

# LINKEDIN SPARK

## Team Social

# PROJECT TEAM MEMBERS



**GABRIELA DE SÁ DOS  
SANTOS**  
FRONT END  
DEVELOPPER



**DANIELLE NELSON**  
UI DESIGNER/PROJECT  
MANAGER



**PATRICK FUNG**  
FULL STACK  
DEVELOPPER



**KEMI IMODE**  
BACK END  
DEVELOPPER



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Home

My Network

Jobs

Messaging

Notifications

Me

For Business ▾

Learning

## Games

### Connect over fun, daily games

Prep your mind for the workday and compare results. Your scores are private unless you share them.



14 connections played

**Zip #92**



11 connections played

**Tango #253**



10 connections played

**Queens #413**



6 connections played

**Pinpoint #413**



6 connections played



**Messaging**





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Home



My Network



Jobs



Messaging



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Learning

# Events

[Create an event](#)

## Your events

Premium

### Exclusive for Premium



#### HOW TO CHANGE YOUR CAREER WITHOUT STARTING OVER

with Carole Hopson  
Professional Pilot and Author

Watch with Premium

Your subscription unlocks  
exclusive conversations with  
experts and business leaders.

Wed, Jun 18, 2025, 8:00 AM • Live Video

#### How to Change Your Career Without Starting Over

LinkedIn News • 9,212 attendees

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#### GET HIRED Office Hours

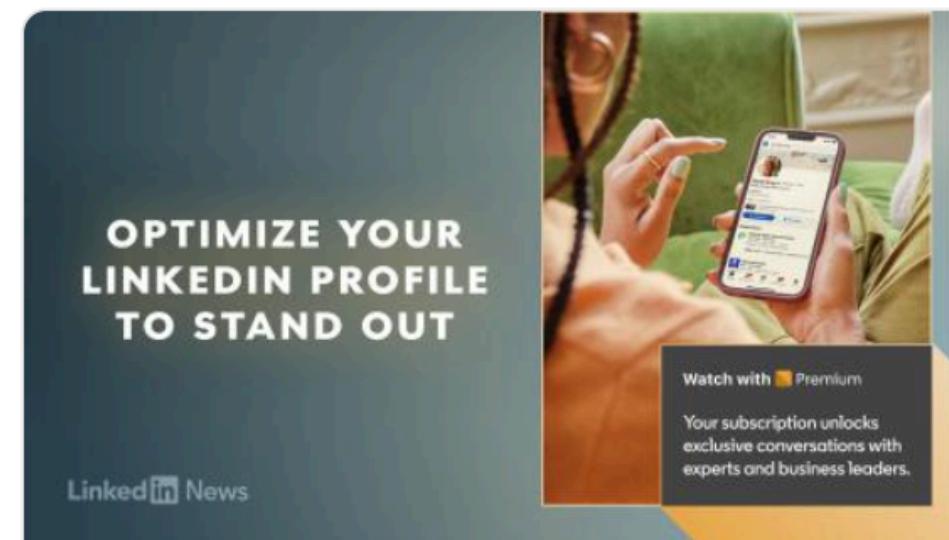
with Andrew Seaman  
LinkedIn Career Editor & Expert

LIVE | Watch with Premium

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#### OPTIMIZE YOUR LINKEDIN PROFILE TO STAND OUT

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Thu, Jul 17, 2025, 8:00 AM • Live Video

