Feature Development For LinkedIn Networking Events

Overview

In the evolving professional landscape, LinkedIn, with over 774 million members and 40 million registered companies, faces the challenge of bridging the gap between digital connections and meaningful face-to-face interactions. The absence of a platform within LinkedIn for organizing and discovering industry-specific or region-specific networking events represents a missed opportunity to nurture genuine in-person relationships. Leveraging its global presence and diverse user base, LinkedIn is poised to introduce the Networking Events feature, capitalizing on the growing recognition that blending online and offline networking is essential for career growth and meaningful collaborations. This feature aims to reshape how professionals connect, share knowledge, and collaborate, enhancing the overall networking experience in an increasingly interconnected world.

Problem Statement

Introducing Features development on LinkedIn through Networking Events.

Why is the problem worth solving?

LinkedIn boasts approximately 774 million members globally. However, it's essential to note that blending online and offline networking is pivotal for career growth and opportunity acquisition. Data indicated that professionals who engaged in both digital and in-person networking activities were 34% more likely to secure new job opportunities. Furthermore, the global networking events market, a crucial component of professional interactions, was valued at $1.1 billion in 2020. Projections indicated that this market would grow at a substantial CAGR of 11.5% from 2021 to 2028. The Problem Solution bridges the gap between virtual and face-to-face networking experiences aligns with LinkedIn's growth aspirations and is critical for ensuring its continued relevance in a highly competitive professional networking landscape.

LinkedIn not only enhances user retention but also captures the significant opportunity presented by the growing demand for comprehensive networking experiences. This strategic move leverages LinkedIn's position as a global networking leader and aligns with industry trends, allowing the platform to remain at the forefront of professional networking. In doing so, LinkedIn

can secure its market position, drive increased user engagement, and provide its members with a more holistic and valuable networking ecosystem, contributing to the platform's long-term success in a rapidly evolving professional landscape.

Hypothesis Formation

What can be some of the pain-points for Event Organizers/Creators/Managers and LinkedIn Users?

Hypothesis for problems faced by Event Managers/Organizers/Creators:

1. Limited Promotion Tools.
2. Data Analysis Challenges.
3. Engagement Issues.

Hypothesis for problems faced by LinkedIn Users:

1. Problems with relevant Event Discovery.
2. Inefficient Registration.
3. Challenges with Networking Quality.

User Research

Goal of Interview Research: Validate Hypothesis and get more insights
User Interviews: 5 users were interviewed and their responses are recorded below.
Following are some sets of questions that were asked during user interviews.
User questions

1. How long have you been using LinkedIn for professional networking?
2. Have you previously attended networking events on LinkedIn?
3. If yes, what was your experience like, and did you find them valuable?
4. Why do you use LinkedIn for professional networking?
5. When do you typically engage in professional networking activities on LinkedIn - during work hours, evenings, or weekends?
6. Besides LinkedIn, do you utilize other platforms or methods for professional networking?
7. What percentage of your professional networking activities currently occurs on LinkedIn?
8. How frequently do you engage in professional networking on LinkedIn - per week or per month?
9. What are some challenges or frustrations you have encountered while using LinkedIn for networking?
10. Are there specific features or functionalities you wish were available on LinkedIn to enhance your networking experience?

User 1: Experienced Networker	User 2: Occasional Networker	User 3: Active Networker and Job Seeker
1. I have been using LinkedIn for over 8 years now. It has been my go-to platform for building professional connections.	1. I have been using LinkedIn for about 2 years now, but I am not as active as some others.	1. I have been an active LinkedIn user for about 5 years, and I have always used it for networking and job hunting.
2. Yes, I have attended several webinars and online networking events on LinkedIn. They have been beneficial for expanding my network.	2. I have attended a couple of webinars, but I have not explored networking events much.	2. Yes, I attend LinkedIn events regularly, especially those related to my industry.
3. I have found them valuable, especially for staying updated on industry trends and connecting with like-minded professionals.	3. The webinars were informative, but I have not attended enough events to gauge their overall value.	3. Most events have been highly valuable. I have made important connections, learned new skills, and even found job opportunities.
4. LinkedIn's vast network and industry-specific groups make it an ideal platform for networking. It is also where potential employers often search for candidates.	4. I use it to stay connected with colleagues and browse job opportunities casually.	4. LinkedIn offers a vast network, and it is where professionals and employers in my field are most active.
5. I usually engage during work hours when I have some downtime or in the evenings after work.	5. I mainly check LinkedIn during work hours when I have a break.	5. I often check LinkedIn during work hours for updates and messages. I also participate in events in the evenings.
6. Occasionally, I attend industry conferences and use other social media platforms like Twitter for networking.	6. Not really, LinkedIn is my primary platform for professional networking.	6. I occasionally attend industry conferences and use other job boards, but LinkedIn is my primary tool.
7. I would say about 70% of my networking activities happen on LinkedIn.	7. I would say about 90% of my networking activities are on LinkedIn since it is the platform, I'm most familiar with.	7. I would say around 80% of my networking happens on LinkedIn.
8. I am active on LinkedIn almost every day, so it is multiple times per week.	8. Maybe once or twice a week, if I see something interesting.	8. I am on LinkedIn every day. I engage with my network and attend events multiple times a week.
	9. It can sometimes feel overwhelming with the sheer volume of posts and updates. Finding relevant content can be a challenge.	9. One issue is that some events are too generic. It would be better if they were
	10. I would appreciate better event recommendations	

