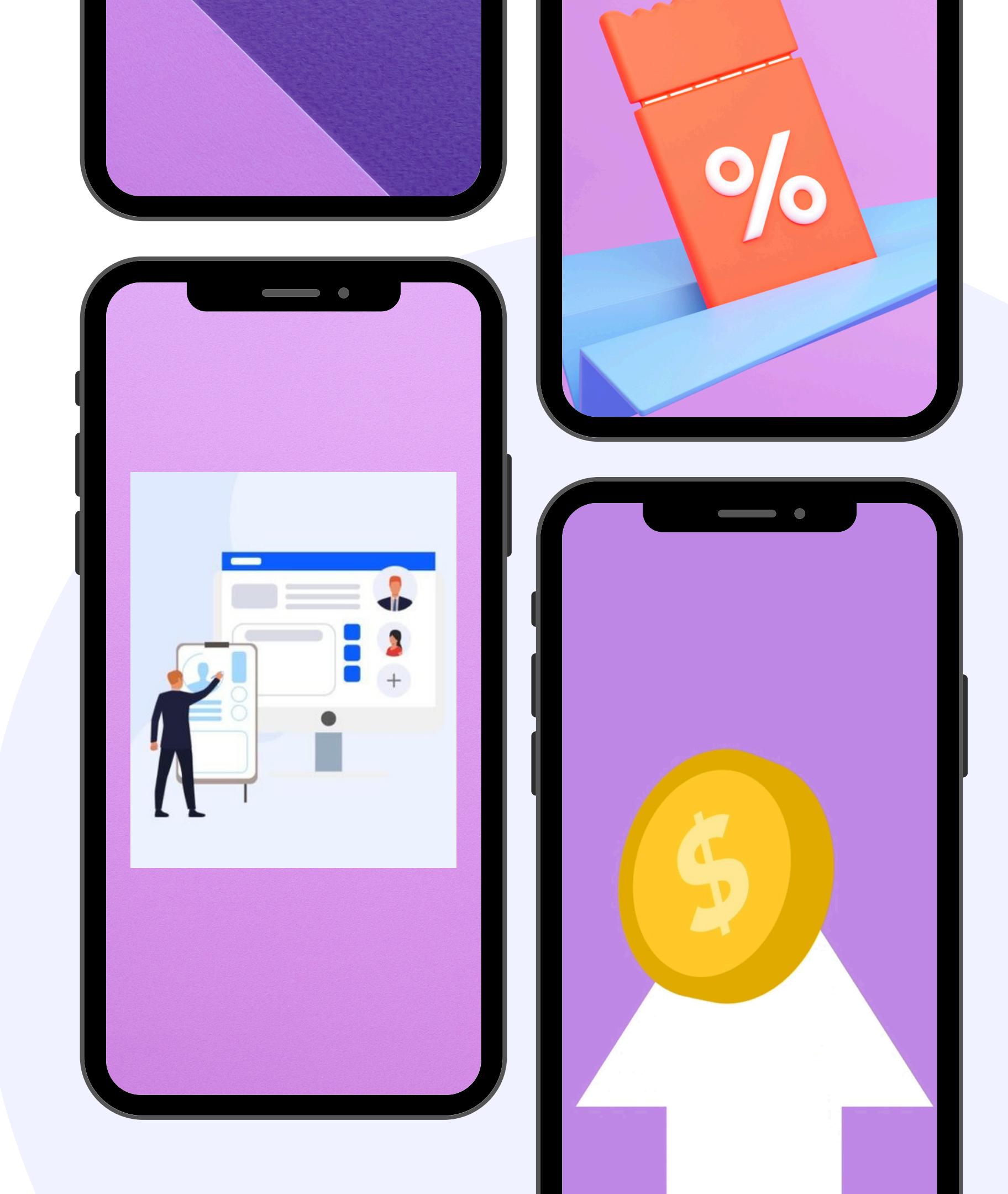


PRODUCT VALUE GAP ANALYSIS FOR



PRODUCT CASE STUDY

Presented by: Shubham Agrawal



AGENDA

- EXECUTIVE SUMMARY
- PROBLEM STATEMENT
- OBJECTIVES
- SCOPE
- FRAMEWORKS
- CURRENT IMPLEMENTATION
- SWOT
- MARKET ANALYSIS
- OUTLINE
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- SUCCESS METRICS



EXECUTIVE SUMMARY

LinkedIn Premium is facing a major value-perception problem, with 70-80% of subscribers dissatisfied and unsure whether the service genuinely improves their job search or hiring outcomes. Despite Premium users forming 39% of the platform—mainly concentrated in the USA, India, and China—the current features fail to deliver meaningful benefits such as higher interview conversions or accurate JD-candidate matching. Our analysis highlights that the biggest opportunities lie within the Career & Essentials and Recruiter Lite segments, where unmet needs are the strongest. To solve this, I propose an AI-driven Resume Optimiser, a JD Keyword Scanner, and an integrated ATS system that strengthens both the job seeker and recruiter experience. These solutions create a closed-loop, data-backed ecosystem designed to boost interview chances, enhance candidate ranking, improve recruiter efficiency, and ultimately increase retention and trust in the Premium offering.



