LinkedIn UX Design and Redesign

I chose the LinkedIn app for my project as it is one with which I am intimately familiar. I have used the app during my job search, and internship, and as a way to stay connected with peers. The LinkedIn app also has a website as part of the platform. This platform allows for a variety of activities. For example, one might apply for work, attend an event or class, connect to peers, and keep abreast of the news. Furthermore, LinkedIn can help an individual build their brand by posting relevant content such as quizzes, articles written by the individual, and other content, and connections made. In business, connections are of vital importance. In addition, the LinkedIn application also functions as a social media platform for professionals and aspiring professionals to stay connected. It even has a chat function.

The LinkedIn app for mobile is publically accessible and available as a free download on the App Store. Android users, they'd download this via the Play Store run by Google. On the desktop, it is accessible via a web browser. The only feature that costs money is LinkedIn Premium. LinkedIn Premium is a subscription version of the service that gives subscribers extra insights into hiring patterns. There are also some steps a user would need to take to use the service to varying levels. First, the user needs to make an account. While LinkedIn can be browsed without an account it is easier to do so with one. In fact, some people won't be visible to the casual passerby without one. Some viewers of your account won't be visible without a Premium account which is available with a free trial but normally costs a lot of money. Next, they need to fill out their education and work background experience. A photo is also helpful as is a biography.

The LinkedIn application for this project required a few things to be done. First, we needed to identify and define the problem space, identify user needs, build the data inventory, and identify and mitigate any biases we may encounter. This happens before the study and continues on afterward. I have included all of these topics in this section.

The initial needfinding would first begin with defining the problem space, the user's needs vs. my needs, and current app design vs where it needs to go;

prototypes and other parts of the design would also need to be examined and explored. We would also look at other parts of the design cycle. Brainstorming would obviously end up being included at some point as well.

In this project, the problem space deals with the job application part of LinkedIn. When filling out an app, users may realize they need information outside of the app, go there to get it, and find all of the stuff they have worked on gone. That is the issue I am trying to solve here.

The user types are professionals, students, recruiters, other representatives of companies, and anyone else interested in using LinkedIn. They would range in levels of expertise in terms of tech and also in terms of mastery of the website. I found that the more you used LinkedIn the easier it became. Motivations for using the platform range from building connections, just curious, and finding potential applicants either for now or in the future, advertising what your company does, and because it is an industry norm to have a LinkedIn these days.

The needs of the users involve incorporating new features and modifying older features to work better. For example, new features might include a filter to allow for more than one location to be selected, allow for connections to be more useful when it comes to the job search: and allow for recommendations to be pulled into the job application by skill type and other metrics for success.

The first type of needfinding would be surveys. I would start by brainstorming various ideas for gathering information about the interface and the interface's users. Next, I would write down the questions, refine the questions and then, type them into the computer. Once typed into the computer they'd be transferred to the Georgia Tech Peer Survey website for quick dissemination to the target audiences. Here, I would have participants tell me what works and what doesn't. They'd also be asked if they could think of any suggestions to fix the issues they currently see with the app or their interactions with the app. This would also serve as a secondary brainstorming session. The big idea is to see how people interact with the app uninterrupted. Due to time constraints and practicality, I would primarily use surveys for this assignment. User reviews of the App Store may also prove helpful.

However, as with most types of research I fully expect biases to come into play. I expect that confirmation bias will have an impact as will judgment bias. I would plan to mitigate the first one by having a large sample size and keeping

everything anonymous. As a result, nobody knows what anyone else would or has put down. The second part can be solved by a large sample size and selecting or rather hoping for a variety of different types of users.

