Citi

InProgress Pitch

Conceptual Scenarios

DRAFT | V 006

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Scenario 1 | The Inspirational Project Seeker

1) She is a seasoned CMO for a large CPG company and she's finally reached a point in her career where she feels that she could use her extensive experience to contribute to a project for social good.

2) During lunch, she brings up the subject of finding an inspirational project, and one of her co-workers suggests InProgress

3) Following lunch she returns to her office and navigates to the site.

4) She selects [Inspire] me with [Projects] to [Improve My Community] and logs in with LinkedIn

5) She lands on a conceptual map displaying a series of ten projects.

6) She selects one of the projects and is able to see the people attached to the project, the project owner, and a short project intro description. After reading the intro description she determines that a friend is likely a better match.

7) She sends a link to the project to her friend

8) She uses a filter to adjust her skills – she elects to focus only a few skills.

9) The map displays new options based upon her new limited parameters. She clicks into one of the project descriptions. She is also able to see the people attached to the project, the project owner, project intro description.

10) She clicks 'read more' and goes to a longer description that includes a list of the roles that are open. She finds that the project that is a perfect match and that it needs help with a marketing role.

11) She clicks 'volunteer' to volunteer as a resource for the project.

12) She shares the link to the project out to her network.

Payoff: She finds an inspirational project that matches her skills.
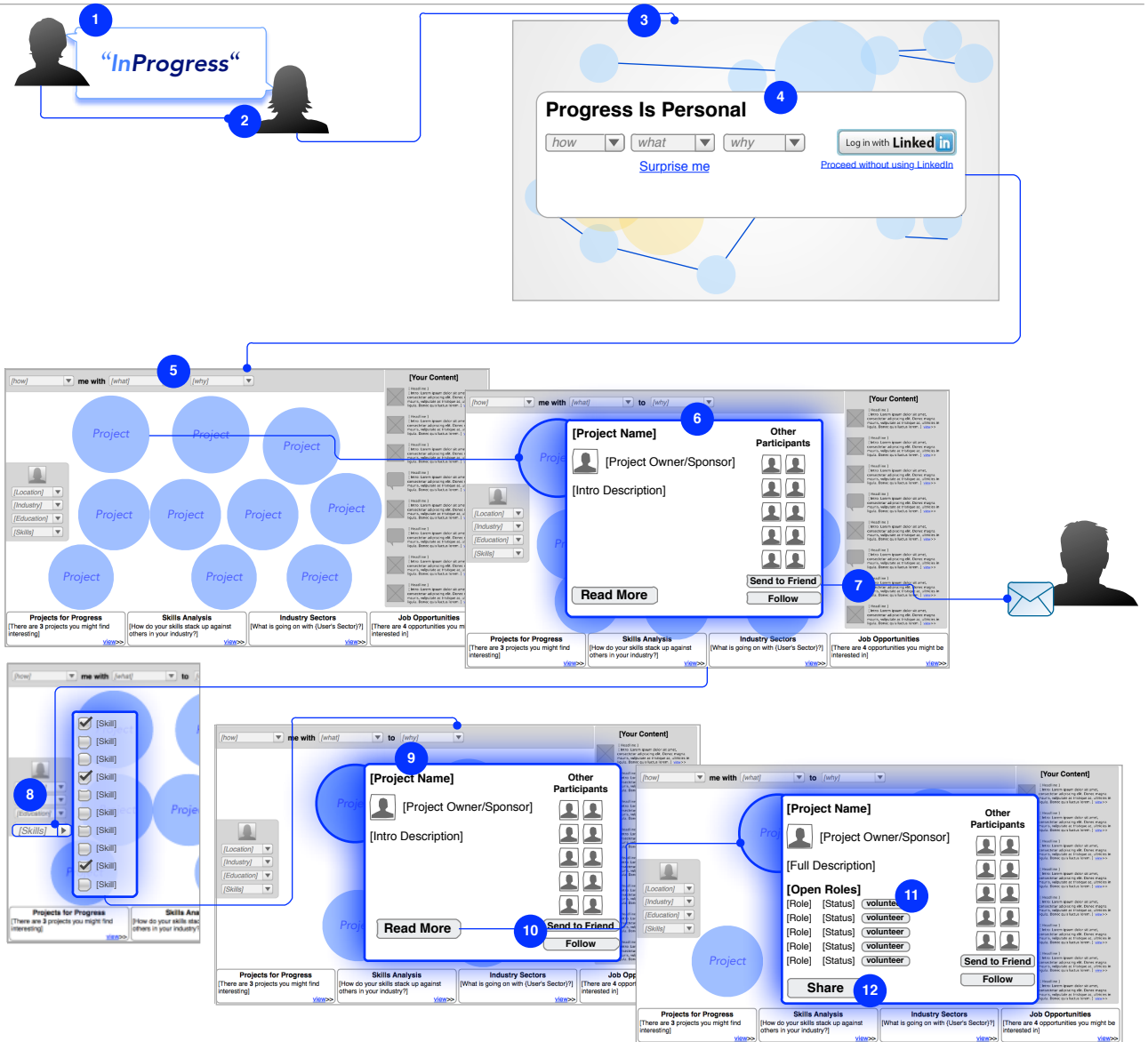
"*InProgress*"