LinkedIn

PROBLEM STATEMENT

LinkedIn's Premium subscription is failing to deliver perceived value for a large portion of its users.

Despite 39% of the platform having Premium subscribers, ~70% are dissatisfied with the service

Low Premium retention

High user dissatisfaction



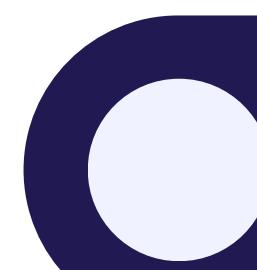
Low perceived value



Poor interview conversion

This gap in expectations has led to poor retention, declining trust, and low ROI perception among job seekers and recruiters.

OBJECTIVES



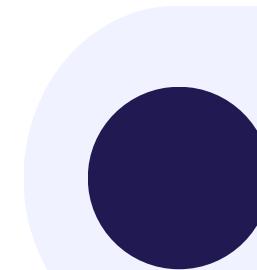
Enhance Customer Experience

Develop a user-friendly e-commerce platform.



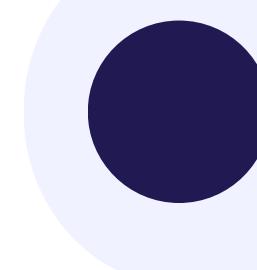
Increase Market Share

Capture a larger share of the e-commerce market.



Boost Revenue

Generate additional revenue through personalization and expanded offerings.



Expand Global Reach

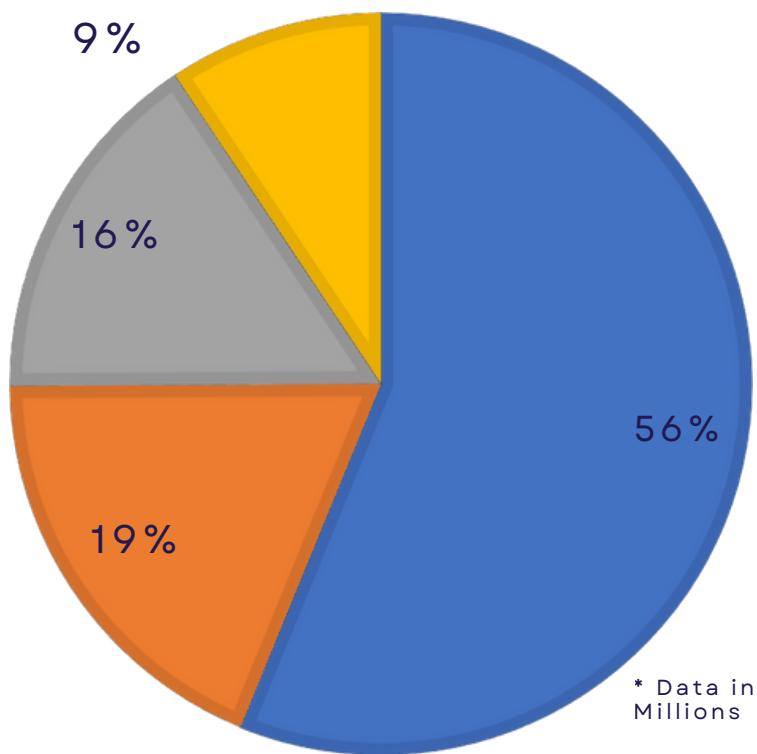
Reach a broader customer base and increase brand visibility.



