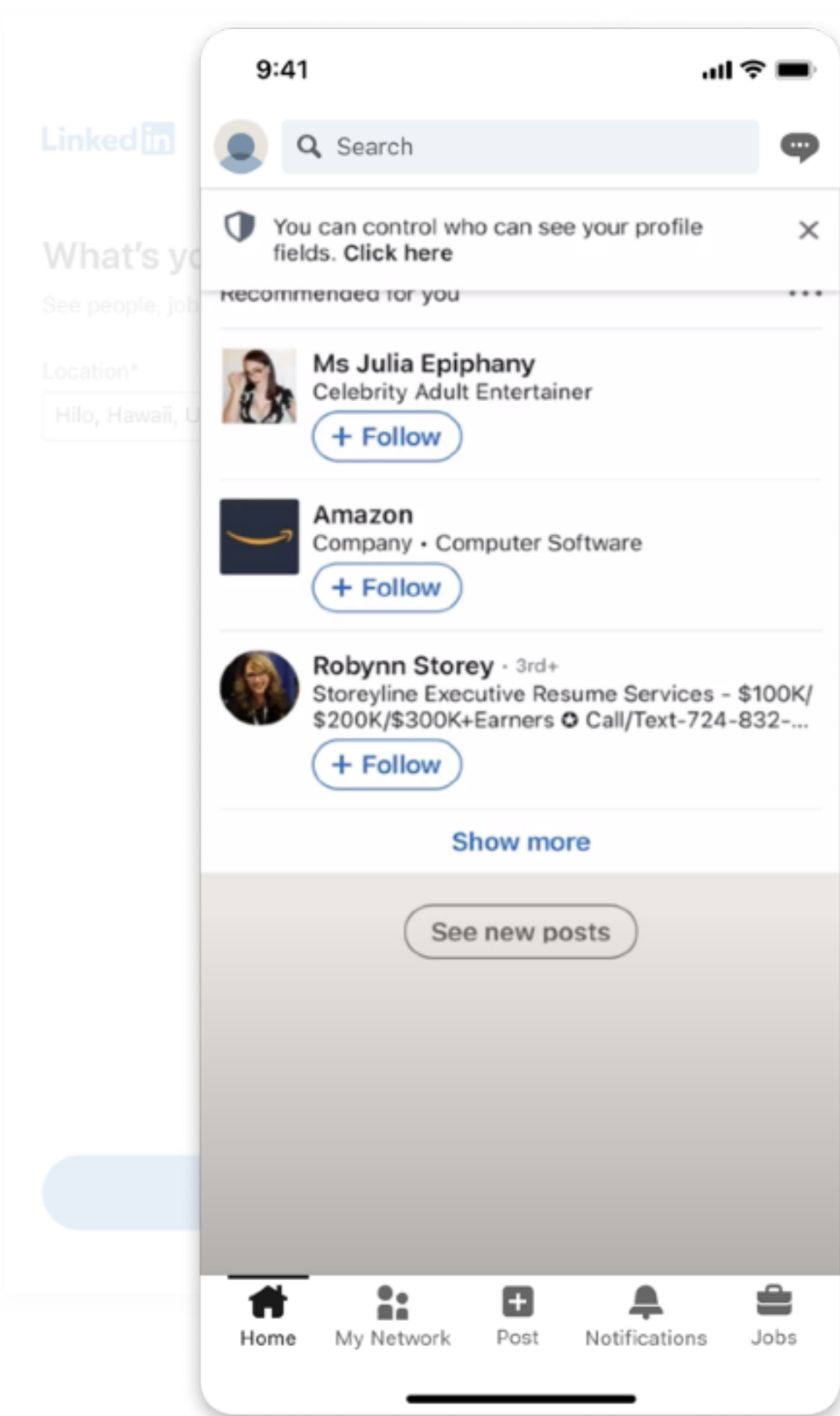
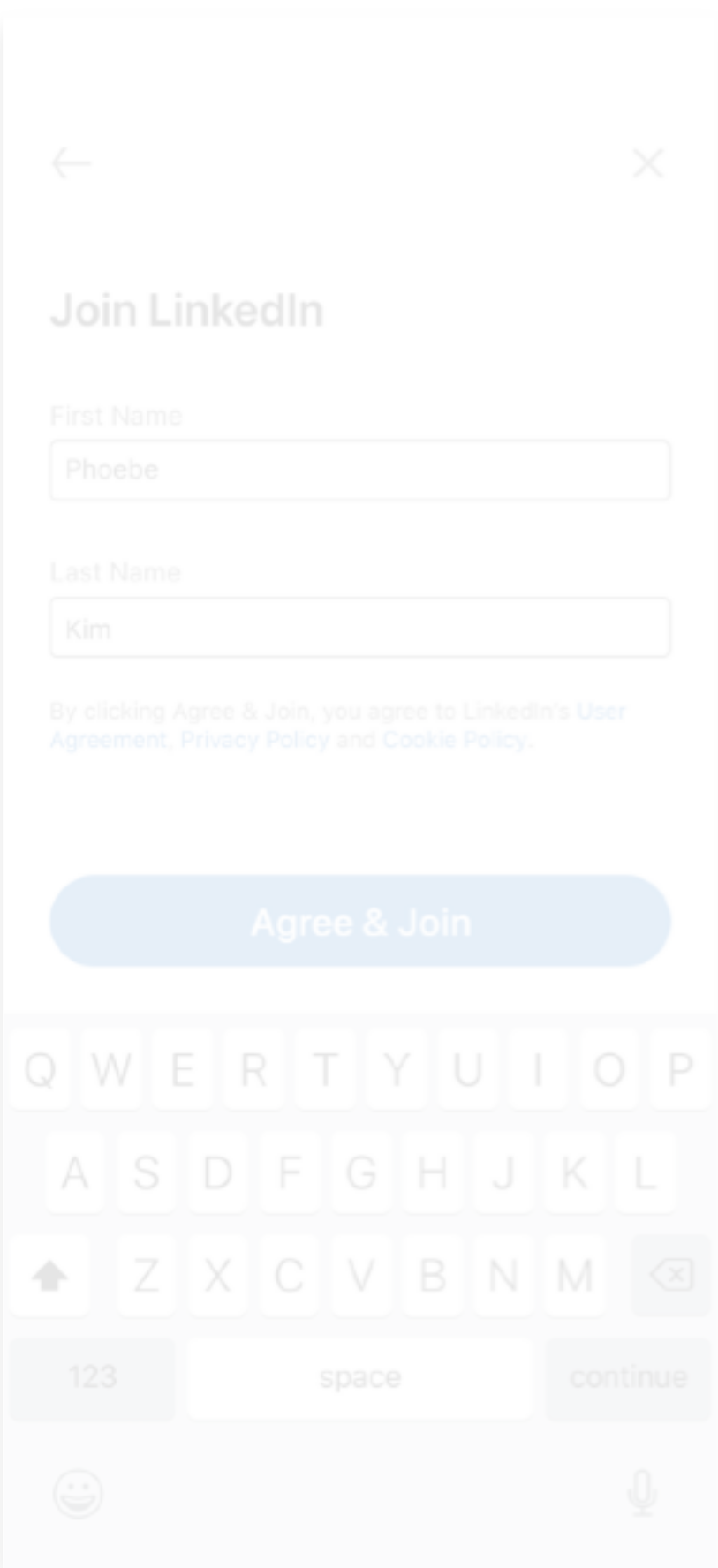
