

LinkedIn Redesign

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Background

The reason why I decided to redesign LinkedIn was because of my personal experience when using the app for the first time. I also noticed some of my friends found the app to be a bit difficult to operate as a first time user. The app still has a lot of room for improvement in terms of its user experience and design. Hence, I tried to make the design to be simpler by designing the user experience prior to designing the interface.

The Process

I implemented the UX Framework throughout the journey in designing the new face of the app. The process includes four stages of phase which are **Define > Explore > Concept > Design**.

Link to the interactive prototype:

<https://www.figma.com/proto/vwfJ8bRJeAbC2x0qh8eZQA/LinkedIn-Redesign?node-id=1%3A2&scaling=scale-down&page-id=0%3A1>

Define

In this phase, I tried to identify the problem and opportunity for improvement of the existing app. I started this phase by analyzing the existing app background.

User

LinkedIn has targeted its user to be everyone but specifically for people who would like to expand their network which includes professional worker, fresh graduates who are seeking jobs, entrepreneurs who are seeking any business partner or mere networking purpose.

Goals

LinkedIn itself has company vision & mission:

Vision: create opportunity for every member of the global workforce

Mission: connect the world professionals to make them productive and successful

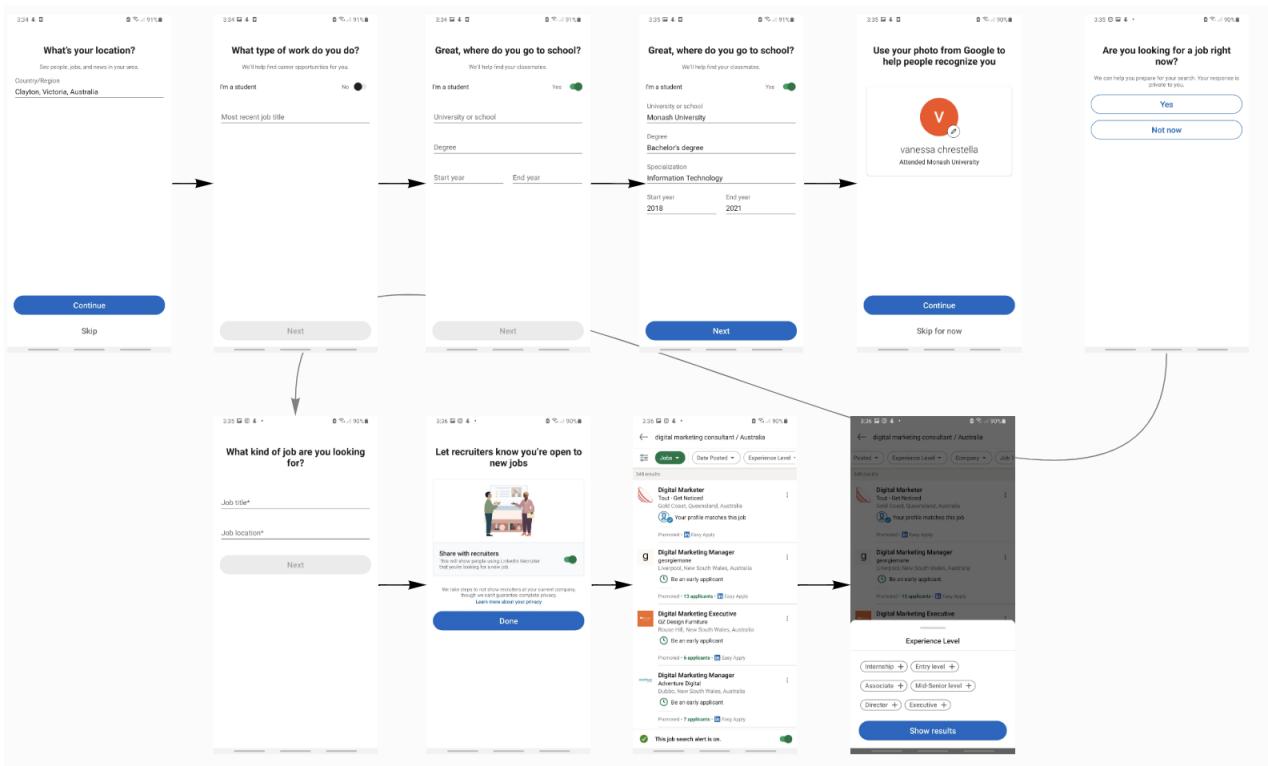
Context

- LinkedIn is mostly known as a platform with networking objection in the professionals world that allows people to find connection, expand the network and find jobs
- LinkedIn tries to develop their app to have a feed functionality with many capabilities in sharing articles, video, photos etc similar to what other social media platforms have. They have successfully engaged people to spend more time using the app through the feeds functions.
- Nowadays, more people utilize LinkedIn to share their thought, expose themselves and build their personal branding.

Objective

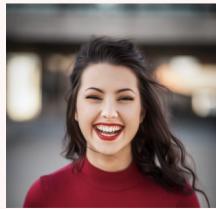
- To improve the existing features usability to achieve its goal right on target through redesigning while engaging more people to use LinkedIn
- To improve the UI flow of the app to increase user experience after registering an account with LinkedIn

Current App Flow



The app flow shown above are the screen that will appear when the user register their account for the first time.

