

User testing

Without completion prompt

VS

With completion prompt

12:56

×

Add to profile

Add profile photo

Add about

Add education

Add position

Add career break

Add skills

Recommended

Additional

46%

Confusing

12:56

×

Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know.

×

Add to profile

Add profile photo

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Recommended

Additional

17%

Confusing

Summary

Problem **Lack of guidance & belonging**

Solution **Helping new users leverage LinkedIn by establishing behavior patterns and demonstrating the platform's value.**



Contextual card

+



Coachmark

+



Completion prompt