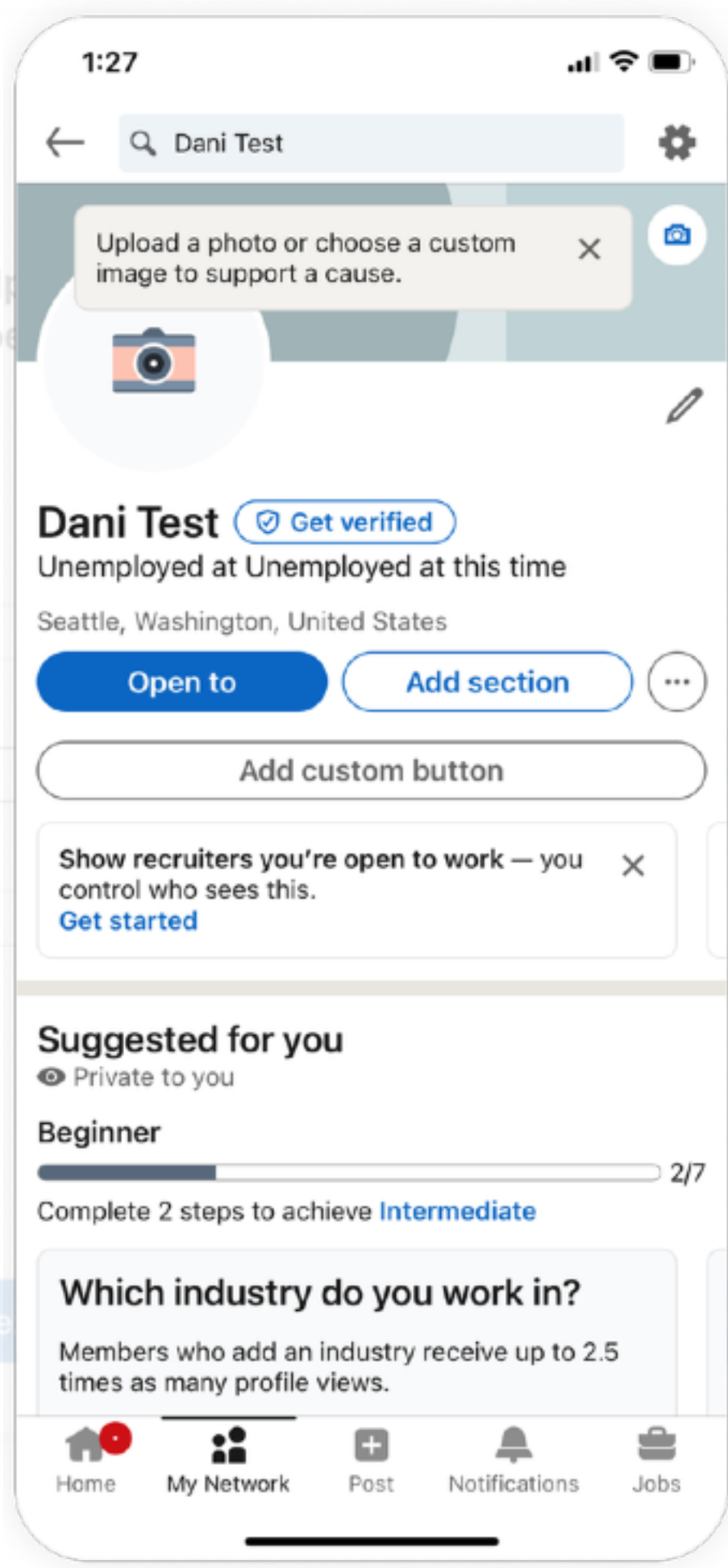


