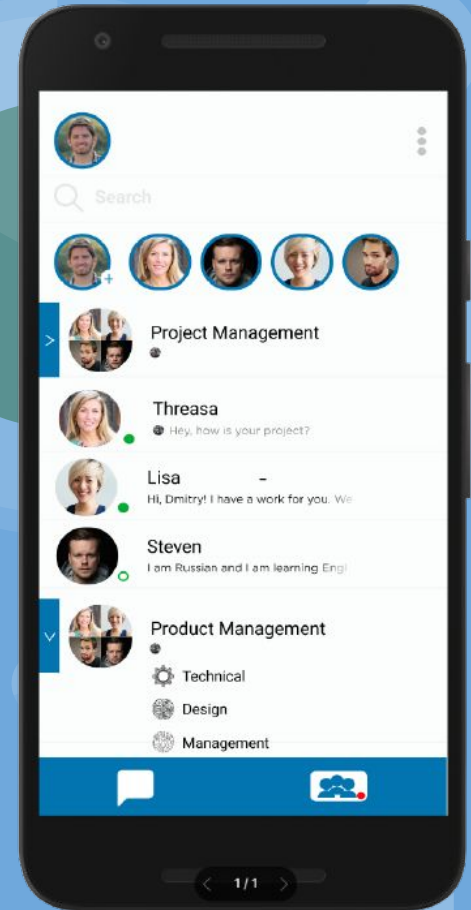


LinkedIn Messenger

Abhishek Soni | Saran Kumar



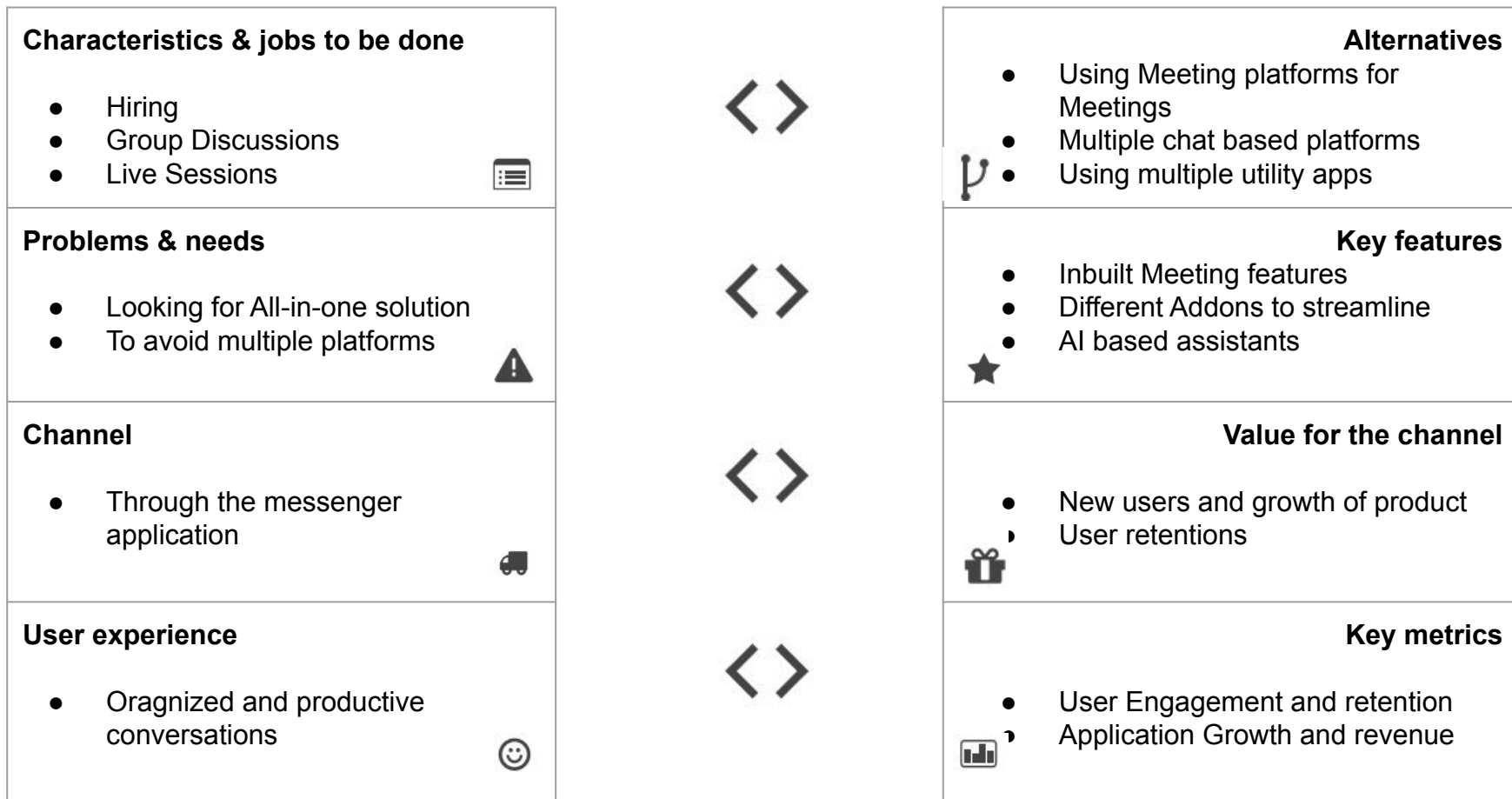
Problem Statement:

Linkedin has more user engagement with its application in the current scenario and as the CPO the company wants you to come up with an MVP of Linkedin Messaging app to give its existing users a better experience with additional features.

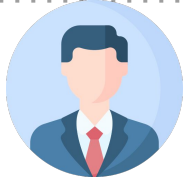
Go-To-Market Strategy

1. Product-Market Fit
2. Audience personas and buyers
3. Values propositions
4. Distribution (Wireframes)
5. Sales or marketing plan

Product Market Fit Canvas



User Persona



Kunal Kapoor
35 | PM at XYZ

- He has been working for 10 years at XYZ now
- He is actively seeking collaboration with other PMs to expand company's business
- He is friends with other PMs on other platforms like Whatsapp, messenger due to interactive interface



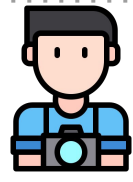
Kartik Sharma
22 | Final Year Student

- He is an active LinkedIn user and uses it for preparing for interviews
- He has aims for a PM product manager job but open to others as well
- He uses linked for more than an hours daily
- He is expanding his connections and connect with many new people daily



Kanika Agarwal
27 | HR at MNO

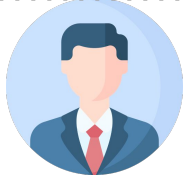
- She has been working for 5 years at MNO
- And every winters she is asked to hire intern for their summer program
- She usually prefers linkedin as a platform new hires as it gives more insights



Virat Singh
25 | Entrepreneur

- Uses linkedin to share his thoughts and ideas with his connections
- He is very interested in discussing his thoughts and ideas with people and connect with famous personalities
- He is in various groups on other platforms like WA, slack, etc

Pain Points



Kunal Kapoor
35 | PM at XYZ

- He has to provide his personal contact info every time to connect
- He wants to organize webinars and group sessions and find difficult to share the join info with others
- He also interested in having some bots to ease his tasks like Reminders, polls and some whiteboard feature



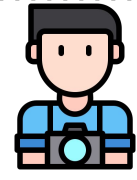
Kartik Sharma
22 | Final Year Student

- He finds it difficult to use current LinkedIn Messaging interface
- Also he find it difficult managing so many apps to connect with others
- He can't able to find the right platform to develop his skill set and he also not financially stable to go for paid courses.



