

LinkedIn

CONNECT. ENGAGE. ADVANCE

Problem Statement

Job seekers on LinkedIn face frequent interruptions from fake recruiters and spam job offers, leading to wasted time, loss of trust, and reduced effectiveness in their job search efforts.

Why it matters

1. Job seekers are often under pressure, and time spent verifying fake recruiters or responding to spam DMs **delays progress on real opportunities.**
2. When job seekers repeatedly fall into spam traps, they start to doubt whether LinkedIn is truly reliable for serious opportunities, which in turn **erodes the core value LinkedIn offers.**



Opportunity Sizing



1

Target Market

Calculating active job seekers in India

Total LinkedIn Users: 120M
Job Seekers (10%): **12M**

3

Penetration Goal

Reach of job seekers in the early-adopter slice by Year 1

Goal: 25% reach of 1.2M
Hence, reach: **300K users**

2

Early Adopter Slice

High-engagement job seekers in tech in Tier 1 Indian cities

Let Tier 1 Users: 4.8M
Among those, Tech Job Seekers: 2.4M
Early Adpoters: **1.2M**

4

ARPU (Average Revenue per User)

Higher Premium Subscriptions and **Ads** can increase ARPU

- Premium uplift (2% convert at ₹2,000/year): ₹40/user
 - Ads: ₹60/user/year
- Total APRU: **₹100/user/year**

Prioritization using RICE

REACH

Reach of job seekers in the early-adopter slice by Year 1
Reach: **300K users** (from penetration goal)

IMPACT

Improve delays in progress on real opportunities and increases trust of user on the platform.
Impact: **2 (High)**

CONFIDENCE

Feature complexity is medium — has been done in other social products
Confidence: **80 %**

EFFORTS

- This team works in parallel (PM + 2 Devs + 1 Designer = 4 people) ~2 people average
 - Work duration = ~4 calendar weeks
- If 2 people work for 4 weeks → 8 person-weeks

$$\begin{aligned}\text{Score} &= (\text{Reach} * \text{Impact} * \text{Confidence}) / \text{Efforts} \\ &= 300000 * 2 * 0.8 / 8 \\ &= 60,000\end{aligned}$$

MoSCoW Framework



MUST HAVE

- **Inbox Tags:** Tag recruiters messages as Verified, Spam, Unfamiliar
- **Filter views:** Allow job seekers to toggle views as Trusted, Real recruiters, Cold DMs



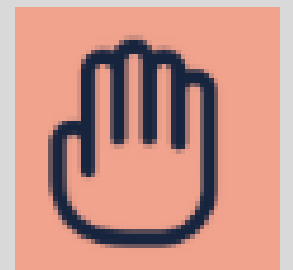
SHOULD HAVE

- **Connection Preferences:** Users should be to set filter to accept requests from users having mutual connections.
- **Mark as Spam:** Users should be able to report spam recruiters.



