

Consult

Objective: Design User Journey for LinkedIn Expert Feature which helps users to seek advice from experts on LinkedIn.

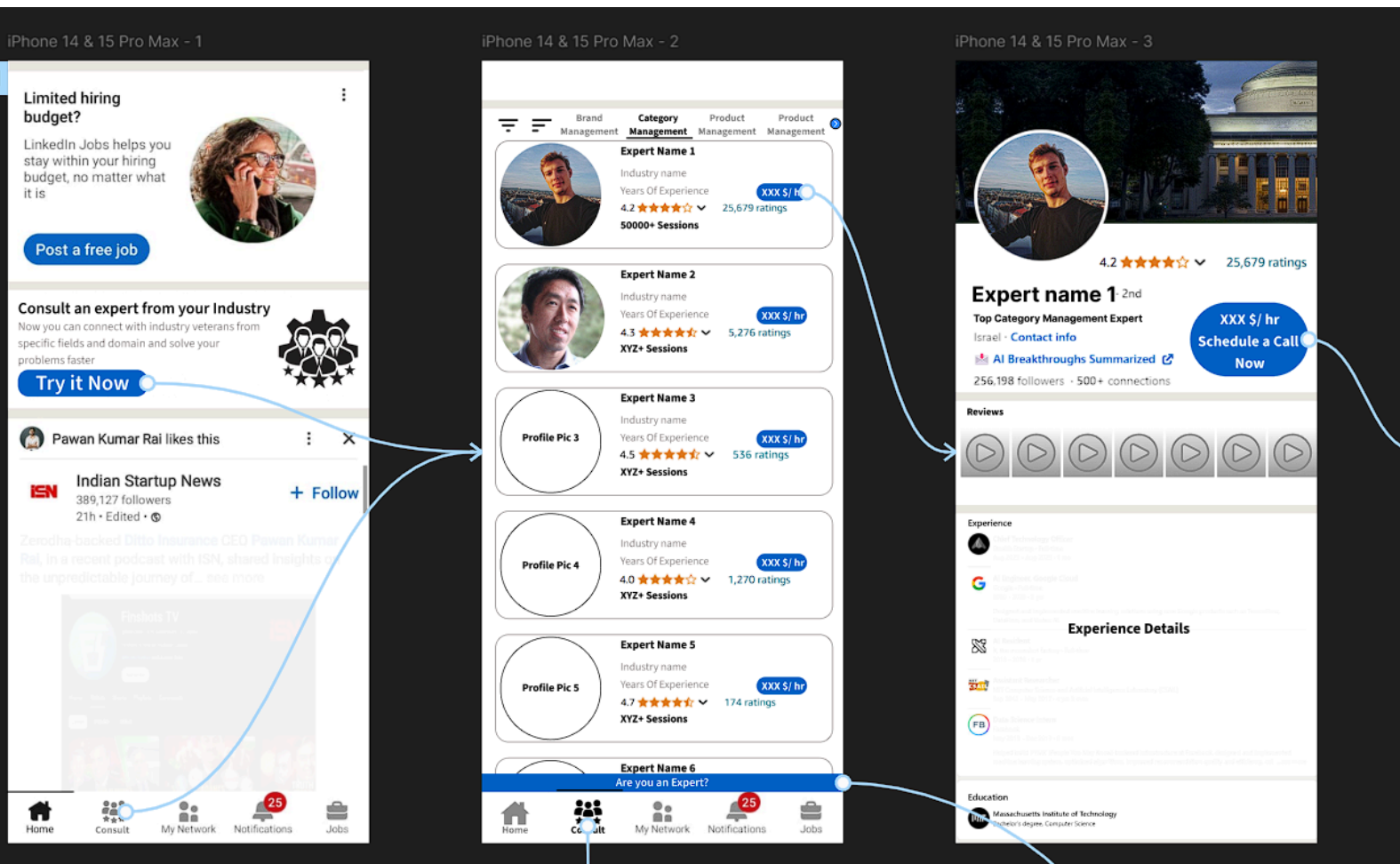
Mission Of LinkedIn: To connect professionals around the world to help them be more productive and successful

The objective of the feature complements the mission of LinkedIn. The feature will help connect professionals around the world to seek advice from experts on linkedin.

