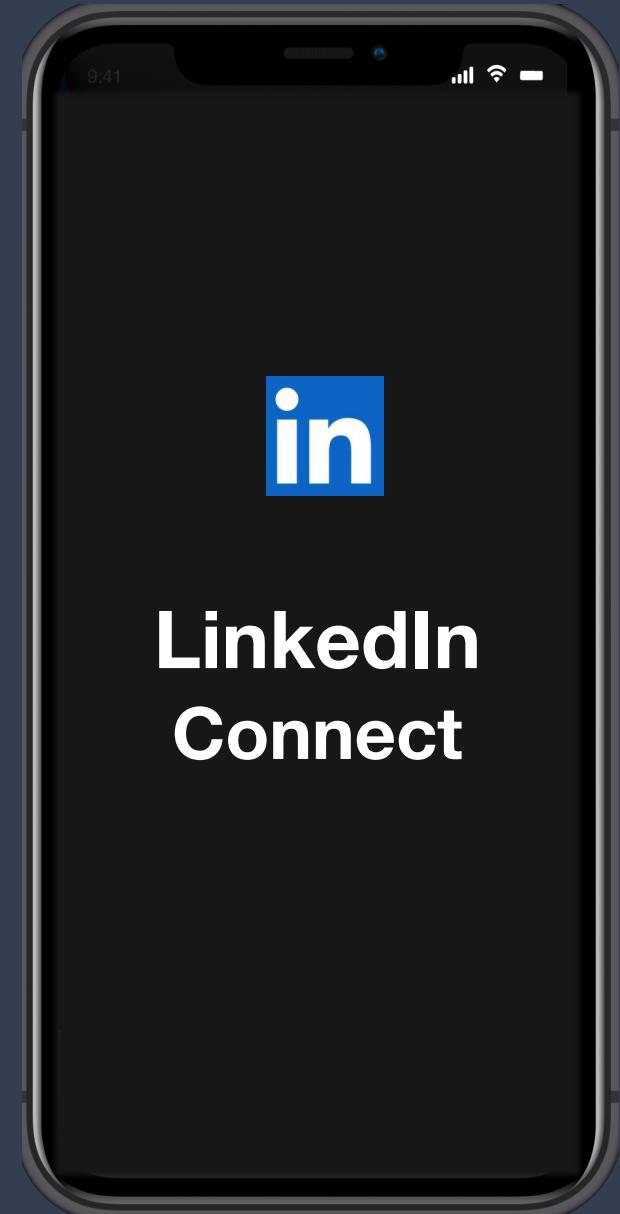


# LinkedIn Messenger



# Problem Statement

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 highly 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 of each feature of the MVP
  - Wireframe for the MVP
- How would you market the value proposition to existing LinkedIn users?
  - What would be your go-to-market strategy?
- What are the key metric you'd measure for the MVP?

# Background

## VISION

Create economic opportunity for every member of the global workforce.

## MISSION

The mission of LinkedIn is simple: connect the world's professionals to make them more productive and successful.

## KEY STATISTICS

- 740 million members in more than 200 countries and territories worldwide.
- 40 million people use LinkedIn to search for jobs each week
- LinkedIn saw a 55% increase in conversations among connections in 2020
- Content creation on LinkedIn increased 60% in 2020
- 57% of LinkedIn's traffic is mobile
- 33% of B2B decision makers use LinkedIn to research purchases
- 80% of B2B content marketers use LinkedIn ads

# Understanding our users- Personas

## JOB SEEKERS

(Can be further categorized to people actively searching, and people passively looking for a switch.)

Sheela is 29-y/o looking for a PM role to shift from her Tech profile.  
She uses LinkedIn daily to find job recommendations and message other connections looking for job referrals.

She also connects with people aspiring to be PM to understand their sources o study.

## RECRUITERS

Karan is a 35 y/o Talent Acquisition specialist working for an MNC. He recently posted job openings for 5 open positions in his organization. He regularly uses LinkedIn jobs, and is constantly flooded with messages, inmails and connection request from people having queries for job posting.

Karan ends up missing a number of applications because he uses multiple sources for the same.

## SALES BIRDS

Aakriti is a 27 y/o sales executive with Gartner and an avid LinkedIn premium user. She uses LinkedIn to communicate with her clients, and reach out with new prospects to do business with. She frequently feels disappointed because of high occurrence of ignored requests from CEOs of middle sized companies.

