PROJECT OVERVIEW

- To define the 5D's of interaction design of Linked in
- To redesign It's UI flaws for better user experience.

ABOUT

LinkedIn is a business and employment-focused social media platform that works through websites and mobile apps.

Launched on- May 5, 2003

Owned by- Microsoft

Why people use LinkedIn

Networking

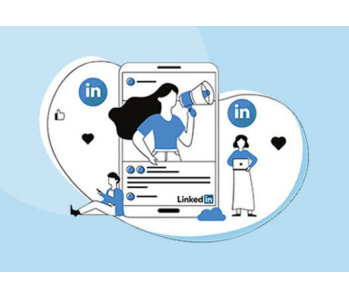
Recruiting

Research Companies

Join Support groups

Professional knowledge

Brand Building


Informative and helpful posts

Disadvantages

- LinkedIn is more professional than social
- You need a large network to be effective.
- Time investment is significant.
- You Need to Be an Active User.
- Premium subscriptions can be costly.
- Potential spamming.
- Your responses won't be immediate.
- It can be difficult to stand out.

Target Audience

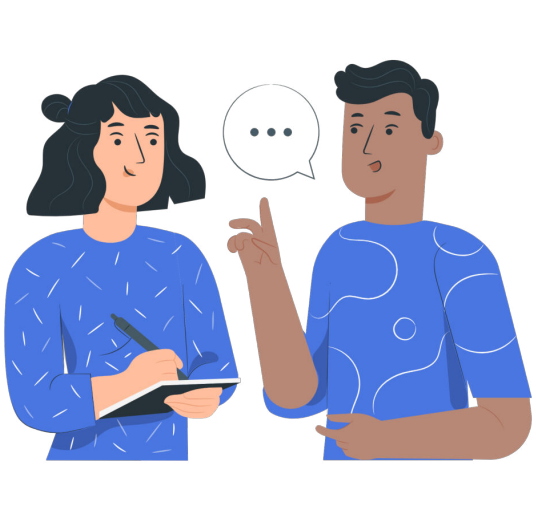
User Groups
- Job seekers
- Students

Age Group 18 to 40 y/O

Primary Insights

An interview was conducted among our target audience. Following are the insights we gathered from the data.

1. Most of the people use linked in to look for jobs and internships.
2. Most of the users find it insightful to set reminders for important events.
3. Some users find the option to set timing for a post very intruging.
4. Many users were happy with the connections it helps to build online.
5. Sometimes, its very confusing to find a particular job role availability.
6. Many users couldn't find the save post button on profile page.
7. Most of the features arent available for the non-premium users.
8. Linked in premium membership is expensive.
9. There aren't many filters options available while searching.
10. Some people post inappropriatly on it like any other social media site.
11. Undo message option isnt there.
12. Some users can reach/text the potential connections due to security.
13. There isnt any option to reply to particular text message.



Persona

Anita Dixit

Age: 25
Job description: Executive manager
Education: Mcom
Location: Delhi

Passionate
Adventurous
Empathetic
Curious

BIO

Anita is a sales executive at flip kart. She has a working experience of 3 years. She likes to spend time with her family. She likes to explore her surroundings in free time. She lives with her husband and in-laws.

Touch point

Needs

- Filters for search
- Individual message reply option.

Goals

- Study stock market
- Upskilling his knowledge to gain experience for further future opportunities.

Pain point

- Too much inappropriate posts on feed.
- Can't undo the message.

