



A case study

To improve 'See All Activity' feature in LinkedIn app/website

- ❖ The Problem
- ❖ User Research
- ❖ Targeted User Persona
- ❖ Feature Suggestions
- ❖ Wireframes

Alsatwar Sravan Kumar
Indian Institute of Technology (ISM) Dhanbad



ABOUT

LinkedIn is world's largest professional networking platform with 756 million registered members , and allows job seekers to post their CVs and employers to post jobs. It is envisioning to create economic opportunity for every member of the global workforce

THE PROBLEM

Sravan is a prefinal year student at IIT(ISM) Dhanbad, he is currently looking for summer internship in the field of product management. He uses LinkedIn to find internship opportunities in job section, posts by HRs or startup founders and to gain knowledge (other people's experience, thoughts on current scenario and future scope). He has converted from daily active user to power user of LinkedIn since past two months(As of 25th May 2021). But he faces poor user experience regarding 'See All Activity' feature, because

- Whenever he visits 'All activity' page to see his previously seen post he has to scroll down through the page to find the post
- Sometimes he doesn't find that post

He thinks that this feature has to revamped and redesigned to improve user experience

GOALS

- Redesign 'See All Activity' page to improve user experience and customer satisfaction
- Increase engagement in 'See All Activity' page
- Increase frequency of visits to 'See All activity' page

USER RESEARCH

A survey has been conducted to identify the problem more clearly and in response received 79 answers. The targeted users used for this research are daily active users of LinkedIn(identified as DAU's of LinkedIn looking at my home feed; messaged every individual I have seen on home feed)

Why User Research ?

The problem has been identified by only a single person(me), so to identify which segment of people are facing this issue, a survey has been conducted.

Hypothesis

1. LinkedIn's most active and engaging users consider 'See All Activity' feature ? If yes, how satisfied they are with this feature ? Do they seek improvisation of user experience?
2. Users using 'See All Activity' page to find previously reacted or commented post, are they satisfied with that experience or not? Or do they seek improvisation of user experience?
3. Students/working professionals (active LinkedIn users) looking for job opportunities/sharing opinions, knowledge or success stories/gaining knowledge,
Do they use 'See All activity' feature or not ? If they use it, how satisfied they are with this feature ?
Do they seek improvisation of user experience ?

ANALYSIS

Analysis of hypothesis 1

Analyzing LinkedIn's most active and engaging users who

- Scroll more than 5 posts in their feed
- Visit more than 5 times per day
- More than 10 minutes per day

Looked at rating given by a user of 'See All Activity' feature and asked 'Do they recommend this feature if it is redesigned, and improves user experience'.

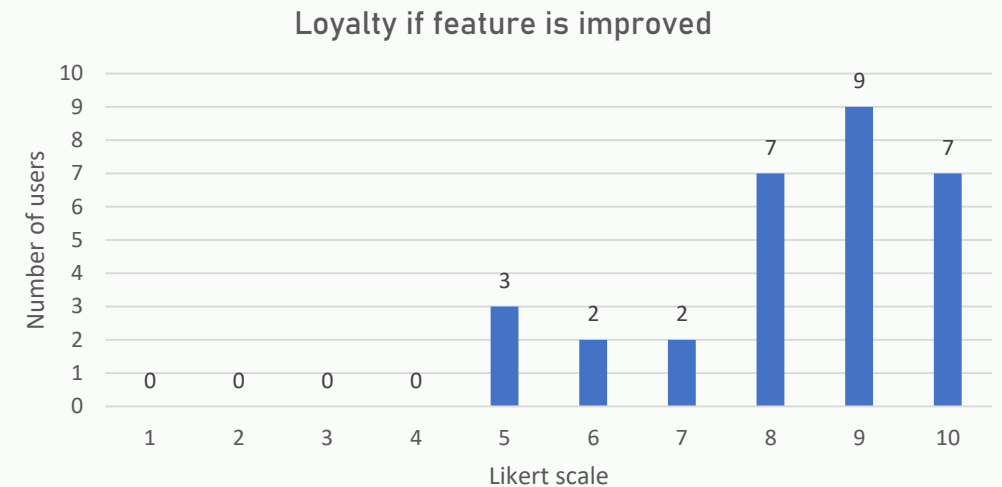
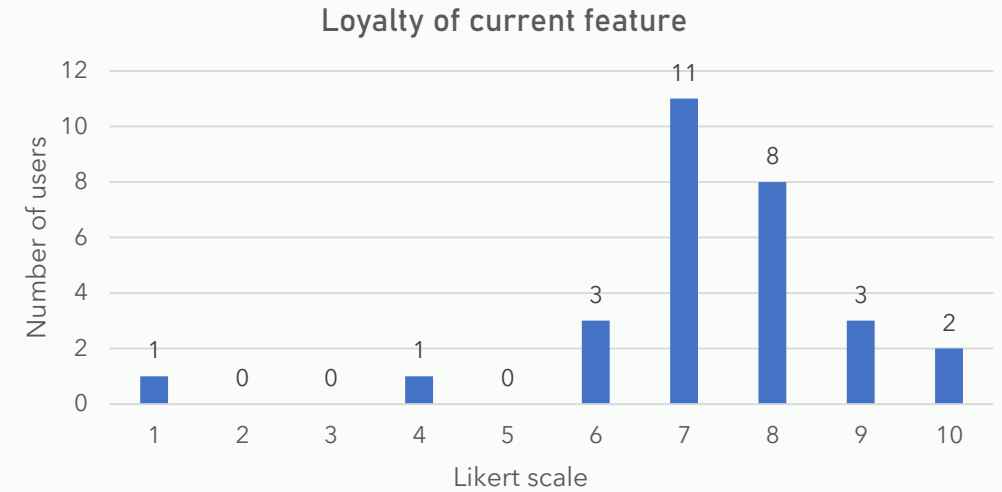
The metric used is '**Net promoter Score (NPS)**' for the measure of customer loyalty =
(% of promoters (9-10) - % of detractors(1-6))