User Personas:

1. Consumers who are seeking advice from an expert:

- Consumer is less experienced in a specific domain and industry so they are looking to connect with an expert to get advice and solutions to specific problems



Helps Bring Users to the feature by clicking on “TRY IT NOW”

- Experts Eligibility:

1. 3+ years experience
2. Need peer to peer Attestation

A. Filter Search Option: To filter search by Location, Industry & Specific Expert
B. Sort: By Ratings, Sessions, Years of Experience, Rates

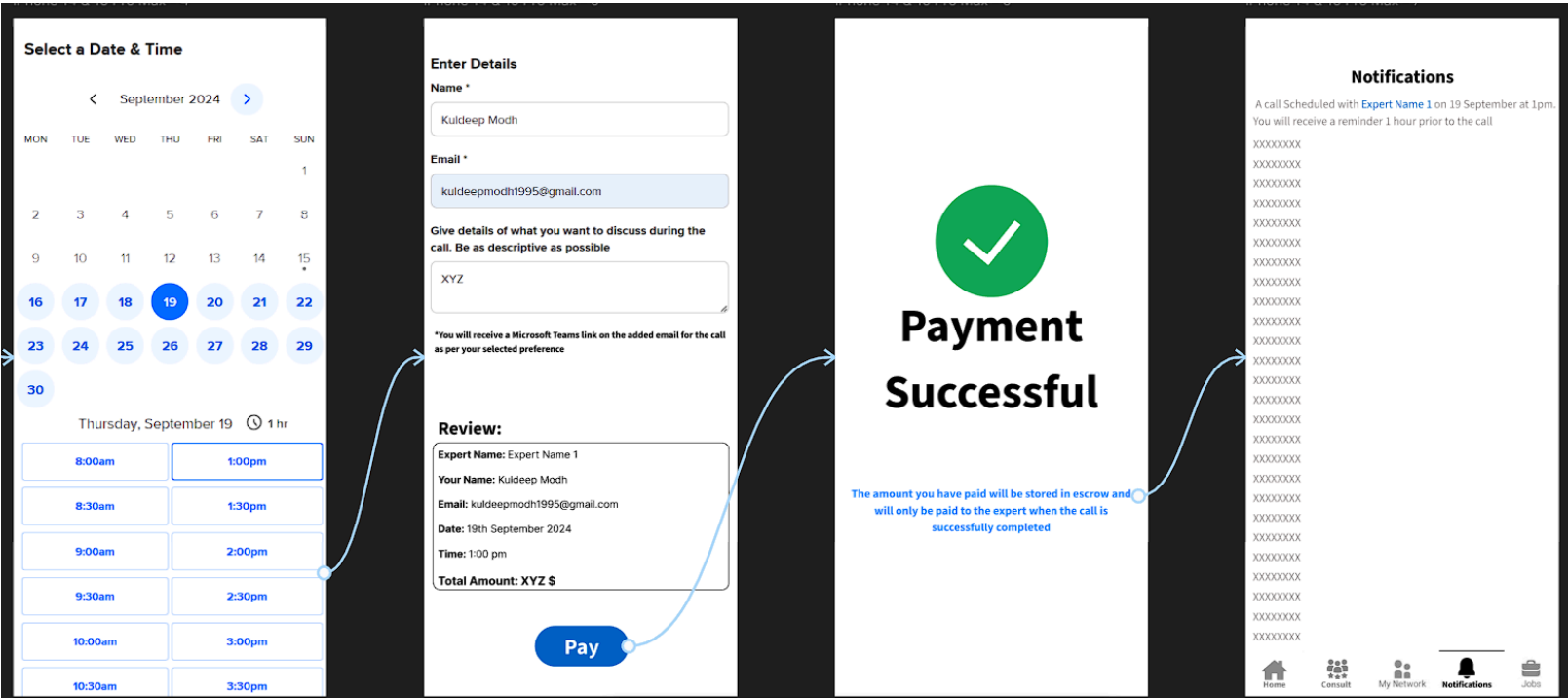
Recommendations are done basis:

- Top 2 Experts in the field basis highest ratings

Displays the profile and experience of the Expert:

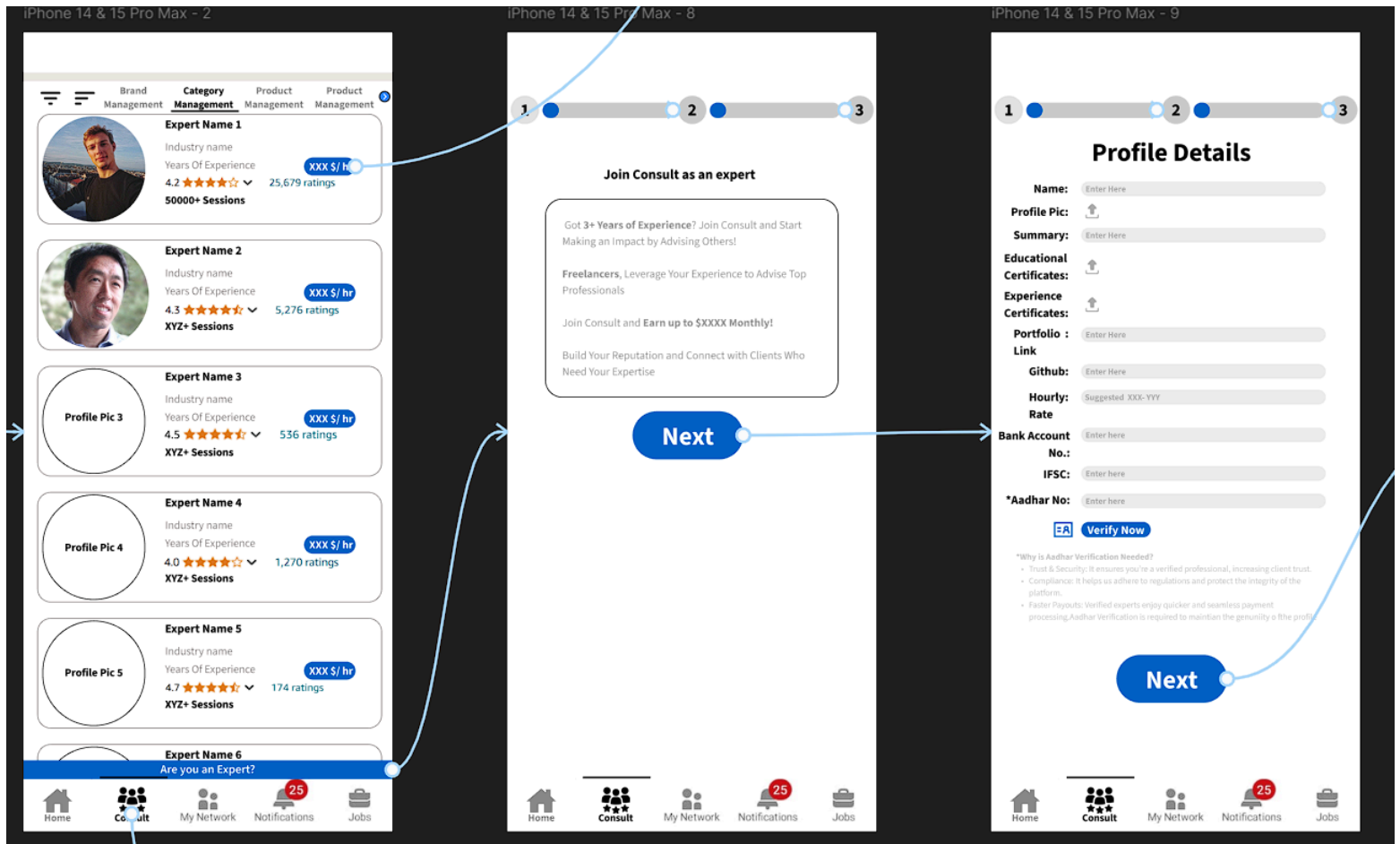
- Has got video testimonials from the clients
- Displays the Rates/hr for the expert
- Details can be directly extracted from the Existing LinkedIn User Profile with few modifications