User Persona



Michelle Smith

Fresh Graduate from Mich University

Age : 22

Education : Bachelor of Commerce in Mich University

Location : Vancouver, Canada

Interest : Digital marketing, Entrepreneurship, Self improvement

Biodata

A fresh graduate who is enthusiastic and loves challenges. Currently looking for a full-time position in a digital agency while building her own beauty product business. She loves to meet new people and expand her connection while seeking for opportunity to collaborate with her business

Goals

- Find a full-time role as a digital marketer
- Expand connection to learn more from the expert
- Finding another entrepreneurs enthusiast to exchange ideas and have a forum to discuss about entrepreneurship
- Gain more insight on professional work experience

Frustration

- The pandemic has been a hindrance for networking and meeting new people especially when finding a new job
- Not really a fan of new social media platform that is complicated
- Hard to find a virtual networking event because of limited information access
- Need a platform to start building her personal branding

Personality

Ambivert Enthusiastic Workaholic

Methodical Expressive

Friendly & Sociable

Customer Journey Map

Phase of journey	Register new account	On-boarding question	Finding job	Scrolling through feeds on homepage	Finding connection	Connecting with specific person
Touchpoint	User register new account with email or alternatively with their Google account.	LinkedIn prompted questions for the new user regarding job interest, so it can determine the suitable job advertisement for the user	After filling preferences, it directs the user to a job listing page according to my preferred role	Click on the home button, scrolling through someone's posts that appear	Click on 'my connection' menu and scroll through the suggested people	Click on one of the suggested profile
Customer Thought	Easy sign-up, not many required field to be filled and straightforward process	The questions are straightforward and easy to understand. But there are only 1 question in each page which makes it difficult to go back and forth if I want to change the previous answer	I'm confused here. I just want to explore and familiarise the app myself. What are these jobs? The filter fields options are too many	This looks like the most common thing that I'm familiar with in this new platform. But why there's suggested post that doesn't suit my interest?	This is so cool! It suggested a lot of people that I know who went to the same school as me. There's an incoming event invitation too for me.	Cool profile, but what's the difference between connect and follow?
Customer Emotion	(😊)	(😊)	(😢)	(😊)	(😊)	(😢)
Opportunities of Improvement	Can add more way to sign-up for example with facebook or other social media	Group some questions into one page and minimize users' action to click next to go through another page	After filling users' data, the system could lead them to a better on-boarding information by explaining some unfamiliar terms in LinkedIn or give a short tutorial in navigation	The feeds should be segmented based on users' preference. Some unrelated post could be grouped in somewhere else instead of displayed on homepage	'My connection' menu should only focused on managing users' network, put the incoming event invitations notification somewhere else	If it's the first time user visiting someone's profile, could give a brief explanation about the difference and what impact it could give to them.

Explore

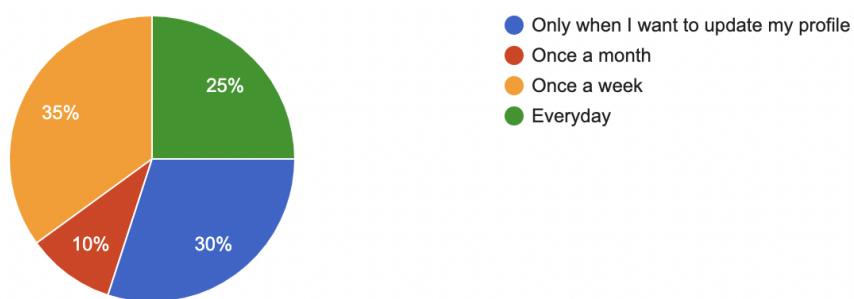
This phase helps me to identify all the information needed to improve the quality of the existing app. It includes research, analysis and conducting survey. I decided to do small survey between the people who are LinkedIn user to understand the user pain points and the good functionalities that have been implemented so far.

Survey

I made a small survey regarding the current LinkedIn app that I shared among my friends who are using LinkedIn and some of them are still new users in LinkedIn. The total number of respondents is 20.

How often do you use LinkedIn?

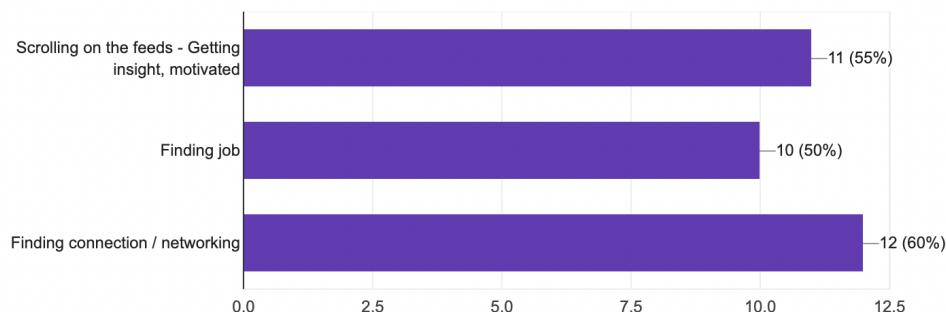
20 responses



The majority of respondents said that they open LinkedIn either only when they want to update the profile or every day. I'm assuming that people who open the app every day have different purposes other than merely networking and finding jobs.