## GENERAL

## ENTHUSIASTS

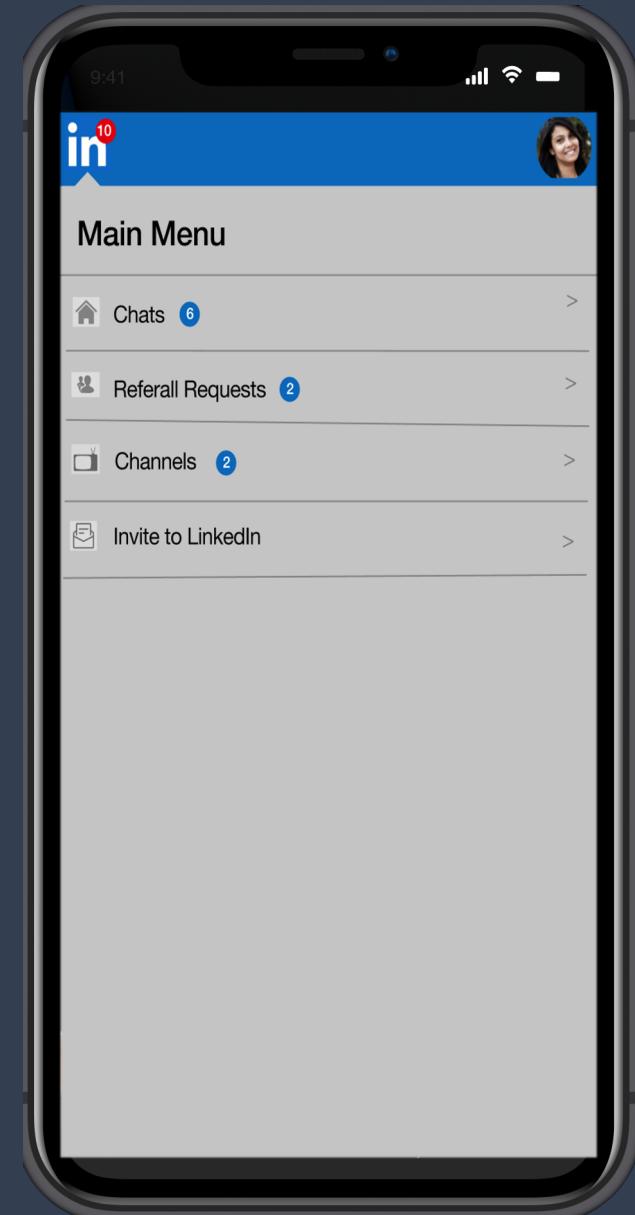
Amrit is a 23 y/o Software Engineer in Oracle and an avid LinkedIn user. He uses LinkedIn to discover the latest trends in technology, read product news letters. He also regularly participates in Hackathons and collaborating with people to work on personal projects.

# Features

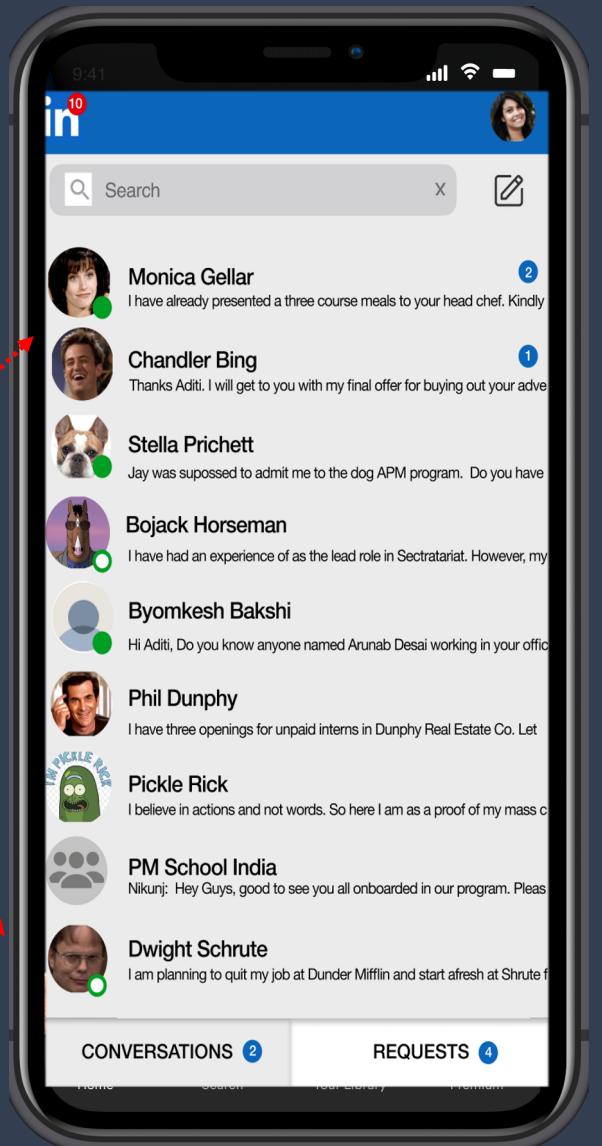
It is clear by the segmentation that as compared to any other social media platform, the percentage of users in *GENERAL ENTHUSIASTS* category is low for LinkedIn. Most people using LinkedIn's messaging service have a professional purpose for the same.