CAN HAVE

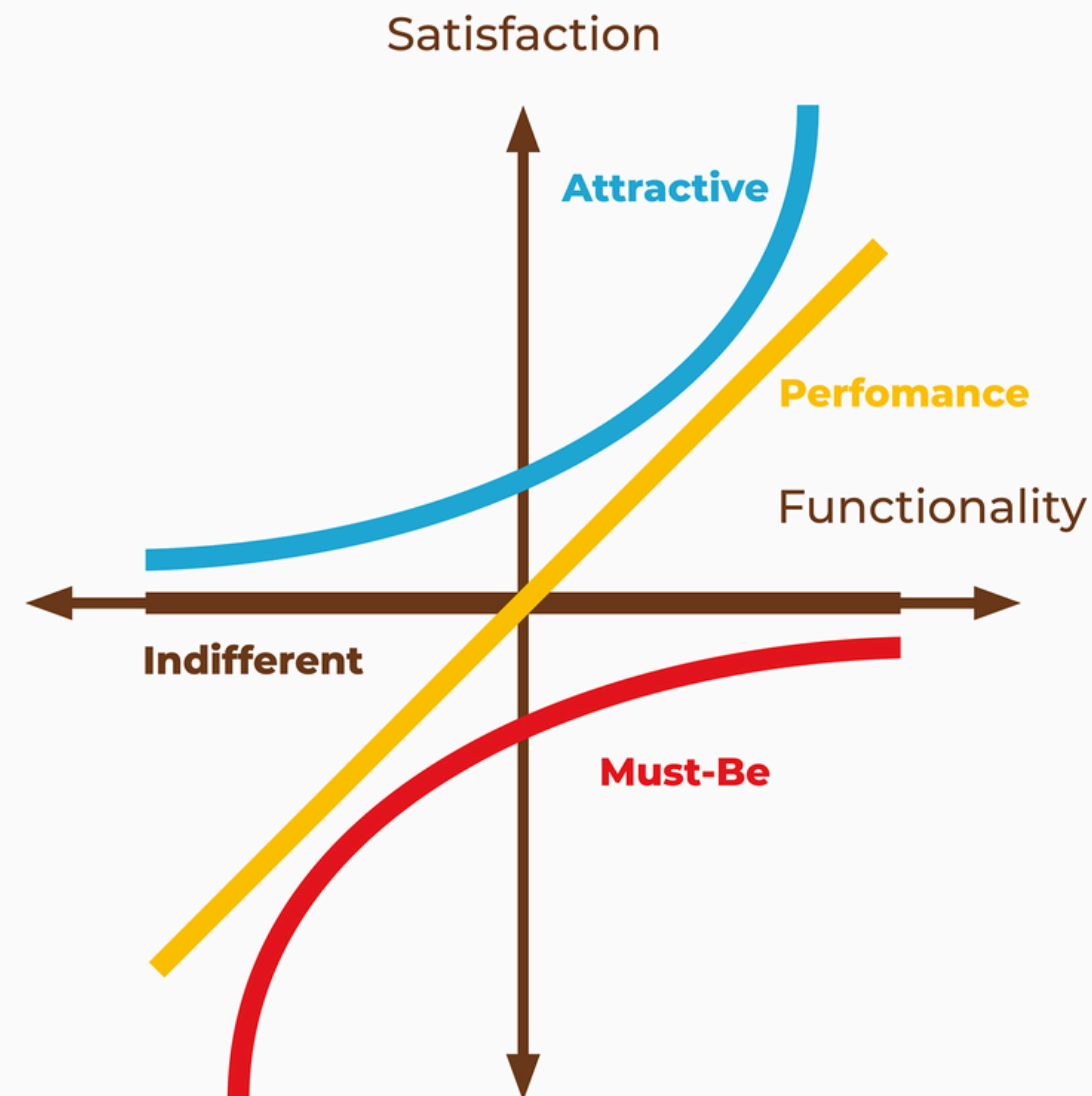
- **Customize Notifications:** Users should be able to mute low-trust senders
- **Connection Request Scheduler:** Recruiters can schedule a time to follow up after connecting with the user.



WON'T HAVE

- **ML-Based Inbox Personalization:** Requires heavy data science and infrastructures.
- **Auto-responders:** Can be too ambitious for an early stage validation.

Kano Framework Classification



Basic Needs (Must-be):

- Spam Filtering and marking them under categories

Performance Needs:

- User can set preferences of who can send connection requests

Excitement Needs:

- Profile authenticity badge for recruiters, reassure users about recruiters authenticity