What is one main feature that you often use while opening the app? In short, what's your main goal in using the app? (please remember your choice)

20 responses



According to the first two questions responses, I assume that people who open LinkedIn every day often scroll through the feeds and like to interact with their connections' posts. Meanwhile, those who only open LinkedIn to update their profile merely want to find connection and jobs.

I broke down the current app's functionalities into three main categories:

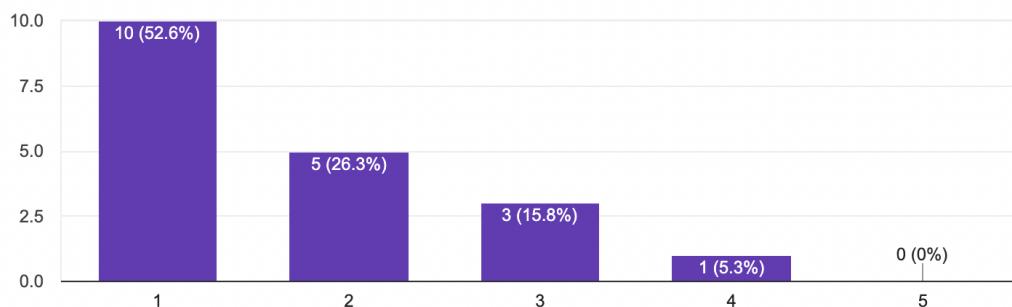
- Getting insight, motivated and updates
- Finding connection
- Finding jobs

The main findings on feeds functionality:

How often do you search others' post based on the hashtag (#)?



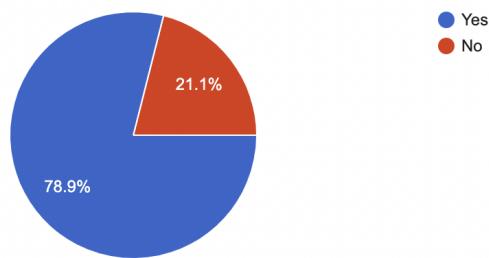
19 responses



I noticed that people barely search posts based on hashtag function that has been introduced by LinkedIn

If you're in a linkedin group, any new post will appear on your home like this. Do you prefer to have a separate page for group post feeds?

19 responses

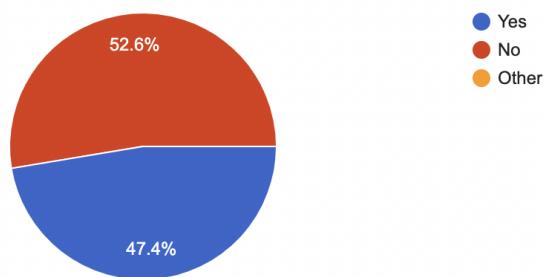


People want to have different "feeds" page for an update on group posts. Currently, any new posts on their group will appear on their home page as well.

The main findings on finding jobs functionality:

Do you think the filtering functionality is confusing or overwhelming?

19 responses



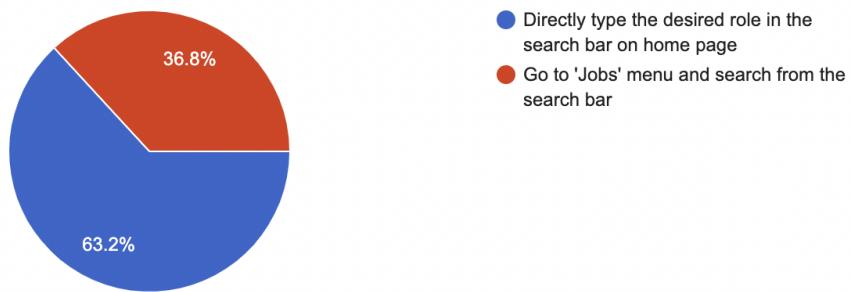
Although the number of "no" response is higher than "yes", I still assume that the current filter functionality needs to be improved as 47.4% of the respondents agreed.

A screenshot of a job search filtering interface. The interface includes a header with a magnifying glass icon and a dropdown menu. Below the header is a section titled 'Filters' with various filter options. Each filter has a label, a dropdown menu, and a toggle switch labeled 'Off'. The filters listed are: Experience Level, Company, Job Type, Remote, Easy Apply, Location, Industry, Job Function, Title, Under 10 Applicants, and In Your Network. At the bottom of the filter section is a blue button labeled 'Show results'.

I noticed that the number of filter fields are too many

How do you usually browse for job?

