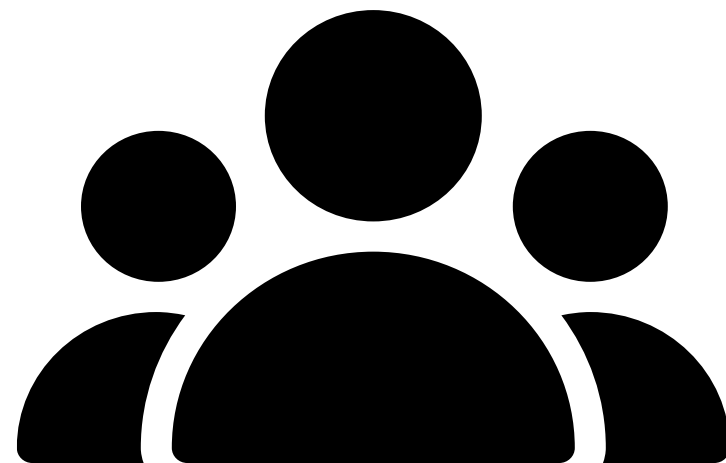





Simple Step towards growth

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



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?

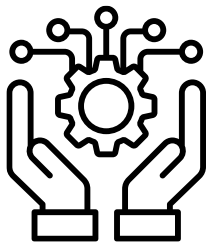
 A simple toggle button allowing users to switch between two distinct experiences:

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

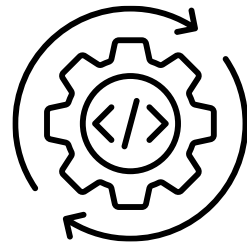
 Why is this important?

- ✓ 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.

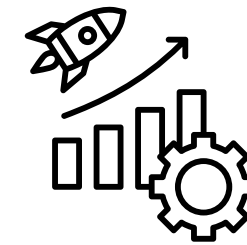
Product Lifecycle



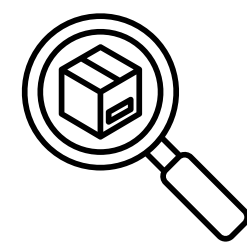
Discover and Validate



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.
- 150 applications 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 report 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.

For More Data Source

Supporting Case 1:

Supporting Case 2 :

Supporting Case 3 :

Discover and Validate

Build

Launch

Evaluate and Iterate

Feature Scope & Functionality

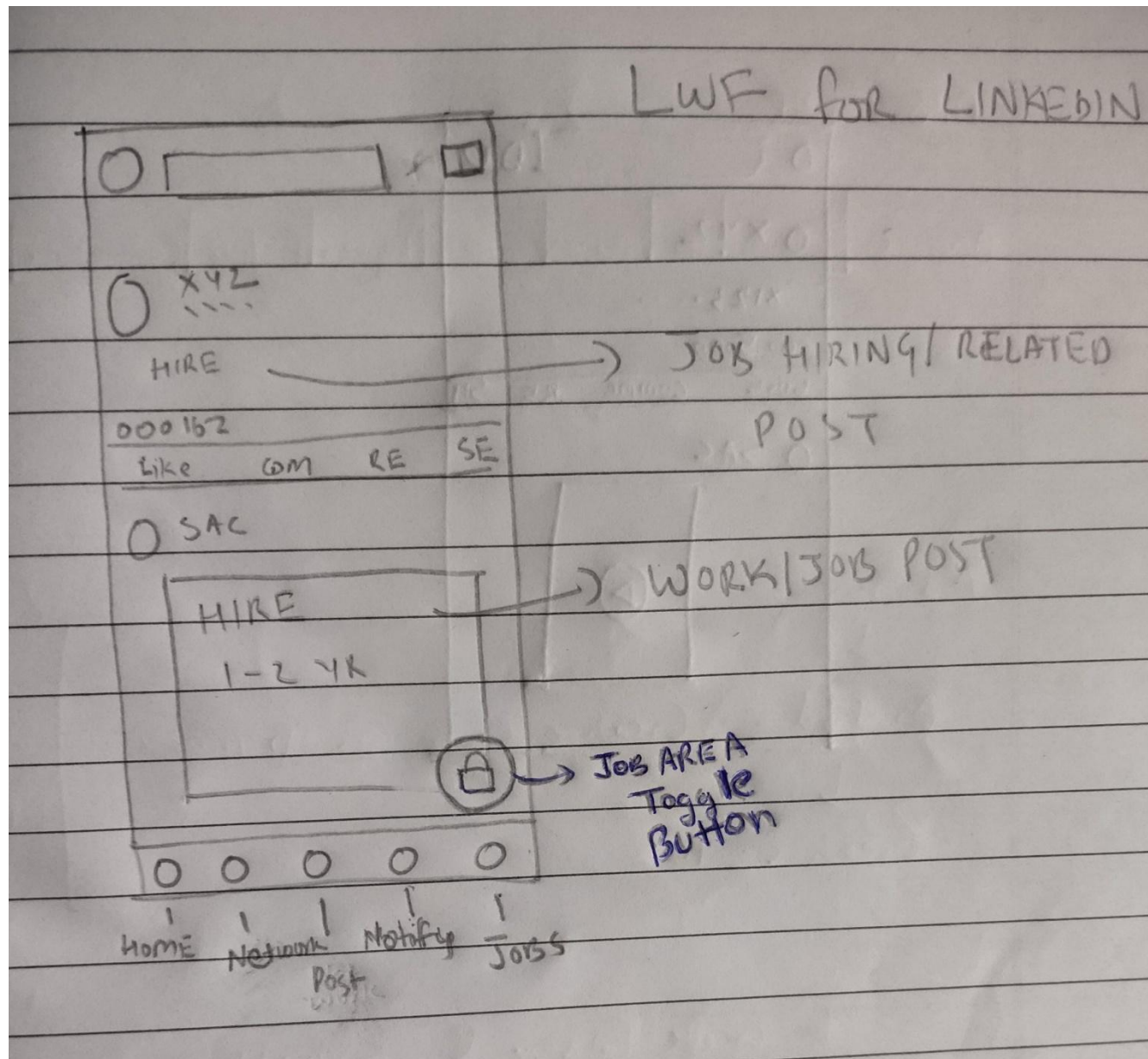
Feature	Job Area Mode	Breakout Area Mode
Primary Content	Job listings, hiring updates, recruiter messages	Creator posts, discussions, industry blogs
Algorithm Focus	Job-related engagement, focus on job related hashtags	Social & content engagement
User Actions	Apply, save jobs, connect with recruiters	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..**