The second type would be a combination of product reviews such as the ones seen by browsing the app store and online sites and forums. Product reviews tell us how users feel about a particular product and can help us to glean valuable insights into problems. Some of the issues seen in the app are viewable by reading the reviews on the app stores. Others can be found using a Google search and utilizing various tech forums. When examining the product reviews I would look for average and below-star reviews in order to find problems with the service. I feel that these would be more likely to reveal poor interactions with the site or app. I would look at the overall impression of the app as well. I found a number of product reviews utilizing this manner. However, when it comes time to examine reviews of the app store revealed a large number of issues. They also revealed that there were satisfied users as well. As I mentioned previously, the LinkedIn app has a 4 out of 5-star rating. However, For example, a quick browse of reviews reveals problems such as being kicked out of applications, needing auto-save of drafts, not allowing customizing of user profiles, and more. One of the other complaints was the app gave specific instructions that when followed did not lead to the expected result. In addition, search results did not match the applicant's queries. This helps to frustrate the user and leads to a negative experience. Overall, most of the complaints stem from the app not being designed with the user in mind. In other words, the user experience of the app needs a lot of improvements. I would imagine that another issue with the application is that phones these days come in all different shapes and sizes; there are also different versions of operating systems which also need to be kept in mind as well; furthermore, different users have different levels of proficiency when it comes to technology.

Overall, the needs of the users involve incorporating new features and modifying older features to work better. For example, new features might include a filter to allow for more than one location to be selected, allow for connections to be more useful when it comes to the job search: and allow for recommendations to be pulled into the job application by skill type and other metrics for success.

The data inventory consists of students, professionals, retirees, stakeholders in Microsoft which owns LinkedIn, and members of the industry. The users are professionals, recruiters, companies and their representatives, students, and others. The users are at home, on the go, and at places of work. The context of the task is to complete a job application without interruption and without the need to start over. They need to be able to go from the app to the job application, somewhere else on the phone, and back to the app. Their task is to complete a job application. Their subtasks are as follows: to turn on the phone, download the LinkedIn app if they haven't done so already, make an account if they haven't done so already, apply for a job, and navigate to another place on the phone and back again. If possible they'd also want to try the same thing from a laptop or desktop and compare the results. After all, maybe the issue is more of a mobile phone issue.

In this project, the problem space deals with the job application part of LinkedIn. The problem involves issues with us the ability, navigation, and simplicity of the LinkedIn app. When filling out an app, users may realize they need information outside of the app, go there to get it, and find all of the stuff they have worked on gone. That is the issue I am trying to solve here.

As for the user types I'd expect to see people from a wide variety of backgrounds. These might include students, recruiters, professionals, and aspiring professionals among other groups. They'd have a variety of different levels of familiarity with the product and expertise with the product and technology in general. Some of the users would be considered to be expert users. For example, I would expect a senior tech recruiter to be very familiar with LinkedIn and a student might only have passing familiarity if they were just getting started.

As for other biases I anticipate that there would be a number of them that would show up. For example, when it comes to reviews a good chunk of reviewers would be dissatisfied users. People who are happy can often have less of an incentive to comment. They simply go about their day and continue using the service. This is known as response bias. I also expect dissent bias to rear up. There might very well be ornery people who respond negatively to any type of question. I would attempt to mitigate this by asking open-ended questions. I would mitigate this by trying to capture a large sample pool through reviews

and also read product reviews of people who are okay with the service, who like the service, and who feel that it still needs quite a bit of work. However, as with most types of research I fully expect biases to come into play. I expect that confirmation bias will have an impact as will judgment bias. The first one I would plan to mitigate this by having a large sample size and by keeping everything anonymous. As a result, nobody knows what anyone else would or has put down. The second part can be solved by a large sample size and selecting or rather hoping for a variety of different types of users. I would attempt to mitigate my own biases by asking open-ended questions and removing myself cognitively and emotionally as much as possible. As a result, there would be less places I could insert my own thoughts and feelings into the study.

In the next section, I go about sharing the results from my survey.

Below is my survey and the results of my survey reported.

1. Do you have trouble navigating the LinkedIn site?
2. Have you used LinkedIn via an app or website or both?
3. If you've used LinkedIn for a job app have you had trouble navigating back and forth from the app, phone, and back again?
4. Have you found it in difficult to see everything you need to on the phone?
5. Any suggested changes you'd recommend to the LinkedIn app or website(interface)?
6. Do you use LinkedIn via the web or app more?
7. Do you use Android or Apple more?
8. Do you use Mac or Windows more?

