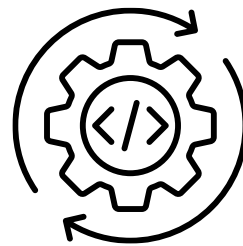


**Build**



**Launch**



**Evaluate and Iterate**

# User Personas & Use Cases

## 🎯 Who is this for?

### 📌 Persona 1: Job Seeker

📌 ( Age 25+, Working Professional)
• Needs a focused job search space without unrelated content distractions.
• Seeks relevant job recommendations based on behavior & interests.

### 📌 Use Case to Validate:

• A job seeker can apply for jobs faster without seeing posts unrelated to hiring.
• <u>150 applications</u> are applied every second, a zone dedicated to job hunt would help in increasing this statistic.
• A job seeker can apply for jobs faster without seeing posts unrelated to hiring.
• User Experience for Job Recruiters and Hunters would be seamless and uninterrupted.
• Personalized Job Posting by tracking user behavior.

### 📌 Persona 2: Content Creator

• 📌 ( Age 21, Intern and Small Content Creator)
• Wants a dedicated space for content engagement,creation & industry discussions.
• Prefers a social-first LinkedIn experience without job postings but niche corporate zone for content development.

### 📌 Use Case to Validate :

• A job seeker can apply for jobs faster without seeing posts unrelated to hiring.
• A content creator can better engage with their audience without job-search friction.
• Marketing Hub <u>report</u> revealed that less than 10% of brands currently leverage influencer marketing on LinkedIn, hence making a separate area will boost LinkedIn Content Creators domain.
• Personalized Content Post by tracking user behavior.

<u>For More Data Source</u>
<u>Supporting Case 1 :</u>
<u>Supporting Case 2 :</u>
<u>Supporting Case 3 :</u>

**Discover and Validate**          Build                    Launch                    Evaluate and Iterate

Product Lifecycle & Adoption Strategy: **LinkedIn's Dual Mode Experience**

# Feature Scope & Functionality

| Feature | Job Area Mode | Breakout Area Mode |
|---|---|---|
| **Primary Content** | Job listings, hiring updates, recruiter messages | Creator posts, discussions, industry blogs |
| **Algorithm Focus** | Job-related engagement, focus on job related hashtags | Social & content engagement |
| **User Actions** | Apply, save jobs, connect with recruiters | Like, comment, share, follow, Post |
| **Business Impact** | Higher job applications, recruiter satisfaction | Increased session time, brand engagement |

📌 **Goal:** Allow users to **customize their LinkedIn experience without disrupting engagement levels..**

**Engineering Feasibility:** Backend algorithm for job vs. content personalization.
- **UX/UI Design:** How the toggle button will look, placement, and interaction model.
- **MVP Definition:**
• Focus on **basic toggle functionality** first.
• Ensure seamless experience when switching.
• Algorithm learns from user behaviour.
- **Sprint Planning & Timeline:** Estimated effort & roadmap.

Discover and Validate          **Build**          Launch          Evaluate and Iterate

