People Explorer User Guide

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People Explorer User Guide

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Welcome

Welcome to **blujin People Explorer**. Thank you for choosing one of the industry's most precise and efficient candidate sourcing platforms. People Explorer transforms the recruiting process by making it easy to search, analyze, and prioritize LinkedIn profiles based on how well they align with your job requirements.

People Explorer is a Chrome browser extension that works seamlessly with your existing LinkedIn license. It operates within LinkedIn's Terms of Service while helping you organize, evaluate, and compare the profiles returned from your LinkedIn searches.

Built around a skills-based hiring approach, People Explorer goes beyond keyword matching. It analyzes candidates against the skills you specify, calculates relevant experience across both direct and related skills, and ranks search results by best fit. This precision-based ranking enables recruiters to identify and engage the strongest candidates more quickly and confidently.

This guide will walk you through every aspect of using People Explorer, from creating effective searches to interpreting results and maximizing the platform's capabilities. If you're looking for guidance on a specific feature or workflow, simply use the Table of Contents to jump directly to the relevant section.

If you need assistance at any time, support is available directly within the extension. You can also contact our support team at **support@blujin.com**.

We hope People Explorer becomes an indispensable part of your recruiting process. Best of luck with your searches and remember we're here to help whenever you need us.

Installation

This section will outline how to install the Blujin People Explorer browser extension for a Chrome browser. It has two sub-sections, one for a Mac and one for a PC.

Macintosh Laptops

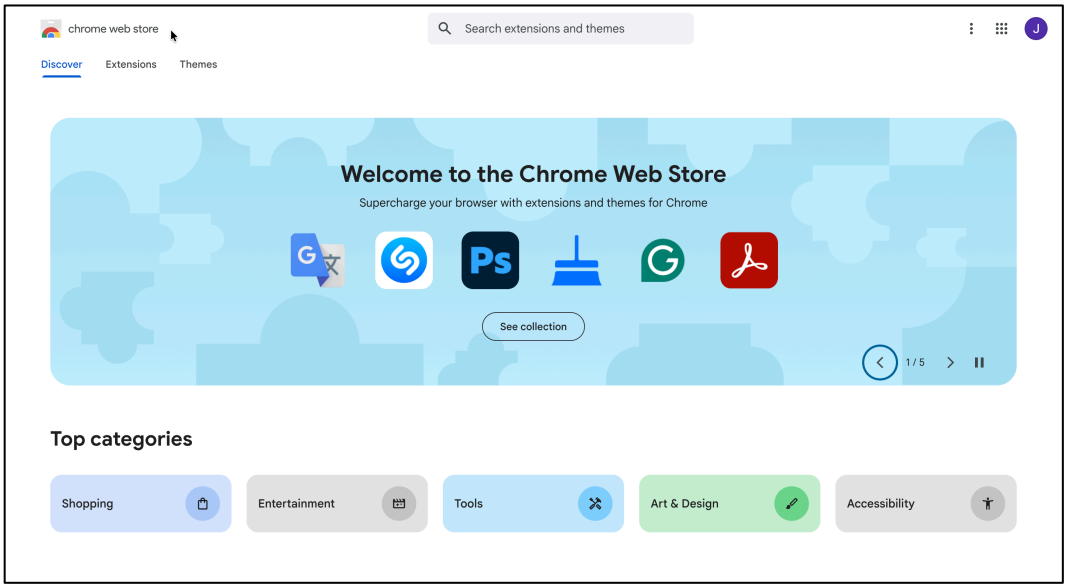
Prerequisites

For non-technical users, the required prerequisites are typically satisfied if Google Chrome is installed and running on a macOS system. To ensure a successful session and avoid environment-related failures, verify that a stable local build of the extension is available and that the following prerequisites have been met before proceeding:

- Google Chrome is installed and current
- Repository access is available
- Node.js and npm are installed
- You can open `chrome://extensions`

Go to Google Chrome Web Store

Simply click this link or cut and paste this URL into the address bar of your Google Chrome browser https://chromewebstore.google.com/ . The store looks something like this:



Validation check

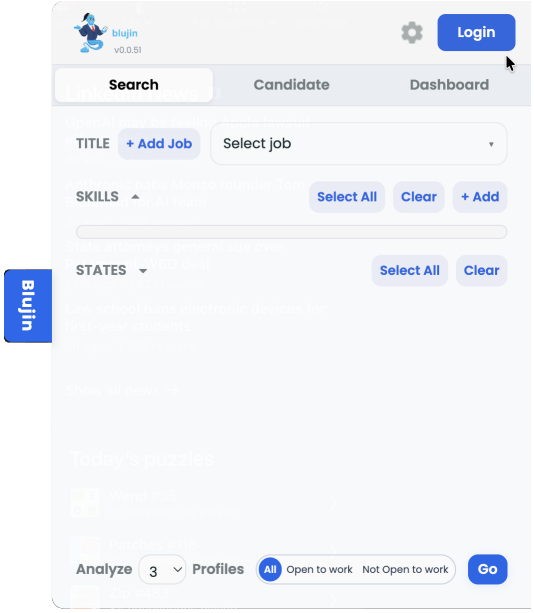
If the extension is enabled, you will see a tab on the right-hand side of your browser whenever you are in LinkedIn. Below is an example in a browser that has Dark Mode enabled as well:

PC Laptops

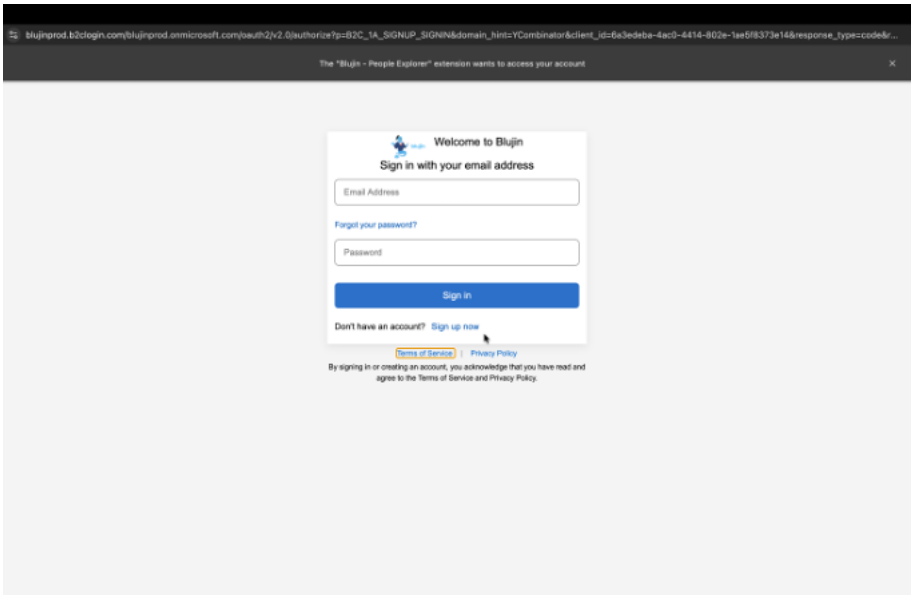
Login

When LinkedIn is open in your browser, the **Blujin** extension tab appears on the right side of the page. Click the Blujin tab to open the extension panel.

To configure or access your account, click the **Login** button in the upper-right corner of the extension panel. On your first use you will need to complete the initial Sign up. A valid login is required each time you wish to Sign into the extension.



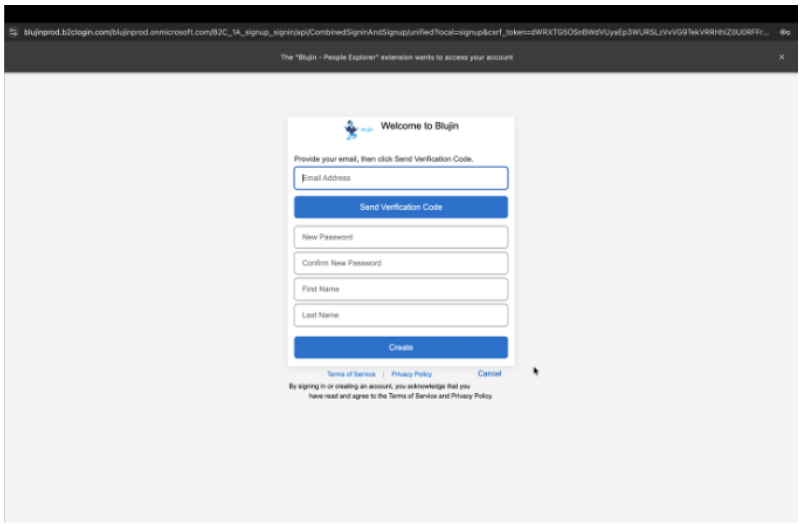
If everything is installed properly, a screen will open with the Sign in controls. If this is the first time you are going to the Sign in screen, then you need to setup your Login / Sign in credentials. Click the Sign up now link at the bottom of the window depicted in the screen below:



Login and “Sign in” are synonymous.

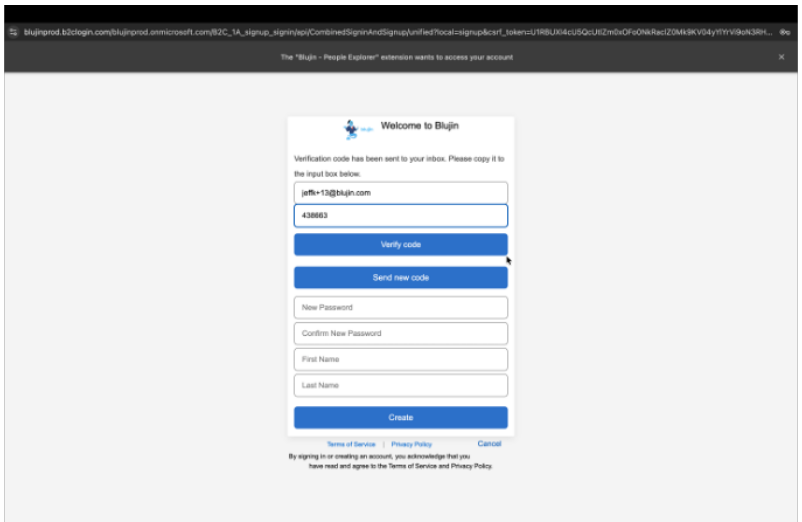
Login Setup / Sign up

Clicking Sign up now will open the window below:

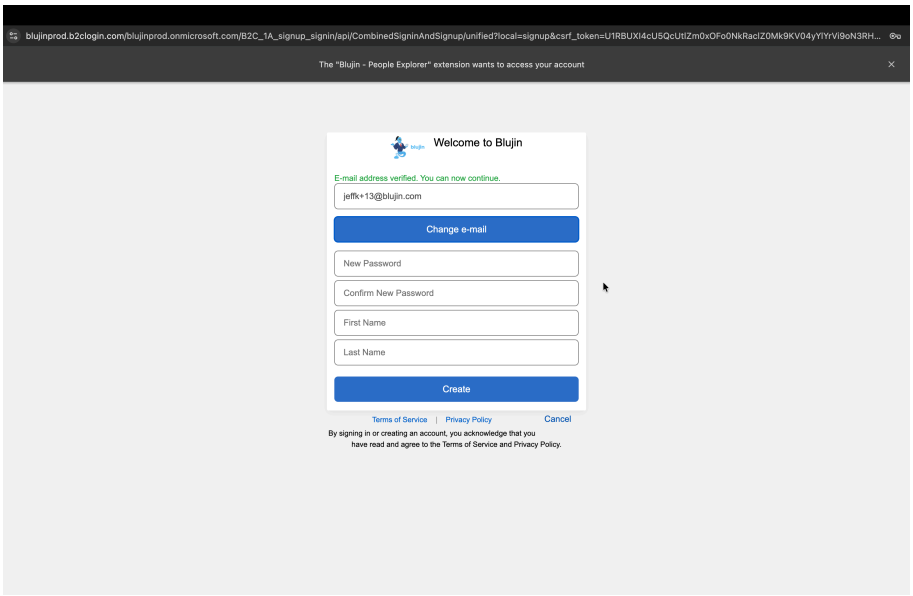


You must fill in your email and click the Send verification code button. Blujin will ask Microsoft to send an email to the email address you provided with a verification code. You should use an email that you want as your login and the way Blujin will communicate with you.

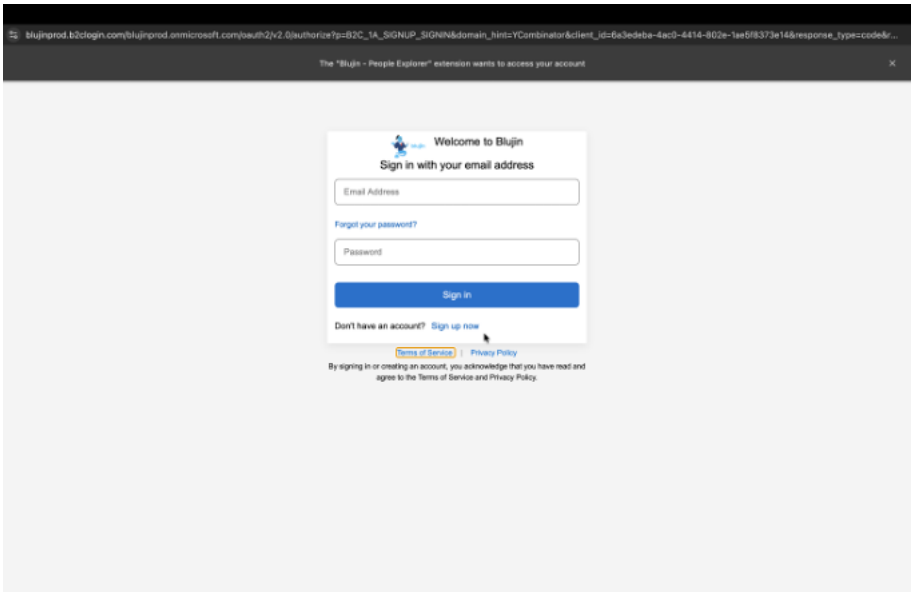
Look for the verification code in your email Inbox and if it is not there look in your Spam or Junk folder. Open the email, copy the verification code, and paste it into the verification code field that will have appeared in the window as you can see below:



Then click the Verify code button and you should see the screen below where you can enter your desired password in the New Password field and the exact same password in the Confirm New Password field. Then enter your First Name and Last Name and click the Create button.

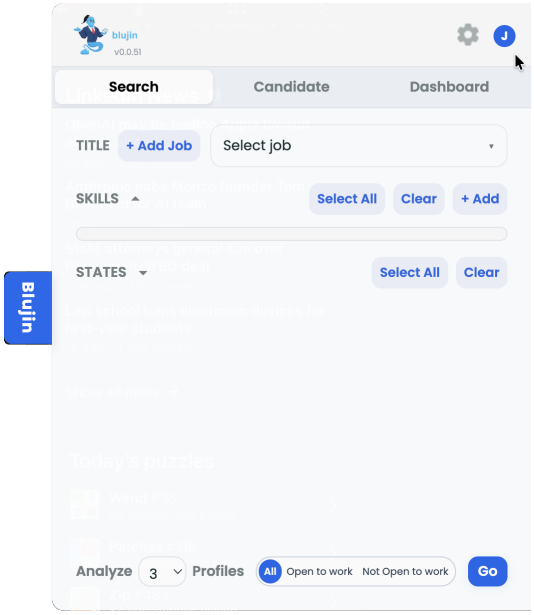


Once you enter the rest of your credentials and click Create, you will be returned to the regular sign in screen so you can login with valid user credentials.