In Q1 22 no's or 88% said no and 3 yes's or 12% said yes. In Q2, 4 participants said app, 6 said website, and 17 said both. In Q3 15 said no or 60% said no, 5 said yes, or 20% said yes, 5 said yes or 20% said sometimes. In Q4 28% said yes, 44% said no, 12% said sometimes, and 16% said occasionally. In Q5 participants said they'd recommend changes due to finding the app cluttered, having unneeded information or details, and other issues. In Q6 16% percent said app, 60% said web and 24% said equally. In Q7 18 said Apple and 7 said Android. In Q8 40% said Mac, 52% said Windows, and 8% said the same.

The product reviews are reported as an additional form of needfinding. I used the Apple app store for reviews. The LinkedIn app is highly rated. It has been rated by over 74k people and has four out of five stars. Currently, the app is on version 9.1.311 and was recently updated as recently as yesterday. It's ranked #3 in business. Some of the complaints seen have to do with connectivity, a need for auto-saving, better customer service, problems with accessibility, and freezing. To further expand on issues people felt that the interface had problems and some of them felt that the interface was "horrible". However, the state that the interface is really in all likelihood somewhere in the middle. Others felt that the app for iOS is only somewhat useful. However, For example, a quick browse of reviews reveals problems such as being kicked out of applications, needing auto-save of drafts, not allowing customizing of user profiles and more. One of the other complaints was the app gave specific instructions that when followed did not lead to the expected result. In addition, search results did not match the applicant's queries. This helps to frustrate the user and leads to a negative experience. Overall, most of the complaints stem from the app not being designed with the user in mind. In other words, the user experience of the app needs a lot of improvements. I would imagine that another issue with the application is that phones these days come in all different shapes and sizes; there are also different versions of operating systems which also need to be kept in mind as well; furthermore, different users have different levels of proficiency when it comes to technology.

The data inventory as I stated earlier is defined as the users, their needs, where they are located, their goals, tasks, and subtasks. The users are in all likelihood recruiters, companies, students, retirees looking to rejoin the workforce, and people looking for a job. The goals of the users in the case of LinkedIn are to make a connection, look for employment, network, and share information and content. The users need to be able to find employment opportunities, attend networking events, read the relevant information, take quizzes, and more. These are the tasks a user might need to do on LinkedIn. However, for the case of our paper we are focusing on the job application side of this interface. For the subtasks we have the original task of applying for a job and various subtasks. The subtasks are listed as make a resume, click on the job heading, upload resume, fill in relevant details, and submit an application. This process has the

potential to be repeated numerous times. The needs of the user are described in the next paragraph.

Overall, the needs are as follows: users both want and need a better user experience, they want unnecessary information to be removed from their experience, and the app needs to work for both of the operating systems - Android and Apple iOS. Navigation remains a problem as well. This is seen in both the survey responses and product responses.

Other needs are further improvements such as adding features in order to mitigate potential problems. It would also involve the removal of features that don't necessarily need to be there. In a way, you could argue that the features that are removed help the rest of the features of the interface to shine. You could argue if the removal of potentially unnecessary or burdensome features really counts as losing features. These features would need to work for both Apple operating systems and Windows as well. We'd also need to make sure that there weren't problems with mobile devices of varying sizes.

Overall, the needs of the interface are to connect individuals with other professionals, facilitate job searches, and provide a way to disseminate information.

In this section, I shall discuss what the application does well and why, what makes it work well, why it does it well, and why it doesn't do certain things well. I plan to separate each part into separate parts.

LinkedIn, the job application site part social media site work really well at connecting colleagues, jobs with applicants, and company outreach. However, like every product, there is always room for improvement.

