CSYE 7280-USER EXPERIENCE DESIGN AND TESTING

ASSIGNMENT -1

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1) Keeping the class exercise in mind, do the following:

Take any product, system, or service you use daily, like iPhone, Fitbit, MBTA, Amazon, Google, Reddit, News Website, etc. Explain what user experience aspects of that product you liked! Then list what significant improvements you would suggest!

I chose LinkedIn as an innovative product which is one of the widely used websites for every student, business, and IT professional. Now a days right from the job listings, company searches, direct communication with the recruiters and CEO's and what not, everything a student or job searcher needs when searching for a job is present in LinkedIn.

User Experience aspects of the product I liked:

1. **Top Applicant:**
   It is one of the best features I liked in LinkedIn which allows me to apply to the jobs where I am the top applicant. It saved lot of time in the application process.
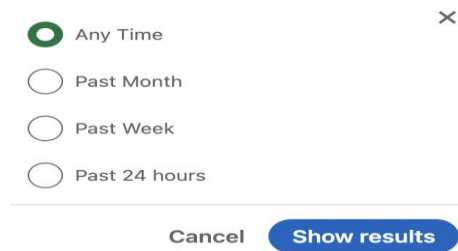

2. **Easy Apply:**
   Easy apply is one of the easiest ways to apply for the jobs because we just need to select the resume we had already uploaded in LinkedIn and click on submit that's it.
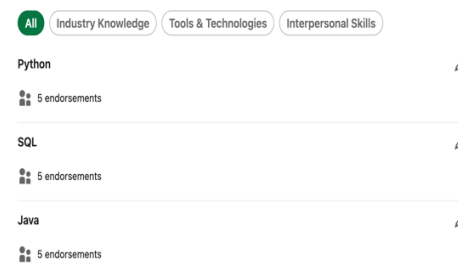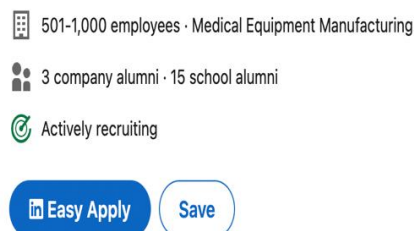
3. **Job filter by last 24 hours:**
   This interactive filter is very useful to everyone who wants to apply to job as early as possible.

4. **Skill Endorsements:**
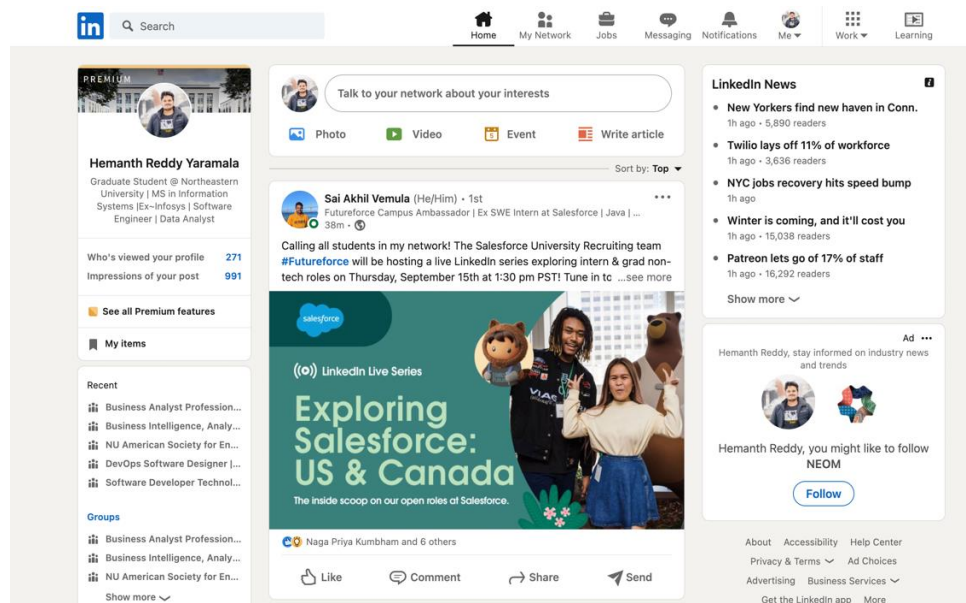   These endorsements are very useful to the recruiters to find out the real appreciation from the clients and managers.

5. **Simple User Interface:**
   LinkedIn UI is very comfortable to all types of persons, and we can easily navigate to required service provided by LinkedIn.

Significant Improvements I would suggest:

1. Tracking Interviews and Jobs applied through LinkedIn
2. Improve Job filtering
3. Better Job Recommendations
4. Applied jobs should not be in the jobs section when we are searching for the new ones
5. LinkedIn should avoid showing ads in the home page as it is not the main purpose for student and recruiters.

2) Create the use cases for the interactions assuming the site's improvements in mind. Create 5-8 use cases.

Be creative, rethinking or recreating that product, system, and service.

Use Case 1	Quick Search
Actor	Job seeker/Recruiter
Basic Flow	It gives user easy access to the roles they often search. User can directly click on the required job role instead of going to the search button and searching for the required job role. This saves user a lot of time during the application process.

Use Case 2	Interview Scheduler
Actor	Job seeker/Recruiter
Basic Flow	Instead of going to an external website for scheduling interviews. LinkedIn should add an extra feature where user can schedule an interview. It will remove the mediator for interview scheduler. It's going to help the people easily communicate with each other.

Use Case 3	Interview Tracker
Actor	Job seeker/Recruiter
Basic Flow	It is one of the important interview features where user can track the interview schedule and this feature will show the name of the company, application status and interview date and time. It's going to be the new way of communication between recruiter and student. Interview Tracking will be easy for users by adding this feature. It will save users a lot of time.

Use Case 4	Important Alerts
Actor	Job seeker/Recruiter
Basic Flow	This feature will help user as a reminder to give response to the recruiters. This will help user complete the scheduled assessments and exams in time. It will be a life saver.

Use Case 5	Calendar View
Actor	Job seeker /Recruiter
Basic Flow	This view can help the user to see the general view of the scheduled meetings, interviews, and assessments in a calendar view. This will help user track everything in a single view. We can sort that using recent dates, months, and years.

Use case 6	Spam Filter
Actor	User
Basic Flow	This will filter out the spam calls and messages from LinkedIn. This filter is like something that helps users remain protected from spam. As users are sharing a lot of personal information on the LinkedIn, users are vulnerable lots of spam calls and messages

Use Case 7	Interview Page
Actor	User
Basic Flow	This page is going to be single medium of communication between the recruiter and candidate. Both will directly communicate with each other. This page is an interface where users can call and mail each other directly without the need of external applications.