# Low Fidelity Wireframe

## Job Area Button Toggle
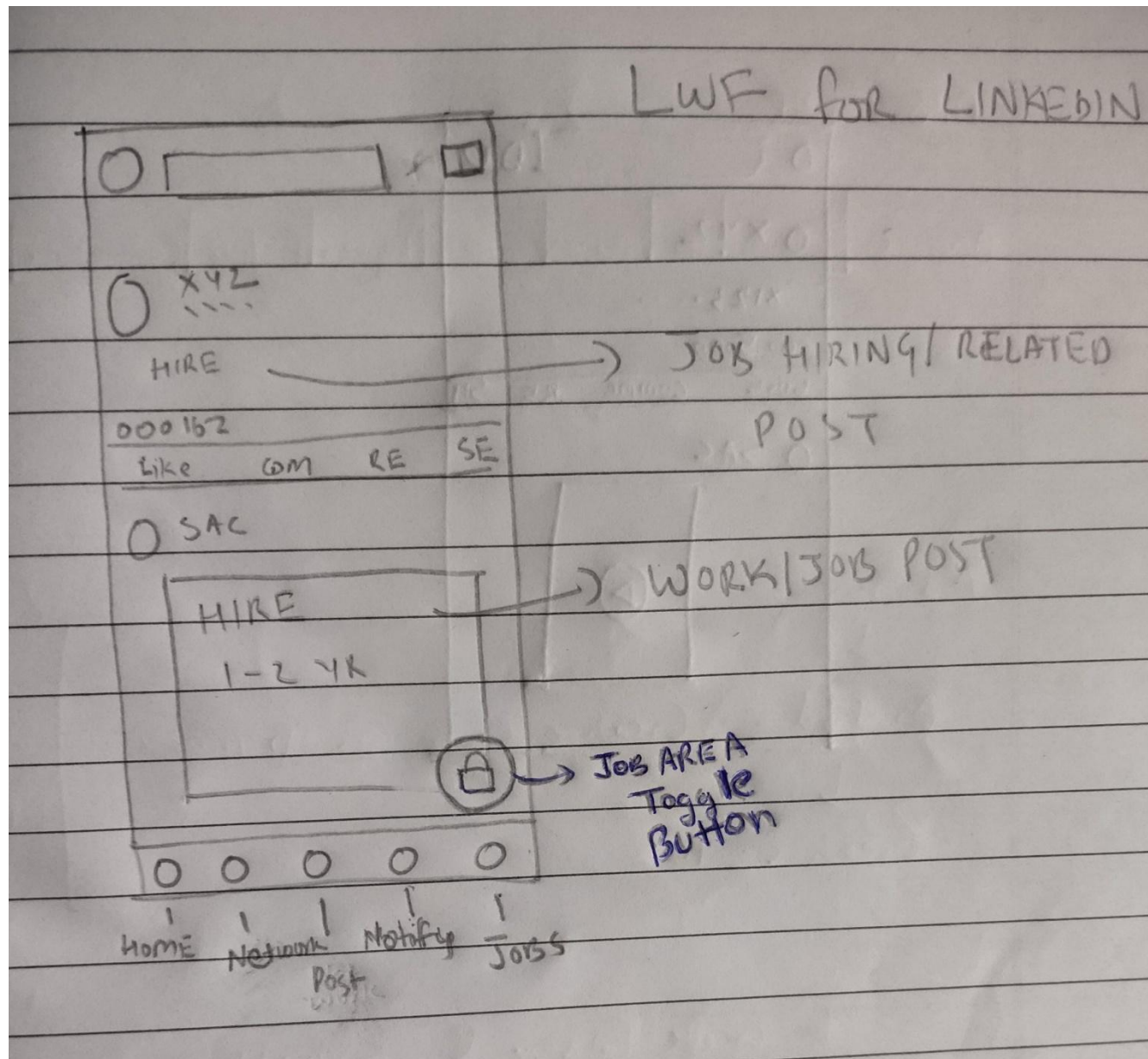


## Breakout Area Button Toggle