Hence, the major point to keep in mind while coming up with the application, is addressing the pain points of each category. Just concentrating on the ease-of-use would not be enough, as there are a plethora of applications already doing the same.

So here are the four main segments of the LinkedIn Messenger application.



# Chats: Conversations and Requests

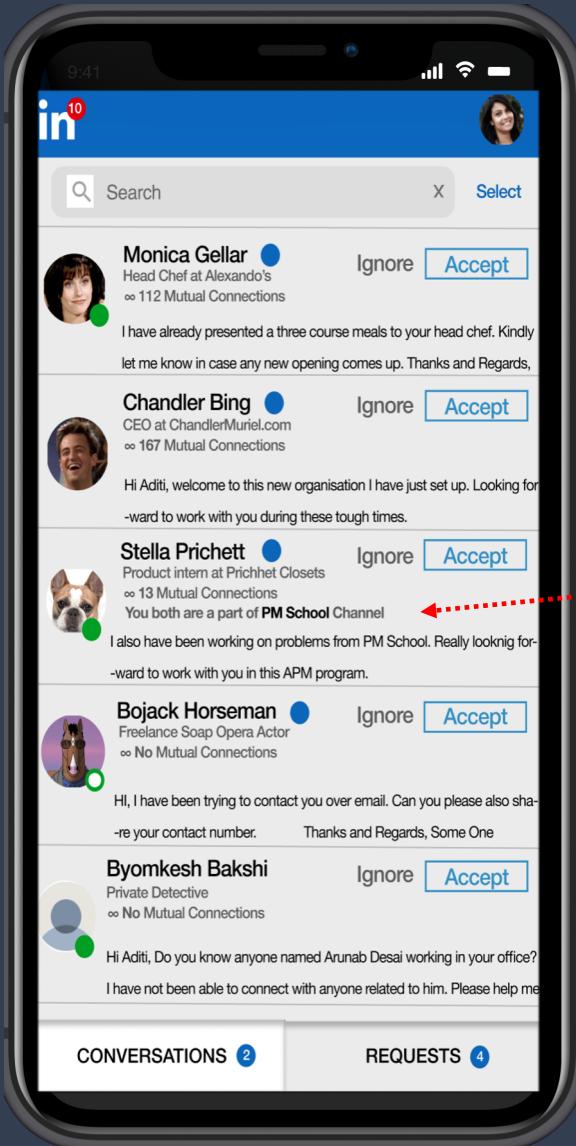


Conversations contain both personal and group chats.

Group chats can be used by communities to discuss and declare events like hackathon.