3. Freelancers eligible if are able to get attestations	<ul style="list-style-type: none">- Expert with highest rating with least experience on the platform- Next 2 with Avg experience on the platform with highest ratingsAnd so on. CAN MOVE TO NEXT SCREEN BY CLICKING ON RATES/HR	CAN MOVE TO NEXT SCREEN BY CLICKING ON RATES/HR Schedule a Call Now
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Brings Users to Expert's calendar showcasing his availability	<p>Asks for user details which is essential for scheduling the call with them</p> <p>Displays the Summary of the call and takes you to the payment gateway</p> <p>Payment Gateway Flow is not shown here.</p>	Post payment is successfully done, It shows that the amount will be in escrow until the call is not completed successfully	<p>Notifications Feed</p> <p>Post payment the user receives a notification that the call has been scheduled with the Expert on a specific date and time.</p>
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2. A Professional who wants to get onboarded as expert (Expert Onboarding Journey)



By Clicking **Are You an Expert,**

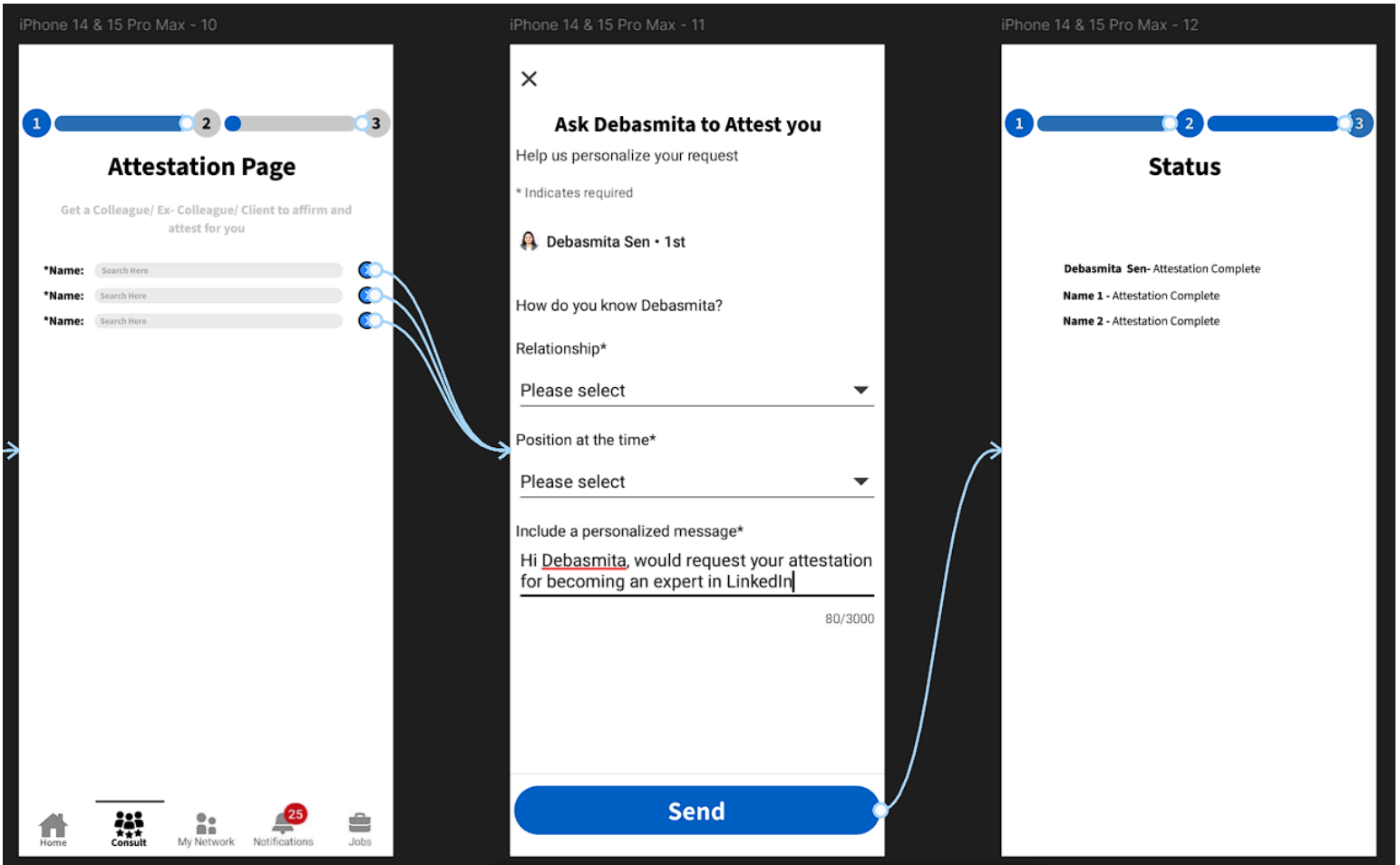
The user Goes to a Expert Onboarding Journey