The LinkedIn interface works well because of its attention to detail, the social nature of the app, the fact that it has a lot of users who post relevant content in a timely manner, and the sheer number of users and postings. However, there remains some room for improvement. In the LinkedIn app, seen in the appendix, we have various "tabs"; for example, we have the "jobs" tab which allows potential applicants to select what job they want to do. This incorporates the principles of affordances, discoverability, consistency, simplicity, and learnability. In terms of simplicity, the app keeps things in somewhat of a grid or

designated spot. It doesn't take a lot of thinking to find things nor is there a ton of things to wade thru in this manner. In order to find a job you click jobs and fill out the relevant fields. Things don't really change in terms of organization on LinkedIn mobile or desktop versions. This helps to leverage the term of consistency. Affordances teach us how to use devices or rather interfaces. Learnability is self-explanatory but can the user learn how to use the interface and discoverability covers the topic or rather an issue of can new features be found. In this case, I'd argue that the answer is yes. In the LinkedIn app, users are guided by labels to new features and where they want to go next. They are also instructed along the way. The application also leverages the design principles of feedback and consistency. In terms of feedback, we have an immediate response to what we are doing. For example, when attempting to apply for a job we have the jobs tab which directs us to fill out what job role we are looking to apply for and the location we wish to be in. If it works, a list of jobs pops up. In terms of consistency, we have the same type of interaction even if you are to use a desktop one moment and mobile the next moment. Lastly, the application I feel also leverages simplicity in terms of the job function portion of the site. In the job app, you have the search bar, a small selection of options to choose from and a job link you can click or press on.

In this section I shall discuss why the interface is bad. I prefer the terms "needs work" or "room for improvement". While there are many things that the application and website do well, there are also some major areas for improvement. Here, we sometimes see too much "clutter". In other words, there are times users have a specific need or post they are trying to get to but have to wade through other areas of content first. I'd say the other bad thing about the app is that while it does teach you certain things, there is a slight learning curve when it comes to selecting the seniority of roles and location. In terms of usability, at times when going to perform a specific task and leaving the interface the thing you are working on can disappear. This is frustrating for the user and can lead to cognitive load increasing. An autosave button for progress made would be incredibly useful. The application could also improve on its execution of the principle of mapping. Sometimes clicking something doesn't work or it doesn't register your input. For example, if I put a location field in, it should only pull from those locations on the first attempt not 5th attempt or even the second attempt. This also ties into the design principle of consistency. It's weird that

LinkedIn successfully leverages the design principles in some cases well and in other areas completely falls short. In this case, the app at times fails to fully take into account principles of usability, simplicity, and affordances. If they utilized these principles well, we wouldn't be having this discussion. Sometimes, you have to do the filtering more than once. It's almost like the app doesn't fully recognize your input. In this case, the app falls short of the design principle of consistency. In a redesign, I'd like to focus on this. It also does a poor job of equity. For example, LinkedIn falls short in helping people with visual impairments use the application. Documentation could also be improved with the addition of a help button on each part of the process.

When attempting to fix the problems seen in the interface in its current state, respondents were asked the following questions about how they felt about the heuristics seen in the original interface:

1. How well do you think the principle of simplicity was leveraged? Simplicity is defined as lacking irrelevant information, tasks clear to complete, and clear communication.

2. How well does the app incorporate the use of affordances- affordances teach us how to use something?

3. How well does the app use learnability- learnability refers to new features being able to understood by the user.

4. Does the app give good feedback? Feedback is described as immediate and tells you whether what you did worked or not.

5. Is the app consistent? Meaning does what you do on mobile differs from what you do via the desktop on LinkedIn.

6. Any suggested improvements

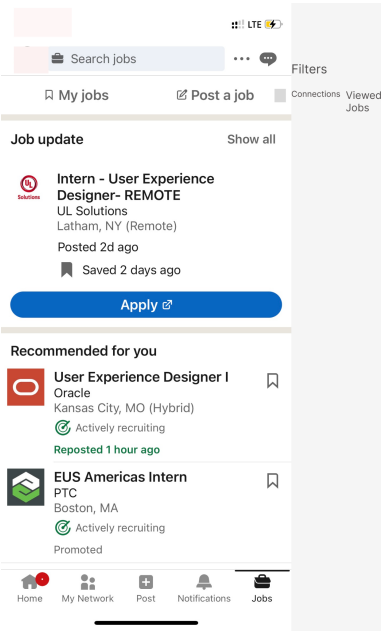
7. How would you rate the app?