5 DIMENSIONS OF INTERACTION DESIGN

Words

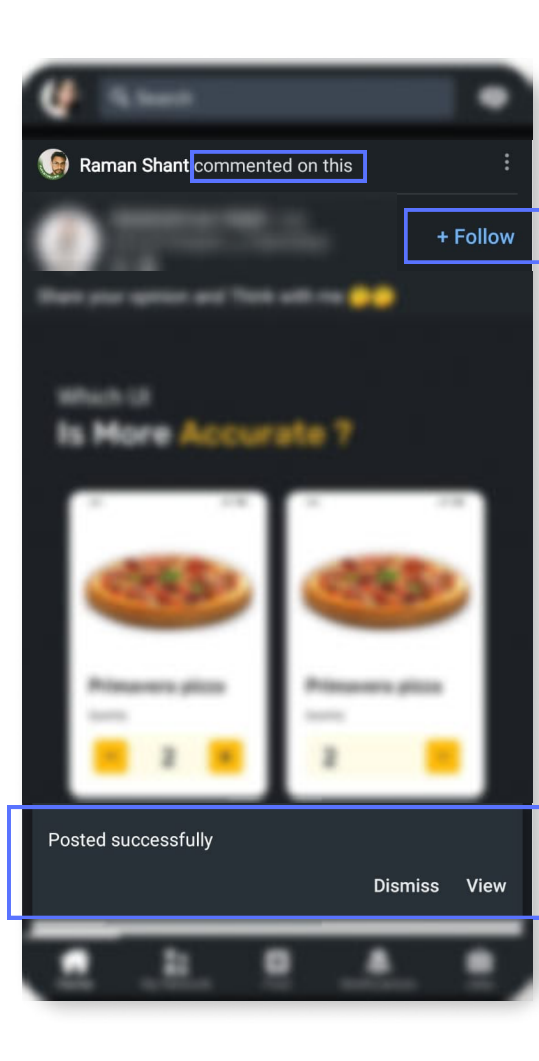
Visual Representation

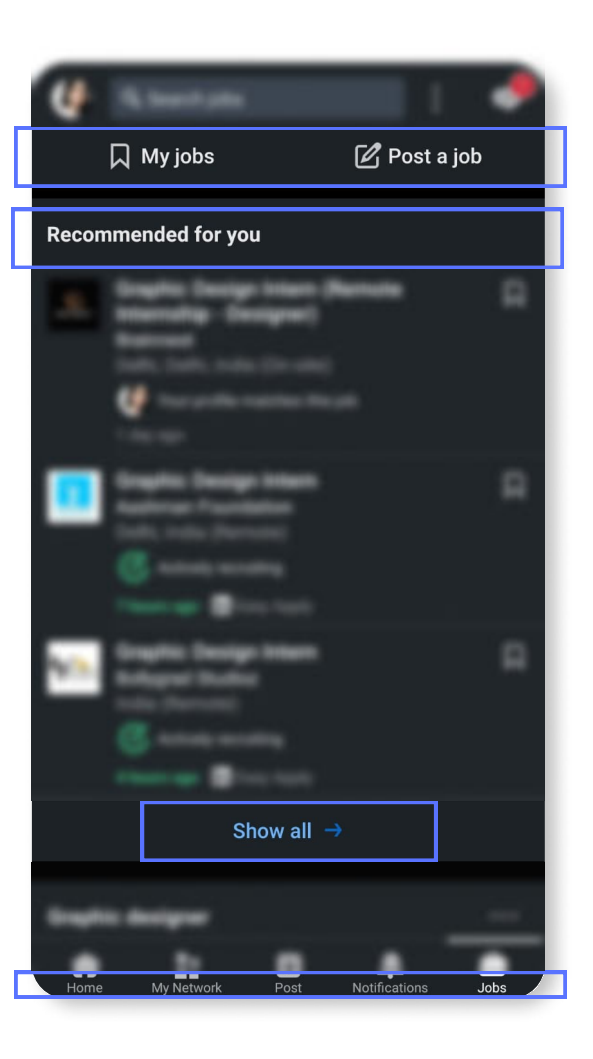
Physical object or Space

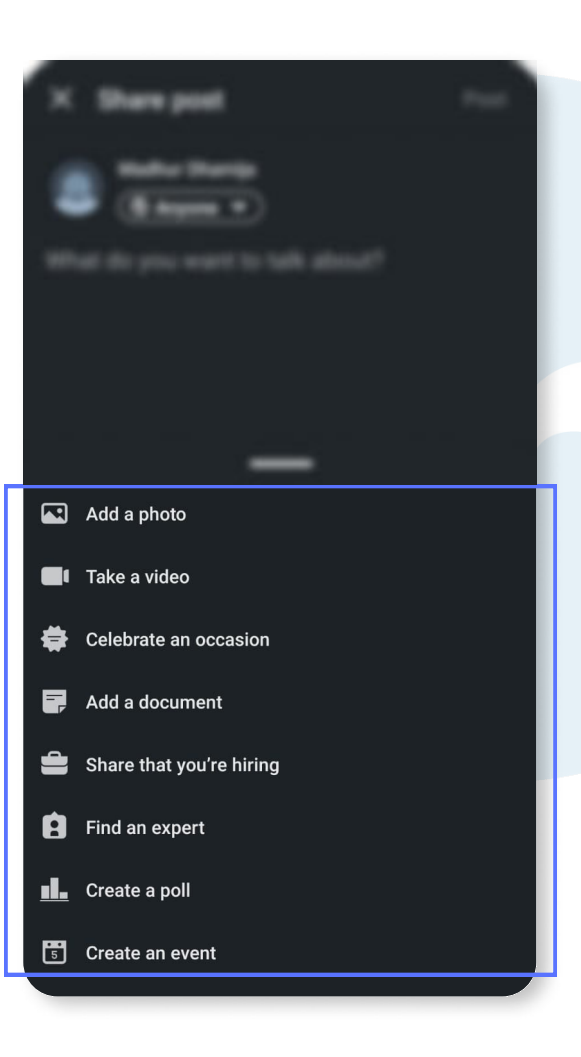
Time

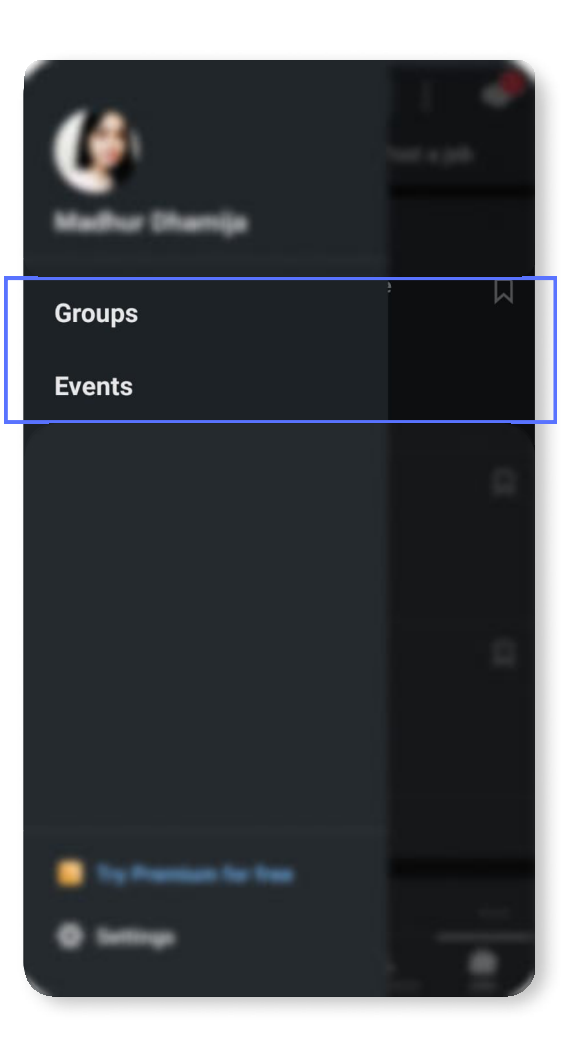
Behaviour

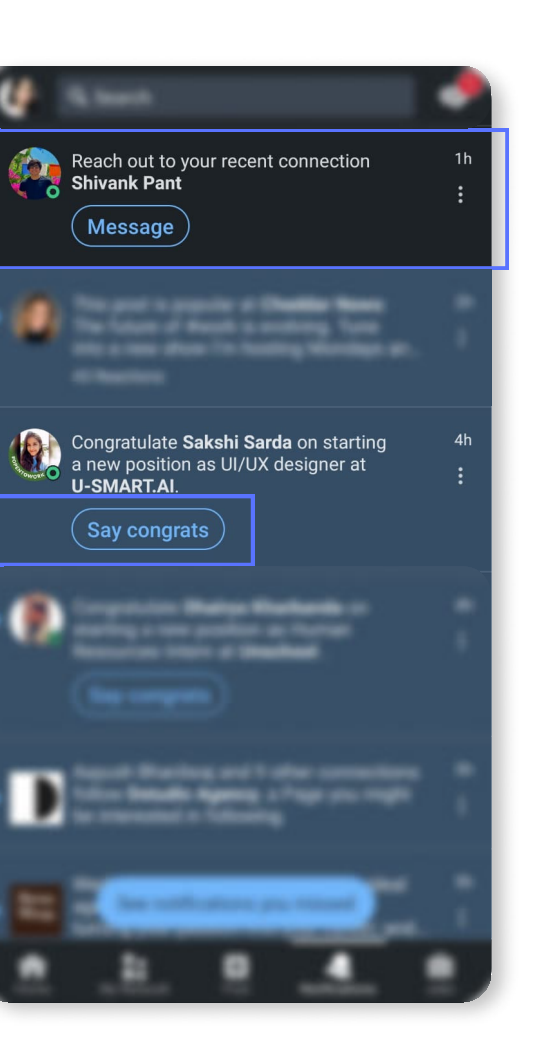
WORD : Linked in uses **simple words** for the interaction, which are already familiar to the users.