Info screen to help understand:

1. What they will receive
2. Who are eligible
3. What they need to do

Asks for all your details.

Name : Auto -filled
Profile Pic: Auto Filled(Editable)
Summary: Auto Filled (Editable)
All other fields are mandatory



Using Existing LinkedIn Recommendation functionality to get attestation from the peers

Minimum 3 Attestations are required to become an Expert

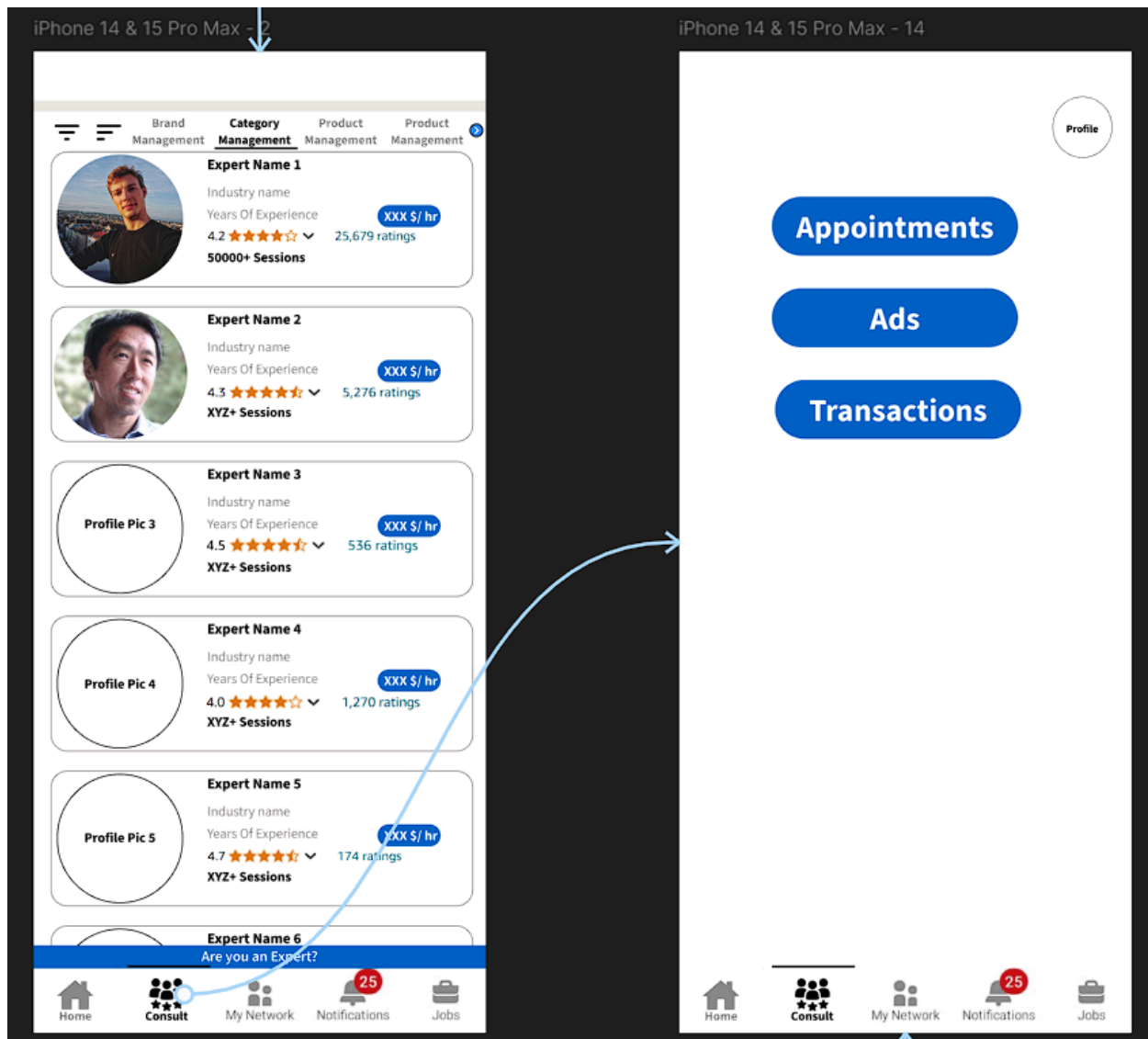
This will help to do away with the External Verification Process