NPS of current 'SAA' design = **0**

NPS if 'SAA' design is improved = **37** (since NPS is >20, redesign is required)

NPS metric shows that current design has equal amount detractors and promoters but when 'SAA' feature is redesigned, which can ultimately improve user experience, NPS would be increased by **37**

This concludes that **LinkedIn's most active and engaging users seek improvisation in 'See All Activity' page for better user experience**



Analysis of hypothesis 2

Analyzing LinkedIn users who responded 'yes' or 'sometimes' to question

'If you go to 'See all activity' in your profile page to revisit the post, do you find your required post in your activity section?'

Neglected users responding 'No', since they are already unhappy with this feature, but included other users to know whether feature has to be redesigned to improve user experience or not ?

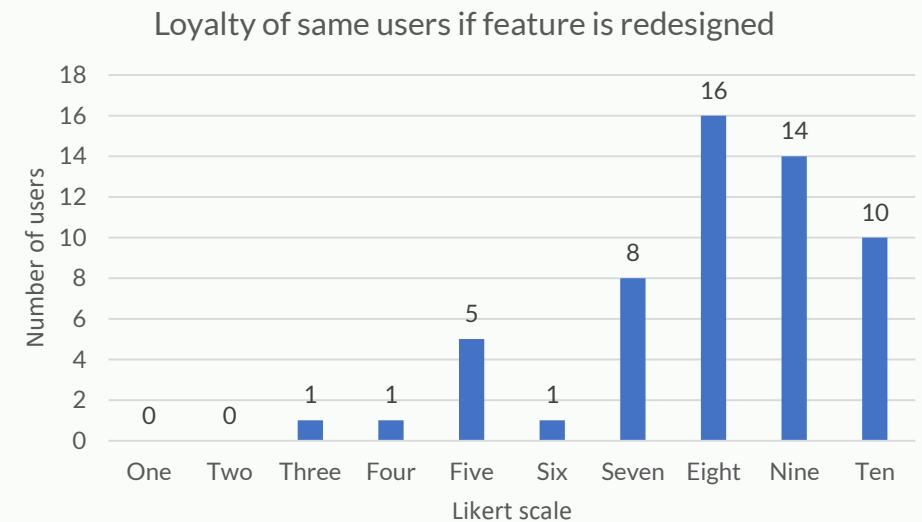
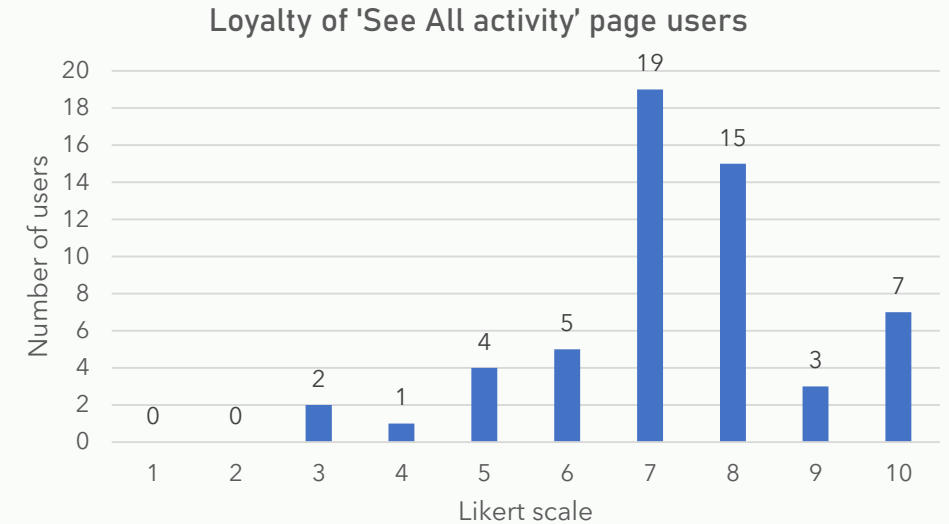
The metric used is **'Net promoter Score (NPS)'** for the measure of customer loyalty =
(% of promoters (9-10) - % of detractors(1-6))