Kanika Agarwal
27 | HR at MNO

- She wants to create a group directly out of the shortlisted students for the listed job
- She doesn't want to use other platforms to reduce complexity along with other tasks
- She wants to reduce the duration as well the number of groups for each round shortlist



Virat Singh
25 | Entrepreneur

- He finds it difficult to create groups with connection, even other platforms has single group features
- He has to resort to many other application for managing & doing tasks
- He would definitely be looking forward for features like remainder, polls and whiteboard in chats

New Features

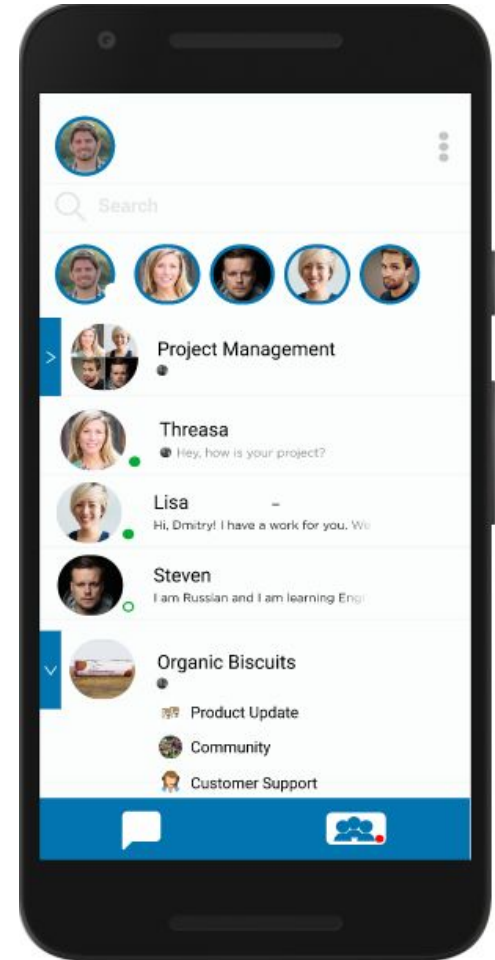
Do More with Groups

Feature 1:

Users can create Sub groups under each group. They can join any group of their interest.

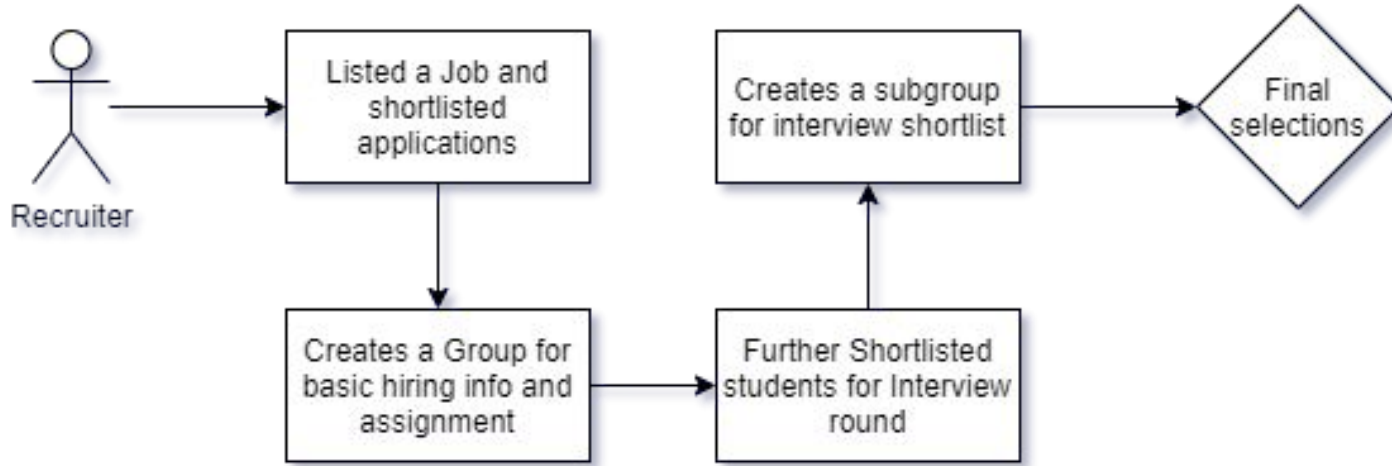
User Value Proposition :

- Users can create discussion groups within their connections
- Users can also join particular sub-group of their interest to interact with the like minded people.
- Users can do their business activities by promoting their products with their customers and generating potential leads.



