## ****PRD – LinkedIn Professional Networking App****

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### ****Overview****

A comprehensive professional networking app that enables users to create profiles, connect with others in their industry, explore job opportunities, and share professional content. The app serves as a platform for networking, professional development, and career advancement by connecting job seekers, professionals, recruiters, and companies.

### ****Hero Scenario****

* Users create a profile showcasing their professional skills, experience, and interests.
* Users can search for, connect with, and message other professionals to build their network.
* Job seekers can apply for jobs listed by companies and recruiters.
* Companies post jobs and find qualified candidates through their LinkedIn profiles.
* Recruiters browse profiles, view applicants, and message potential candidates.
* Users can engage by sharing posts, commenting, and reacting to industry-related content.

### ****Personas****

1. **User (Professional/Job Seeker)** – A professional or job seeker using the app to network, explore career opportunities, and engage with industry-related content.
2. **Recruiter** – An individual using the app to find suitable candidates for open positions in their organization.
3. **Company Representative** – A company representative or HR professional who manages the company's profile, posts job openings, and engages with professionals interested in their brand.
4. **Admin** – Oversees platform operations, moderates content, and manages user compliance.

### ****Key User Stories****

1. **Profile Creation and Networking**
   * As a user, I should be able to create a professional profile with my work experience, skills, education, and interests to showcase my background to potential connections and employers.
   * As a user, I should be able to search for and connect with other professionals, growing my network and engaging with industry peers.
2. **Job Searching and Application**
   * As a user, I should be able to search for job listings based on title, company, location, and other filters to find relevant opportunities.
   * As a user, I should be able to apply for jobs directly through the app by submitting my profile and any additional documents required.
3. **Recruiter and Company Engagement**
   * As a recruiter, I should be able to search for candidates based on their profiles, skills, and experience to find qualified applicants.
   * As a company representative, I should be able to post job openings, review applicants, and message qualified candidates to streamline the hiring process.
4. **Content Sharing and Engagement**
   * As a user, I should be able to post, share, and comment on industry-related content to engage with my network and increase visibility in my field.
   * As a user, I should be able to react to posts, comments, and articles shared by others, helping to build community and engagement.
5. **Admin and Platform Management**
   * As an admin, I should be able to moderate posts and comments to ensure a professional environment on the platform.
   * As an admin, I should be able to monitor metrics related to active users, job posts, and user engagement, as well as oversee user compliance.

### ****Metrics****

* Tracks the number of users actively engaging with the platform, both daily and monthly.
* Measures how frequently users connect and how successful connections are on the platform.
* Total applications submitted by job seekers, segmented by industry and position.
* Percentage of users who complete all essential sections of their profiles.
* Tracks the engagement on user posts, including reactions, shares, and comments.
* User feedback on the platform’s functionality, job relevance, and content quality.

### ****Mockups****

1. **User Profile Screen** – Displays user’s profile information, skills, experience, and posts.
2. **Job Search Screen** – Shows job listings with filters for title, location, and company.
3. **Network Feed** – Displays posts and articles from connections and companies.
4. **Messaging Interface** – Allows professionals and recruiters to communicate.
5. **Admin Dashboard** – An interface for admins to monitor platform metrics and moderate content.