



Optimus Pro

Vision Mission



Vision Statement

Empowering global workforce to accomplish more.

Mission Statement

Connect the world's professionals to make them more productive and successful by enhancing communication and personalizing information

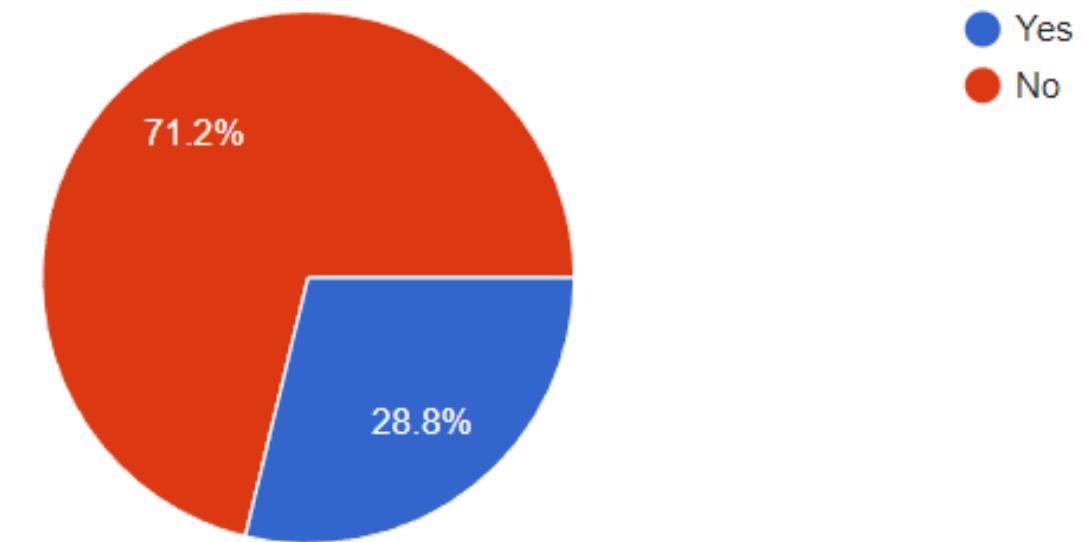
Product Positioning Statement

LinkedIn Communication is an enhanced version of LinkedIn that enables students, corporates and recruiters to collaborate more effectively with better ease. By empowering communication, we take care of User's professional networking needs that helps them grow their business, brand and opportunities like never before.

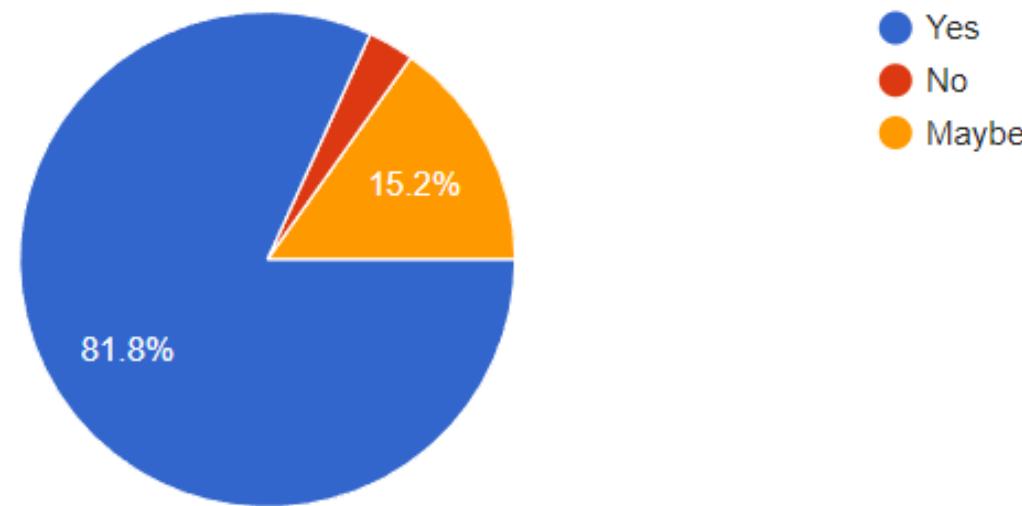


Problem Statements

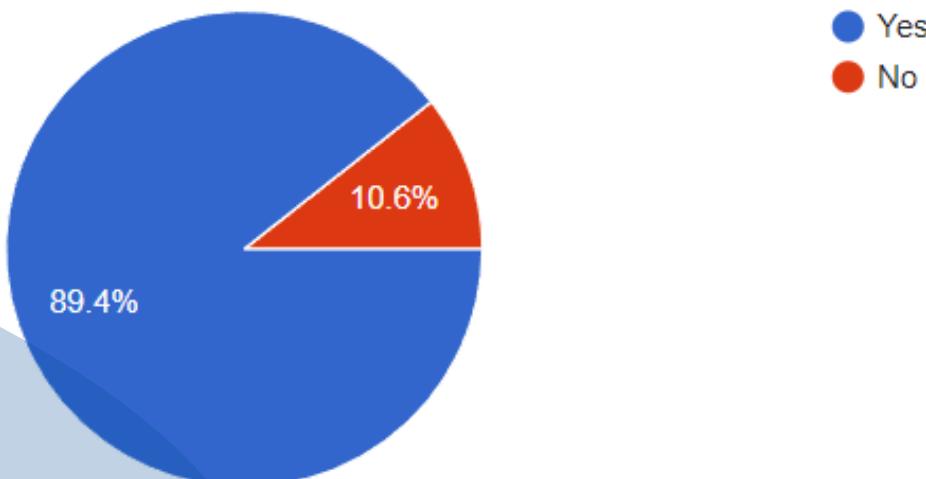
Can you retrieve the saved post at the touch of a button?