Feature Usability

Job Hiring Scenarios



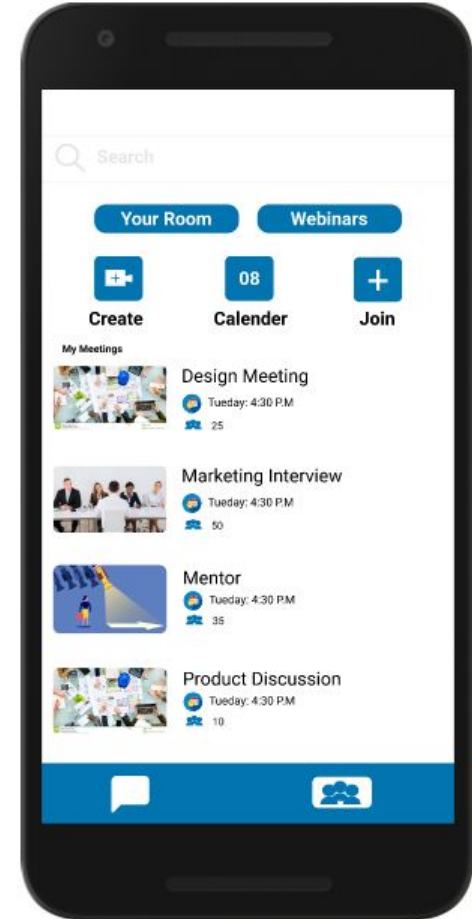
Rooms

Feature 2:

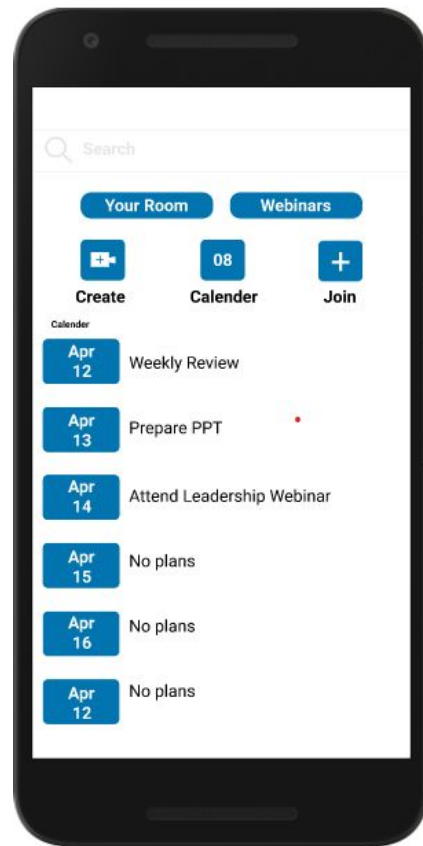
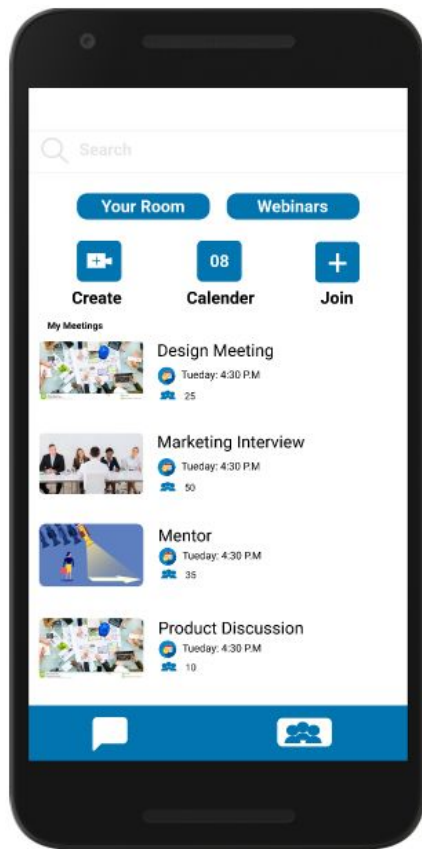
Users can make a group or One-on-One video calls. They can also used host live webinars. It consist of private (Your Room) and public(Webinars) rooms.

