

LINKEDIN.COM

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Task Flows / Site Map

This document, prepared by the PSTIA Company, details the common task flows for visitors visiting the LinkedIn Salary Module as well as the Site Map showing the integration of the Salary Module.

Task Flows Document

PREPARED FOR LINKEDIN.COM



Task Flow 1:

Rick Martinez – The Hiring Manager



Rick is frustrated. His top employee, Jason, just turned in a letter of resignation with two week's notice.

Apparently Jason had gotten a job offer that would pay nearly \$15K more per year. Rick had just recently given

Jason a raise to go along with his stellar review, and had no idea that Jason was unhappy in any way with either the job or the salary. Rick tries to convince Jason to stay but tells him honestly that he'll be unable to throw in more than an additional \$5K this quarter due to budget constraints, but can match the salary next quarter. Jason thinks for a minute, and then gracefully declines.

Rick manages the day-to-day operations of the corporate help-desk team that provides employee computer support for Hewlett Packard's Boise campus. His team comprises 14 phone support specialists who field all incoming help requests, and who resolve 50% of cases without further assistance. For those cases that can't be resolved by phone, Rick has a crew of 25 desktop support specialists of various levels of knowledge and experience who are dispatched to help employees. Jason, who had a reputation as "the fixer" due to his ability to solve even the most complex problems, was Rick's top support specialist and often served as the lead on special projects. In fact one of those projects was coming up in six weeks time; his team would be converting 75 computers in the finance division to use a new accounting software package. Rick had been counting on Jason's expertise to help this transition run smoothly as there would be a number of potentially challenging data conversions. Rick realizes that he has no time to waste – he must hire a replacement for Jason immediately.

Unfortunately, the salary issues raised by Jason make Rick start to wonder whether he is paying his senior support specialists enough money. He recalls that two other senior level employees had left within the

last six months to accept new opportunities. Rick wonders if salary might have been a factor in those departures.

Rick noticed a few days earlier that LinkedIn had a new salary section on its website. He has been a LinkedIn user for several years, and has made active use of the site for employee recruiting. Rick regularly posts jobs to Simply Hired, so that they can be viewed via LinkedIn's job search portal. He also searches for candidates through LinkedIn's people search function, since he believes that the best candidates are usually employed and not actively looking. Lastly, he uses LinkedIn to search for information about candidates, focusing mostly on finding connections he has in common that he may contact for informal references.

Rick first goes to the LinkedIn home page and enters his login credentials. From his personalized main menu, Rick chooses the Jobs tab from the top horizontal navigation bar. Then he chooses the Salary tab. Rick wants to know what other desktop support specialists are making in the Boise area, so he starts with a simple search. He enters "desktop support" in the simple search area, and includes his zip code. Then he hits the Search button.

The salary search tool returns 19 matching salary profiles from other Boise area LinkedIn members. Rick scans through the returned list of job titles, and mentally excludes those he doesn't think are relevant (such as "Junior IT Specialist" – he's looking for somebody senior, and "Technical Support" – usually refers to a person who provides support to outside customers). He glances at the returned graph that shows the 19 salaries on a bell curve, but mentally discards the information because he realizes that it includes people of varying job descriptions and backgrounds, and is not necessarily a targeted graph.

He notices a job title of "IT/Desktop Support" and clicks on it. He reviews the profile to look for similarities between that person's job and the job he is recruiting for. Of most interest is the person's education, years of experience, industry/company size, any job

descriptors that help to demonstrate the level of the position, and of course the salary. Though not a hard requirement, Rick is looking for similarities to Jason's background (a BS in Computer Science from CalTech, MCSE (Microsoft) certification, and 6 years experience). Rick sees that this profile has only a high school education, 3 years experience, and no certifications. It's also paying what he typically pays his junior level staff. Rick doesn't think this is a good match, so he returns to the initial search results and repeats the process for another job title.

After clicking on 4 more job titles from the search list, Rick finally finds one he thinks is relevant. This profile shows an IT Specialist with a BS in Information Technology, 5 years experience, CCNA (Cisco) and MCSA (Microsoft) certifications, and who works at a large company. The profile also includes a number of keyword descriptors that mention "migration experience", "Exchange", and "SQL server". These keywords are highly relevant to Rick, as they are skills that imply a more senior level person, the kind he is looking for. Rick looks at the salary and sees that it is \$2K less than what he is currently paying Jason.

