

# GIG ECONOMY

'Gig' --> Work delivered on-demand with little or no formal contracting

*"The COVID-19 crisis has upended the traditional 9-5 working world and caused many blue- and white-collar employees to pursue gig work for additional – or even primary – income during these unprecedented times."*

## Long-term Potential of Gig Economy in India

**35 Mn**

Skilled & Semi-Skilled Jobs

**5 Mn**

Shared Service Roles

**12 Mn**

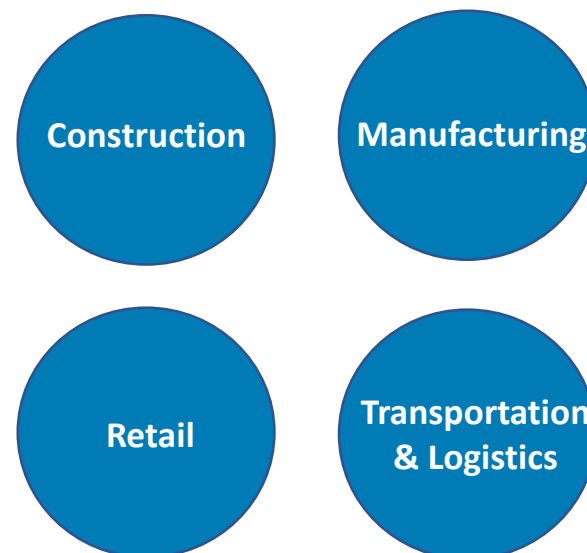
Household Demand for  
Services

**37 Mn**

Unskilled Jobs across  
various sectors

It is estimated that the gig economy has the potential to service up to 90 million jobs in India's non-farm economy alone, transact over USD 250 billion in volume of work, and contribute an incremental 1.25 percent (approximately) to India's GDP over the long term.

Sectors that shall potentially be major contributors to 'gigable' jobs:



## Potential for LinkedIn:

- It is believed that platforms providing gig-matching services shall be enablers of growth in gig economy in coming years.
- LinkedIn enjoys a very good reputation among service sector, tech-savvy professionals.
- In addition, huge potential to tap into the area of blue-collar jobs that are drivers of gig economy in the country.

# USER PERSONAS

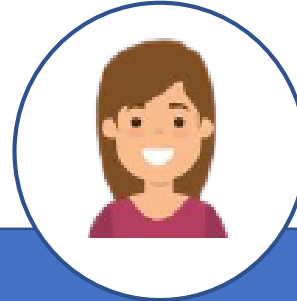
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**Sundar**

- 35 Years
- Startup Founder

Sundar has recently founded a startup and is looking forward to build his team. Aimed at analyzing the market fit for his idea, he is looking for freelancers to help him build the MVP in the next 6 months.



**Vinita**

- 31 Years
- Housewife

Vineeta recently got married amidst the pandemic. Going through the wedding pictures clicked by one of her friends, she wonders if someone could help her put the pictures together to create a short video.



**Madhu**

- 40 Years
- Recruiter

Madhu is a recruiter at a staffing agency which has a significant number of clients requiring workers for blue collar jobs. Presently, Madhu is looking for delivery executives in Pune for a leading restaurant aggregator.

# USER PERSONAS

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**Akram**

- 27 Years
- Web Designer

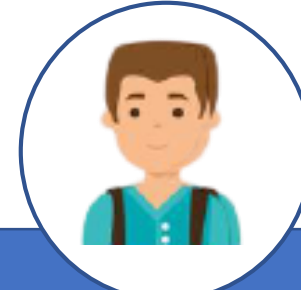
Vikram was working in Mumbai till last year. Due to a medical emergency at home, he had to quit his job and move back to his hometown Sangli. He is now looking for freelancing jobs so that he can work from home. He is also trying to help his cook Dinesh get another place to work at, in Mumbai.



**Tripti**

- 30 Years
- Receptionist

Tripti was working as a receptionist at a gym in Delhi. COVID-19 struck and she lost her job. She is now looking for similar jobs. She can do simple tasks on computer like updating records and files, scheduling etc.



