

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.”

Lack of belonging

“LinkedIn is for people in higher standing, developed in their professional careers”

“Probably not returning...until I graduate and am looking for a more serious job...”

Goal

Improve post-onboarding experiences by helping users better understand and navigate the platform, ensuring value from day one.