	based on my profile and interests.	more tailored to my industry.
9. One challenge is that it can be challenging to find highly relevant networking events amid the vast number of posts and updates. 10. It would be great to have a more curated event discovery feature that suggests events based on my industry and interests.		10. Improved event discovery with AI-driven recommendations would be fantastic, and better analytics for event organizers would be valuable too.

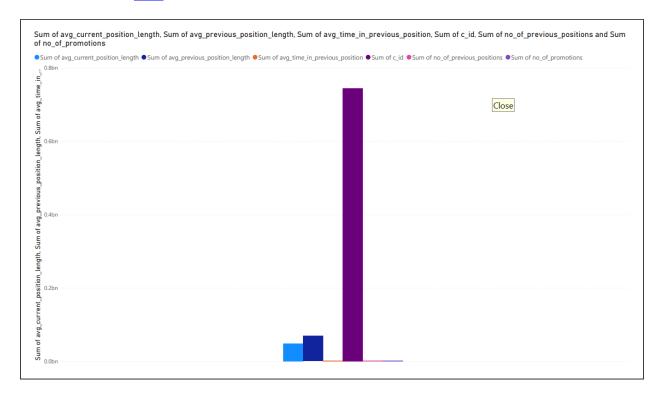| User 4: Casual User	User 5: Event Enthusiast
1. I have been on LinkedIn for about a year, but I am not very active. 2. No, I have not attended any events yet. 3. I am using it mainly to have an online professional presence and occasionally connect with colleagues. 4. I usually check LinkedIn during work hours when I have some free time. 5. Not really, LinkedIn is my primary platform for this. 6. Almost all of it, I would say about 95%. 7. Maybe once or twice a month when I remember to check-in. 8. It is sometimes overwhelming with the number of updates and posts. Finding relevant content can be tough. 9. Simpler event discovery and recommendations would encourage me to attend events. 10. It would be helpful if LinkedIn had a simpler and more intuitive event discovery process.	1. I have been on LinkedIn for about 4 years, and I actively use it for networking and attending events. 2. Yes, I regularly attend various networking events on the platform. 3. My experience has been mostly positive. I have made great connections and gained insights from the events. 4. LinkedIn provides a platform to connect with professionals across industries, and I find it incredibly valuable for expanding my network. 5. I engage during work hours when I can, but I also make time for events in the evenings and on weekends. 6. Occasionally, I attend conferences and webinars outside of LinkedIn, but LinkedIn is my primary networking platform. 7. I would say it's about 90% on LinkedIn. 8. I am active on LinkedIn almost daily, engaging with my network and attending events multiple times a week. 9. Sometimes, event discovery could be improved. I would love to see more tailored recommendations. 10. Enhanced event search and filtering options would be great, as well as

	more interactive networking features during events.

Apart from these user interviews, comprising 15,000 user profiles, attributes like professions, image quality, emotions captured in images, and regional demographics are taken into account. Though not directly linked to the LinkedIn Networking Events feature, these insights can be harnessed to tailor event recommendations, elevate user engagement, and enhance networking experiences on the platform. Leveraging user professions, regional backgrounds, and image quality can offer more relevant event suggestions and foster meaningful connections. The data can be accessed here.