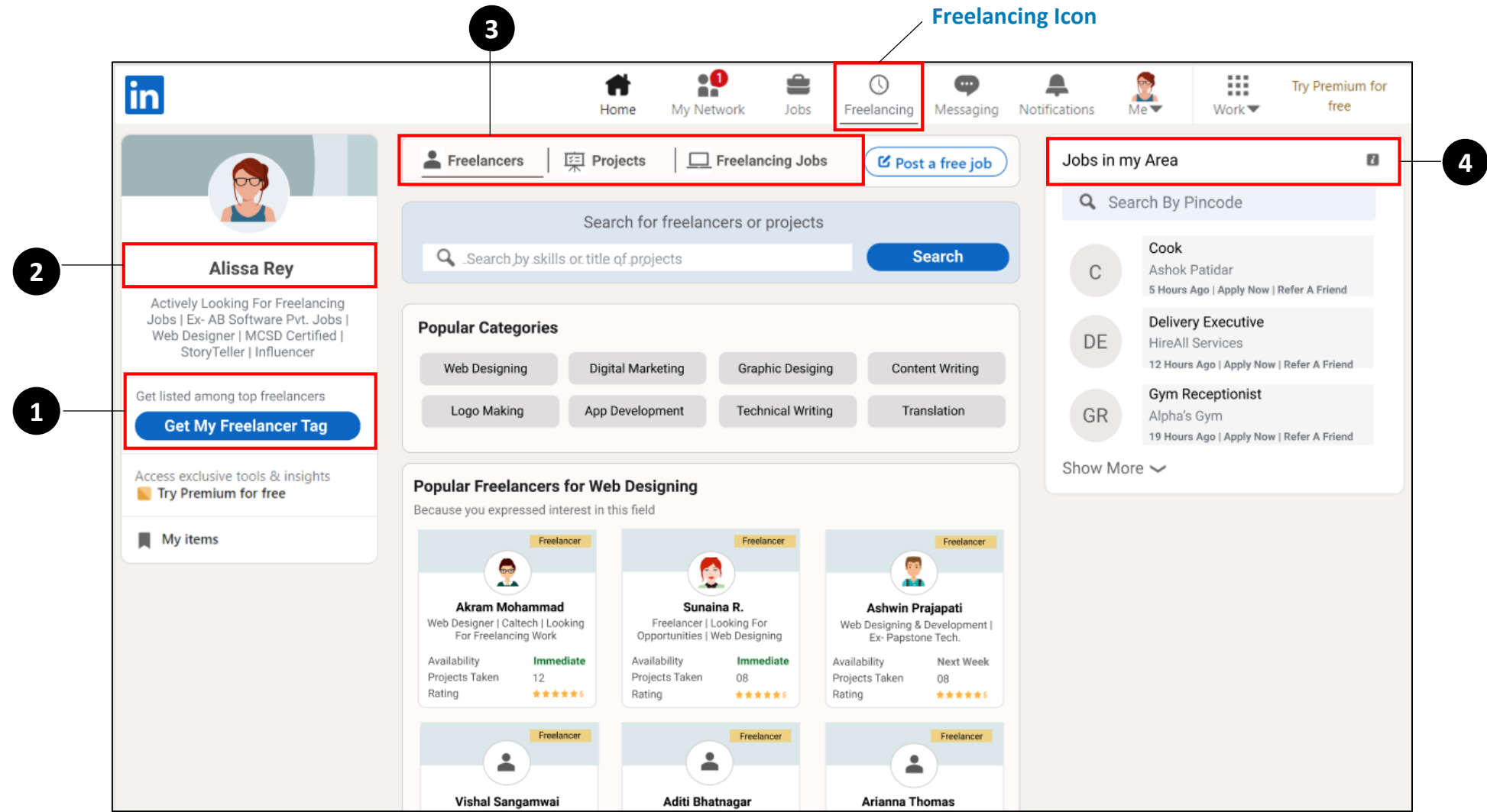
**Prashant**

- 21 Years
- Student

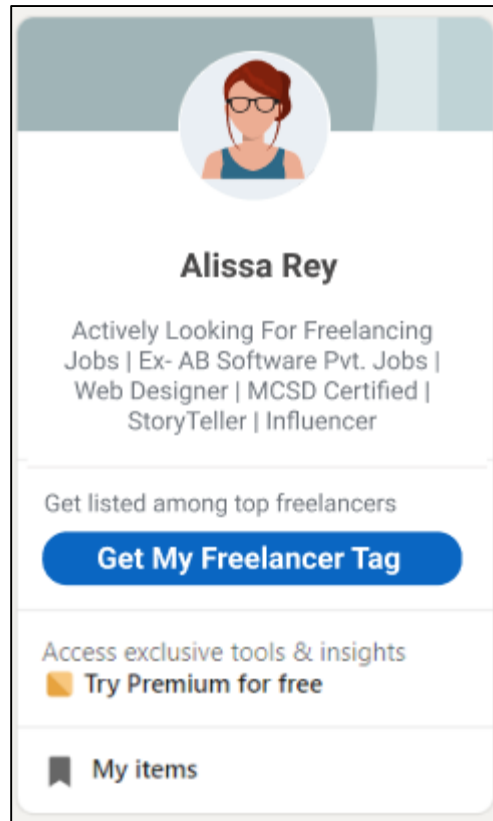
Prashant is pursuing a Diploma in computers in Ghaziabad. Due to financial crunch at home, he has decided to go for some part time job so that he can help his family financially as well as continue with his studies at the same time.