8. Is the app accessible to people with disabilities?

In Q1: I received 1 excellent, 5 good responses, and 4 average. One reviewer answered twice. In Q2: we had 1 excellent, 3 good, 5 average, and 1 bad. In Q3: we had 5 good, 4 average, and 1 bad. In Q4: I saw 1 excellent, 3 good, and 6 average. In Q5: I had two excellent, 3 goods, 4 averages, and 1 bad. Suggested

improvements included the following: In Q6: we received the following feedback: None, I believe that the app should be able to suggest interesting content to you based on what your professional role is, your previous interactions with posts, who you are connected with, and also what you have designated as interests in your profile; make it easier to set filters, Default search by date. Less sponsored jobs at the top. Hide jobs if marked/uninterested; On mobile, there is a banner at the bottom with a toggle to turn on job alerts. This permanently takes up screen space and it is brightly colored and distracting from the rest of the search view. Maybe remove this and add it as a filter option; Simplify the web application for desktop; Less tracking; No; I am not very satisfied with the desktop one, I wish it can be more user friendly; It needs to be more obvious of the jobs I have viewed. In Q7: I had 6 goods and 4 averages. In Q8: I had 2 4's, 7 3's, and 1 2's.

Overall, most respondents are satisfied but acknowledge that it could be im hi proved.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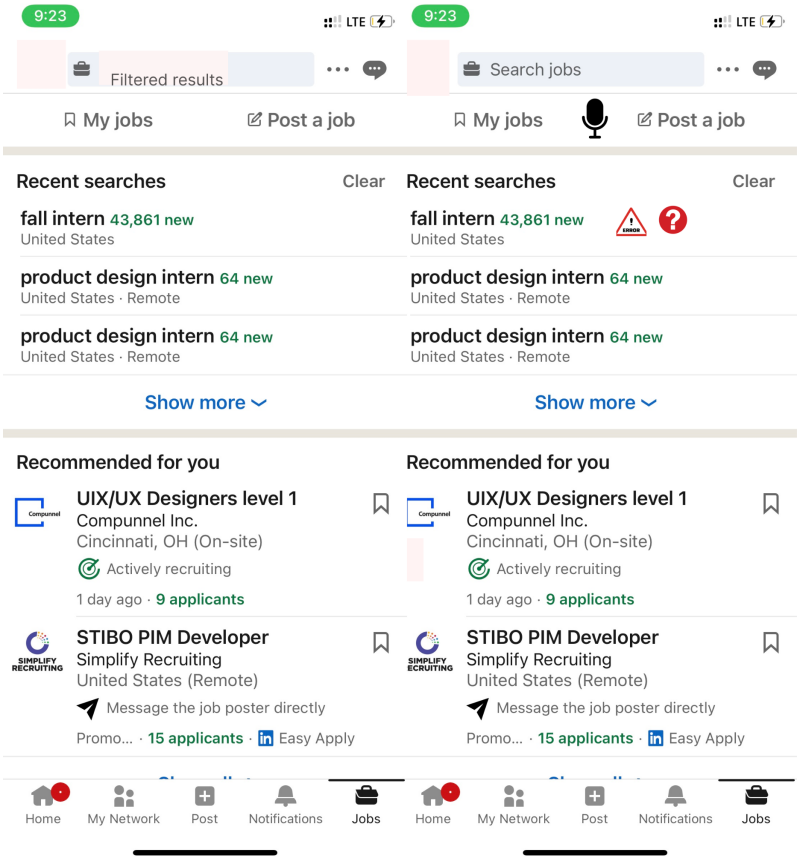
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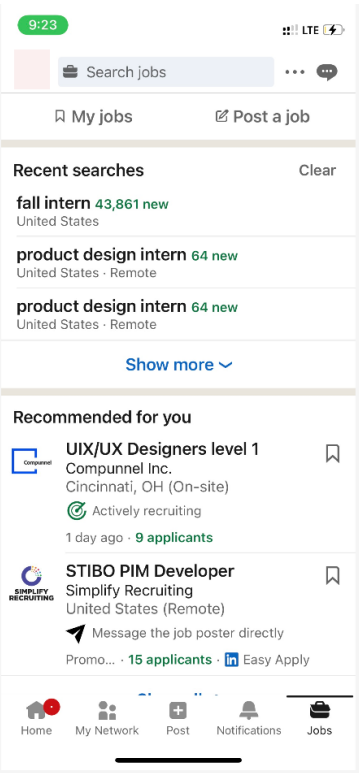
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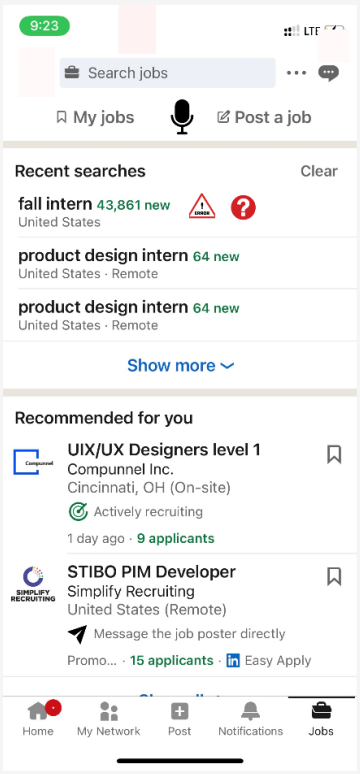