Raman Shant commented on this
+ Follow
Posted successfully
Dismiss
View

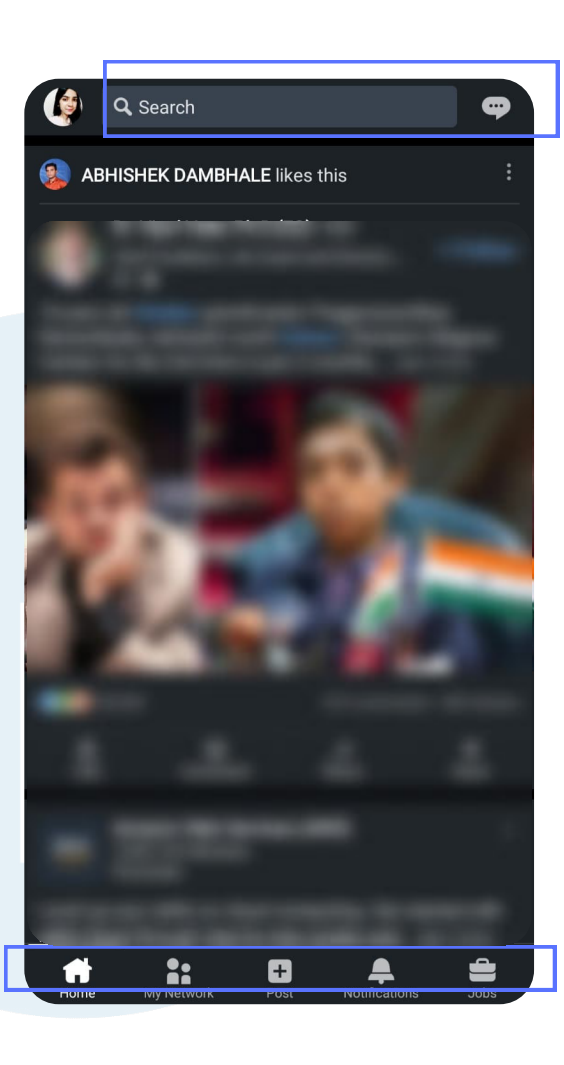

My jobs
Post a job
Recommended for you
Show all

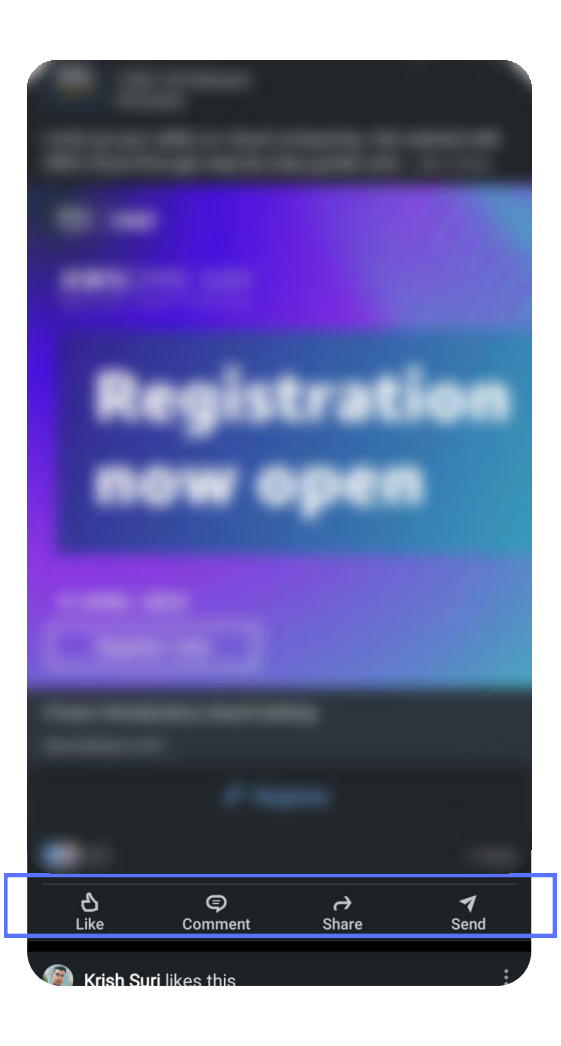

Share post
Add a photo
Take a video
Celebrate an occasion
Add a document
Share that you're hiring
Find an expert
Create a poll
Create an event

