Northeastern University

Spring 2023

CSYE7280 User Experience Design and Testing

Assignment 01

Under the guidance of Professor Vishal Chawla

Nikita Gaurihar

NUID - 002980962

Spring 2023

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

- **Website - https://www.linkedin.com/**

- **Best User Experience Aspect:**

  1. The best user experience feeling is the website theme is soothing to eyes and gives a positive vibe and a hope to stay on the website if one wants to.

  2. LinkedIn offers a platform that showcases your entire history about your professional career. It is as good as a resume or a portfolio. There is no need to explicitly design one unless your career/job demands.

  3. It provides a medium through InMails and direct messages to recruiters with the job hunters.

  4. It also offers a platform for learning and collaborations with the industry experts with its feature – LinkedIn Learning'. It navigates to a separate window altogether which segregates LinkedIn timeline from LinkedIn Learning It helps an individual to customize the course according to his dream role and helps him excel in his competencies.

  5. Lastly, another important feature that LinkedIn cherishes is the InMail's. It gives users an opportunity to reach out to the recruiters directly and discuss the open positions, if any.

- **Significant Improvements in the Products:**

  1. **Easy apply:**
     - Since we have already put all our information on LinkedIn profile already, there shouldn't be an explicit need to fill out the applications on company career site. It is just redundant work and a waste of time, money, and resources.

     - This Platform can collaborate with companies and make it the one and only platform to help users for effective job applications.

  2. **Interview feedbacks:**
     - There should be an option to give feedback about the company, recruiters, and the interview processes if the job/interview was secured through an application done on LinkedIn.

  3. **Review systems:**
     - Feedback and review form an important aspect of growth. If users could give feedback to recruiters via an anonymous system, or vice versa, it would be a great way to implement positive reinforcements for both the parties

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 01 :** New User Login (Medium weight Use Case)
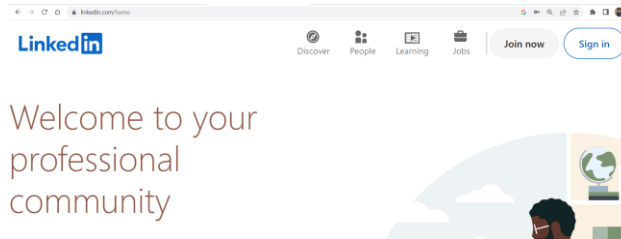
Use Case 01	
Use Case ID	LinkedIn_UC_01
Use Case Name	New user account Sign up at linkedin.com
Created By	Nikita Gaurihar
Date Created	Jan 15th, 2023

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Use Case Description	New User Sign-up
Primary Actor	User
Secondary Actor	None
Pre-Condition	1. User must be connected to the internet 2. You must have an active email account for account verification to get you started.
Post Condition	None
Basic Flow	1. Click on the text 'join now' at the top left corner of the home page to sign up and create a new account. 2. Put in the valid email id and set a password 3. Click 'Agree and Join' button 4. Fill in your first name and Last name 5. Click on 'Continue' button 6. Fill in your school, age and location information, click continue 7. Fill in the job positions you are interested in and the location, click 'continue' 8. There, you're all set with the LinkedIn account.
Alternate Flow 1	None
Improvements	1. The 'Join Now' is a simple text, rather it should be a button or some highlighted text in the accessible part of the screen, so that user don't have to navigate at the top to find it. 2. Instead of having navigated to number of pages for the signup process, the form should have been in the single window, that way people won't find it irritating leading them to an incomplete sign-up process. 2. Once the sign-up is completed, a notification should be displayed on the screen for the user to give confirmation.

Use Case 02 : Creating a job alert (Heavy weight Use Case)
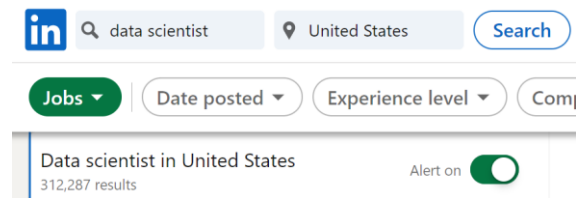
Use Case 02	
Use Case ID	LinkedIn_UC_02
Use Case Name	Creating Job Alerts
Created By	Nikita Gaurihar
Date Created	Jan 16th, 2023