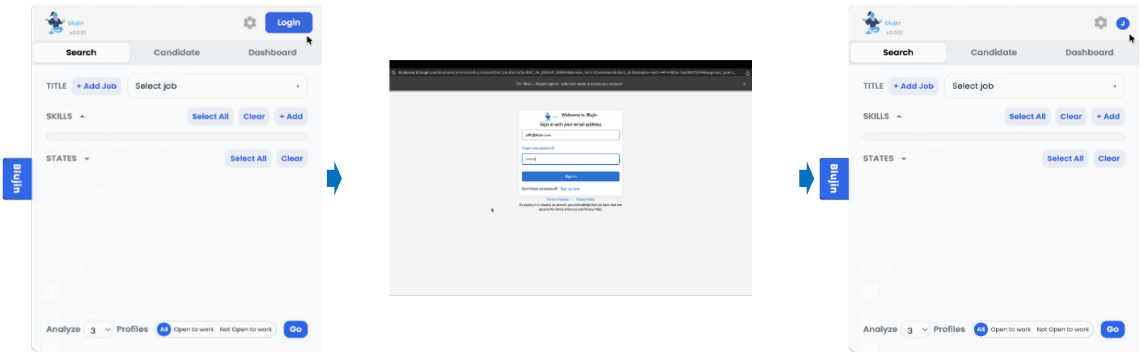
This will log you into the extension. You will see your initial in the top right of the extension indicating a successful Login / Sign in. You will see the screen below overlayed on your LinkedIn screen:

People Explorer User Guide



Logging In

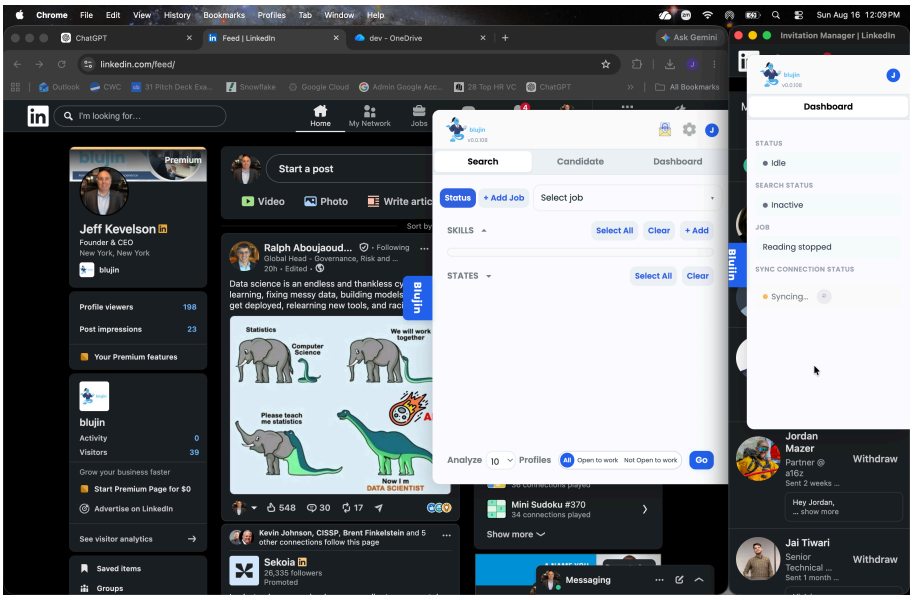
Going forward whenever you click on the Login button in the extension you will be presented with the Sign in screen where you enter your email and password. Then you click the Login button, and the extension will open with your initial in the top right corner. This indicates that your Login was successful and that you are ready to use all the features of People Explorer. The complete sequence will look like the images below:



Blujin Worker Panel

On Login and while doing any searching or analysis, Blujin People Explorer will split the browser in two and create a smaller panel on the right-hand side to do work. The panel on the right will be about 20% of the size of the total browser size and if you adjust the worker panel size and the main browser panel size,

People Explorer will remember your adjustments and use those sizes but it will always need a worker panel. It will look like the screen below:



As you can see above it is an extra but more narrow browser. You should not touch this worker panel window when using People Explorer. You can always work in any tabs in the original browser window.

You can open other tabs next to the primary LinkedIn tab and do work in other browser based applications while People Explorer completes whatever search and analysis is asked of it.

This worker tab is opened when you login because it is synching the system in a few different ways. For example, if you had sent a connection request to someone on LinkedIn and they accepted it after you logged out then People Explorer will detect that and update the Candidate record to reflect that the person is now connected to you. Another example is if you upgrade your LinkedIn license then People Explorer will detect that, so it knows that you have new amounts of message credits or changed renewal dates.

You can cause a manual synch by selecting the Sync button in Settings-> User as well.

Viewing TOS & Privacy Policy

Throughout the Sign in and Sign up process there are links near the bottom of the windows to view and download the Blujin Terms Of Service (TOS) and Privacy Policy. If you Maximize or Full-Screen the browser window while signing into People Explorer, viewing either of these documents will hide the login screen. You can likely click the browser icon on your tray and reopen the login screen to continue signing in.

The Search tab

Once you are logged into the Blujin People Explorer you will see there are three tabs at the top of the extension panel. The Search and Candidate tabs are where you will do most of your work. Logging in always positions you on the Search tab and that is where you build searches to find potential candidates for your jobs.

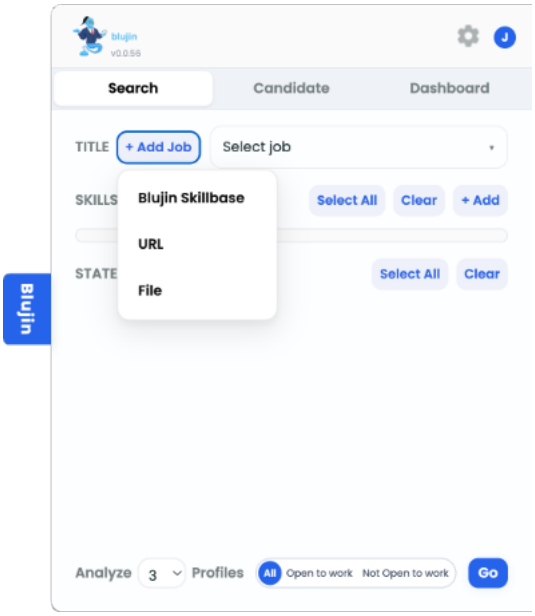
The first step in any search is to put a job in the system for which you want to search for people.

Add Job

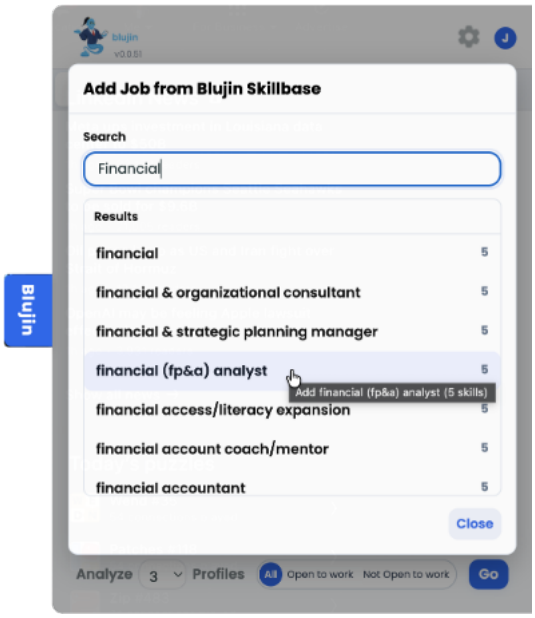
Now that you can Login to the People Explorer extension you should start by building a Search and the first step in searching is creating a job that you wish to find / source candidates for. To do this just click the + Add Job button near the upper left of the extension when you are on the Search tab. You can create many Titles / Jobs, each with their own list of candidates. Job and "Title" are synonymous.

Add Job from Blujin Skillbase

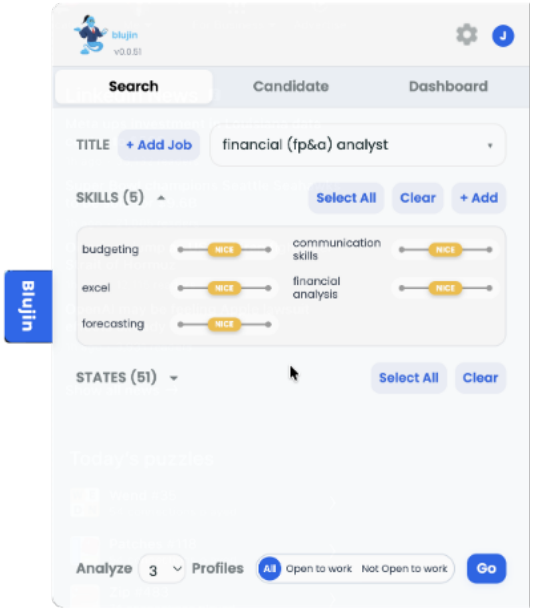
When on the Search tab in the extension you can click + Add Job Job and a menu will drop down with three options (Blujin Skillbase, URL, and File). Select Blujin Skillbase and Blujin will help you define the job.



When you select Blujin Skillbase a window will open where you can search for a title by starting to type the name and Blujin will offer suggestions with a list of titles starting with what you type. Once you select / click a title like “financial (fp&a) analyst)” the window will close and that will be the title of your new job.

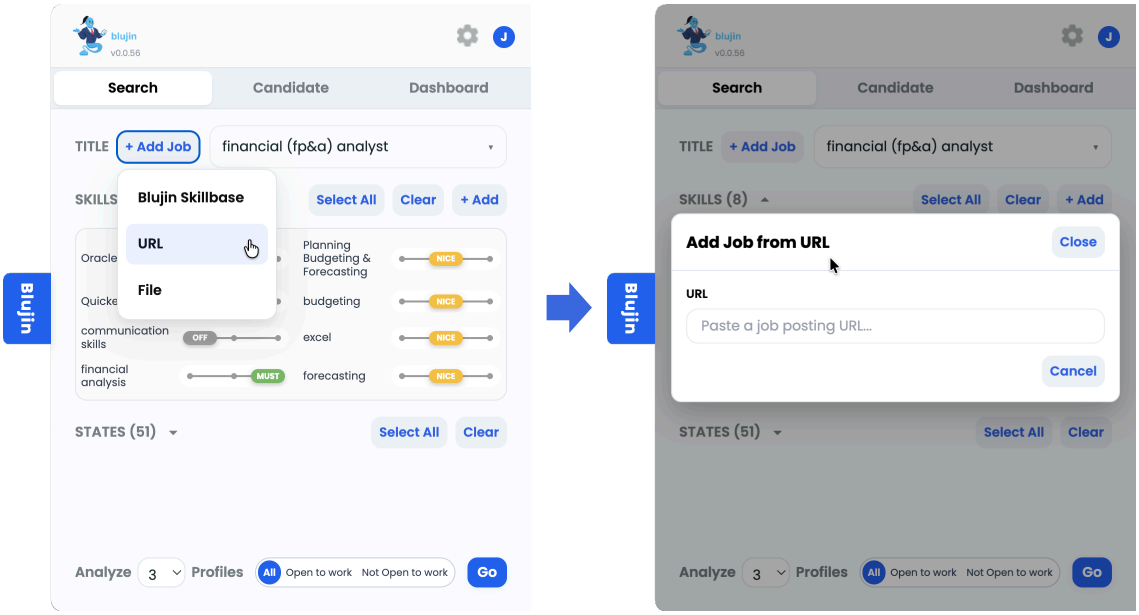


People Explorer will fill the Title field with the title you selected, and it will put a list of core skills, typically associated with that title / job, in the skills list for this job.



Add Job from a URL

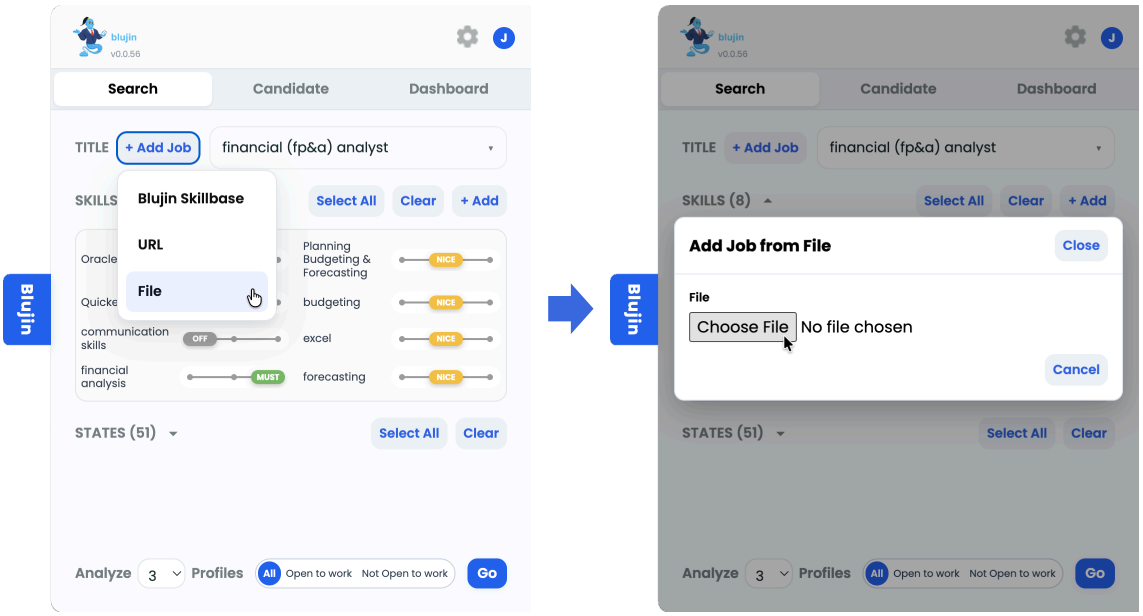
You can Add a Job from a URL. The URL should be the URL of a Job Description. It does not matter where on the web it is as long as anyone can get to it and it’s a real Job Description. Go to the + Add Job button and select URL from the dropdown menu. Then a popup will ask for the URL. Paste the URL into the popup window and click Close and Blujin will take it from there.



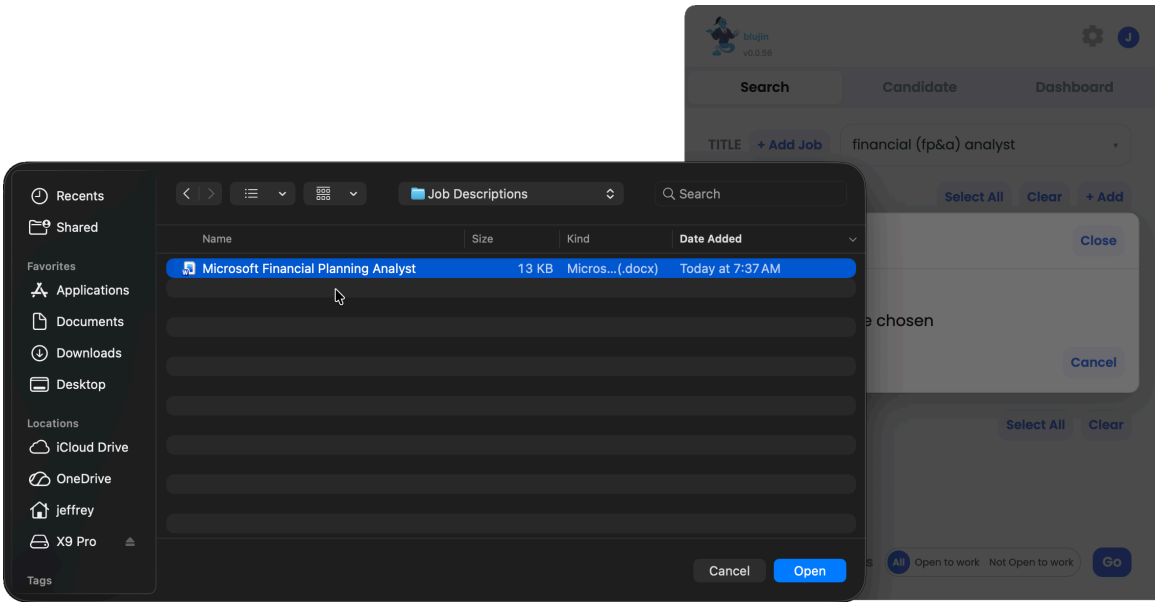
Blujin will follow the URL and read the Job Description, Determine the Title of the Job and put that in the Title field in the Search tab of the People Explorer. It will also determine what skills are required for the job according to the job description and put them in the SKILLS section of the Search tab.

Add Job from a File

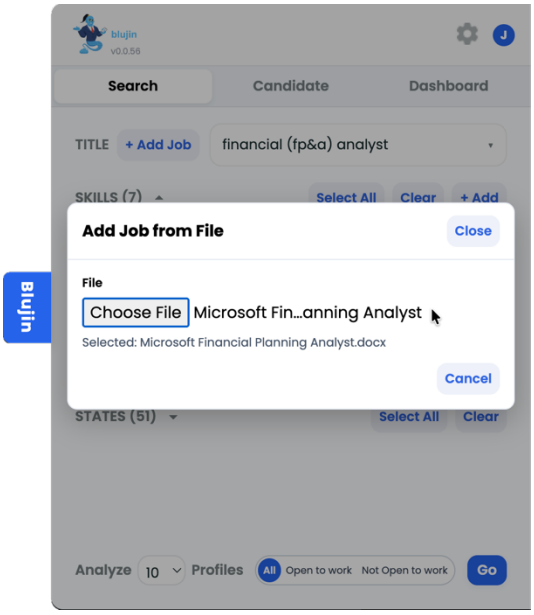
You can Add a Job from a File. The File should be a Word doc or PDF containing the Job Description that you want to source candidates for. Go to the + Add Job menu and select File. Then click Choose File on the Popup.



At this point a File Picker will open on your computer, and you can navigate to whatever folder contains the file with you job description and select the file. This is depicted in the image below:



The file picker will go away and the name of the File you selected will appear in the popup in the People Explorer extension as you can see below:



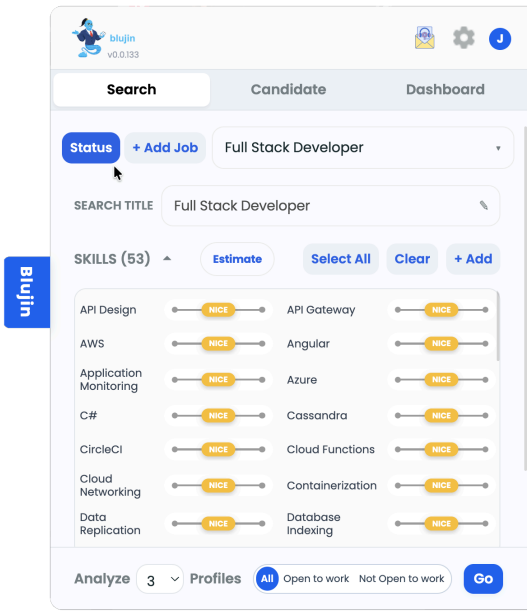
If you wish to select a different file, just click the Choose File button again and the File Picker will allow you to pick a different file, and the name will be replaced in the Popup. When you are satisfied that you have the correct file you click Close and Blujin will take it from there.