#### Optimize Your LinkedIn Profile to Stand Out

LinkedIn News • 521 attendees

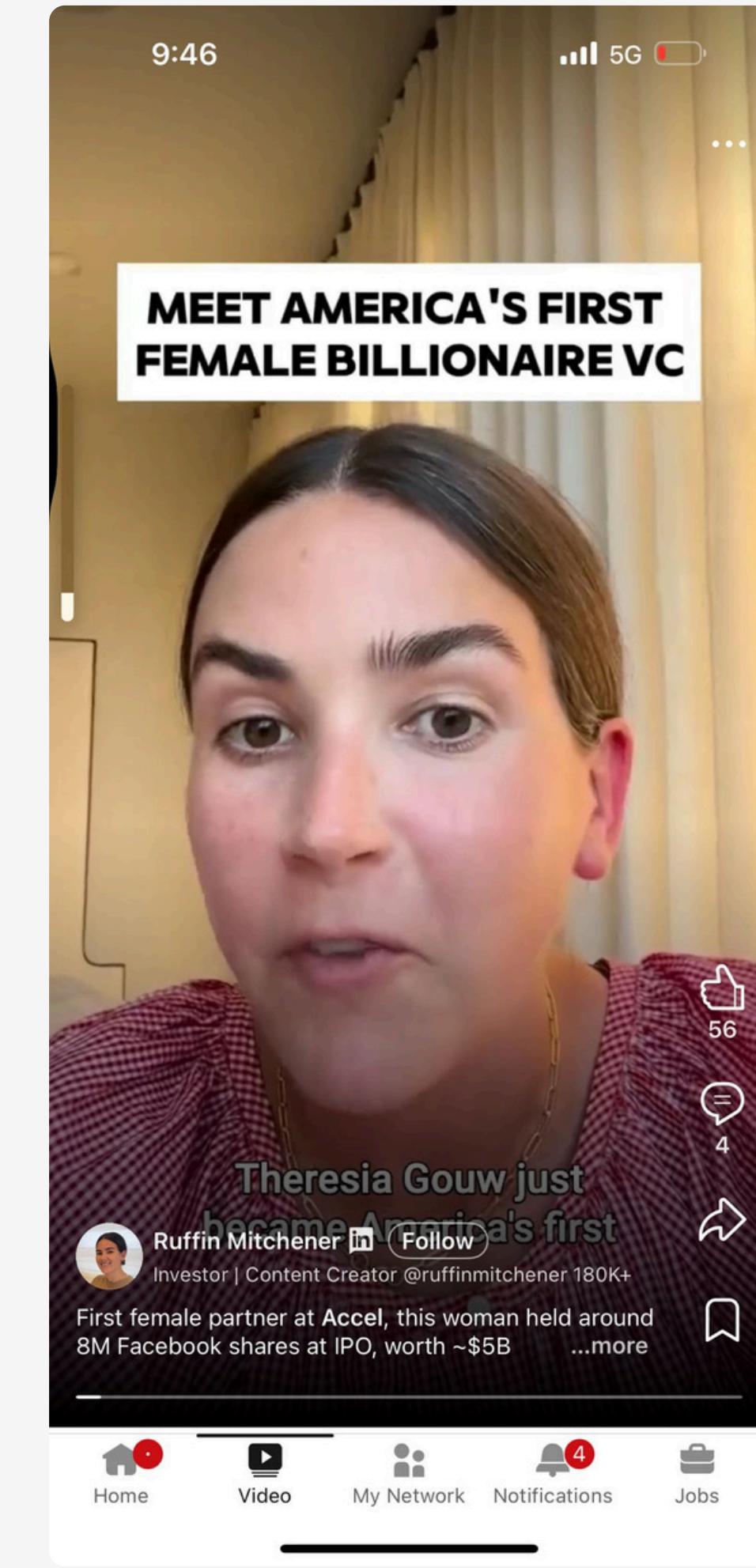