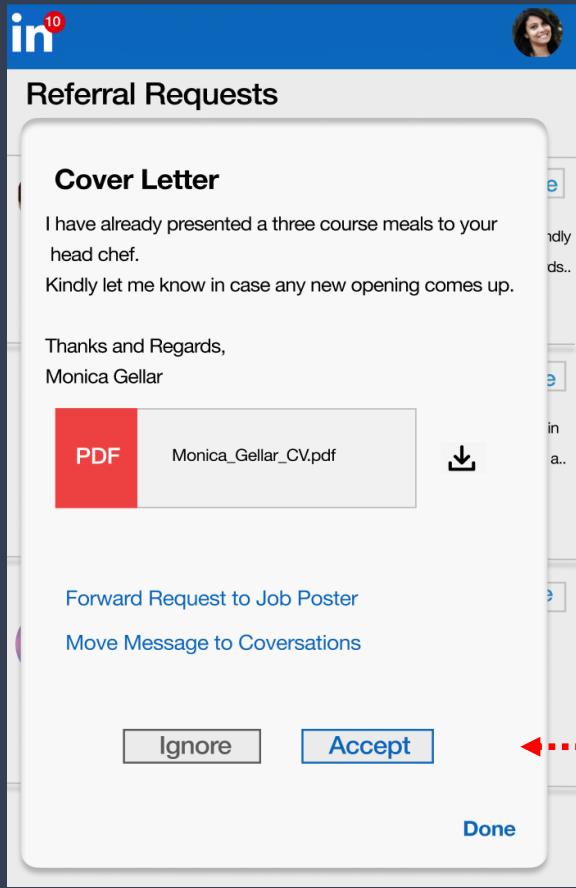
Conversations

2 tabs help filter out irrelevant messages or spams. At the same time user is able to look at the message in their inbox in case they want to connect.



Message Requests

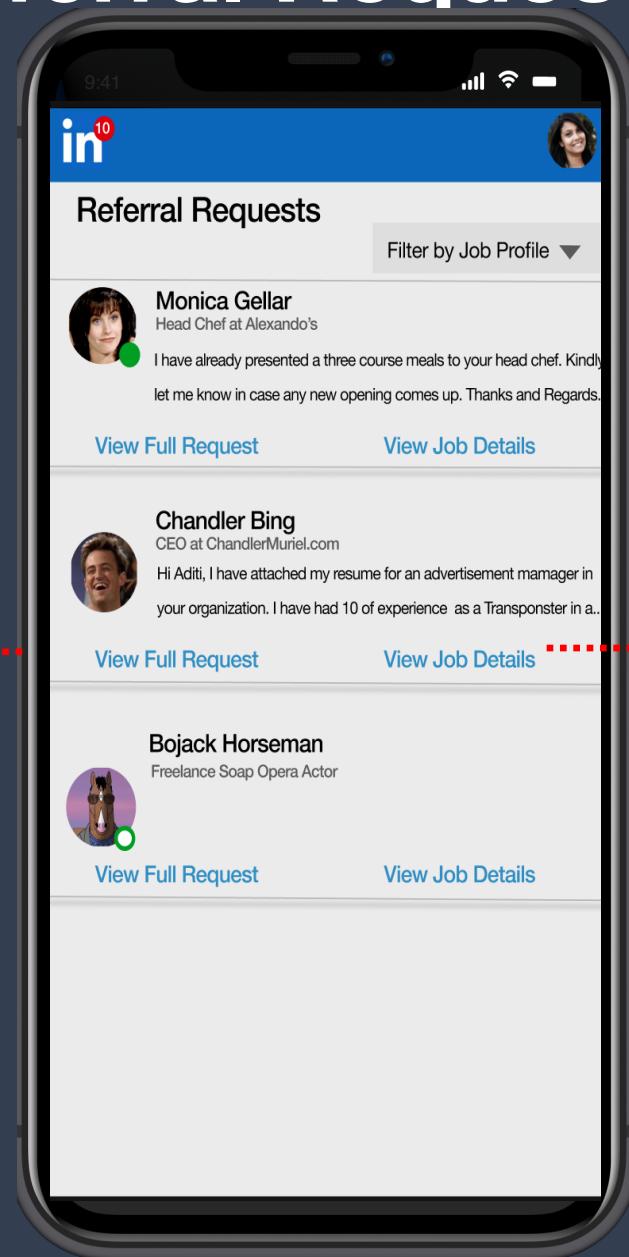
Relevant details: Bio, Mutual connections, Common channels for both