19 responses



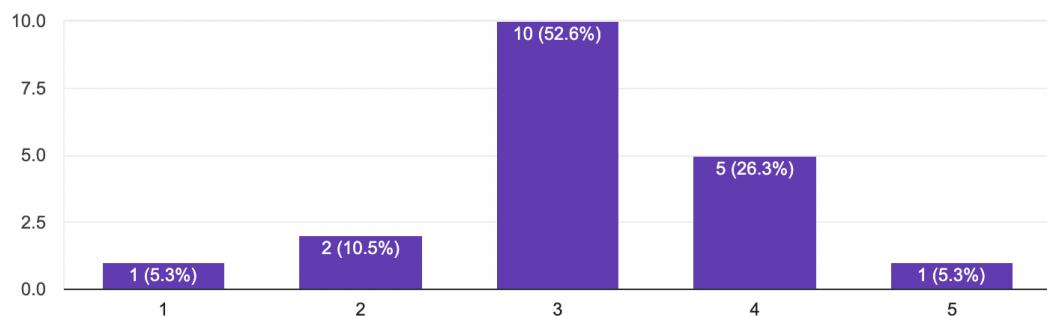
In the current design, LinkedIn allows the user to search jobs through the search bar provided on **home** and **jobs** page. The search bar on home screen basically works to search any kind of categories includes people, companies, events, etc.

I would like to make the app flow to be more focused and reduce the redundant elements on the screen. Based on this response, I'd like to make the flow of the app to be more concise and each menu will be used based on its purpose. I decided to remove the search bar on the home screen and instead, direct the user to the jobs menu to search jobs.

How easy can you find your saved opportunity / job?



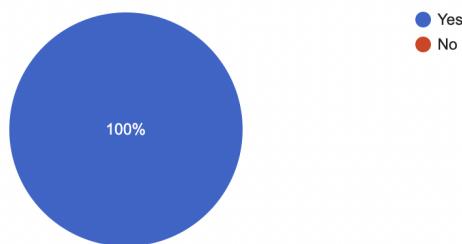
19 responses



Most of the respondents are still not able to access their saved job very easily. Meanwhile, this function would most likely be a frequent menu to be used by the user.

Would you like to have a feature to save your job filter preference?

19 responses

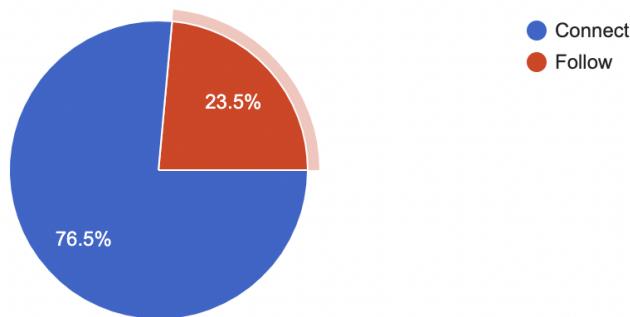


19 out of 19 respondents wished to be able to save their filter choices.

The main findings on finding connections functionality:

When you find new person, do you usually click on 'connect' or 'follow'?

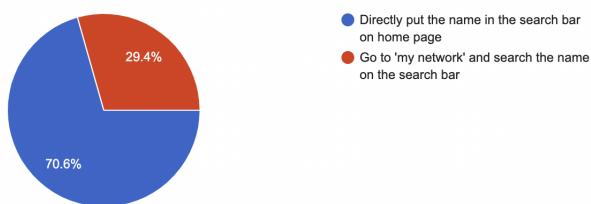
17 responses



LinkedIn provided 2 types of "connect" options with people. When a user wanted to have a connection with someone, they can click on either *follow* or *connect*. However, most of the time people directly click '*connect*' instead of '*follow*'. The two options need to have a clearer differentiation and could be optimized more.

How do you usually search for someone's profile?

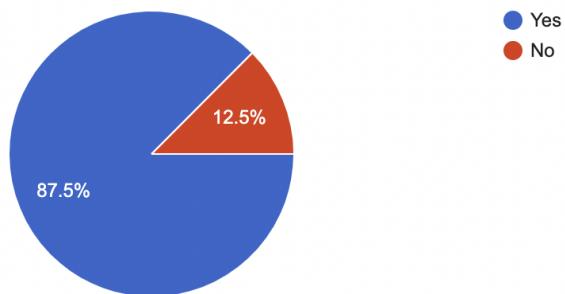
17 responses



This searching function is the same case as the finding jobs functions.

Do you usually spend a lot of time scrolling through the suggestion about 'people you may know' in the 'my network' menu? (see the attached image)