Progress Is Personal

how ▼   *what* ▼   *why* ▼   Log in with **Linked**in

Surprise me   Proceed without using LinkedIn

[Project Name]
[Project Owner/Sponsor]
Other Participants
[Intro Description]
Read More   Send to Friend   Follow

[Project Name]
[Project Owner/Sponsor]
[Intro Description]
Other Participants
Read More   Send to Friend   Follow

[Project Name]
[Project Owner/Sponsor]
[Full Description]
Other Participants
[Open Roles]
[Role] [Status] volunteer
[Role] [Status] volunteer
[Role] [Status] volunteer
[Role] [Status] volunteer
[Role] [Status] volunteer
Share   Send to Friend   Follow

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Scenario 2 | The Career Shifter

1) She is within two weeks of finishing her MBA, and she has spent the last week or so thinking about what opportunities might be open to her upon completion of her MBA.

2) She Googles 'MBA opportunities' and finds a sponsored link from InProgress; she clicks the link and is taken to the landing page.

3) She selects [Assist] me with [Opportunities] to [she enters: 'Shift Industries'] and logs in with LinkedIn.

4) She lands on a page that displays possible job paths for her based on skills+industry sector

5) She selects 'MBA' in the Education filter, and the numbers in each path adjust accordingly

6) She selects one of the paths.

7) Job opportunities are listed in a list view with a number of individual job opportunities ordered by those that are most relevant and geographically close to her; she sees opportunities listed in LA and as far away as London.

8) She decides to view opportunities by geo, so she clicks the location, 'Los Angeles' for one of the jobs and the screen shifts to a 'map view' with LA centered. She also notices that there is a scorecard for the selected city that displays: total number of jobs that match her skills - broken out by industry sector, the Citi Competitive Index score, a total number of first degree connections she may have in that locale, salary median for the opportunities that are listed for her.

9) She notes that opportunities are displayed clustered on a map using icons/color coding for industry sectors. She uses the filter select the Industry Sector 'Entertainment'.

10) Several opportunities fade (that don't match that industry sector) while others intensify (that match that industry sector) on to the map.

11) She zooms in to see individual jobs.

12) She clicks on a particular job and it is displayed along with company info and any connections she has at the company. She discovers that one of her first-degree connections that she hasn't spoken to since undergrad is at one of the companies that she is particularly interested in.

13) She applies for the job.