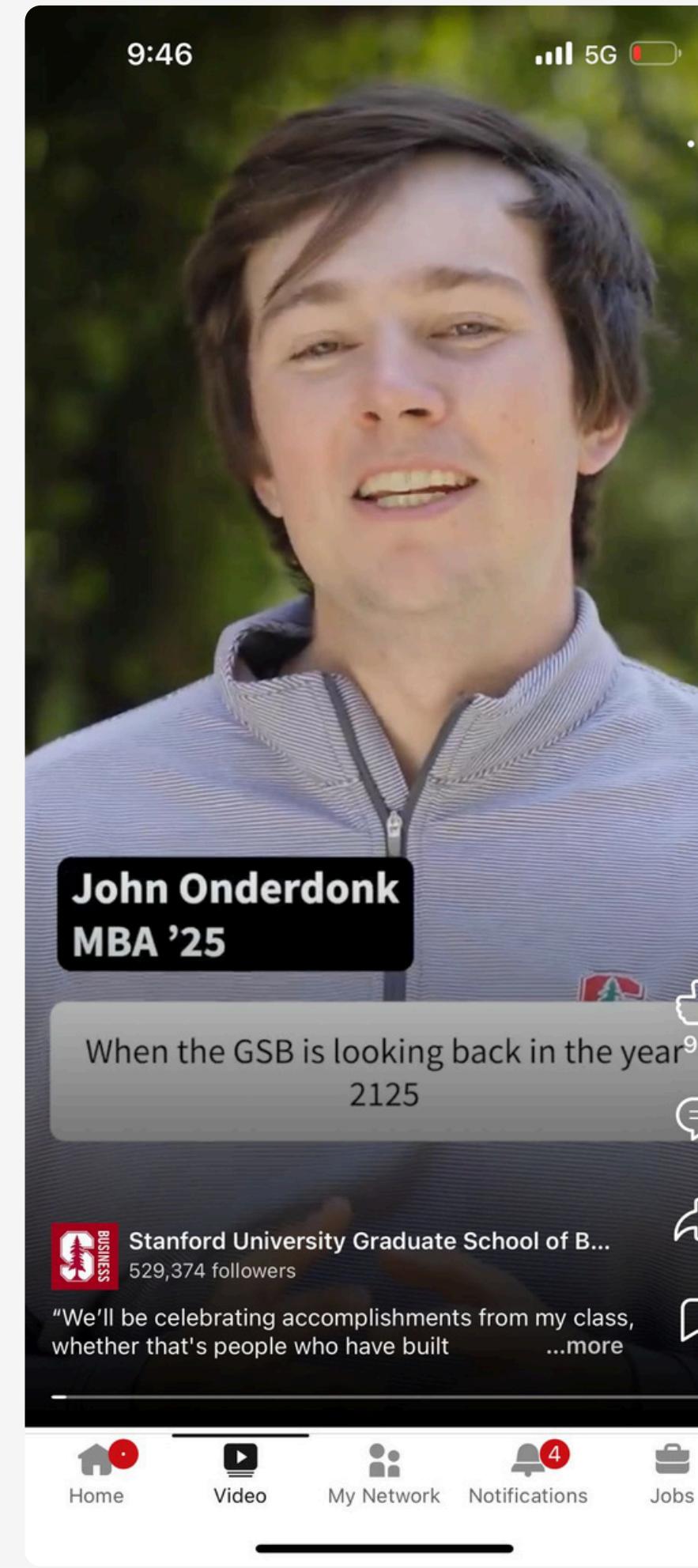
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Messaging