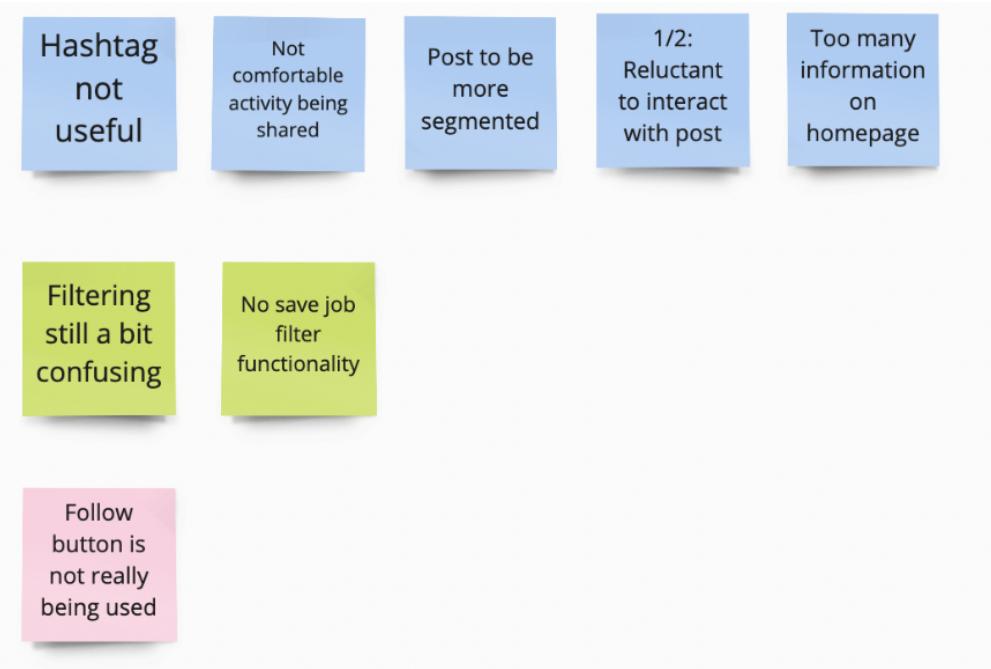
16 responses



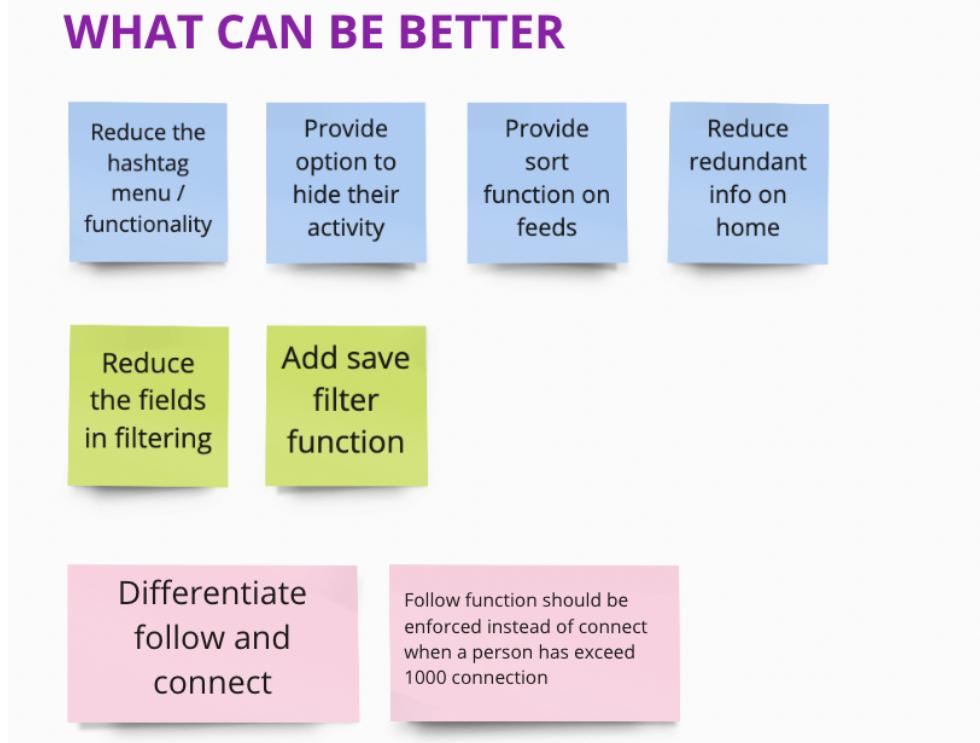
This question comes from my personal experience. Sometimes I spend too much time on scrolling the recommended connection under 'my network' page. Because of the unending recommendation, I keep scrolling through the page without realizing and it is wasting my time.

Pain Points

Based on other findings from the survey, I can conclude some user **pain points** and some room for improvement to create a better design for LinkedIn



