



Optimus Pro

Vision Mission



Vision Statement

Empowering global workforce to accomplish more.

Mission Statement

Connect the world's professionals to make them more productive and successful by enhancing communication and personalizing information

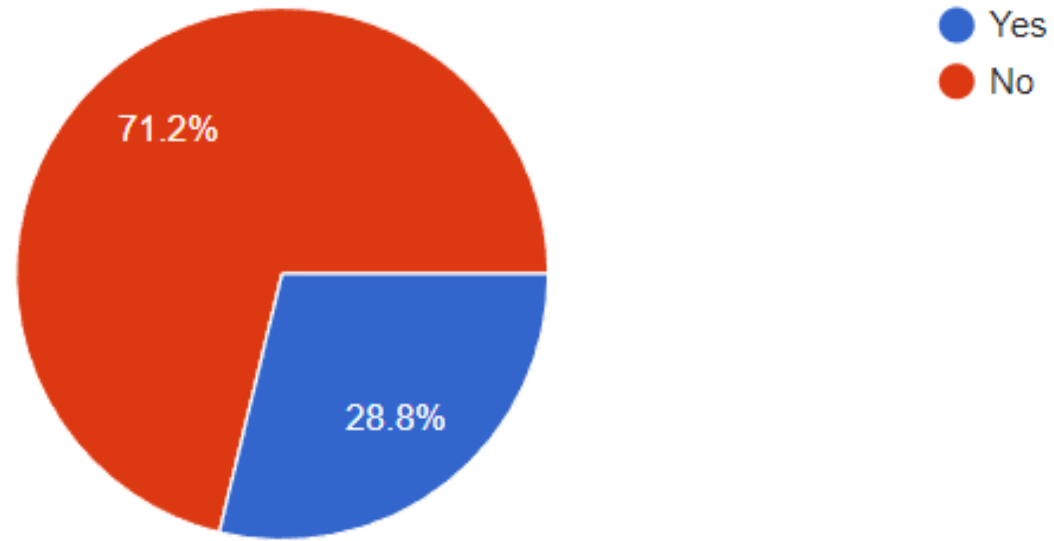
Product Positioning Statement

LinkedIn Communication is an enhanced version of LinkedIn that enables students, corporates and recruiters to collaborate more effectively with better ease. By empowering communication, we take care of User's professional networking needs that helps them grow their business, brand and opportunities like never before.

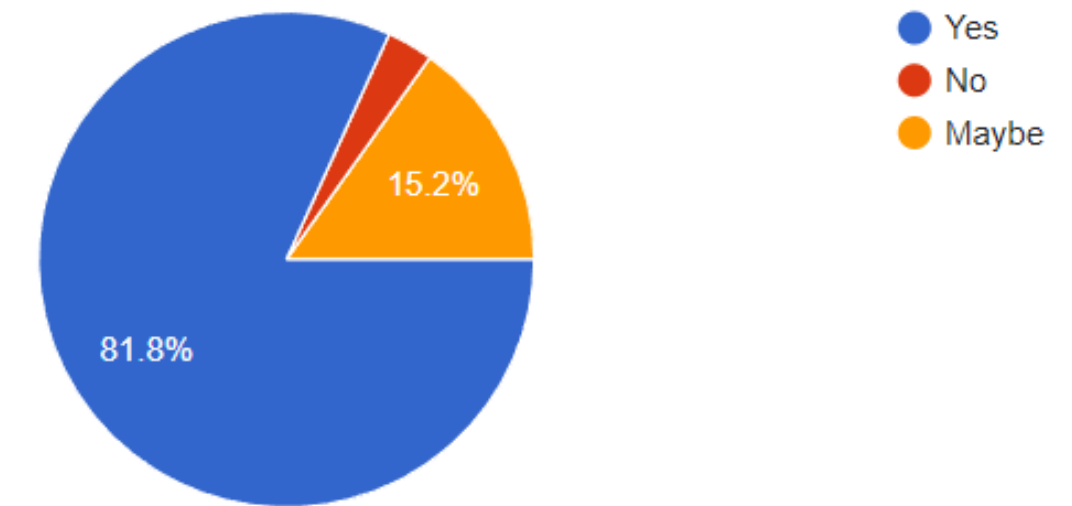


Problem Statements

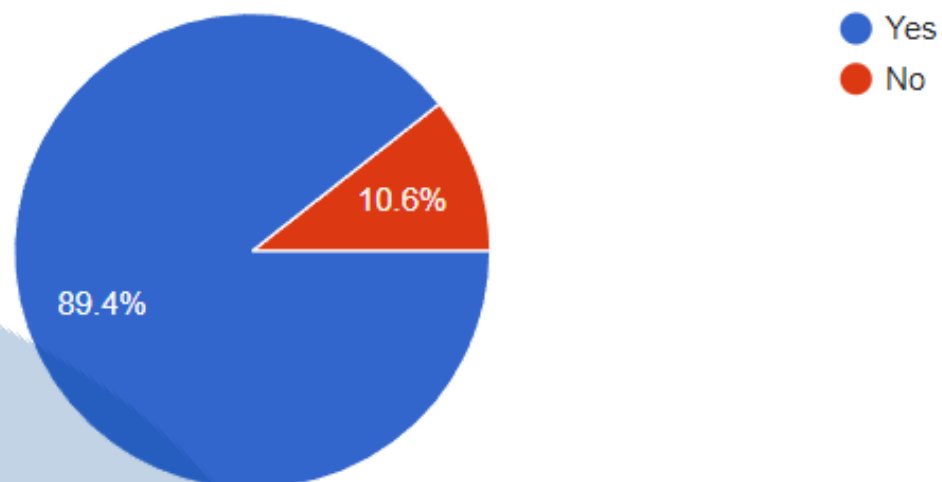
Can you retrieve the saved post at the touch of a button?



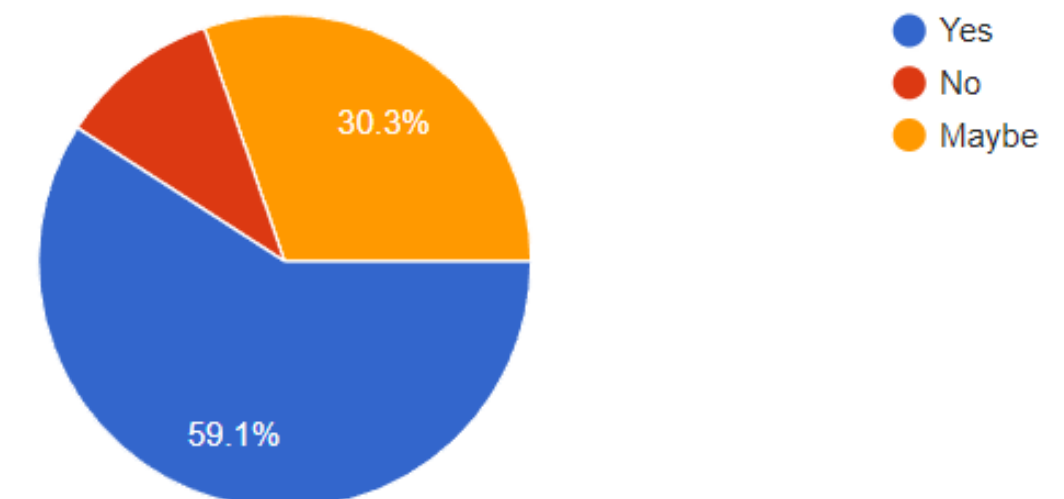
Would you like to showcase your ideas, brainstorm, explain projects to your interviewer during video interview?