Use Case Description	When any user clicks on the 'Job' tab from the navigation pane, he should be able to see all the open job positions available that matches to the skills mentioned on his profile. But , as soon as someone sets a job alert, his options narrow down each time. Now to look for the recent job updates, he need to search with a different keyword or delete the job alert altogether.
Primary Actor	User
Secondary Actor	None
Pre-Condition	1. User must be connected to the internet 2. You must have a registered account on linkedin.com
Post Condition	None
Basic Flow	1. Login to your linkedin account using your login ID and password. 2. Click on the 'Jobs' tab from the navigation pane. 3. Type the 'keyword' in the search bar you want to look for the open positions for. 4. You may set this as the job alert here, at this stage by enabling the toggle bar. 5. You Will be able to see the open positions available as per your search.
Alternate Flow 1	1. Login to your linkedin account using your login ID and password. 2. Click on the 'Jobs' tab from the navigation pane. 3. From the left hand side pane, navigate to the 'Job Alerts' tab. 4. Select the job alert, you want to search engine to explore for you
Improvements	1. Once you create and enable a job alert, you will see the results of the same job alert every time you visit the 'Jobs' tab. There should be an option to help navigate the user to the older job alerts or the new search and should give results accordingly. 2. The process is same for all kinds of jobs, be it full time, part time, internsips, etc. Instead of keeping these options in filter, they can create tabs/buttons for these sub-categories of the jobs so that navigation becomes easy and there wont be any confusion with respect to the nature and kind of job, users are applying to.

Use Case 03: Creating a New Post (Middle Weight)
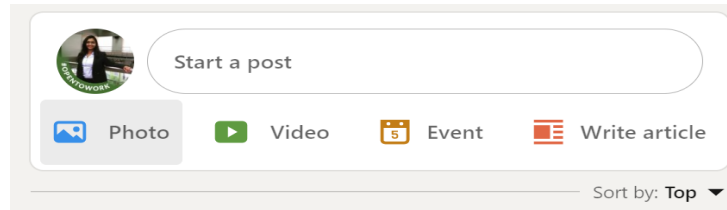
Use Case 03	
Use Case ID	LinkedIn_UC_03
Use Case Name	Starting a Post
Created By	Nikita Gaurihar
Date Created	Jan 17th, 2023

Use Case Description	Creating a new post and uploading it on timeline
Primary Actor	User
Secondary Actor	None
Pre-Condition	1. User must be connected to the internet 2. You must have a registered account on linkedin.com
Post Condition	None
Basic Flow	1. Login to your linkedin account using your login ID and password 2. You'll be redirected to your home page, where you'll be able to navigate through your timeline. 3. At the top centre, you'll find an option to 'start a post' 4. Add the content in the field, add hashtags 5. You may also attach video, image, or add a poll, etc to your post 6. You may also manage you cancomment on your post. 7. You may also choose who can see this post 8. Once all the options are selected, click ' post'
Alternate Flow 1	None
Improvements	1. once the posts were scrolled down from the timeline, it is difficult to navigate back to create a new post. There must be a shortcut button option which can redirect us directly where we can start a post at any point of time. For example, they can use freeze pane feature to freeze the 'start a post' option to make it available all the time.

Use Case 04: Adding a new Project to user profile (Heavy weight use case)

Use Case 04	
Use Case ID	LinkedIn_UC_04
Use Case Name	Adding a new project in the user profile
Created By	Nikita Gaurihar
Date Created	Jan 17th, 2023

Use Case Description	Adding details to a new project and redirecting it to the github link or a portfolio
Primary Actor	User
Secondary Actor	None
Pre-Condition	1. User must be connected to the internet 2. You must have a registered account on linkedin.com 3. You must have an active account on Git with the updated information about project's ReadMe files and the codes committed on github.
Post Condition	None
Basic Flow	1. Login to your linkedin account using your login ID and password 2. You'll be redirected to your home page, where you'll be able to navigate through your profile 3. Click on 'add profile section', click 'Add projects' 4. Add in all the details such as Project Name, start and end date, in association with any organisation or company., etc. 5. You may also Tag the contributors such as any co-authors or team members in here. 6. In project URL, put the Github Url which will directly rediret to your project work. 7. Click 'Save'
Alternate Flow 1	1. Login to your linkedin account using your login ID and password 2. You'll be redirected to your home page, where you'll be able to navigate through your profile 3. Scroll down untill you find a projects section. 4. Click on the '+' sign to add new project. 5. Repeat the steps from point no. 4 onwards, as mentioned in the Basic Flow tab
Improvements	1. We can add team members and authors under projects and Publications. There should have been an option to endorse these projects and publications as well. 2. There could also have been an option where users are able to share these projects as a post so that recruiters who are looking for candidates with specific skills would be accessible easily with a simple search.