...



G



in Search



Gabriela de Sá dos Santos  
Symbolic Systems + Math @ Stanford  
Development | LinkedIn Possibilities in  
San Francisco Bay Area · Contact info  
2,673 followers · 500+ connections

Open to Add profile section Add custom button Resources

Tell non-profits you're interested in getting involved with your time and skills X  
Get started

Analytics  
Private to you

## How it works

 Tell us about the causes you care about

 Define your skills and volunteering preferences

 Get found in search results when nonprofits search for volunteers

 Have your volunteer preferences displayed on your profile

[Continue](#)

# INTENDED AUDIENCE: US!

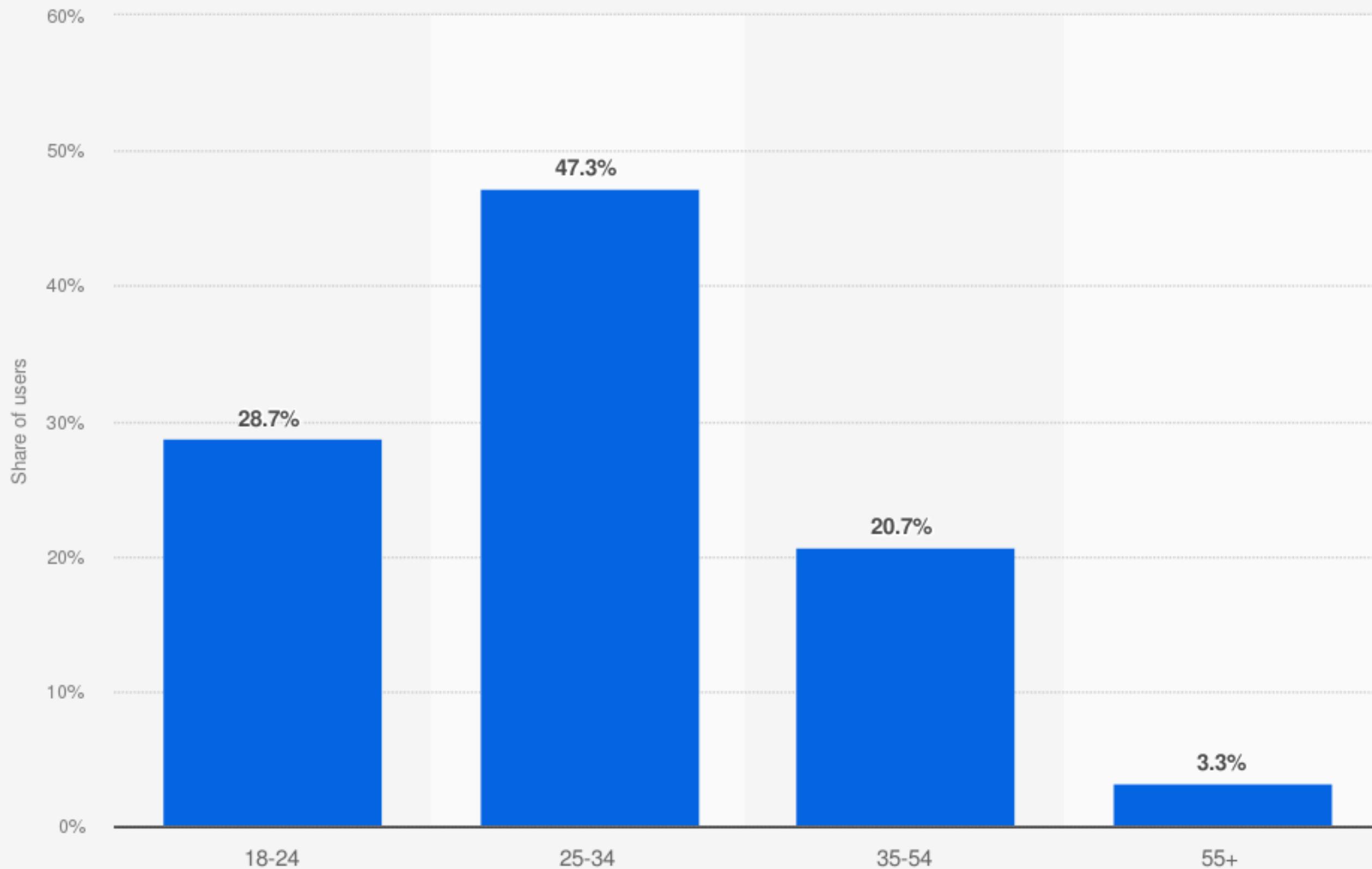


- Gen Z who are eager to make connections and build their network
- New users who don't know/feel overwhelmed with LinkedIn's many features

## Pain Points

- New users feel overwhelmed or miss out on LinkedIn's features
- Many LinkedIn connections never interact after connecting
- Networking feels transactional and one-sided
- Hard to remember to follow up with important contacts

## Distribution of LinkedIn users worldwide as of February 2025, by age group



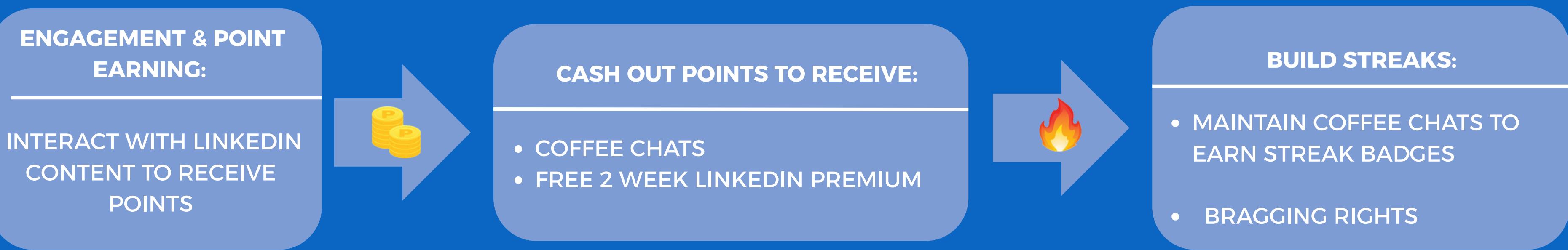
### Sources

DataReportal; We Are Social; LinkedIn; Meltwater Worldwide; DataReportal; LinkedIn; February 2025; 18 years and older;  
© Statista 2025