SCOPE

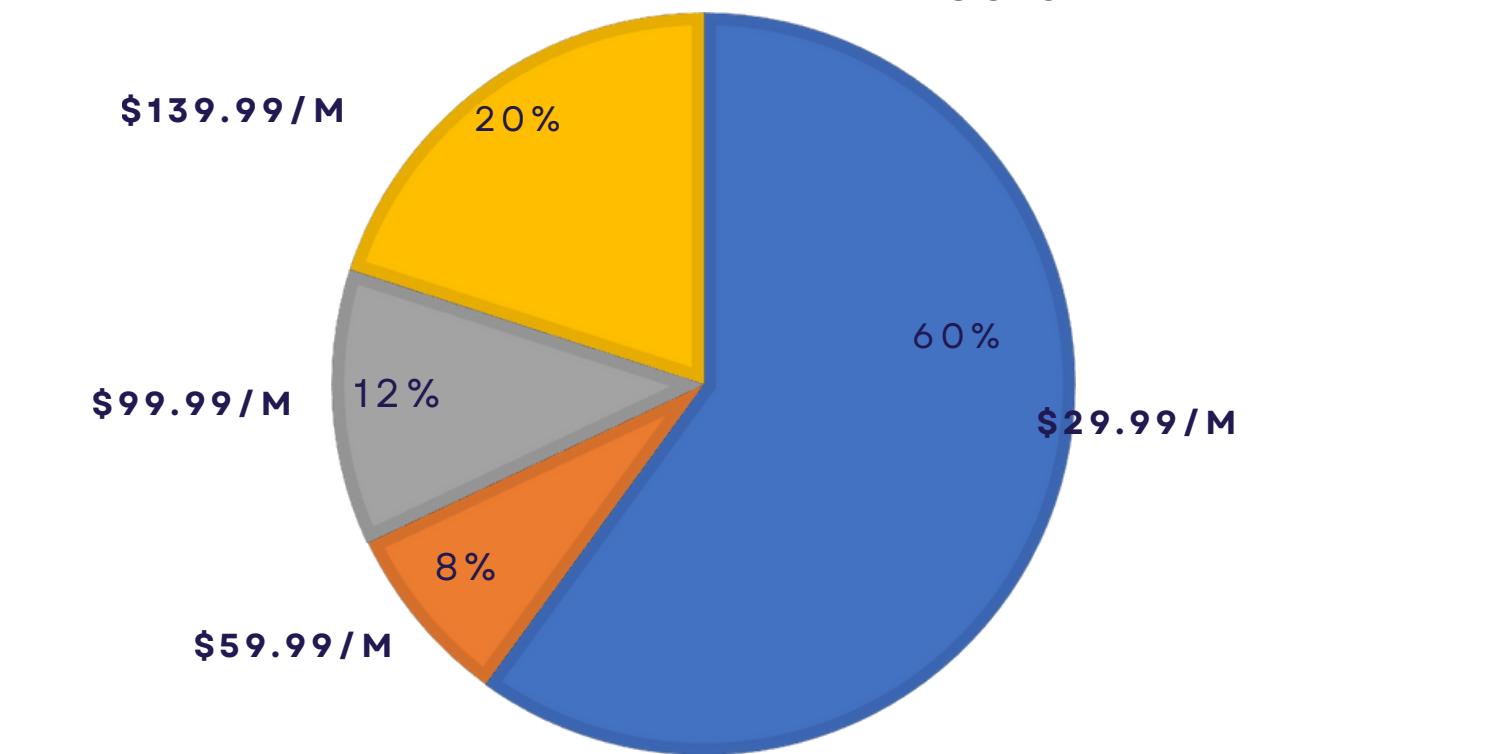
PREMIUM USERS BY GEOGRAPHY

■ USA ■ INDIA ■ CHINA ■ UK



SERVICES SPLIT BY VOLUME

■ Career & Essential ■ Business Sale ■ Navigator Core ■ Recruiter Lite



MEASURES

- Volume of Premium users from USA, India, and China is maximum(91%).
- Therefore, there is a need to perform an extensive Consumer Behaviour Research on these geographical locations

CUSTOMER IDENTIFICATION

- 60% of premium users are from the Career & Essential segment.
- 20% of Premium users are from the Recruiter Lite segment.

SCOPE: USA, INDIA AND CHINA HAVING CAREER & ESSENTIAL , AND RECRUITER LITE SERVICE SEGMENT

FRAMEWORK AND DEFINITION



FRAMEWORKS

- LEAN SIX SIGMA (DMADV)
- CIRCLE BY LEWIS LIN
- 4P'S OF MARKETING

PAIN POINTS

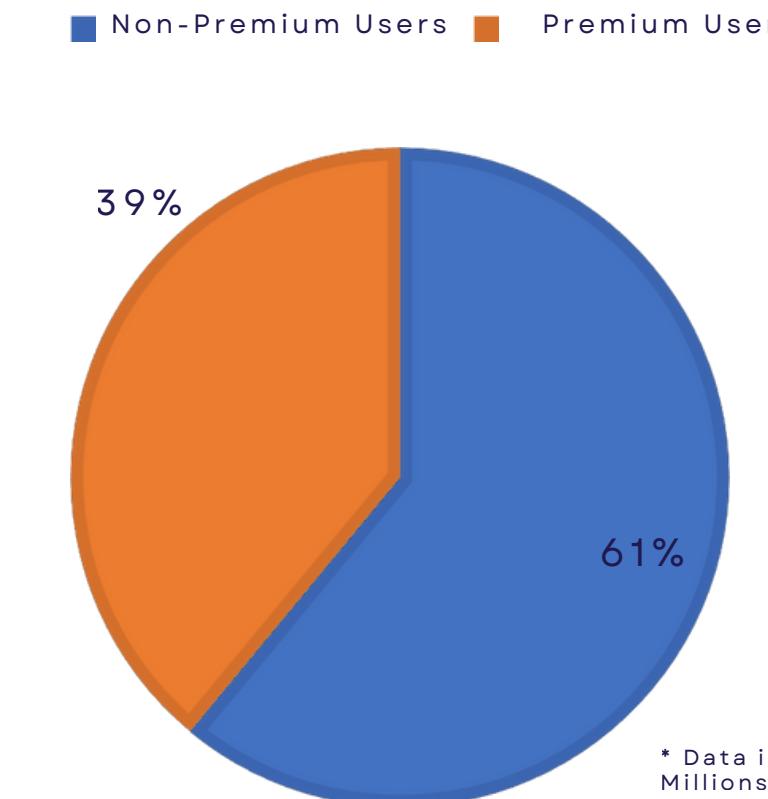
- 70 - 80 percent of Premium Subscribers are not satisfied with the cost of services.
- Low customer retention.
- Low confidence among users for landing an interview.

