Feature Listing of LinkedIn
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Introduction

LinkedIn is virtually the most reputable online platform that interlinks professionals across the globe.

As an online employment-oriented company, LinkedIn has stamped its authority in what it does by being the most reliable service provider with a presence in all countries in the world. In fact, ever since its foundation in 2002, LinkedIn has maintained its position as a leader in this role courtesy of the precision of its mission and vision statements.

Vision

LinkedIn's vision statement is "Create economic opportunity for every member of the global workforce."

Based on LinkedIn, being dependable and gaining a global presence is its leading ambition. The company is motivated to achieve this vision through its advanced platform that keeps adapting to the changing times and needs of its customers.

Key components that closely relates to this vision statement include:

1. Creating economic opportunities
2. Linking every member
3. Having a global presence

Feature Listing

Mobile Application - LinkedIn

1. SPLASH SCREEN

The LinkedIn splash screen appears on the screen for 3 seconds.

2. AUTHENTICATION

2.1 Join Now

- Enter Email or Phone number
- Set up a Password
- Enter First Name
- Enter Last Name
- Continue with Google account

2.2 Sign In

- Sign in with Google
- Sign in with Apple
- Enter Email or Phone number
- Enter Password
- Remember Me
- Forgot Password

3. HOME SCREEN

Header has a quick link to User Profile Screen, Search Screen and Message Screen.

Footer has a quick link to Home Screen, My Network Screen, Post Screen, Notification Screen and Jobs Screen.

Types of Post
- Posts from Connections
- Posts that connections reacted to
- Posts from Followed Pages
- Promotional Posts

Primary Post Actions
- Follow the User or Page
- React to the post
- Comment on the post
- Share the post on feed
- Send the post to connections

More Post Actions
- Save the post
- Share the post to other applications
- Unfollow User
- Remove connection with User
- Mute Posts from this User
- Don't want to see similar posts
- Report the post
- Post Visibility option

4. MY NETWORK SCREEN

Header has a quick link to User Profile Screen, Search Screen and Message Screen.

Footer has a quick link to Home Screen, My Network Screen, Post Screen, Notification Screen and Jobs Screen.

4.1 Add Members
- Add contacts
- Scan QR code

4.2 Manage my network
- Connections
- People I follow
- Companies
- Groups
- Newsletters

4.3 Invitations
- Received
- Sent
- Settings

4.4 Suggestions

People, Pages and Groups are suggested on the basis of people you follow.

Types of suggestions

- People you may know from Company
- People you may know from College/University
- People you may know from Location
- People you may know from Industry

- People possessing similar skills also follow these pages
- Based on who you follow
- Online events for you
- Recommended newsletters for you
- Groups you may be interested in

More suggestions for you

- Pages
- People

Suggested actions
- Display recommended choices.
- View the recommended Profiles.
- Send a connection request for People recommendation.
- Displays profile, name, headline and mutual connections.
- Displays profile, namen and followers count.
- Follow the page for Page recommendation.

5. MY POST SCREEN

5.1 Create Post

- Write a Post

- Visibility : Visibility can be changed to,
  - Anyone
  - Connections only
  - Group members

- Add Hashtag : Writes '#'

- Add Photo
  - Take a Photo from camera
  - Add a Photo from gallery
    - Edit the photo
    - Tag people or page
    - Add Stickers
    - Add Text
    - Add alt text
    - Remove Photo

- Add Video
  - Take a Video from camera
  - Add a Video from gallery
    - Add Stickers
    - Add Text

- Comment Permission
  - Anyone
  - Connections Only
  - No one

- Celebrate an occasion with images
  - Welcome to the team : Celebrate a new colleague joining your team

- - Give Kudos : Showing appreciation to your colleague
    - Project Launch : Share a new project milestone
    - Work Anniversary : Celebrate a career milestone
    - New Position : Start a job update