Have you ever been unsure whether to ask for a connection's phone number or email address?



How comfortable are you to show your background to your interviewer?



Features



01

Categorize Saved Posts into different buckets.

02

Enhancing Video call experience by adding Whiteboards and Background Blur Effects to LinkedIn Meetings.

03

Preferred Way of Communication feature in the Messages Slack/Meets

User Persona

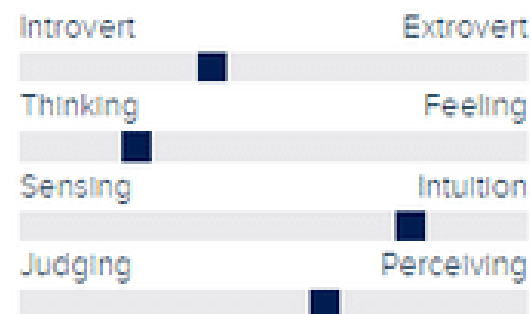
Very difficult to find saved posts - I almost always have to google how to find them.

Ram



Age: **23**
Work: **Student**
Family: **Unmarried**
Location: **Dallas, Texas**

Personality



Bio

Ram is an ambitious and hardworking graduate student at The University of Texas at Dallas. He moved to the USA to pursue his dreams in the Information Technology field. He makes sure to have enough time for his social life both offline and online. He is an aspiring product manager and an avid LinkedIn user.

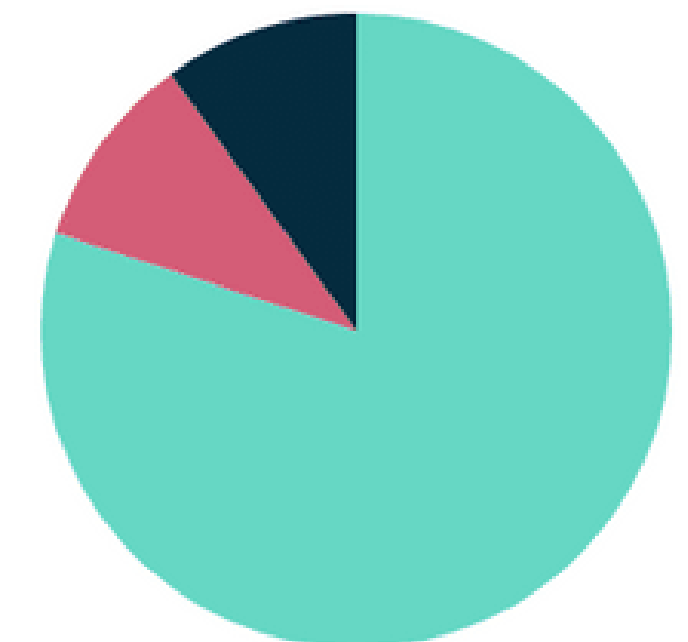
Goals

- Finish masters with a good GPA.
- Seeking Internships and full-time opportunities in Product Management.
- Develop knowledge, skills, and abilities.

Frustrations

- He struggles to retrieve any resources he saved a long time back on LinkedIn.
- Not able to sort saved posts.

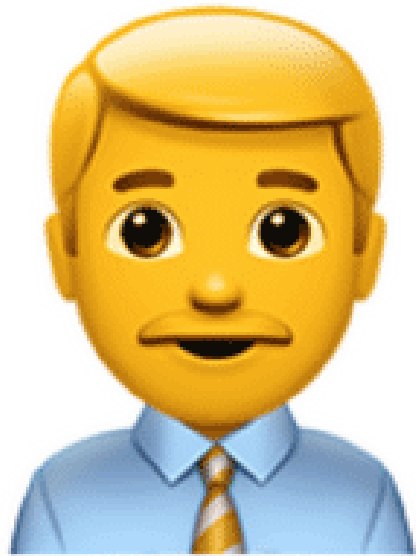
Use of features



- 80% Saved Posts
- 10% Whiteboards and background blur
- 10% Preferred Way of Communication

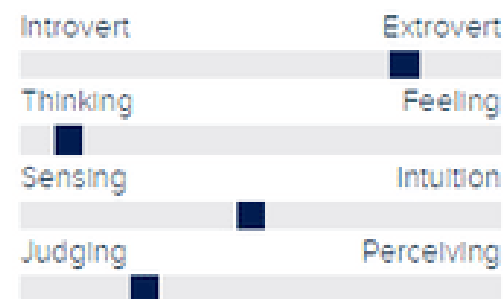
User Persona

John Smith



Age: **32**
Work: **Manager**
Family: **Married**
Location: **Dallas, Texas**

Personality



Bio

John is a staffing manager at Microsoft. He is tech-savvy and uses technology up to its full extent in his routine office work. He posts regularly on LinkedIn about hiring roles. He loves trekking and watching movies.

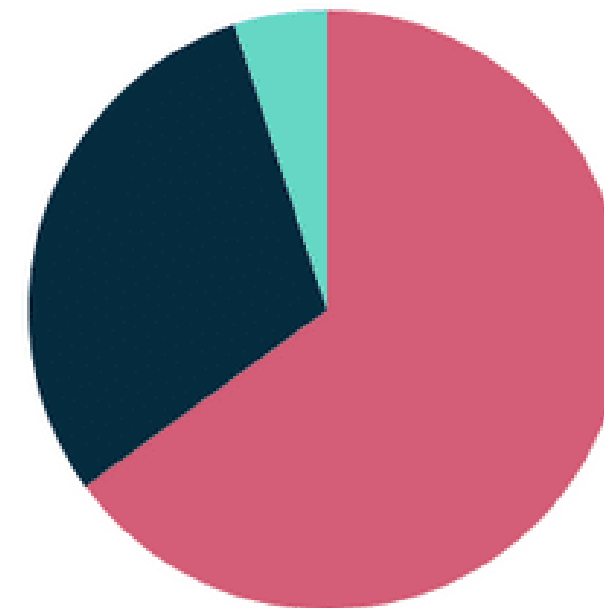
Goals

- To support hiring managers with solid candidates.
- To provide easy and cost-reduction solutions.
- Save time and money with HR tasks.

