

**Team Members:**

**Yash Shah**

**Vidhi V**

**Shivani V**

**Priyanj G.**

**Problem Statement:**

LinkedIn is losing its core USP, i.e. a platform used primarily for professional networking and career development, allowing job seekers to post their CVs and employers to post jobs, due to increasing traffic on the platform.

Lately, there has been a lot of noise and unprofessional data being posted on the platform.

**Goal:**

Structured improvements:

- Ensure that high quality and right content reaches the right person
- Improve retention rates
- Retaining the core USP of linkedin

**Assumptions:**

- Degradation in content quality is leading to user drop outs from the platform
- Major focus is kept on the mobile application
- Demography chosen is India

**LinkedIn User Requirements:**Photos:

- Sharing pictures of achievements, new job, workspace, workshops, and various activities happening in the firm or across the industry.

In Mails:

- Contacting professionals in order to network, seek job opportunities, collaborate with each other to carry out business

Professional Updates:

- Posting about promotions, appraisals, new job and summary of past and current professional life for potential recruiters to see

Articles and Blog posts:

- Quality and informative content on relevant topics to business, companies across sectors and the corporate world.
- Helps users learn through these posts and engage with them for the same
- Network with people from their domain/ across sectors

News Updates:

- News related to business and various companies across the globe
- Latest updates on startups
- Government regulations that affect businesses directly

#### Videos:

- This has been appreciated as there are quick and faster learnings through interactive videos and audios

#### Job Posting:

- Hiring updates
- Relevant Job posting
- Same sector/ industry job availability
- Content related to getting hired - tips/ ideas etc.

#### Networking Events:

- Awareness, Invites, information on networking events, summits and meetups happening in the city

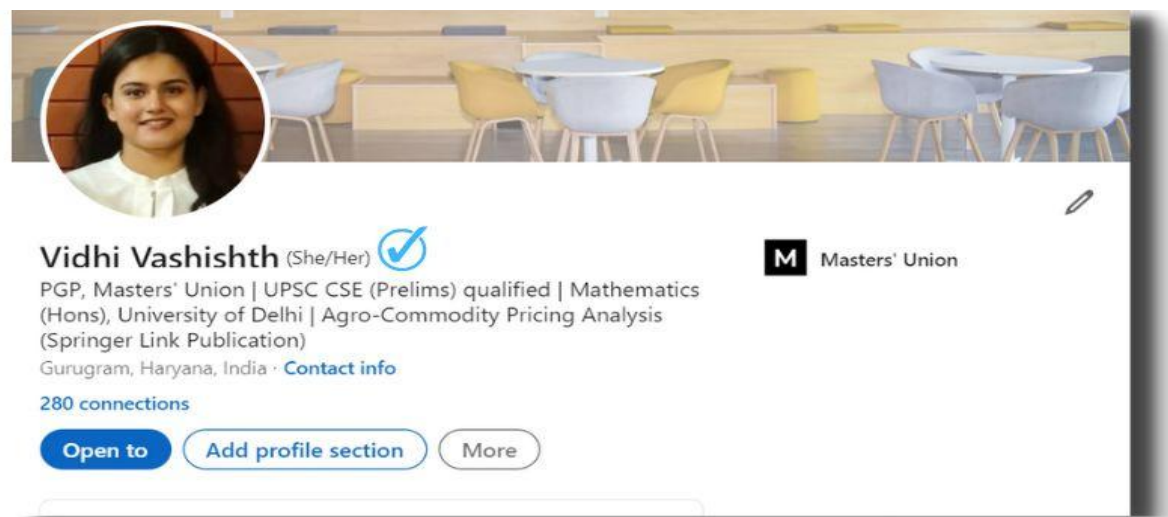
#### Tips on Interview Preparation:

- Tips by industry experts and professionals on case prep solutions, ideation and tips to help candidates prepare for interviews

#### Product Launch:

- Updates about product launches

LinkedIn has users across different age groups and different professional backgrounds. We have considered different ideas for the same as mentioned below:



1. Add a verification for creators who are genuinely making professional content. So that people can differentiate between professionals and creators.

2. There should be an AI based system that reads your content so that LinkedIn knows the kind of content and only pushes those which are insightful.
3. Use of LinkedIn reels would be a better opportunity because we have seen some amazing content circulating over social media. LinkedIn can tap this opportunity.
4. Add an option for not seeing a specific type of content/people.

-