SITUATION

**WHO?
WHAT?
WHY?
HOW?**

- Subscribes (80%)
- Premium Subscription Plans
- No value addition
- No interview calls

USER VOLUME



- 39% of users are Premium users and are not satisfied (Concern)

CURRENT IMPLEMENTATION

PREMIUM FEATURES OFFERED

- InMail Messages.
- Advanced Search.
- Additional Results in Search Query.
- Job Application Insights.
- Additional information on posted jobs and Top
- Applicant Job recommendations.
- Additional salary information.
- Access to on-demand learning videos.
- Interview preparation.

REPORT OF CUSTOMER NEEDS

- Career & Essential - Job application conversion
- for Interview calls .
- Recruiter Lite - Applications should match the Job Description.
- Business - Digital Presence for market reach.

PRIORITISATION

- As per Measure and Analysis we can prioritise the following areas:
- Career& Essential, and Recruiter lite subscriptions.
- Demographic and Geography specific features.



SWOT

S

STRENGTH

- Robust feature ecosystem (InMail, search, insights, learning) already in place.
- Large existing Premium user base (39%) offering rich behavioural data.

O

OPPORTUNITIES

- High growth potential in core markets (USA, India, China = 91% of Premium volume).
- AI-driven features (resume optimisation, JD matching, ATS upgrades).

W

WEAKNESS

- Low perceived value: 70-80% of Premium users dissatisfied.
- Poor conversion to interview calls despite paid features.

T

THREATS

- Competitors offering free or cheaper job-matching tools (Indeed, ZipRecruiter).
- Users switching to external ATS or resume-improvement platforms.

MARKET ANALYSIS

- ATS System
- JD Keyword Recommendation System
- Candidate Rank
- AI based Resume creation
- Linkedin's brand name

- Differential pricing as per Geographies
- Subscription based Model

Product

Price

Place

Promotion

- Job Interview finder
- Recruiters view
- Linkedin's Profile tab

- YouTube Influencers
- B2B Partnership
- Microsoft Store

OUTLINE

DESIGN

It's evident that existing system is not able to deliver value to the stakeholders involved. Current focus is on JOB Finders and Recruiters. A revamp of aggregator platform's subscription is needed.

EVALUATING TRADE OFFS

If the Job Finder is able to curate his/her resume as per the Job Description(JD) his/her chances of getting shortlisted for interview will increase

If the ATS system is in place the recruiter can easily sort and rank profiles. This will make sure that the potential candidate is definitely getting a chance for an interview. The problem of both the Supply and Demand side can be solved by developing our product as per the above mentioned solution.

All the Data is already collected and stored, so the proposed solution is feasible.

LIST OF SOLUTIONS

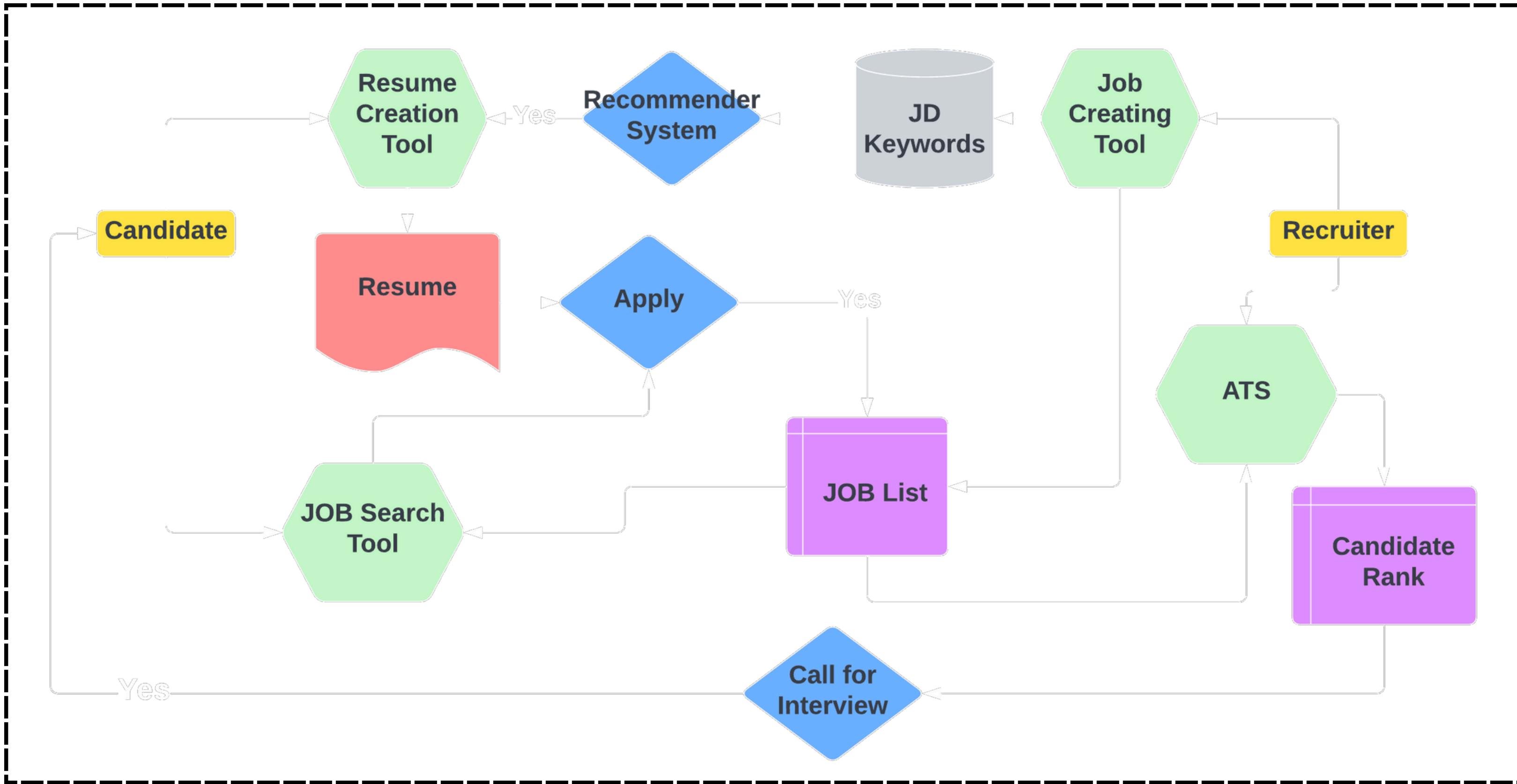
JOB Finder:

AI based Power Verb Recommendation System for Resume Building. Job Description(JD) Keyword Scanner.

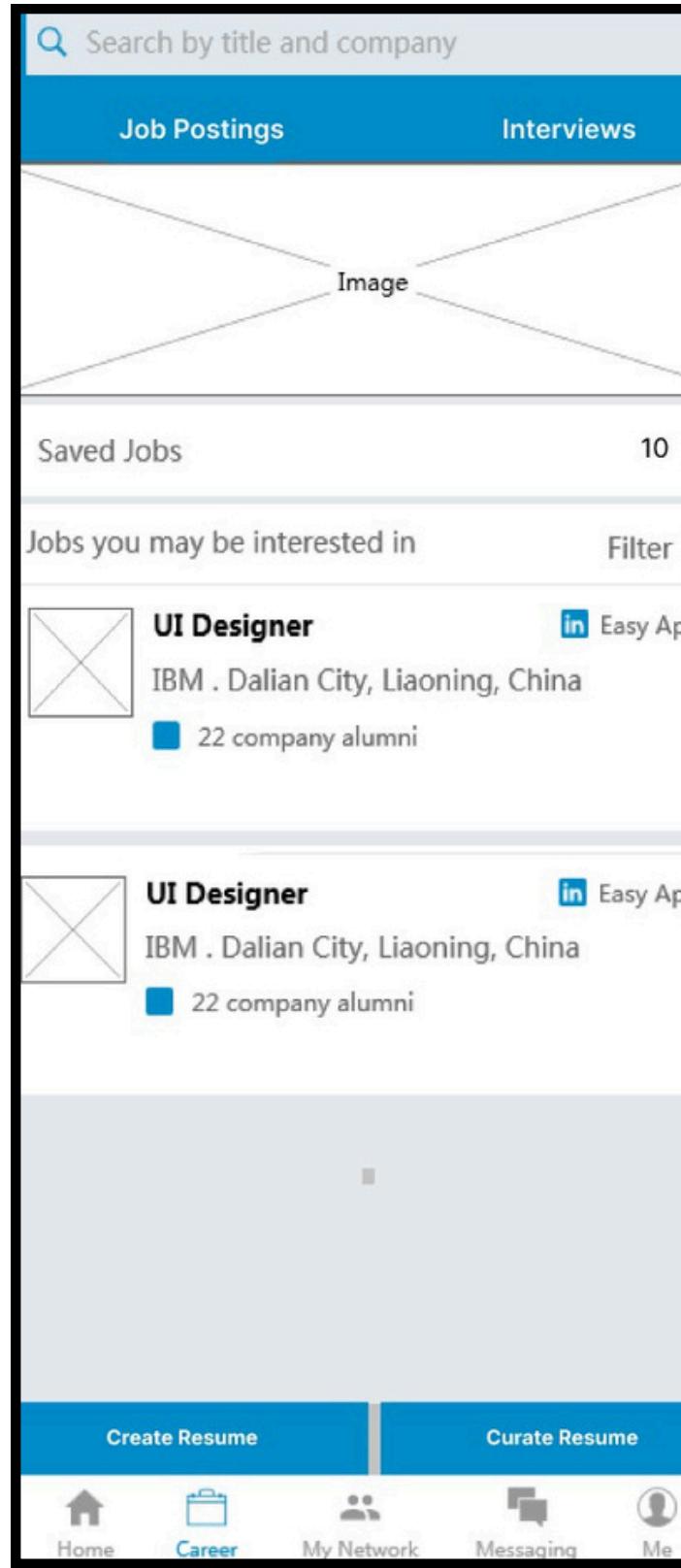
Recruiters:

Application Tracking System (ATS) incorporation in Recruiter subscription.