Frustrations

- Hard time while conducting LinkedIn meetings as no whiteboard feature is available.

Use of features

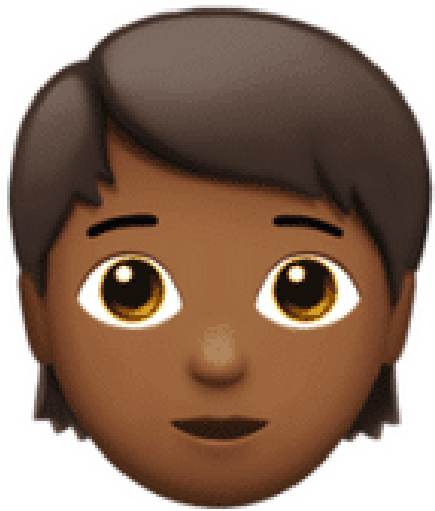


- 65% Whiteboards and background blur
- 30% Preferred way of communication
- 5% Saved Posts

“Downloading the notes explained by an interviewee during the interview helps me differentiate the candidates.”

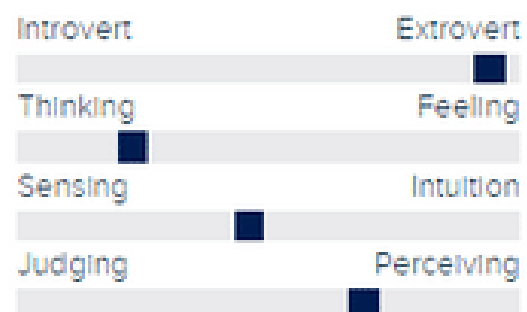
User Persona

Alexa Sharp



Age: **28**
Work: **Senior SDE**
Family: **Unmarried**
Location: **Chicago, Illinois**

Personality



Bio

Alexa is Senior software developer at Amazon. She is Social butterfly and super active on all sort of social media platforms. Being a heavy LinkedIn user, she makes sure to use all features of it.

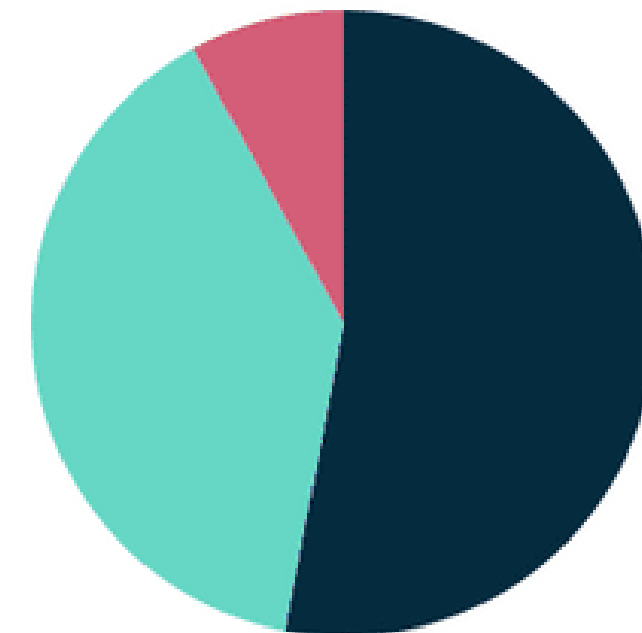
Goals

- To transition into Product management.
- To leverage her technical and leadership skill to become a product manager in near future.
- To use LinkedIn as a resource to do various certifications in relevant domain.

Frustrations

- Lack of preferred way of communication option on LinkedIn while interacting with current Product managers from different companies.
- Difficulties in sorting the saved post as per the topic.

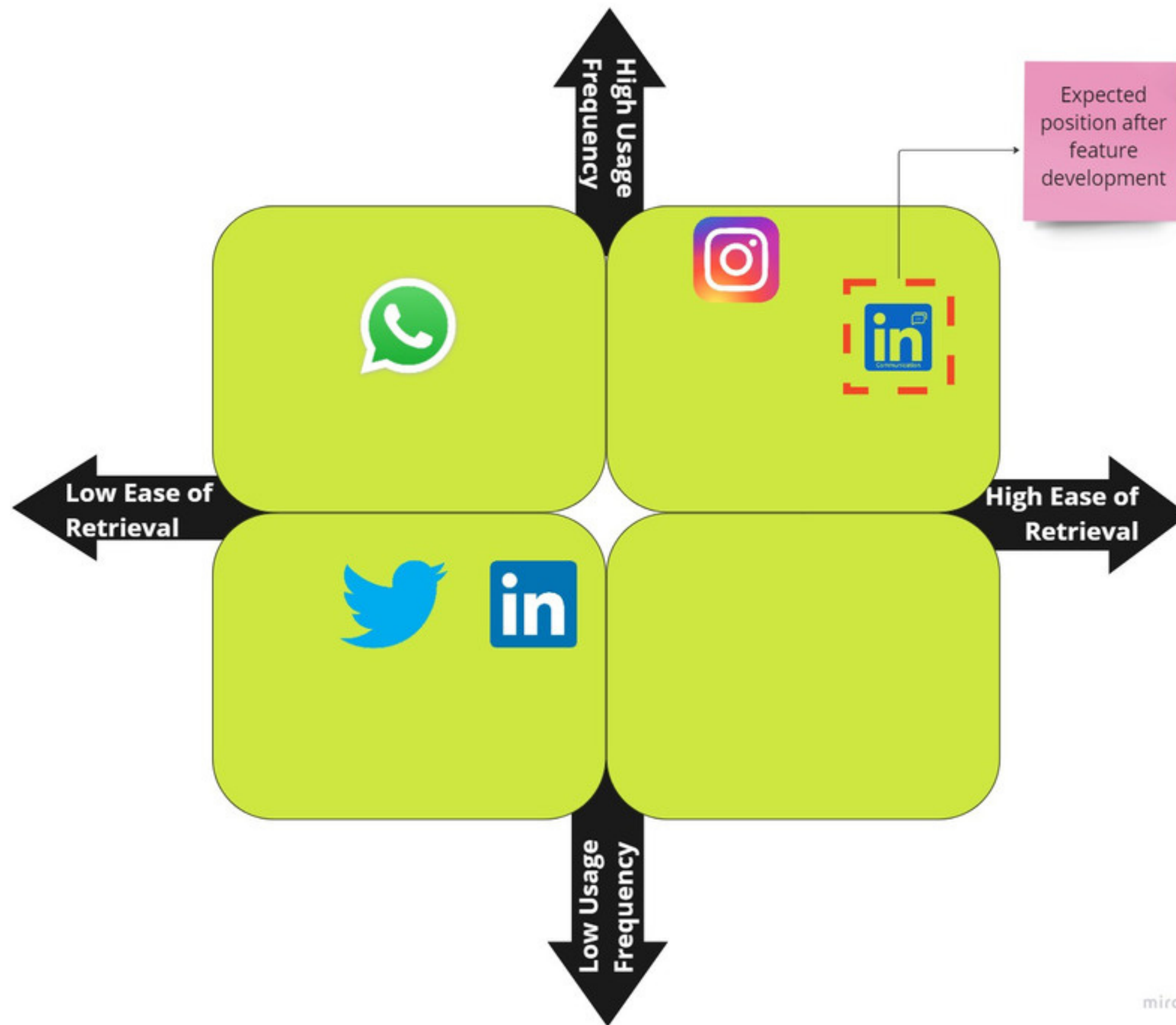
Use of features



- 53% Preferred way of Communication
- 39% Saved Post
- 8% Whiteboards and background blur

“I'm clueless most of the times, whether to ask phone number or email address.”