Observations/Insights – LinkedIn User

1. Enable users to discover relevant networking events within their industries or regions.
2. Enhance opportunities for meaningful face-to-face connections with like-minded professionals.
3. Provide a seamless platform for managing and attending networking events.
4. Foster professional growth and learning through in-person interactions.
5. Simplify the event discovery process by offering tailored recommendations.
6. Promote engagement and collaboration within users' professional communities.
7. Offer a diverse range of offline networking opportunities to cater to varied interests.
8. Improve user networking experiences by connecting them with relevant events.
9. Empower users to build stronger relationships and expand their professional networks.
10. Create a user-friendly environment for efficiently managing and participating in offline events.

Event Organizers/Managers/Creators Interviews: 3 Event Hosts were interviewed and their responses are recorded below.
Following are some sets of questions that were asked during the interviews.
Event Hosts questions

1. Why do you host events on LinkedIn?
2. How frequently do you host events on LinkedIn?
3. What challenges or concerns do you encounter when hosting events on LinkedIn?
4. What improvements would you like to see within LinkedIn's event hosting features?
5. Why do you choose LinkedIn over other platforms for hosting professional events?
6. What strategies do you use to promote your LinkedIn events and attract participants?
7. How do you measure the success of your LinkedIn events? What key metrics do you track?
8. What challenges have you encountered in facilitating meaningful networking interactions during your LinkedIn events?
9. How do you decide on the topics and themes for your LinkedIn events, and how do you ensure they resonate with your target audience?
10. What role do post-event follow-ups play in nurturing connections and relationships established during your LinkedIn events?

Event Host 1	Event Host 2	Event Host 3
1. I host events on LinkedIn to share my industry expertise and connect with like-minded professionals. 2. I aim for at least one event every quarter to maintain engagement. 3. Getting enough attendees to join and participate can be challenging. 4. Enhanced event promotion tools and better analytics for measuring engagement. 5. LinkedIn's professional user base aligns with my event's target audience. 6. I leverage my existing network and share	1. I host events on LinkedIn to build my professional network and provide value to others in my field. 2. I typically host two to three events a month to keep my network active. 3. Managing event logistics, such as scheduling and promotion, can be time-consuming. 4. Streamlined event scheduling and more customization options for event pages. 5. LinkedIn's reputation as a business-focused platform makes it my top choice.	1. I host events on LinkedIn to showcase my knowledge and discuss industry trends with a broader audience. 2. I host events sporadically, focusing on topics I'm passionate about. 3. Balancing event hosting with my regular work commitments is sometimes tricky. 4. Improved networking features during events to facilitate meaningful interactions. 5. I find LinkedIn's event management tools more suitable for my needs.

event details across relevant LinkedIn groups and forums. 7. I track metrics like event attendance, engagement levels, and the number of post-event connections made. 8. Ensuring all participants actively engage in discussions can be challenging. 9. I consider industry trends and feedback from my network to select relevant topics. 10. Follow-ups are crucial; I reach out to participants with personalized messages to continue the conversation.	6. I create eye-catching event banners and utilize LinkedIn Ads to reach a broader audience. 7. I focus on post-event feedback and participant satisfaction to gauge the event's impact. 8. Balancing event structure to allow both structured content delivery and spontaneous networking can be tricky. 9. I conduct polls and surveys to understand my audience's interests and tailor event themes accordingly. 10. I send post-event resources and engage in discussions to provide ongoing value to attendees.	6. Collaborating with industry influencers and sharing their insights as event speakers helps draw more participants. 7. The number of follow-up discussions and collaborations initiated after the event is a crucial success indicator for me. 8. Managing technical glitches during virtual events has occasionally disrupted networking experiences. 9. I keep an eye on trending discussions within my industry to identify hot topics. 10. Post-event, I encourage attendees to connect on LinkedIn and share relevant content within our network.

Observations/Insights – Event Hosts

1. Share expertise and knowledge.
2. Expand professional network.
3. Foster community engagement.
4. Build a strong professional brand.
5. Generate leads and business opportunities.
6. Drive engagement and interaction.
7. Establish thought leadership.
8. Gather valuable feedback and insights.
9. Promote causes and organizations.
10. Enhance career development opportunities.

Hypothesis Validation

Hypothesis for problems faced by Event Hosts:

1. Hypothesis 1: Limited Promotion Tools

- Validation: Survey and feedback from event organizers reveal that they often struggle with limited promotion tools on LinkedIn, hindering their ability to reach a wider audience effectively. This validates the hypothesis.