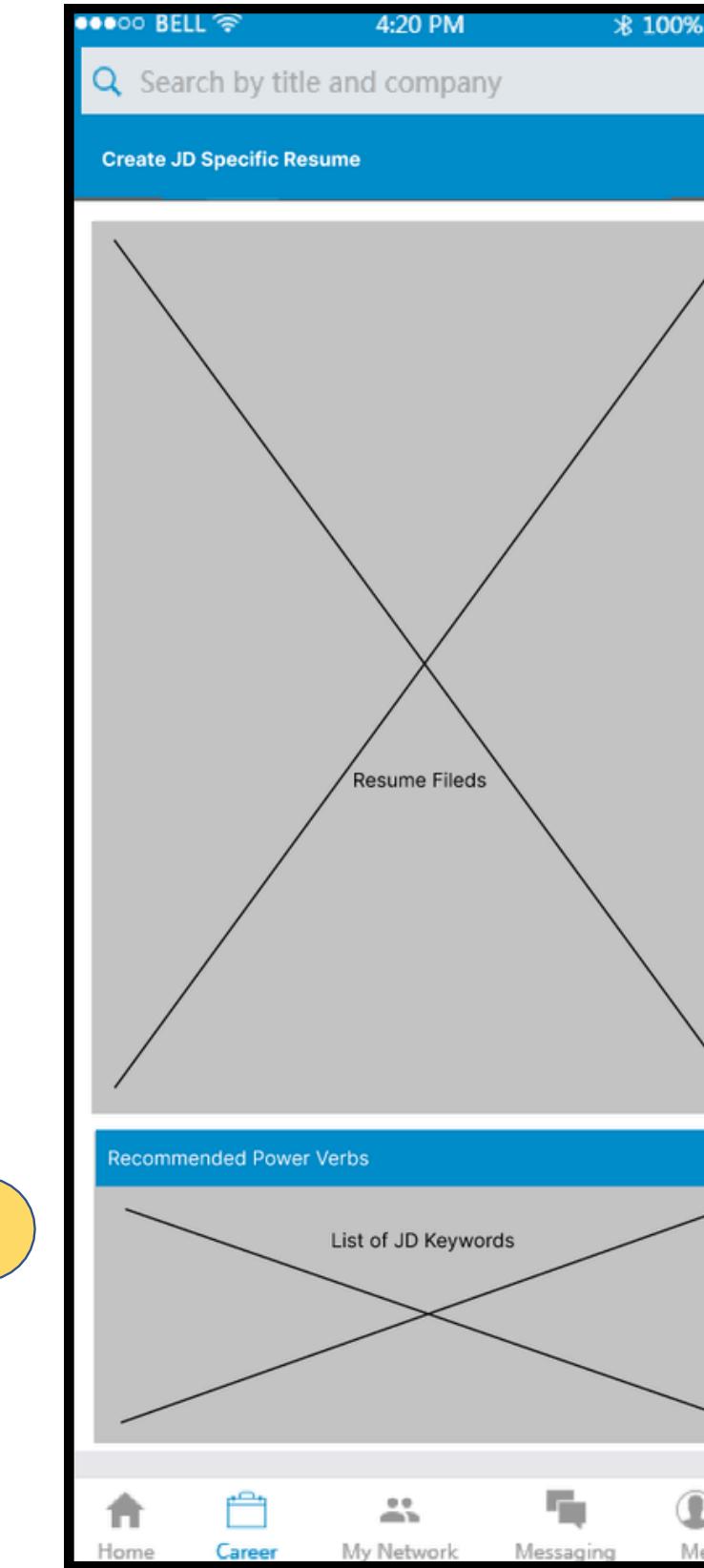
PRODUCT DESIGN



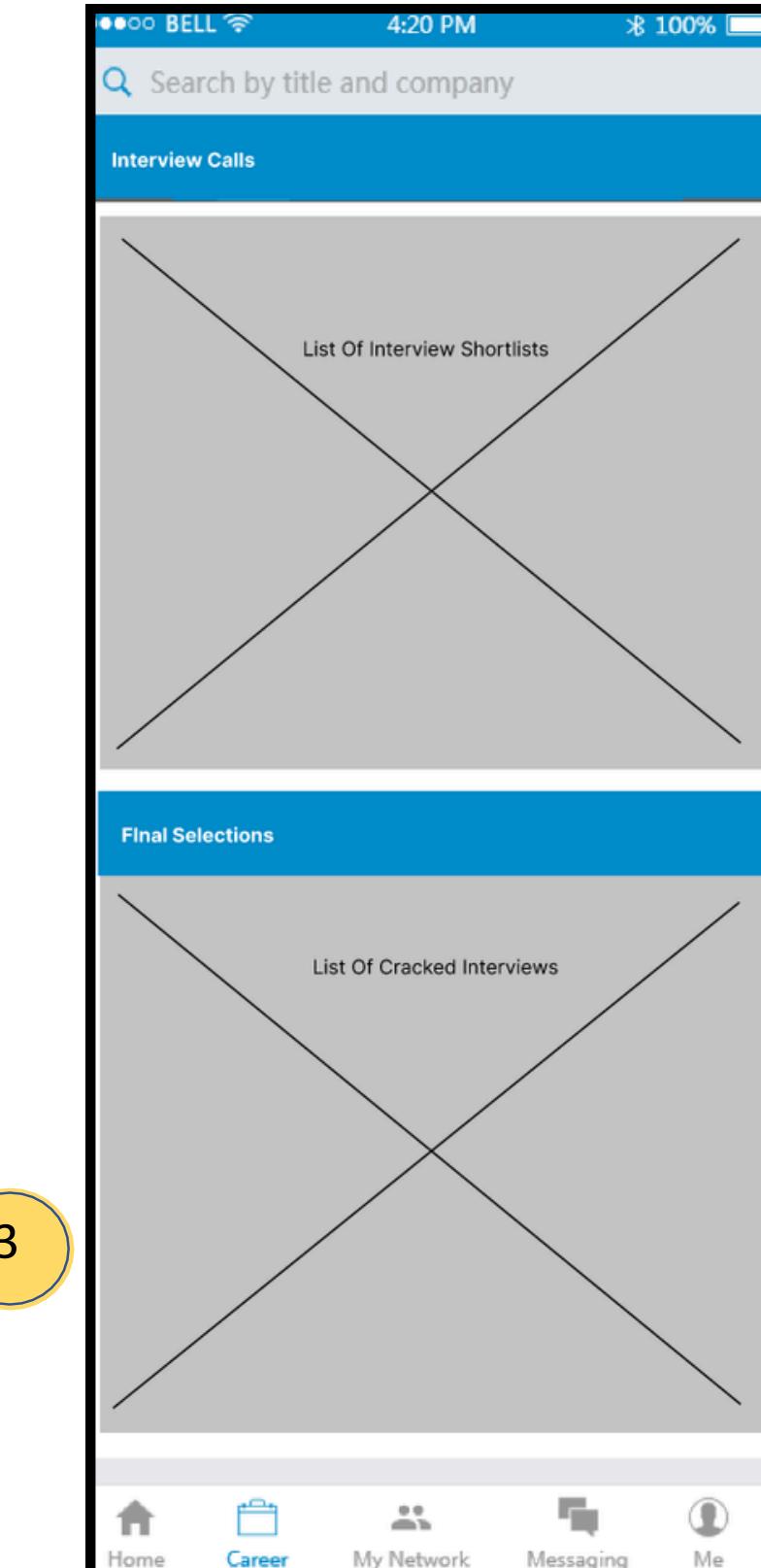
CANDIDATE WIREFRAMES



1



2



3

RECRUITER WIREFRAMES



1

This wireframe depicts a desktop-based recruitment platform. At the top, there's a search bar labeled "Search by Candidate or Skill". Below it, a blue header bar contains two tabs: "Job's Posted" and "Interviews". A placeholder text "Image" is shown where a job thumbnail would normally appear. The main content area includes a "Saved Jobs" section with a "2 >" indicator, followed by a "Jobs you may be interested in" section. This section lists two job postings for "UI Designer" at "IBM . Dalian City, Liaoning, China". The first listing shows "180 Applicants" and "34 Potential Candidates", while the second shows "13 Applicants" and "2 Potential Candidates". At the bottom, there are buttons for "Create Job Posting" and "Edit Job Posting", along with navigation icons for "Home", "Career", "My Network", "Messaging", and "Me".

2

This wireframe represents a mobile application interface. At the top, a status bar shows signal strength, "BELL", "4:20 PM", battery level "100%", and a signal icon. Below it is a search bar labeled "Search by title and company". A blue header bar reads "Potential Interview Candidate". The main content area displays a large, light-gray rectangular placeholder labeled "Ranked List of Candidates for Interview". Below this, another blue header bar says "Candidate Insights". Underneath, a section titled "JD Keywords Insights" is shown. At the bottom, there are navigation icons for "Home", "Career", "My Network", "Messaging", and "Me".

ROADMAP AHEAD

● MVP (Months 1-2) – Core Validation Build

Goal:

- Validate whether the solution increases perceived value & interview conversions.

Includes:

- AI Resume Optimiser (Basic): keyword match %, missing skills, ATS compliance.
- JD Keyword Scanner (Basic): simple JD-resume similarity score.
- Recruiter ATS Lite: basic filtering + candidate ranking.
- Initial UX for job seeker & recruiter flows.

Success Signal:

- Users report clearer, more actionable steps that improve their applications.

● Version 1 (Months 3-5) – Functional Product Release

Goal: Improve quality, accuracy, and adoption.