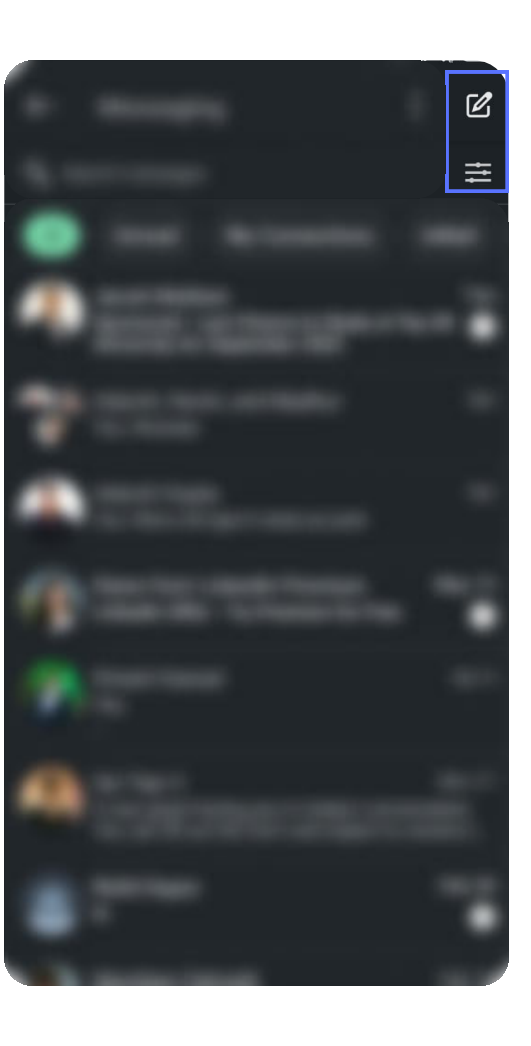

Groups
Events
Settings


Message
Say congrats

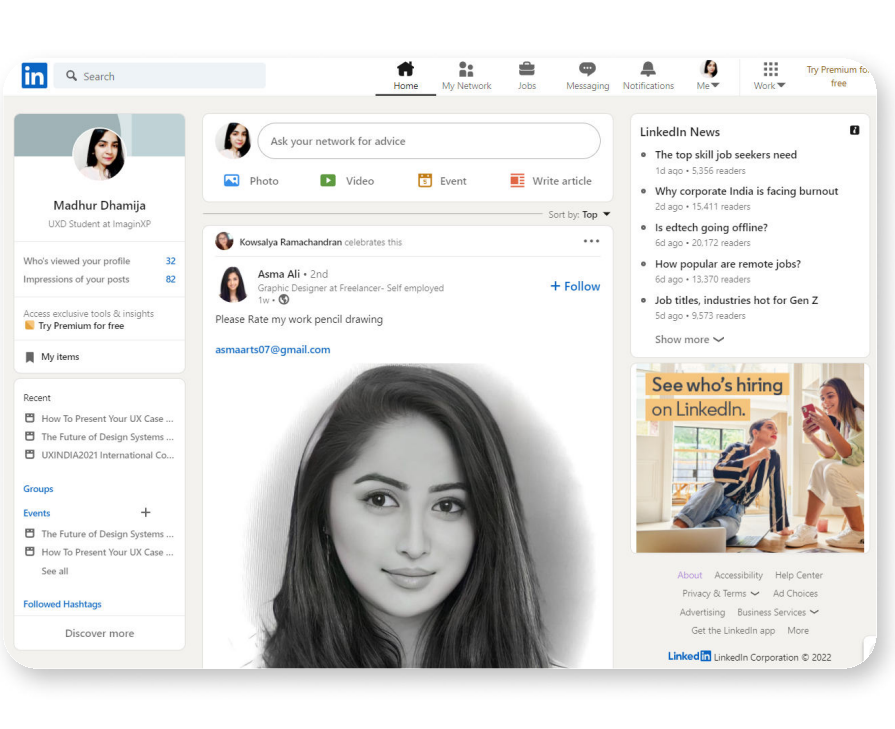
VISUAL REPRESENTATION: Linked in uses Global icons which are easily recogonisable by the users, hence not leaving any chance of confusion.

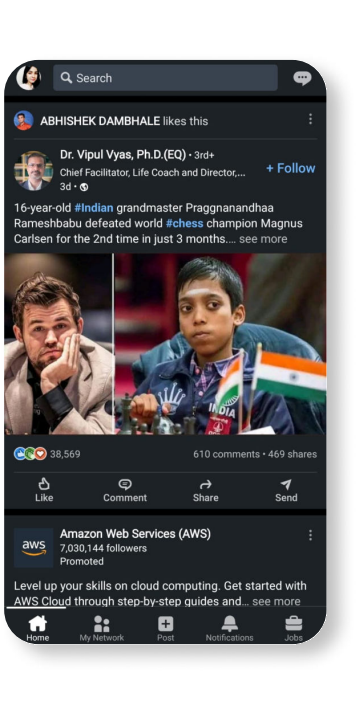


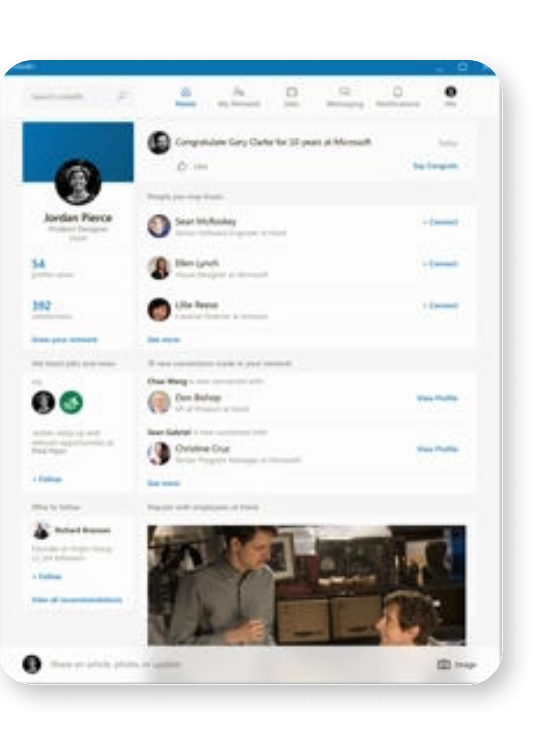

Registration now open



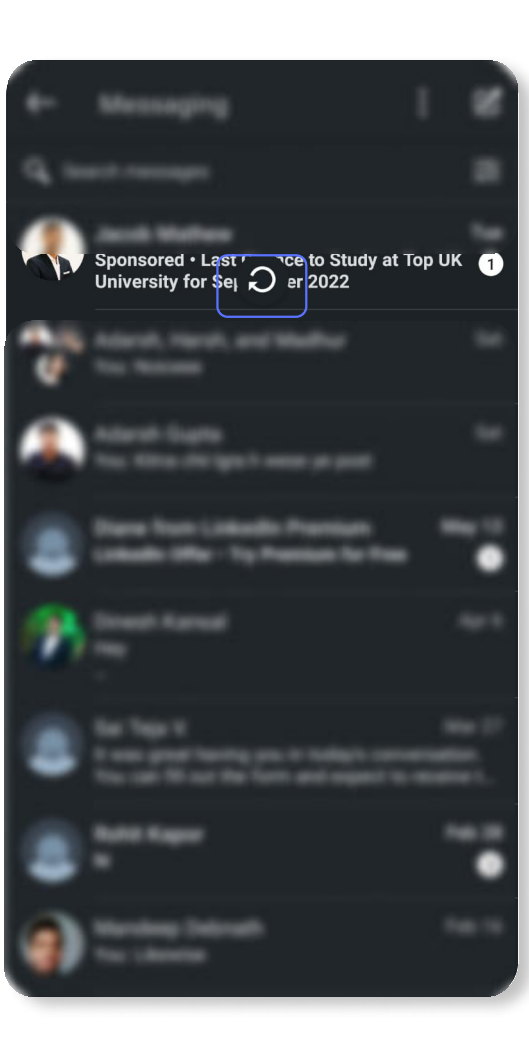
PHYSICAL OBJECT OR SPACE : Linked in is tangible as it can be accessible on phone , laptop and tablet as well.