Competitor matrix for Saved post feature



Current State:


We need to scroll the entire list of saved posts to find the post.

Future State:

We can retrieve the post at the touch of a button.

How will the new feature look

Current View






Jashanpreet Kaur (She/Her) • 1st

Associate, Lending, Goldman Sachs | Ex-TransUnion, John Deere | MS Analytics


1d • 


Super thrilled to share that I am debt-free as of today and have paid off my education loan that I took to do Masters in US.


Usually LinkedIn is used for sharing professional achievements, but those achievements come at lots of costs and for most of us, taking a big loz ...see more


 390

21 comments


 Like

 Comment

 Share


 Send

Suggested View






John Doe


Product Manager Google


2h • 


Product/market fit, also known as product-market fit, is the degree to which a product satisfies a strong market demand. Product/market fit has been identified as a first step to building a successful venture in which the company meets early adopters, gathers feedback and gauges interest in its [#PM](#) [#Product](#) [#pmf](#)


 390


21 comments

 Like


 Comment

 Share

 Send

 Save

Save

 search saved lists

'49% Users do not know about saved post feature'



Current View

The screenshot shows the LinkedIn interface for user Umesh Reddy. A dropdown menu is open from the 'My items' link in the left sidebar. The menu lists: 'My items', 'My jobs' (383), 'My learning' (2), and 'Saved posts' (10+). The 'My items' option in the sidebar is circled in red.

LinkedIn News

- Job growth slows as Fed mulls hike
Top news • 31,310 readers
- Big Apple loses luster among young
3h ago • 19,736 readers
- EV startup Rivian recalls 12,200 cars
2h ago • 289 readers
- Gen Z getting too much sway at work?
3h ago • 31,893 readers
- Circularity starts to hit high-rises
4h ago • 888 readers

Show more

Suggested View

The screenshot shows the LinkedIn interface with the 'My Items' icon in the top navigation bar circled in red. The main content area shows the user profile and a 'New posts' button.

LinkedIn News



- Job growth slows as Fed mulls hike
Top news • 31,229 readers
- Is hybrid work good for team culture?
3h ago • 206 readers
- EV startup Rivian recalls 12,200 cars
1h ago • 234 readers

Current View

Saved Posts

All



Articles

 **Shravan Tikoo** • 2nd
Product Management Advisor | 86k+ followers | Growth Pro...
7mo • 

Folks ! for all aspiring PMs , PMs and Product Leaders , here is a list of top articles which I recommend to crack your dream product role and thrive as a PM

...

...see more

 **heyPM**
18.8K followers
1yr • 

Towards our efforts to #democratize "Product thinking & learning" and ultimately helping PM Aspirants to crack Product roles, we've put together some exclusive PM exercises for you. ...

...see more

PM Exercises

notion.so • 1 min read

Suggested View

Saved Posts

All



Job Search

PM

Design




Analytics

+


 **John Doe**
Product Manager Google
2h • 


Product/market fit, also known as product-market fit, is the degree to which a product satisfies a strong market demand. Product/market fit has been identified as a first step to building a successful venture in which the company meets early adopters, gathers feedback and gauges interest in its