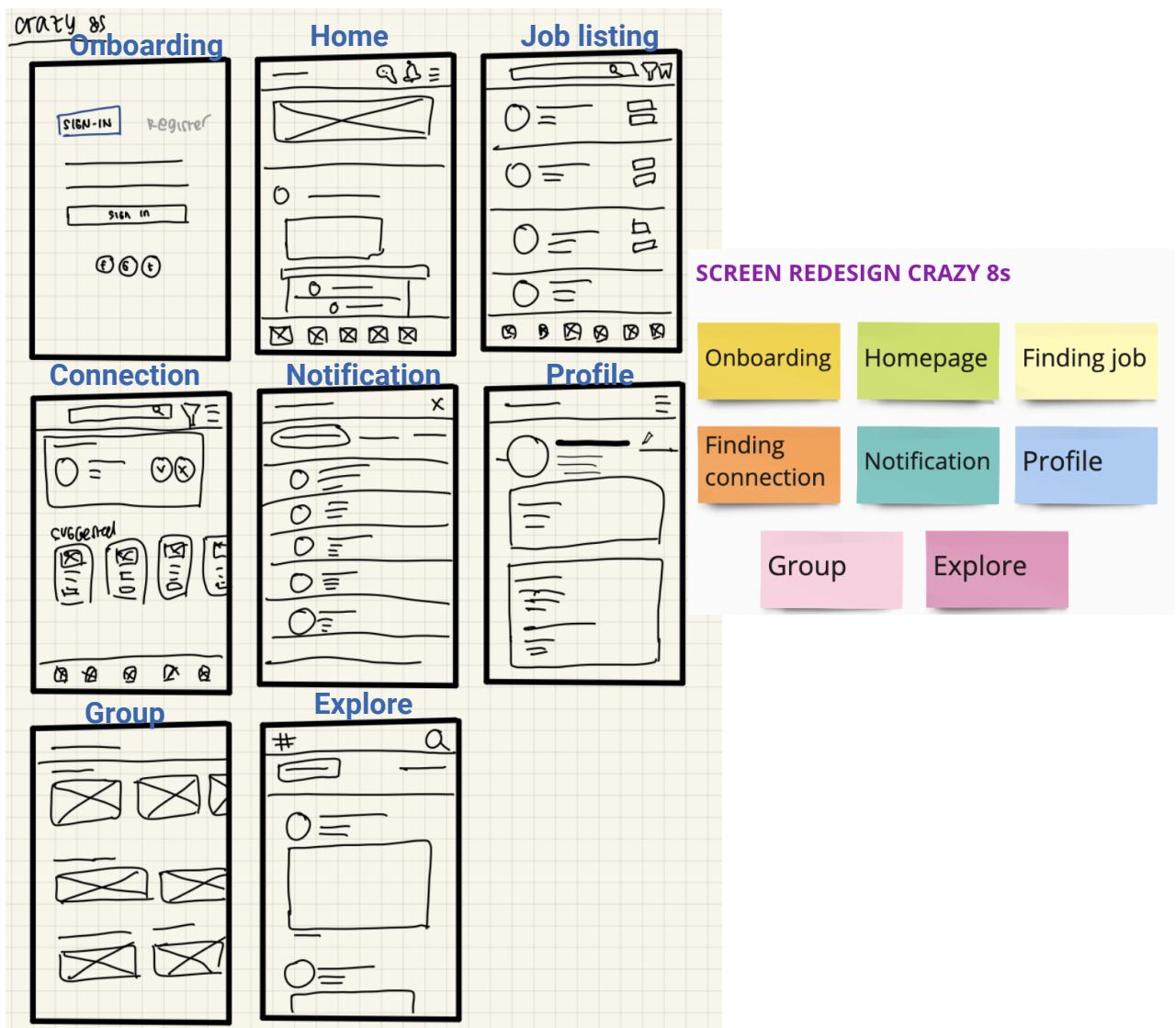
WHAT CAN BE BETTER



Concept

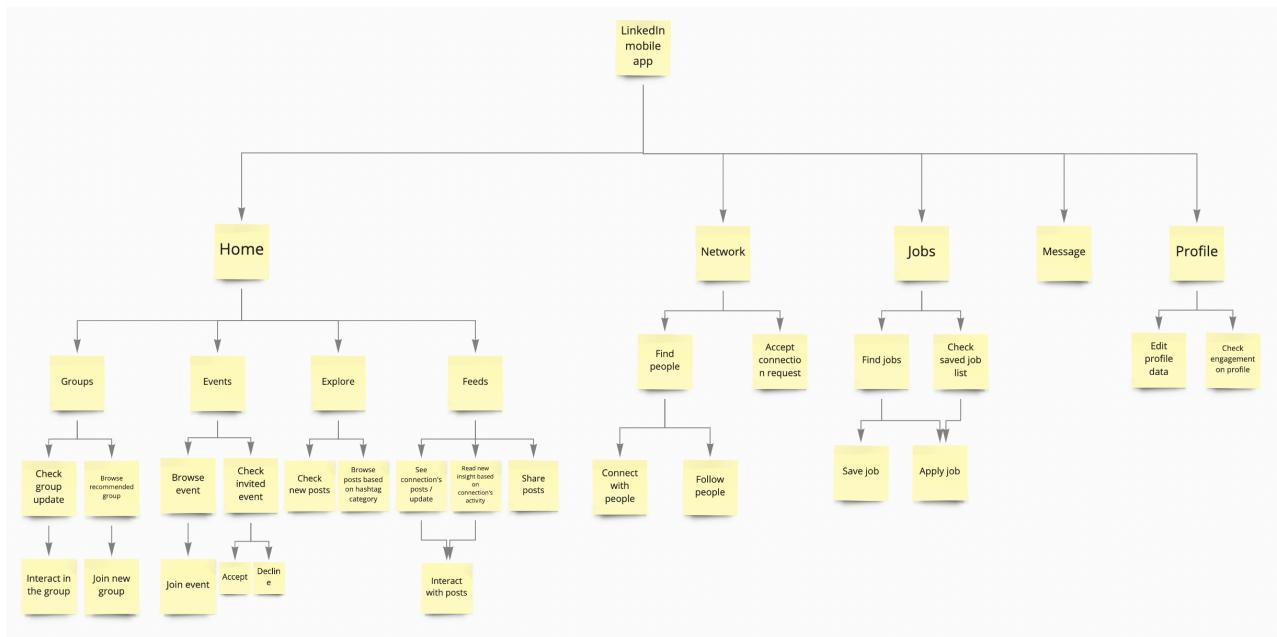
After combining my findings from the first 2 phases, I started to conceptualize the idea to improve the LinkedIn app. I created crazy 8s design and sitemap to make a clear and concise new UI flow.