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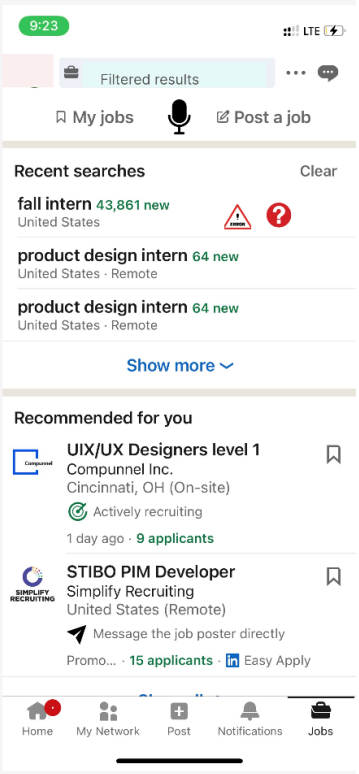
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I decided to redesign the LinkedIn app due to personal experience with the application. The complaints of users was also a contributing factor as well. I tried to keep the experience of the app as close to the intended experience of the original as possible.

In terms of the apps weaknesses, I redesigned the interface in order to improve and hopefully mitigate the apps weaknesses by incorporating the design principles of simplicity, learnability, and discoverability to greater effect than is currently available. For example, when searching for a job, one should be able to enter or rather select more than one job title at a time, expected salary, and seniority, and allow one to exclude results that do not strongly reflect the filtered results. You should also be able to filter for more than one location at a time. I'd also want to see a time limit imposed on job listings. I tried to not remove things unnecessarily and only add those features that would aid the user. For example, many users had difficulty with navigation so I added different buttons that would aid in this endeavor. I also looked at whether different users were using different operating systems. Different size phones also affect how visual images came across. For example, on a smaller phone such as the Apple iPhone SE, things might appear smaller. On larger devices, users would have fewer problems seeing everything. Another issue was finding the app cluttered. It appears that users simply wanted the information they had asked for and nothing else. If it didn't add to the overall experience it was unnecessary and unwanted in the application.