#PM #Product #pmf


   390


21 comments

 Like

 Comment

 Share

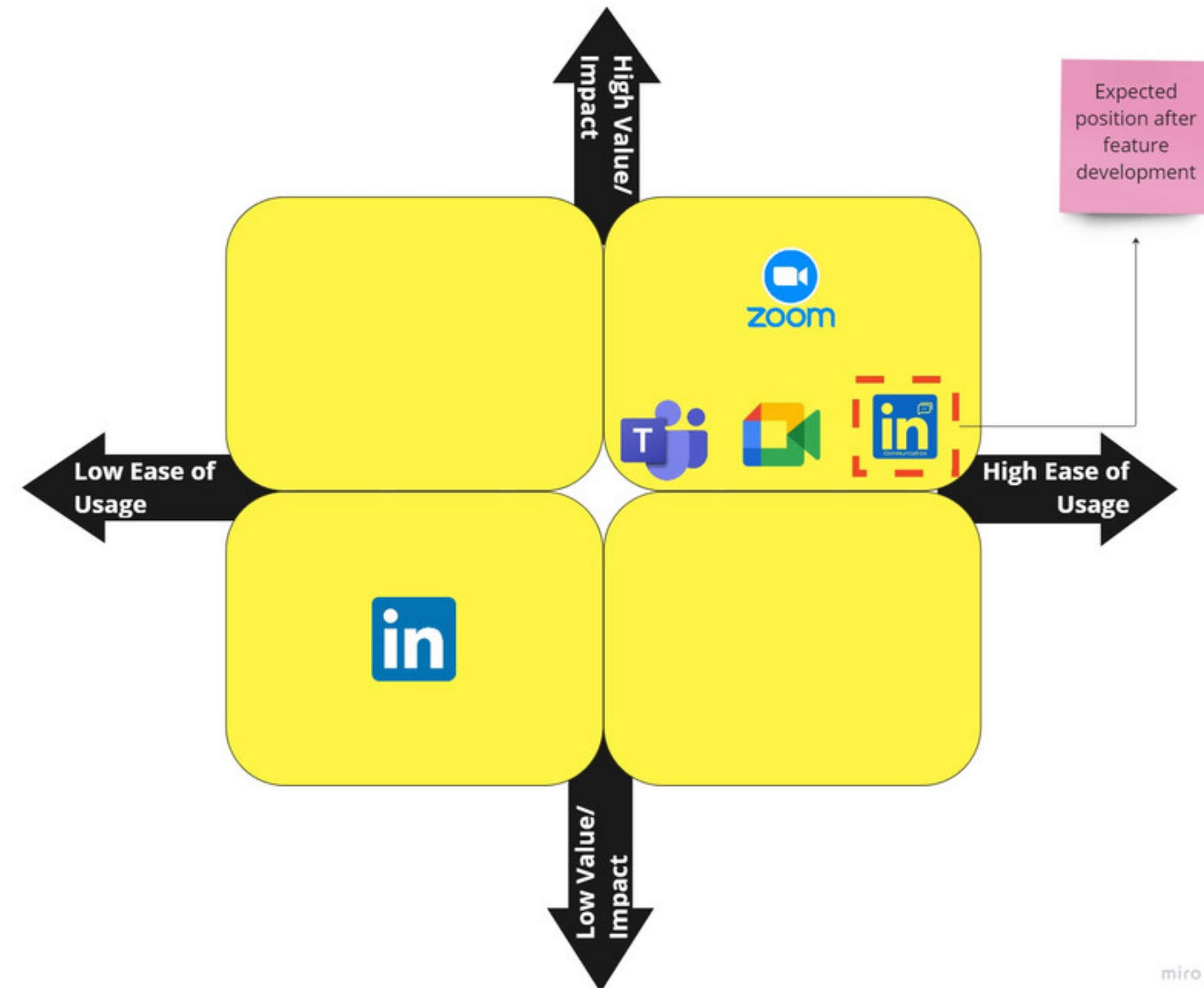
 Send

 Save

'71.2% Users are not able to retrieve saved post with current view'



Competitor matrix for Video Calling Experience



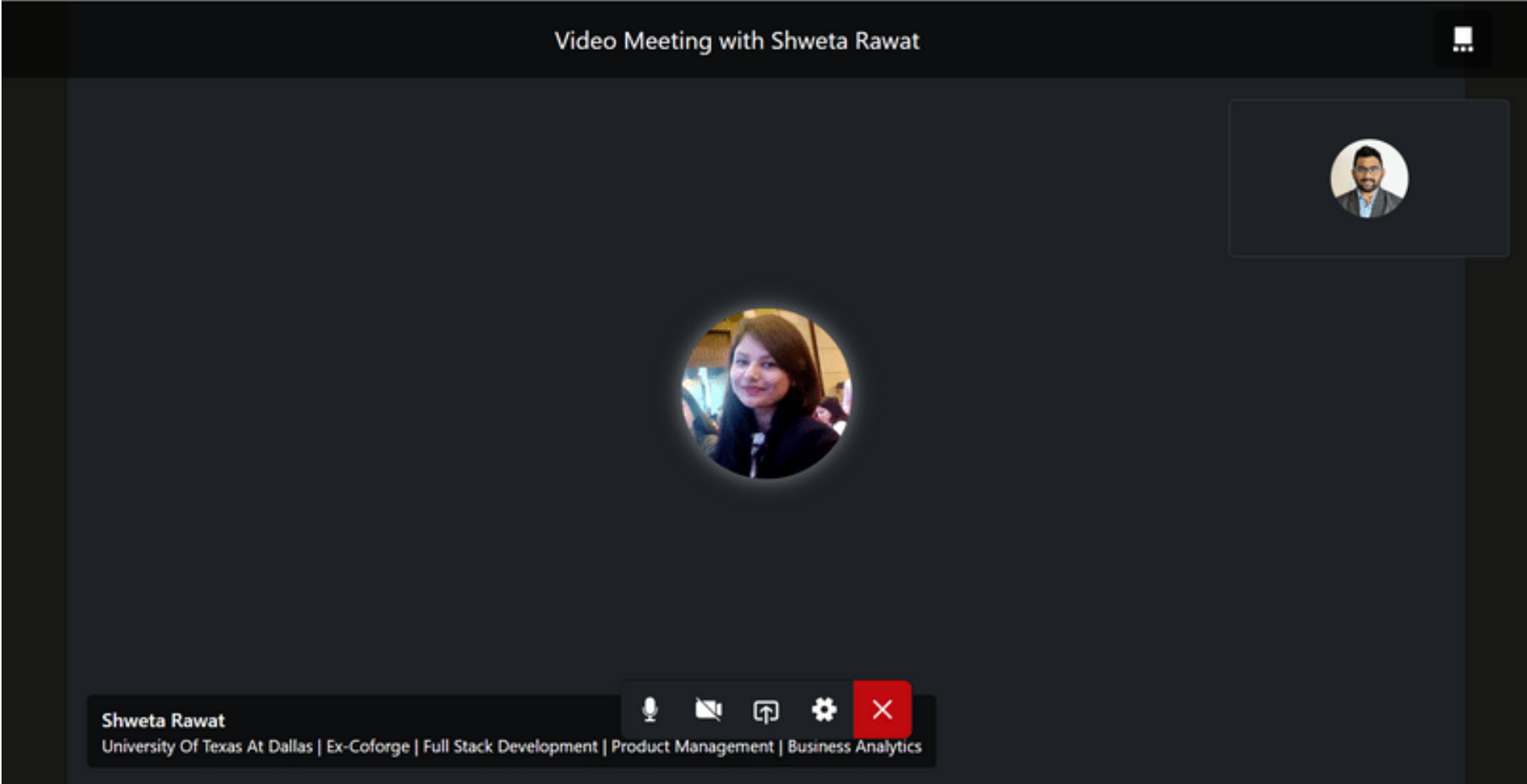
Current State:

You need to use other video calling services to use the whiteboard feature.