NPS of current 'SAA' page = **- 3.57**

NPS if 'SAA' design is improved = **28.57** (since NPS is >20, redesign is required)

NPS metric shows that current design has more number of detractors than promoters but when 'SAA' feature is redesigned, which can ultimately improve user experience, NPS would be increased by **32.14**

This concludes that **users visiting 'See All Activity' page to find previously reacted or commented post are also unsatisfied with this feature seek improvisation for better user experience**

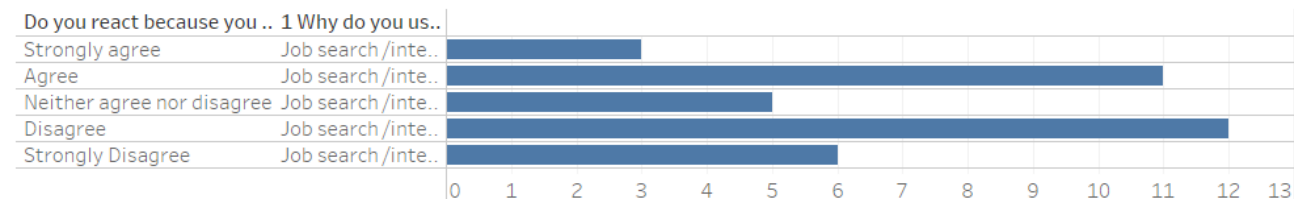


Analysis of hypothesis 3

Analyzing students and working professionals using LinkedIn for various purposes (for job search/internship opportunities, sharing opinions, hiring purposes, gain knowledge, etc.) how do they consider 'See All activity' feature and do they use it for revisiting posts reacted or commented

Students

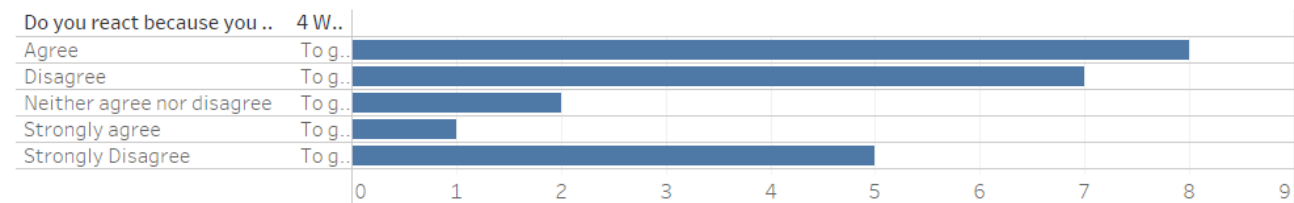
Job search opportunities



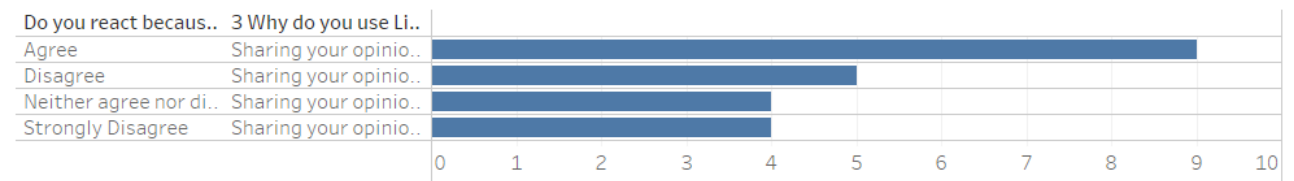
Hiring purposes



To gain knowledge



Sharing your opinions



The respondents are asked 'You react because you want to go back to 'See all activity' and revisit the post thinking that this may be helpful in future? '

