

LinkedIn

Make an appointment on LinkedIn A UX/UI Project

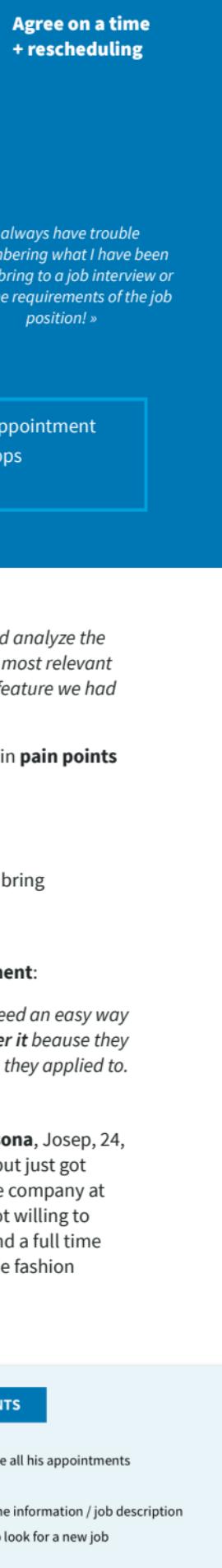
Objective: From the existing mobile app of the company, add a new feature that would fit the brand image and target

OVERVIEW

This UX/UI project was a 3 days fast track project in a group of 3 people during ironhack bootcamp. The given topic was to add the option to **make an appointment in the LinkedIn app**.

Research, paper prototyping, testing, high fidelity... This report will describe all the steps of the **Design Thinking Process** followed to conclude with a high fidelity prototype.

If you keep reading, you will find a group reflection on the design process and what we learned during these three days.



PART 1. UX DESIGN

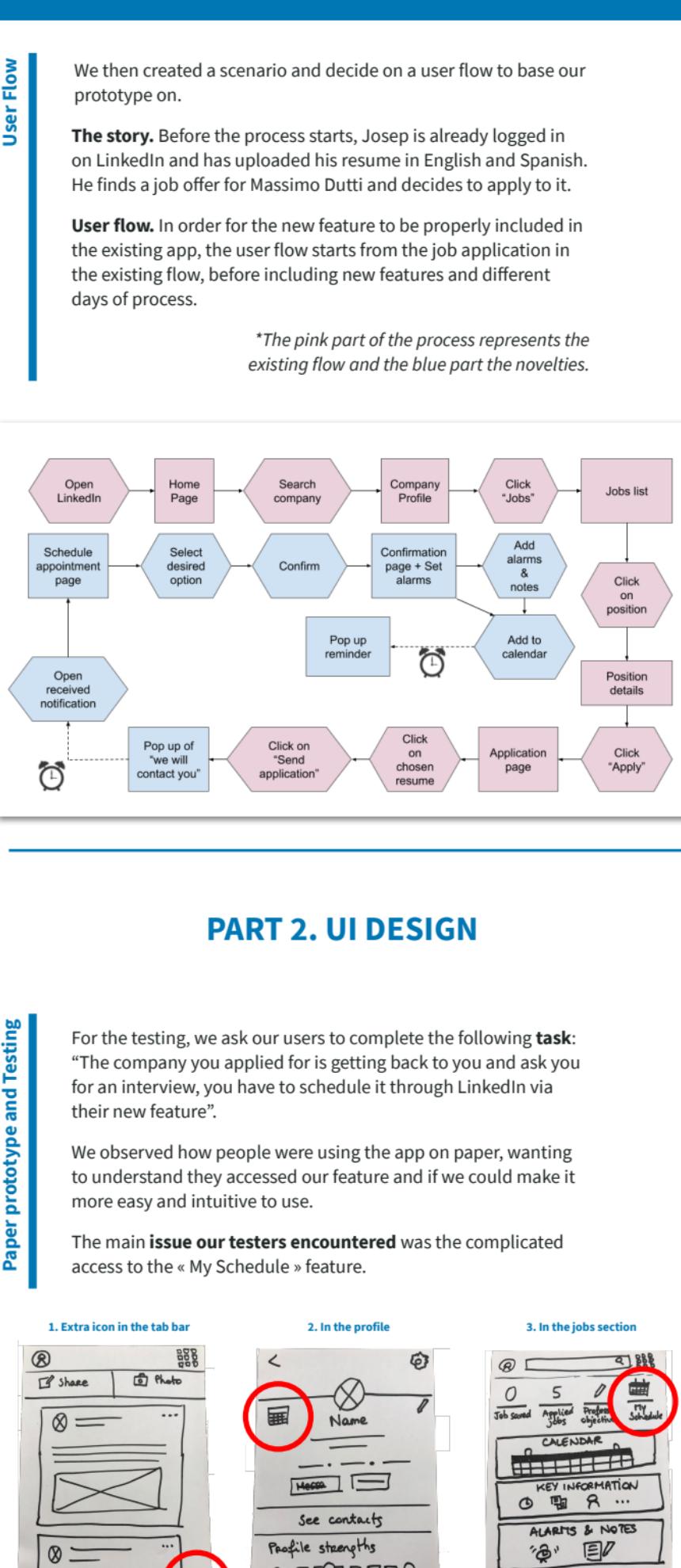
The main challenge for this project was to **organise** as a team (using Trello, having a Project Manager, and a very detailed Project Plan).