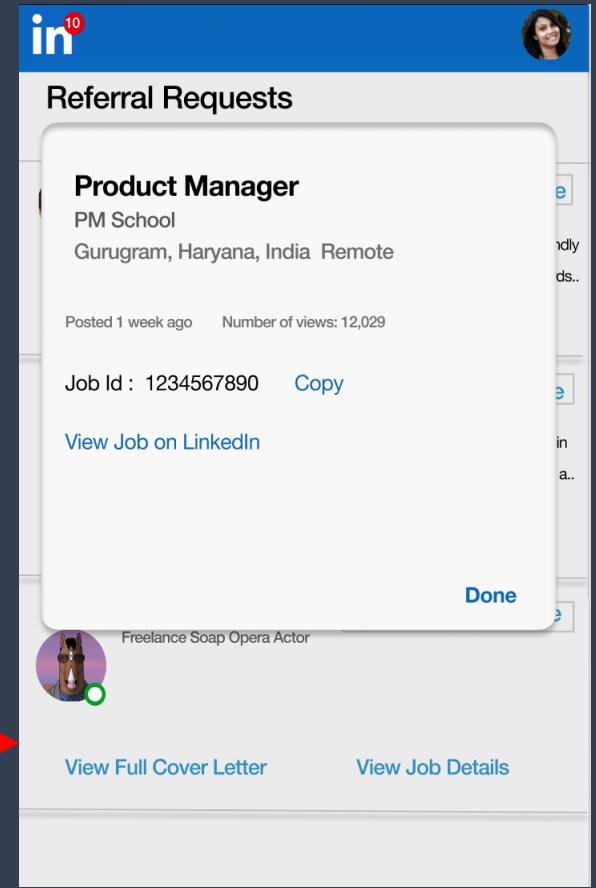
Contains details like Cover letter, Resume and couple of options-

- **Moving the request to Conversation** in case the referrer wants to communicate directly.
- Refer the candidate on LinkedIn (**Forward Request to Job Poster**) by sending the profile to the job poster. Eliminates no. of steps in the process of referring.
- View the candidate's full profile.

# Referral Requests

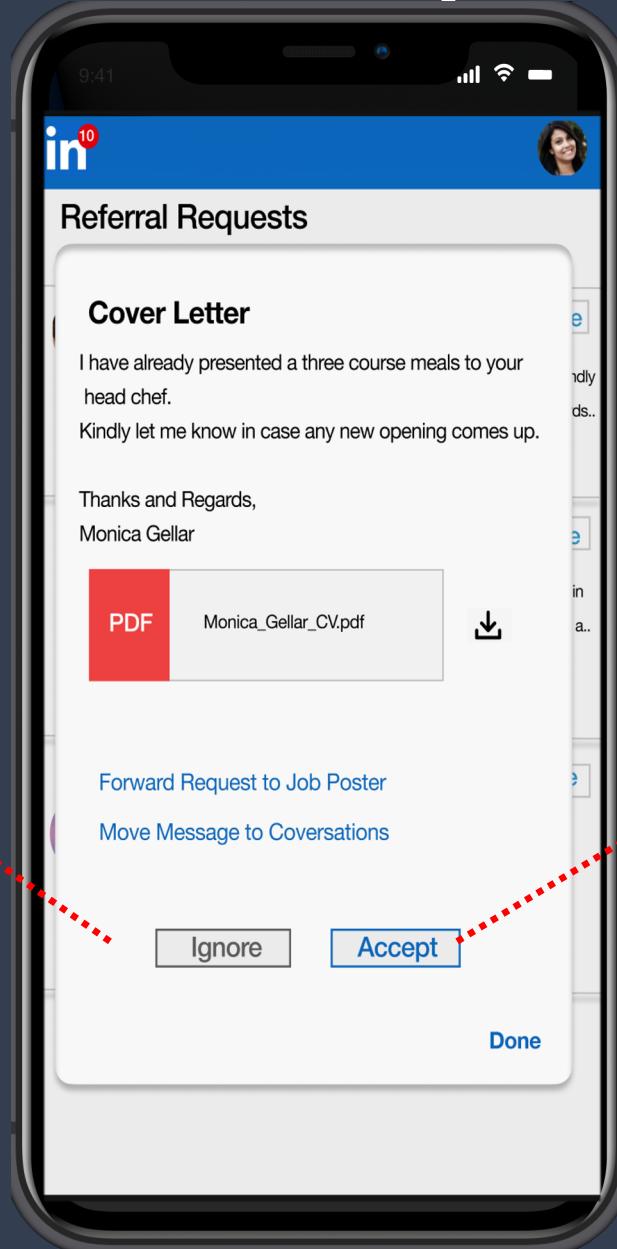


Referral requests Tab



Contains details of the job profile to be referred for, and a link to view job on LinkedIn.  
Option to copy the job ID in case they are referring via email.

# Referral Requests



We will notify Monica that you have declined the referral request.

This is to make sure that Monica can continue contacting other people from your organization.

Decline Request Cancel

Notifies the job seeker when they are not referred. So they can continue to ping more people in their network.

We will notify Monica that you have accepted the referral request.