Rick hopes to find more profiles like these, but first wants to save this one. He hasn't gotten great results from his initial search, so doesn't want to save the entire search, but rather just save this profile. So, he clicks on the button to Save only this profile. Then he clicks the back button to return to his original 19 search results. He does find one more relevant profile, and repeats the process to Save the profile for later review.

Rick doesn't feel that two profiles are enough to demonstrate any salary trends, so he decides to try an advanced search. He uses the back button to return to the main salary tab, and then clicks the links for Advanced Search. He leaves the job title field blank, but enters "MCSE" and "SQL server" in the keywords field, "4+" in the experience field, "BS" in the education field, and "Boise" in the location field with a 50 mile radius. Then he clicks the search button. This time he gets 27 matching profiles. He once again scans through the list of job titles and sees that most of them imply "network administration". Rick knows that people in this job

classification are often responsible for servers and network equipment like routers and firewalls. This is a bit of a step up for the position he needs to fill, though cursory knowledge of these areas is always helpful. Instead of exploring these 27 search results, Rick decides to modify his search criteria slightly. He chooses to exclude matches that have "administrator" in the job title, then clicks on the Search button. This time he gets only 9 results, but a quick scan of the job titles returned tells him that he's on the mark with this search.

One by one, Rick reviews the matched profiles and determines that seven of them are relevant. He saves each of these profiles individually using the Save Profile button. He also decides to save this set of search criteria as a whole using the Save Current Search button.

Now that Rick has found 9 other relevant profiles in his geographic area, he would like to see only these results on the bell curve graph so that he can see the average, standard deviation, and overall range. He goes to menu option for Review Saved Profiles. From that menu, he places a checkmark in the box to the left of each saved profile, and chooses the option to Create Salary Graph from checked profiles.

Rick is presented with a graph that shows him that Jason's current salary falls in the 45th percentile among the comparative jobs. He concludes that Jason's salary wasn't far from the average, but Jason was a far from average employee and could have demanded more. Rick decides that he will use the salary range shown between the 25th and 60th percentile for this type of position as the negotiating range when he hires Jason's replacement, depending on the candidate's individual skills and experience. Of course any salary above the 50th percentile will have to have an exceptional background that meets or exceeds Jason's. He sees that Jason's new job would put him in the 85th percentile. Rick thinks this is reasonable, but knows that he just can't pay that much right now for his replacement.

Happy that he can pay a salary that is competitive with similar jobs in similar industries, Rick signs out of LinkedIn and switches over to Simply Hired to post the job opening.

Task Flow 2:

Nicki Travers – Job Hopper



Nicki and her husband want to start a family, but Nicki's very busy and high profile job don't seem conducive to the kind of flexibility she would need to manage a career and child. Nicki loves her work and doesn't want to give up her career, but is realizing that she will never be able to balance the hours required to become a partner at her

current firm with the demands of motherhood.

Nicki is therefore, looking for a new job that will achieve a better work/life balance. She is considering taking her considerable experience to a non-profit or arts organization. Nicki has no shortage of contacts and regularly receives calls and offers from head-hunters but has little knowledge and contacts within the non-profit and arts community. She knows she will have to take a pay cut were she to take such a job, but she doesn't have any idea how much money she can reasonably ask for.

As many of Nicki's connections are friends from her previous work experiences and social networks, she decides to supplement her good old fashioned networking with online networking methods. Previously, she heard from friends that a lot of people are using a professional networking site called LinkedIn. She had started a profile on LinkedIn and is familiar with the basic concepts of the site; however, has not used the site to research salary information.

Since Nicki's goal is to research salary rates in the non-profit and arts industries, she postpones adding connections and completing more information on her profile. She scans the User Home Page and notices some news feeds related to Answers, Jobs, and Salaries.

She likes that this site is free to join and impressed that the "Find out why" box shows that more people have joined LinkedIn than live in Sweden. This shows promise that the site will connect her to relevant jobs and salary information.

Nicki completes the professional profile and joins the LinkedIn network.

Since Nicki's goal is to research salary rates in the non-profit and arts industries, she postpones adding connections and completing her profile for now. She scans the User Home Page and notices some news feeds related to Answers, Jobs, and Salaries.

She sees the Salary Tools tab and selects it. She observes a Quick Search option, a section listing recent salary postings, and a box for Tips on searching salary information. To get started quickly, Nicki starts by using the Quick Search and enters the following search term: Marketing.