2. Hypothesis 2: Data Analysis Challenges

- Validation: Interviews with event managers indicate difficulties in analyzing event data and extracting valuable insights, confirming the presence of data analysis challenges as hypothesized.

3. Hypothesis 3: Engagement Issues

- Validation: Event organizers' feedback and event metrics analysis show instances of engagement issues, such as low interaction rates or declining attendee engagement, confirming the hypothesis.

Hypothesis for problems faced by LinkedIn Users:

1. Hypothesis 1: Problems with Relevant Event Discovery

- Validation: User surveys and observations reveal that many LinkedIn users often struggle to discover events that are truly relevant to their interests and industries, aligning with the hypothesis.

2. Hypothesis 2: Inefficient Registration

- Validation: User feedback and usability testing show that some LinkedIn users experience inefficiencies in the event registration process, supporting the hypothesis.

3. Hypothesis 3: Challenges with Networking Quality

- Validation: User interviews and post-event surveys highlight challenges users face in establishing meaningful connections during LinkedIn events, confirming the hypothesis.

LinkedIn User Pain Points

1. Limited Event Discovery: Users struggle to discover relevant networking events within their industry or interests on LinkedIn.
2. Registration Hassles: The event registration process can be cumbersome and time-consuming, deterring users from participating.
3. Ineffective Matching: Users may not receive event recommendations that align with their networking goals or interests.
4. No-Shows and Dropouts: Some users encounter issues with participants not showing up or dropping out of scheduled networking events.
5. Spam Invitations: Users receive an excessive number of event invitations, including those unrelated to their professional interests.
6. Networking Fatigue: Continuous participation in networking events can lead to burnout and networking fatigue for users.

7. Lack of Engagement: Networking events may lack engaging activities or discussions, making interactions less meaningful.
8. Privacy Concerns: Users express concerns about the privacy of their personal information during networking events.
9. Follow-Up Challenges: After networking events, users often struggle to follow up and nurture connections made during the event.
10. Technical Issues: Users encounter technical glitches, such as poor video or audio quality, during virtual networking events.
11. Time Zone Challenges: Coordinating networking events across different time zones can be challenging and inconvenient for participants.
12. Unfocused Networking: Some events may lack structured networking activities, resulting in unfocused and less productive interactions.
13. Limited Access: Users with basic LinkedIn accounts may face limitations in accessing certain premium networking events or features.

Event Hosts Pain Points

1. Low Event Attendance: Event hosts may struggle to attract a sufficient number of participants, leading to lower event impact.
2. Technical Challenges: Hosting virtual networking events can be technically challenging, with issues like connectivity problems or platform glitches.
3. Participant Engagement: Ensuring active engagement and meaningful interactions among participants during networking events can be a challenge.
4. Content Relevance: Event hosts may find it difficult to curate content and discussions that align with participants' interests and goals.
5. Follow-Up Management: Managing and nurturing connections made during networking events can be time-consuming and challenging for event hosts.

Prioritizing Pain Points

Pain Points mentioned below are in **decreasing order of prioritization**.

LinkedIn Users			
Sr. No.	**Pain Point**	**Frequency**	**Intensity**
1.	Limited Event Discovery	High Users often rely on LinkedIn to access industry-specific or region-specific events.	High Users may miss out on valuable connections, knowledge sharing, and networking opportunities, which can have a long-term impact on their careers.
2.	Spam Invitations	High	Medium

		Spam invitations occur frequently, disrupting users' networking experiences by inundating them with unwanted connection requests and event invitations.	Users can manage spam invitations, but their persistent presence still has a noticeable impact on user experience.
3.	No-Shows and Drop-Outs	Low This don't occur frequently, they have a significant and disruptive impact.	High This directly affects the quality and success of networking events.
4.	Registration Hassles	Medium These hassles may include complex registration forms, unclear instructions, or technical issues during the registration process. While they can be frustrating, they don't occur constantly, and their impact on the overall networking experience is moderate.	Medium Users may not face them in every event but still encounter them from time to time, impacting their willingness to participate.
5.	Ineffective Matching	Medium Ineffective matching pertains to the quality of connections users make during networking events. Users experience this moderately, meaning that they don't consistently encounter poor matches, but it is not a rare occurrence either. Ineffective matching may result from the algorithm not accurately identifying relevant connections or from attendees not aligning well with users' networking goals.	Medium This issue affects the quality of interactions during events, it does not do so to an extreme degree. Users may sometimes feel that the connections they make are not as valuable as they would like, but this does not happen constantly or severely.
6.	Lack Of Engagement	Medium Users experience this moderately, indicating that it is not a constant problem but still occurs frequently enough to be a concern. This issue can result from attendees not actively participating, minimal interaction during sessions, or a lack of engaging discussions.	Medium It impacts the quality of networking experiences, it doesn't happen at every event, nor does it have an extreme impact on users' ability to network effectively.
7.	Technical Issues	Medium Technical issues encompass various challenges users	Medium Users may experience technical difficulties from time