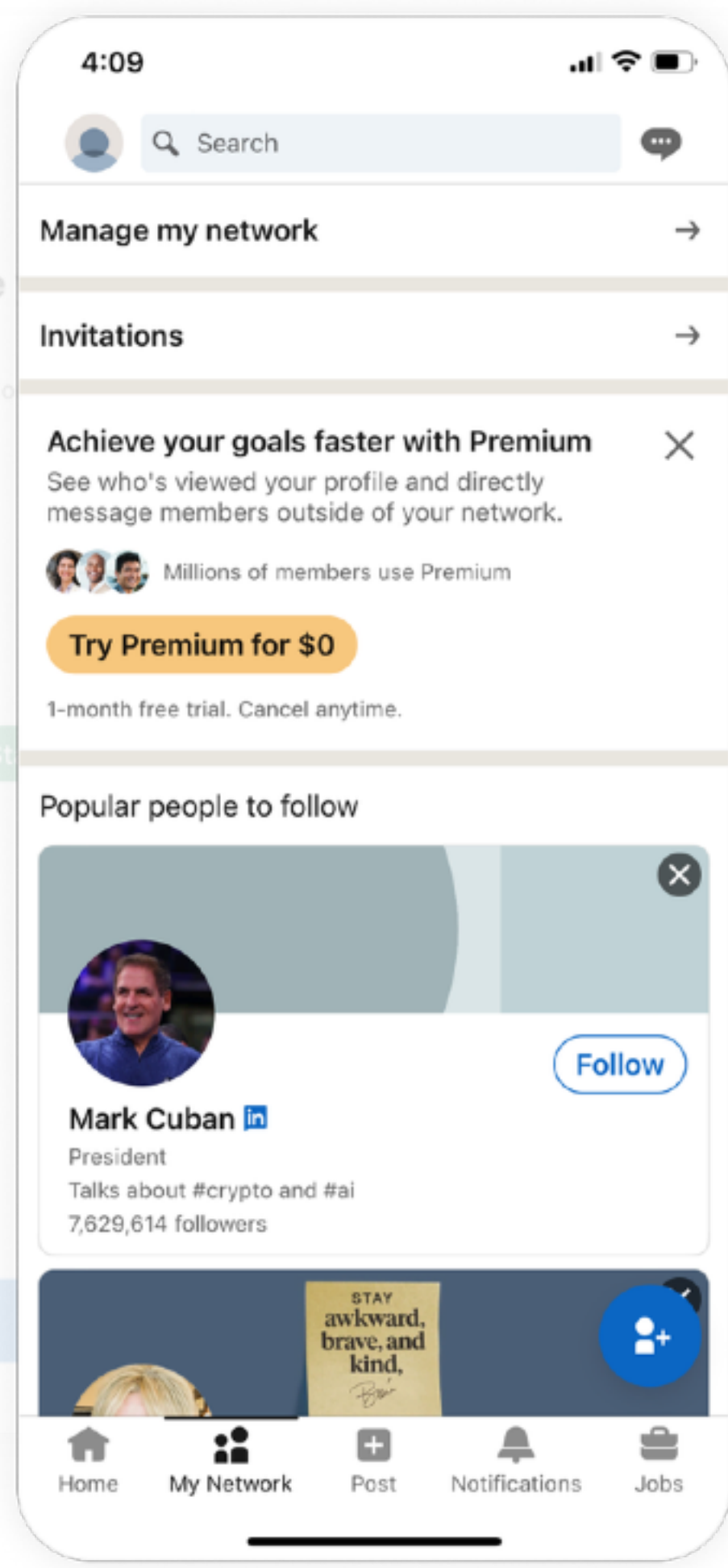
Current experience



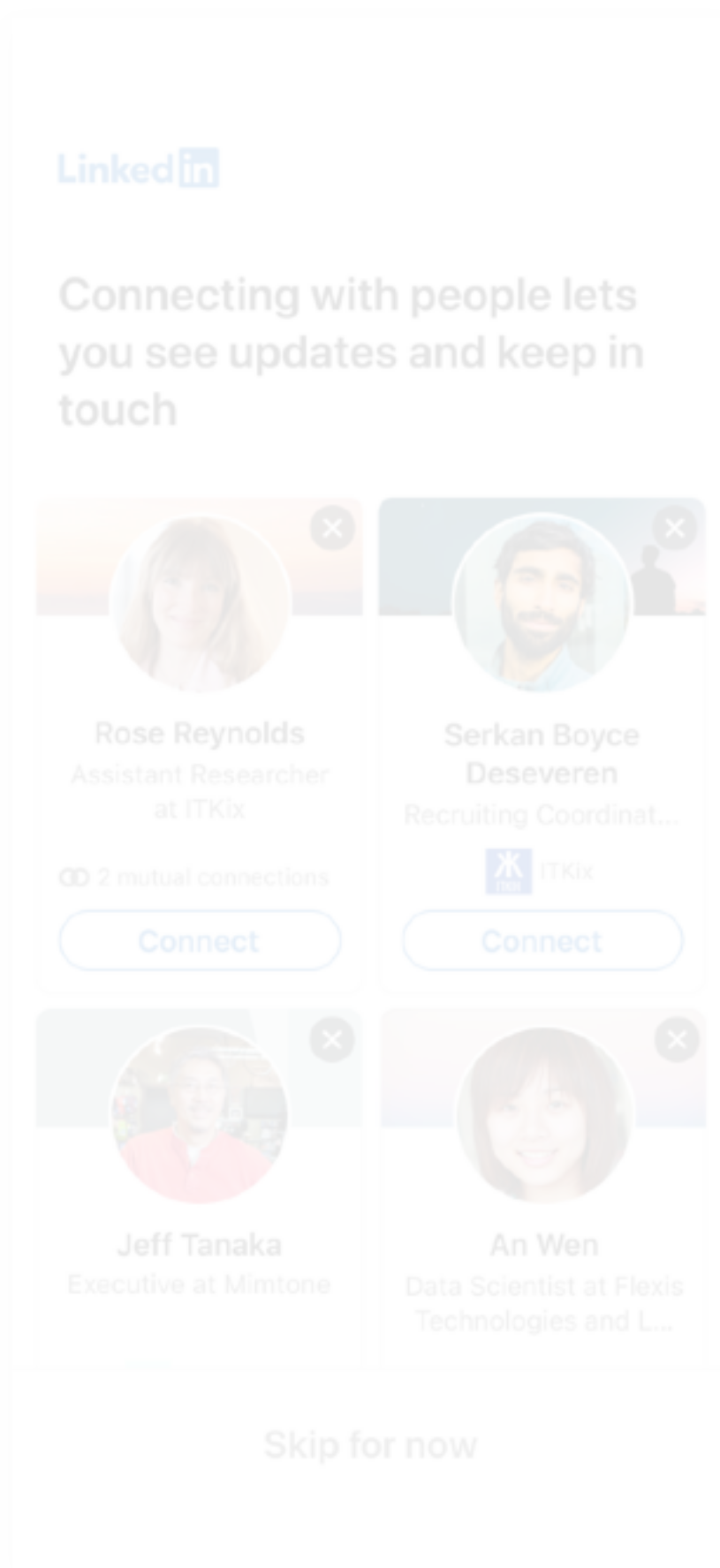
Empty home feeds



Confusing profile guidance



Aggressive app upsell



User problems

Lack of guidance

“Home screen after sign up was confusing..Lack of instruction, wordiness, didn't feel like I needed to explore”

“I don't know where the feed is. If you go on instagram it's right in front of you, I don't know if that's the same on LinkedIn.”