

UI Element Critique LinkedIn

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Introduction



LinkedIn has made significant strides in enhancing its user interface (UI) elements and functionalities over time, which has contributed to its growing popularity. Nonetheless, there are still areas where the platform can further improve. The purpose of this document is to identify three UI element issues and propose appropriate solutions.

By addressing these issues, we aim to enhance the user experience on the LinkedIn platform and ensure a seamless and intuitive interface. To aid in visualizing the proposed solutions and better understanding the improvements, mockup pages are included for each issue and its corresponding solution.

Through careful analysis and consideration, we have identified key areas that require attention and have devised effective solutions to address them. Our goal is to provide users with a more professional, user-friendly, and engaging LinkedIn experience.

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Issue & Solution 1

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1

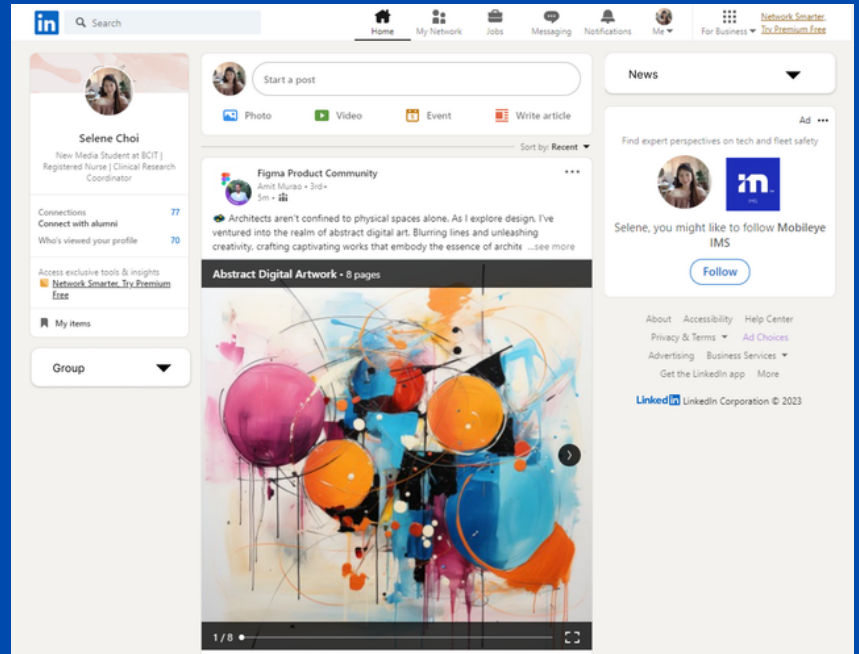
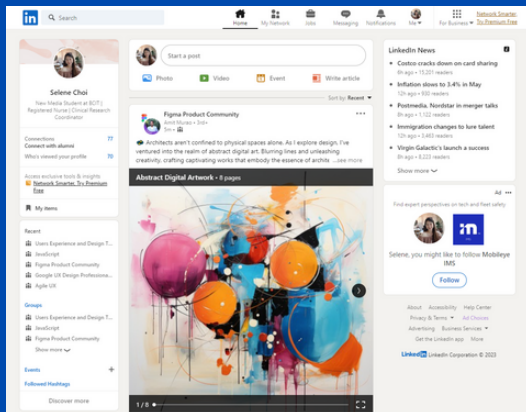
Issue & Solution 1

Issue

Each category box occupies space, whether or not the user intends to keep it visible. This can become inconvenient as it requires keeping all the elements on a single page without any specific purpose.

Solution

By utilizing an accordion menu, users are empowered to effortlessly close or open sections based on their preferences and specific needs. Even when a section is closed, the category remains visually distinct, appearing bolded compared to the original, ensuring users can easily navigate and access relevant information without any inconvenience.



Accordion menus provide a space-efficient and user-friendly way to organize and navigate through content

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Issue & Solution 2

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2

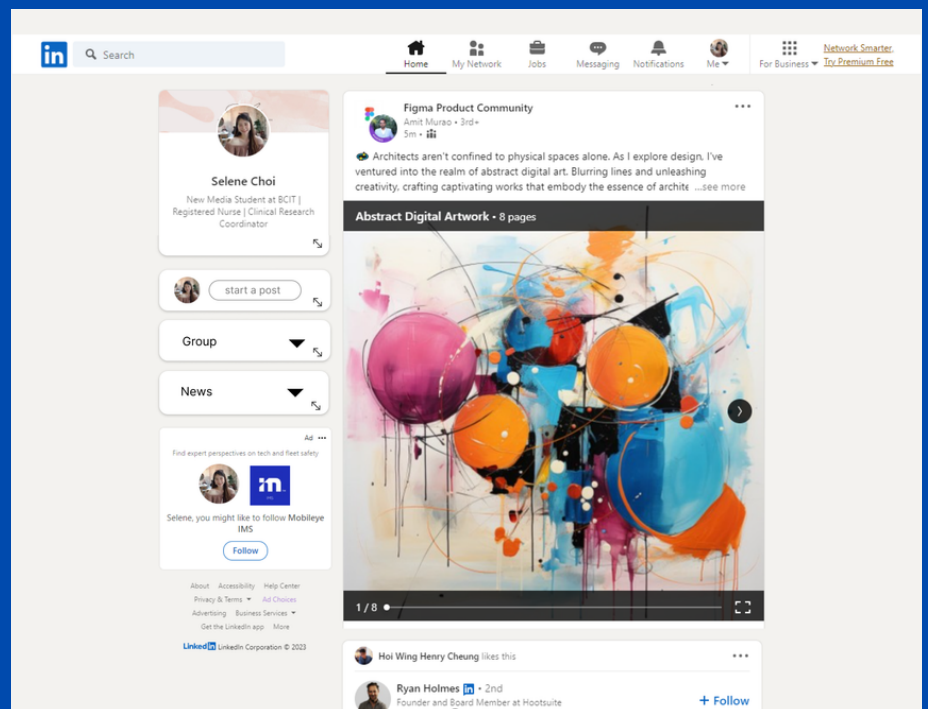
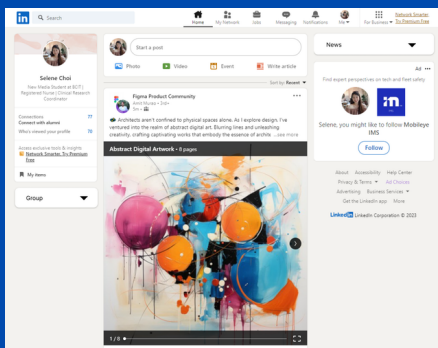
Issue & Solution 2

