PM SCHOOL

Weekend Challenge 40

(To be attempted by an Individual or Group of 2 max.)

You've recently joined as the VP of Product at LinkedIn.

In your first weekly catch-up, the CPO tells you that engagement on messages on LinkedIn has increased hugely and that LinkedIn is planning to create a separate messaging app. You've been assigned the task of launching an MVP for the same.

Consider the following :-

- For the MVP, what are the features you'd consider launching with?
    - 2-3 line description for each feature of the MVP
    - Wireframe for the MVP (Figma/Balsamiq preferred)
- How would you market the value proposition to existing LinkedIn users?
    - What would be your Go-to-market strategy?
- What are the key metrics you'd measure for the MVP?

For the above, please state any assumptions you make.

Judging Criteria :-
1. Structure of the document
2. Strategic thought process
3. Usability of proposed features
4. Metrics thinking
5. Logical flow of wireframe

Please submit the assignment to this mail id pmschoolx@gmail.com by 11th April 12pm (Sunday)

Alert: Chance for a mock interview with one of our mentors. (Top Assignment)