### Additional Information:

based on addressable ad audience

# HIGH LEVEL WORKFLOW:



# WHY GAMIFICATION AND FREE TRIAL?



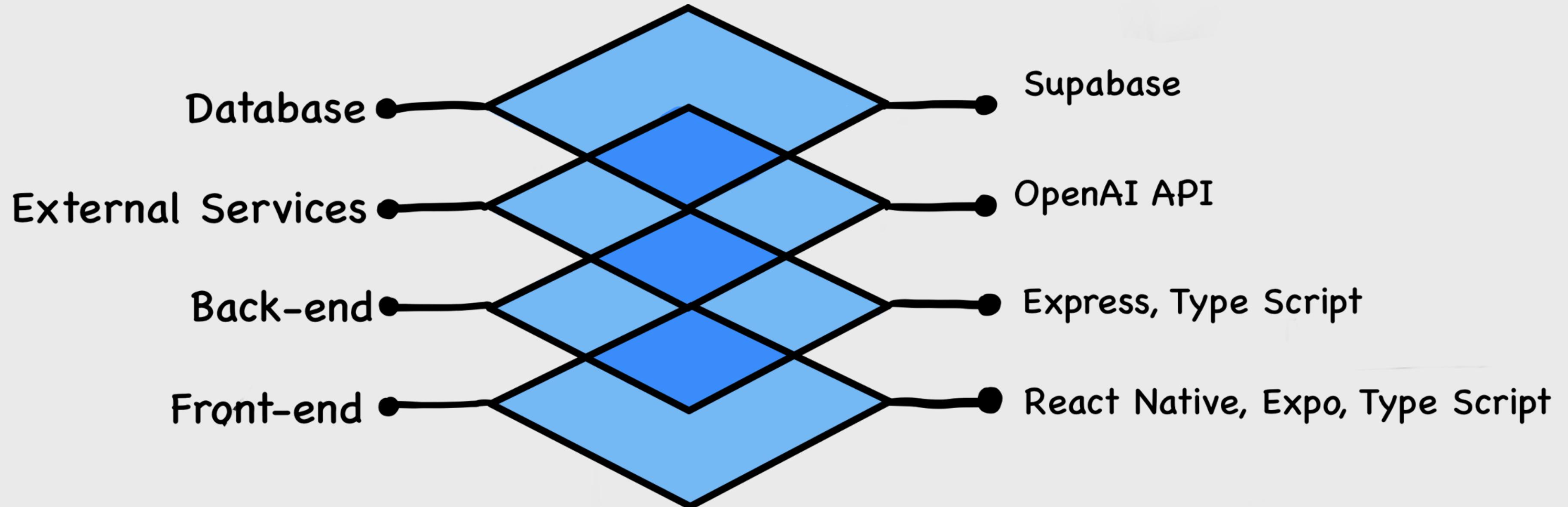
- Gamification Drives Engagement:
    - +47% customer engagement
    - +22% brand loyalty
- Focused on achievement, habit-building, and motivation
- 
- To drive action and long-term engagement:
  - 14-Day Free Trials Work Best for B2C:
    - +5.6% conversions vs. 30-day trials
    - +6.4% 2-year retention
    - +7.9% overall revenue
- Short trials create urgency, perfect for fast B2C decisions

# DEMO

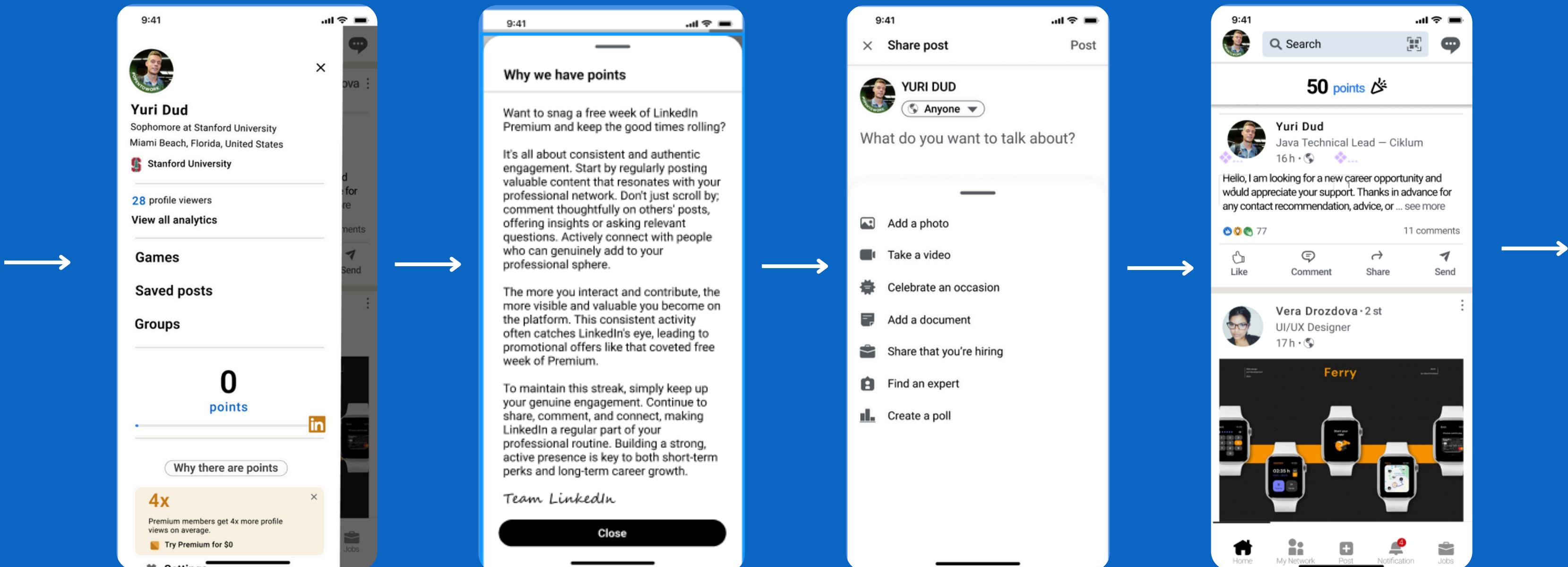
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# TECH STACK