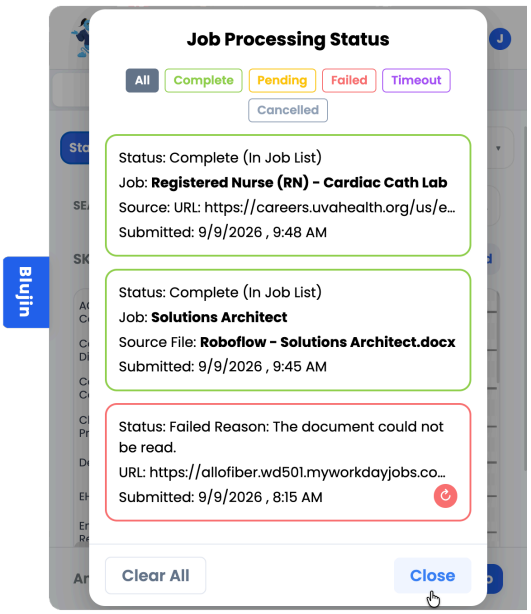
Blujin will read the file containing the job description and extract the Title of the job and the required skills and place them in the appropriate places in the Search tab in the extension.

Then you can select the rest of your search parameters and People Explorer will look for candidates.

Checking Job Add Status

Loading a job from a File or URL takes somewhat longer than selecting one from the Blujin Skillbase. While a Skillbase job's title and associated skills are available instantly, a new job description must first be read and interpreted. Blujin extracts the title and skills from the file or URL and determines the appropriate variants accordingly. This process can take a minute or more, so if you close the window where you submitted the file or URL, you can check on its progress at any time by clicking the Status button. This is depicted in the images below:



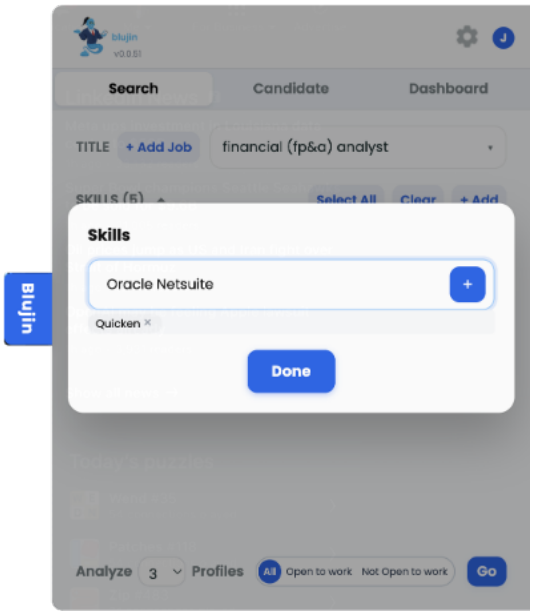


Add Skills to a Job

You can also add any additional skills to the SKILLS list that you feel are important requirements for the job that blujin did not include.

If you click the + Add button in the SKILLS section a window will open where you can add one or more skills to your job's requirements.

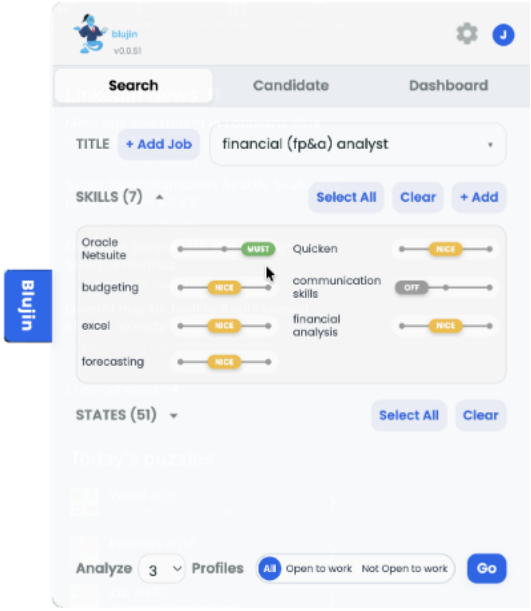
Just type each skill in the Skills field and then click the + button and it will be added to the list below the Skills field. When you have added all the skills you feel are needed click the Done button and they will all be added to the SKILLS list.



Now you can fine tune the importance of each of the skills in your refined SKILLS list.

Notice that People Explorer has added the additional skills you specified to the SKILLS list.

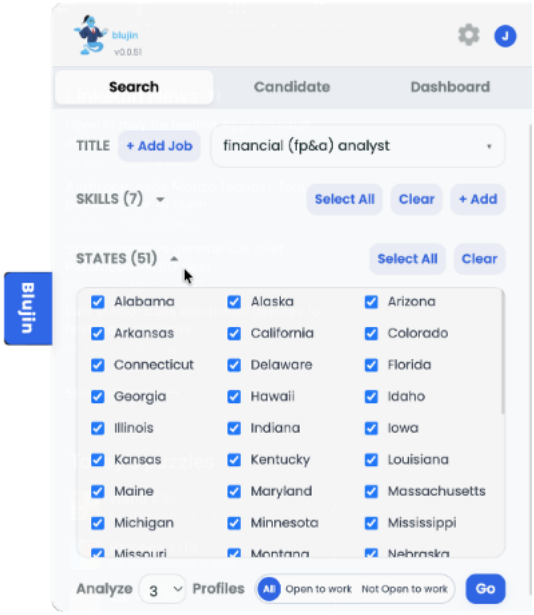
Using the three position switches next to each skill you can select OFF if it is unimportant, NICE if you would like to see that skill in the candidate and MUST if the skill is a mandatory requirement of the job.



Set Locations to Search

When on the Search tab in the extension you can click the tiny triangle next to STATES and that will open or close the STATES selection window.

You can click Select All which will select all states and Washington DC, or you can click Clear and then check off just the states where you wish to search for candidates.



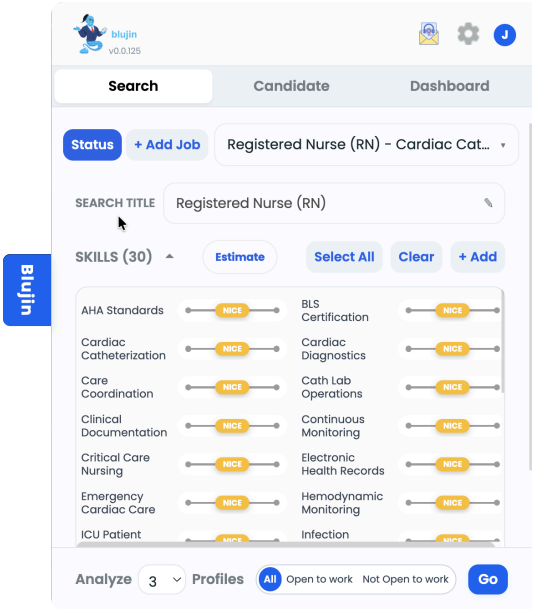
Estimating the Search Pool Size

Now that you have set all the parameters for the search you can optionally estimate the pool size before you run a search. If the pool size is too large you may want to reduce it and if the pool size is too small you may want to make your search a little less selective to increase the pool size. There is little point to running a search that only brings back a small handful of people to analyze and review.

Adjusting the Search Title

When you initially load a job the title is displayed at the top of the Search tab but you will notice there is a copy of the title just below that, labeled SEARCH TITLE. This is the actual title that People Explorer will use to search LinkedIn and it can be modified from the original job title extracted from the Skillbase, File, or URL.

Note the image below where the actual title was a bit too specific and would limit the search pool too much so we shortened it, in the SEARCH TITLE field, to make the search more broad.

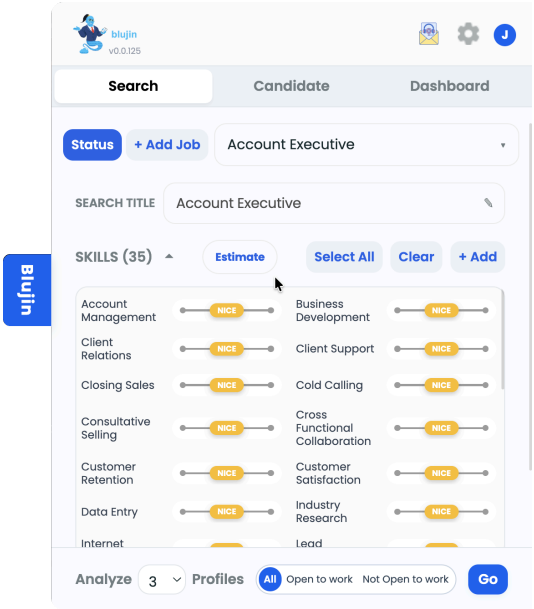


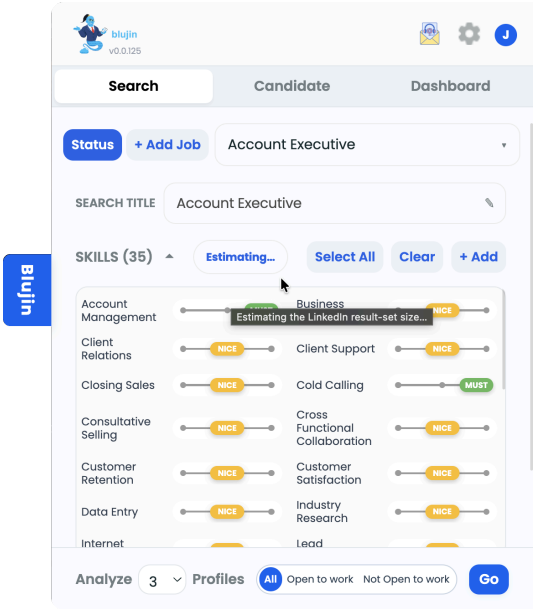
Adjusting the Must Have Skills

You can also set just a few Must Have skills in the SKILLS panel. These will also be used in the search. Too few Must Have skills and the pool size may be too large while too many will make the pool too small. Usually start with just 1-2. Once you set the MUST HAVE skills and the Location(s) for the search you can estimate the pool size before running the search.

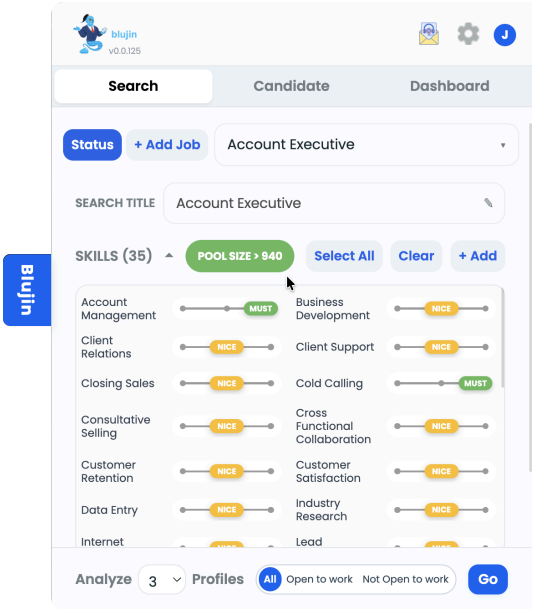
Clicking Estimate

Now, as seen in the images below, you can click the Estimate button and Blujin will be estimating the pool size:

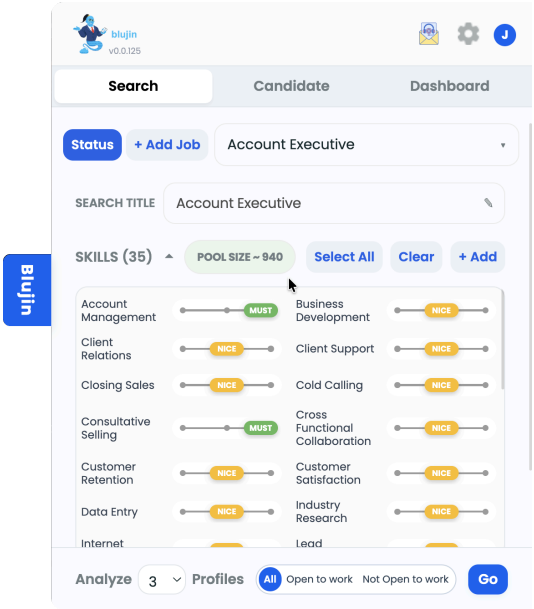




Blujin will do the work, as always in the worker panel to the right and when it is done it will show you the estimate of the Pool Size as seen in the image below:



If you make any changes to the MUST HAVE skills you selected, the Estimate button will change to a light green with the current estimate, and you can click it again to do another estimate as you can see in the screen below:

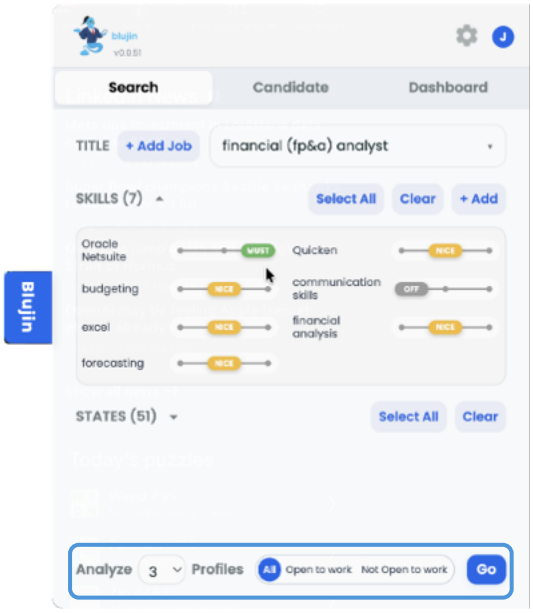


Once you are comfortable with the POOL SIZE, you can Run the Search. Please keep in mind that every time you run any search in a job, People Explorer will go deeper and deeper into the pool to find new people to analyze and put in your SHORTLISTED group in your Candidate tab.

Running the Search

A search will add people to a list of candidates for the specific Title / Job you are working on. You can have many jobs, each with their own search and list of candidates that is the curated results of one or more searches.

At bottom of the extension are a few parameters you can set and the Go button. You can set the number of LinkedIn profiles to Analyze and you can set if you want to only look at people that have the "Open to work" badge turned on in LinkedIn, or only if they have it turned off for passive candidates, or All for either. When you press the Go button People Explorer will issue the search looking for people with current roles similar to the Title you specified and in the locations you selected.



LinkedIn will return a large number of people in the search results, after which People Explorer will work its way through those profiles, automatically skipping anyone who has the "Open to Work" badge in a state you have excluded until it analyzes the number you specified. It will also skip over any individuals who have already been identified and added to your Candidate list from previous searches.

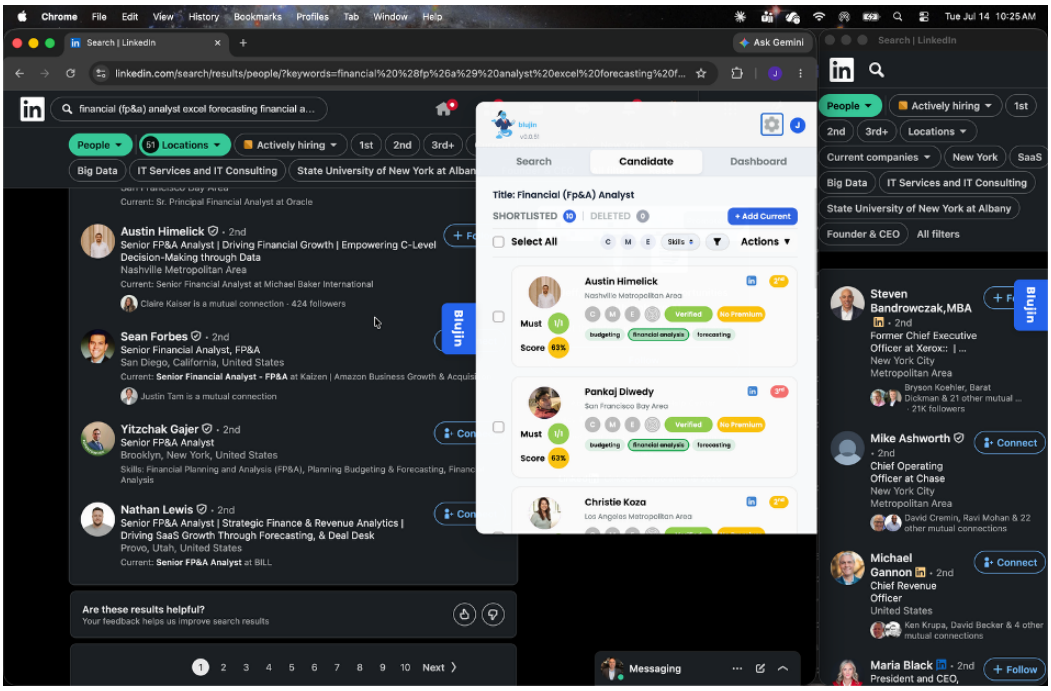
This allows you to incrementally expand your Candidate list by running the search via the **Go** button as many times as needed. Blujin will analyze every profile returned by the search in detail, looking for the skills specified in your **SKILLS** list. It identifies candidates whose profiles mention those skills, as well as equivalent skills that are the Same or closely Related. Blujin also assigns each potential candidate a score based on the concentration and relevance of the skills you are seeking.

This process is about 100 time faster and more accurate than doing it manually.

The Candidate tab

Reviewing Search Results

Now that you have run a search, it is time to look through the results. A few changes will occur in your screen, as you can see in the image below.

