UI/UX EVALUATION AND REDESIGN PROPOSAL FOR LINKED IN

BY

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APP OVERVIEW

NAME: LINKED IN

PURPOSE: PROFESSIONAL NETWORKING PLATFORM.

TARGET AUDIENCE: PROFESSIONALS, JOB SEEKERS, RECRUITERS.

CORE FEATURES: FEED, PROFILE, MESSAGING, JOBS, NOTIFICATIONS.

UI & UX ANALYSIS

1. UI (User Interface) Evaluation:

❑ **Visual Design:** LinkedIn has a consistent and aesthetically pleasing design but some elements (e.g., buttons, icons) can feel outdated compared to modern design trends.

❑ **Typography, Colors, and Iconography:** Typography is generally readable, but some text are too small on mobile devices. Icons are intuitive but could benefit from a more modern redesign.

❑ **Layout and Spacing:** The Interface is well-structured and Spacing is generally good, but some buttons (e.g., "Connect," "Message") are too close together, leading to accidental taps.

UI & UX ANALYSIS CONTD.

2. UX (User Experience) Evaluation:

❑ **Usability:** LinkedIn is intuitive for professionals but can feel overwhelming for new users due to the sheer number of features in such a way that some features are hidden.

❑ **Navigation:** The bottom navigation bar (on mobile) is effective but lacks customization. Switching between tabs is smooth, but the "My Network" tab can feel cluttered.

❑ **Performance:** LinkedIn performs well overall, but the feed can sometimes load slowly, especially with a lot of content or ads.

PROBLEMS AND JUSTIFICATION OF FINDINGS

<u>Major Pain Points:</u>

1. Cluttered Feed:

- The feed includes posts, ads, suggested connections, and sponsored content, which can overwhelm users.

  Impacts: Users may miss important updates or feel frustrated by the lack of control over their feed.

2. Small Typography:

- Text in captions, comments, and some buttons is too small, especially on mobile devices.

  Impacts: Reduces readability and accessibility, particularly for users with visual impairments.

PROBLEMS AND JUSTIFICATION OF FINDINGS CONTD.

3. Hidden Features:

- Features like post analytics and advanced search are not easily accessible.

  Impacts: Users may not fully utilize the app's capabilities, leading to a suboptimal experience.

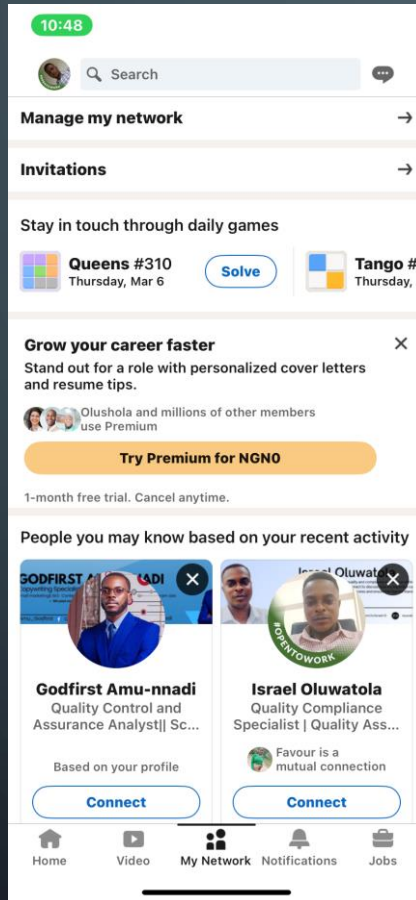**4. Outdated Icons and Buttons:**

- Some icons and buttons feel outdated compared to modern design standards.

  Impacts: Makes the app feel less engaging and visually appealing.
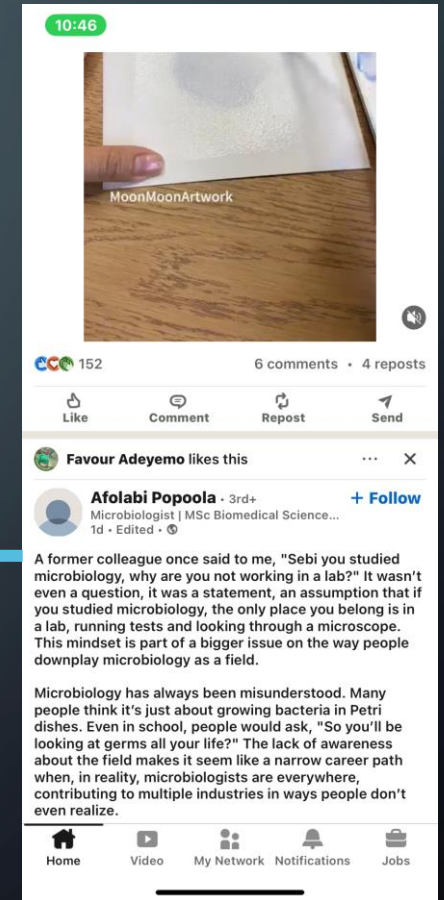
PROBLEMS AND JUSTIFICATION OF FINDINGS CONTD.

SCREENSHOTS:

This shows how the feed includes posts, ads, suggested connections, and sponsored content, which can overwhelm users.

This shows that the texts in captions, comments, and some buttons is too small, which reduces readability and accessibility.

HOW THESE ISSUES IMPACT THE USER EXPERIENCE

1. Cluttered Feed

Impact on Users:

Cognitive Overload: Users are bombarded with too much information at once (posts, ads, suggested connections, sponsored content). This can overwhelm them and make it difficult to focus on what's important.

2. Small Typography

Impact on Users:

Poor Readability: Small text in captions, comments, and buttons can be hard to read, especially on mobile devices. This is particularly problematic for users with visual impairments.

HOW THESE ISSUES IMPACT THE USER EXPERIENCE

3. Hidden Features

Impact on Users:

Underutilization of Features: Users may not be aware of powerful features like post analytics or advanced search because they're buried in menus. This limits the app's usefulness.

4. Outdated Icons and Buttons

Impact on Users:

Poor Aesthetic Appeal: Outdated icons and buttons make the app feel old and less engaging, which can reduce user satisfaction.

REDESIGN PROPOSAL

Proposed Solutions:

1. Simplification of the Feed:

- Introduction of a "tabbed feed" (e.g., "All," "Connections," "News") to allow users to filter content.
- Reduce the number of ads and sponsored content shown at once.

Benefit: Improves user control and reduces cognitive load.

2. Increase in Typography Size:

- Increasing the font size for captions, comments, and buttons.
- Ensuring all text meets accessibility standards.

Benefit: Enhances readability and accessibility.

REDESIGN PROPOSAL CONT'D

3. Making the Hidden Features More Accessible:

- Adding a "More" section to the bottom navigation bar for features like analytics and advanced search.

- Using tooltips or onboarding prompts to guide users to these features.

Benefit: Encourages users to explore and utilize the app's full potential.

4. Modernizing Icons and Buttons:

- Redesigning icons and buttons to align with modern design trends (e.g., rounded corners, gradient colors).

- Ensuring buttons are larger and better spaced to prevent accidental taps.

Benefit: Improves visual appeal and usability.

THANK YOU