

## **Solving What Matters: A Product Thinking Case Study**

**Prepared by:** Deepika Seshaiah

## **1. The Product You Chose**

**Product:** LinkedIn

**Why I chose it:**

I personally use LinkedIn for networking, industry learning, and exploring job opportunities. It's also widely adopted across industries and is essential for recruiters, job seekers, freelancers, and thought leaders.

LinkedIn is a space where personal and professional growth intersect, making it ideal for this product thinking project.

## **2. Product Vision**

**Vision Statement:**

"To empower every working professional to connect, learn, and grow through meaningful online relationships."

This aspirational vision reflects LinkedIn's intent to go beyond job search and become a long-term partner in professional development.

## **3. Product Mission**

**Mission Statement (from LinkedIn):**

"To connect the world's professionals to make them more productive and successful."

This shapes the platform's core functions: job discovery, networking, learning, and branding.

## **4. Problem Statement**

**Formatted Problem:**

"When I use LinkedIn, I want to grow my network with relevant professionals, but I struggle because I receive too many irrelevant or fake requests, leading to frustration and disengagement."

**Real Example:**

New users often receive dozens of unsolicited invites from irrelevant people or bots within their first week — making them distrust the platform.

## 5. Jobs-To-Be-Done (JTBD)

### Functional Job:

“When I use LinkedIn, I want to accept relevant connections so I can grow my professional network.”

### Emotional Job:

“I want to feel safe and in control of who enters my network.”

### Social Job:

“I want to be seen as professionally active, but with meaningful connections — not spam.”

## 6. User Research Plan

### Plan Outline:

- **Interviews:** 5–10 users from different fields (tech, HR, design, etc.)
- **Surveys:** LinkedIn polls about connection invite frequency and satisfaction
- **Data observation:** Monitor invite ignore rate, block rate, and reporting frequency

### Key Metrics to Capture:

- % of ignored invites per week
- Time spent reviewing invites
- Engagement drop after invite surge

## 7. Persona Snapshot

Name	Role	Pain Point	Behavior
Anjali	Junior Developer	Gets spammy recruiter invites	Stops checking “My Network” tab
Raj	HR Manager	Wastes time sorting through fake profiles	Avoid using LinkedIn for sourcing
Meena	Career Switcher	Confused by fake invites and unknown people	Becomes passive on LinkedIn

## 8. Customer Journey Map (CJM)

✳️ Persona: Anjali (Developer)

Stage	Experience	Emotion
Joins LinkedIn	Sets up profile, adds college friends	😊 Curious
First Week	Receives 50+ invites from random recruiters	😕 Confused
Next Week	No clarity on who to accept	😔 Overwhelmed
Later	Ignores invites, disengages from platform	😞 Frustrated

## 9. Opportunity Sizing (TAM / SAM / SOM)

Market Type	Formula	Value
TAM	$1B \times 70\%$ active users	700 million
SAM	$700M \times 30\%$ networking-focused	210 million
SOM	$210M \times 10\%$ early adopters	21 million users

Even a **2% churn reduction** or **5% increase in invite engagement** can deliver millions in ad + recruiter revenue.

## 10. Prioritization Using RICE, Moscow, Kano

### RICE Table

Feature	Reach	Impact	Confidence	Effort	RICE Score
Ignore Requests	8M	High	90%	3	240
Private Profile View	5M	High	85%	2	212.5
Notification Settings	10M	Medium	80%	4	160
Report Fake Profiles	7M	High	80%	5	112

### MoSCoW Framework

Category	Features
Must Have	Ignore Requests, Private Profile, Report Fake
Should Have	Notification Settings, Invite Type Labels
Could Have	Visit Alerts, Profile Analytics
Won't Have	AI Auto-Filtering (for MVP)

### Kano Classification

Feature	Kano Category
Ignore Requests	Performance Need
Private Profile View	Excitement
Notification Settings	Basic Need
Report Fake Profiles	Basic Need

## 11. MVP Definition

**MVP = The smallest solution that delivers real value to users.**

In MVP:

- Ignore Request
- Private Profile View
- Report Fake Profiles

Excluded:

- Deep personalization
- AI filtering
- Analytics

## 12. Roadmap Format

Phase	Features
Now	Ignore Requests, Private Mode, Report Fake Profiles
Next	Notification Tuning, Invite Filters
Later	AI-based Suggestions, Profile Trust Score, Analytics

## 13. Bonus – AI Thinking

💡 Future use of **AI/ML** can:

- Detect and block spam invite patterns automatically
- Classify profiles based on invite relevance and trustworthiness
- Recommend better connections using behavior + interest matching
- Summarize invite context to help users decide faster