Using the LinkedIn Recommendation Flow to get the attestation

Shows the status of your attestation.

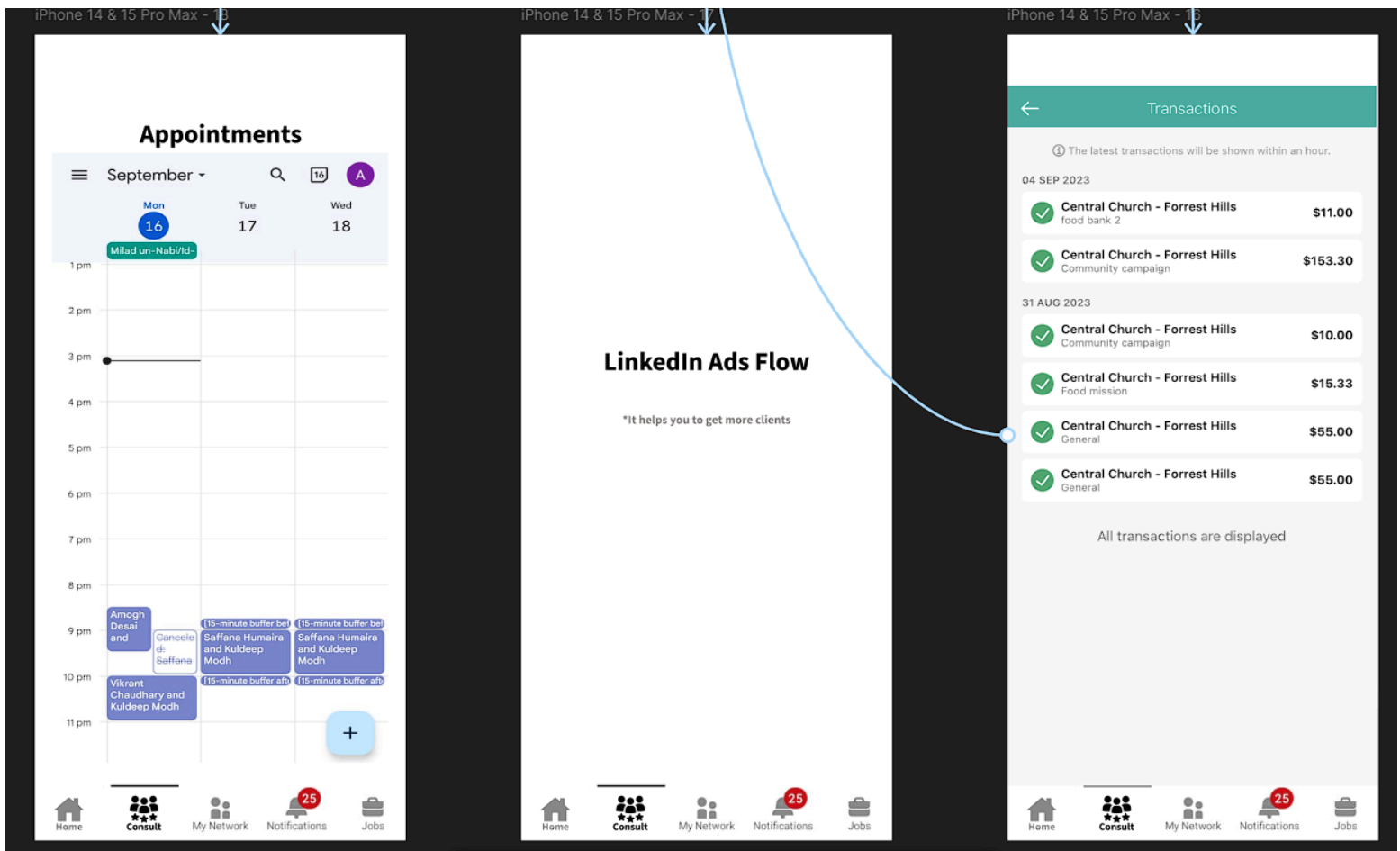
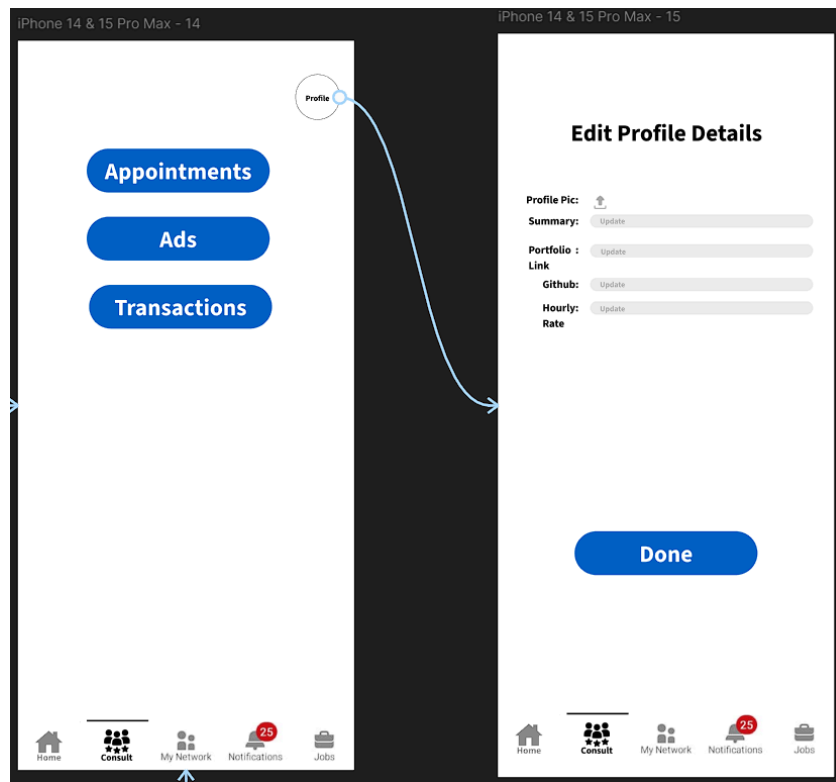
Until the attestation is complete, the professional will not be able to be the part of the Already onboarded User flow

3. An already Onboarded Expert Who has successfully completed the Verification requirements



The Main screen for the expert has:

1. Appointments tab
 - This tab will showcase all the upcoming calls in a calendar and expert can explore the details by clicking on it
2. LinkedIn Ads
 - This helps the expert gaining more visibility
 - Uses existing LinkedIn Ads flow to create ads and redirect user to their profile to schedule a call
3. Transaction Details
 - Shows the earnings of the expert at call level
4. Profile Section
 - Where the expert can edit all the details which will be visible to the user when they click on their profile



Monetization:

1. *LinkedIn Ads*: This functionality helps experts to gain visibility
2. *Sponsored Display Recommendation Ads*: This helps the Experts to get the top slots in the front screen of the Consult Feature
3. *Commission*: The more calls the Experts take the more LinkedIn Earns from commission

Pitfalls:

1. Commission may decrease once the trust is built up between the Users and Experts as they can directly deal themselves
2. Post Call rating and Review Flow is missing
3. Call and transaction History for the users is missing
4. In case of Report raised by the Expert or the user need a team to review it
5. Search Functionality to search an expert is missing