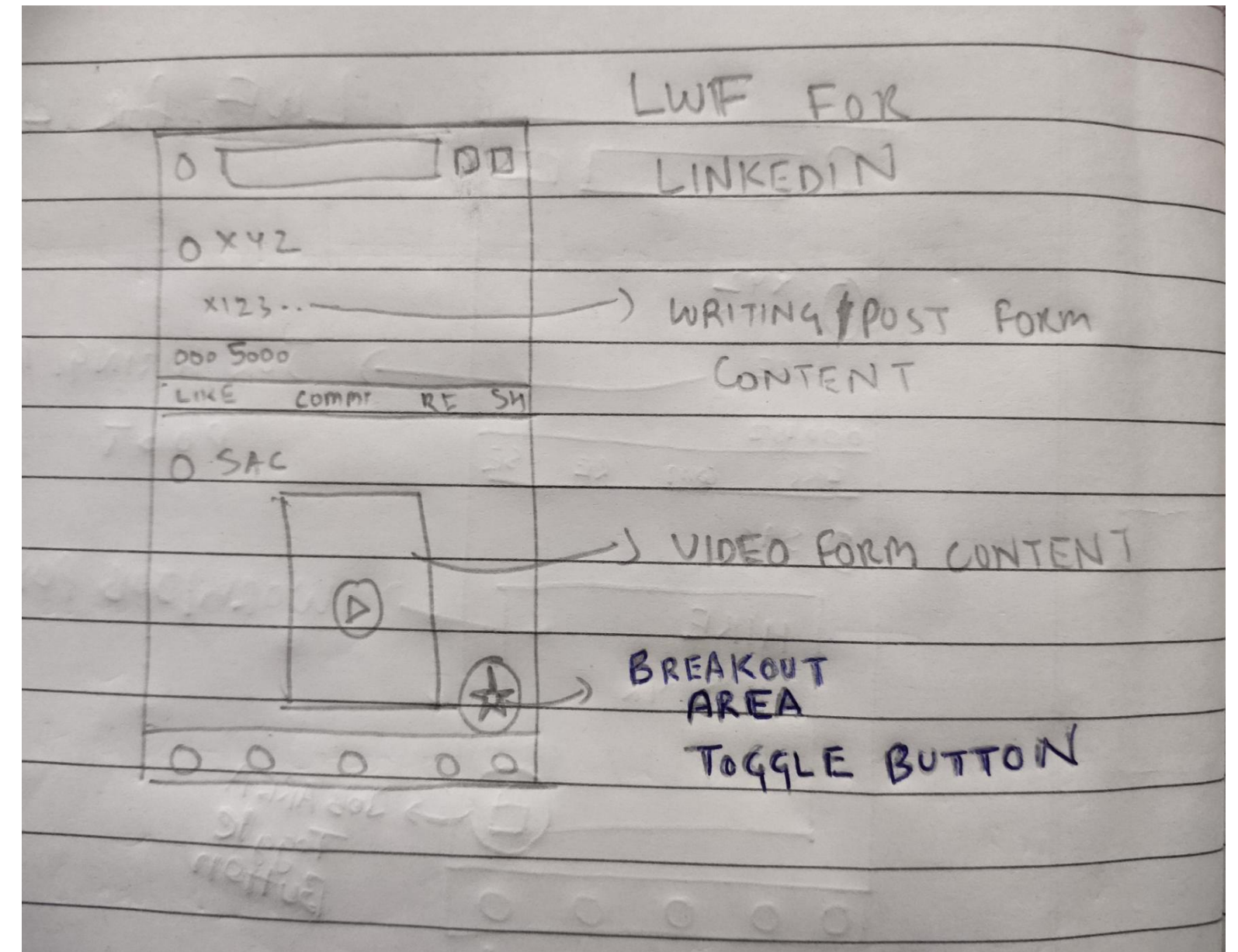
- Engineering Feasibility:** Backend algorithm for job vs. content personalization.
- ◆ **UX/UI Design:** How the toggle button will look, placement, and interaction model.
 - ◆ **MVP Definition:**
 - Focus on **basic toggle functionality** first.
 - Ensure seamless experience when switching.
 - Algorithm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