User Value Proposition :

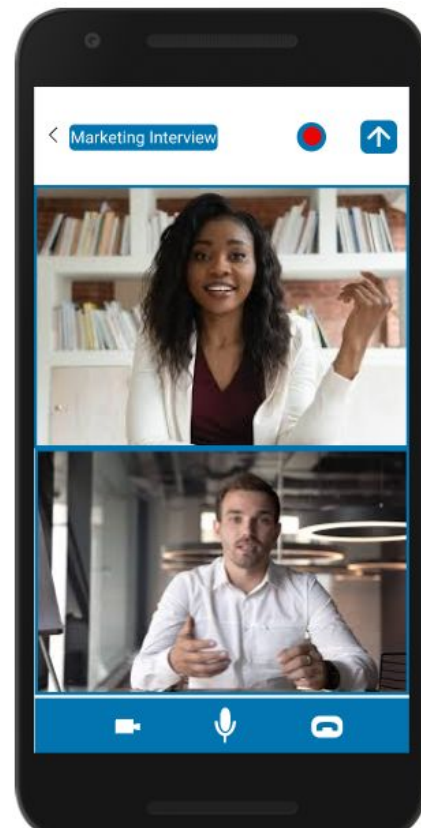
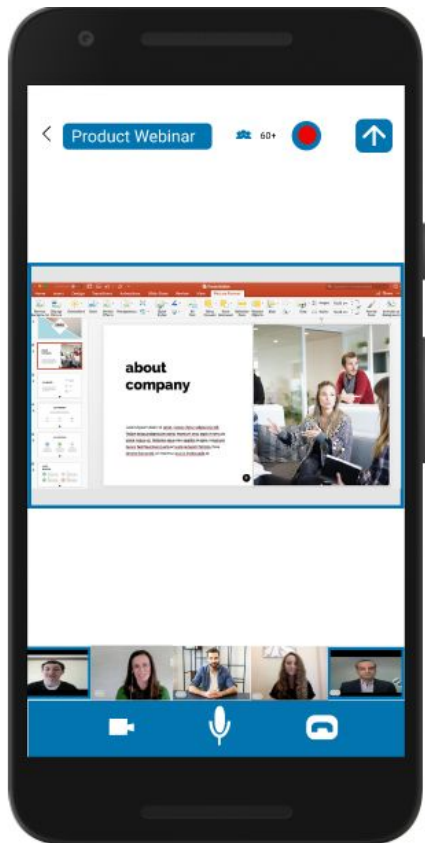
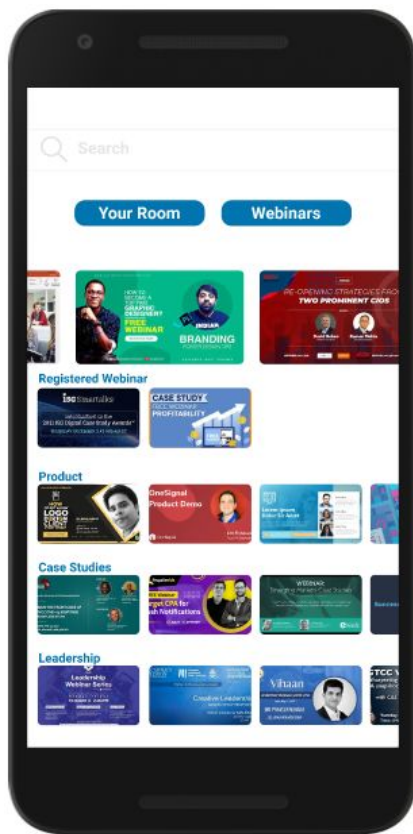
- Users who promotes their business can generate potential leads with group feature and they have the advantage of direct interaction with their customer to solve their queries with this feature.
- User who want to conduct whole interview process under one roof this option will be much beneficial for them.
- User also have an opportunity to attend webinar and learn from experts, it also creates a learning community and an opportunity to connect with like minded people.