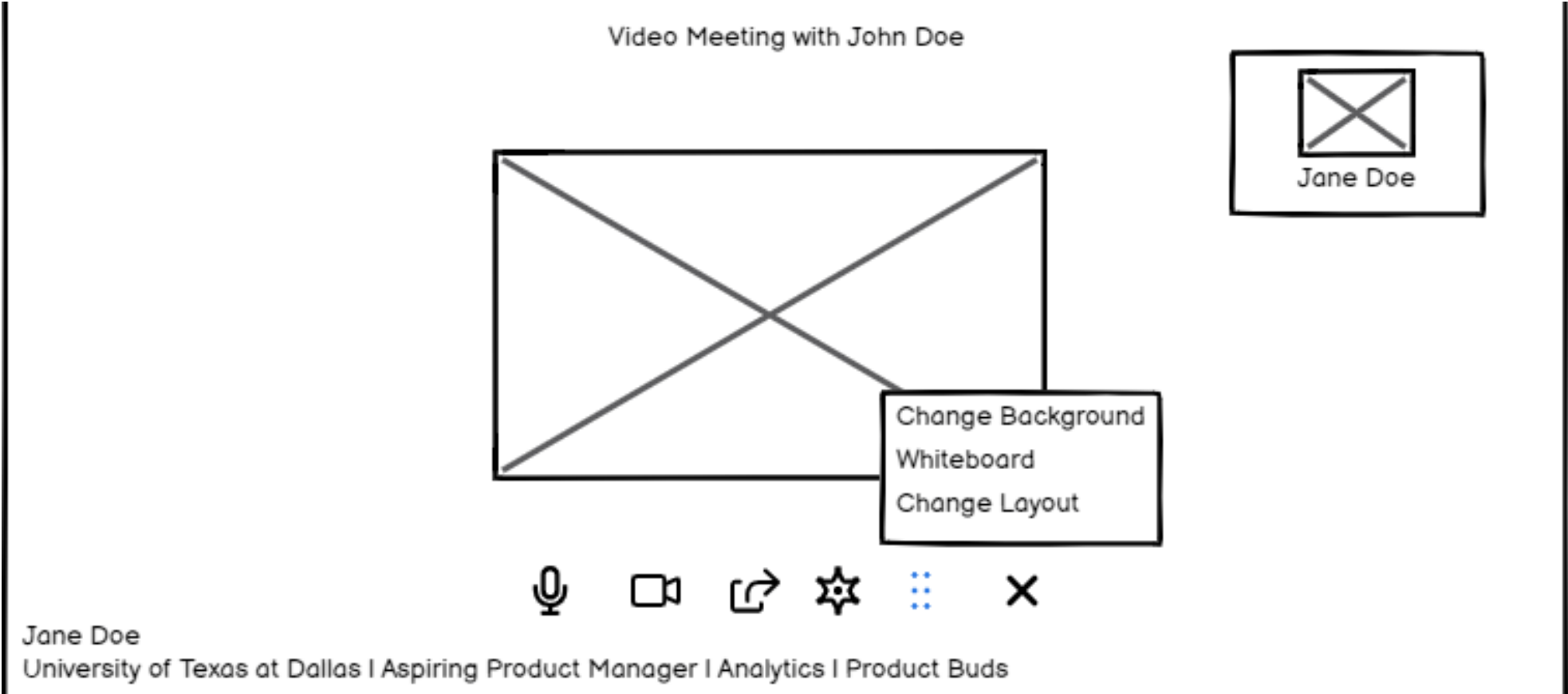
Future State:

Adding whiteboards and blur background features enables LinkedIn meetings to be on top and can be used for hiring interviews.