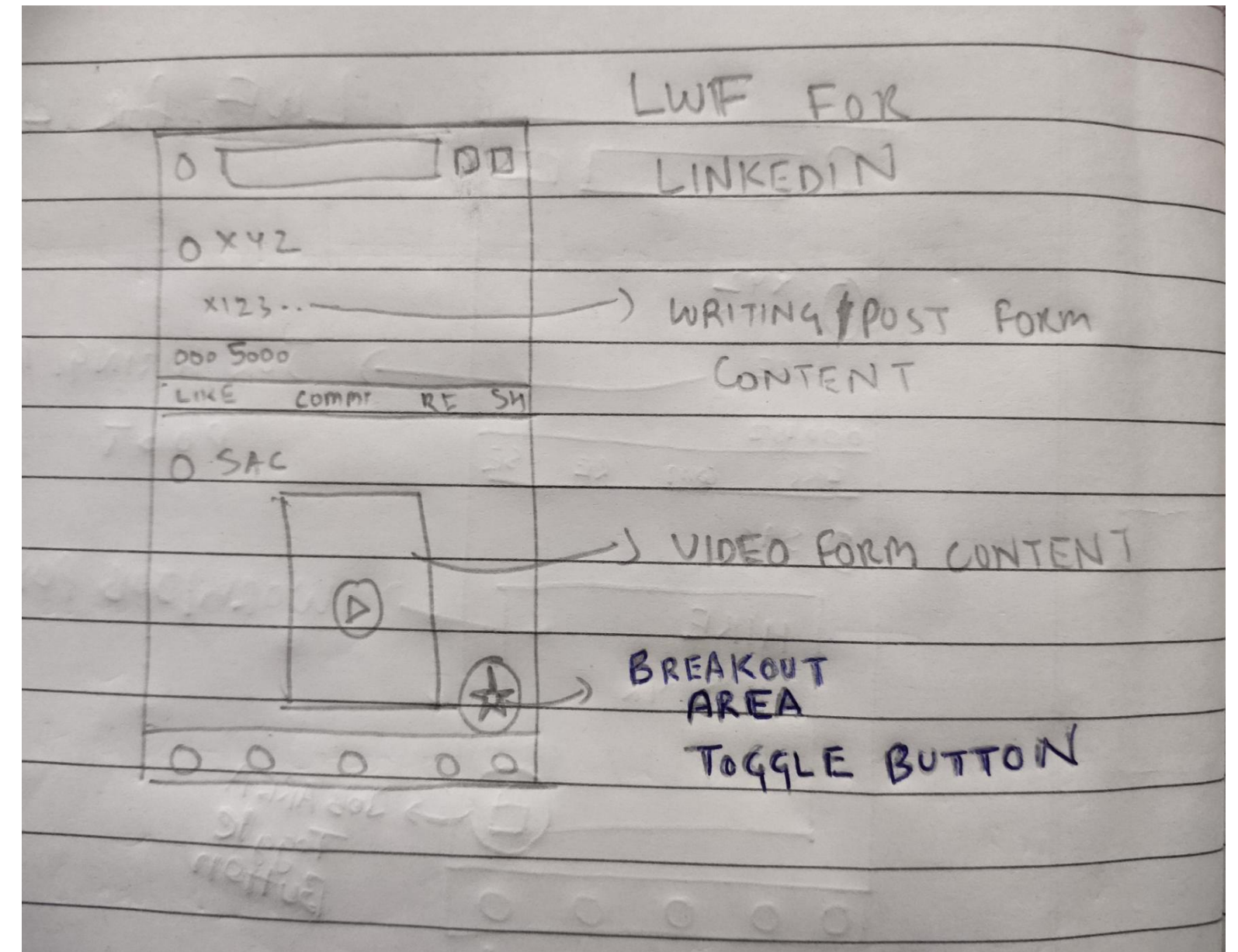
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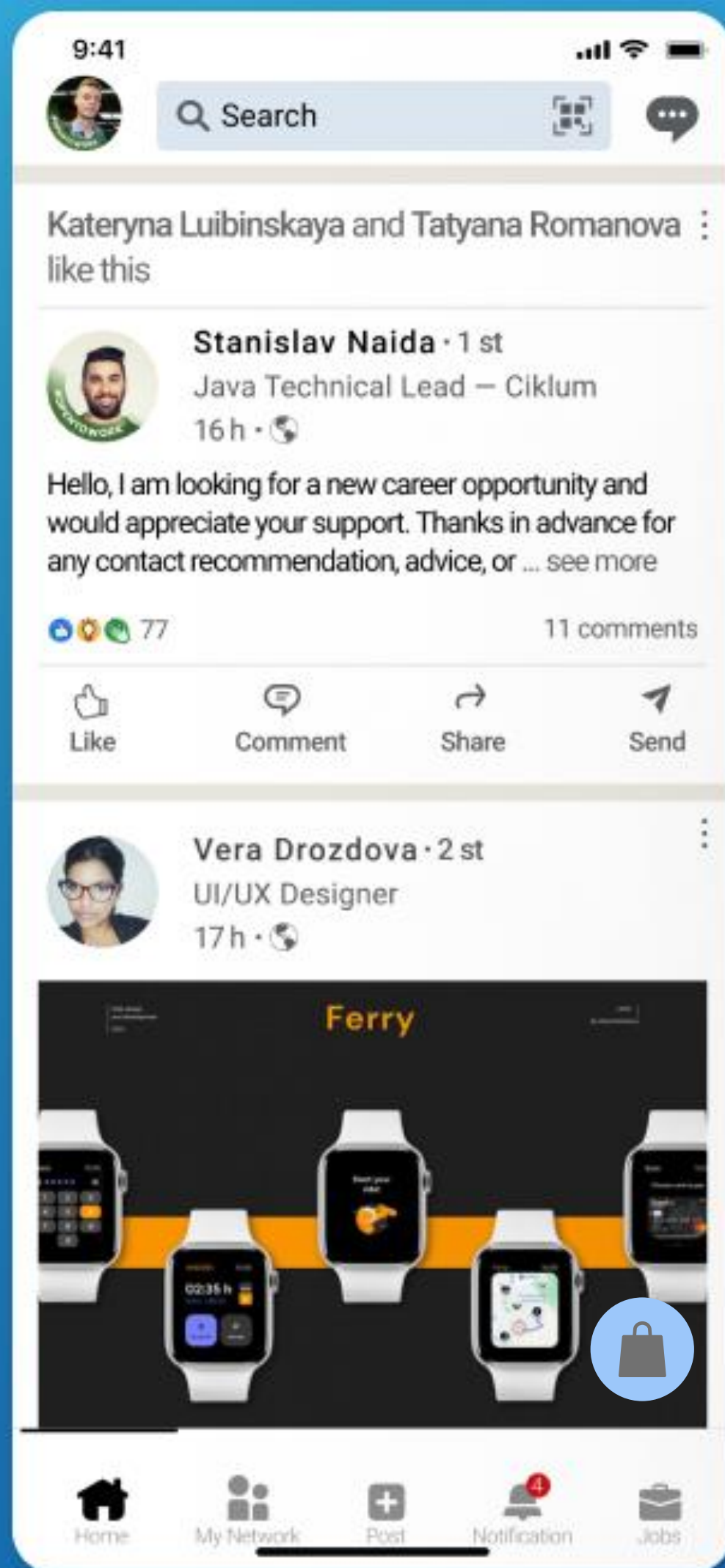
## 🛍 Job Area