Feature Distribution



Feature Distribution



Linkedin AI Assistant and Addons

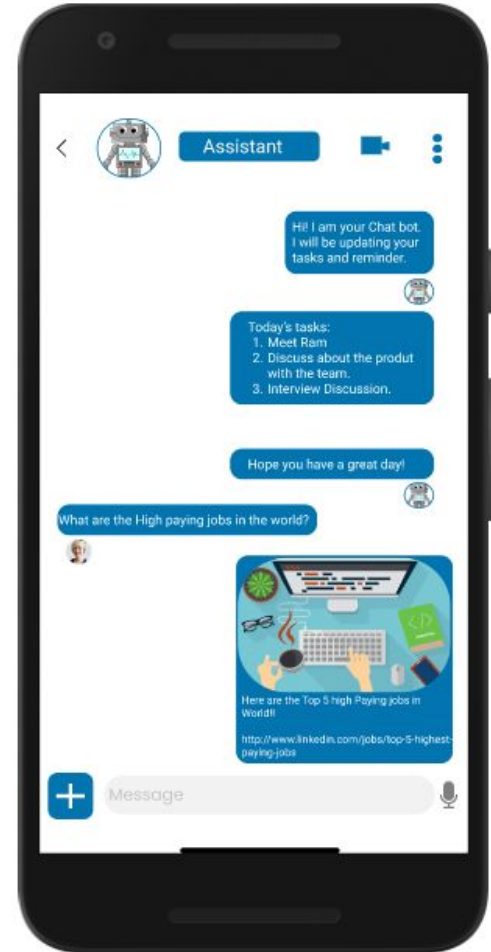
Feature 3:

Addons for remainder, polls, whiteboard, etc in group as well as individual chats giving handful features and ease the task for the users and streamline the conversations.

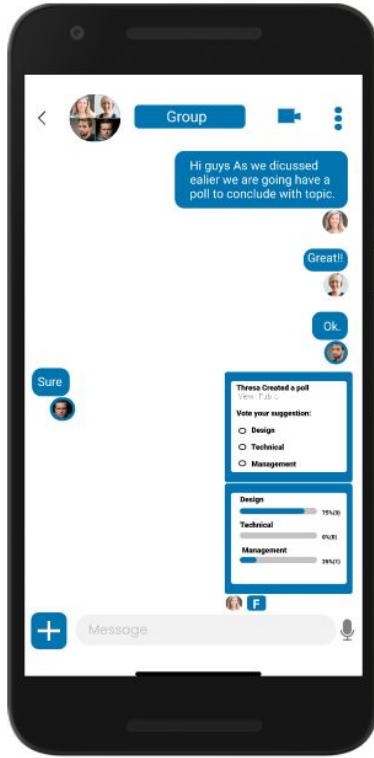
And an AI assistant based bot as individual chats which can share useful insights going in the world

User Value Proposition :

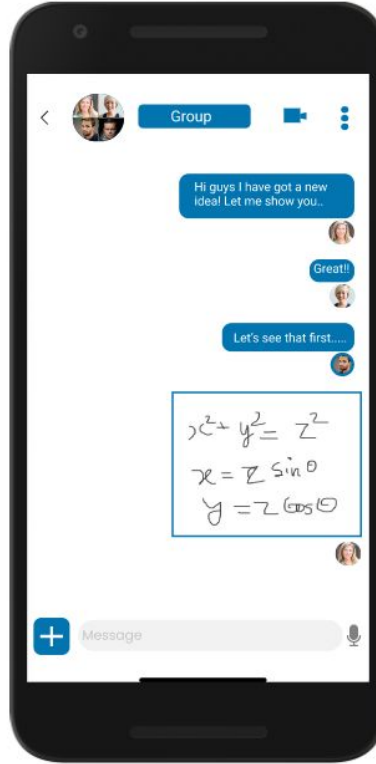
- AI assistant which can share latest as well as trending posts, article, webinar and much more
- Addons like remainder can be useful reminding users (both in groups as well as individual)
- Quick Draw feature can be useful for users to draw and quickly share any hand drawn equation, graphic, etc
- Polls can be used.