# FREELANCING TAB

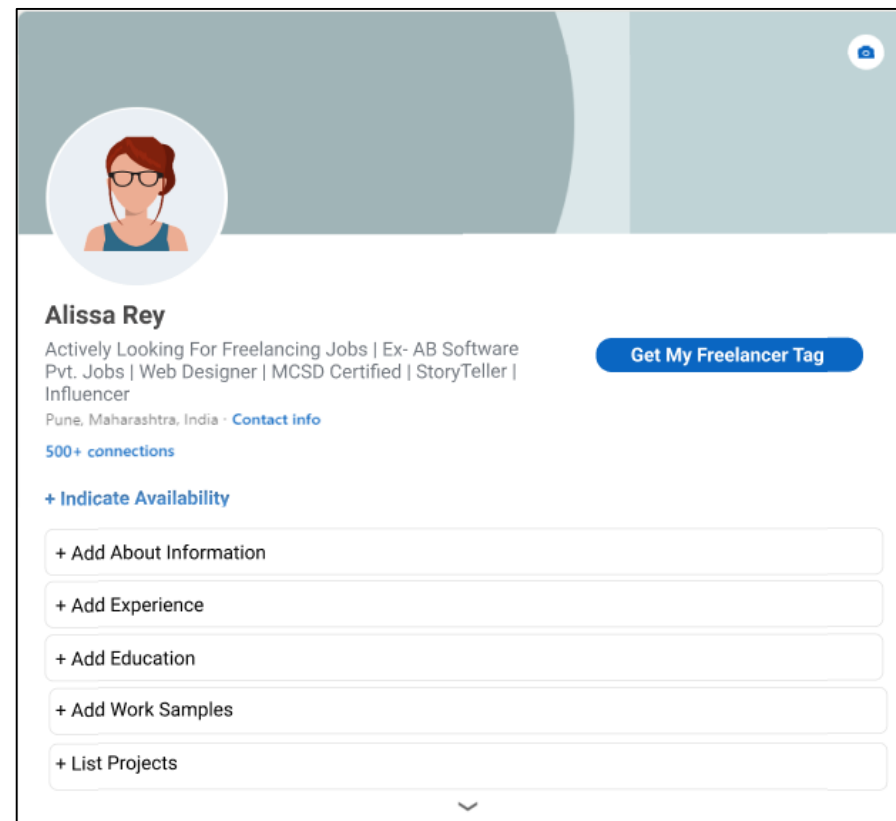
The recommendation is to have a separate 'Freelancing' tab on LinkedIn which would have features addressing the needs of not only freelancers, recruiters but also blue-collar job-seekers. The 'Freelancing' icon on the homepage will take users to this tab where users looking for freelancing services (like Sundar, Vinita and Madhu) will meet freelancers like Akram, Tripti, Prashant who are looking for work opportunities.



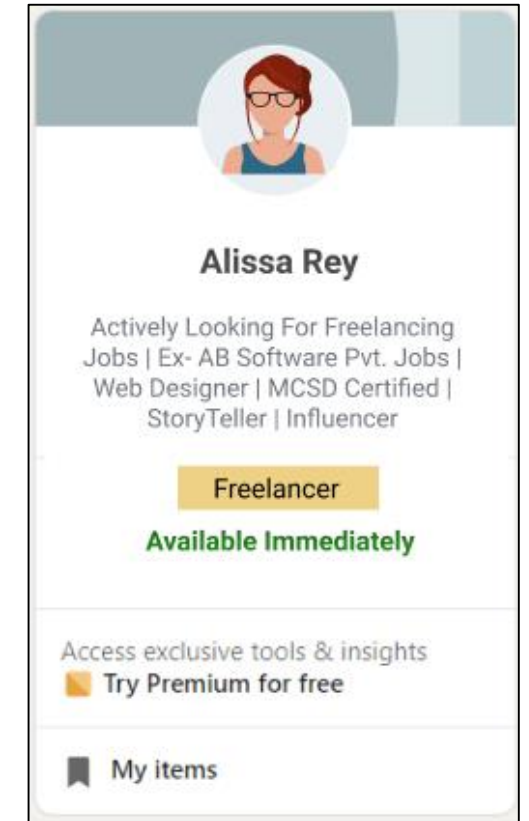
# 1 FREELANCER TAG



1. Click on 'Get My Freelancer Tag'.



2.Fill up freelancer profile details.