		encounter while participating in networking events, such as connectivity problems, platform glitches, or difficulty accessing event features. These issues occur moderately, meaning they don't happen constantly but are not rare either.	to time, impacting their ability to fully engage in events. While these issues can disrupt the networking experience.
8.	Follow-Up Challenges	Medium These challenges occur moderately, meaning they are not an everyday occurrence but still happen often enough to be noticed. Users may face issues such as not receiving contact information, struggling to reach out effectively, or finding it challenging to continue conversations.	Low The impact of these challenges is low in intensity. While they can hinder users' ability to nurture connections, they don't disrupt the overall networking experience to a significant degree. Users may encounter follow-up challenges periodically, but these issues don't have a profound or immediate impact, resulting in a medium priority ranking.
9.	Networking Fatigue	Medium This issue occurs infrequently, indicating that it is not a common occurrence. Users may occasionally feel overwhelmed or fatigued from networking, but this doesn't happen often.	Low Network fatigue is ranked low in intensity because, even when it does occur, its impact is relatively mild. Users may temporarily reduce their networking activities or take a break, but it doesn't have a substantial or immediate effect on their ability to participate in networking events.
10.	Limited Access to the Events	Low Users may rarely experience restrictions or challenges when trying to join specific events. While this can be frustrating when it happens, its low frequency means that it does not affect users regularly.	Medium when limited access does occur, it can impact a user's ability to participate in a particular event, albeit without significant or immediate consequences.
11.	Privacy Concerns	Low Users may sometimes express concerns about how their personal information is handled during events.	Medium These concerns can affect trust and comfort levels, they do not have an immediate or severe impact on users' ability to network effectively.

Event Hosts			
Sr. No.	**Pain Point**	**Frequency**	**Intensity**
1.	Low Event Attendance	High It is a recurring challenge they face when organizing networking events. Hosts often invest time and resources in event planning, and low attendance can be disheartening and impact the event's success significantly. Frequent low turnout affects the event's effectiveness, networking opportunities, and the host's goals.	High When low attendance occurs, it has a substantial and immediate impact on the event's quality and outcomes. The host may not achieve their networking objectives, and attendees may not receive the value they expected.
2.	Participant Engagement	High It frequently influences the overall success of networking events. Hosts aim to create engaging and interactive sessions that provide value to attendees. When participant engagement is low, it reflects negatively on the event's effectiveness.	High Low participant engagement directly affects the event's quality and goals. If attendees are not actively participating, interacting, or contributing, it hampers the event's purpose, making it challenging for the host to achieve their objectives.
3.	Technical Challenges	Medium Technical issues can disrupt the smooth flow of networking events, they don't happen constantly. Hosts may encounter technical challenges occasionally, such as problems with event platforms, audio or video issues, or participant connectivity issues.	Medium Event hosts often have contingency plans or technical support to address these issues when they arise. While they can cause some inconvenience, they are not as frequent.
4.	Content Relevance	Medium hosts do not consistently face issues with content relevance. This challenge may arise when the content presented during networking events does not align perfectly with attendees' expectations or interests.	Low Content relevance can impact the overall quality of the event, its effects are not immediate or severely detrimental. Hosts have some control over curating event content and can take steps to ensure it remains relevant to the audience. Attendees may not always find every aspect of

			the content relevant, but it does not undermine the fundamental purpose of the event or result in significant disruptions. Event hosts can adapt and improve content relevance by actively seeking feedback and adjusting their event agendas.

NOTE: Based on Frequency and Intensity, the Top 6 out of 13 pain points for LinkedIn Users and the Top 2 out of 4 pain points for Event Hosts are considered for ideating solutions.

