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**Assignment: Dissecting a Mobile Application**

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Description automatically generated**Part A. App Information**

1. **App Name**: LinkedIn App
2. **Supported Operating Systems**:
   1. Windows 10 version 17763.0 or higher (Architecture x86, x64) [1]
   2. iOS 15.0 or higher
   3. Android Oreo (8.0/API level 26) or higher [2]
3. **Hardware**
   1. ***Phone, Contacts and Calendar***
      * Users may synchronize their phonebook with LinkedIn contacts and send invites to connect with other people on LinkedIn. They may also synchronize their calendar with the application, which allows them to track their connection’s most recent interactions, including likes and shares.
   2. ***Photos, Media, and Files***
      * Users can choose a picture from their photo gallery and upload it to their LinkedIn profile.
   3. ***Identity***
      * It enables LinkedIn to utilize Google contact. This way, users may opt to use their Google contact card photo for their LinkedIn profile. Additionally, it provides convenient access to their LinkedIn account through the Accounts section of their phone.
   4. ***Location***
      * It enables users to add location to their profile, which helps them in discovering job opportunities. Recruiters can search for applicants in specific areas by utilizing the collected GPS data.
   5. ***Device ID & Call Information***
      * It provides specific features, such as showing a profile picture when receiving a call from any of their LinkedIn connections.
   6. ***System Tools***
      * It uses sticky broadcast method to enable smoother communication across different modules. This functionality allows users to synchronize saved and recommended jobs, providing the flexibility to revisit them at their convenience.
   7. ***Other permissions like controlling vibration, preventing phone from sleeping, reading sync settings, reading synch statistics, toggling sync on and off, sending sticky broadcast and viewing network connections.***
      * This permits users to use push notifications. Additionally, it provides them with the choice to import their LinkedIn connections into their phone book, should they wish to do so. [3]
4. **Application type**
   * + Social networking site
     + LinkedIn is a specialized social media platform designed for professionals in the business realm. The application aims to empower professionals to establish and cultivate professional networks with individuals they know and trust. [4]

**Part B: Application Analysis**

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| --- | --- | --- | --- | --- |
|  | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| **User Interface** | * LinkedIn Learning * Mobile Optimization | * User Interface Complexity | * Enhanced navigation * Interactive elements * Multi-platform consistency * Visual content integration * Dark mode and theming options | * Changing user preferences * Competition with Intuitive Designs * Accessibility concerns * Cross-platform consistency |
| **Features** | * Quality Content and Engagement * Innovative Features * Talent Solutions | * Limited Advanced Search Filters * Limited Customization * Messaging Features | * New Services and Features * Learning and Development * AI and Machine Learning * Data and Analytics Services | * Dependency on External APIs * Incompatibility with emerging technologies * Ineffective use of artificial intelligence |
| **Functionalities** | * Diverse Revenue Streams * Data Richness * Microsoft Synergy | * Job matching accuracy * Basic messaging features | * Integration with Microsoft Suite | * Alternative recruitment tools |
| **Security** | * Encrypts password * Third-party credentials * Confidential data | * Dependency on the Job Market * Integration challenges | * Advanced encryption technologies * Secure API integrations | * Cybersecurity attacks * Third-party vulnerabilities |
| **Privacy Policy** | * Cookies policy | * Data privacy concerns |  | * Privacy regulations * Cybersecurity threats |

***Table 1: LinkedIn SWOT Analysis*** [5]

LinkedIn is known for being easy to use application, thanks to some of its features like LinkedIn Learning and mobile optimization. It has great qualities, such as strong features, useful content, innovation, and strong security measures like password protection. However, there are also some weaknesses, like the interface being a bit complex and some limitations in features like search filters. There are chances to make it even better by improving the interface, adding new services, and using artificial intelligence to make it at par with other applications. There are also some threats like changing user preferences, cross-platform consistency and more importantly, cybersecurity attacks.

# **References**

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| [1] Apps.Microsoft. Accessed: Jan. 30, 2024. [Online]. Available: https://apps.microsoft.com/detail/9WZDNCRFJ4Q7?hl=en-US&gl=US.  [2] Supported Operating Systems and Devices for the LinkedIn Mobile App. LinkedIn. Accessed: Jan. 30, 2024. [Online]. Available. https://www.linkedin.com/help/linkedin/answer/a522619  [3] LinkedIn for Android Mobile App Permissions Explained. Linked. Accessed: Jan. 30, 2024. [Online]. Available. https://www.linkedin.com/help/linkedin/answer/a522274  [4] K. T. Hanna. LinkedIn. Tech Target. Accessed: Jan. 30, 2024. [Online]. Available. https://www.techtarget.com/whatis/definition/LinkedIn#:~:text=LinkedIn%20is%20a%20social%20networking,they%20know%20and%20trust%20professionally.  [5] LinkedIn SWOT Analysis. The Strategy Story. Accessed: Jan. 30, 2024. [Online]. Available. https://thestrategystory.com/blog/linkedin-swot-analysis/#google\_vignette |  |
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