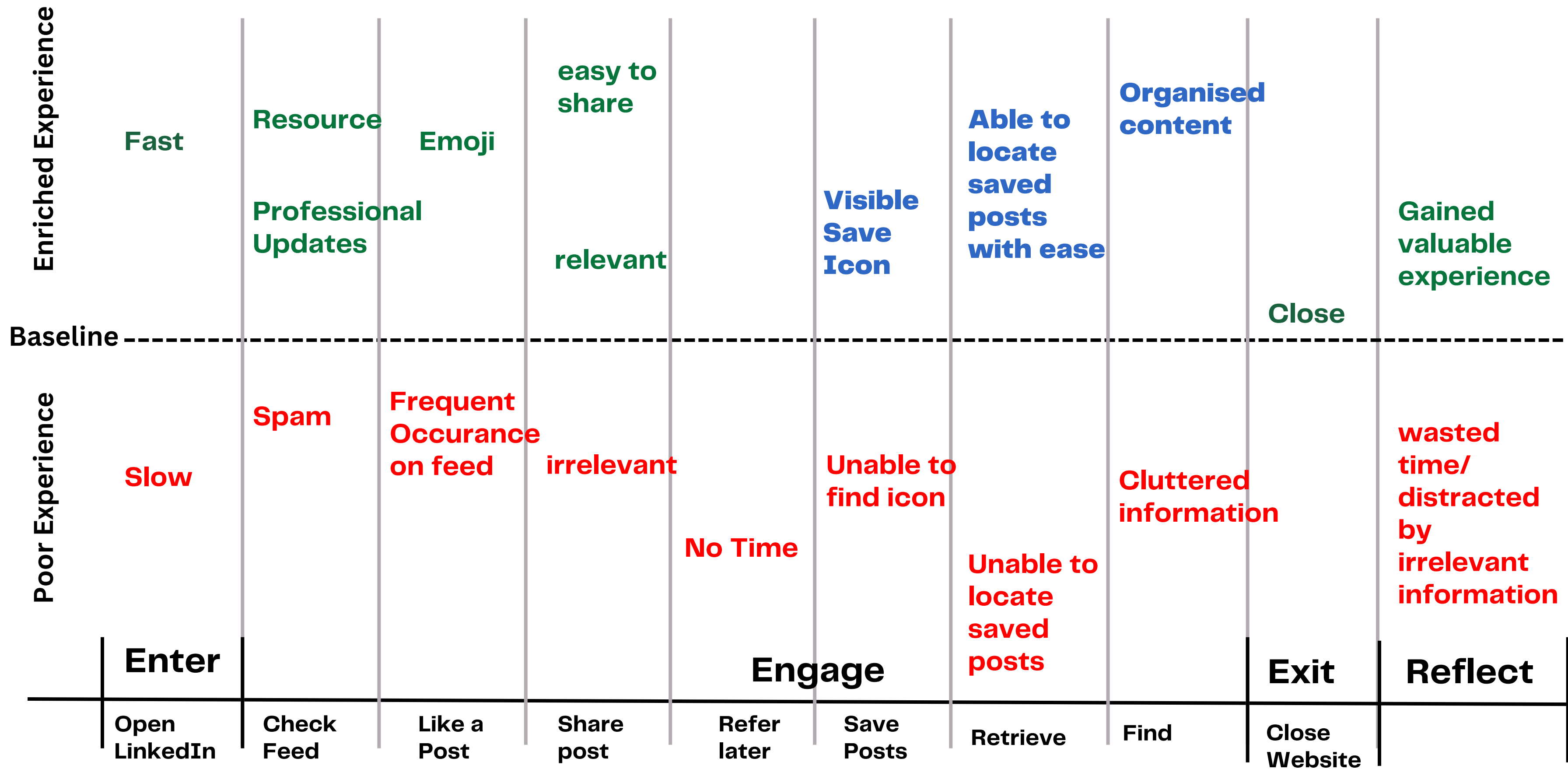
Current View



Suggested View



Product Journey Mapping : Saved Posts

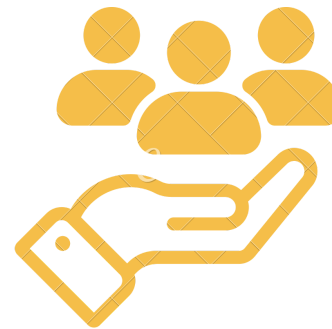


3 C's



Company

- Customer Engagement
- Ease of communication



Customer

- Students
- Recruiters
- Working professional



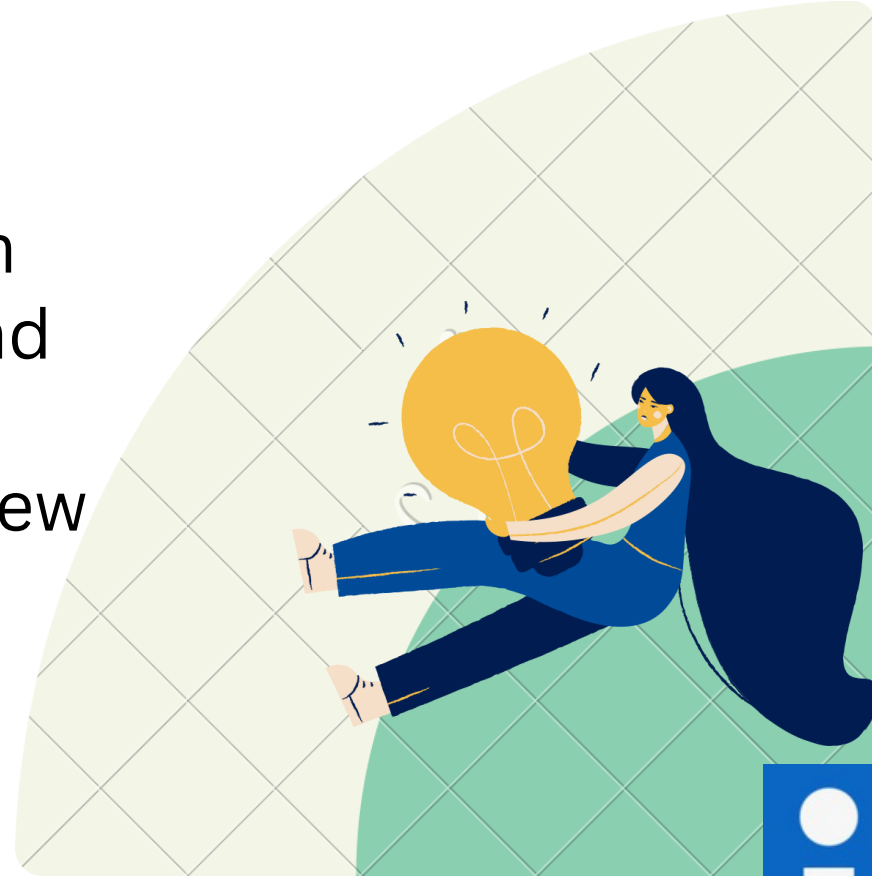
Competition

- Teams
- Zoom
- Instagram
- Twitter
- Slack
- Medium

4 Ps

Product

- Making information more accessible and organized
- Wholesome interview experience

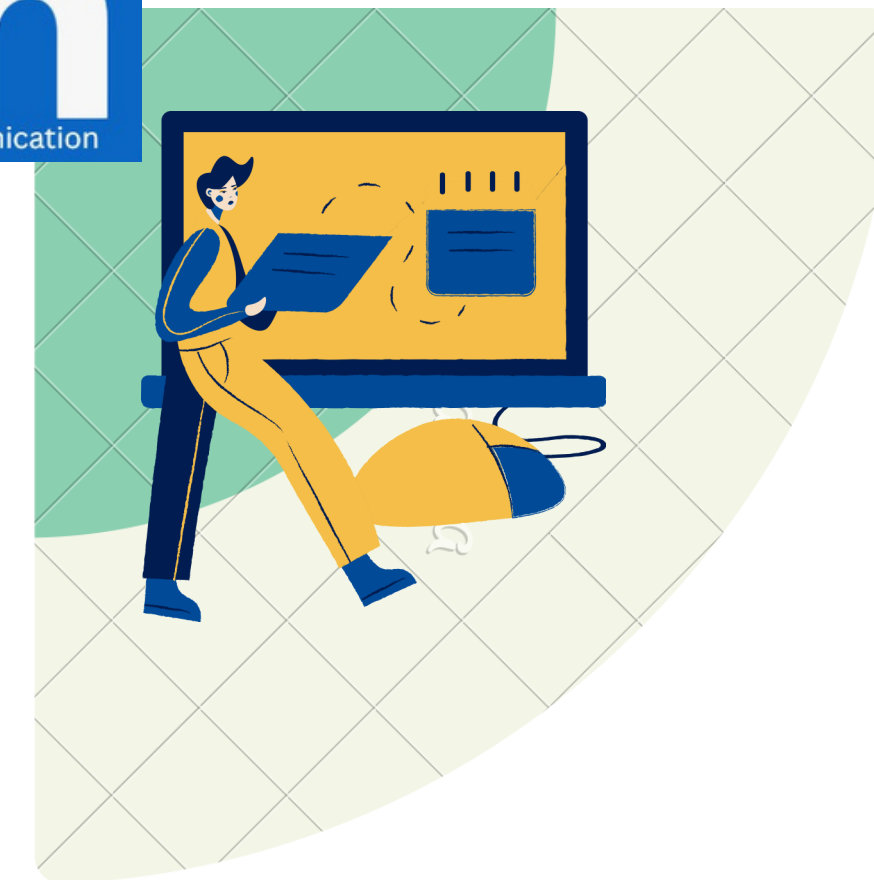


Pricing

- Free for all users

Promotion

- Email marketing
- Google / Facebook ads



Place

- First, we will launch the mobile
- Post website we will launch on the website



Impact and Metrics to Track

Saved Post

- Average Views per post
- Customers using save post icon
- Minutes spent on posts
- Customers creating buckets and retrieving information