3. The 'Freelancer' tag appears on profile



## The Freelancer Tag :

- Lists you along with other freelancers when recruiters look for people with skills relevant to you.
- Provides the functionality to upload projects which interested people can purchase (for example : Video-editing services)
- Allow you to upload demo/samples of your previous work so that recruiters can look at your work.
- Indicate availability for an opportunity.

## 2 FREELANCER PROFILE

### Freelancer Tag

Lists user along with other users when people look for freelancers with relevant skill-set

### Availability Indicator

This status lets others know from when the user shall be available for next project.

### Overall Rating

It is based on the feedback and ratings given by previous clients.

### About

Gives a brief description of the freelancer.

### Work Sample

In this section, user can upload demo/samples of previous work which clients can view before hiring.

### Projects

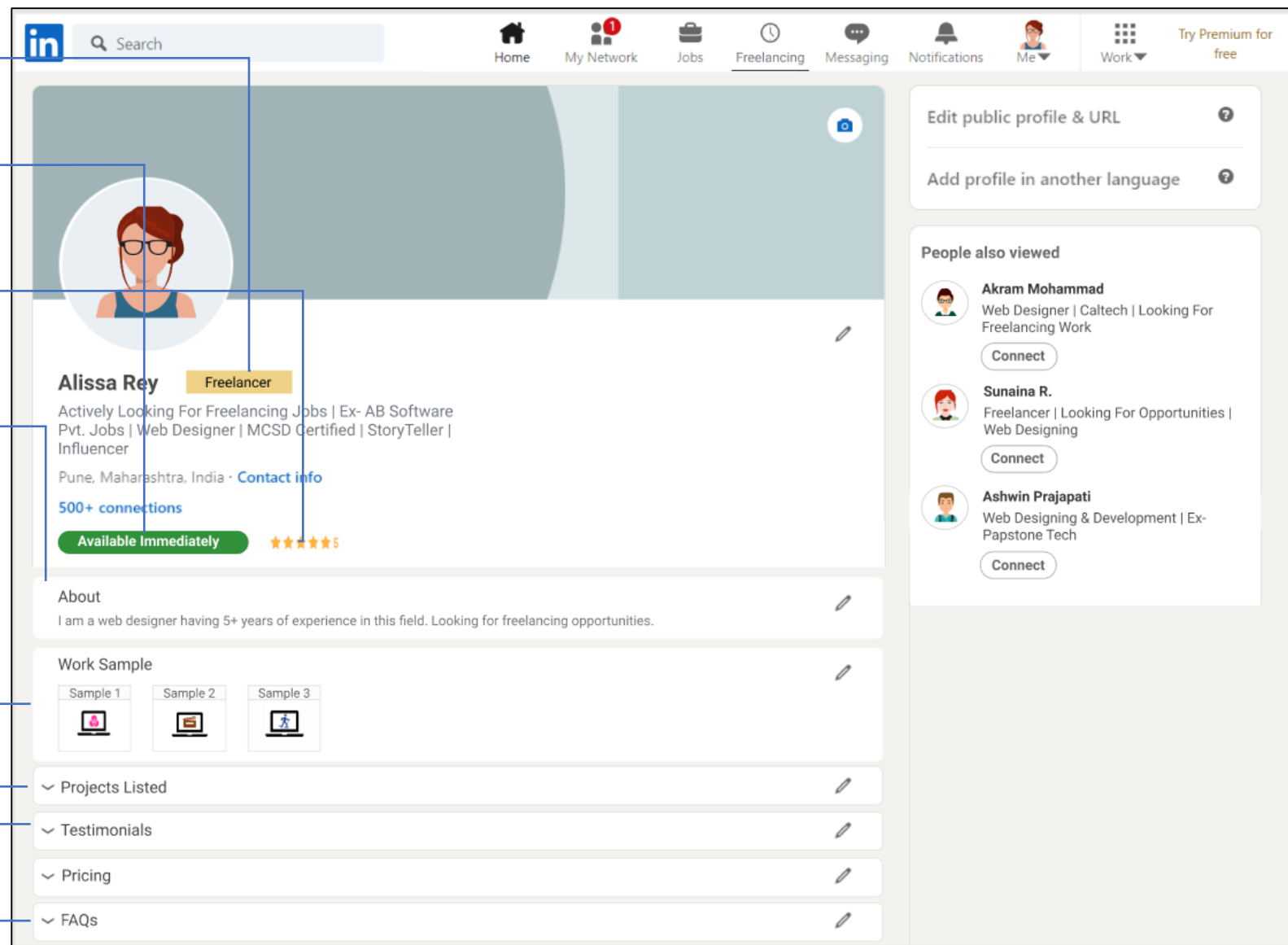
In this sections, user can list projects which clients can purchase, for example video (<2 hours) editing.

### Testimonials

Detailed Feedbacks/ recommendations given by previous clients are listed in this section.