After completing the search on Marketing, Nicki received a number of search results, for listings across the United States.

Some results displayed Director level positions that seemed to meet her salary range. Other results described less responsibility, but would also result in a considerable pay cut. The results list displayed information similar to the following listing:

Director Marketing and Development at Women for Women International

Type: Full-time
Experience: Mid-Senior level
Function: Marketing
Salary: \$110,000

Nicki was encouraged by the number of postings she located using the Quick search. The results gave her a good idea of the salary ranges listed in the non-profit industry, including the varying responsibilities associated to each salary listing. Since Nicki and her husband had not talked about relocating, Nicki decided to refine her search to her own geography.

She clicked Advanced Search and entered her location, Country, and Postal Code within 75 miles of Gig Harbor, WA and used the keyword Marketing and non-profit industry to see what type of hits she would receive. After clicking Search, she was pleased to find that she still received a wide array of postings, job levels, and salary listings.

Since many of the postings seemed to fit her job experience, Nicki wanted to save some of the search results in her area. She could use this to show her husband salary information, job responsibilities, and job locations. She clicked Save. She and her husband would then be able to view specific Salary Statistics and Select and Compare salaries for further investigation.

Later that evening, Nicki and her husband review the saved search results. There are a few job titles that appear interesting, so Nicki clicks on one of the job titles to view the Salary Statistics page. The salary statistics for this particular job title are very enticing and she wants to see more. In order to see actual positions, Nicki clicks Open to view a list of job descriptions provided by SimplyHired. There is a job title matching her previous search results, so she clicks the job description in order to review the details. This position would meet her goals and seems to allow for a more flexible work environment.

Although she may apply for this position, Nicki also keeps tabs on the related News feeds and Connection updates provided by LinkedIn in order to stay informed and increase her potential

connections in the non-profit sector. Nicki finds the Salary information helpful and is able to meet her goal.

Task Flow 3:

Candy Dawson - The Career Seeker



Candy learned about LinkedIn via a social networking invitation from a friendly TA in one of her classes. She is a Freshman in College and is currently undeclared. Candy is interested in figuring out what to do with her life and what to major in. She was really unsure

what kind of major she should choose, but she knew as an art student, it was a competitive field that has a lot of pitfalls. Candy clicked on the LinkedIn link in her email. The link lead her to the login screen where she quickly located the Join Now button. Candy began filling in her profile information on the following page including school name and email, giving her quick access to the main site. There was also questions about her current position and salary, since she was a student she selected "Student" and 0-10,000 for her salary information. With only one connection she searched the site for friends in her classes and found Allison her class project partner. She quickly clicked the link to add Allison to her network. Candy also found her dad on LinkedIn who was a manager at IBM. In the search result page, she noticed a line of text underneath her Fathers name that said "Salary results" highlighted in blue indicating a link. Candy's family, like most, was very secretive about salaries so naturally Candy was immediately curious how much her father made. Candy clicked this link and a report appeared on the screen detailing average salary for this position, a listing of averages in several other companies and jobs with similar titles and requirements. She was thrilled to see so much information about something that was previously secretive.