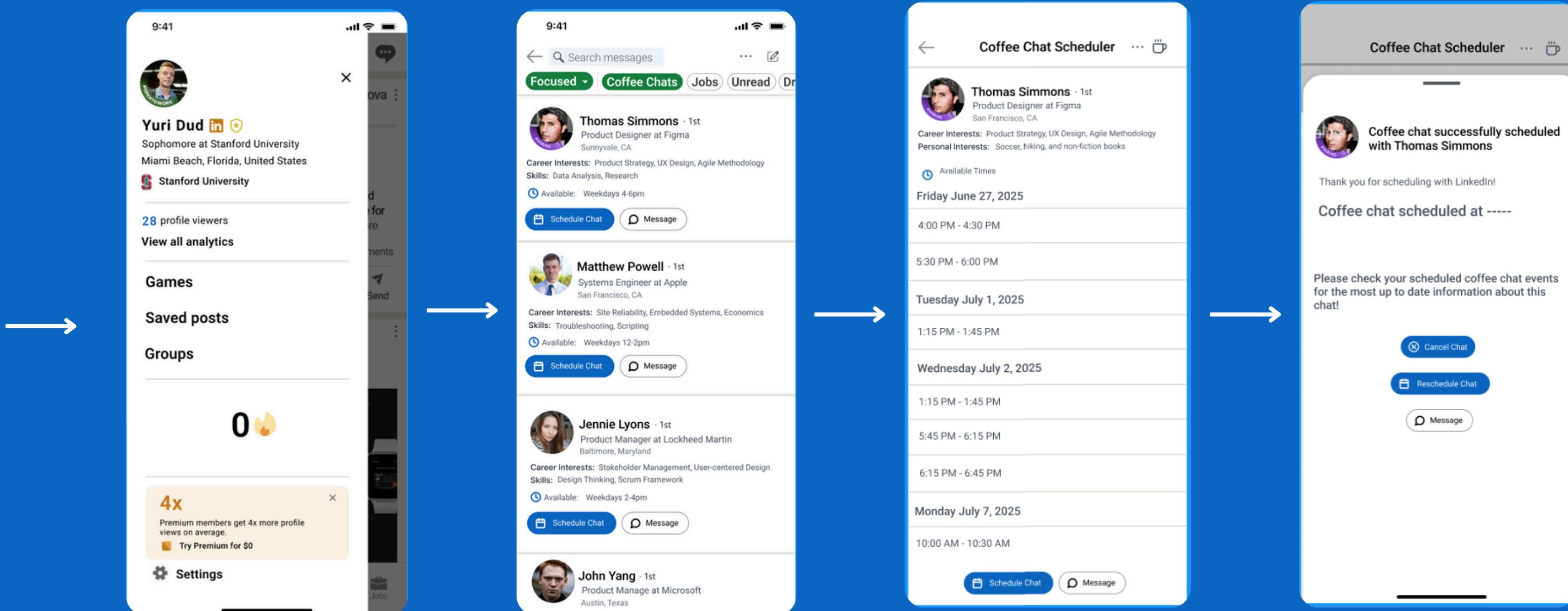


# DESIGN



LinkedIn®

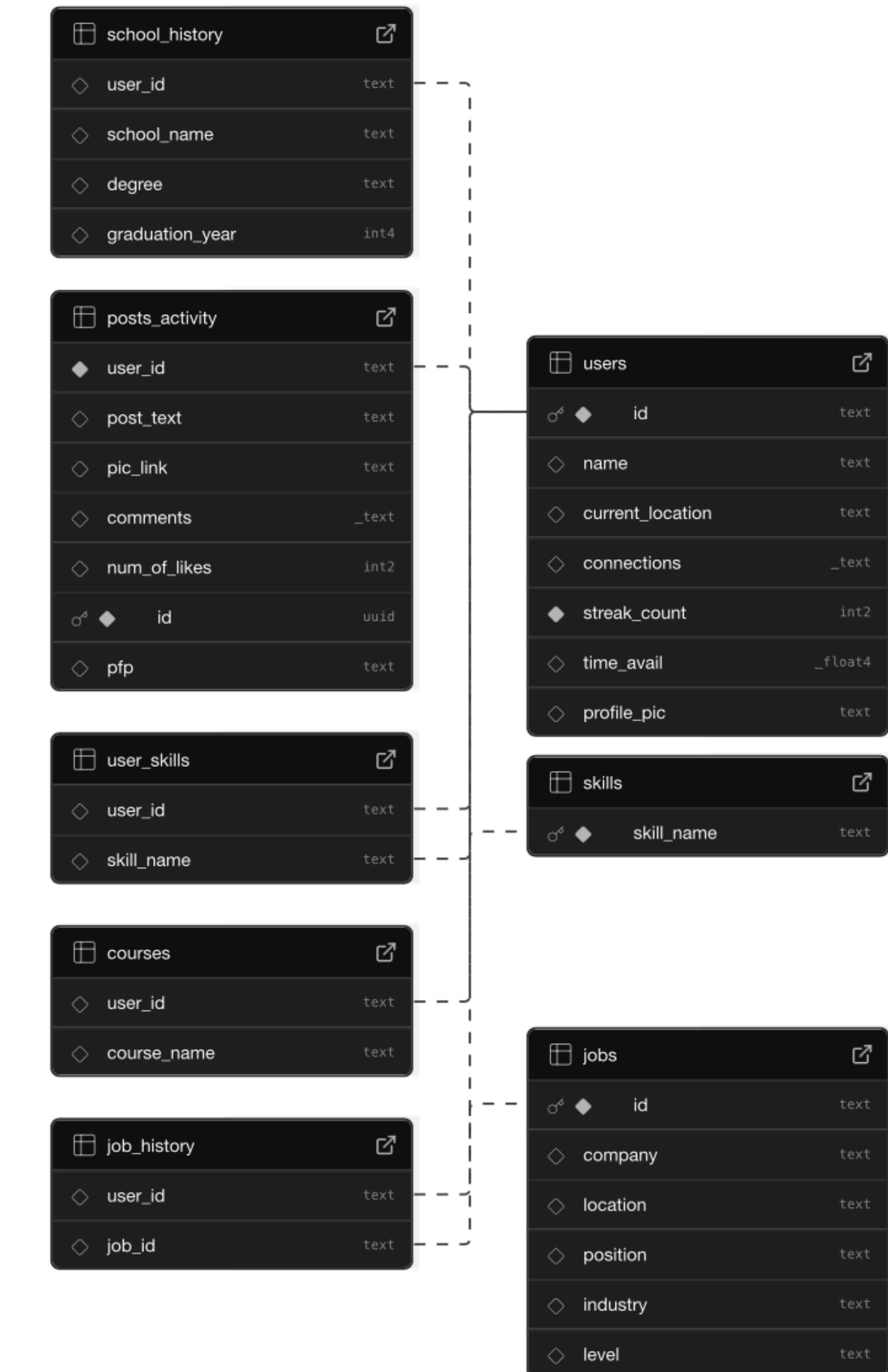
# DESIGN



LinkedIn®

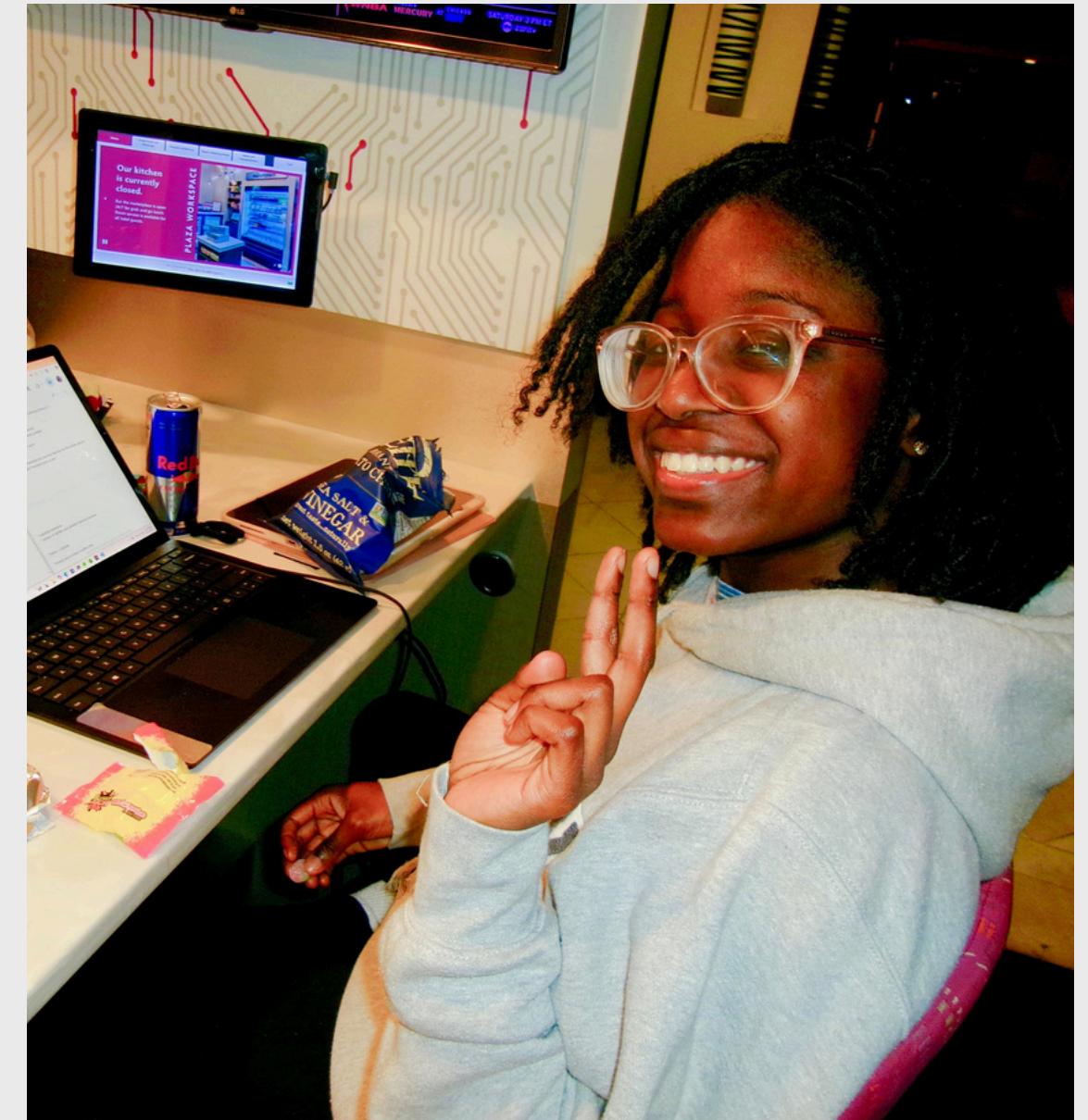
# DATABASE

course\_data.json + jobs\_data.json +  
user\_data.json + extra SQL queries =



# CHALLENGES

- Narrowing down a project idea within the broad scope of the social category
- Getting familiar with the technical setup and tools used for development
- Learning how to effectively use collaborative coding platforms (e.g., Cursor)
- Managing and resolving frequent merge conflicts, which slowed down progress



# STRETCH GOALS

- Customized point system based on intended career goals (AI can determine these goals based on profile content)
- Option for spontaneous and unscheduled coffee chats
- For users who use coffee chats, a relationship health tracker will be available for each connection with which the user has had a coffee chat with



# REFERENCES

- LinkedIn Developer Docs:  
<https://learn.microsoft.com/en-us/linkedin/>
- OpenAI Copilot & ChatGPT API (for AI matching logic)
- [Hackathon Brief & Rules](#)
- <https://www.winsavvy.com/using-gamification-to-boost-b2c-customer-engagement/>
- <https://blog.propellocloud.com/gamification-loyalty-programs>
- CursorAI



# THANK YOU