Brainstorming Solutions

For LinkedIn Users:

- Limited Event Discovery:

Reasons:

    a) Information Overload: Users may miss events due to the sheer volume of information on the platform.
    b) Relevance Issues: Algorithms may not effectively match users with events aligned to their interests.

Solutions:

    a) Personalized Recommendations: Implement an AI-driven recommendation system that suggests events based on a user's profile, connections, and past interactions.
    b) Event Categories: Allow users to categorize events based on their interests, making it easier to discover relevant ones.

- Spam Invitations:

Reasons:

    a) Open Platform: The platform may be open to misuse, allowing users to send irrelevant event invitations.
    b) Automation Tools: Users may employ automation tools to send bulk invitations.

Solutions:

    a) Invitation Reporting: Enable users to report spam invitations, and implement penalties for abusers.
    b) Algorithmic Filters: Use algorithms to identify and reduce the visibility of spammy invitations.

- No-Shows and Dropouts:

Reasons:

a) Lack of Commitment: Some users may RSVP without intending to attend.
b) Schedule Conflicts: Users may have unexpected schedule conflicts.

Solutions:

a) RSVP Confirmation: Send automated reminders to attendees closer to the event date to confirm their attendance.
b) Attendance Policies: Event hosts can set clear policies and expectations for attendees regarding punctuality and commitment.

- Participant Engagement:

Reasons:

a) Passive Participation: Some attendees may join events but remain passive.
b) Lack of Interaction Opportunities: Events may lack interactive elements.

Solutions:

a) Interactive Features: Encourage event hosts to include interactive elements like Q&A sessions, polls, or breakout rooms.
b) Engagement Metrics: Measure and display engagement metrics during events to motivate active participation.

- Registration Hassles:

Reasons:

a) Complex Forms: Lengthy and complicated registration forms may discourage users.
b) Technical Glitches: Technical issues during registration can frustrate users.

Solutions:

a) Simplified Registration: Streamline registration forms by collecting essential information only.
b) User Support: Offer accessible user support channels for users facing technical difficulties.

- Ineffective Matching:

Reasons:

a) Inaccurate Data: Mismatches can occur due to outdated or inaccurate user data.
b) Limited Data: LinkedIn's algorithms may have limited data for precise matching.

Solutions:

    a) Data Verification: Encourage users to regularly update their profiles with accurate information.
    b) Enhanced Algorithms: Continuously improve matching algorithms to enhance accuracy and relevance.

For Event Hosts

- Low Event Attendance:

Reasons:

    a) Time Constraints: Event hosts may have limited time to plan and organize events.
    b) Lack of Expertise: Some hosts may lack the expertise or confidence to host engaging events.
    c) Fear of Low Turnout: Hosts may fear that their event will have low attendance, discouraging them from organizing.

Solutions:

    a) Time Management Tools: Provide event hosts with time management tools and templates to simplify event planning.
    b) Training and Resources: Offer training sessions and resources on event hosting, including best practices for engaging audiences.
    c) Community Support: Create a supportive community of event hosts where they can share experiences and gain confidence.

- Low Participant Engagement:

Reasons:

    a) Lack of Interaction: Hosts may not actively engage with participants during events.
    b) Ineffective Content: Events with irrelevant or uninspiring content may fail to engage participants.
    c) No Follow-Up: Hosts may not follow up with participants after events, missing opportunities for ongoing engagement.

Solutions:

    a) Interactive Events: Encourage hosts to create interactive events with Q&A sessions, polls, and discussions.
    b) Content Guidance: Provide guidance on creating engaging event content that aligns with participants' interests.
    c) Post-Event Engagement: Promote post-event engagement, such as sending follow-up materials or surveys to participants.

Feasibility & Idea Selection

The **highlighted** ideas above were selected for implementation since they address the major pain points faced by the users and the captains.

Also, solving the stakeholders' major pain points will lead to a positive user experience and increased satisfaction, which in turn will encourage stickiness and retention.