### FAQ's

Freelancer can himself list replies to commonly asked questions like pricing, working hours, etc. here.



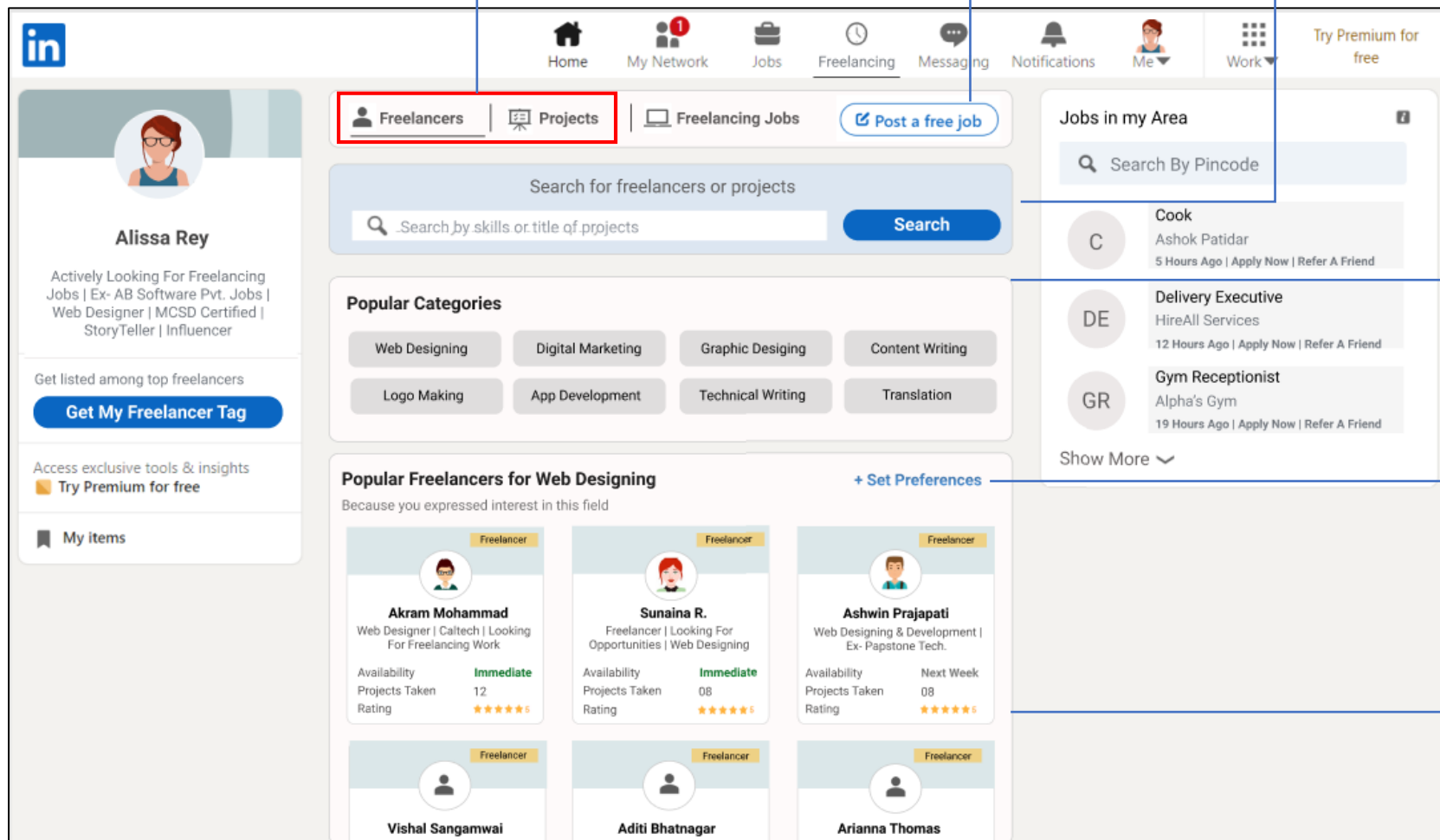
### 3 FIND FREELANCING SERVICES



For freelancing services, users like Sundar and Vinita can either browse by freelancers or projects that freelancers list.



For specific requirements, users like Madhu can create their own job postings.



#### Find services using 'Search'

Users or recruiters can look for freelancers or projects as per their requirements by putting relevant keywords in the search bar.

#### Find services in popular freelancing categories

Some of the commonly searched categories for freelancing services are listed which users can directly select and view details.

#### Set filters for relevant results

Users can set preferences/filters for search. For example, only look for freelancers who can start providing service within one month. Filters can be changes as and when required.

#### View Freelancers and related information

Popular freelancers in particular categories or as per filters set are listed. Users can scroll through and find information like availability, rating, etc. for each of the listed freelancer.