The starting point was for all of us to **get familiarized with the current app** (visuals), understand the existing features and user flows depending on the kind of user (candidate, company, recruiter...) as well as the user interaction when looking for a job.

Who is the LinkedIn user? What are his goals? What are the tasks that he performs?

We decided to focus on a single user to reduce the research phase (remember we only had 3 days!) and facilitate the elaboration of the questions. In this case, we focused on a **candidate that is looking for a job**.

Research methods: define research goals, surveys, interviews, benchmarking, heuristic analysis of the current app.



The **affinity diagram** is a tool used to organise and analyze the main findings of the research in order to select the most relevant information and valuating it, keeping in mind the feature we had to develop.

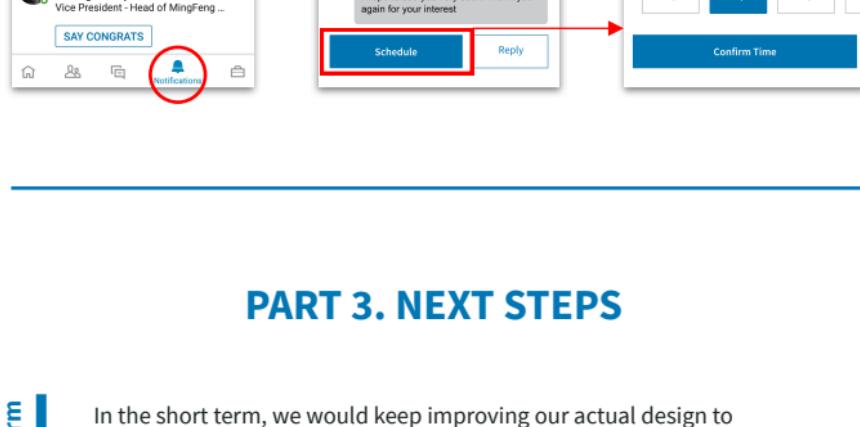
From our research, we have highlighted three main **pain points** to focus on to develop the appointment feature:

- Rescheduling is a big issue
- Online booking should be the standard
- Forgetting the job description or what to bring