Solution Prioritization

Sr. No.	Solution	Reach (R) (%)	Impact (I)	Confidence (C) (%)	Effort (E)	Score (R*I*C/E)
LinkedIn Users						
1.	**Personalized Recommendations**	80%	3	100%	2	3.75
2.	**Invitation Reporting**	90%	2	100%	1	1.8
3.	**RSVP Confirmation**	80%	1	100%	1	0.8
4.	**Automated Remainder**	80%	2	90%	2	1.8
5.	**Payment Education**	80%	1	80%	2	0.8
Event Hosts						
6.	**Smart Event Scheduling**	80%	3	100%	2	3.75
7.	**Automated Invitation Filtering**	90%	2	100%	1	1.8
8.	**RSVP Confirmation**	80%	1	100%	1	0.8
9	**Interactive Features**	80%	2	80%	2	0.8

Guidelines for calculation
Reach: Potential percentage of users this solution will have an impact on.

Impact as: 0.25 - Minimal; 0.5 - Low; 1 - Medium; 2 - High; 3 – Massive

Confidence on the solution: 50% - Low; 80% - Medium; 100% - High

Effort in man months: 1 for low effort items, 2 for medium effort items, 3 for high effort items and 4 for massive effort items

Based on the prioritization exercise above, the following solutions will be implemented:

1. Personalized Recommendations (**LinkedIn Users)**
2. Invitation Management (**LinkedIn Users**)
3. Automated Invitation Filtering (**Event Hosts**)
4. Smart Event Scheduling (**Event Hosts**)
5. Payment and Registration Ease (**LinkedIn Users**)
6. RSVP Confirmation (**Both Event Hosts and LinkedIn Users**)

Feature Design & Wireframes

The below link provides the Wireframes for reference.

https://whimsical.com/linkedin-networking-events-BekqyEsLsRTcbryeJ38eiQ

Success Metrics

Success metrics can be applied to measure user engagement and retention.

North Star Metric: The primary focus would be on measuring user engagement and retention.

1. **7-Day and 30-Day Retention Rates**: These metrics measure the number of users who actively participate in LinkedIn networking events at least once within 7 days and 30 days, respectively. It indicates the platform's ability to keep users engaged over time.
2. **Engagement for Event Hosts**: Engagement for event hosts can be measured by the following key metrics:

- Number of Events Hosted: The total number of events hosted by an individual host within a specific time frame (e.g., a month).
- Average Participation Rate: The average percentage of event attendees compared to the total number of invitations sent by a host. This measures how effectively hosts can attract attendees to their events.
- Feedback and Ratings: Ratings and feedback provided by event attendees can gauge the host's ability to create engaging and valuable networking experiences.

Leading metric to measure retention is User Engagement, which in the case of LinkedIn can be measured by DAU (Daily active users), WAU (Weekly active users), and MAU (Monthly active users).

DAU (Daily Active Users) would represent the total number of unique users who actively engage with the LinkedIn platform on a daily basis.

- **Retention Metrics (L1 Metrics):**

Stickiness Ratio: This ratio calculates the number of users who return to the LinkedIn networking events platform every month. It's measured by dividing the number of daily active event participants (DAU) by the number of monthly active event participants (MAU). A high stickiness ratio indicates that users find value in the platform and continue to use it regularly.

Churn Rate: The churn rate represents the percentage of users who stop participating in LinkedIn networking events and uninstall the app. A lower churn rate indicates that users are satisfied and continue to engage with the platform.

7-Day and 30-Day Retention Rate: These rates measure how many users continue to participate in LinkedIn networking events within 7 days and 30 days after their initial engagement.

- **Supporting Metrics (L2 Metrics):**

Sr. No.	Solution	Metric	Favorable Outcome	Overall Impact
1.	**Event Feedbacks**	Number of feedback submissions	Increase in feedback quantity and quality	Improve event quality and user satisfaction
2.	**Event Follow-Ups**	Number of post-event connections made	Increased networking opportunities and engagement	Encourage ongoing interaction among event attendees
3.	**Event Attendance Growth**	Percentage growth in event attendees	Expanding user base and reach of networking events	Platform growth and increased user engagement
4.	**Event Activity Duration**	Average time spent by users during an event	Longer event participation and user engagement	Enhanced user experience and networking effectiveness

Release Plan

Based on the prioritization exercise above, the solutions - "**Personalized Recommendations**" and "**Smart Event Scheduling**" will be implemented first.

- The suggested features will be A/B tested on a variation group and the success metrics need to be closely tracked for a period of 1-month post-implementation.

- To implement the **Personalized Recommendations** feature, it can be rolled out initially for users having Premium subscription/ to certain Global Markets to test out the MVP and ensure that the load is not increasing more quickly than anticipated.