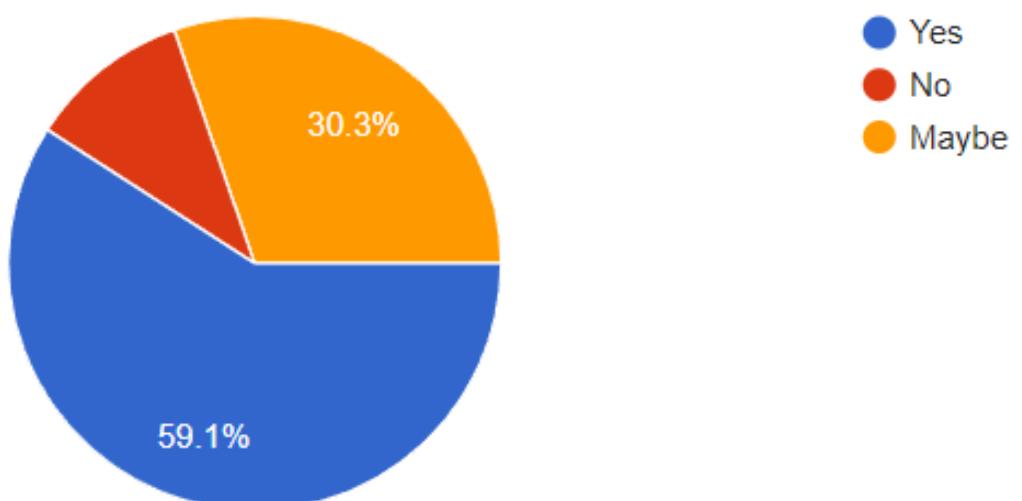
Would you like to showcase your ideas, brainstorm, explain projects to your interviewer during video interview?



Have you ever been unsure whether to ask for a connection's phone number or email address?



How comfortable are you to show your background to your interviewer?



Features



01

Categorize Saved Posts into different buckets.

02

Enhancing Video call experience by adding Whiteboards and Background Blur Effects to LinkedIn Meetings.

03

Preferred Way of Communication feature in the Messages Slack/Meets

User Persona

“Very difficult to find saved posts - I almost always have to google how to find them.”

Ram



Age: 23
Work: Student
Family: Unmarried
Location: Dallas, Texas

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Bio

Ram is an ambitious and hardworking graduate student at The University of Texas at Dallas. He moved to the USA to pursue his dreams in the Information Technology field. He makes sure to have enough time for his social life both offline and online. He is an aspiring product manager and an avid LinkedIn user.

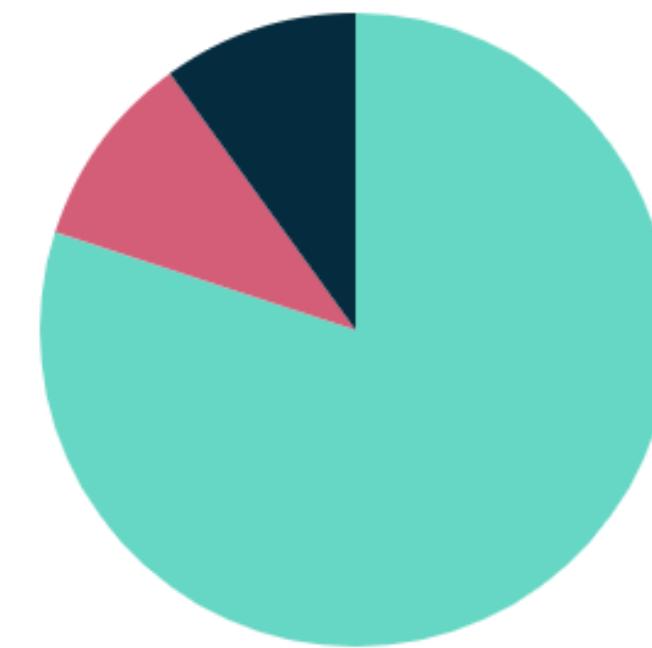
Goals

- Finish masters with a good GPA.
- Seeking Internships and full-time opportunities in Product Management.
- Develop knowledge, skills, and abilities.

Frustrations

- He struggles to retrieve any resources he saved a long time back on LinkedIn.
- Not able to sort saved posts.

Use of features



Feature	Percentage
Saved Posts	80%
Whiteboards and background blur	10%
Preferred Way of Communication	10%

User Persona

John Smith



Age: 32
Work: Manager
Family: Married
Location: Dallas, Texas

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Bio

John is a staffing manager at Microsoft. He is tech-savvy and uses technology up to its full extent in his routine office work. He posts regularly on LinkedIn about hiring roles. He loves trekking and watching movies.

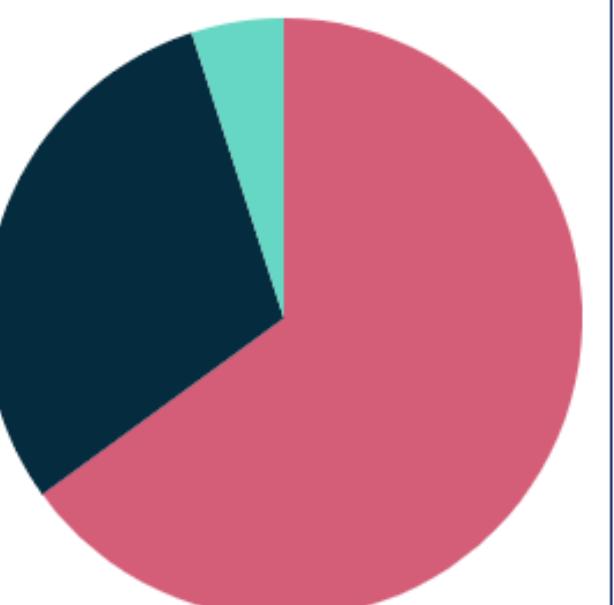
Goals

- To support hiring managers with solid candidates.
- To provide easy and cost-reduction solutions.
- Save time and money with HR tasks.

Frustrations

- Hard time while conducting LinkedIn meetings as no whiteboard feature is available.

Use of features



Feature	Percentage
Whiteboards and background blur	65%
Preferred way of communication	30%
Saved Posts	5%

“ Downloading the notes explained by an interviewee during the interview helps me differentiate the candidates.”

User Persona

Alexa Sharp



Age: **28**
Work: **Senior SDE**
Family: Unmarried
Location: **Chicago, Illinois**

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Bio

Alexa is Senior software developer at Amazon. She is Social butterfly and super active on all sort of social media platforms. Being a heavy LinkedIn user, she makes sure to use all features of it.

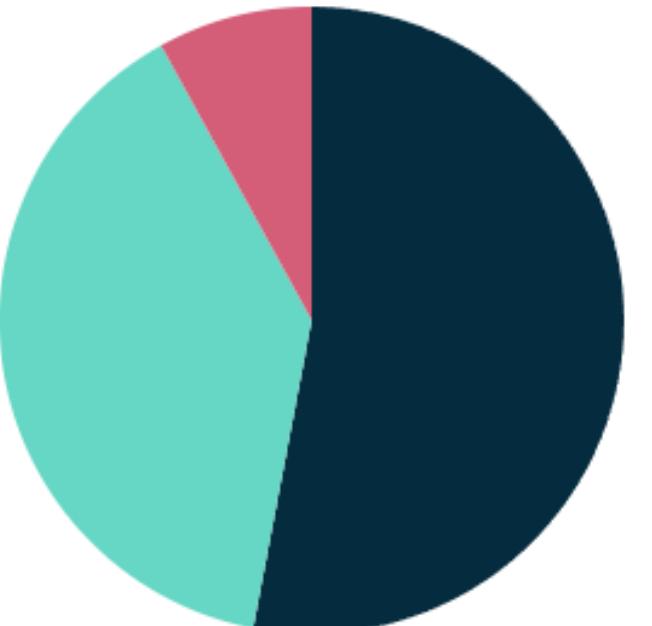
Goals

- To transition into Product management.
- To leverage her technical and leadership skill to become a product manager in near future.
- To use LinkedIn as a resource to do various certifications in relevant domain.