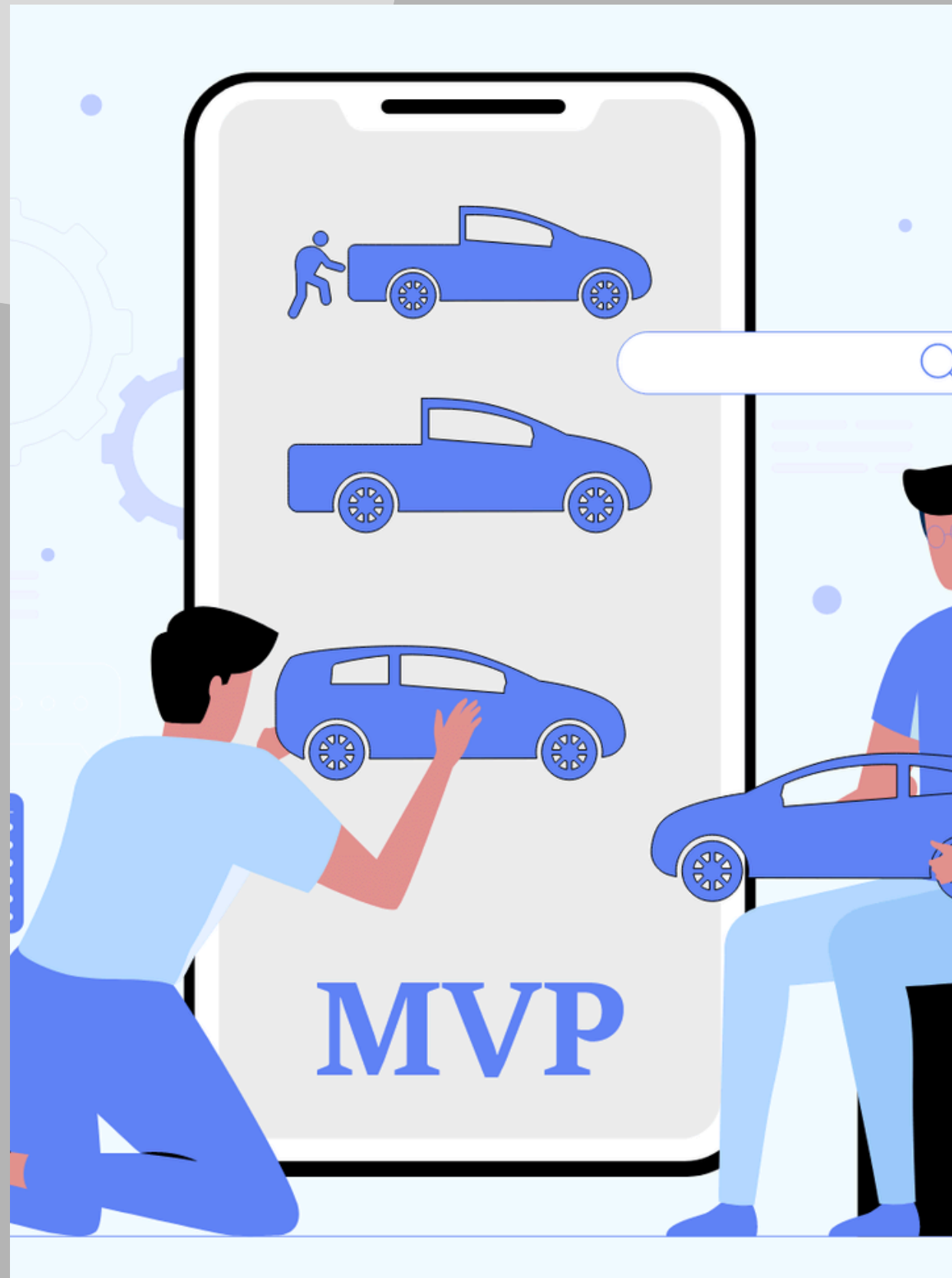
Indifferent:

- Detailed analytics on spam sources, as users don't need that much details

Reverse:

- Automatic rejection of low-trust requests without user review, as this might lead to missing some of the authentic opportunities.

MVP Definition



Core Value:

Job Seekers with the help of this MVP can reduce their stress at the time of looking for a job by filtering out the spam recruiters and their DMs, so that they can focus only on relevant job openings.

To test,

We can create a Figma prototype and create a new inbox filter and recruiter tag UI. Simulate incoming messages (verified recruiter, possible spam).

Insights to Learn

1. **Time Saved** – Are they spending less time sorting through irrelevant or spammy messages?
2. **False Positives/Negatives** – Are genuine recruiters being incorrectly flagged, and vice versa?

One Metric That Matters: % Reduction in Spam Reports per User per Week

- The entire purpose of this MVP is to reduce spam and irrelevant recruiter noise.
- Fewer spam reports = cleaner inboxes = more trust & efficiency for job seekers.