Use Case 05 – Search Bar accessibility using the filter criteria (Heavy weight use case)
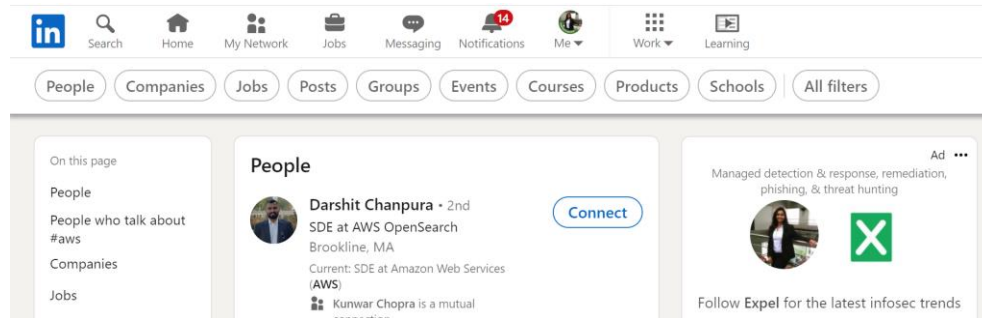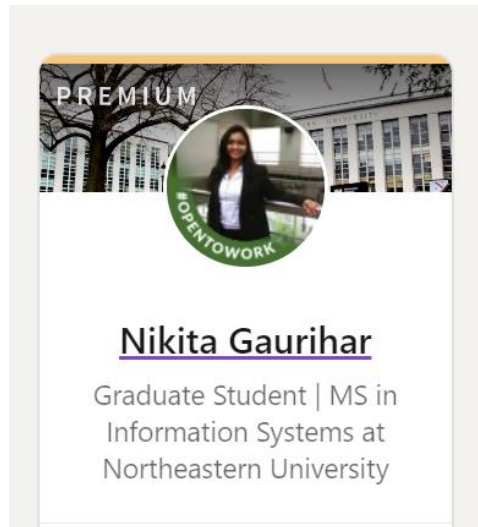

Use Case 05	
Use Case ID	LinkedIn_UC_01
Use Case Name	Search Bar accessibility with respect to Filters for search category
Created By	Nikita Gaurihar
Date Created	Jan 17th, 2023

Use Case Description	When user tries to search a particular keyword. Further, He can filter out the keywords by selecting a particular category that he is looking for. For ex. If he puts 'SAP' in search bar, This will give the user all the available list of items in all the categories. Then he has to select category-'People' or 'job' and then he will get the expected results
Primary Actor	User
Secondary Actor	None
Pre-Condition	1. User must be connected to the internet 2. You must have an active email account for account verification to get you started.
Post Condition	None
Basic Flow	1. Login to your linkedin account using your login ID and password 2. You'll be redirected to your home page, where you'll be able to access search bar. 3. Put in the keyword, user wishes to search click 'Search'. 4. Then, user has to select a category from the list of filters. 5. User needs to put the desired loaction of the search, if category-'Job' is selected from the filter, else ignore this step. 6. Then the user will get the list of expected results from the keyword he has put.
Alternate Flow 1	None
Improvements	None

Use Case 06: Access user's profile information

Use Case 06	
Use Case ID	LinkedIn_UC_01
Use Case Name	Access user's profile information
Created By	Nikita Gaurihar
Date Created	Jan 17th, 2023

Use Case Description	User can check all the details and information that he has put in various sections on his profile by navigating to his/her profile by clicking on his/her name.
Primary Actor	User
Secondary Actor	None
Pre-Condition	1. User must be connected to the internet 2. You must have an active email account for account verification to get you started.
Post Condition	None
Basic Flow	1. Login to your LinkedIn account using your login ID and password 2. You'll be redirected to your home page, where you'll be able to view a left pane with user's profile picture and Name. 3. Click on the Name of the User to access his profile information. 4. Scroll up and down to navigate to the specific information of the user.
Alternate Flow 1	1. Login to your LinkedIn account using your login ID and password 2. You'll be redirected to your home page, where you'll be able to view a dropdown with text - 'Me'. 3. Click on the dropdown to access profile information 4. Click 'View Profile' Button to navigate to the user's profile information. 5. Repeat step no 4 from the basic flow to access further
Improvements	None