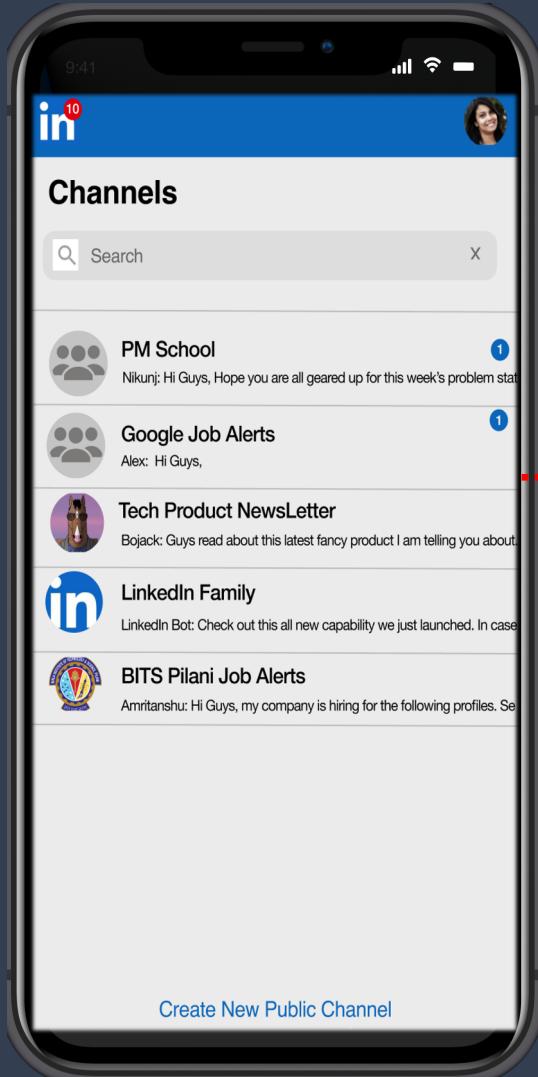
Kindly make sure that you do refer the user as they might stop contacting any more people at your organization for request after this response.

Accept Request Cancel

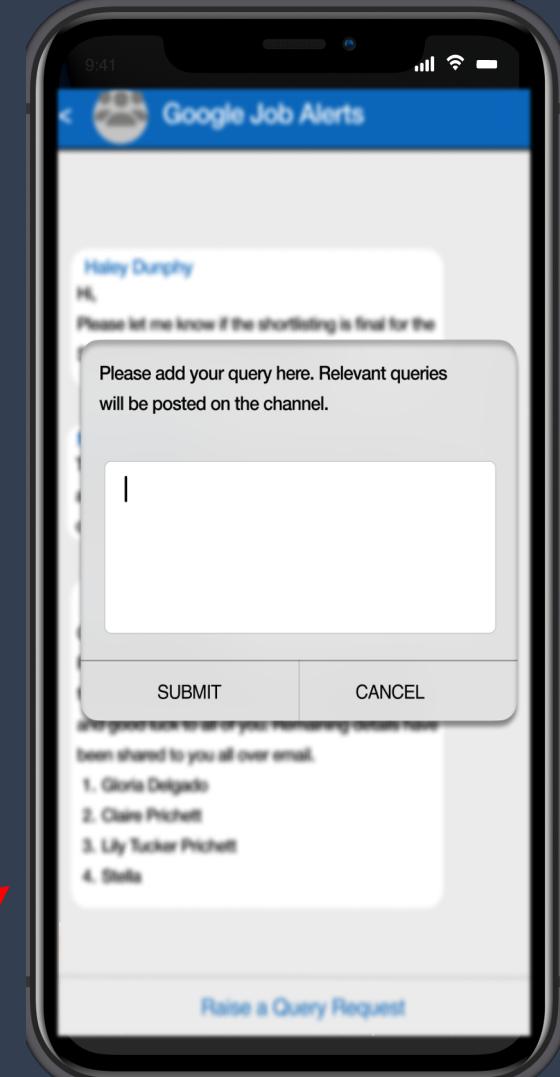
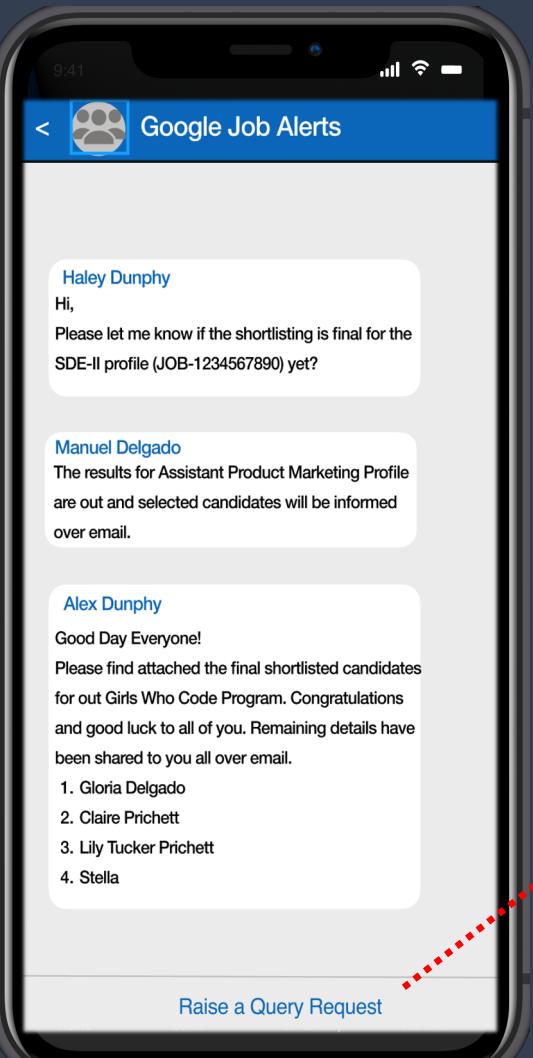
This makes sure user does not reach out to multiple users who refer the for the same profile.