**Struggling to focus on job hunting while scrolling through content? Or looking for a break from applications to engage with insightful industry conversations? Now, you don't have to choose—LinkedIn's new Job Toggle Feature lets you seamlessly switch between two powerful modes:**

**Job Mode – A dedicated space for job seekers, showing only relevant job postings, recruiter updates, and career opportunities—helping you apply faster and smarter.**
**With one simple tap, you're in control of your LinkedIn experience. Find your next job with clarity or stay connected with the latest industry insights—the choice is yours!**
**Try it now and experience LinkedIn, your way**
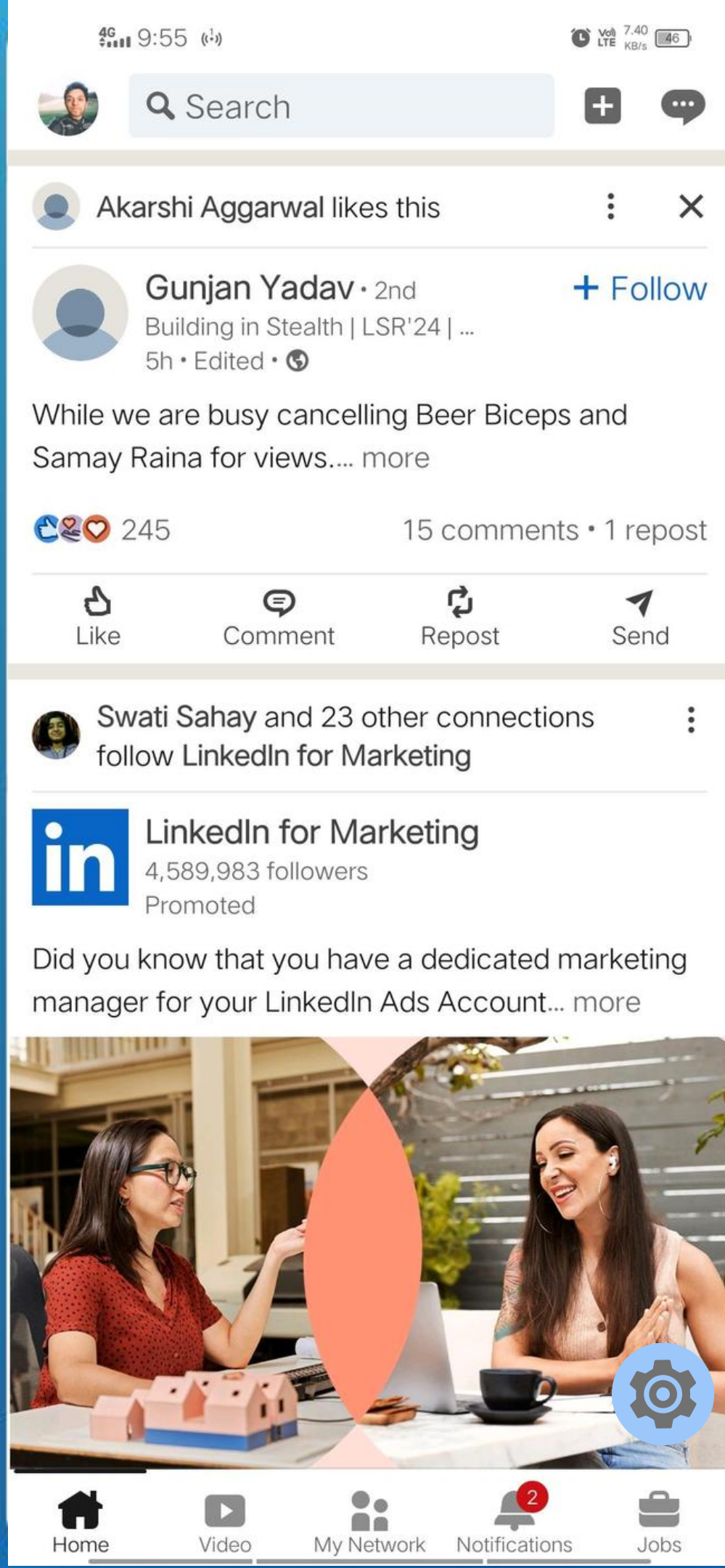
## Breakout Area