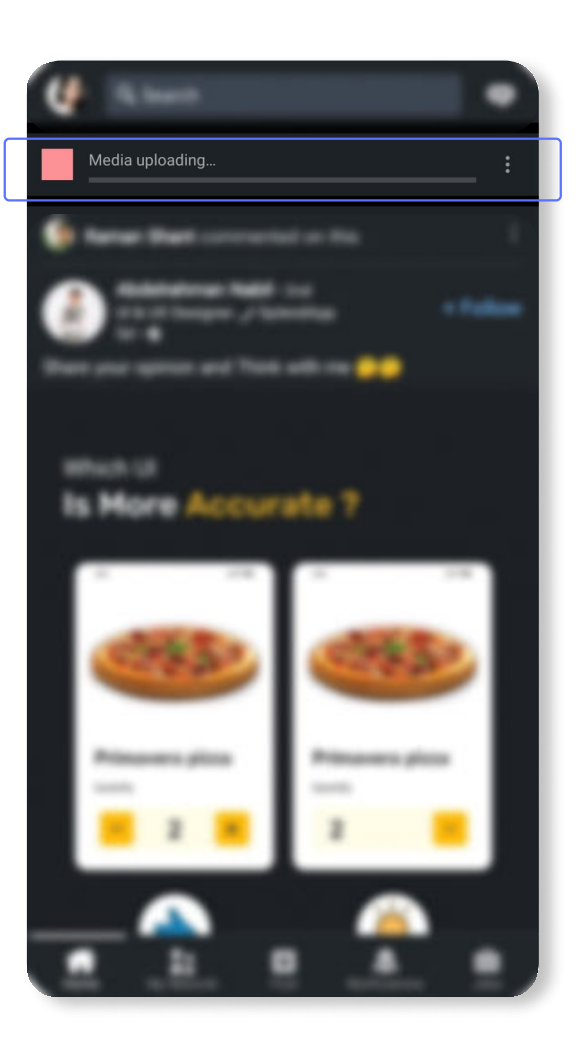


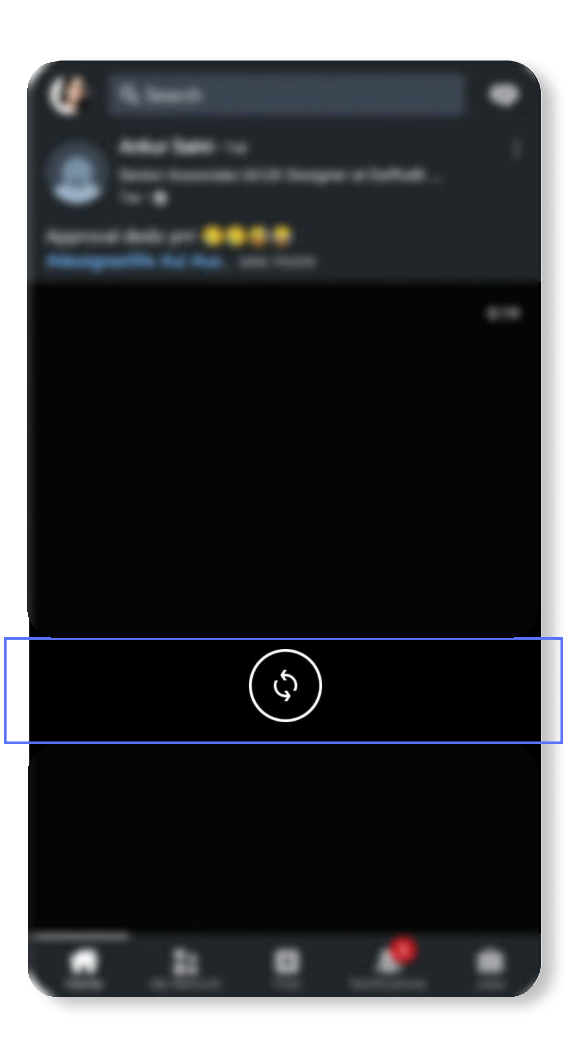




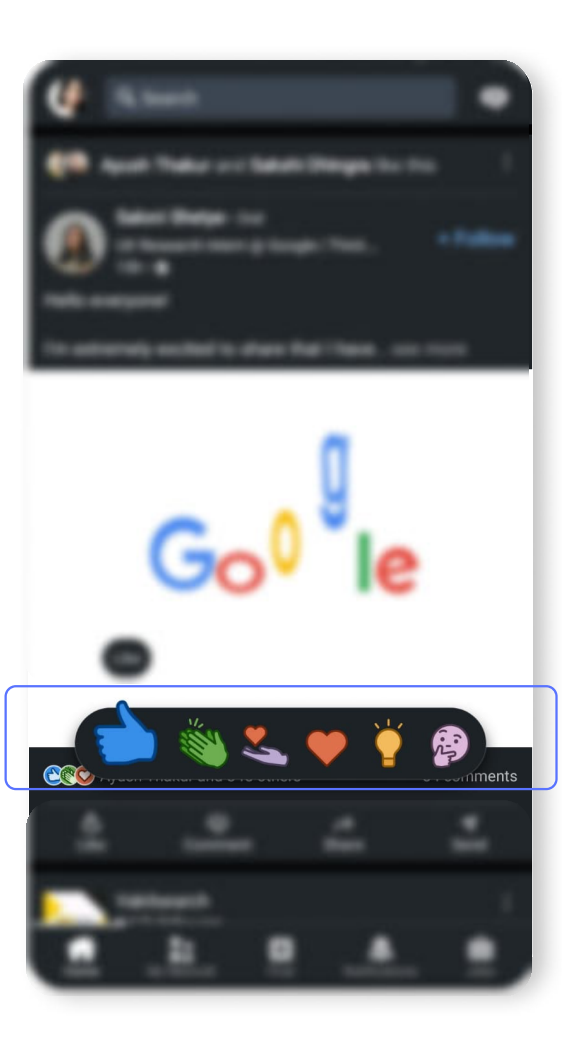
TIME : Linked in shows loading animation while refreshing the feed to let the user know what actually is going on.

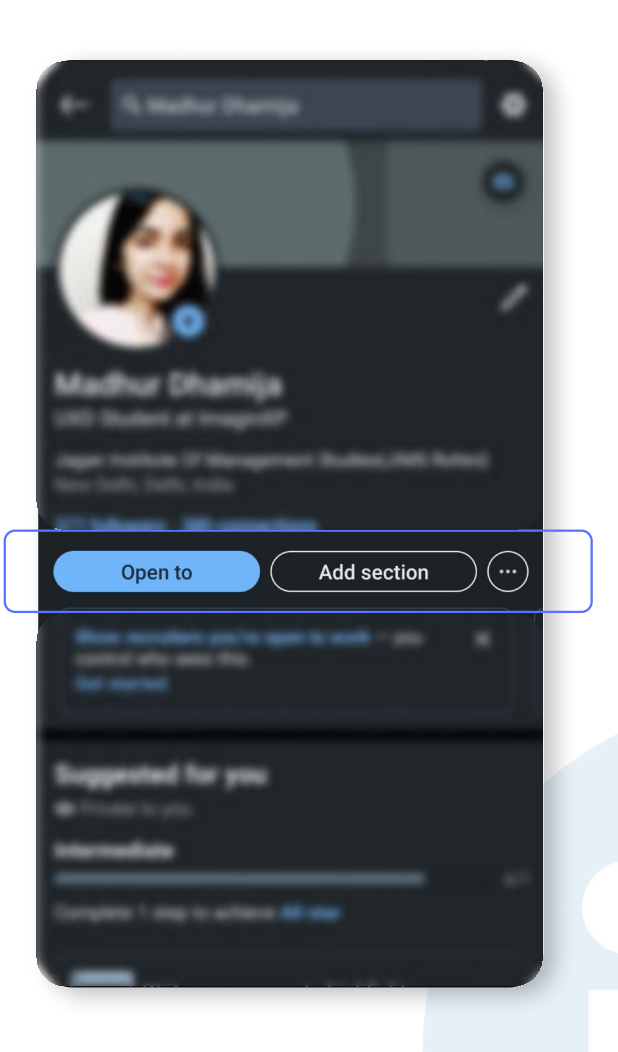






BEHAVIOUR : Linked in comes with pop-up buttons and many CTA buttons to enhance the interaction between the user and the interface.