Looking at the results(avg. NPS - **-6, for students**), students using LinkedIn for different purposes have different opinions on 'See All Activity' feature, which implies LinkedIn has to do some serious work on this feature

Availing points on agree and disagree statement;

Strongly Agree = 2

Agree = 1

Neither Agree nor Disagree = 0

Disagree = -1

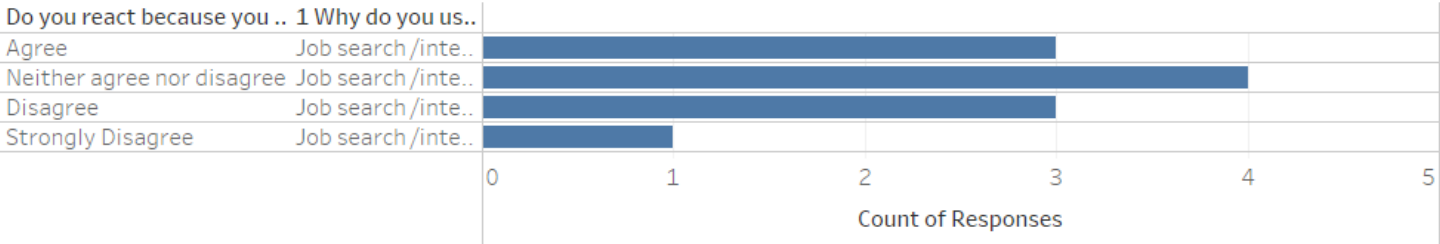
Strongly Disagree = -2

The metric used is '**Net promoter Score (NPS)**' for the measure of customer loyalty =

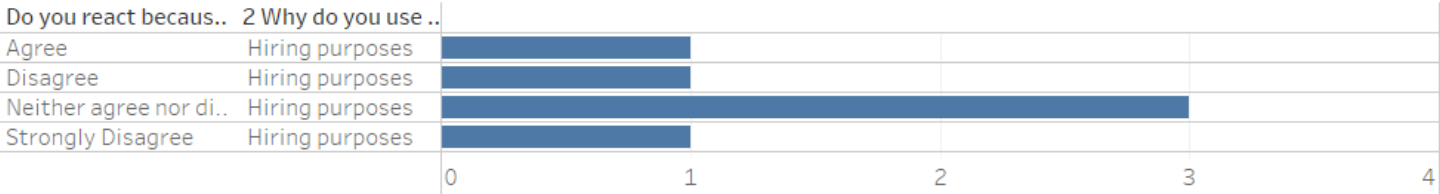
Sum of (Number of users in a category)*(availed points in a category)