Issue

Although efforts have been made to create efficient space and enhance navigation for users, the layout still lacks organization. Users can easily become confused by the multitude of functionalities on the website, as it lacks a clear hierarchy and fails to consider the user's goals, despite having numerous sections to navigate.

Solution

By allowing users to customize their layout, including the size and order of sections, we can effectively address this issue. While implementing this functionality may require additional development work, it is a valuable feature to have. This concept is inspired by widget settings on tablets or mobile devices. To facilitate the customization process, elements indicating the ability to customize the size and position of each box can be included, along with an edit button to enable further customization options.



customize feature includes size and order of sections adjustment

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Issue & Solution 3

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3

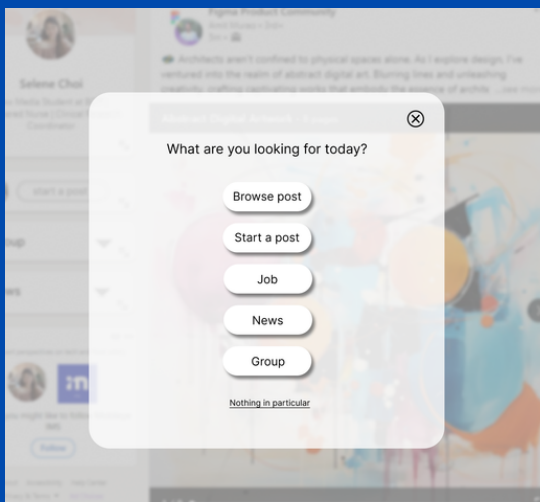
Issue & Solution 3

Issue

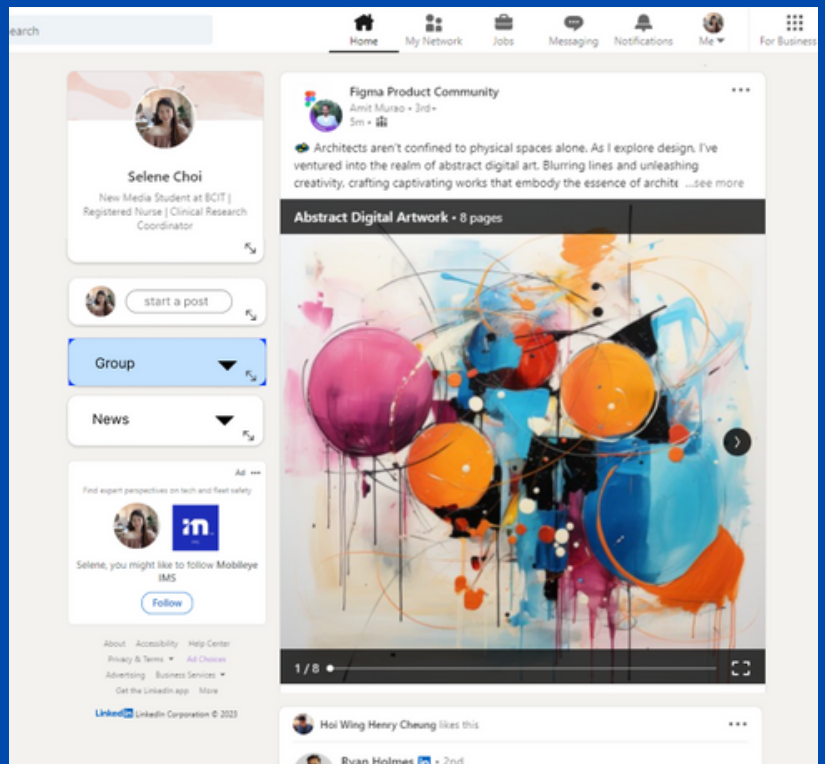
LinkedIn provides numerous features for users to explore. However, sometimes it can be frustrating for users to find what they are looking for on the homepage, as there are multiple elements present. Unless one is a seasoned user of the platform, it can be time-consuming and unclear for users to identify the specific section they need to click on.

Solution

To enhance user experience, consider implementing a popup box when users first land on the page. This popup box will allow them to choose the specific category they are interested in. Upon selecting an option, they will be directed to the landing page with the corresponding section highlighted for 3 seconds.



user to select an option



It highlights the selected section for a duration of 3 seconds before disappearing.

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