Payoff: She applies for a job that is completely relevant to her skills
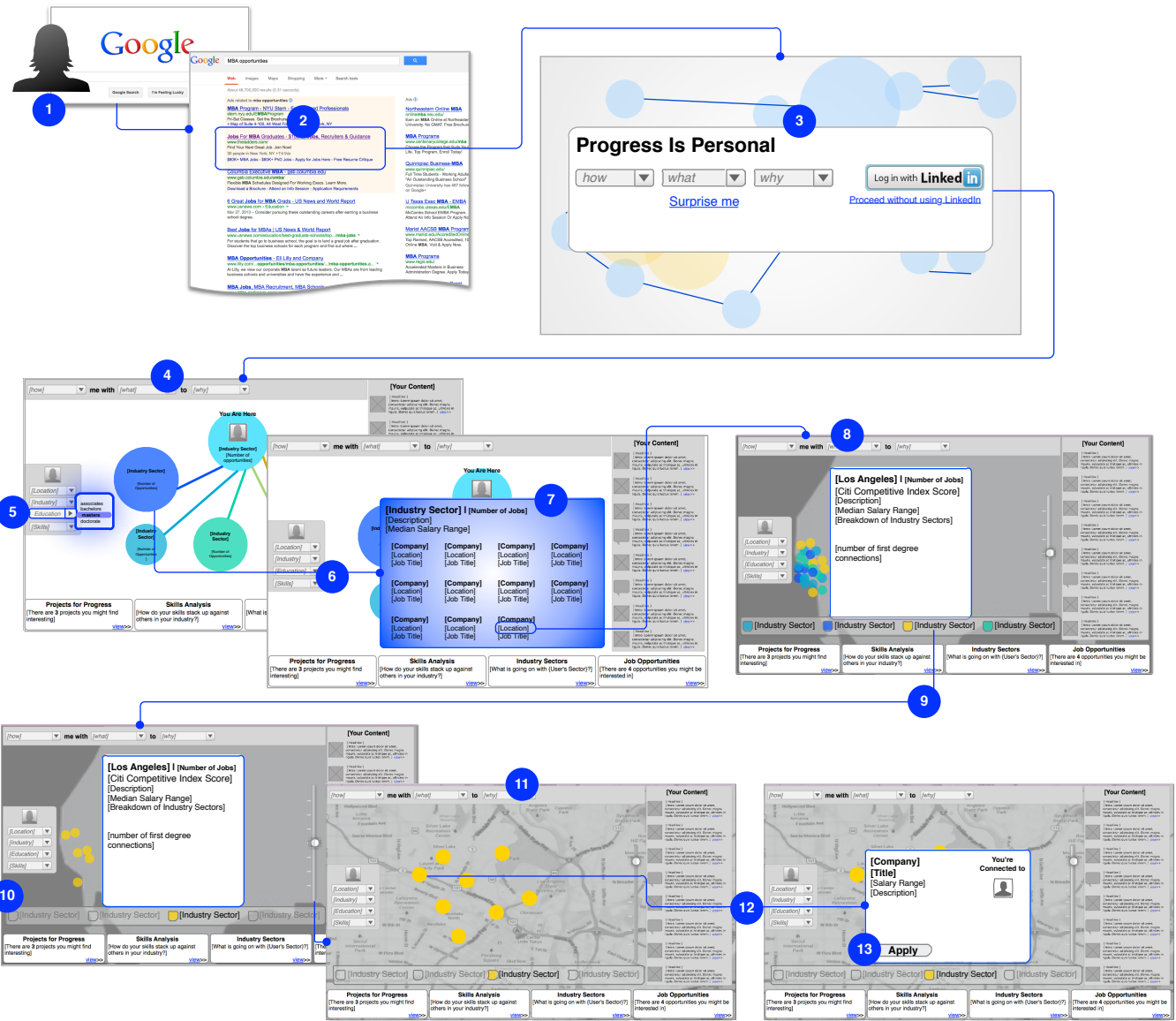
Scenario 3 | The Aspiring Sean Parker

1) He comes to LinkedIn on his iPad to peruse his news feed. He is taking a look at the activity in his network. He is seeking evidence of emerging trends; it's been about 18 months since his last 'big win' and he is ready to start something new.

2) In his news feed he notices that two of his direct connections have posted links to an article called "The Leaders' List: The Next Big Trends in Technology" on InProgress.