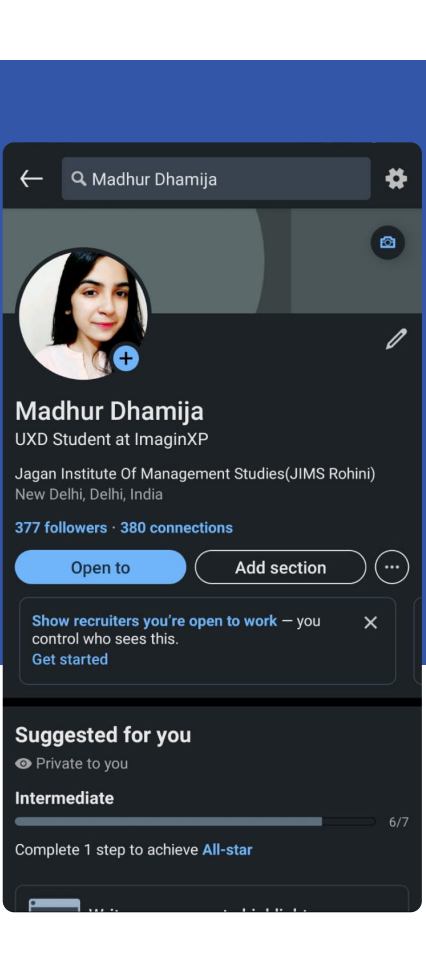



Open to
Add section

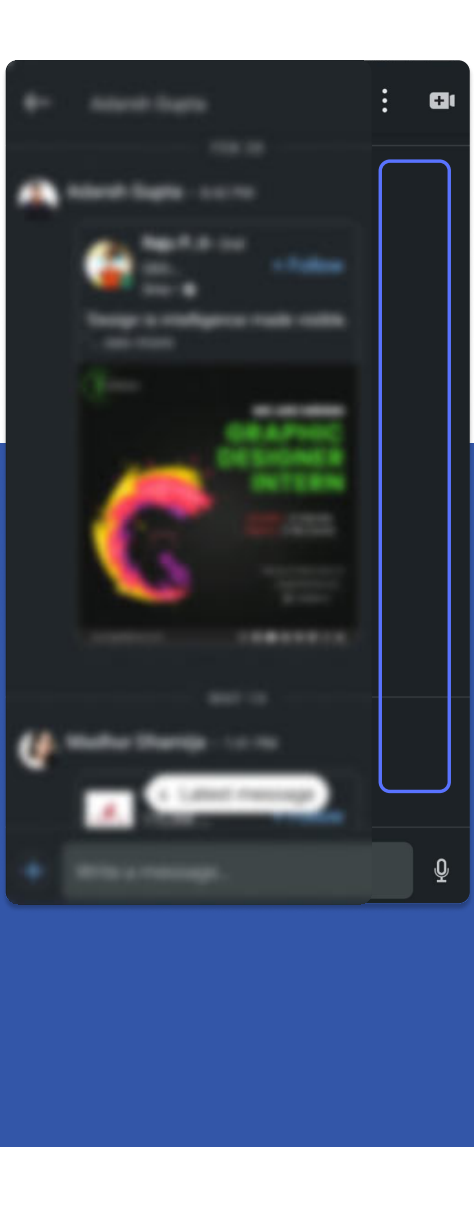
Other Small interactions:

- Send message tone
- Notifications
- Search
- Set away message
- Message suggestions
- Emoji reaction
- Show post to

INTERACTION FLAWS

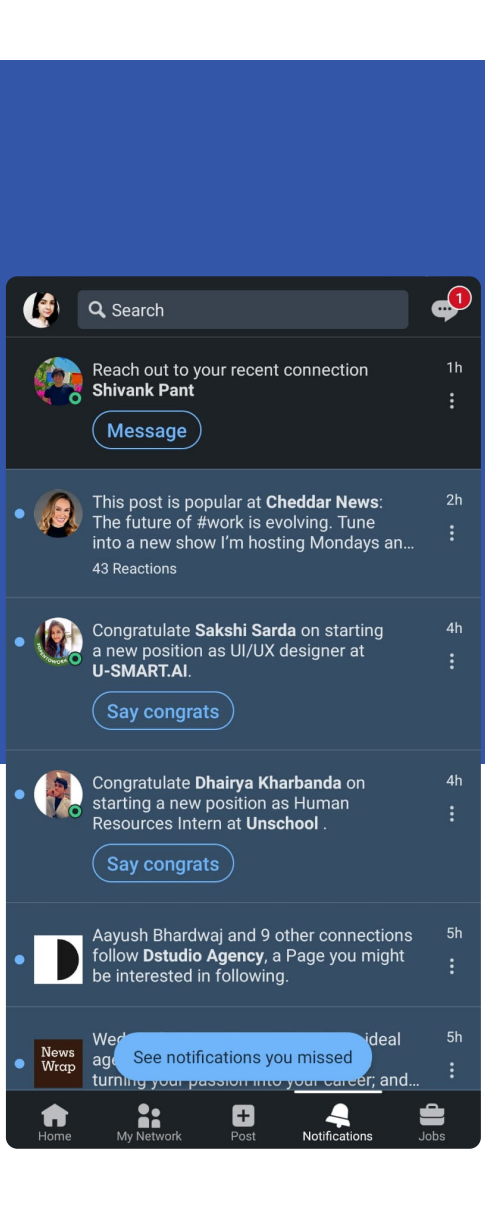

Madhur Dhamija
UXD Student at ImaginXP
Jagan Institute Of Management Studies(JIMS Rohini)
New Delhi, Delhi, India
377 followers · 380 connections
Open to
Add section
Show recruiters you're open to work — you control who sees this.
Get started
Suggested for you
Private to you
Intermediate
Complete 1 step to achieve All-star

Profile Page of Linked in is very cluttered. As we have to scroll down for different categaries.



Chat box uses the left side for both sender and reciever which is a waste of negative space and it results in confusion among the users.