By default, the view for browsing by freelancers is selected. Users can select 'Projects' to switch to browsing by projects. In place of freelancers, projects shall be listed in that case. All other sections of the view remain same.

### 3 FIND FREELANCER JOBS



Freelancers like Akram can browse through opportunities and apply through LinkedIn.

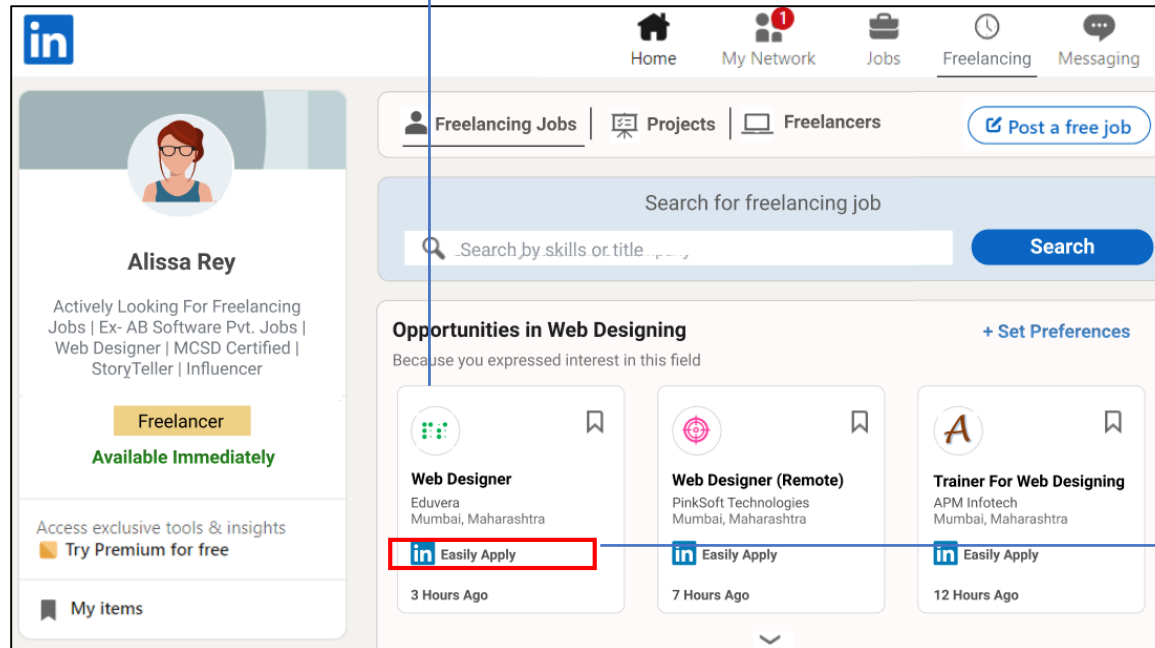


Tripti

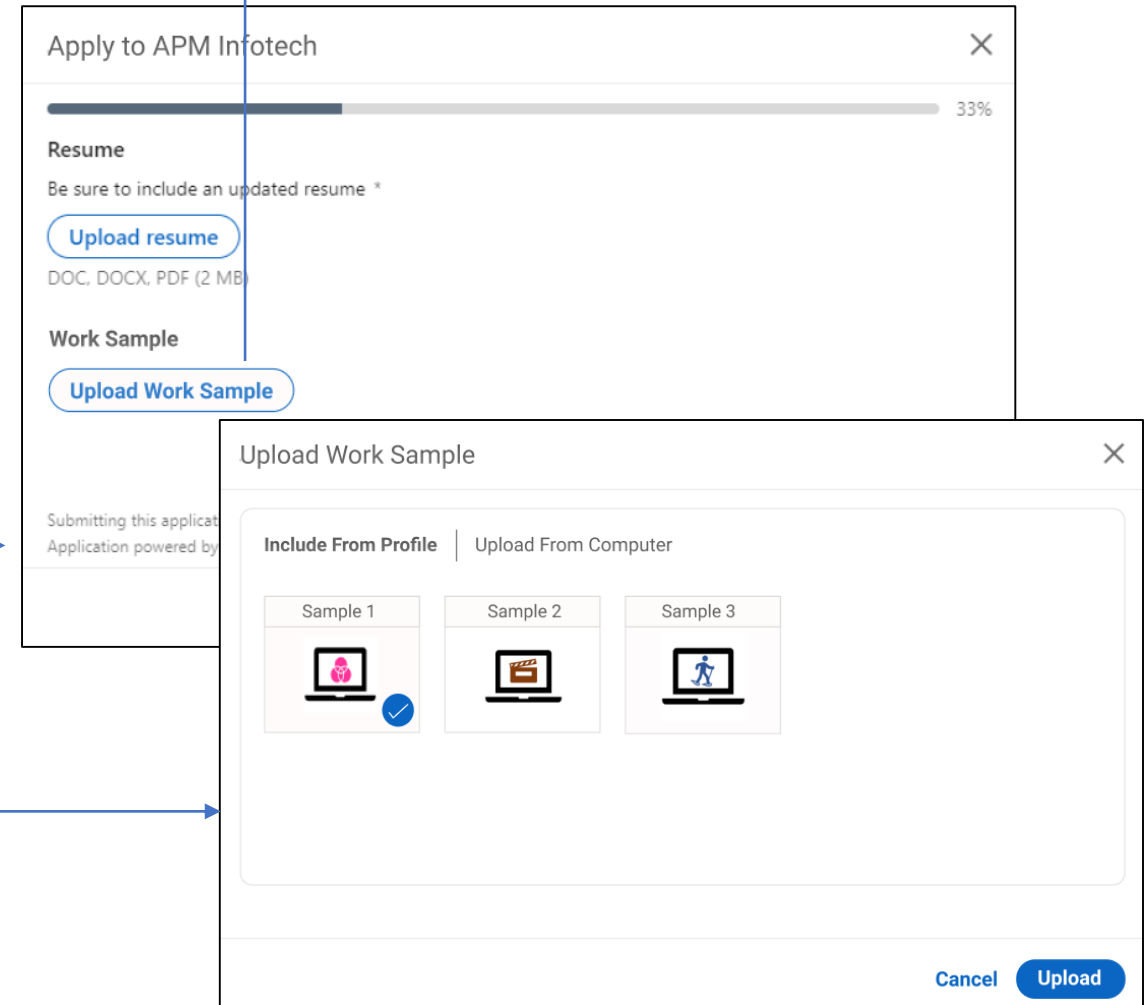


Prashant