Frustrations

- Lack of preferred way of communication option on LinkedIn while interacting with current Product managers from different companies.
- Difficulties in sorting the saved post as per the topic.

Use of features

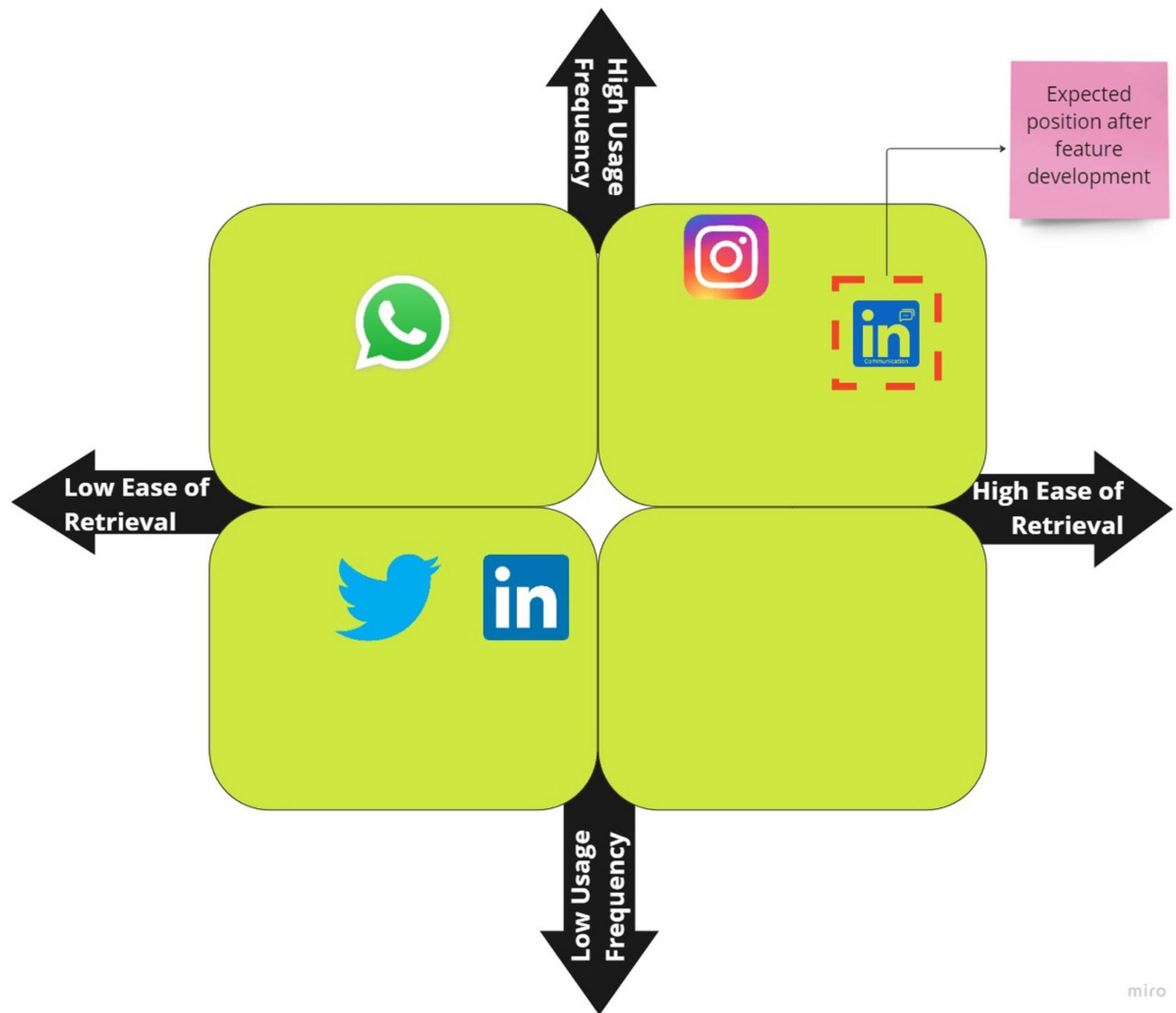


Feature	Percentage
Preferred way of Communication	53%
Saved Post	39%
Whiteboards and background blur	8%

“ I'm clueless most of the times, whether to ask phone number or email address. ”



Competitor matrix for Saved post feature



Current State:

We need to scroll the entire list of saved posts to find the post.

Future State:

We can retrieve the post at the touch of a button.

How will the new feature look

Current View

Jashanpreet Kaur (She/Her) • 1st
Associate, Lending, Goldman Sachs | Ex-TransUnion, John Deere | MS Analytics
1d • 390

Super thrilled to share that I am debt-free as of today and have paid off my education loan that I took to do Masters in US.

Usually LinkedIn is used for sharing professional achievements, but those achievements come at lots of costs and for most of us, taking a big loa ...see more

390 21 comments

Like Comment Share Send

Suggested View

John Doe
Product Manager Google
2h

Product/market fit, also known as product-market fit, is the degree to which a product satisfies a strong market demand. Product/market fit has been identified as a first step to building a successful venture in which the company meets early adopters, gathers feedback and gauges interest in its #PM #Product #pmf

390 21 comments

Like Comment Share Send Save

Save

search saved lists

'49% Users do not know about saved post feature'



Current View

The screenshot shows the LinkedIn Home page for a user named Umesh Reddy. The top navigation bar includes links for Home, My Network, Jobs, Messaging, Notifications (with 12 notifications), Me, Work, and Learning. On the left, there's a sidebar with sections for Who's viewed your profile, Impressions of your posts, and a call-to-action for Get Hired Faster, Try Premium Free. The main content area features a post from Umesh Reddy about seeking an internship at Blackstone LaunchPad. Below the post, there's a summary of his activity: 383 My jobs, 2 My learning, and 10+ Saved posts. A red circle highlights the 'My items' button in the sidebar.