Cover Letter Pop-up

# Channels: Forums for Open Discussions



In the Job posting process, instead of responding to redundant enquiries from several candidates, or avoiding accidentally ghosting them in case they are not selected, Channels can prove to be a medium for easy communication.



Channels are public forums for discussions on open topics like job opening, Technology advancements. Users can join Channels as per their area of interest.

Users on Channel can raise a query request in case they want to clarify something. If the query seems relevant, the admin(s) can add it to the channel and address their concerns.

# Define success- HEART approach

	<b>Goal</b>	<b>Signal</b>	<b>Metrics</b>
Happiness	Seamless & meaningful user and Cohort communication, Skill upgradation, better opportunities	User joins Channels, Interacts with connections, applies for recommended jobs	Avg % of daily active chats, % increase in Job applications, Avg % of new skills taken up
Engagement	Uses the app to connect with other users & cohorts, uses the news/info feature	Opens new personal/cohort chat, opens news/info chats, clicks on job recommendations	Avg % of new chats opened per day, % use on referrals, % interaction with channels
Adoption	User migrates to app completely.	Refers connections to use the app, Stops using old messaging in LinkedIn app, shares the app to friends	Avg visits on LinkedIn in-app messaging, Avg referral rate, Avg % of daily downloads
Retention	Actively uses app to chat with users & cohorts, Uses app for recommendations	Actively chats on the app, actively opens referral chats	Avg % of active chats per day, Avg % of messages per day, Avg Active time on the app, Avg % of clicks on referrals
Task success	Professional & personal growth, Grows community outreach, successfully lands a better job	Increased engagement between users, Increased job interviews/offers	% increase in job landings, % increase in active engagement between users (edge weight in social graph), % increase in new conversations