3) He clicks on the link and since he has already installed and used the InProgress app, he is automatically taken to "The Leaders' List".
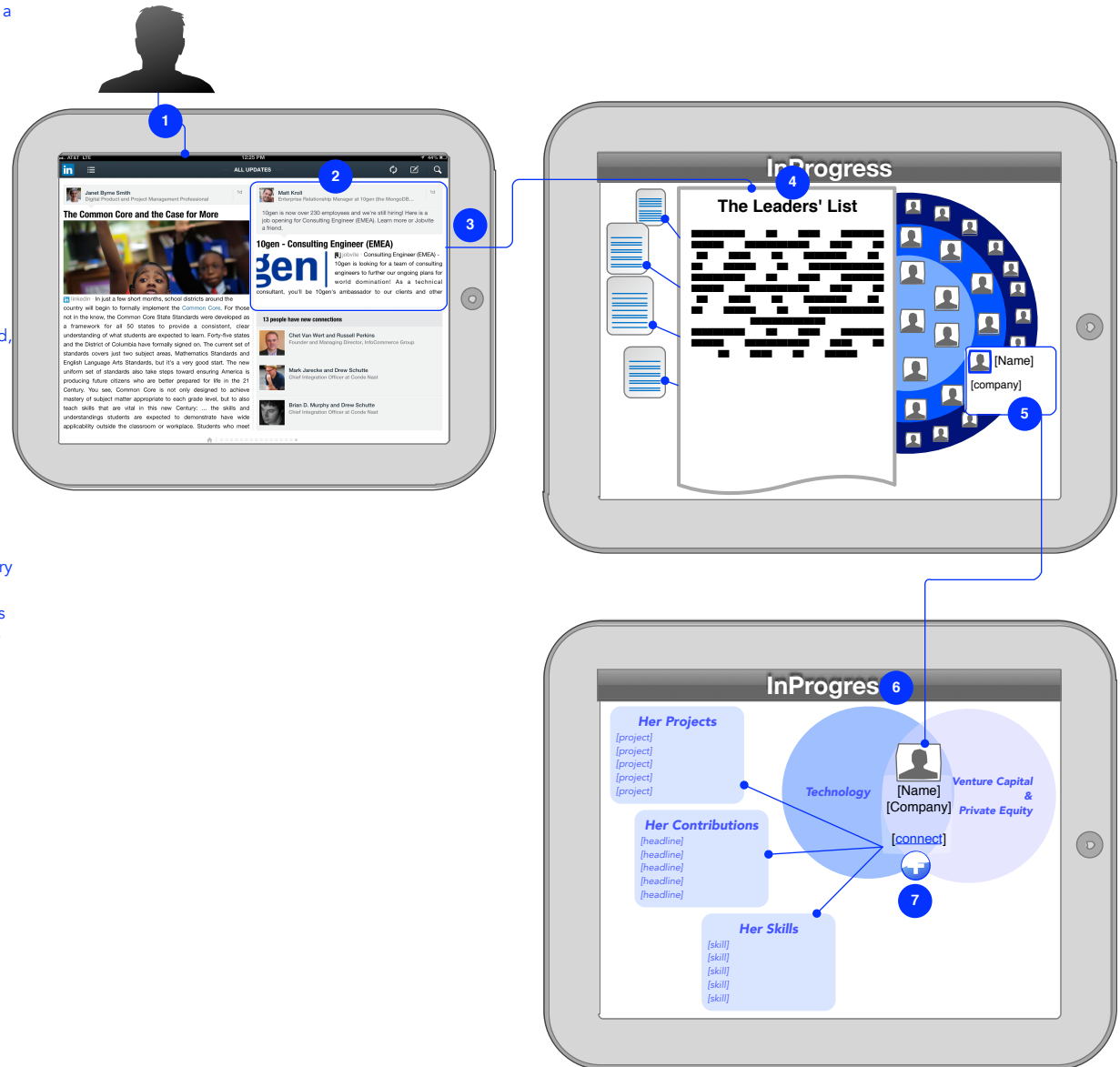
4) He lands on a conceptual map with "The Leaders' List: The Next Big Trends in Technology" centered in the page, it is also related to a few other articles that he's read on InProgress previously and it displays his first, second, and third degree connections who've also read the list.

5) He notes that his two direct connections are listed as people who've read the article, and he also notices that he has several second and third degree connections listed – one of his second degree people is someone that he had no idea was involved (or even interested) in technology; they'd briefly met at a business mixer months ago and he knew that she was an MBA, he didn't know she was also into tech.

6) He clicks on her name and sees a conceptual map displaying her industry sectors and her current company. She is in Technology with an overlap of Venture Capital & Private Equity. He also sees a couple of projects that she's been involved in that are also related to Technology along with the skills she has used for each project - he determines that she is definitely a valuable connection.

7) He clicks on 'Connect' and sends off an invitation to connect.

Payoff: A higher quality, more appropriate connection

The Leaders' List

Her Projects
[project]
[project]
[project]
[project]
[project]

Her Contributions
[headline]
[headline]
[headline]
[headline]
[headline]

Her Skills
[skill]
[skill]
[skill]
[skill]
[skill]

Technology

Venture Capital & Private Equity

[Name]
[Company]

[connect]

Edelman