Suggested View

This screenshot shows the same LinkedIn Home page as above, but with a suggested改版 (改版) where the 'My items' button has been moved to the top navigation bar, highlighted by a red circle. The rest of the interface remains largely the same, including the post from Umesh Reddy and the summary of his activity.



Current View

Saved Posts

All Articles

 Shravan Tikoo • 2nd
Product Management Advisor | 86k+ followers | Growth Pro...
7mo • 

Folks ! for all aspiring PMs , PMs and Product Leaders , here is a list of top articles which I recommend to crack your dream product role and thrive as a PM
...
...see more

 heyPM
18.8K followers
1yr • 

Towards our efforts to #democratize "Product thinking & learning" and ultimately helping PM Aspirants to crack Product roles, we've put together some exclusive PM exercises for you. ...
...see more

PM Exercises
notion.so • 1 min read

Suggested View

Saved Posts

All Job Search PM Design Analytics +

 John Doe
Product Manager Google
2h 

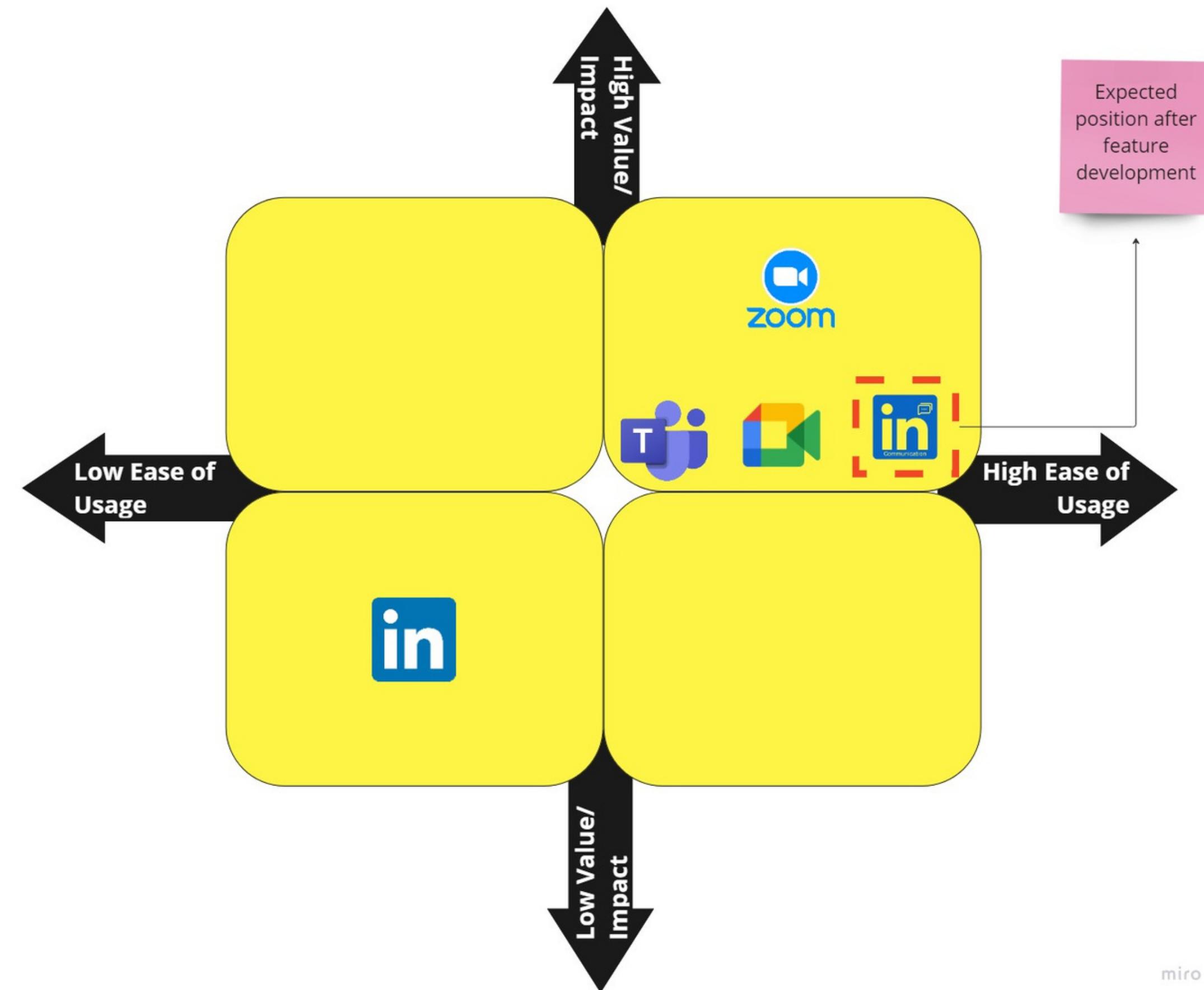
Product/market fit, also known as product-market fit, is the degree to which a product satisfies a strong market demand. Product/market fit has been identified as a first step to building a successful venture in which the company meets early adopters, gathers feedback and gauges interest in its #PM #Product #pmf

390 21 comments

 Like  Comment  Share  Send  Save

'71.2% Users are not able to retrieve saved post with current view'