Working Professionals

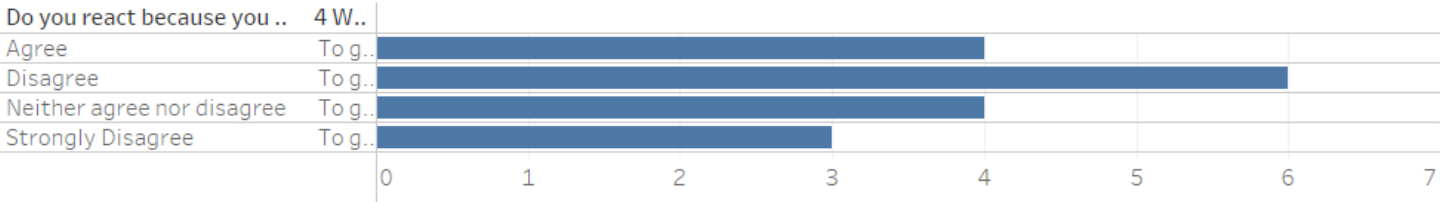
Job search opportunities



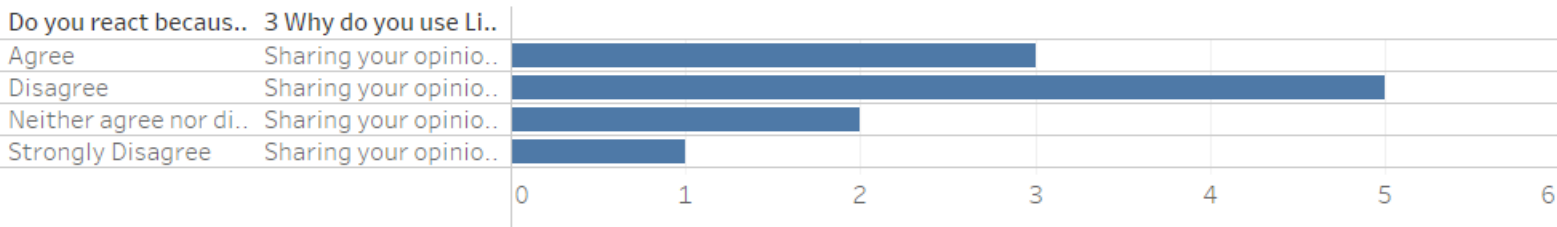
Hiring Purposes



To gain knowledge



W Sharing your opinions



Looking at the results(avg. NPS - **-3.5, for working professionals**), working professionals using LinkedIn for different purposes have different opinions on ‘See All Activity’ feature, which implies LinkedIn has to do some serious work on this feature

This analysis concludes that **LinkedIn’s targeted customers are unable to use ‘See All activity’ feature efficiently, as LinkedIn built this feature to let users revisit ‘SAA’ page to find reacted, commented, shared and personally posted posts.**

TARGETED USER PERSONAS



Alsatwar Sravan Kumar
Student | IIT(ISM) Dhanbad

- ✓ Currently completed prefinal year and looking for summer internships in product management
- ✓ Opens LinkedIn app every one or two hours to find summer intern opportunities
- ✓ He goes through his home feed to gain knowledge or get interview tips or important resources of aspiring PMs
- ✓ He actually reacts to every post, but reacts with particular emoji like insightful if he finds informative, loved if any experience shared is sweet, etc.
- But when he seek to revisit the post, he has to scroll down the page finding phrase 'finds this insightful' or 'loves this' or 'supports this'

