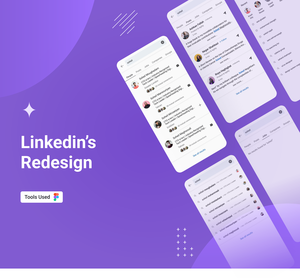


Linkedin's Redesign

Tools Used

Project Overview

The aim of this redesign is to improve LinkedIn's search functionality, which currently presents several usability issues. These issues include an overwhelming presentation of search results, confusing filter options, and inconsistent behaviors of interactive elements. The redesign focuses on creating a more streamlined and intuitive search experience.

The problem statement

The current LinkedIn search functionality is cluttered, presenting all types of results (people, posts, jobs, companies, groups) in a single section, which can be overwhelming and confusing for users. Additionally, the excessive number of filters complicates the search process, and inconsistent behaviors of interactive elements lead to user confusion and frustration.

Project Goals

To enhance the LinkedIn search functionality for a more user-friendly experience.

To simplify filter options and reduce user confusion.

To standardize interactive elements ensuring a consistent user experience.

Strengths of the Graphic Structure

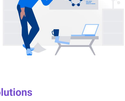
- LinkedIn's clean and professional design enhances readability and user comfort.
- A consistent design language across different sections reinforces LinkedIn's professional image and aids intuitive navigation.
- Clear organization of information helps users quickly find essential features like profiles, notifications, and messages.

Weaknesses of the Graphic Structure

- The current structure presents all types of results in a single section, overwhelming users.
- The messaging system is cumbersome, making it difficult to manage conversations.
- Excessive notifications can overwhelm users and lead to important updates being missed.

User problems

- Overwhelming presentation of search results.
- Confusing and excessive filter options.
- Inconsistent behaviors of interactive elements.
- Inefficient messaging system, making it difficult to manage conversations.
- Notification overload, leading to important updates being missed.



Possible Solutions

Based on the identified issues and user feedback, the following solutions were proposed to enhance the LinkedIn search functionality and overall user experience:

Divide search results into distinct sections for people, posts, jobs, companies, and groups to streamline the user experience.

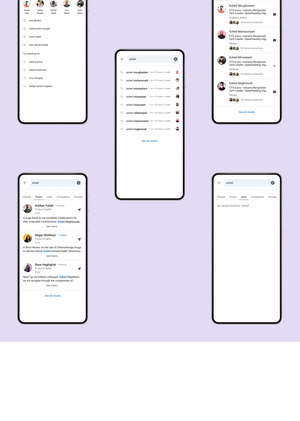
Intuitively categorize filters and reduce the number of visible filters. Implement a "more filters" option for additional filters.

Ensure consistent behaviors of icons across different sections to reduce user confusion.

Introduce message folders, tags, and search functionality within messages to help users organize and find conversations more efficiently.

Allow users to customize their notification preferences more granularly, enabling them to prioritize the types of notifications they want to receive.

Screens



Thank You For Watching

Designer
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