Competitor matrix for Video Calling Experience



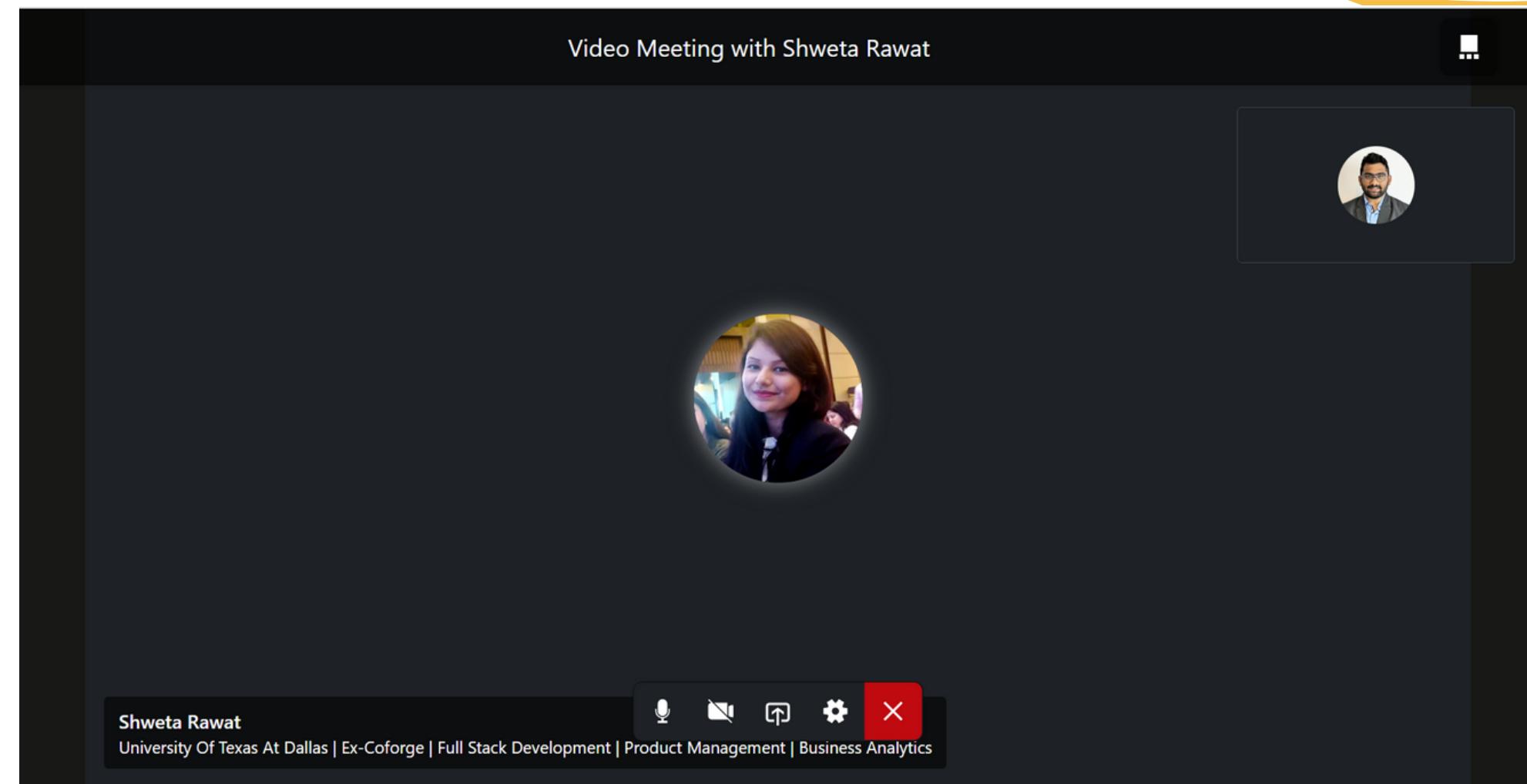
Current State:

You need to use other video calling services to use the whiteboard feature.

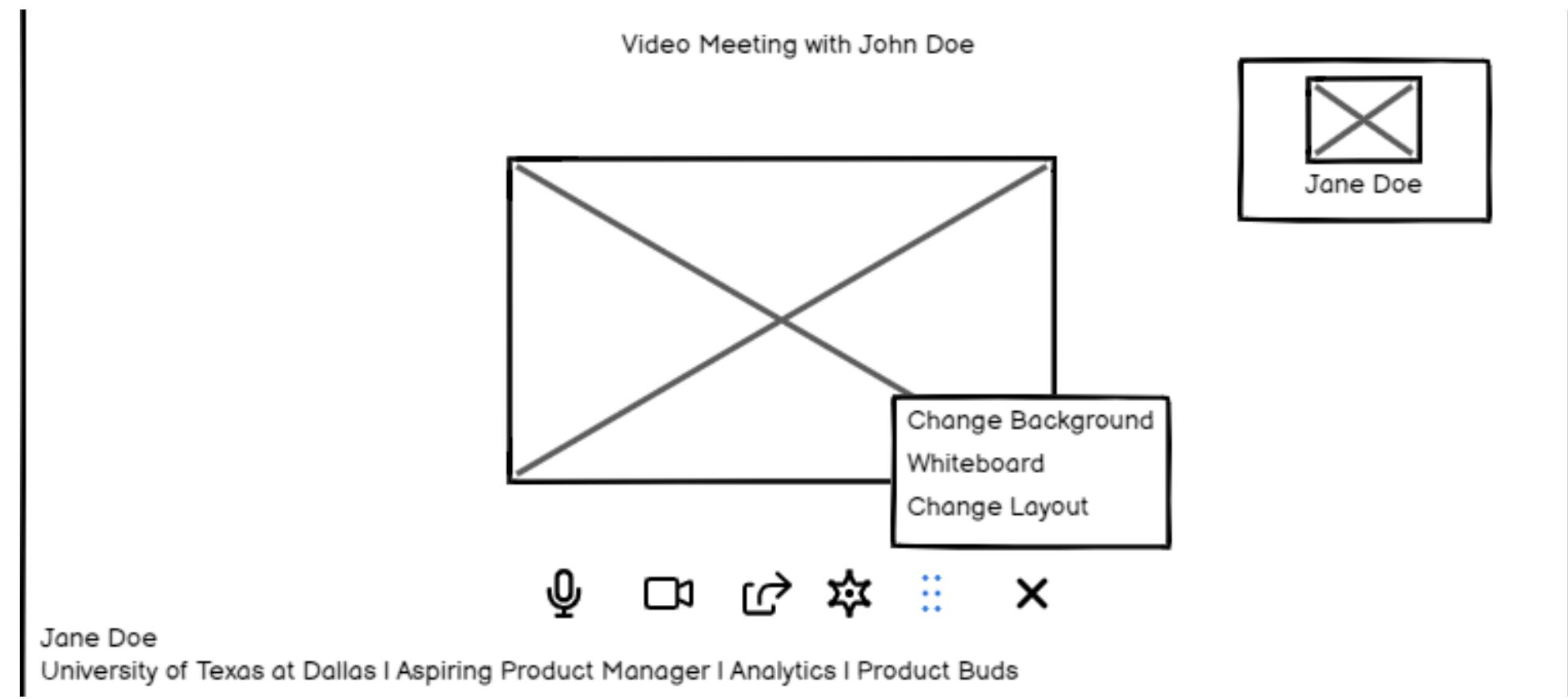
Future State:

Adding whiteboards and blur background features enables LinkedIn meetings to be on top and can be used for hiring interviews.