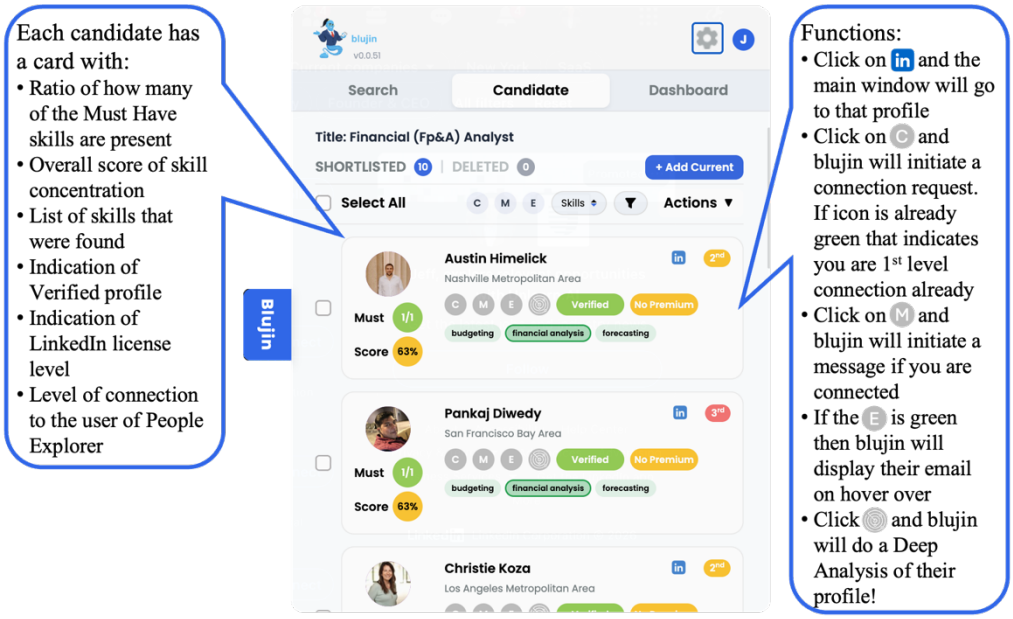


1) Blujin has added a second and more narrow LinkedIn session that you can see on the right. There is a setting that can make this a split screen with the original LinkedIn session, as depicted above, or it can be overlapping.
2) The new LinkedIn window is where Blujin will do all the work that was requested and you will see it scrolling through profiles so it can analyze them. **Do not touch this window while it is working.**
3) The People Explorer extension switches from the Search tab to the Candidate tab which shows the results of the analysis of the search. **Do not touch the extension while it is populating skills, scores, etc.**
4) Blujin will also scroll your original LinkedIn window, and **it is best not to touch that while it is working.**
5) **What you can do is open new tabs in your original browser window and go to any sites and applications and do work there while the work completes.** If you are analyzing a few candidates, it will only take a minute but if you are analyzing many it will take a while.

Reviewing the Candidates

Candidate Cards

For each candidate identified from the pool of profiles returned by a search, People Explorer generates a Candidate Card. These cards are automatically added to the SHORTLISTED list for the job associated with that search. The image below outlines the components of the Candidate Card.



A few important points:

- The candidates are always ranked by score, so you are looking from best fit to worst.

- When candidates are Verified by LinkedIn and / or using a paid license, it is less likely they are fraudulent profiles.
- The number of candidates on the list for the job you are working on is shown next to the word SHORTLISTED above the candidate list.
- Similarly, if you have deleted people from this job's list, they are still available in the DELETED list for this job. You can switch back and forth between these two lists by clicking on SHORTLISTED and DELETED.
- You can also switch back to the Search tab and issue the search again and add more candidates to the Candidate tab.

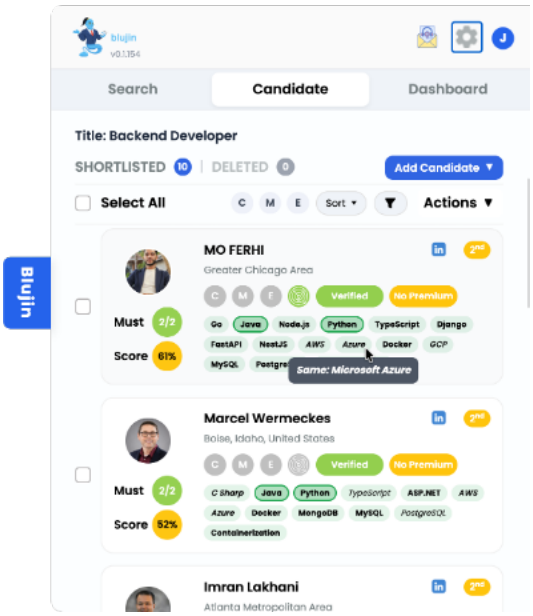
Skills Matching

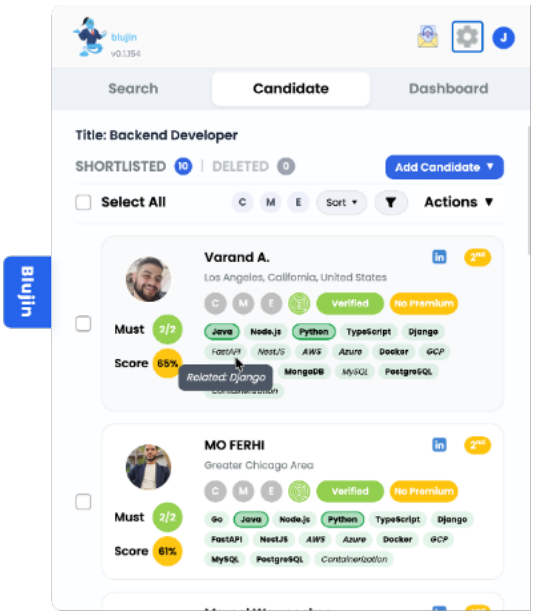
As shown in the image above, any skills specified in the search panel that People Explorer identifies for a candidate are displayed at the bottom of the Candidate Card as green pill-shaped tags. Skills marked as "must-haves" are distinguished by a darker green fill and a bolded border.

When a skill name within the pill appears in ***bold italics***, it indicates a Same match: rather than matching the exact keyword, People Explorer identified the skill described in the candidate's profile using an alternate term with the same meaning. When a skill name appears in regular *italics*, it indicates a Related match, meaning the candidate's profile reflects a closely related skill rather than an exact equivalent.

This advanced use of ontology allows Blujin to surface not only candidates with the exact skills you're seeking, but also those with related skills that suggest strong transferability. Same and Related matching can be enabled or disabled at any time, including after a search has completed, via the Settings panel.

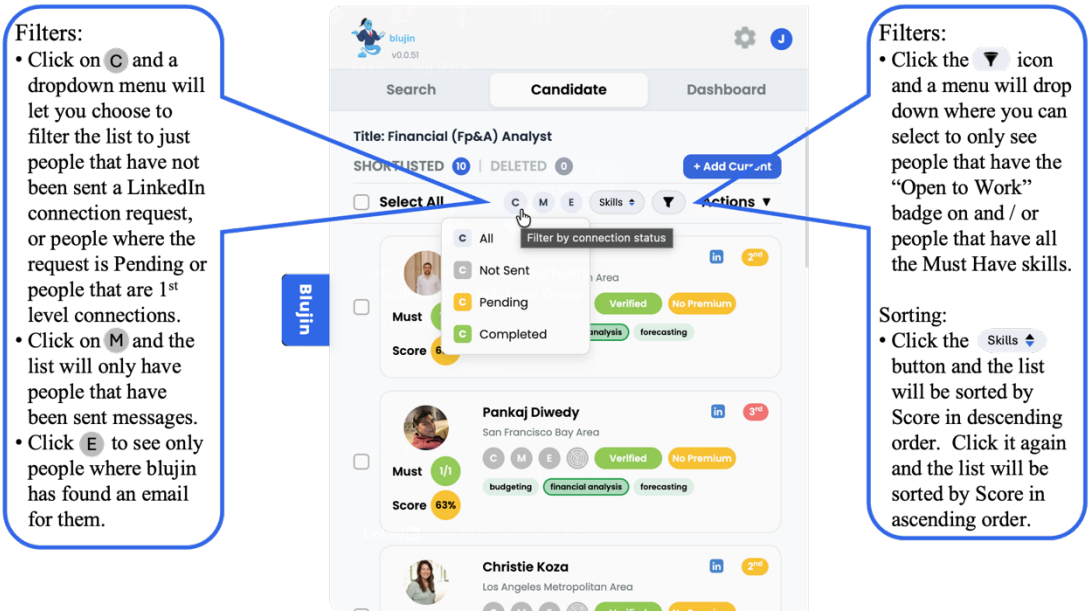
Hovering over a skill name displayed in regular or bold italics opens a tooltip indicating whether the match was on Same or Related, along with the alternative term found in the candidate's profile. If multiple alternative terms were identified, then multiple are displayed. Examples are shown below:





Candidate Filters

The list of candidates for any job can become significant in size and so there are controls to focus your view of the list in several ways, making it easier to zero in on the best fits to engage and feed into your CRM system.

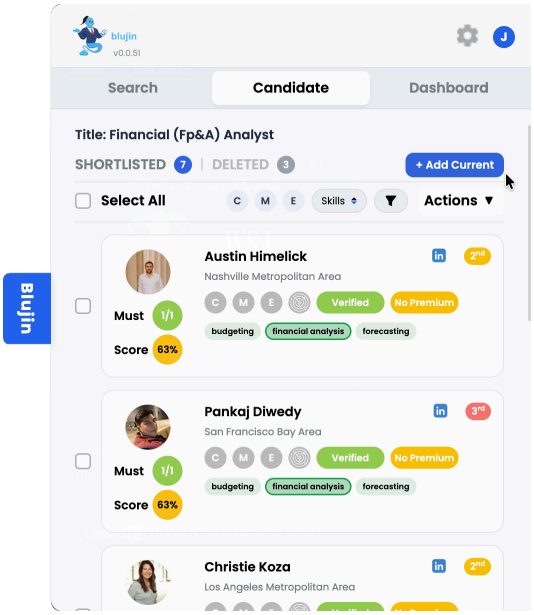


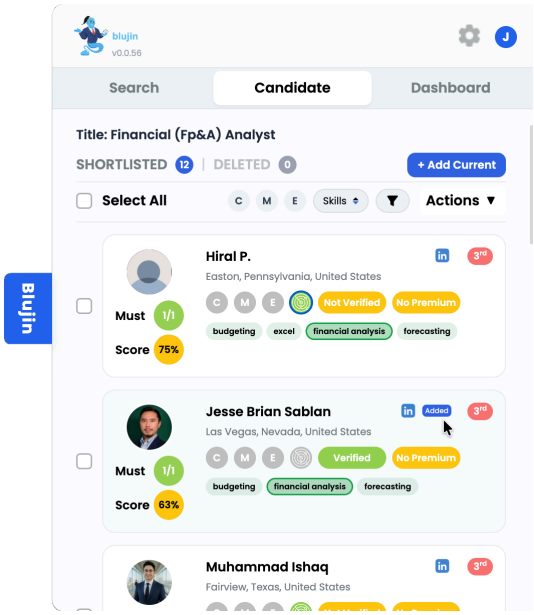
Add Current

You may want a person that you think would be good to add to the current job's candidate list. Perhaps you know them or saw them in a search. You can add them to the current candidate list by going to their profile in your primary LinkedIn window and clicking the + Add Current button on the current job.

Remember that if you know they are in another job, you can go to that job by selecting it in the Search tab and then find the candidate and click the LinkedIn icon on their card and that will navigate you primary LinkedIn window to that person's profile. Back to job you want them added to and click + Add Current.

Once you add a candidate to a job by using the Add Current feature People Explorer will add a candidate card for the added person and the card will have an indicator that shows they were added to the job manually by you. All this is depicted in the image below:



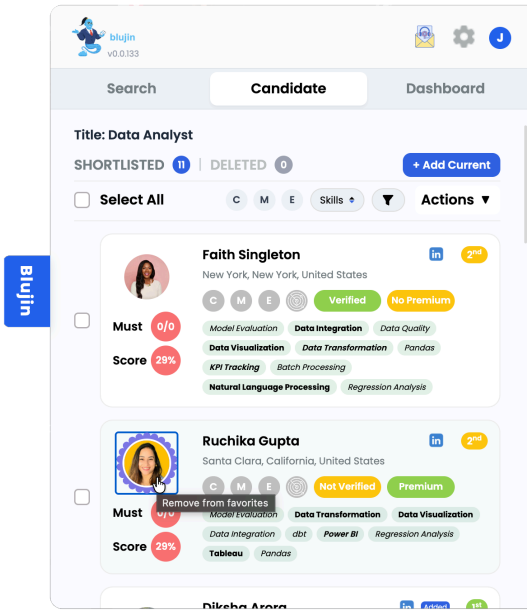


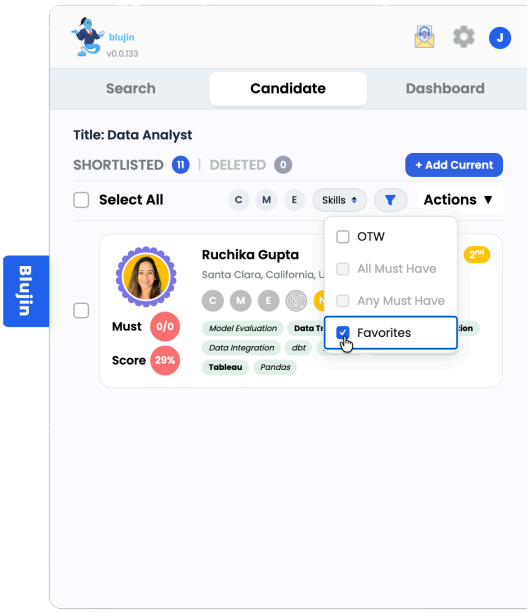
Favorite Candidates

To help prioritize your outreach, you can mark specific shortlisted candidates as favorites, flagging them for immediate follow-up. Simply click on a candidate's image within their candidate card to designate them as a favorite and a purple scalloped border will appear around their photo to confirm the selection. To remove the designation, click the image again; the border will disappear and the candidate will return to its normal state.

You can also filter the candidate list to show only your favorites by selecting **Favorite** from the filter menu. This is a convenient way to focus on your top picks when working through a larger pool of candidates.

Both features are illustrated below:





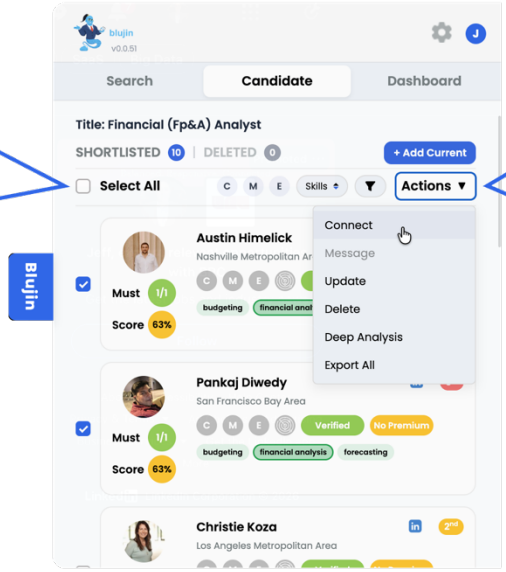
Taking Actions on Search Results

You can also take a variety of actions on one or more of the candidates at once by selecting some or all of the checkboxes next to candidate cards and choosing an action from the **Action** menu.

The Actions Menu

The image below explains the different choices on the Actions Menu and what they will do:

Actions:
- You can take an action on just one of the Candidates by clicking the **Checkbox** next to the candidate's card and then selecting an action from the Actions menu.
- You can take action on several of the Candidates by clicking multiple **Checkboxes** next to candidate cards
- You can take an action on all the candidates by checking the box next to **Select All**



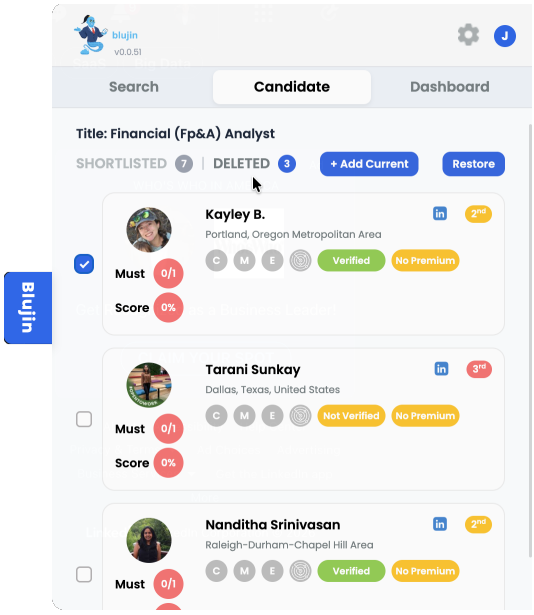
Actions:
- **Connect** will initiate a connection request to all candidate with checked boxes
- **Message** will send a LinkedIn message to all checked that are 1st level connections (it's gray because none are 1st level connection).
- **Update** will redo the read of the candidate and do a Deep Analysis.
- **Delete** will move people to the DELETED list.
- **Deep Analysis** will create a detailed Career Graph or deep analysis for the selected candidates.
- **Export All** will create a CSV file with LinkedIn URL, Name and Email, if available, of all candidates on this list to load to your CRM.

When you take actions on candidates, different states will change depending on what you chose to do. For example, choosing **Connect** on any person(s) from the Actions menu or by clicking the C on their card will turn the C on their card(s) to yellow indicating that a Connection request has gone out and if it gets accepted in LinkedIn then the next time you go into the extension it will notice the person is now a 1st level connection and the C, on their card, will turn green. This indicates that you can now send them messages and that you can no longer ask to connect to them.