# Go-To-Market Strategy

	Pain Points	Solution	Marketing	
JOB SEEKERS	<ul style="list-style-type: none"> <li>1. Absence of platform to raise queries regarding job processes apart from Private messages or post comments.</li> <li>2. Absence of platform to track a referral request sent to any connection.</li> <li>3. Unsure waiting for shortlists and ambiguity about selection process.</li> </ul>	<ul style="list-style-type: none"> <li>1. <b>Channels</b> allow candidates to post their queries about job postings on public forum or get answers from already answered queries.</li> <li>2. <b>Referral Requests</b> allow referrers to send quick responses to candidates about referral status.</li> <li>3. <b>Channels</b> can be platform for proper guidelines for selection process or shortlists.</li> </ul>	<ul style="list-style-type: none"> <li>1. Invite candidates to join public channels when they are applying to the job on LinkedIn.</li> <li>2. Instead of writing messages to referrers, candidates directly generate referral requests on the Job details screen. Premium members could have extra visibility of application status for LinkedIn powered recruitments process.</li> </ul>	
RECRUITERS	<ul style="list-style-type: none"> <li>1. Redundant queries about job postings, and a flood of uncategorized messages.</li> <li>2. Need of multiple platforms to complete the recruitment process (primarily via referrals). Posting on LinkedIn, receiving referrals via mails.</li> </ul>	<ul style="list-style-type: none"> <li>1. <b>Channels</b> can be platform for choosing which queries to address, and manage redundant questions or group responses, or public announcements like selected candidates/shortlists.</li> <li>2. <b>LinkedIn Referral Service</b> can be an enterprise service to allow the whole recruitment process to be only on LinkedIn. Referrers can forward resumes for job postings directly via this platform.</li> </ul>	<ul style="list-style-type: none"> <li>1. Job posters would be given an option to create a public forum and add admins when they are posting jobs.</li> <li>2. <b>LinkedIn Referral Service</b> to be sold by LinkedIn sales to enterprises as a product which allows a seamless recruitment process on a single platform meeting all requirements ranging from job posting, referrals, communication, query handling, shortlist announcement and so on.</li> </ul>	
REFERRERS	<ul style="list-style-type: none"> <li>1. Multiple platforms needed to refer a candidate, including steps like unnecessary downloads.</li> <li>2. Inability to inform candidates about their referral requests.</li> </ul>	<ul style="list-style-type: none"> <li>1. <b>Referral Requests</b> provides referrers with a single platform to view all referral requests, with the job profile, request details, and a number of actionables to directly refer the candidate through LinkedIn.</li> <li>2. <b>Referral Requests</b> platform has options to provide direct replies to candidates without actually having to converse with them.</li> </ul>	<ul style="list-style-type: none"> <li>1. Constant reminder via notifications-mails to address referral requests received.</li> <li>2. We could think of reward points on LinkedIn everytime they address to referral requests which could be redeemed in LinkedIn learning courses, or availing other premium features on LinkedIn. This could be done to attract initial traction to the service.</li> </ul>	
GENERAL ENTHUSIASTS/ SALES BIRDS	<ul style="list-style-type: none"> <li>1. Cluttered messages in inbox from connections, message requests, referral requests leading to unaddressed messages.</li> <li>2. No public platform available to get connect to large public communities with common interest, be it a Tech Newsletter, job alerts from college alumni, or open source projects.</li> </ul>	<ul style="list-style-type: none"> <li>1. Different tabs with <b>Conversations</b> and <b>Requests, Referral requests, Channels</b> allow them a proper way to manage messages from different sources in an organized way.</li> <li>2. <b>Channels</b> provides a public forum for open discussions in communities of specific interest, shifting from Comment sections of public posts.</li> </ul>	<ul style="list-style-type: none"> <li>1. A gradual shift from LinkedIn messaging on the primary application to LinkedIn Messenger, enabling a soft release initially (pop up notification to install LinkedIn messenger whenever they open messaging), Followed by a hard release where users can only view messages on Messenger application.</li> <li>2. Premium members could receive special benefits over next releases where they could use Channels as a collaborative platform for working on projects together with audio, video and whiteboard.</li> </ul>	

# Press Release

## Connect and grow seamlessly with the new LinkedIn messaging app!!

Connecting with people can sometime be a challenging task, especially when you are approaching someone you don't know personally. A lot people face this challenge which hinders their growth professionally as well as personally.

We at LinkedIn, acknowledge this problem and have come up with "LinkedIn Connect", a fresh and innovative way of helping our users connect with each other and grow professionally. With more than 17+ years of LinkedIn experience imbued in it, this new product works towards our primary goal of connecting users globally and providing ample opportunities to everyone.

Starting this week, we're rolling out the our app to all users. LinkedIn connect will help you initiate and build conversations with users on LinkedIn. The app will help you organize and manage your Referral requests making sure they don't get lost in the clutter.

We are also introducing #channels to increase your daily productivity and keep you informed about progress of hiring processes. Through channels, you will be able to get job, news, courses recommendation and all personalized to your needs. You can connect better with your followers by creating your customized channels as well. Also, not to forget the groups feature, which will allow LinkedIn pages to connect with their followers and keep them up to date with any new events or maybe an upcoming hackathon.

The possibilities are unlimited. We have separated the messaging from the primary app to provide a seamless and enhanced connection experience to you. You can download it from the link below and start exploring the new world of professional conversations right away. We are sure this platform will change your perspective about connecting with people and upskill you just the way you would imagine. Cheers!

# THANK YOU