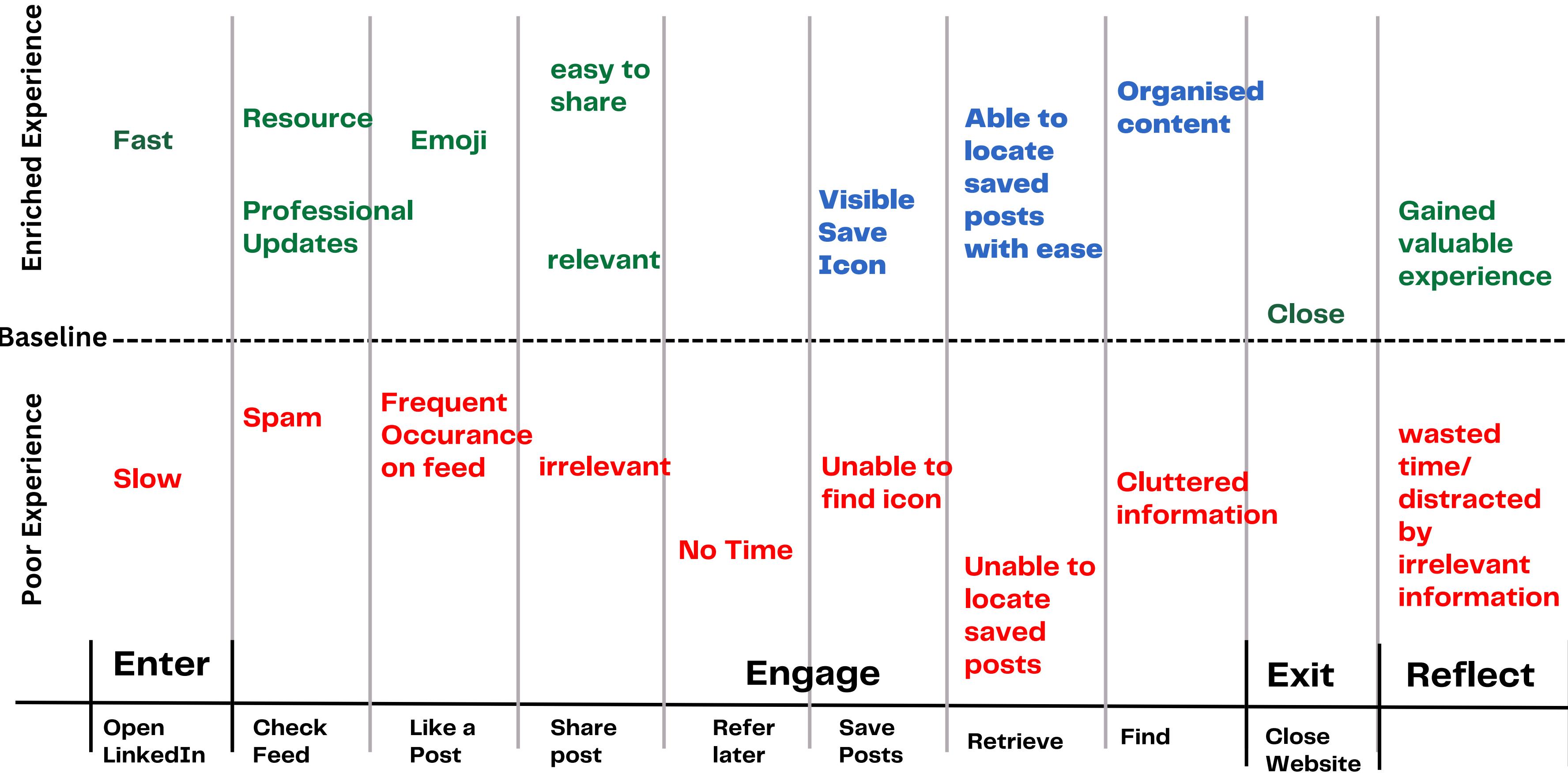
Current View



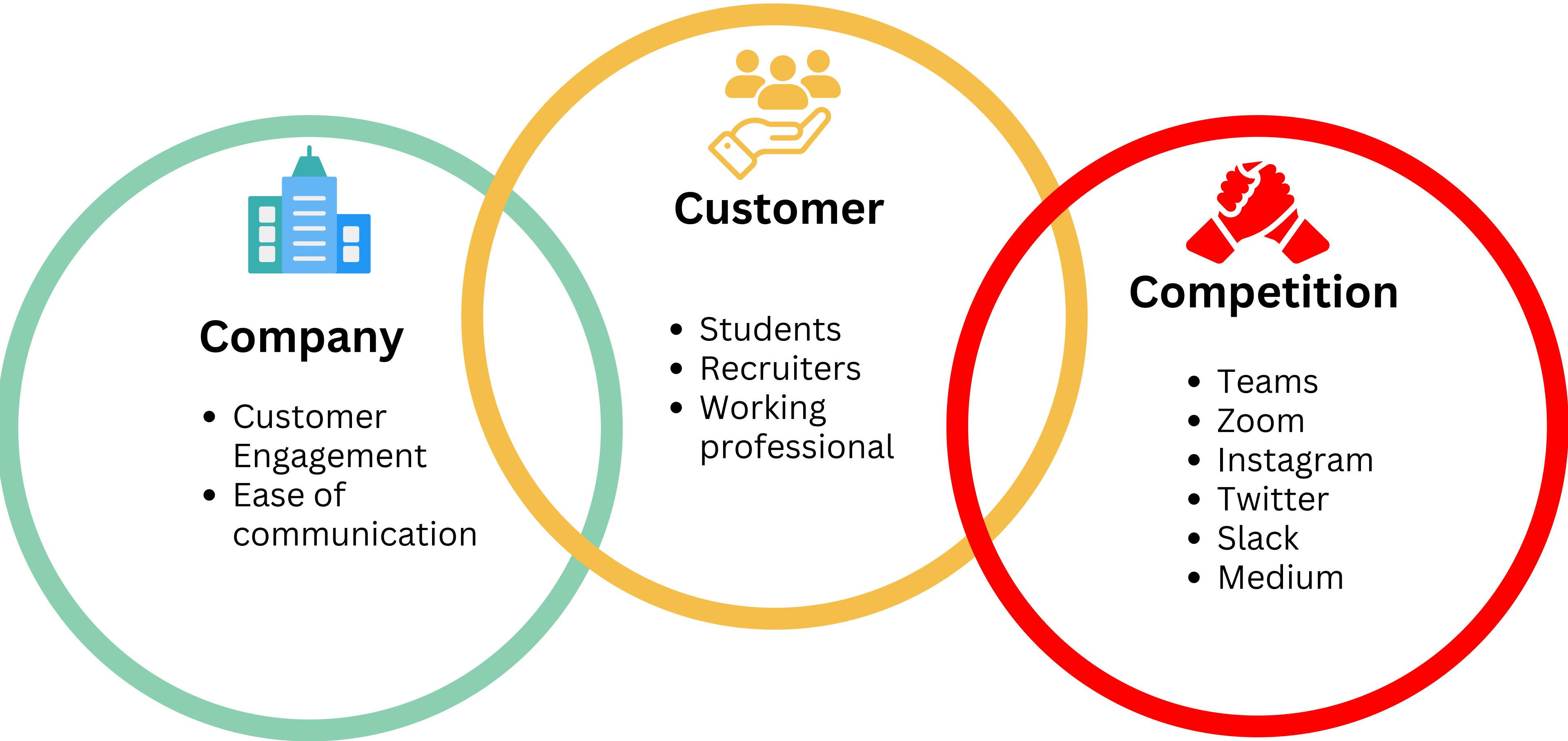
Suggested View



Product Journey Mapping : Saved Posts



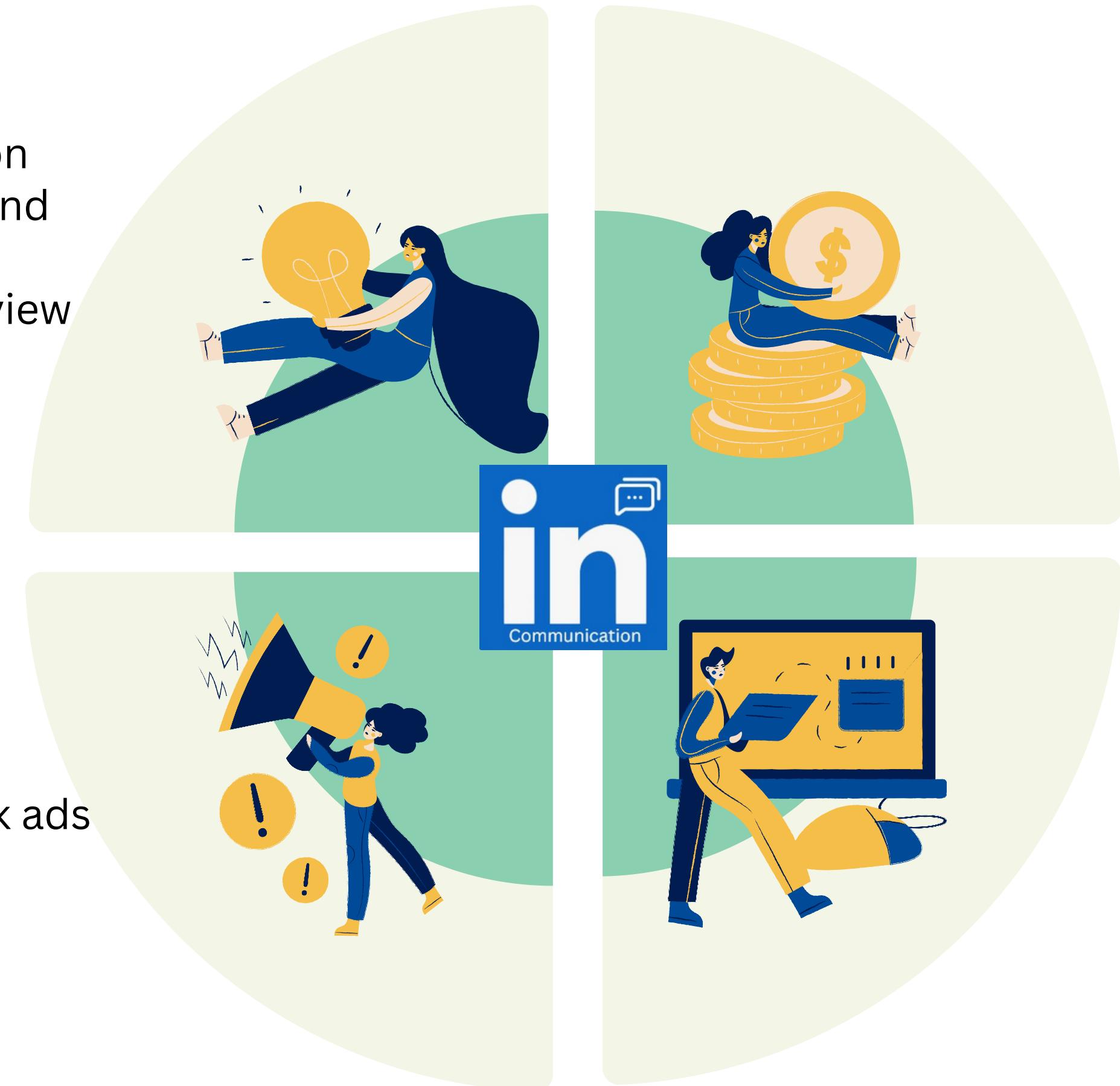
3 C's



4 Ps

Product

- Making information more accessible and organized
- Wholesome interview experience



Promotion

- Email marketing
- Google / Facebook ads

Pricing

- Free for all users

Place

- First, we will launch the mobile
- Post website we will launch on the website

Impact and Metrics to Track

Saved Post

- Average Views per post
- Customers using save post icon
- Minutes spent on posts
- Customers creating buckets and retrieving information

With Save Posts , the overall engagement of LinkedIn will go up (Around 30 Million People use LinkedIn on a daily basis)