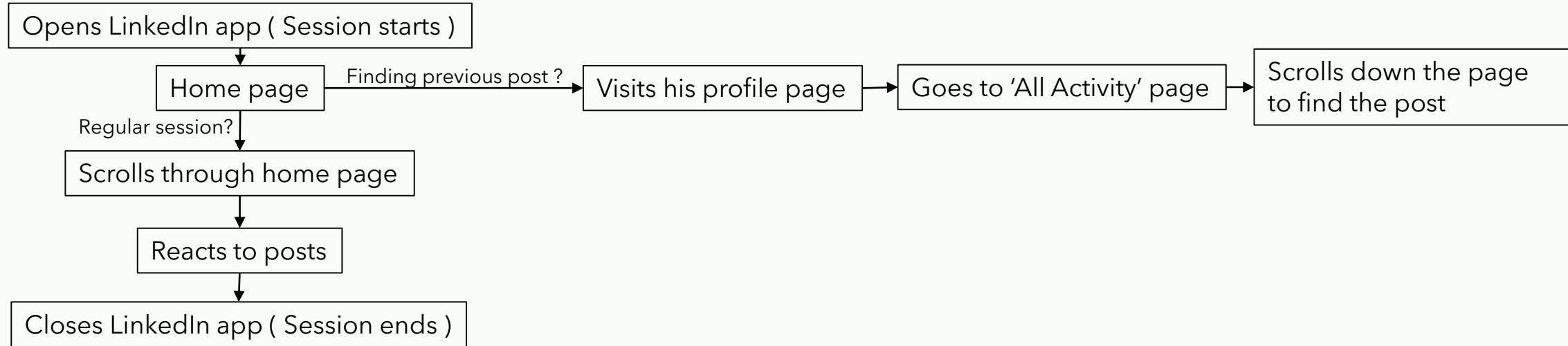


Nishant Singhal
Product Analyst @ InVideo

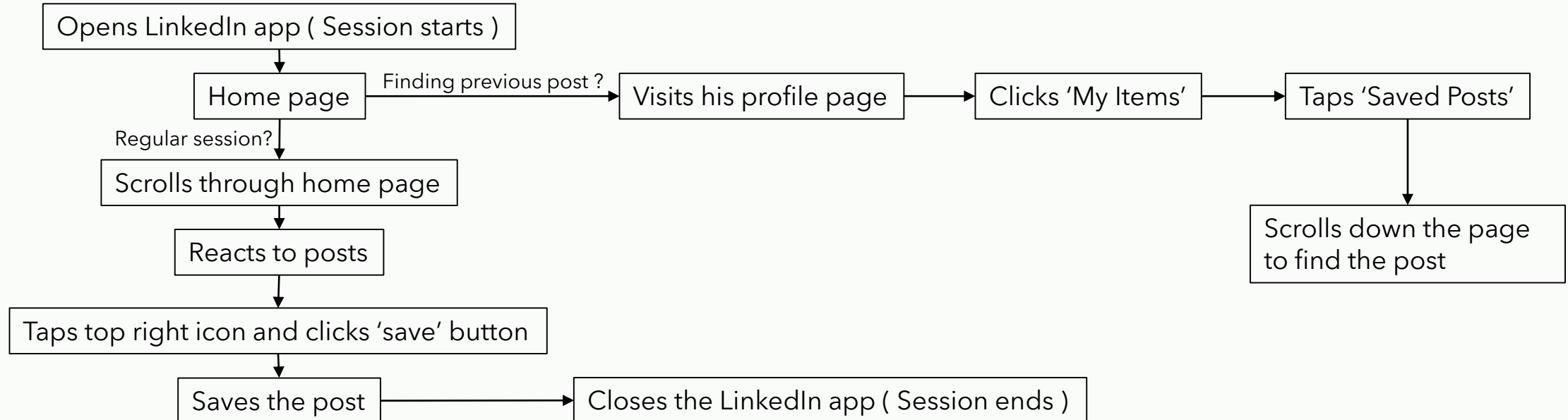
- ✓ Previously worked as Product Analyst at Gojek
- ✓ Uses LinkedIn daily for an hour
- ✓ Uses it for hiring new candidates to join his product team, sharing his opinions / knowledge, success stories and gain knowledge
- Finds few posts very informative, resourceful and content of curious topics, so he saves the post to save it for future and see it which might be helpful for him

USER JOURNEY

FINDING A POST FROM 'SEE ALL ACTIVITY' PAGE



SAVING A POST TO SEE IT IN NEAR FUTURE



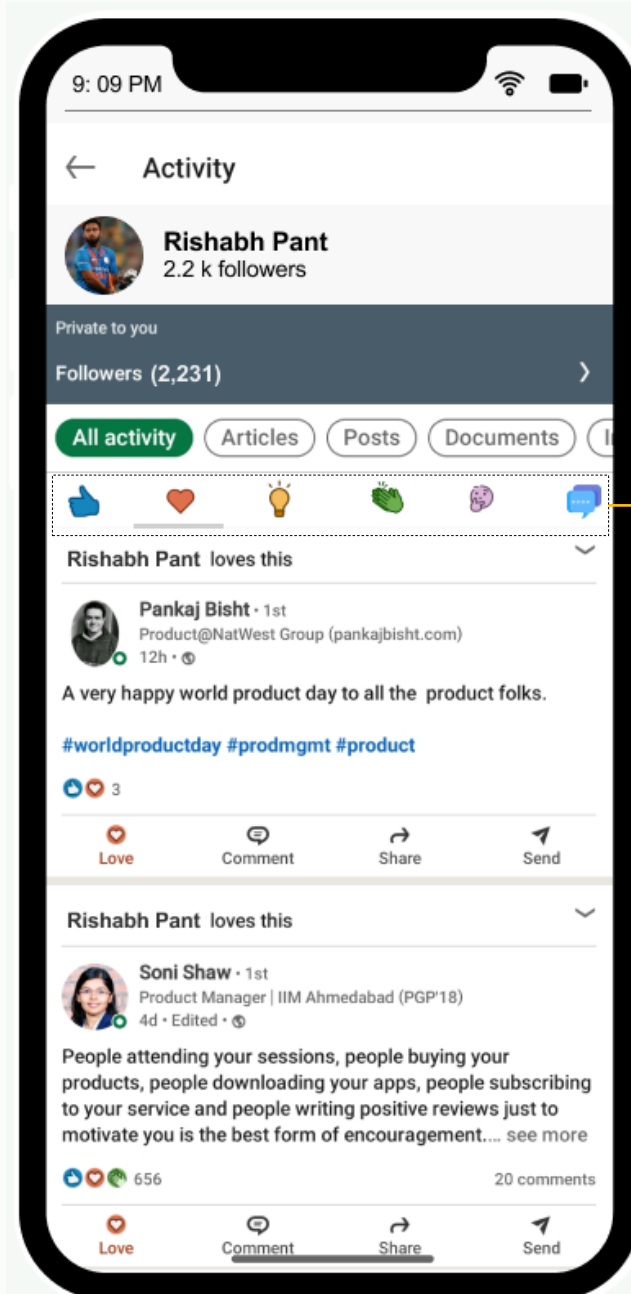
FEATURE SUGGESTIONS

GOALS :