- Add a Document
    - Add document title
    - Choose a file

- Share that you're Hiring
    - Create a new job option
    - Display all provided job option

- Find an Expert
    - Category : Select a Category on what you need help with
    - Location : Add the location
    - Description : Add Description on your requirement
    - Sample : Examples of what to write

- Create a Poll
    - Your poll question
    - Option 1
    - Option 2
    - Poll duration

- Create an Event
    - Add image to Event
    - Event type : Online or In person
    - Event name
    - Event Date and Time
    - Registration or broadcast link
    - Add Description

- Publish the Post
- Discard the Post

5.2 After Post Actions - User

Primary Actions
- React to the post
- Comment on the post
- Share the post on feed
- Send the post to connections
- Shows views count on the particular post

More Actions
- Feature on the top of profile
- Save : Save the post to saved list
- Share : Share posts to other applications
- Edit : Make changes to the existing post
- Delete : Remove the post
- Comment Permission : Comment permission can be set to Anyone, Connections only or No one.
- Post Visibility : Quick link to visibility details

5.3 After Post Actions - Connections/Users/Pages

Primary Actions
- Follow the User or Page
- React to the post
- Comment on the post
- Share the post on feed
- Send the post to connections

More Actions
- Save the post
- Share the post to other applications
- Unfollow User
- Remove connection with User
- Mute Posts from this User
- Don't want to see similar posts
- Report the post
- Post Visibility option

6. NOTIFICATION SCREEN

The Header has a quick link to User Profile Screen, Search Screen and Message Screen.

The Footer has a quick link to Home Screen, My Network Screen, Post Screen, Notification Screen and Jobs Screen.

<u>Notification Actions</u>

- View : View the notification to learn more
- Delete **:** Delete the particular notification
- Turn off **:** Stop receiving similar notification
- Settings **:** Quick link to Linkedin Notification settings page

7. JOBS SCREEN

7.1 Search Jobs

Search Bar
- Search by Title, Skill or Company.
- Search by City, State or Zip code.
- Shows Recent searches
- Clear all searches
- Shows Recommended search options

Search Filter : Display Job listings by filtering
- Date Posted
- Experience Level
- Company
- Job Type
- Job Location
- Easy Apply

Job Application Post
- View Job post
- Apply to Job
- Save the Job application
- Set alert for similar Job applications
- About the company opens company page
- Similar Job suggestions
- More Actions
  - Share message to connections
  - Share it to other applications
  - Report the Job posting

7.2 My Jobs Section

Saved Segment
- Displays a list of Saved Job Applications

- Send it as message to connections
- View the Job application post
- Share via other applications
- Unsave application
- Apply to the Job

Applied Segment
- Displays a list of Applied Jobs
- Displays Job title, Company name, Location and Application time.
- Shows if the resume is downloaded
- View the Job application post
- Send it as message to connections
- Share via other applications

7.3 Job Update

This segment will only appear for saved applications. It will display the saved job update reading profile image icon, job title, company name, location, posted time, saved time and an Apply button that will directly navigate users to post details.

7.4 Recommended for you Section

Job recommendation on the basis of your searches

- Displays Job applications
- View Job application post *(Further refer 7.1 - third part)*
- Save the Job application
- Hide Slider : Hide the Job application

7.5 All Jobs Section

'All jobs' section recommends the latest job applications worldwide.

- Displays Job applications
- View Job application post *(Further refer 7.1 - third part)*
- Save the Job application
- Hide Slider : Hide the Job application
- Delete : Remove this recommended section

7.6 Try Premium Section

Try free for 1 month which when clicked, navigates the user to premium member plans.

7.7 Feedback Section

Feedback regarding the recommendation will be asked, Are these jobs right for you?
Can choose between Thumbs Up or Thumbs Down icon.

7.8 More jobs for you Section

'More jobs for you' section recommends the job applications on the basis of your connections network and your searches.