Crazy 8s Sketch



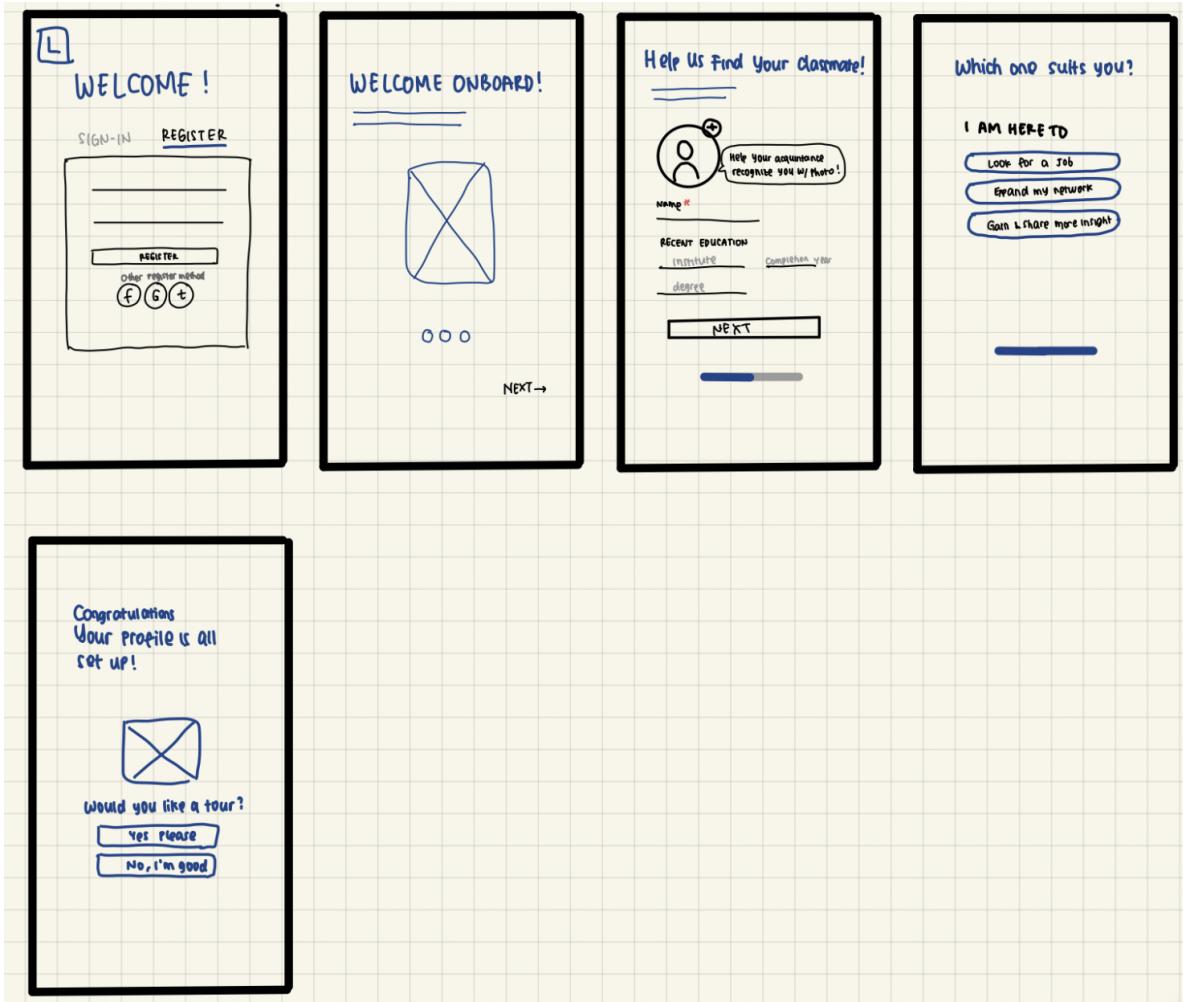
These are the 8 main screens that I decided to run through in 8 minutes sketch.