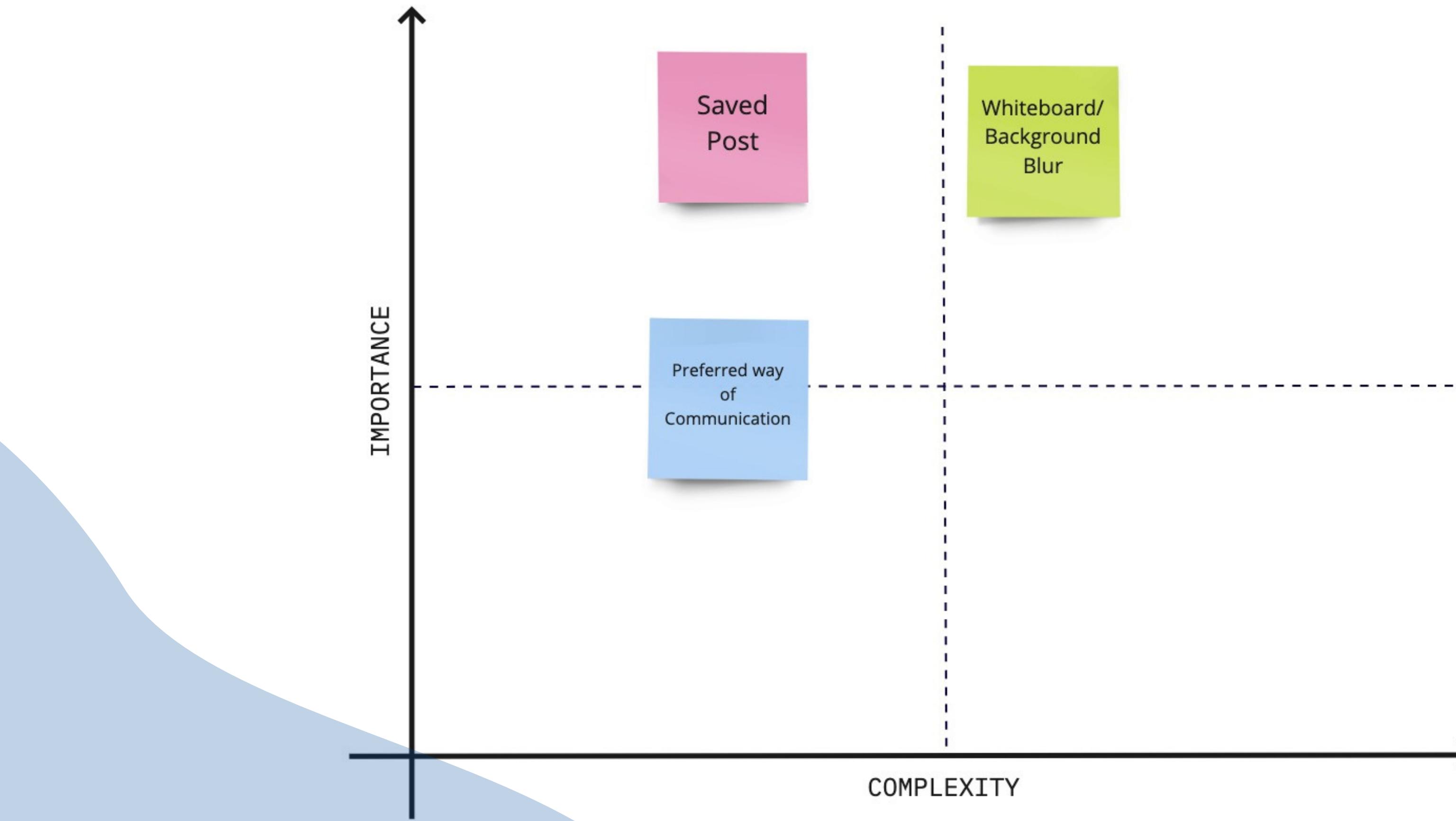
Whiteboard/Blurr

- Number of people using Video Calling
- People using whiteboard features
- People giving interviews
- People getting hired

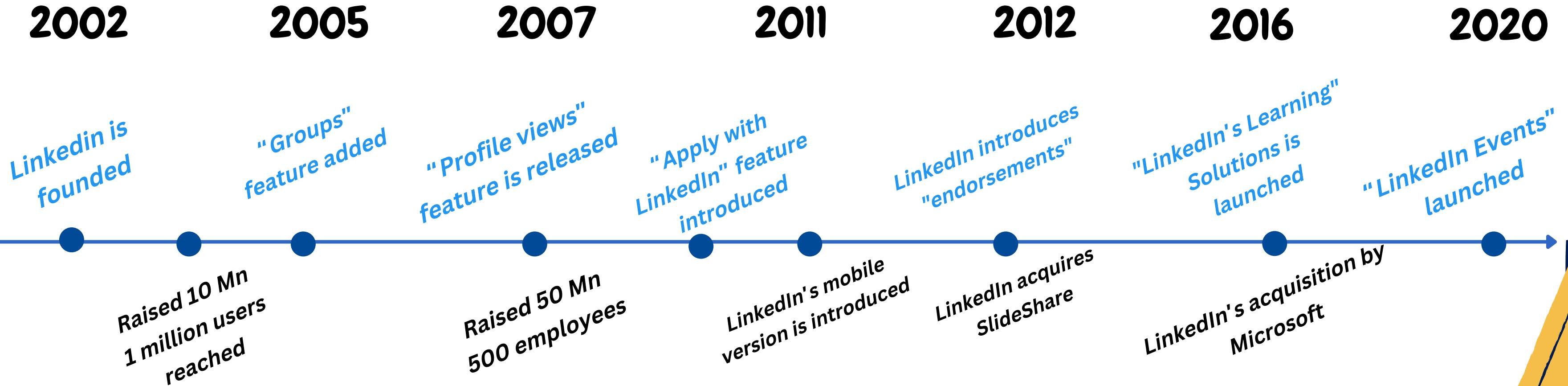
With LinkedIn Video Calling , the overall experience of hiring and getting hired will improve, making LinkedIn an wholesome application for hiring process (Around 7 Million People use LinkedIn for job search)



Feature Prioritisation Matrix



RoadMap



2022

LinkedIn Communication Feature

introduced
Nov'22

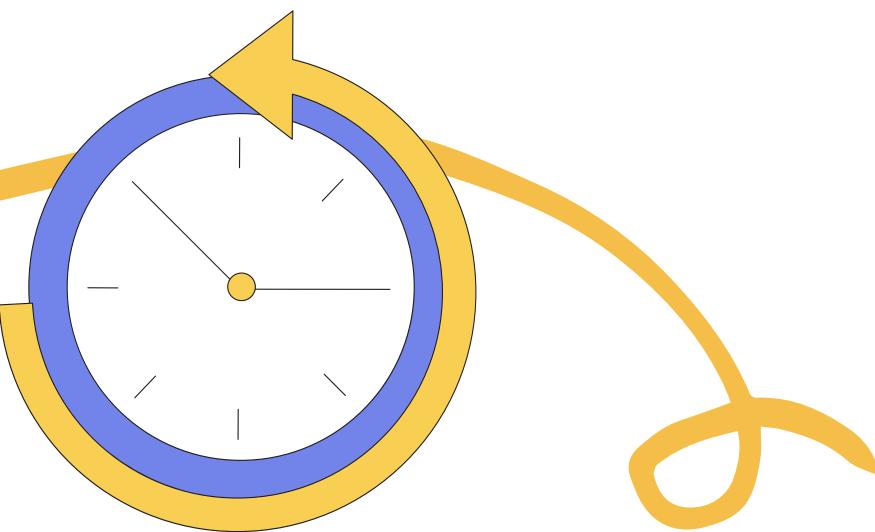
Dec'22

Oct'22

"Save post" feature categorised

"Whiteboard" and "Blur" feature Added

Preferred way of communication



Thank you!

References

<https://www.officetimeline.com/blog/linkedin-evolution-timeline>

<https://blog.hootsuite.com/linkedin-statistics-business/#:~:text=Of%20their%20185%20million%20members,in%20to%20the%20platform%20da~ily>