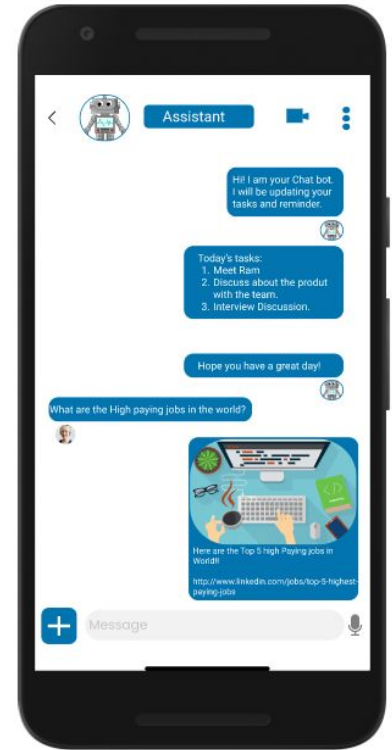
WireFrames



Polls Addon



Quick Draw Addon



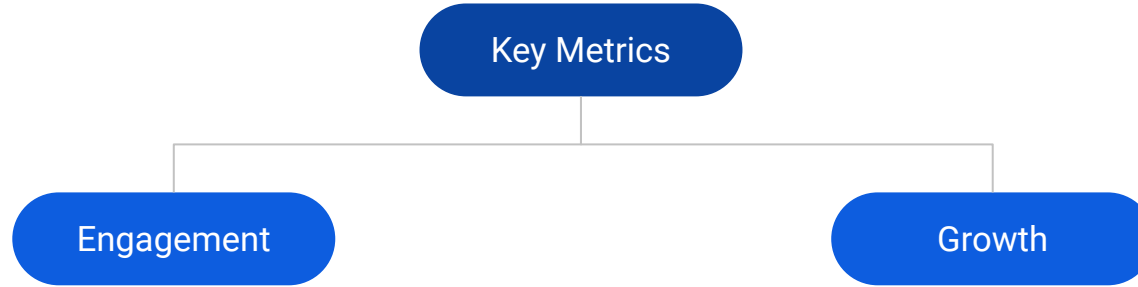
Linkedin Assistant



Key Metrics



Key Metrics



DAU/MAU	New customers acquired
Retention rate	App downloads, ranking, rating, reviews
Session length, number of session/day/week/month	Free trial Signup to Subscriber Conversion Rate
Bots installed, usage	New Buyer Growth Rate



Marketing

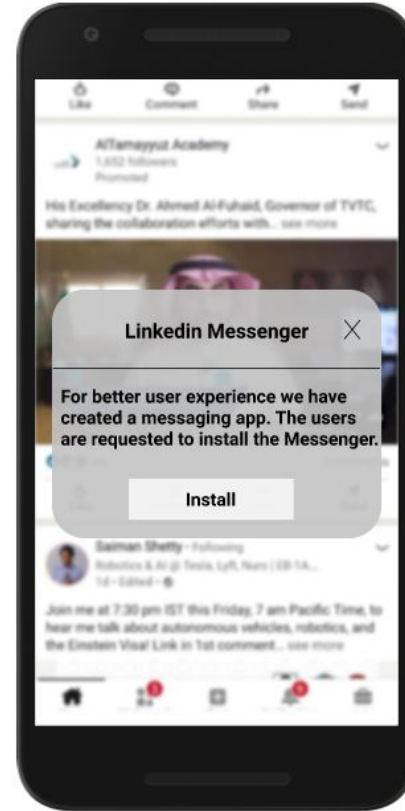


Marketing to Users

- For existing letting them know about the feature through notification in the existing LinkedIn app.
- Providing a link to install the messenger app.

How to use:

- Once they install the app their existing messages and conversation will be redirected to the messenger app.
- They have log in with their linkedin account.
- The users will be experiencing additional features for better experience.



Press Release

Linkedin Messenger now available with new and interesting features that will take your experience to new level.

- Do more with Group Chats - Create subgroups and make more organized and productive discussions
- Don't want to install a tons of apps for meets, Rooms got you covered, attend any public webinar, organize on of yours with just one tap.
- Having trouble managing various task, different application for trending articles? Linkedin Assistant and chat addons are there to help you out, which has a number of add-ons, you can enhance your experience and present your point easily, conduct polls, instantly share your handwritten drawings, put up a reminder for all group members.



About Linked Messenger - Linkedin Messenger is an messaging app developed by Linkedin itself which lets you connect with your linkedin connections easily and comes with a bunch of features to improve your chatting experience.