In attempting to finish the redesign, I had users fill out a survey in order to gather more information. Soon after, I received the information in order to make some changes. The redesign addresses the criticisms seen in the surveys by suggesting relevant content, allowing for detailed filtering, and more. I tried to keep the surveys short, mostly multiple-choice, and only one short answer question.

Pulling from the information gathered from the product reviews, I would make sure to make the app more mobile-friendly. In other words, I would employ the principle of consistency. I would also need to implement design principles of simplicity, learnability, and feedback. Ideally, I'd want feedback to be short and

to the point. This was enabled by the use of the error symbol being implemented to tell someone there was an error or mistake made. The question mark was implemented as well in the hopes that it'd allow people to find out why a certain error had been made. It should also be immediate. Ideally, the LinkedIn functionality should work on other sites as well but that might be out of my control. In terms of simplicity, learnability, and usability the use of labels can help. For example, a user wants to filter results, they'd press filter and be given a series of options and then, you'd see filtered results. The beginning of this process and the end result is shown here as well.

In the redesign, I ended up inputting the feedback from reviewers outlined in earlier sections. As I said previously, most reviewers liked the app but wanted improvements to be included with the redesign. They wanted the interface to incorporate discoverability, learnability, and simplicity. This was accomplished by having clear labels for everything, For example, there was a place for filtered results, connections, and saved jobs. As a designer, I want users to instinctively know how to use the application. This incorporates the design principles of discoverability and learnability in the redesign.

Accessibility was addressed by incorporating a microphone function so that people could navigate by voice instead of sight.

In terms of preserving the strengths of the application, I kept almost all of the same features and really only added features that would limit the more annoying parts of the interface. This allowed people to have some choice in how they interacted with the app. The changes made did not interfere with the social network feel of the site, the large repository of job listings, nor the overall feel of the site.

I would attempt to limit my own personal biases such as confirmation bias by keeping the survey anonymous and asking general questions and more specific questions later on in the survey. I would attempt to prevent judgment bias by selecting users from a wide variety of different segments of the population instead of people I thought would be good. When it came time for personal invitations for surveys I would select friends from a variety of different professions. Unfortunately, it is unlikely that I would be able to adequately prevent certain types of biases such as response biases.

As I said before, the evaluation was done in a qualitative manner. Participants would be classmates, friends, Redditors, people on LinkedIn, and relatives. I would not be personally recording the evaluation. However, the Georgia Tech website automatically records survey responses. As a result, you could argue that the evaluation is being recorded. Evaluations would take place at home or wherever people felt most comfortable. I created a minimum of three different prototypes of a high-fidelity nature and inserted them into a Google Drive file in order to share them with the general public for feedback. So far, all of the respondents felt that the redesigned prototypes made things easy to find, ⅔'s of the respondents felt that the first one was the better one, most respondents felt that the interface was still cluttered, the interface was rated as good to excellent as well, and compared to the original the prototype had a good reception. Respondents gave a number of suggestions for improving the interface such as making icons clearer to understand and having a homepage icon. ⅔'s felt that navigation was not an issue.

The evaluation takes into account the requirements of the data inventory, problem space, and needfinding by taking into account the population, and the attempt to improve the process of job applications. The needs of the users is to be able to fill out a job application without some of the other problems found in the previous sections. This evaluation would allow me to gauge whether the original needfinding was successful. Did we take into account the suggestions originally made, the redesign improvement,s and the feedback from the last stage as well. Obviously, the design process is a continuous process.