Low Fidelity Wireframe

Job Area Button Toggle



Job Area Button Toggle

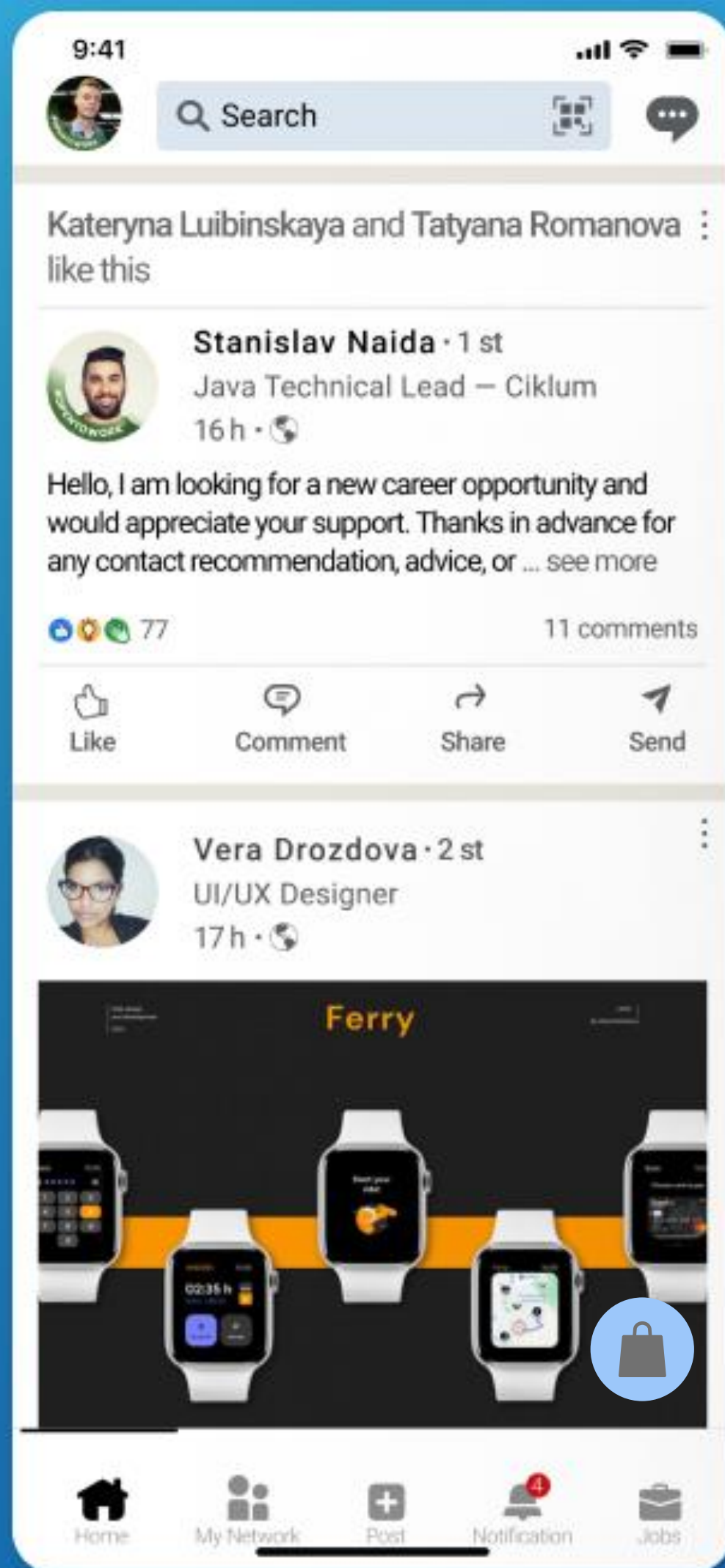


Discover and Validate

Build

Launch

Evaluate and Iterate



Job Area

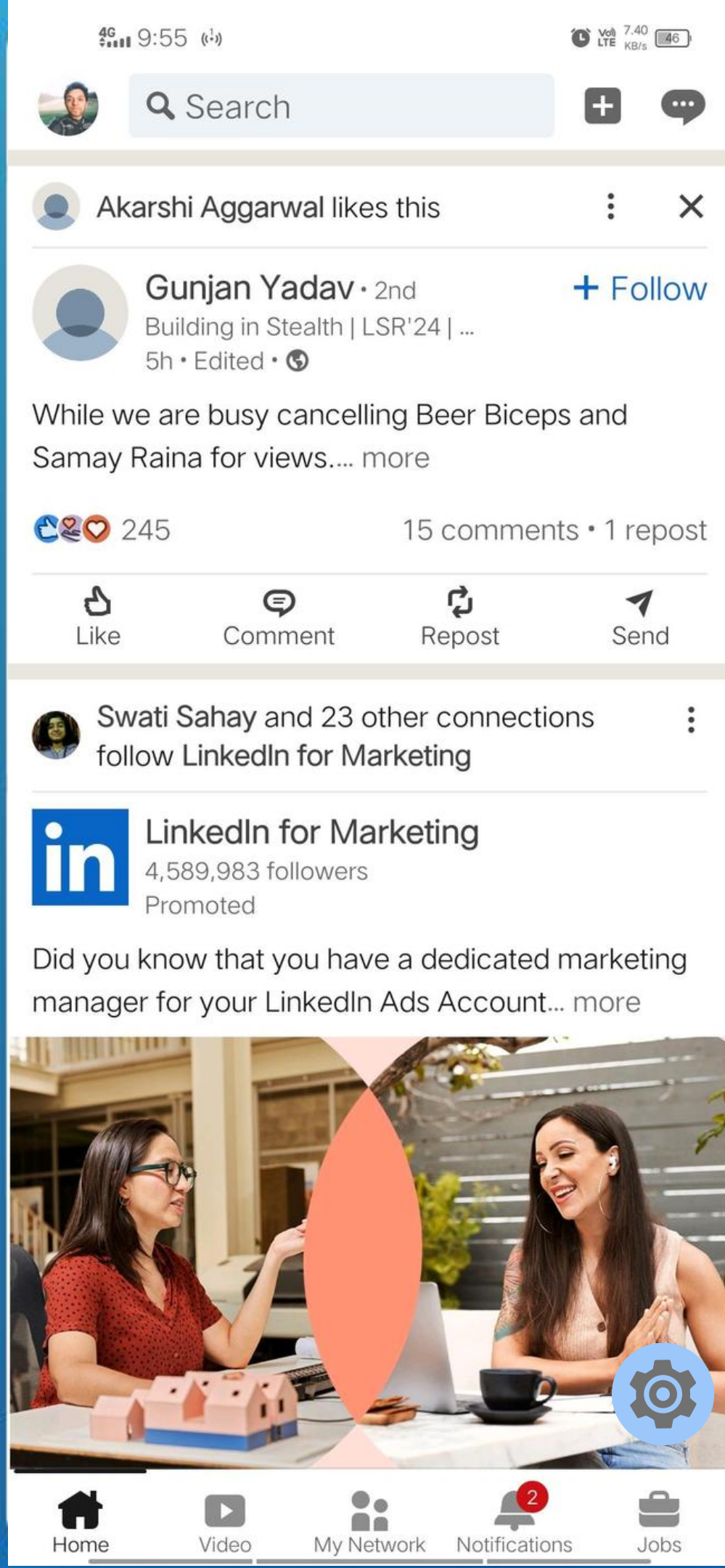
Struggling to focus on job hunting while scrolling through content? Or looking for a break from applications to engage with insightful industry conversations? Now, you don't have to choose—LinkedIn's new Job Toggle Feature lets you seamlessly switch between two powerful modes:

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

High Fidelity Wireframes



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!

**High Fidelity
Wireframes**

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?

Discover and Validate

Build

Launch

Evaluate and Iterate

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	N/A
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**.