- Displays Job applications
- View Job application post *(Further refer 7.1 - third part)*
- Save the Job application
- Hide Slider : Hide the Job application

8. SEARCH SCREEN

8.1 Search Bar

Search can be filtered on the basis of People, Posts, Companies, Groups, Jobs, Schools, Events, Courses, Services.

8.2 Recent searches

- Displays Recent Searches
- View their Profile
- Clear Recent Searches

8.3 LinkedIn QR code

- My Code
  - Displays my LinkedIn QR code
  - Share my code
  - Save code to gallery

- Others Code : User's code to find them on LinkedIn
  - Scan others code
  - Add code from gallery

8.4 Today's News and Views

- Displays all the top News
- Tap on the news to learn more about it
- Displays posts related to that particular news
- Actions on the news post
    - Follow the User or Page
    - React to the post
    - Comment on the post
    - Share the post on feed
    - Send the post to connections
    - Save the post
    - Share it with other applications
    - Report the post
    - Quick link to Post Visibility page

9. MESSAGING SCREEN

9.1 Create Message

- Select whom to send message
- Write a message
- Add an attachment
- Take a photo
- Send a photo
- Send a video
- Send GIF
- Use '@' to mention someone
- Record audio

9.2 Create Video Meeting

- Send instant meeting link
- Schedule meeting for later
  - Start Date
  - Start Time
  - Duration
  - Timezone
- Select different provider for video meeting

9.3 Messaging Filter

- All messages
- Unread messages
- My connections messages
- InMail messages
- Archived messages
- Spam messages

9.4 More Messaging Actions

- Manage chats like mark unread, delete, restore.
- Message requests for people you are not connected with.
- Set up Away Message requires a premium version mentioning start date, end date and a message.

9.5 Messaging Actions

- Archive message
- Delete message
- Mark message unread
- Mute or Unmute the chat
- Manage Settings
- Report or Block conversation

10. PROFILE SCREEN

Cover Photo

- Take a photo
- Upload photo from gallery
- Edit photo
  (Straighten, Zoom, Crop, Filters, Brightness, Contrast, Saturation, Vignette)

Profile Picture

- View or Edit profile photo
  - Add, edit or delete photo
  - Select Frames
  - Set Photo Visibility
    - Your connections
    - Your network
    - All LinkedIn members
    - Public

- Add Cover Story :30 second introduction video

- Add frame
  - Original : No selected Frames
  - OpenToWork : Frame for people looking for job
  - Hiring : Frame for people who are Hiring

Open to section
- Find a new job : Share with others that you are open to work
- Hiring : Share with others that you are Hiring candidates
- Providing services : Share the services you offer to clients

Add section

Add sections like About, education, position, skills, licences and certifications, courses, recommendations, languages, projects and causes.

Analytics
- Display Profile views count
- Display Post views count
- Display Search appearances count

Resources
- Creator mode : Turn creator mode on or off
- My Network : Quick link to My Network Screen
- My Activity : Quick link to My Activity Segment
- Saved : Displays all saved posts
- Salary Insights : Quick link to find salary insights

Activity Section
- Start a Post *(Refer 5.1)*
- Shows followers count
- Displays my activity
- Activity Elements - All activity, Articles, Posts, Documents

Selected sections
- Experience
- Education
- Licences and Certifications
- Volunteering
- Skills
- Test scores
- Languages
- Interests

People also viewed
- Displays list of recommended people

11.   SETTINGS

Profile Information
- Name
- Location
- Industry

Display
- Themes

Site preferences
- Language
- Content Language
- Autoplay Videos
- Showing Profile Photos
- Feed Preferences
- People also viewed
- People you unfollowed
- Open web links in app

Syncing options
- Sync Calendar
- Sync Contacts

Subscriptions and payments
- Upgrade for free
- View purchase history

Partners and services
- Microsoft
- Twitter settings

Account
- Merge account
- Hibernate account
- Close account