Notification section shows the notifications of similar accounts seperately, creating a chaos leaving the user to scroll down to find the desired notification.



Reach out to your recent connection Shivank Pant

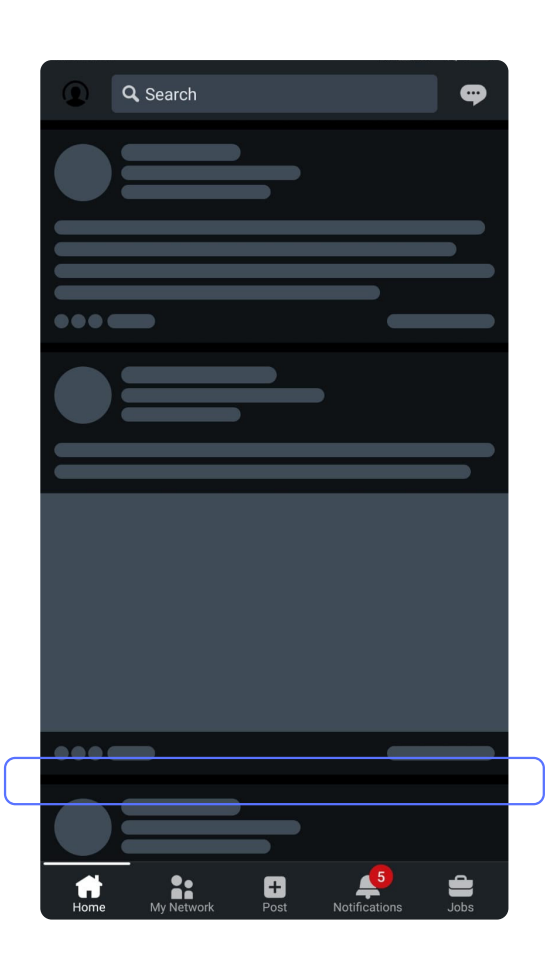
This post is popular at Cheddar News: The future of #work is evolving. Tune into a new show I'm hosting Mondays an...

Congratulate Sakshi Sarda on starting a new position as UI/UX designer at U-SMART.AI

Congratulate Dhairya Kharbanda on starting a new position as Human Resources Intern at Unschool .

Aayush Bhardwaj and 9 other connections follow Dstudio Agency, a Page you might be interested in following.

Search
Message
43 Reactions
Say congrats
Say congrats
See notifications you missed
Home
My Network
Post
Notifications
Jobs


Search
Home
My Network
Post
Notifications
Jobs

Feed of linked in has poorly used the spacing and white space between the posts.

Solution

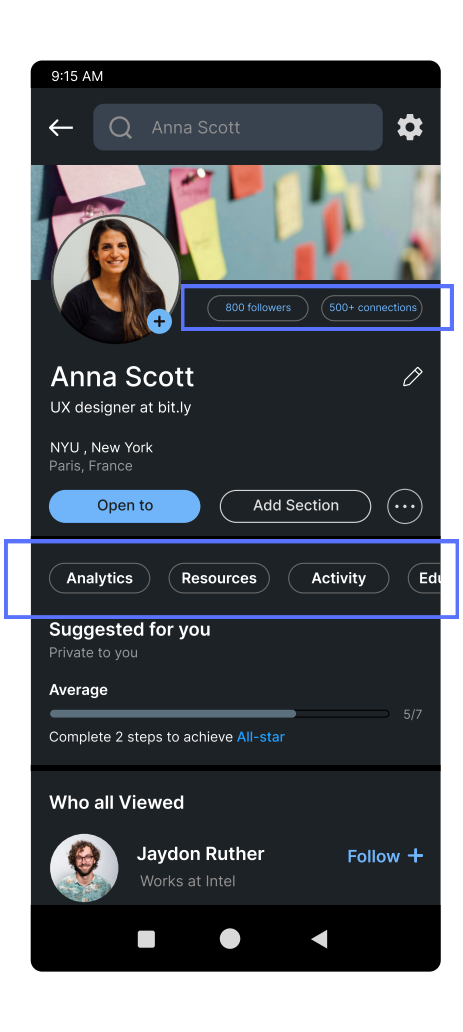
Based on the insights gathered from interviews and observation of interaction flaws, we came up with the following solutions.

1. CTA on profile page
2. Filters for search
3. Restrict inappropriate posts
4. Chat request
5. Undo text
6. Reply to particular message.

Ideation

1. CTA on profile page

To make the procedure simpler for the user, all of the profile page's features have been added to the top. The user won't have to switch back and forth then.

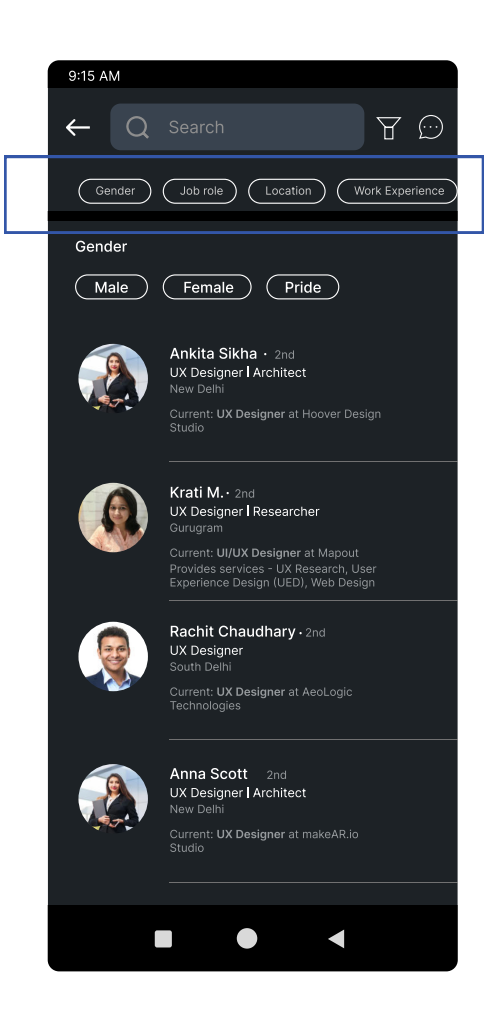

9:15 AM
Anna Scott
800 followers
500+ connections
Anna Scott
UX designer at bit.ly
NYU , New York
Paris, France
Open to
Add Section
Analytics
Resources
Activity
Suggested for you
Private to you
Average
5/7
Complete 2 steps to achieve All-star
Who all Viewed
Jaydon Ruther
Works at Intel
Follow +

Utilizing white space

Features on the home page represented together, Which will further direct to the selected category.