If you connect to them outside of the extension then the only way the extension will know they are a 1st level connection is when it reads them into a candidate list for the first time as the result of a search or by using the Add Current button.

Delete Action

When you select candidates and chose the **Delete** option on the **Actions** menu, the candidate(s) are not actually deleted from the system. They are marked as Deleted and put on the deleted list as you can see below:



A DELETED list is maintained for every job in the system. Keep in mind that you may delete a candidate from a list in one job, but they may still be SHORTLISTED in other jobs. Remember that each job keeps its' own lists.

If you click on DELETED you will see the people that you chose to delete from the shortlist for that job. Notice the Actions menu has gone away and has been replaced with Restore button. The restore button will only be enabled when you select one or more people on the deleted list. If you select people on the deleted list for this job and click Restore, they will be restored to SHORTLISTED and removed from DELETED.

Deep Analysis

You can perform a **Deep Analysis** on any candidate you have **shortlisted** for a job. When you do, People Explorer opens a second panel that displays the **Blujin Career Graph**—a visual summary of the candidate's career based on the information in their profile.

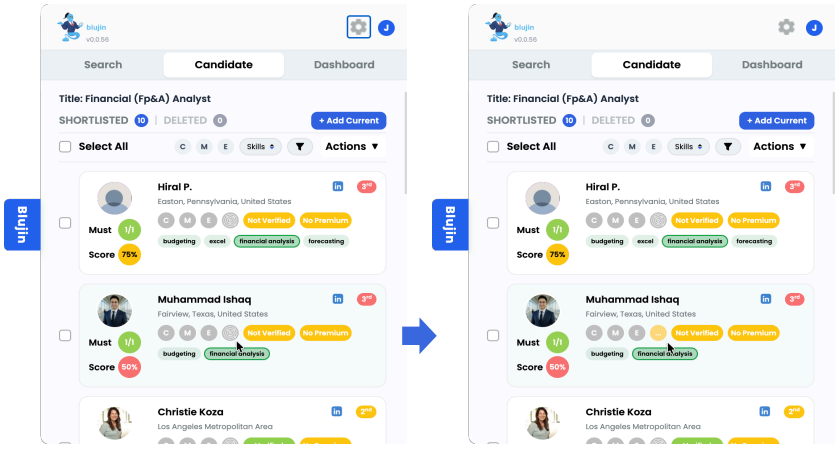
The Career Graph includes a bar chart that provides an at-a-glance view of the candidate's work history, along with key career metrics such as average tenure per position, total career length, the number of short-term job changes, and other valuable insights. These analytics help you quickly evaluate career stability, progression, and overall experience.

The Career Graph also includes a polar chart that analyzes the candidate's experience against the skills required for the job. Rather than simply identifying whether a candidate possesses a particular skill, the analysis measures **how much experience** the candidate has with each required skill and **how recently** that experience was gained. This distinction is critical because two candidates may list the same skill, yet have vastly different levels of expertise based on the depth and recency of their experience.

By visualizing both the quantity and relevance of a candidate's experience, the Career Graph helps you make more informed hiring decisions and quickly identify the candidates whose backgrounds best match the requirements of the role.

Running Deep Analysis

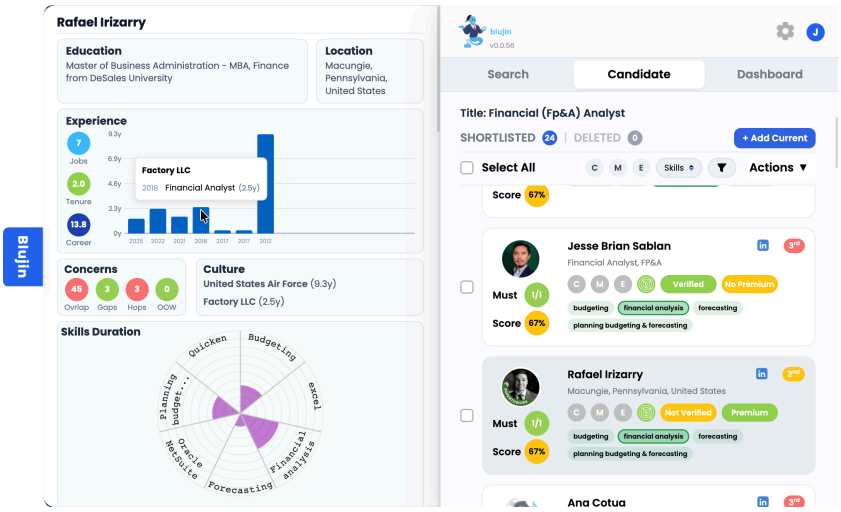
To run a Career Graph for a candidate you would click on the gray Radar Icon that is on the Candidate's Card. Once you click the Radar Icon it will turn Yellow indicating the system is working on the Career Graph. This is depicted in the image below:



You can also click the checkbox on multiple candidates and call for a Deep Analysis from the Actions menu. This will create Career Graphs sequentially for each of the Selected candidates. It will take some time so be sure to let the extension's working panel run uninterrupted. **Remember you can open additional tabs, next to your original LinkedIn tab, in the main browser window and work on other sites or applications.**

Opening Deep Analysis

When a Deep Analysis has completed the Radar Icon will turn Green and the extension will open it automatically. You can always open a Deep Analysis that has been completed by going to the Candidate's Card and click on the green radar icon or their name inside their card. This is depicted in the image below:



The Deep Analysis is an at-a-glance summary of the whole candidate career with detailed temporal understanding of their job changes and the experience they have described with each skill.

Reading the Career Graph

A candidate's Deep Analysis distills years of career history into a single view. The numbered callouts below correspond to the numbers on the screenshot — here's everything you can learn at-a-glance, no digging through the raw profile required.

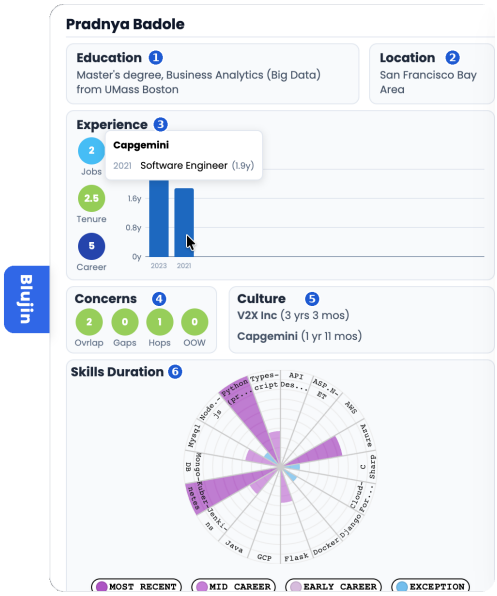


Figure: The Career Graph, as shown in the candidate's Deep Analysis panel

1 **Education**
   a. The candidate's most recent degree.

2 **Location**
   a. The candidate's current location.

3 **Experience**

Three badges summarize the whole career at-a-glance:

   a. Jobs: total number of positions held
   b. Tenure: average time spent in a role
   c. Career: total years of career history

The bars lay out that history in chronological order, most recent on the left, each labeled with its start year. Blujin reconstructs this order automatically, even when the source profile lists jobs out of sequence.

Hover over any bar to see the details behind it: company name, start year, job title, and years in the role — shown above in the tooltip for the 2021 role at Capgemini.

   d. Multiple roles at one company appear as a single bar, color-segmented by the share of time spent in each role.
   e. Overlapping positions at the same company are shown with a texture change over the overlapping portion of the bar.

4 **Concerns**

Four badges flag patterns that are easy to miss reading a profile by eye:

   a. Overlap: months of overlapping employment, within or across companies
   b. Gaps: months of unemployment between jobs

   c. Hops: short-term stays; the length that counts as a "hop" is configurable in the extension's Settings tab
   d. OOW (Out of Work): months since the candidate's most recent job ended; also configurable in Settings

5 **Culture**
   a. The two roles where the candidate stayed longest — a signal for the kind of company culture where they're likely to thrive.

6 **Skills Duration**
   This polar chart maps the candidate's skills against the requirements of the job you searched for, one wedge per skill:
   a. Wedge length: the share of the candidate's career spent using that skill
   b. Color depth: how recently it was used: deep pink for the most recent chapter of their career, medium for mid-career, and faded for early career
   c. Medium blue: an exception: the skill appears in the profile but isn't tied to a specific job. How much career weight to give exceptions is configurable in Settings.

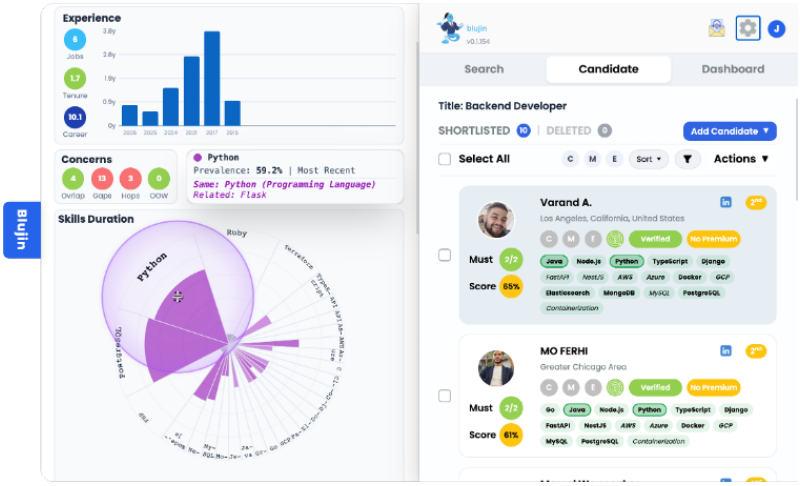
   A legend beneath the chart recaps what each color means, and hovering over any wedge opens a detail bubble for that skill.

Deep Analysis and Matching

Hovering over any matched skill in the Deep Analysis Polar Chart magnifies that slice for easy reading and automatically opens a tooltip over the Culture card, showing the skill's name, its prevalence throughout the candidate's career, and whether that experience occurred early, mid-career, or most recently. An example is shown below:

The length of each pie slice likewise reflects a skill's prevalence over the candidate's career, while the intensity of the pink shading indicates when that experience occurred — darkest for recent use, medium for mid-career, and faded for early career.

When a Skill match is identified as an alternative expression of the same skill, a related skill, or both, the tooltip displays this additional information, as illustrated below. This information is available regardless of the Same & Related switch in Skill Equivalents in settings.

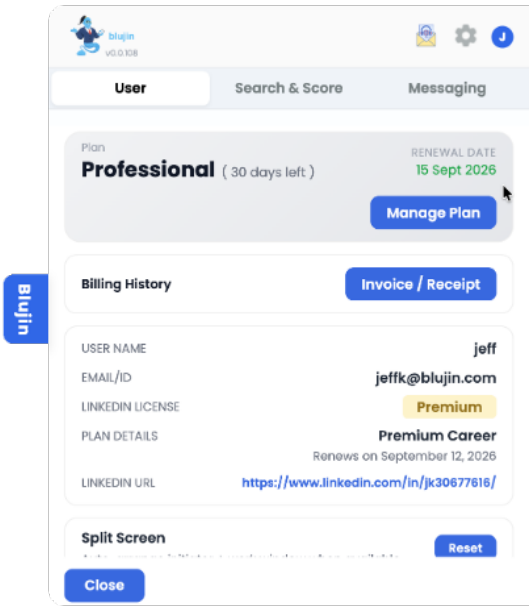


If the color of a slice is blue, that indicates that the skill was mentioned in the candidate's profile but not associated to a work experience and so blujin can't determine its' prevalence throughout the career or its' recency. In these cases the length of the pie slice is simply the default percentage of the career prevalence, set in settings, for these Exceptions.

Settings

There are numerous settings in the Blujin People Explorer extension that govern how the system operates and reports status. They are grouped under three (3) tabs called **User**, **Search & Score**, and **Messaging**.

Clicking the settings (gear) icon at the top right of the extension takes you into the settings panel. From within settings, clicking the same icon returns you to operations mode, where you run searches and review candidates.

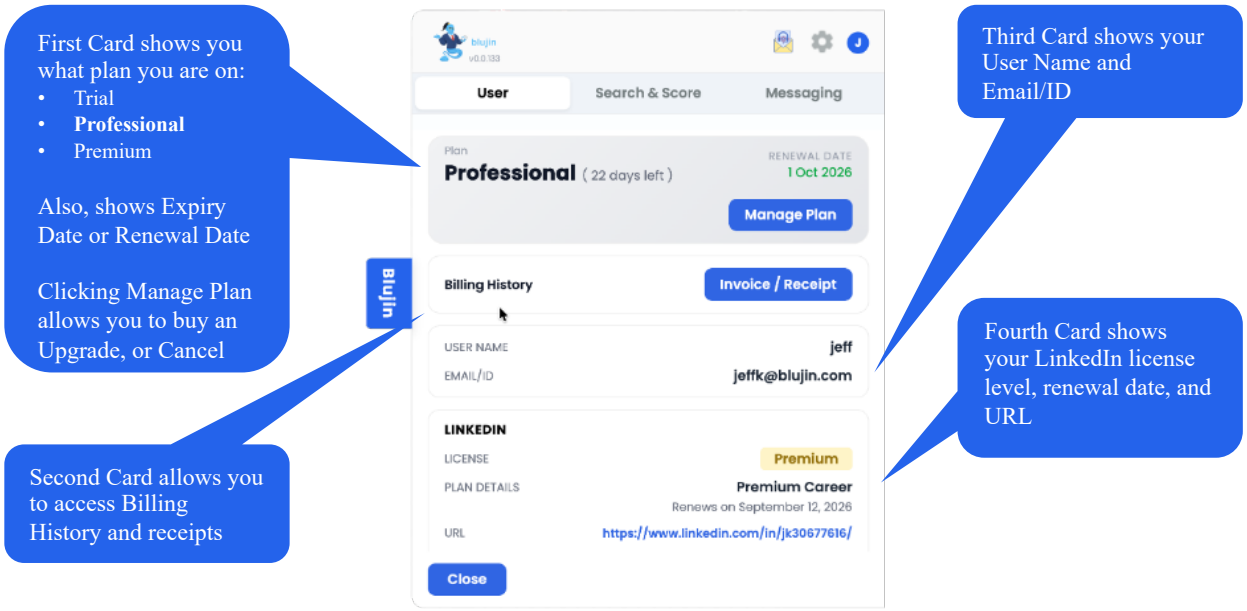


User

In the User tab there are several cards with helpful info and functions.

- You can view plan details and manage the plan. This includes upgrading the plan or canceling the plan.
- You can access billing history and receipts.
- You can view user info and LinkedIn license info.

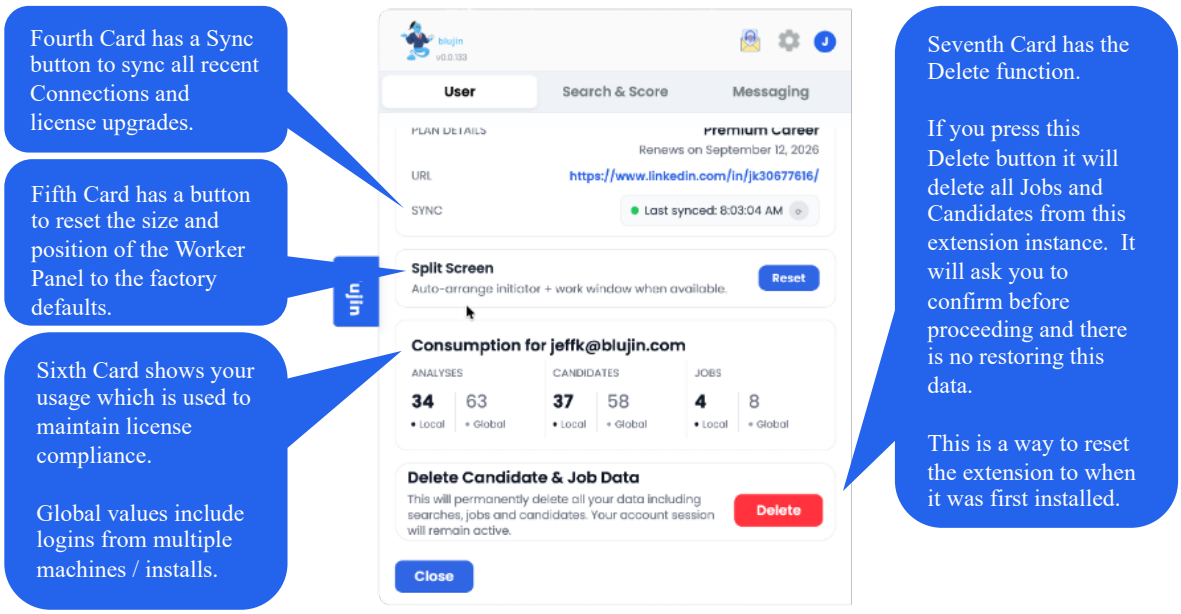
These are depicted in the image below:



Scrolling down the User tab gives you additional controls. First, you can sync any recent connection changes or license upgrades. Second, you can reset the split-screen layout — the size and position of the worker panel relative to the primary LinkedIn window — back to its factory defaults. (People Explorer remembers any adjustments you make to this layout and will continue using them until you reset.)

Additionally, there is a clear summary of your consumption in this install and any other installs where you log in with your id. Finally, there is a Delete function that will delete all jobs and candidates from this instance of the extension. Be careful as there is no restoring that data after confirming this type of delete.

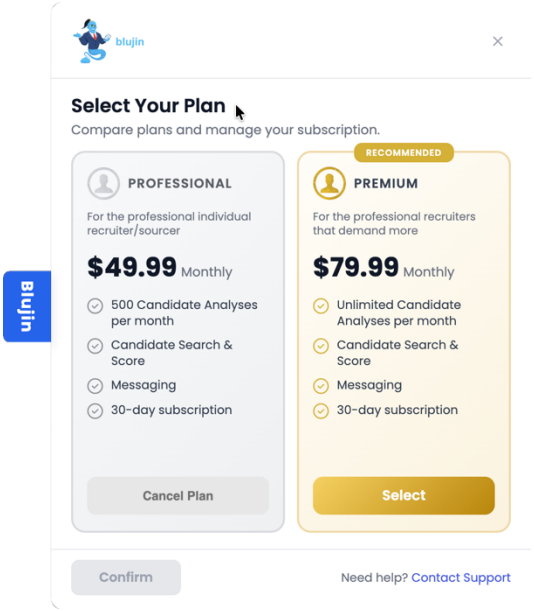
These functions are all depicted in the image below:



As you can see in the image above the User tab in settings shows your usage in terms of number of Analyses, Candidates, and Jobs that you have loaded into Blujin People Explorer. These are used to determine if you are approaching or have exceeded your amounts associated with your Plan.

Manage Plan

The **Manage Plan** button will open a panel that allows you to select what plan you want to be on to process a credit card payment for that plan. The panel will look something like the image below:



This copy of the extension is Currently on the Professional plan as seen in the image above and so the People Explorer is offering the Cancel Plan button on PROFESSIONAL. And the Select button on PREMIUM, if the user wishes to upgrade.

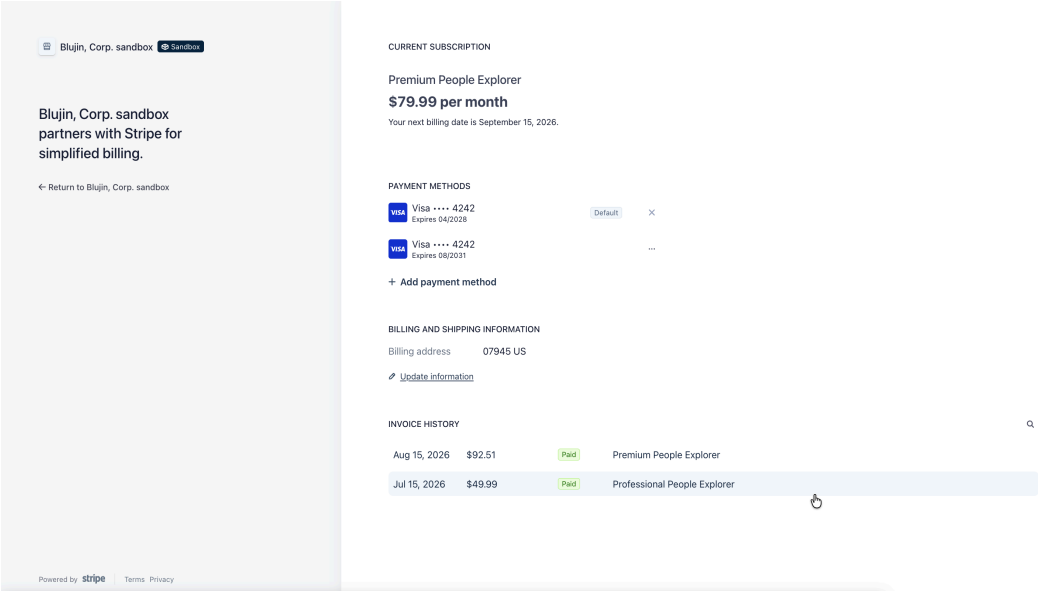
Once you make a selection the system will adjust the billing on the credit card on file and if needed prorate any mid-month fee.

If you cancel a plan mid-month the plan will run till the end of the monthly billing cycle you are in.

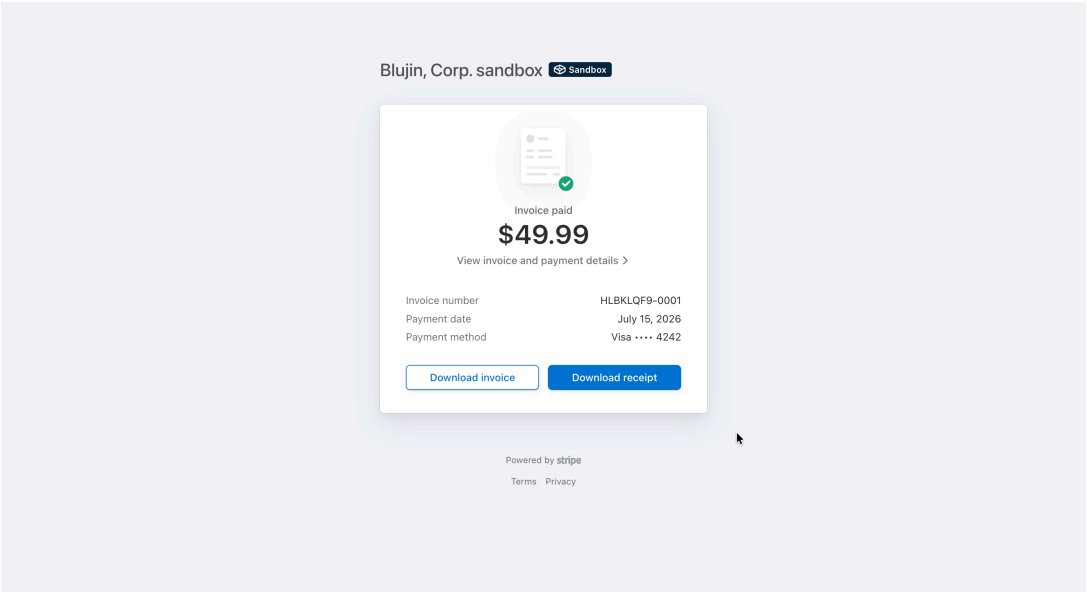
Professional provides 500 Candidate Analyses per month and Premium provides Unlimited Analyses per month.

Billing History

Clicking on Invoice / Receipt will open a screen so you can see the history of billing that has occurred with your license. This includes plan levels, purchases, and monthly renewals. Initially it will open the screen below:



To get a receipt for any bill just click on one of the Invoices in Invoice History at the bottom of the screen above and you will be taken to the screen below that allows you to view and download that receipt:

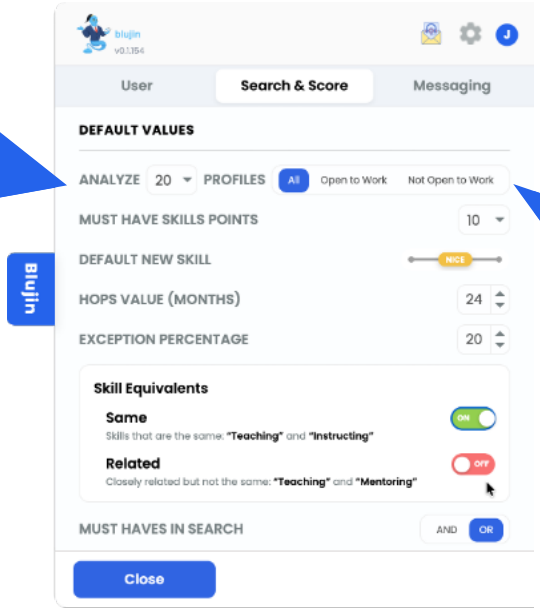


Search & Score

The second tab in Settings is for parameters that relate to Searching & Scoring, and it is called Search & Score. The images below will explain all these in some detail:

The 1st row is where you set some default values for when you are Searching.

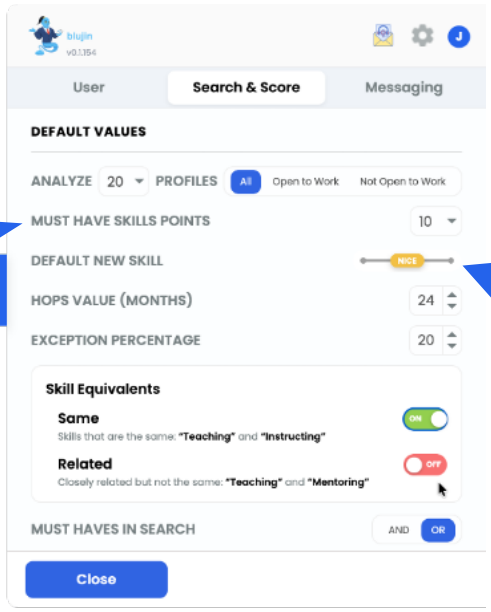
When you are building a search the value for the number of profiles to analyze will be preselected to the number 20 in this case. However,



You can also preselect the position of the switch that determines if you will analyze All candidates, or only people with the "Open to Work"

In the 2nd row you can specify how many points the Must Have skills, that you specify, will contribute to a Candidate's Score.

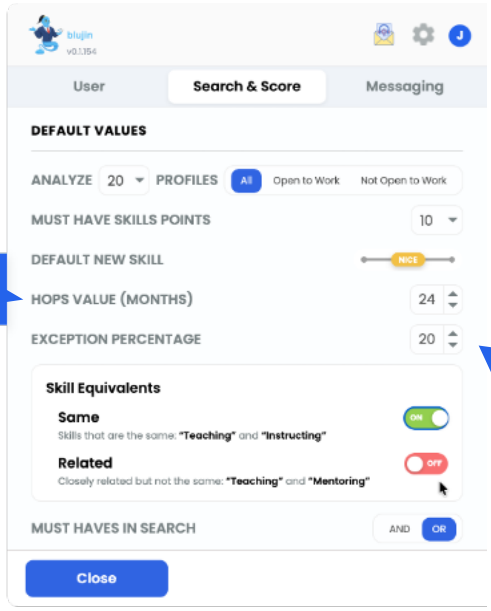
This is a way to customize your scoring.



The 3rd row allows you to set the default position for the three position switch which is placed on every skill associated with the job. Since many skills may come back from the Blujin Skillbase you may want these switches in your most common position (i.e. Off, Nice, or Must).

The 4th row is where you can define how many months constitutes a "Hop", jump, or short stay at a job.

The Deep analysis is counting these. This type of temporal features is somewhat unique to Blujin.



The 5th row allows you to specify what percentage of a career you wish to attribute to a skill that is mentioned in a profile but is **not** associated with a Job Experience.

When a skill is not associated to Job Experiences it is impossible to determine how much time during a career the candidate used the skill and Blujin treat these skills as exceptions when doing Deep Analysis.

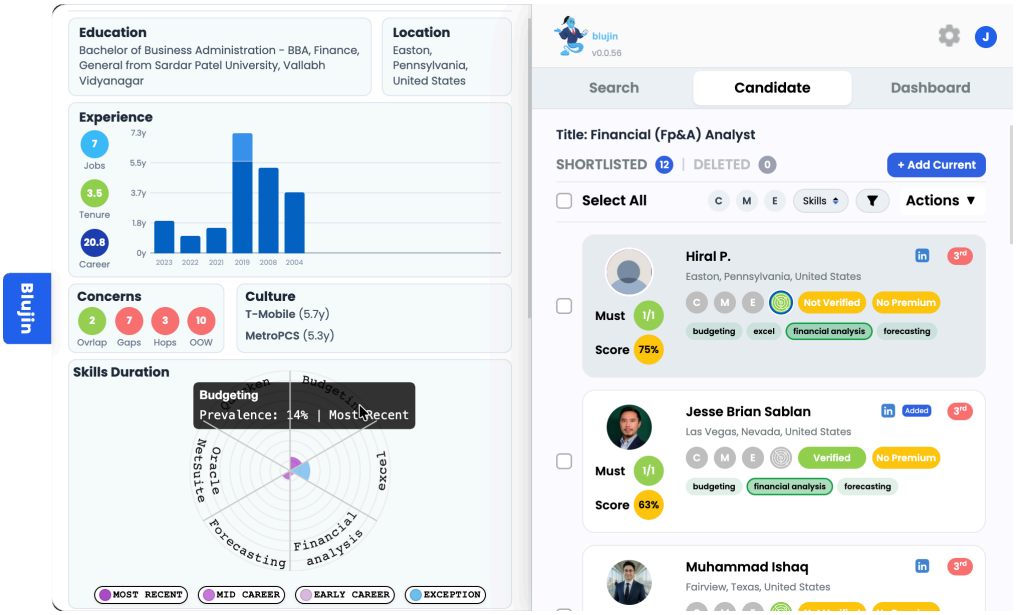
Exception Percentage

The effect on the Polar Chart, in the Deep Analysis, of adjusting the Exception Percentage merits a bit more explanation, so let's go through some examples of how the change will impact the Polar Chart in a Deep Analysis.

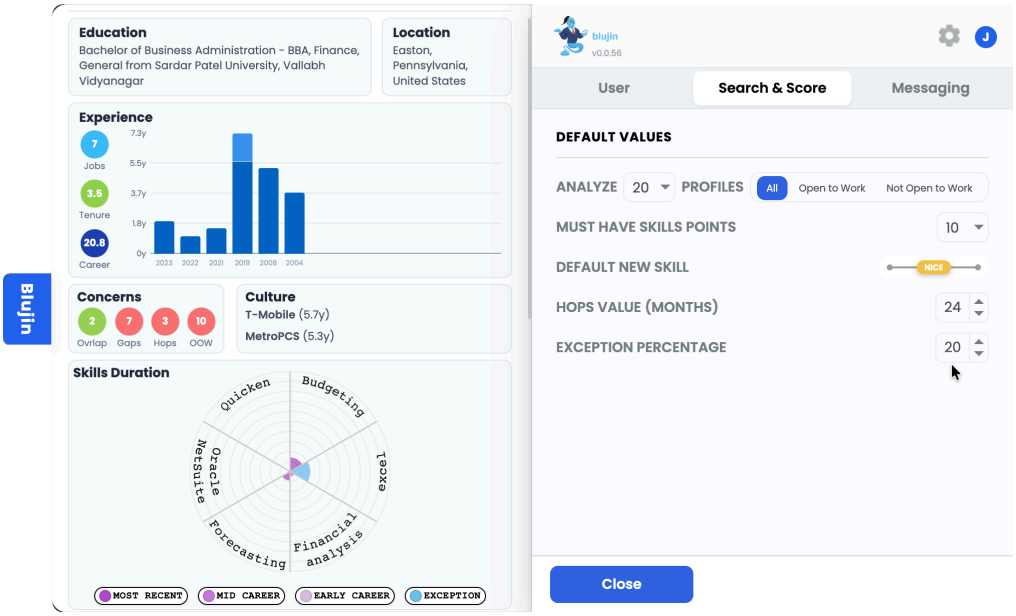
In the first image, below we can see that the Deep Analysis has both colors. It shows that the candidate, Hiral, has two of the job required skills associated with work experiences. They are **Budgeting** and

Forecasting which are indicated as most recent in their career but only for just 14% of their career. Then the skill "excel" is in their profile as an **Exception** indicating that skill is not associated with a job they worked at.

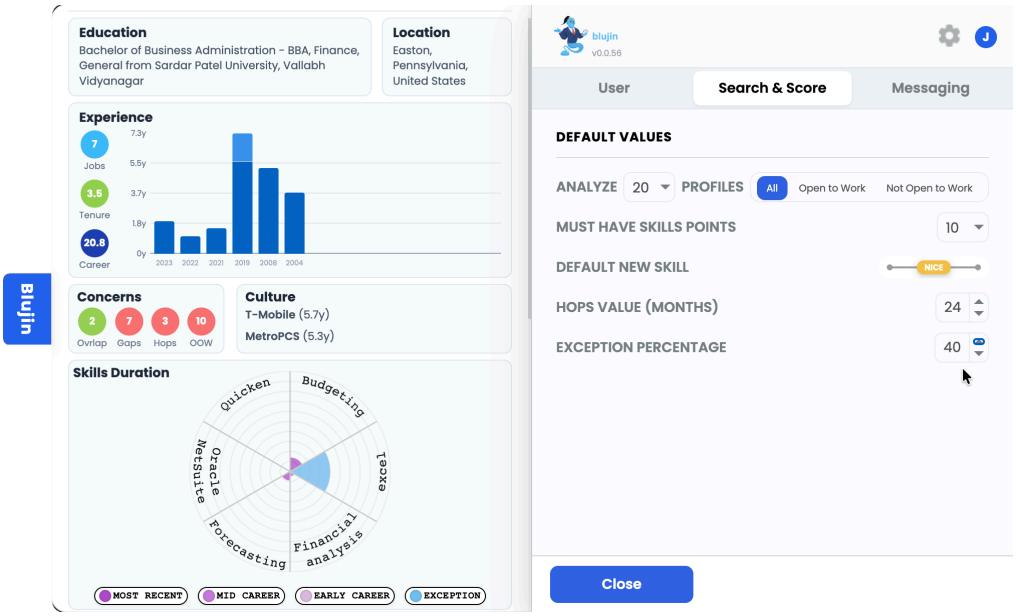
Remember the length of the pie slice indicates what percentage of the career the candidate used the specific skill. In this case you can see that the pie slice for "excel" is a bit bigger than the one for budgeting, so it was used a little bit more than budgeting. However, it is an exception which means that the percentage of the career where the "excel" skill was used is determined by the setting for Exception Percentage in the Search & Score tab under Settings.



Now we will take a look at the current setting the current setting for Exception Percentage. As you can see in the image below it is set to 25% and that is how all the exceptions are sized in polar charts in Deep Analysis for all candidate:



Now we will change the setting, and you can see the effect on the polar chart for this candidate. In the image below we adjust the Exception Percentage to 40% and you can see that the pie slice for excel is that much larger:

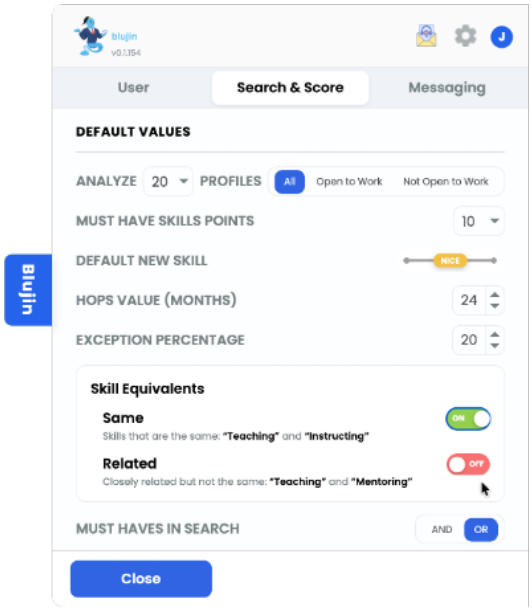


Since we can't calculate the amount of time or experience a person has with skills that are mentioned in their profile but not associated with one or more jobs, we need a standard that can be applied in all cases. It is up to you, the user, to determine how you want skill exceptions represented.

By-the-way, as you can see in the image above, you can open Settings while a Deep Analysis is open and make this change and see the effect on the polar chart instantly. In this case it attributes a lot more experience than the other skills found in this profile but that is because the other skills are only associated with jobs representing less than or equal to 14% of this candidate's career.

Skill Equivalents

At the bottom of the Search & Score tab is a section called "Skill Equivalents" which can have a dramatic effect on scoring depending on how the two sliding switches are set. These two switches determine the degree to which People Explorer will use Skill Equivalents, from the Blujin Skillbase, to give credit to a candidate for experience with a particular skill.



The **Same Equivalent** and **Related Equivalent** switches control how People Explorer matches candidate skills to the skills required for the job you are sourcing.

When **both switches are turned off**, People Explorer only awards a skill match when the skill in a candidate's profile exactly matches the skill listed in your search. "Exact" means the same word or phrase with the same spelling. Differences in capitalization, spacing, hyphens, partial phrases, or text in parentheses are ignored, but otherwise the skill names must match exactly.

When **Same** is turned on, People Explorer also recognizes different words and phrases that have the same meaning. For example, a candidate who lists **Teaching** may also receive credit for the skill **Instructing** because the two describe the same capability. This helps ensure qualified candidates are not overlooked simply because they use different terminology to describe their experience.

When **Related** is turned on, People Explorer expands matching even further by recognizing related skills. Candidates can receive credit for skills that are not exact synonyms but are closely connected to the skills

required for the job. This helps identify candidates with highly transferable experience who may be excellent fits, even if their profiles do not contain the precise skills listed in the search.

These advanced matching capabilities are powered by the **Blujin Skillbase**, a sophisticated skills ontology that understands the relationships between skills and competencies. By going beyond simple keyword matching, People Explorer delivers more comprehensive, accurate candidate searches and helps recruiters uncover high-quality talent that traditional search methods often miss.

How Must Have Skills Effect Search Results

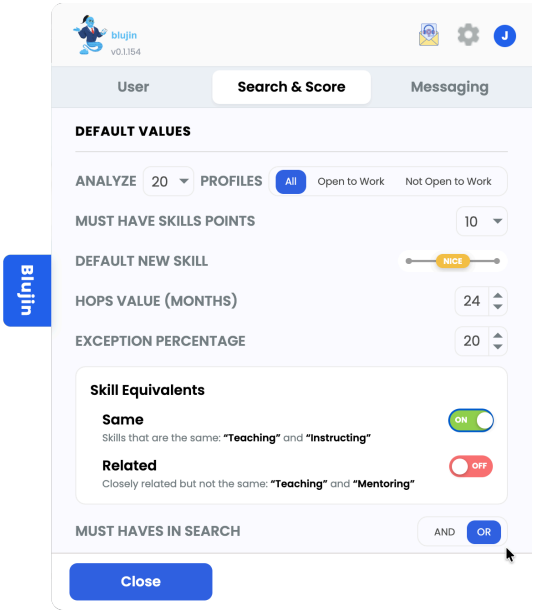
When you click **Go** to initiate a search or you request an **Estimate** of the candidate pool size, People Explorer searches LinkedIn for individuals matching the specified **Search Title** and any skills designated as **Must Have**.

In **Settings**, you can control how Must Have skills are applied to the search by selecting either **AND (All)** or **OR (Any)**:

- **AND (All):** Candidates must possess every skill designated as Must Have to be included in the results. Because this is more restrictive, it can significantly reduce the size of the candidate pool.
- **OR (Any):** Candidates need to possess only one of the designated Must Have skills to qualify. This broadens the search criteria and generally produces a larger candidate pool.

To maximize the candidate pool, leave all skills unmarked as Must Have on the **Search** tab before clicking **Go**. This allows People Explorer to search without imposing Must Have skill requirements, providing the broadest possible pool of candidates matching the Search Title.

This setting is depicted in the image below:



Messaging

Messaging is one of the most important features in People Explorer, serving as the primary means of making initial contact with potential candidates. Before reaching out, it's essential to understand how to create and edit message templates.

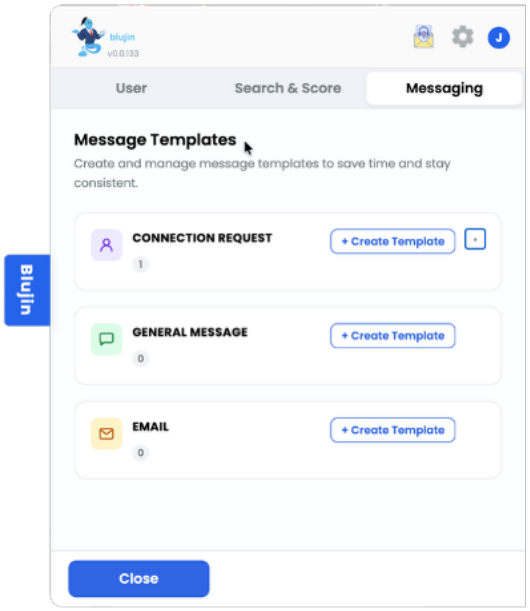
People Explorer supports three distinct ways to contact candidates:

- Sending a personalized LinkedIn connection request directly through a candidate's profile.
- Sending a standard LinkedIn message to an existing connection.
- Sending an email to first-degree connections, when an email address is available in their contact information.

Each method serves a different purpose and follows its own workflow. The sections that follow explain how to use each one effectively.

Creating and Editing Message Templates

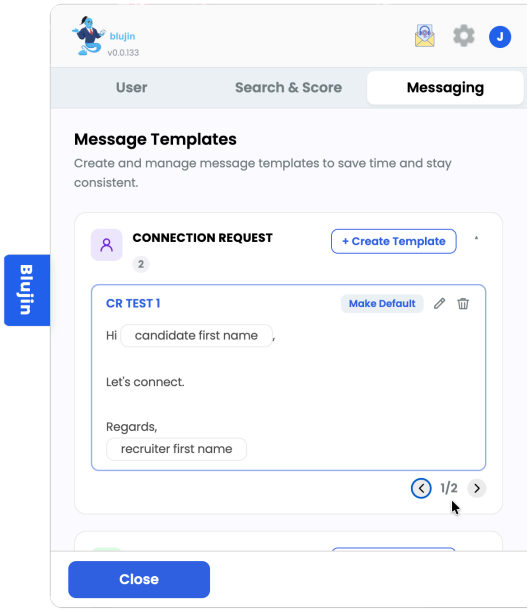
Clicking the Settings gear opens a window with three tabs. Select the Messaging tab to access the message template editors; the image below shows both the location of the Messaging tab within Settings and the resulting Message Template list.



The first time you enter Settings, no message templates will exist yet. The image above shows one Connection Request template already created. It's important to create at least one default template for each of the three template types — Connection Request, General Message, and Email — since the system falls back on hidden default messages when none exist, and you'll want to avoid those.

If there is at least one message template in a message type, you can open the set of templates for that type by clicking the tiny down arrow ▼ to the right of the + Create Template button, as depicted above.

Then the list of messages for that message template type will appear as in the image below:

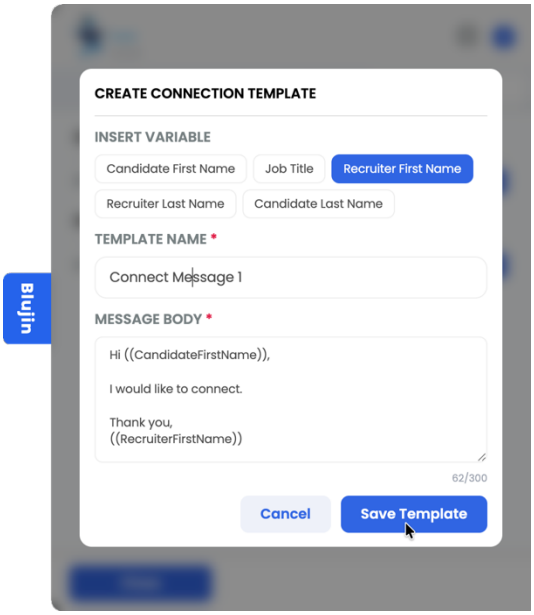


As shown above, the window displays a list of Connection Request templates — in this case, two — which you can browse left to right using the controls at the bottom of the window.

Each template includes controls in its top-right corner: click **Make Default** to set it as the default template, the **Pencil** icon to edit it, or the **Trash Can** icon to delete it.

You can always create new templates by clicking the + Create Template button to the right of the template type name (i.e. Connection Request, etc.).

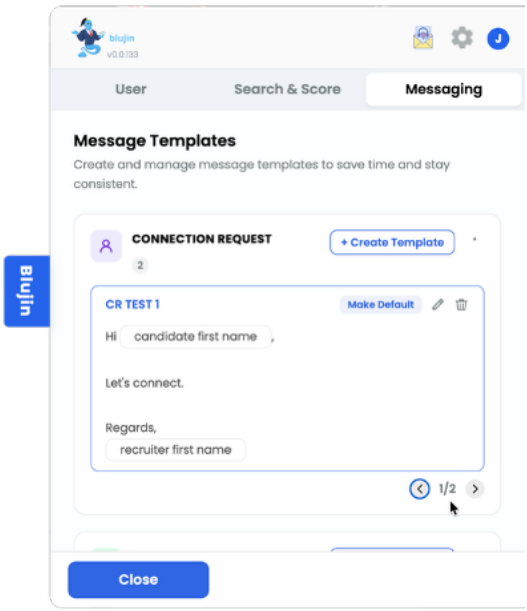
When you choose to create a template, you are brought into the Message Editor for that template type. The editor is shown in the image below:



- You must give the Template a Name
- You must put something in the Body of the message
- You can start typing your message body and you can include variables that the system will fill in for every connect message. People Explorer knows:
  - Candidate First Name
  - Candidate Last Name (whatever is in profile)
  - Recruiter First Name (that is you)
  - Recruiter Last Name
  - Job Title of the job you are sending the connection request from
- Just click on the Variable button at any point in the body and each message will be personalized
- When you are done just click Save Template

Note there is a text counter/limit in the bottom left of the message body. That is because, when you have a Basic LinkedIn license, connection requests notes are limited to 200 characters and when you are on a Premium level license the limit is 300 characters. The editor will also account for the number of characters in the variables, so you don't get stuck when sending connection request messages.

As mentioned earlier, when you save templates, you can scroll through them horizontally and you can select the one that you want to be your default connection message template that will be used whenever you ask the system to send a connection request that includes a note. See image below:

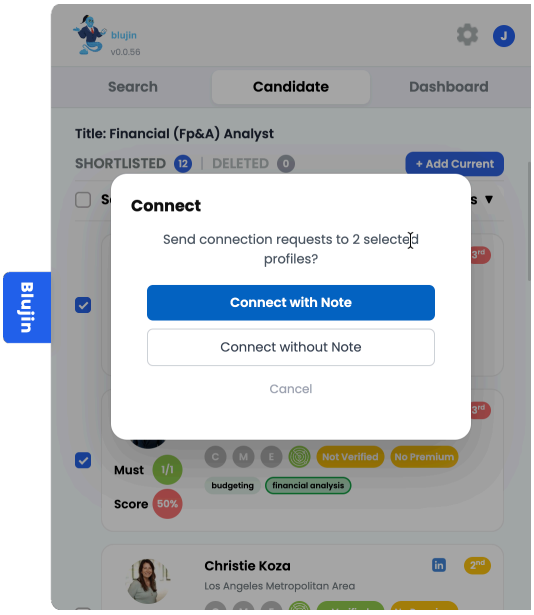


Messages in Connection Requests

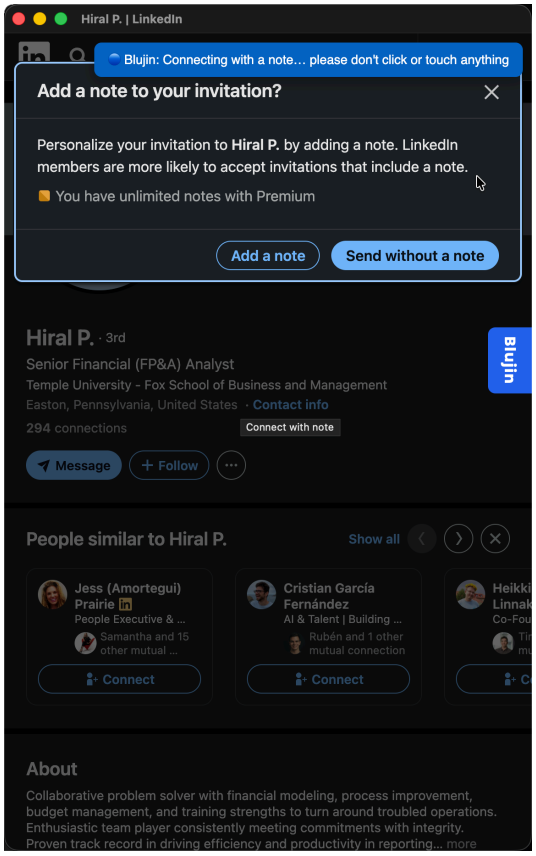
Including a message with a connection request is optional on LinkedIn — you can send a request "Without Note" or "With Note." People Explorer preserves this choice regardless of how the request is initiated: whether you send a single connection request by clicking the **C** icon on a candidate card, or send multiple requests at once by selecting the checkboxes next to several candidate cards and choosing **Connect** from the Actions menu.

Connection Requests via Candidate Card

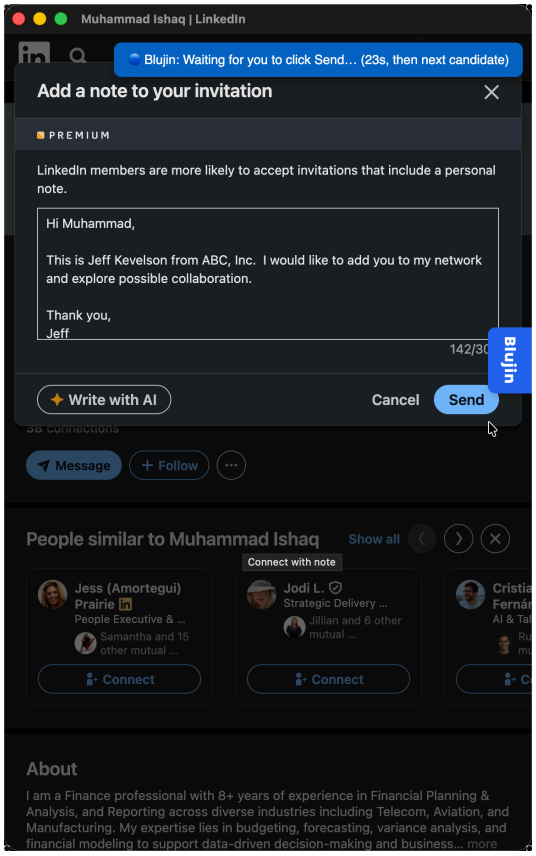
If you click the **C** on an individual candidate card, the window below is the first thing you will see:



Once you make the choice to include a note or not you will then see the right-hand worker panel that People Explorer creates on your computer to do work. (The example below was taken from a laptop using Dark Mode.)



Blujin is telling you in the blue message at the top of this worker panel that it will **write a message with a note**. Again, please remember DO NOT TOUCH THIS PANEL while it is working. Blujin will click the Add a note button and fill in the note from your default template and you will see a panel that looks something like the image below:



<u>It is important to note two things about the image above:</u>

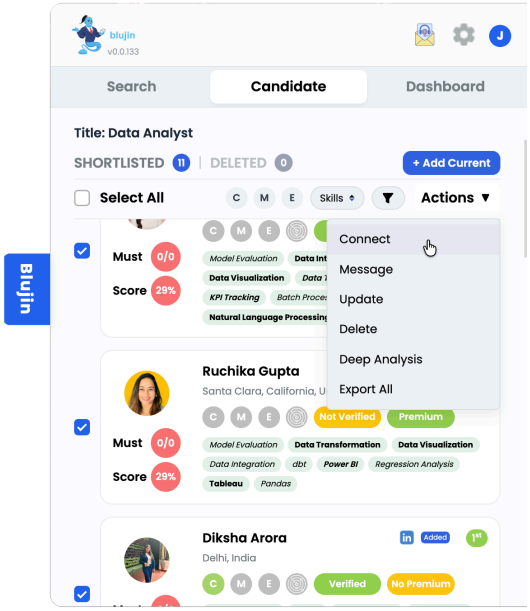
- The blue message bar at the top is telling you that it is waiting about 25 seconds for YOU to click Send or else it will stop this process and no connection request will be sent.
- **It wants you to click Send!** To stay within the LinkedIn guidelines, we are not automating the whole process but just facilitating it by bringing you to this point and then you must click send to initiate the connection request. **This is the only time you should ever touch the right-hand browser pane.**

Connection Requests via Actions Menu

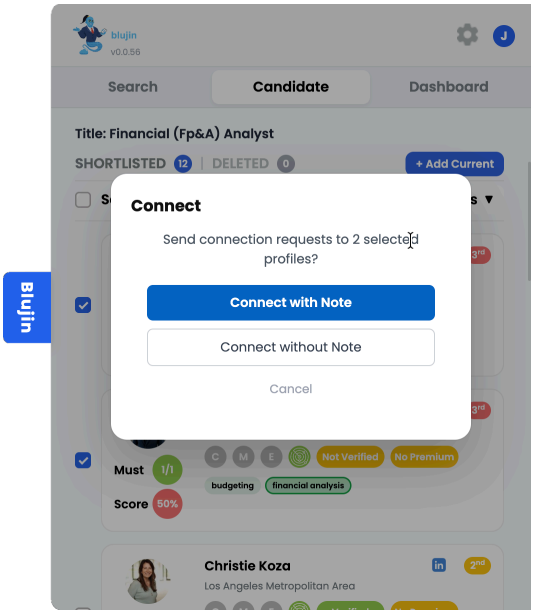
This flow will give you the option of adding a note or not as well. So, if you want to send a few connection requests, just select the checkboxes next to the candidate cards for the people to which you wish to send connection requests, select **Connect** from the Actions menu, and that will give you the option of adding a note or not.

The Actions menu is a great way to send sequential connection requests to how ever many people you choose.

This is depicted in the image below:



When you choose via the Actions menu you will see the window below, allowing you to select if you want to include a note or not in your connection request(s).



Important: Regardless of which choice you make above, blujin will queue up each of the messages and still require YOU to click send on each one.

General Messages

General messages let you contact anyone in your LinkedIn network, and if your LinkedIn license includes messaging credits, 2nd and 3rd degree connections as well. Depending on availability, this feature sends either a standard message or an InMail. It functions much like a Connection Request, but draws from its own templates in the Messaging section of the Settings tab.

Clicking the **M** icon on an individual candidate card initiates a message using your default General Message template (see *Creating and Editing Messages*, above). Blujin drafts the message automatically, but, just as with connection request notes, you'll need to click **Send** to deliver it.

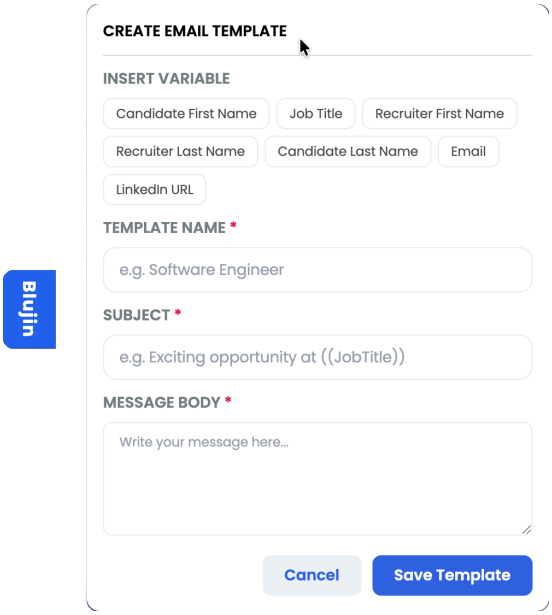
The only meaningful difference between General Message and Connection Request templates is that the General Message editor doesn't count or limit characters, since LinkedIn itself imposes no such limit on messages.

To message multiple candidates at once, select their checkboxes and choose **Message** from the Actions menu. Blujin will queue the messages one at a time, pre-filled with your default General Message template, and prompt you to click **Send** on each.

Email Messages

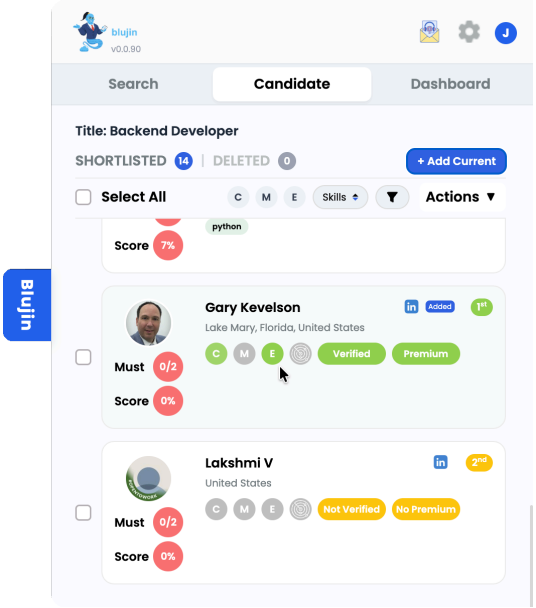
You can also create email message templates for sending email to people on LinkedIn. This is the third item in the Messaging tab, and while the editor functions much the same way, there are a few key differences.

- We have included a variable for your LinkedIn URL in the template editor so if you want to include it in an email you can do so automatically
- You need to also specify a Subject for the email. (You can include variables in your Subject if you wish.)

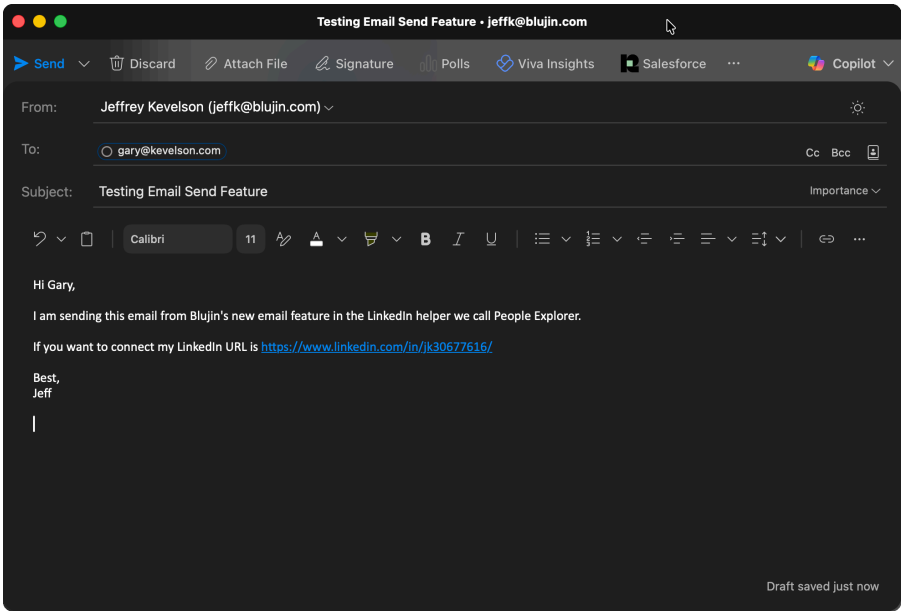


People Explorer User Guide

The green "E" badge on a candidate card in the Candidate tab indicates that the system has an email address on file for that person, as shown in the image below:



When you click on the green “E”, People Explorer will compose an email, using the default template you set for email messages in the Messaging tab in Settings. It will then present it to you in your computer’s default email reader, outside of People Explorer, so you can edit it and send it. Below is a sample of what should appear.

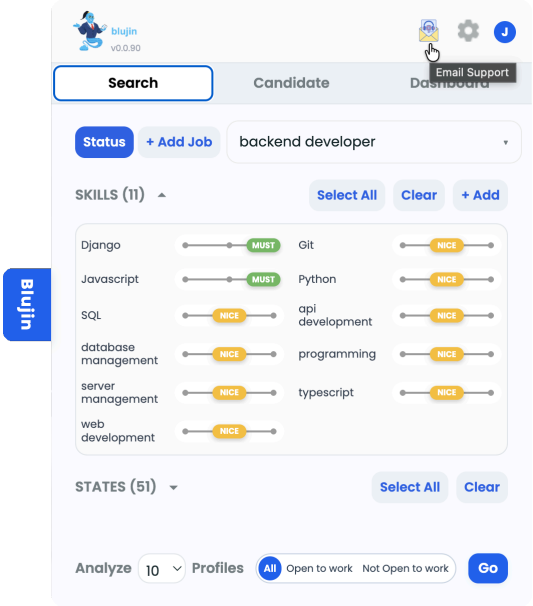


Because it uses your default email reader it will include whatever standard signature you have setup in your email system. You can change your default email reader on your system as per the instructions in the Email Integration section of this User Guide.

Technical Support

You may at some time need some help with People Explorer and so we have a dedicated support organization that can answer hot to questions, address possible bugs in the product, and if needed help you get back up and running if in the unlikely event the system becomes inaccessible.

To request technical support simply click the Email Support icon that can be found in the upper left of the of People Explorer when you are logged in. This is depicted in the image below:

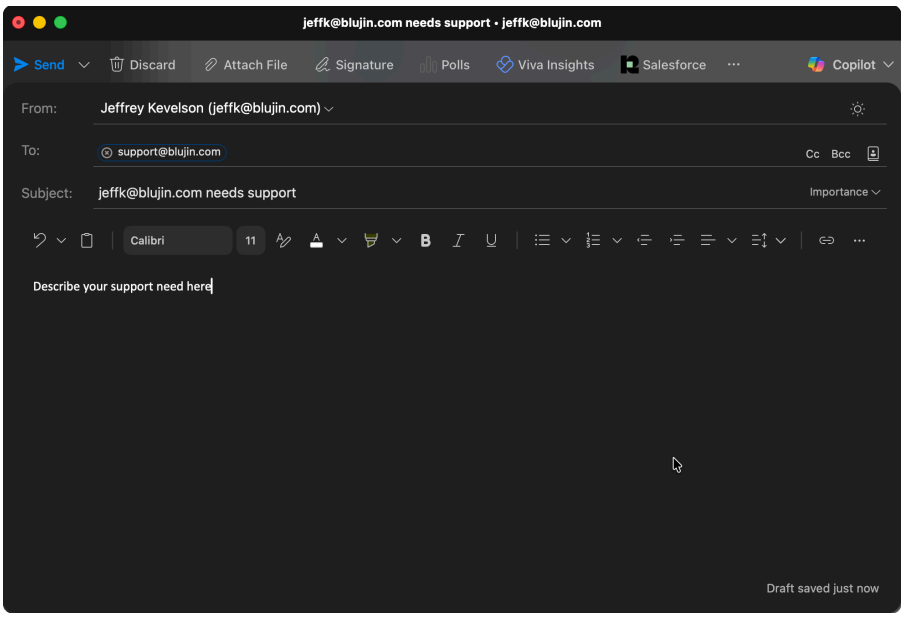


When you click on the Email Support icon, People Explorer will construct and show you an email to blujin support using the default Email Reader on your computer. (Please see the Email Integration section of this User Guide for instructions on setting your desired default Email Reader).

The email to Support will already have a subject telling support exactly who you are. You should enter a description and attach any screenshots or supporting documents that you feel may be helpful to support when diagnosing and responding to your issue.

Note: Whenever People Explorer uses your default Email Reader it will also include any default signature that you have set up. It is up to you if you want to leave that in or remove it.

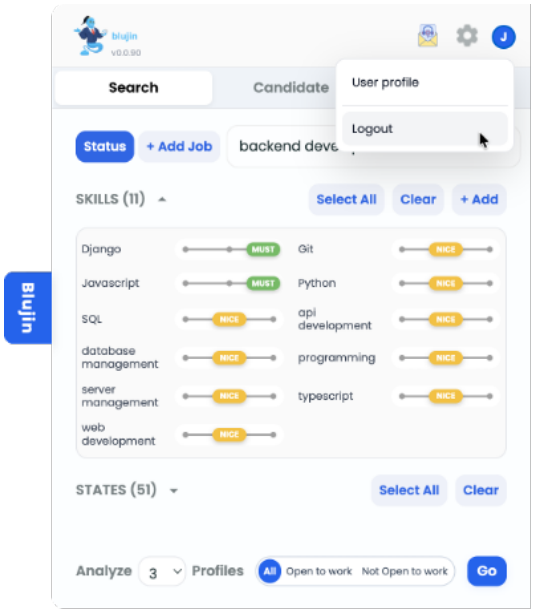
The email will look something like the (dark mode) image below:



Logout

The purpose of the Logout button is to end your session cleanly and verify signed-out state. If you can do this instead of just closing the browser or browser tab it is preferred but if you just close the browser or tab the system will figure out that you have stopped using the extension and will log you out and will close the worker panel on the right as well.

You access the Logout menu item by clicking on your initial, in the extension instance in the primary browser tab where you opened LinkedIn, and the dropdown menu will appear. If you don't wish to Logout and want to close this menu you click your initial again and the menu will close.



Email Integration

Before sending emails through either Candidate Cards or the Email Support icon at the top of the extension in People Explorer, make sure your computer's default email application is configured with the email account you want to use. People Explorer relies on your system's default email application when sending emails to candidates or contacting Blujin Support, so messages will be sent from the default account configured in that application.

If You Read Emails with an Application

The following steps explain how to configure your desktop's default email application to ensure People Explorer uses the correct **From** email address when generating emails.

Mac

Open the **Mail** app → **Mail menu** → **Settings/Preferences** → **General** → **Default email reader** dropdown → choose your app (Outlook, etc.)

Windows PC

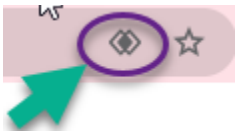
Settings → **Apps** → **Default apps** → scroll to **"Choose default apps by protocol"** → find **MAILTO** → set it to your app (e.g., Outlook)

If You Read Email with a Web App (In a Browser on Mac or PC)

If you only read your email through a website (like Yahoo Mail or Gmail) instead of a desktop email program, you'll need to connect your webmail to a **Google Chrome** browser first — otherwise clicking an email link won't know where to open it. It only takes a minute, and you'll only need to do it once.

1. Open a new tab in Chrome and go to your webmail website (for example mail.yahoo.com or mail.google.com). Log in with your username and password, just like you normally would check your email.

2. Look at the right side of the address bar for the icon below:



3. Click on the icon and select Allow

4. To verify that you set the correct email reader in your browser click on the 3 stacked dots on the top right of the browser and select Settings, then go to → Privacy and security → Site settings → Additional permissions → Protocol handlers. If all is well, you will see your webmail site listed at the bottom of the screen under email.

When Blujin uses a Web App email reader to write an email, from either the Email Support icon in the top of the extension or by clicking on the "E" in a candidate card in the Candidate tab, the email will open in a new tab in your browser. Go there to edit the email and click send to send it.

Fallback Process

If you run into any trouble with these steps, don't worry — just send an email to **support@blujin.com** and we'll help you get connected.

Troubleshooting

We at blujin don't expect you to trouble shoot a product issue on your own. We may ask you to join a video conference call so that we can see first-hand what is going wrong or ask you to try something to recreate or work around a problem

If you do encounter an issue while using the People Explorer, you should use the Support Email button at the top of the extension and send us a message.

When you click on the support email there will be an option to generate a log file in your downloads folder that you can then attach to the email to support before you click send.

It would be great if you can remember or document the exact steps you went through when you encountered the problem or exactly where you see evidence of the problem. Putting a detailed description in the email that you send to support and, if possible, include a screenshot. This will allow us to recreate the problem and then fix it.

It may take time to fix and so we will also work with you to get around the problem so you can continue your work. And as mentioned above we may ask you to join a video conference call so that we can work together to expedite a resolution to your issue.

Best of luck,

Blujin

Email Integrations

Problem: I am using Microsoft Outlook Classic on Windows and I have 3 accounts (more than 1) and when I select the "E" on a candidate card in order to send an Email it is opening an email in the wrong Outlook Account.

Solution:

Clicking the "E" will ask Windows to open the default mail application. Once Outlook opens, it decides which of the three accounts to use for the From address.

Since you're using **Outlook Classic on Windows**, try this first:

1. Open **Outlook Classic**
2. Go to **File → Account Settings → Account Settings**
3. On the **Email** tab, you'll see the three accounts
4. Select the account you want the "E" to use
5. Click **Set as Default**
6. Close Outlook completely and reopen it
7. Test clicking the "E" again in the Candidate Card on the Candidate Tab in People Explorer

Candidate Tab

Problem: One of the Candidate Cards in my candidate list partially or complete blank.

Solution: Try clicking the Checkbox to the left of that Candidate Card and then go to the Actions menu, just above the candidate list and to the right, and click Update. This will reread the info for that candidate card and it will also create a deep analysis.

1. Let the process complete in the Worker Panel
2. Check to see that the data was filled in on that card

3. If not then click on the Email Support icon at the top of the People Explorer and tell us about the issue in the email and send it