**Need a break from job applications? Switch to Breakout Mode—a dynamic space where content, conversations, and connections thrive!**

- **Engage with Top Industry Voices – Stay updated with expert insights, trending discussions, and thought leadership posts tailored to your interests.**

- **Discover & Connect with Creators – Explore engaging content from professionals, brands, and influencers, and join conversations that matter.**

- **Boost Your Visibility – Whether you're a creator or an industry expert, Breakout Mode helps you build your personal brand and grow your network.**

**From insightful articles to trending conversations, Breakout Mode ensures your LinkedIn experience is more than just job hunting—it's about professional growth, engagement, and inspiration!**

# Launch & Experimentation (Go-to-Market Strategy)

- A/B Testing (Phase 1) – Test impact on engagement, retention & job applications.
- Gradual Rollout (Phase 2) – Expand to 10%, 50%, then 100% of users based on data.
- Feature Flagging – Ability to roll back if needed.
- Internal Marketing – Educate LinkedIn users via notifications, in app pop-ups, banners, and email campaigns.
- Monitor Post-Launch Performance – Continuously optimize based on data & feedback.

Discover and Validate          Build          **Launch**          Evaluate and Iterate

# Post-Launch Growth & Optimization

Data Monitoring:
- Which mode is used more frequently?
- How often do users switch?
- Impact on session length, job applications, content and brand interactions.

Iterate on User Feedback:
- Improve job recommendation accuracy.
- Improve User Experience for Content consumer and Creators

UX Monitoring
- Optimize UI for easier switching.
- Provide Custom interface/icons/emojis for breakout area.

Long-Term Growth:
- Can we monetize this through premium job postings or creator tools?

# Success Metrics & KPIs

| Metric | Current State (Baseline) | Estimated Impact (Job Mode) | Estimated Impact (Breakout Mode) |
|---|---|---|---|
| Adoption Rate | New Feature (No Baseline) | 50% of job seekers adopt Job Mode | 40% of content consumers adopt Breakout Mode |
| Time Spent per Session | 7-9 min/job seeker session | +20-30% increase | +15-25% increase |
| Job Applications Per User | 3-5 applications/week | +25% increase in job applications | N/A |
| Content Engagement Rate | 1.5 interactions/session | N/A | +35% increase (likes, comments, shares) |
| Retention Rate (30-day re-engagement) | 45-50% of job seekers return weekly | +10-15% increase in retention | +10-15% increase in retention |
| Recruiter Engagement (InMail Response Rate) | ~12-15% response rate | +10-20% increase | +5-10% increase ( for niche domain like brand, content and social media marketing) |
| Revenue Impact (Sponsored Content & Ads CTR) | Baseline CTR for job & content ads | +10-15% uplift in CTR for job postings | +10-15% uplift in CTR for content engagement |

**Job Mode Success Metrics:**
The introduction of **Job Mode** is expected to create a **focused, distraction-free environment** for job seekers, leading to a **+25% increase in job applications** and a **+20-30% rise in session time** spent actively searching for opportunities. By improving **recruiter engagement**, we anticipate a **10-20% boost in InMail response rates**, making the job search experience more efficient. Additionally, a clearer separation of job-related content will lead to a **10-15% increase in retention**, ensuring job seekers return regularly for career opportunities.

**Breakout Mode Success Metrics:**
The **Breakout Mode** will enhance LinkedIn's content engagement ecosystem, leading to a **+35% increase in likes, comments, and shares** as users spend **+15-25% more time** engaging with creator-driven content. This will benefit brands, influencers, and thought leaders while ensuring users **return more frequently** to explore industry trends, driving a **10-15% uplift in retention**. With better content segmentation, **ad engagement (CTR) is expected to rise by 10-15%**, benefiting LinkedIn's content monetization strategy.

**Overall Impact:** The toggle feature will create a **personalized LinkedIn experience** that keeps **job seekers focused, and content consumers engaged**, ultimately leading to **higher retention, deeper engagement, and improved monetization across both user groups.**