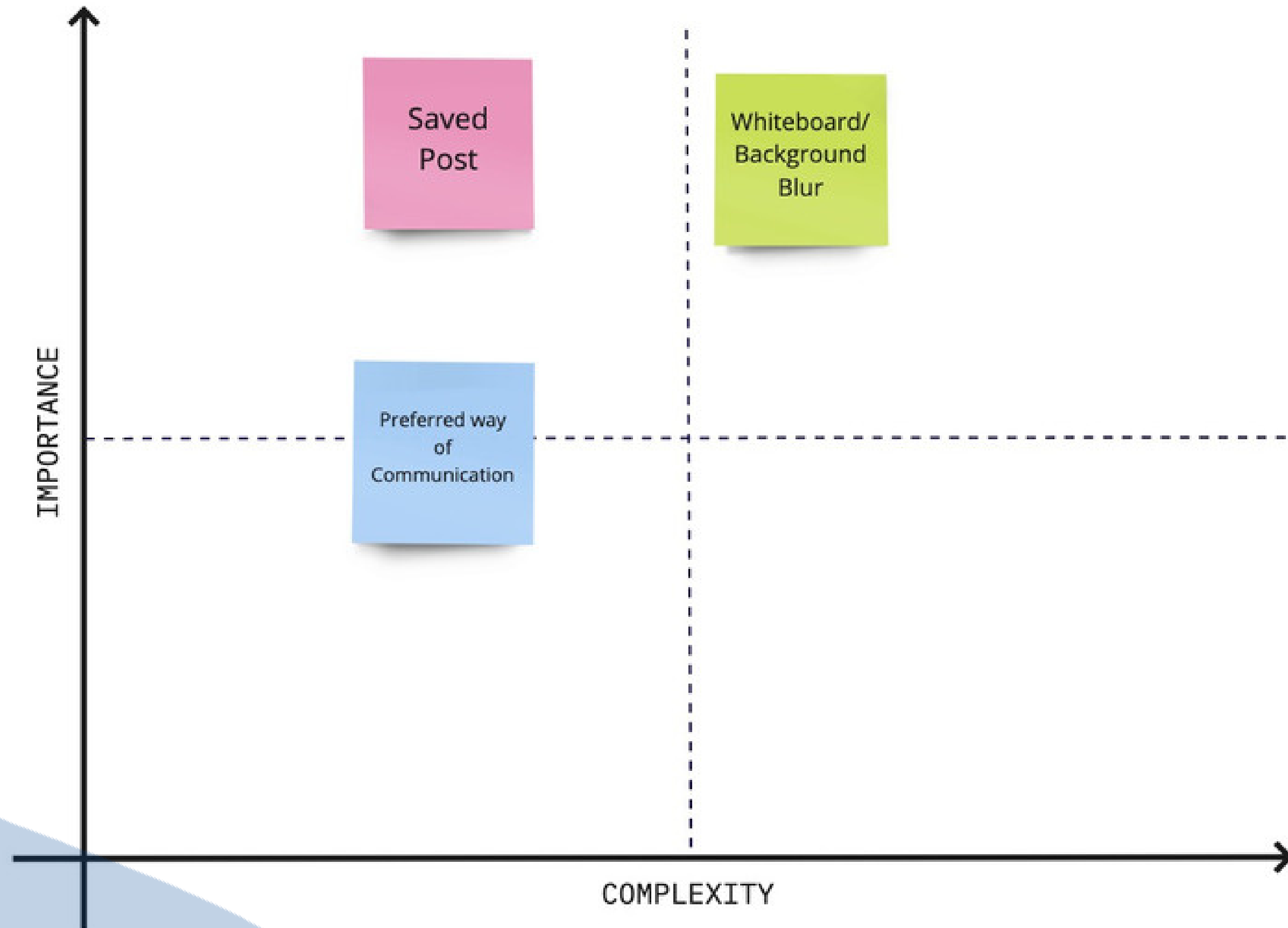
With Save Posts , the overall engagement of LinkedIn will go up (Around 30 Million People use LinkedIn on a daily basis)

Whiteboard/Blurr

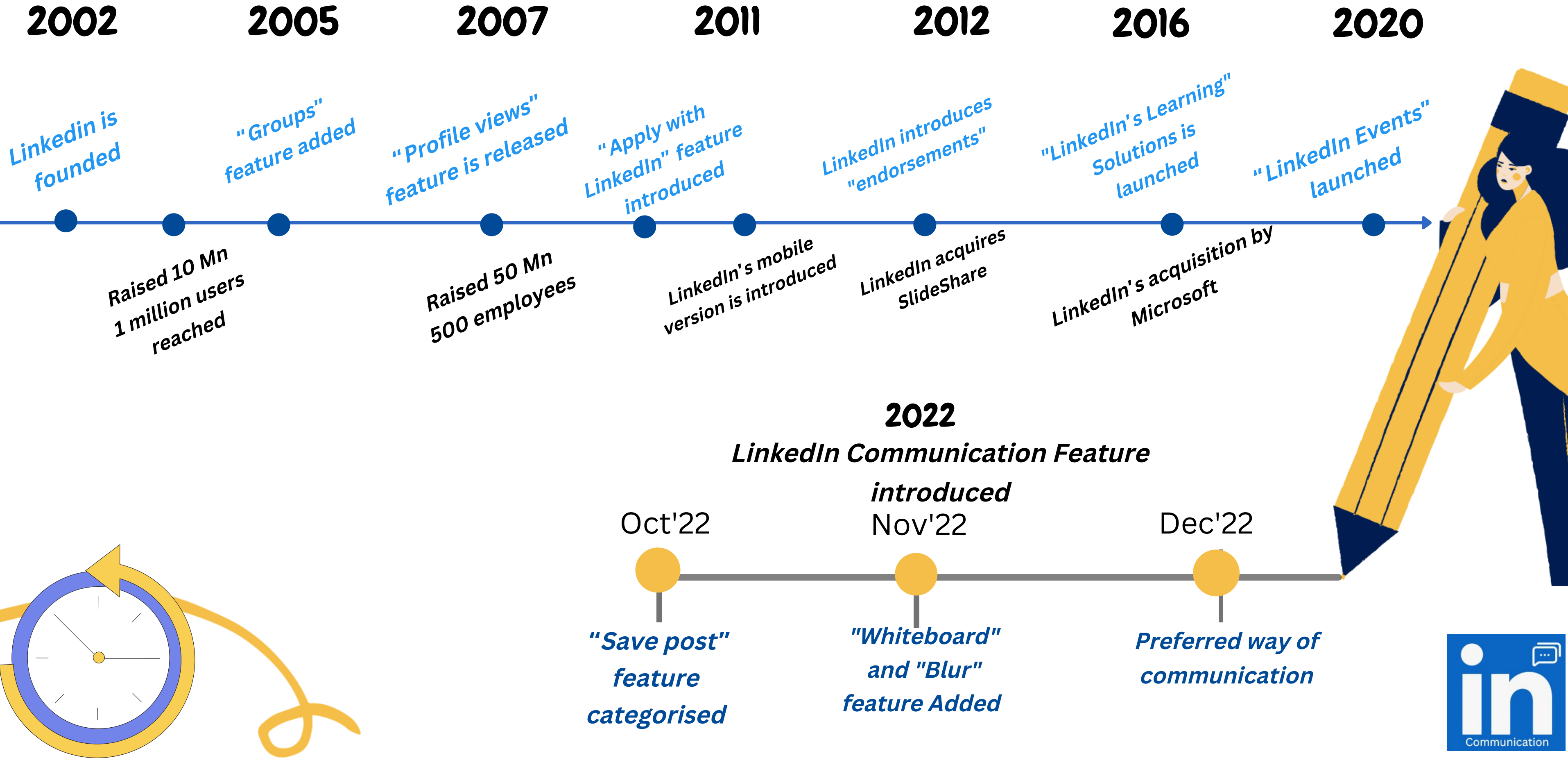
- Number of people using Video Calling
- People using whiteboard features
- People giving interviews
- People getting hired

With LinkedIn Video Calling , the overall experience of hiring and getting hired will improve, making LinkedIn an wholesome application for hiring process (Around 7 Million People use LinkedIn for job search)

Feature Prioritisation Matrix



RoadMap



Thank you!

References

<https://www.officetimeline.com/blog/linkedin-evolution-timeline>

<https://blog.hootsuite.com/linkedin-statistics-business/#:~:text=Of%20their%20185%20million%20members,in%20to%20the%20platform%20daily>