Includes:

- Advanced Resume Optimiser: power verbs, tone, structure, impact score.
- Enhanced JD Scanner: skill-gap insights + tailored recommendations.
- ATS v1: ML-based ranking, duplicate detection, recruiter notes.
- Integration with LinkedIn profiles & job history.
- A/B testing + early marketing push.

Success Signal:

Notable increase in interview conversion and recruiter matching efficiency.

● Version 2 (Months 6-12) – Intelligent Matching Ecosystem

Goal: Build a scalable, geography-aware, end-to-end job matching engine.

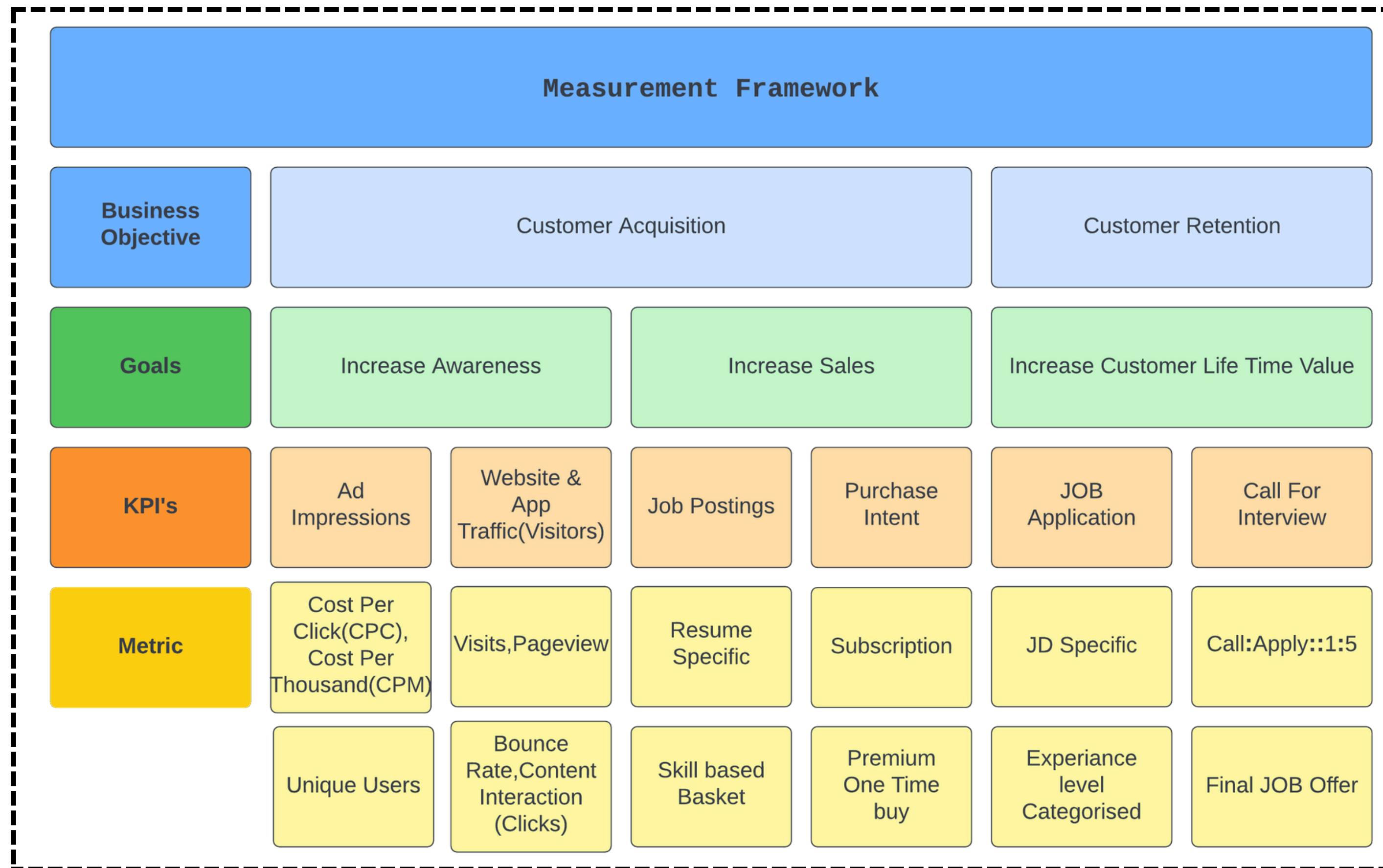
Includes:

- AI Career Coach: resume → application → interview → learning pathway.
- ATS v2: predictive matching & automated shortlists.
- Country-specific feature sets (USA, India, China).
- Recruiter dashboards + B2B integrations.
- Advanced analytics panel for Premium value measurement.

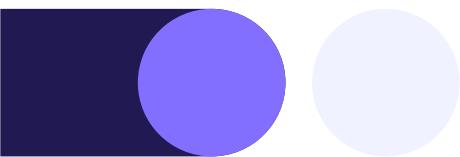
Success Signal:

Higher Premium retention, increased recruiter satisfaction, and measurable improvement in hiring outcomes.

SUCCESS METRICS AND MEASUREMENT



THANK YOU



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