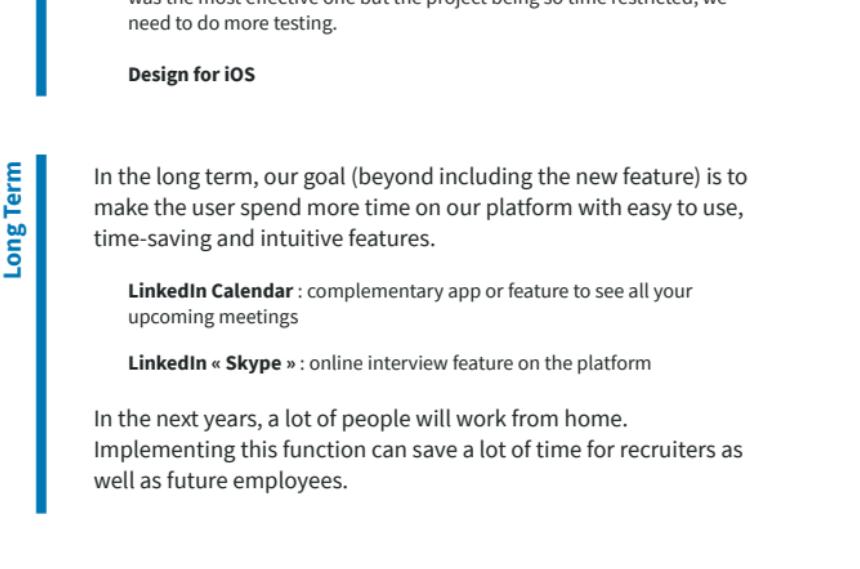
We narrowed it down to a clearer **problem statement**:

LinkedIn users who are looking for a job need an easy way to make an appointment and remember it because they don't remember all the offers they applied to.

This problem is the main concern of our **user persona**, Josep, 24, who is currently working as an intern at Desigual but just got informed that no full time position will open in the company at the moment so that he would stay as an intern. Not willing to recondue his internship, Josep has a month to find a full time job as he wishes. His dream company, to stay in the fashion industry is Massimo Dutti.



*The pink part of the process represents the existing flow and the blue part the novelties.



PART 2. UI DESIGN

For the testing, we ask our users to complete the following **task**: « The company you applied for is getting back to you and ask you for an interview, you have to schedule it through LinkedIn via their new feature ».

We observed how people were using the app on paper, wanting to understand how they accessed our feature and if we could make it more easy and intuitive to use.

The main **issue our testers encountered** was the complicated access to the « My Schedule » feature.

Six icons was too much + looking for a job is not too usual (no need to fast access all the time)

Not intuitive and too hidden to find the schedule

Knowing we were working for an existing app, there was no big visual decision to take and we just had to be consistent with the current design. LinkedIn has a **Brand Resources** page which simplified a lot our task. From all the information found on this page, we built the following **style tile**.

FINAL DESIGN

These first three screens show the access to the 'My Schedule' feature as well as the details of a meeting. They are all situated in the 'Jobs' tab.

The screens below show the access to the scheduling feature from the 'Notification' tab (1) or from the 'Messages' tab (2). The last screen is the design of the actual booking.

PART 3. NEXT STEPS

In the short term, we would keep improving our actual design to optimize it as well as possible. The next steps to do are:

Edit / Reschedule / Cancel an event. As users mentioned in the research it was a strong inconvenient for them, we want to be able to facilitate it for them.

Develop the "Set Reminders" feature. We want reminders to be personalised and related to what the candidate has to bring and prepare.

Test other positions of the "My Schedule". The option we presented was the most effective one but the project being so time restricted, we need to do more testing.

Design for iOS

In the long term, our goal (beyond including the new feature) is to make the user spend more time on our platform with easy to use, time-saving and intuitive features.

LinkedIn Calendar: complementary app or feature to see all your upcoming meetings

LinkedIn « Skype »: online interview feature on the platform

In the next years, a lot of people will work from home. Implementing this function can save a lot of time for recruiters as well as future employees.

Hope you liked the idea :)

For further information, please add me on LinkedIn!

Elise Mateu