As for biases I would be concerned about design bias which could be introduced when designing the evaluation by ignoring the possible impact of bias. This is mitigated by considering bias in the first place. I would also be concerned about confirmation bias entering my data. For example, as the designer of the paper and interface prototypes, I might want to see better results than are there. I would mitigate this by asking open ended questions. As for sampling bias, the randomization of the selection of respondents would assist in this manner

In the evaluation plan, I would again ask a series of short questions with one short answer response. The questions are seen below:

1. How do you feel about the prototypes shown above in terms of discoverability, learnability, and usability? Discoverability refers to being able to discover new features, learnability- the system teaches you how to use it, and usability- can use the system.
2. On a scale how much do you feel that the interface was cluttered?
3. In terms of simplicity, how would you rate the prototypes?
4. Compared to the LinkedIn app how do you feel about the prototype?
5. What recommendations would you make in regard to changes would you make to the prototype?
6. Can you find everything you are looking for in the redesign?
7. Which prototype works better for you?
8. Do you think that navigation would still be an issue?

The questions listed above would be asked of our audience(population) in order to gain some feedback in terms of our prototype. When we went about the design process, we took information from surveys and product reviews and attempted to mitigate issues our users encountered.

Overall, my goal at this point would be to determine if my prototype hits the mark. Did I accurately portray everything the users had addressed in the feedback? Is the prototype better than the original design? In other words, we want to follow the steps of the design cycle and take into account feedback and if necessary go for another round of needfinding, redesigns, and prototypes. Different levels of fidelity when it comes to prototyping is incredibly valuable.

The changes seen in the prototypes are as follows: we took the original LinkedIn interface and added features that were recommended to us by the previous survey results and implemented them into a prototype via the use of design software such as Figma. When it came time to choose the software for designing a prototype I went back and forth between Figma or Canva. Ultimately, I chose Figma because it allows for the uploading of various photos and has built-in editing features which allowed the design process to be accelerated and streamlined. I felt that this was important due to the limitations of time imposed by the course structure. The changes made included the use of filtering of results, various buttons to make life easier, and the removal of other items. Obviously, if

time permitted I would include the suggested home button, maybe even add a backspace button as well, and remove all extra details. I would also try to include affordances in the redesign in order to teach the users how to use the new prototypes before they were launched on the App Store or Google Play store.

The main takeaways from the statistical information gleaned from the surveys is to make the app have lots of information but not too much and right now, we have too much information. I also need to include more affordances that help the app teach users how to use the application. I was a little surprised that respondents still found the app cluttered but it is what it is. The respondent's feedback taught me that a minimalist approach is probably best. After all, we can always add features back in as necessary but it is harder to remove them later. I'm wondering if a complete redesign from the ground up is what is really needed at this point in order to address all of the feedback from respondents.

In terms of the results: in discoverability, learnability, and usability I had 1 excellent, 6 good, 4 average votes, and 2 bad. As for the interface being cluttered 7 voted ⅘, 5 voted 5/5, and 2 voted ⅗. In terms of simplicity, I had 2 excellent, 3 good, 3 bad, and 4 average. Compared to the LinkedIn app 6 people felt the prototype was good, 3 felt it was bad, and 5 felt it was just average. Recommendations were made by participants for fixing the interface and they were as follows: Make icon choices clear, add a homepage icon, remove clutter, grey out previously applied positions, minimize the visible content, and make it more clear what elements are new. As for visibility, I received 9 yes's and 4 no's. Participants also voted on which prototype worked better for them. I had 7 1's, 4 2's, and 2 3's. When it came time for navigation still being an issue with 8 no's and 5 yeses.

As for the feedback that I expected, I'd say it was the fact that the interface still looked cluttered. LinkedIn packs in a lot of information and our devices only have so much real estate to work with in general. I was a little surprised that respondents still found the app cluttered but it is what it is. The respondent's feedback taught me that a minimalist approach is probably best. After all, we can always add features back in as necessary but it is harder to remove them later. I'm wondering if a complete redesign from the ground up is what is needed at this point to address all of the feedback from respondents.

When it comes to feedback I didn't expect was that I got good reviews on simplicity and that people found the icons unclear or confusing.

Future changes I would make would include refining the filtered results; for example, I would want the filter to apply to the posts people would see as well. For example, you might only want to see relevant posts on a specific topic such as machine learning, or product design, and not the posts from companies one may or may not follow on a regular basis. I'd probably also try to leverage more affordances and improve icons on the screen.