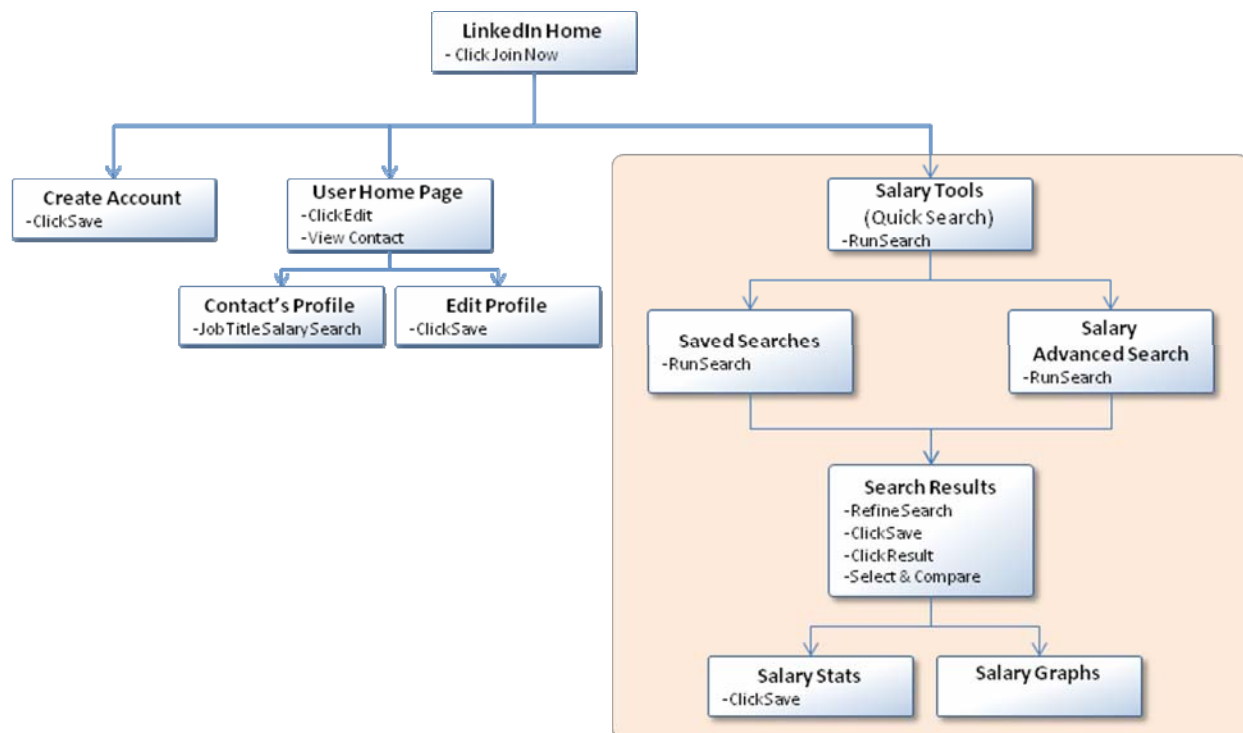
Candy had never been very interested in Management positions but she saw the Salary Home link at the top of the page and thought she could find other jobs there so navigated to the salary tool page. Thoughtfully, Candy put her cursor into the keywords section and scrunched up her face. She

wasn't exactly sure what to look for, she knew she was interested in art but what kind of jobs were there for an artist? She put in Artist and got varied results including marketing director and marketing associate these were not exactly what she was looking for. She tried looking a second time, this time for "Designer". This time the search results became more promising, listing: Web Designer, Graphics Designer, Fashion Designer, and other less applicable ones like Interaction Designer. She clicked on Fashion Designer which brought up a job description for a job in Barcelona, Spain. This wasn't exactly what she intended and realized that it is actually a job listing. Back in the search results, Candy clicked the Estimated Salary posted at the end of the description which said "\$70,000". This page was more informative for Candy, describing the location where most fashion jobs were (New York City) and the general requirements for this position, which included over ten years Fashion experience. Candy thought this was very cool and saved it as a favorite job type using the SAVE button on the top right, but wanted to find out what she would be making when she graduated college and how much her Ramen:Bills ratio would be.

Candy moved back into the search results page and continued browsing. Candy decided she wanted to see which job paid the most and sorted all the results by Salary. At the top of the list was a Graphics Design position. She clicked this and looked at this position which listed \$110,000 but had extremely high experience requirements. She was surprised that someone could make so much money but felt that it didn't really apply to her, she wanted to find a more entry level position. Candy decided to do an advanced search listed on the top bar and it brought up several different options for her. She put "Graphics Designer" in again since that interested her and set her experience to Entry Level. She this time pulled up a Graphics Designer page that described 32,000 dollars average entry level. She scoffed. She went back to the advanced search and decided to do another broad search, she inputted Experience Level as entry, selected her job function from a list as "Art / Creative" and Industry as "Marketing" without any title. The results of this search gave her several entry level jobs including marketing associate and a

magazine layout designer position. These positions ranged from \$35,000 to \$55,000. Candy was always a pragmatist and wanted to see what the difference was between a marketing associate making 37,000 to 47,000 and clicked on the salary link. On the page she read the geographical differences which showed her that there was a \$2,000 variation between regions but not so much to account for the large difference. Candy clicked the Education link which brought up a graph detailing the salary curve. She discovered that a Bachelors greatly increased the amount people were making in this position. Candy printed this page out and made an appointment with her counselor to talk about marketing majors at her school.

Site Map:



Combined Flow Diagrams:

