



LinkedIn Projects: A Platform for Projects

Problem

People who want to **gain professional skills** don't have many options outside of jobs while people who have passion projects have trouble recruiting talent to **realize these projects**.

Solution

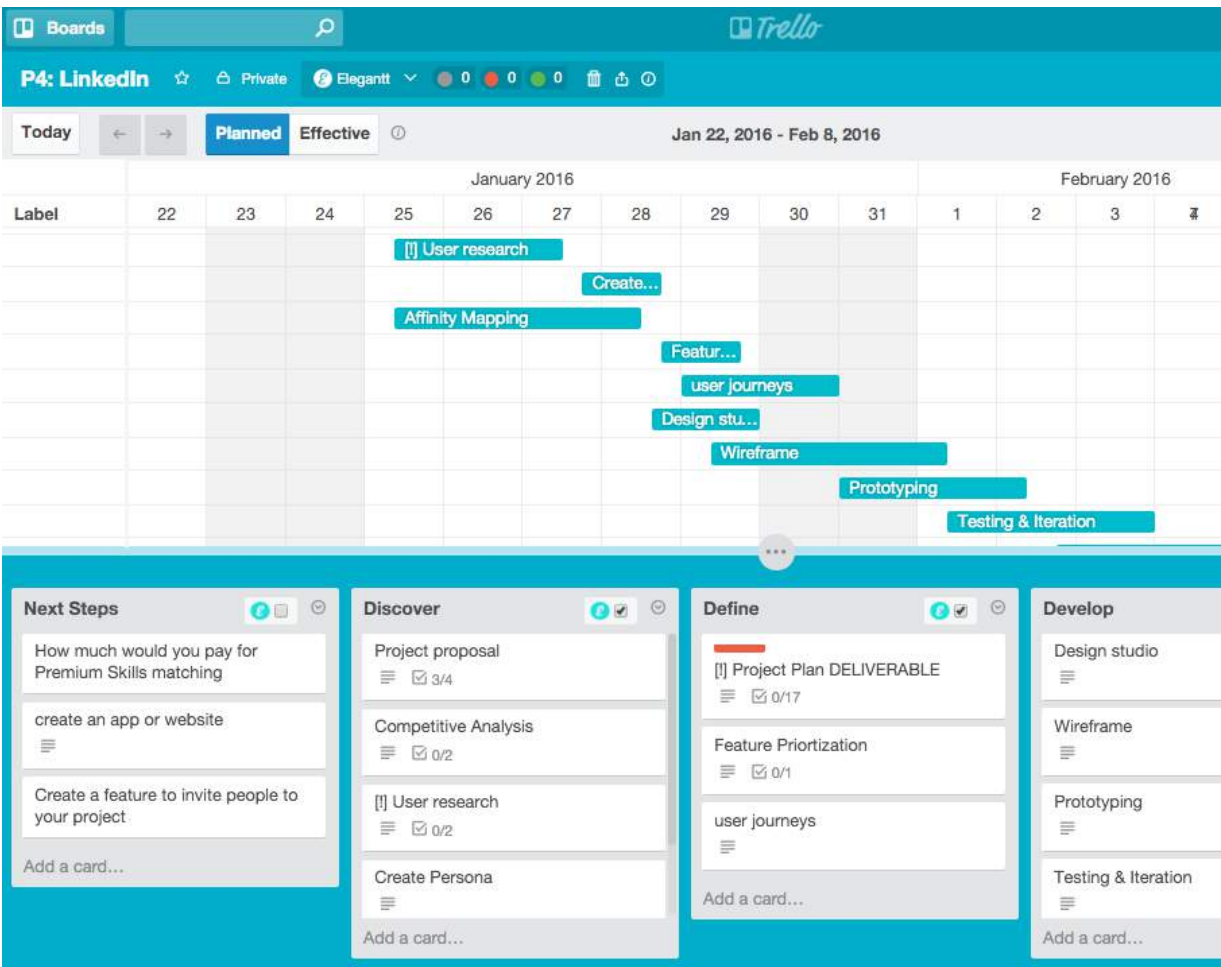
We designed a platform that allowed people to **post project listings** for people to apply to. A structured setting also ensured people could **easily manage their projects** and work.

My role

Aside from being the project manager, I focused on **user research, information architecture, interaction design**, and **usability testing** to design the native mobile app from a holistic perspective.

Managing the project

As the **project manager**, I set up the Google Drive documents and Trello with the Elegantt plugin and kept us on track.



Understanding the problem

We **screened for people** and interviewed them. In addition, we **researched the market** for companies with similar value propositions.



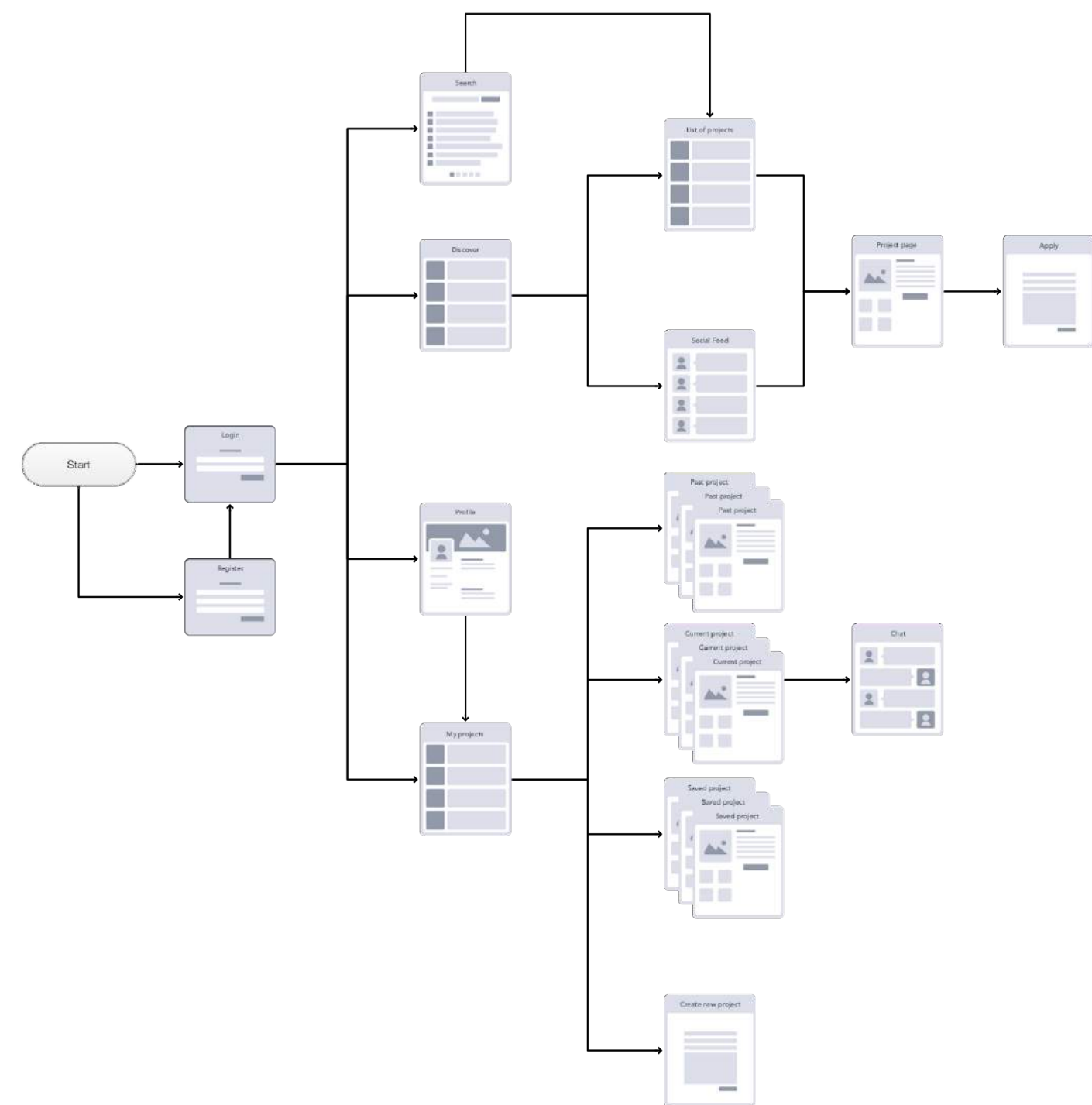
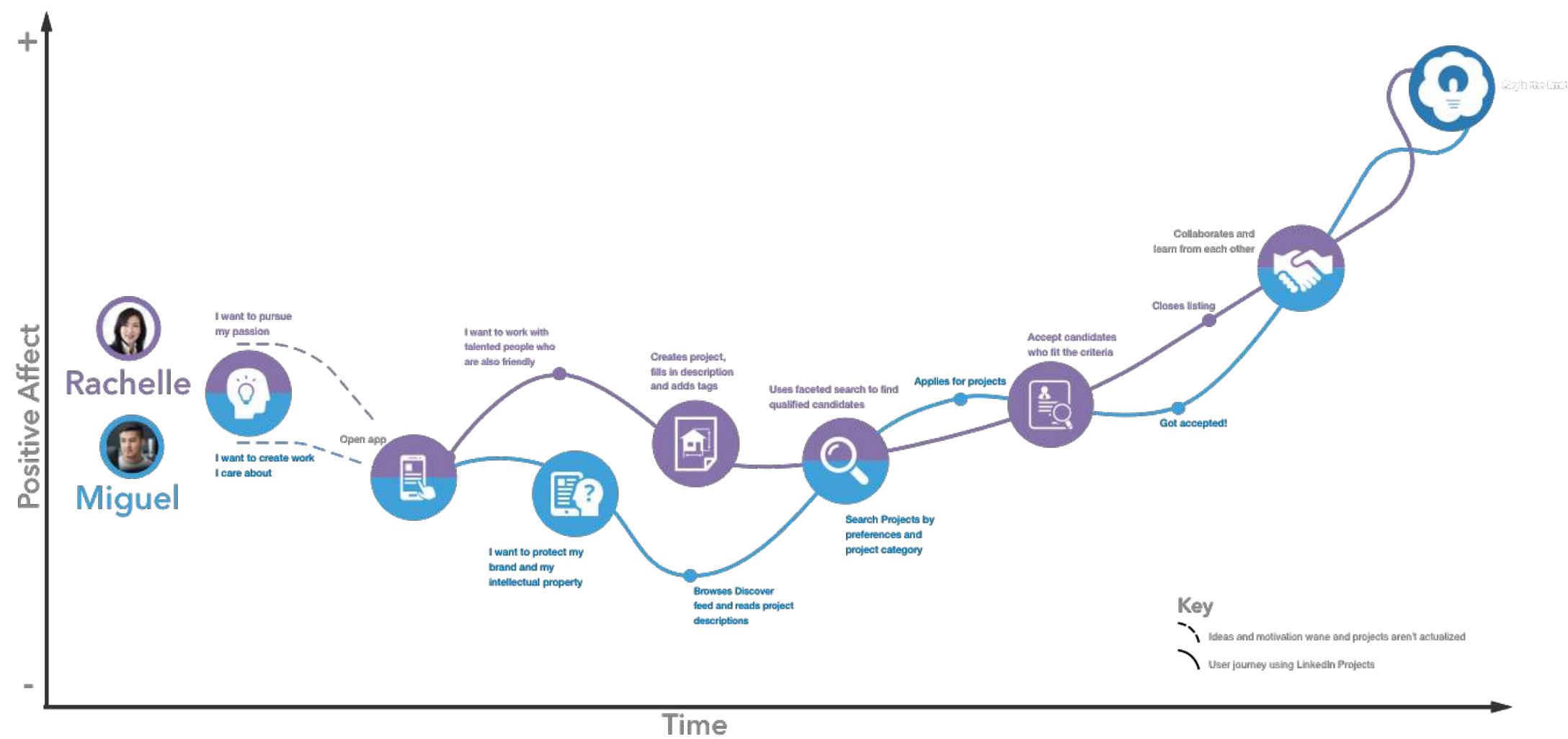
Affinity Mapping

Using the interview data, we created affinity maps to **reveal patterns** and create personas



Personas & Journey mapping

We created personas for our two primary user types. We also created a journey map to **understand users’ emotional journeys** as they used our app via the various touch points.



Object-oriented UX & site mapping

Before wireframing, we **mapped content and objects onto screens** and made a site map / app flow hybrid to see how the pages went together.

Design studio

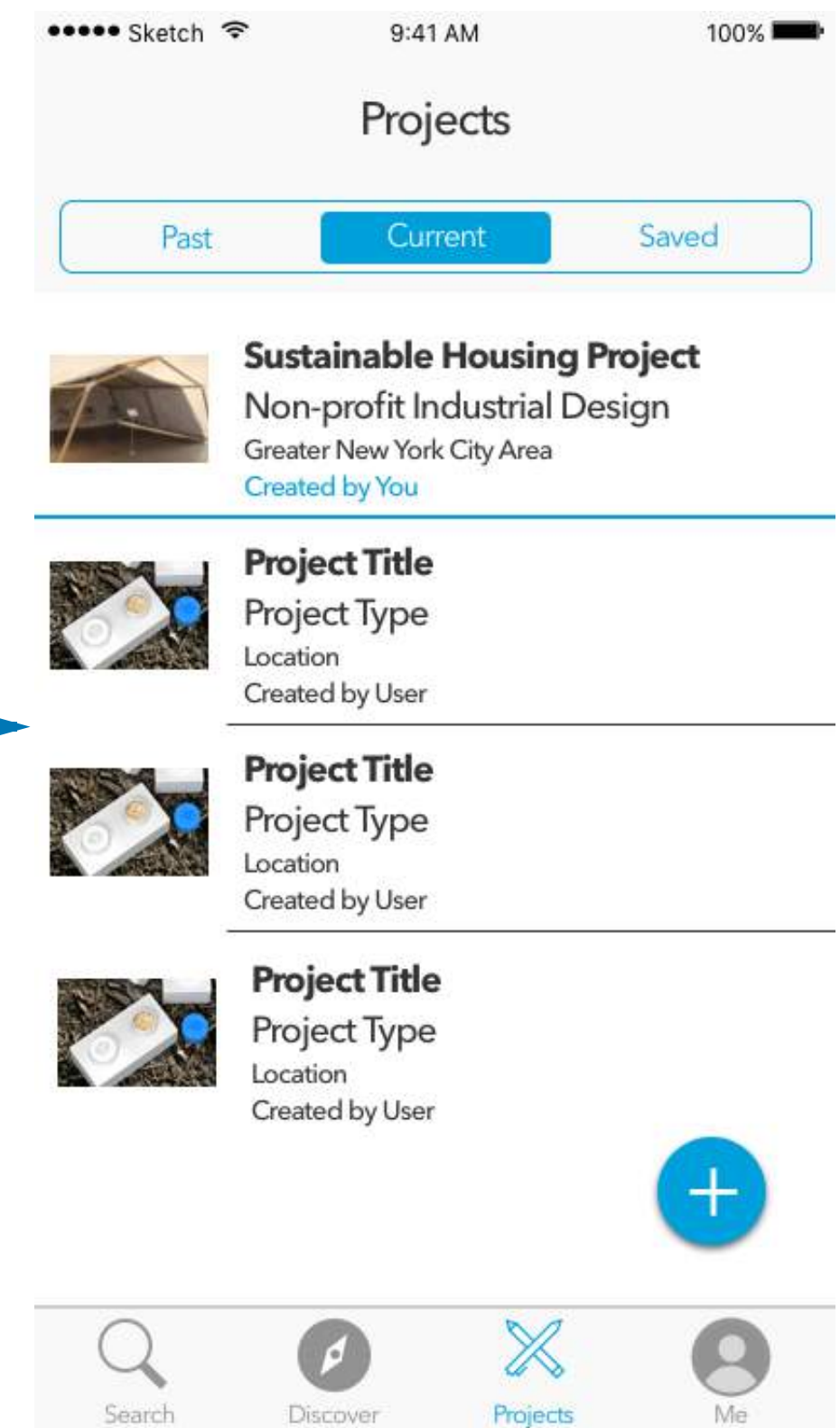
After deciding each page's contents, my team **designed in timed sessions** and iterated until we reached consensus on the page's look



Med-fi wireframe



Hi-fi wireframe



Prototyping, testing & iterating

We prototyped the wireframes and tested with users. Because **the product is completely new** and untested, usability testing was very important.