Similarly, Tripti and Prashant can also search for jobs as per their requirement.



When applying through LinkedIn, along with resume, freelancers would also have the option to upload work samples so that the recruiters can view their work.



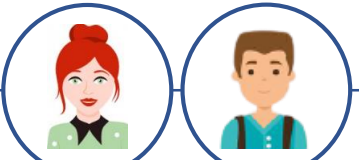
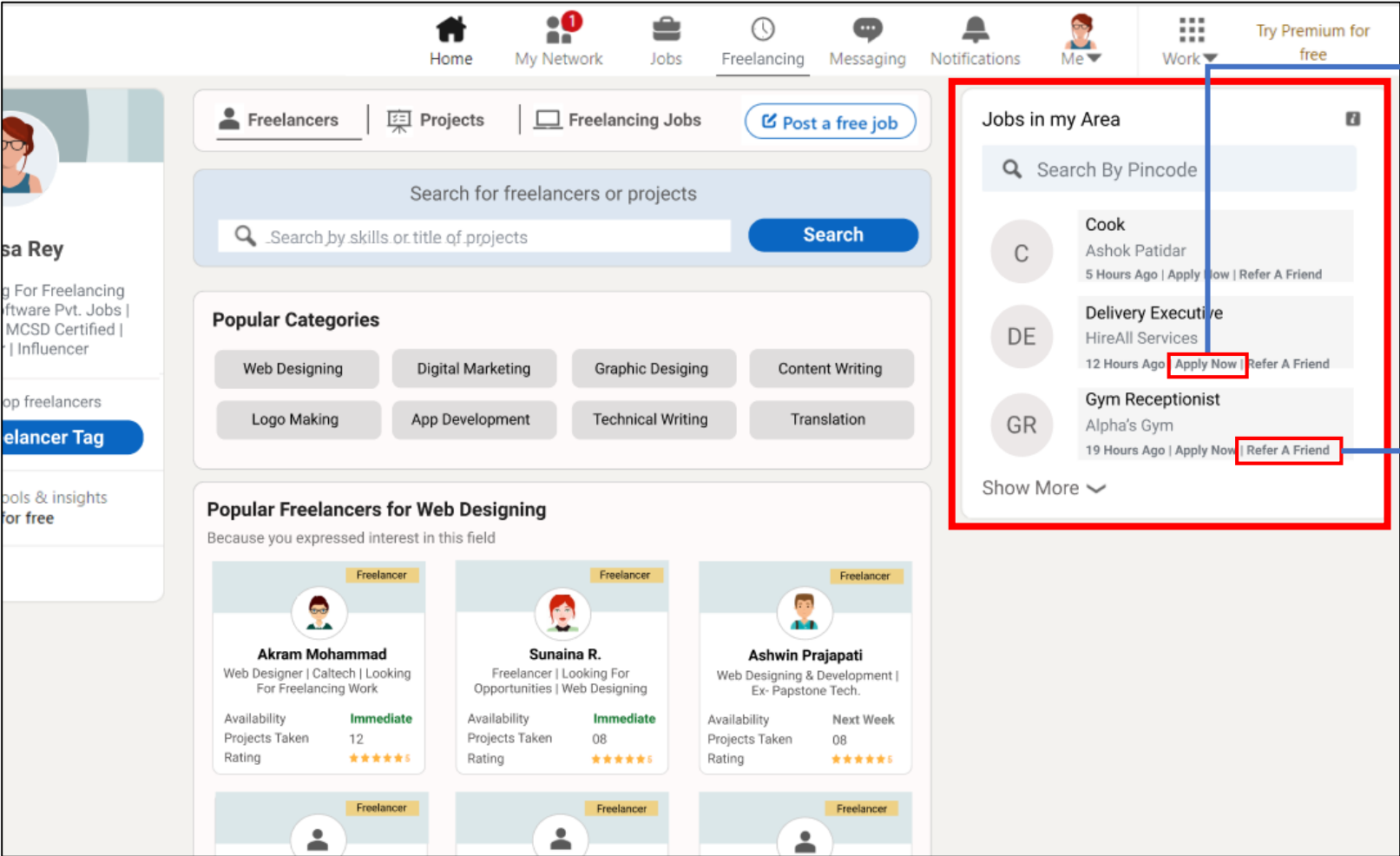
In order to upload work samples, applicants can either include a sample from their freelancer profile or select files from their computer.