- To decrease time consumed by user to find a post on 'See All Activity' page
- To reduce the size of scrolling page
- Create an alternate method to reduce the user journey of saving and finding a post

IMPLEMENTATION :

- Add buttons on the top of the page segmenting posts that are Liked, Loved, Celebrated, Insightful, Curious of 'See All Activity' page
- This would be helpful in reducing size of scrolling page and time consumed



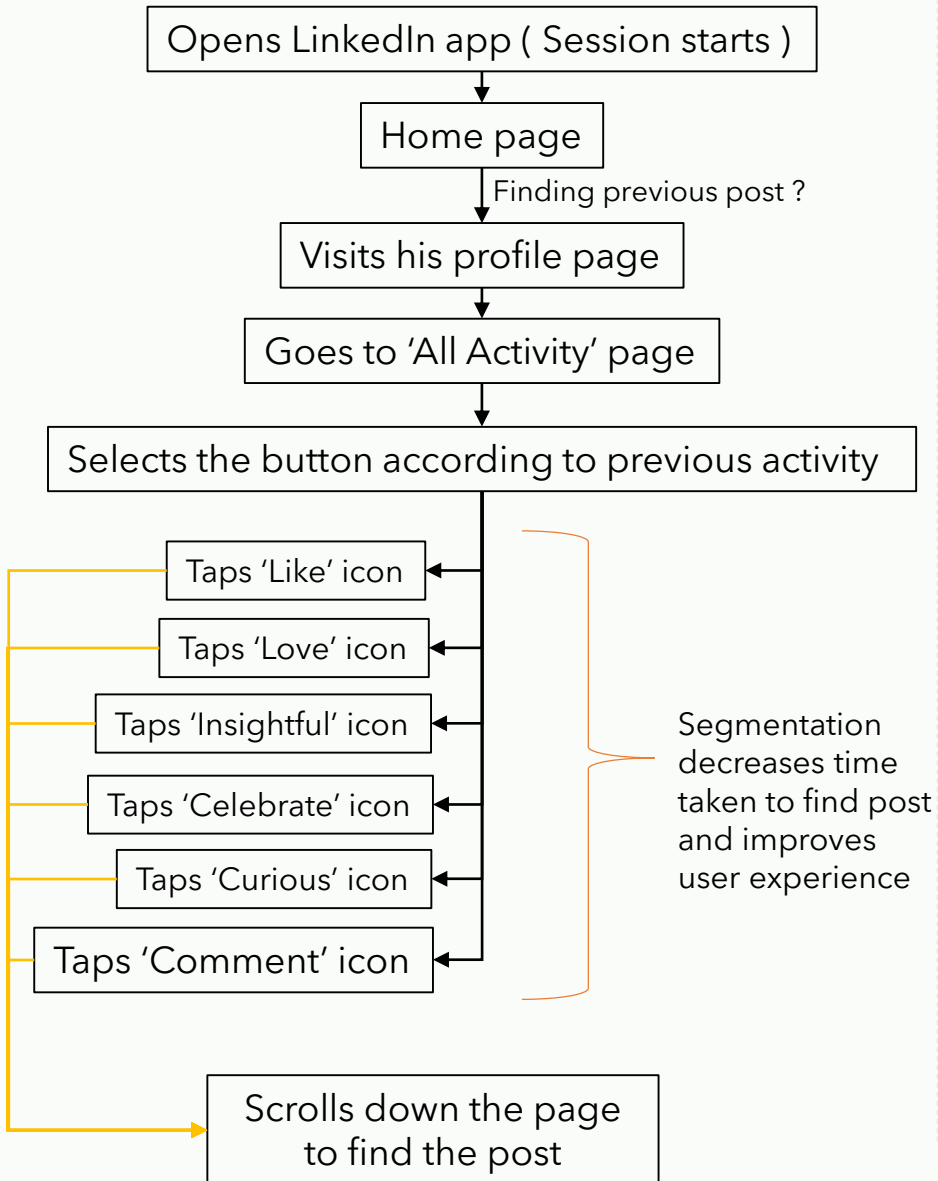
Segmenting previous activities according to reactions would help users reduce size of scrolling page, reduce time taken to find previous reacted or commented post