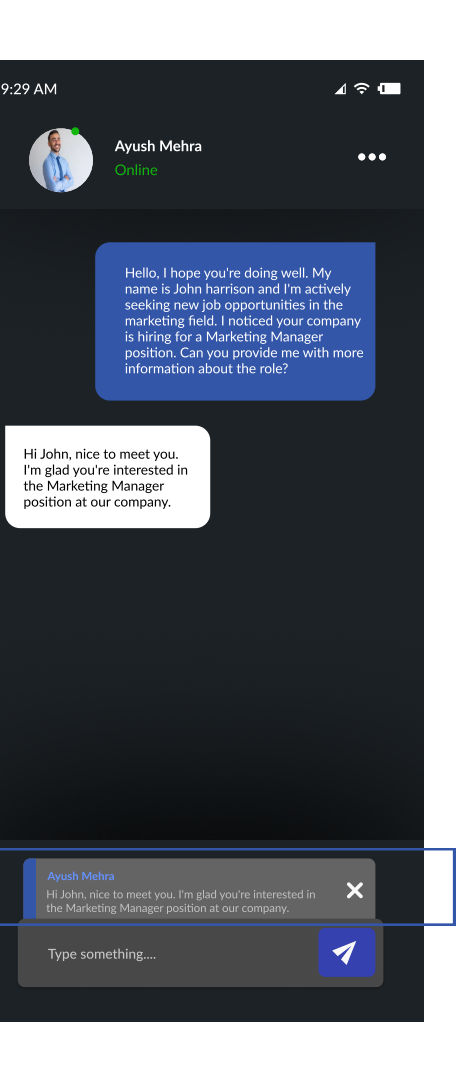
2. Search filters

More search filters may be added to make the process of searching more straightforward.


9:15 AM
Search
Gender
Job role
Location
Work Experience
Gender
Male
Female
Pride
Ankita Sikha · 2nd
UX Designer I Architect
New Delhi
Current: UX Designer at Hoover Design Studio
Krati M. · 2nd
UX Designer I Researcher
Gurugram
Current: UI/UX Designer at Mapout
Provides services - UX Research, User Experience Design (UED), Web Design
Rachit Chaudhary · 2nd
UX Designer
South Delhi
Current: UX Designer at AeoLogic Technologies
Anna Scott · 2nd
UX Designer I Architect
New Delhi
Current: UX Designer at makeAR.io Studio

3. Reply to message

Direct message responses can simplify communication by removing any potential for misunderstanding. The function is already well-known to users of other social networking platforms.

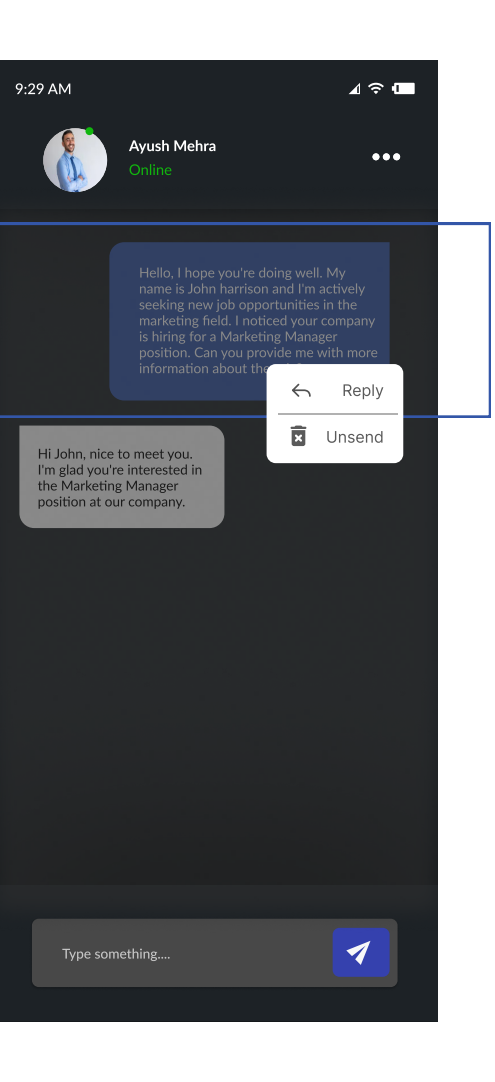

9:29 AM
Ayush Mehra
Online
Type something...

Hello, I hope you're doing well. My name is John harrison and I'm actively seeking new job opportunities in the marketing field. I noticed your company is hiring for a Marketing Manager position. Can you provide me with more information about the role?

Hi John, nice to meet you. I'm glad you're interested in the Marketing Manager position at our company.

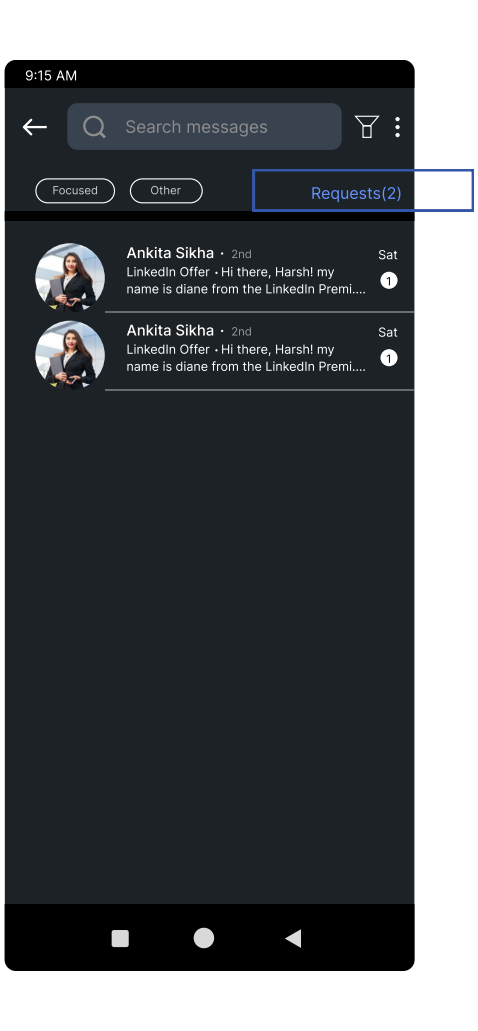
4. Undo text

This function is essential when speaking with experts to rectify any misinformation.


9:29 AM
Ayush Mehra
Online
Reply
Unsend
Type something...

5. Request messages

Unwanted or communications from random connections might be routed to the request box to keep the direct message box organised.


9:15 AM
Search messages
Focused
Other
Requests(2)
Ankita Sikha · 2nd
Linkedin Offer - Hi there, Harsh! my name is diane from the LinkedIn Premi...
Ankita Sikha · 2nd
Linkedin Offer - Hi there, Harsh! my name is diane from the LinkedIn Premi...

Thank You