## 4 LOCAL JOBS



Aimed at grey-collar and blue-collar jobs which are more geo-specific in nature, this feature would help users come across job postings within their own area or nearby areas. There is also an option to search for jobs in another area by changing the pincode. Users can either themselves apply or refer someone from their network who is not on the platform but would benefit from the job.



APPLY NOW

Tripti Prashant

The feature allows Tripti and Prashant to directly browser through local jobs and view related details like pay, duration, recency, firm/person posted by and also apply directly through LinkedIn.



REFER A FRIEND

Akram

Akram, while scrolling through his feed found a perfect opportunity for his cook Dinesh. But since Dinesh is not on LinkedIn, Akram refers him by submitting his details which is received by the staffing service agency which had posted the requirement.

Refer a Friend

Refer

Cancel

OR

Submit Details

# SUCCESS METRICS

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With so many features been proposed under the Freelancing Tab, Job Tab and the Freelancing Profile Page, below are a few main metrics that need to be measured to gauge the success of the overall pages. Smaller features can be tracked in further detail as the product matures.

## Freelancing Job Tab

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1. Daily visits on the tab
2. Number of first time visitors
3. Monthly growth rate of no. of visitors
4. Avg. time spent per visitor on the page
5. Number of jobs applied by unique freelancers
6. Weekly total no. of job postings for freelancers
7. Avg. views per job posting

## Freelancer Tag

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1. CTR for listing as a freelancer
2. Number of users listing themselves as freelancers
3. Ratio of number of users listing themselves as freelancers vs users who have freelancer in their description on LinkedIn

## Find Freelancing Services

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1. Daily visits on the tab
2. Number of first time visitors
3. Monthly growth rate of no. of visitors
4. Avg. time spent per visitor on the page
5. Engagement on different features on the tab- Search bar for services, Search bar for freelancers, Popular searches tabs, CTR for different freelancer profiles

## Freelancer Profile Page

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1. Number of first time visitors
2. Number of visits on the page
3. Monthly growth rate of no. of visitors
4. Engagement on different features: Checking portfolio, projects, reading/asking in FAQs section, reading Testimonials, views on Profile and Contact details
5. Number of connection requests

# LAUNCH PLAN

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The launch plan will involve creating awareness of the new features after they go live

## Product announcement on LinkedIn

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- When users login, they will see a **pop up** that will show them the new Freelancer tab and the main features and benefits of it.
- It will be a **feature walkthrough** if the users click on it.
- **Posts** on LinkedIn's official page about the new feature
- **Articles** on different websites and forums to spread awareness amongst the target audience

## Social media marketing

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- Email to LinkedIn users with details about the new feature additions, how they can register as a freelancer and the benefits of the same
- Search ads for freelancers to register as one on LinkedIn
- Display ads on various competitor websites and social media channels

## Notifications to users

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- All LinkedIn **users who are looking to hire** will be **sent notifications** about the new feature additions, the benefits of hiring a freelancer and the how they can now do it on LinkedIn
- All current LinkedIn users with '**Freelancer**' in their profiles will be **sent notifications** about the new feature additions, how they can register as a freelancer and the benefits of the same