Success Metrics :

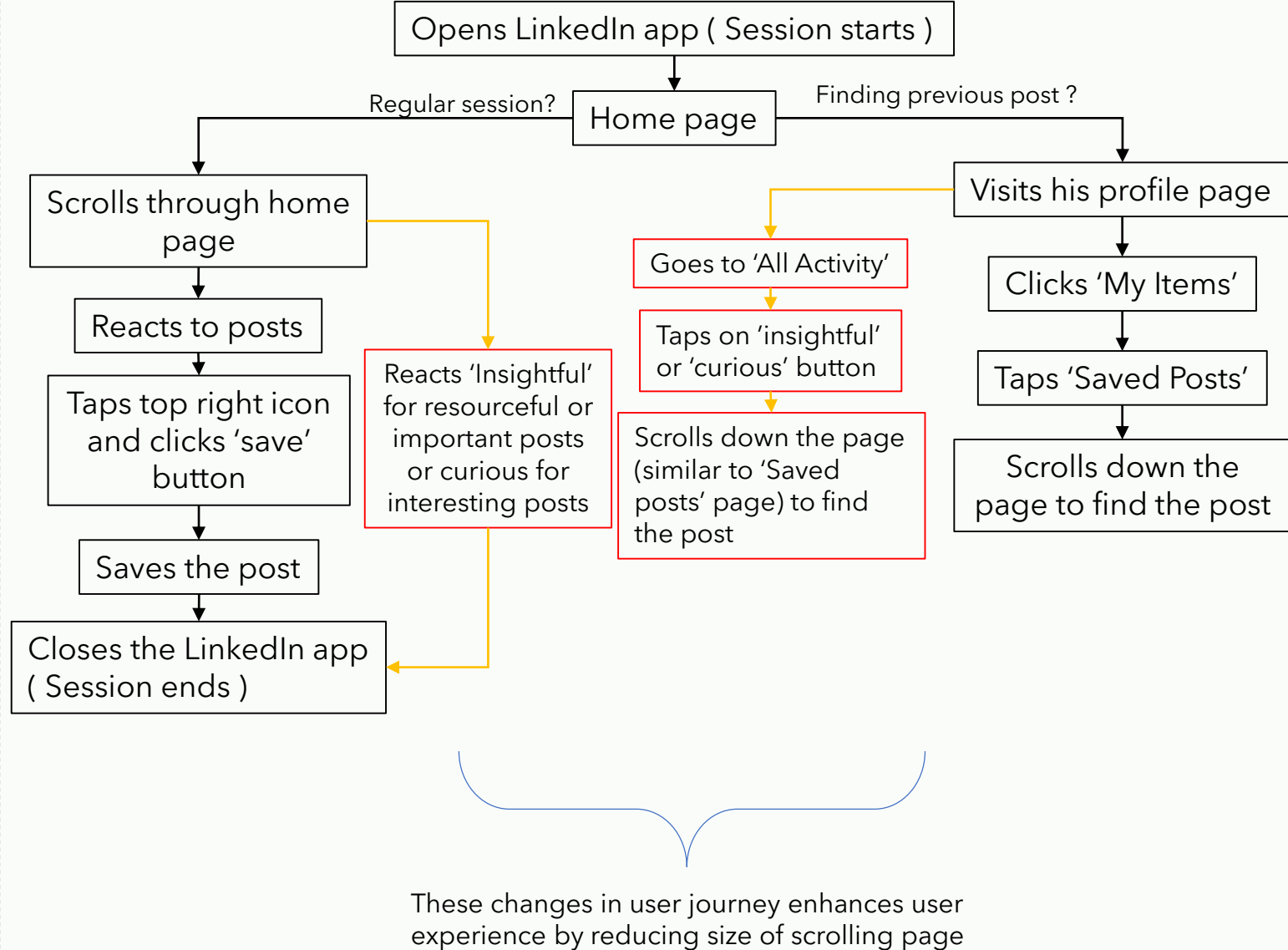
- Incoming traffic from other pages on 'All Activity' page
- Time gap between two clicks on 'All Activity' page
- Ratio of (Session time on 'All Activity' page, number of clicks during that session)

IMPROVED USER JOURNEY

FINDING A POST FROM 'SEE ALL ACTIVITY' PAGE



SAVING A POST TO SEE IT IN NEAR FUTURE



THANK YOU!

Alsatwar Sravan Kumar
alsatwarsravan@gmail.com
+91 6303185155