Sitemap



Design

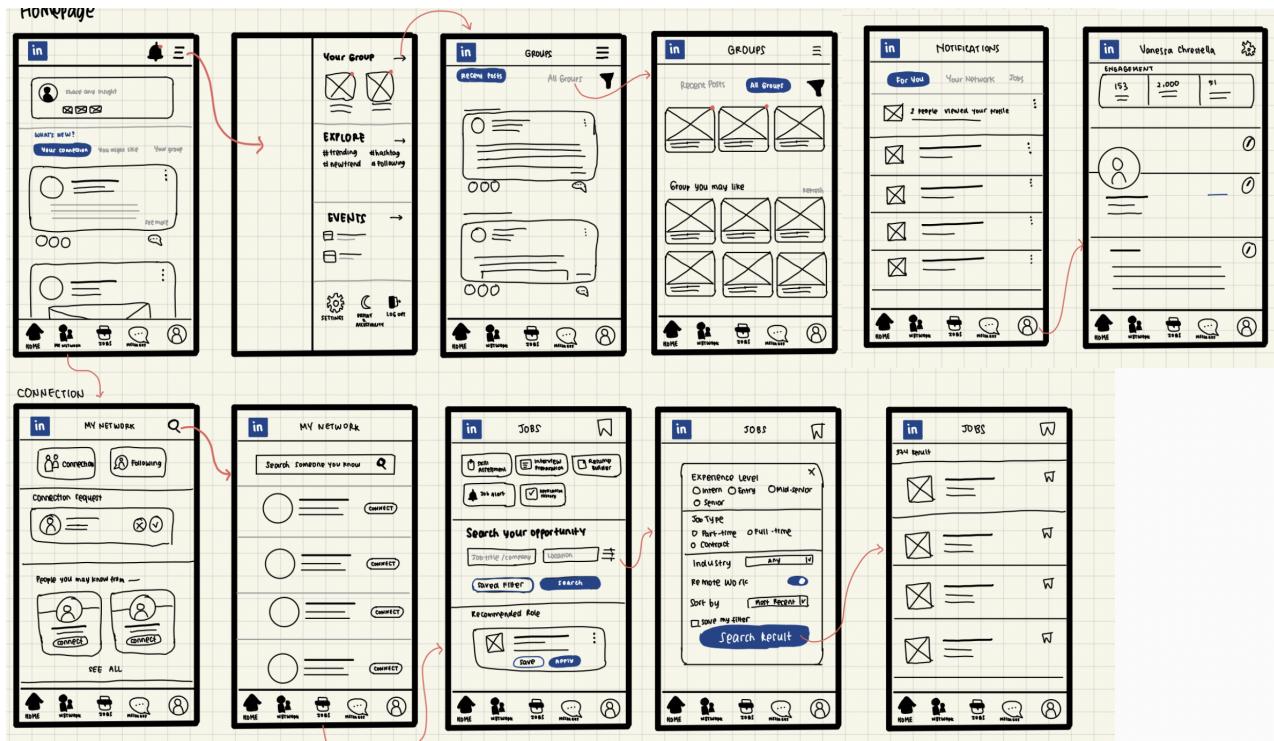
Low Fidelity Prototype



I reduced the number of onboarding screen and the number of questions given to the user when they first registered. (*The existing app prompted questions about job preference after the user filled in their profile data*)

It might be helpful to ask about job preference at the first time, however most of the time user would like to familiarize themselves with the new platform instead of directly use a specific function to achieve their goals.

I also tried to enforce the cognitive biases of human, that people tend to look for confirmation about what they think through the short question prompted. The other thing is about cognitive load, I tried to minimize the total amount of mental effort needed to complete their task / answering the questions by breaking down questions into smaller group.

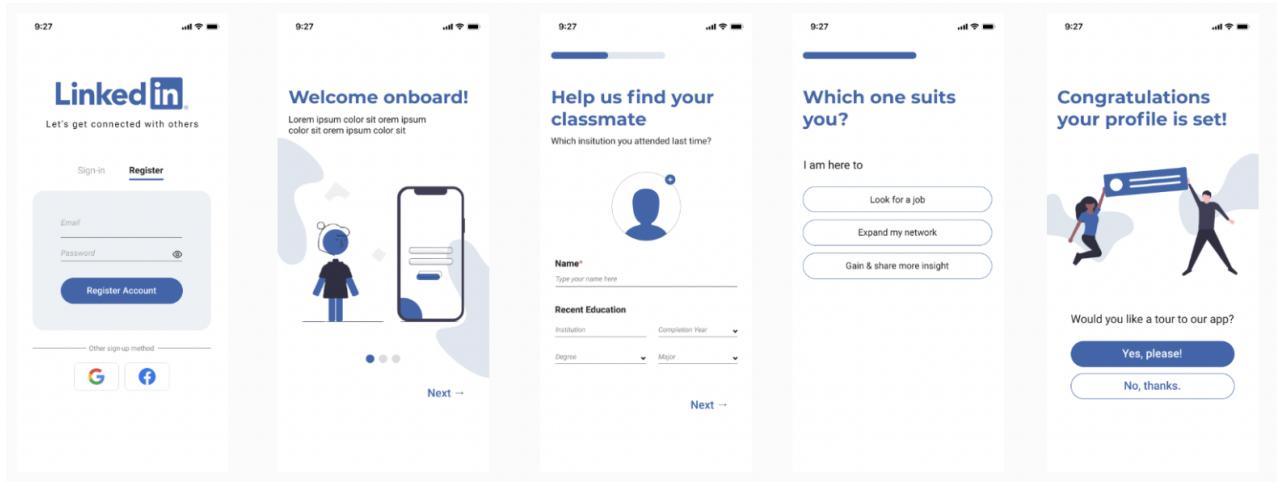


On the homepage, I removed the search bar as the user can find the jobs on the jobs page itself and find people on the connections menu. It is intended to optimize the searching functions on each menu and reduce redundant element to make the interface neat and clean.

The arrangement of the tab bar menu is also changed. I made the user profile to be the rightmost menu considering this app is mainly acting as an electronic Resume of someone in the professional world and I would assume that the user will visit their own personal details frequently. In another assumption, the user is a right-handed person so positioning the menu close to their right thumb will make it accessible more easily.

Adding to the previous justification, I would like to enforce most of the important menu to be on the right side of the screen. Hence the hamburger menu is also placed on the top right-hand side so that the user can easily swipe their thumb to the left or click on the hamburger menu itself.

High Fidelity Prototype

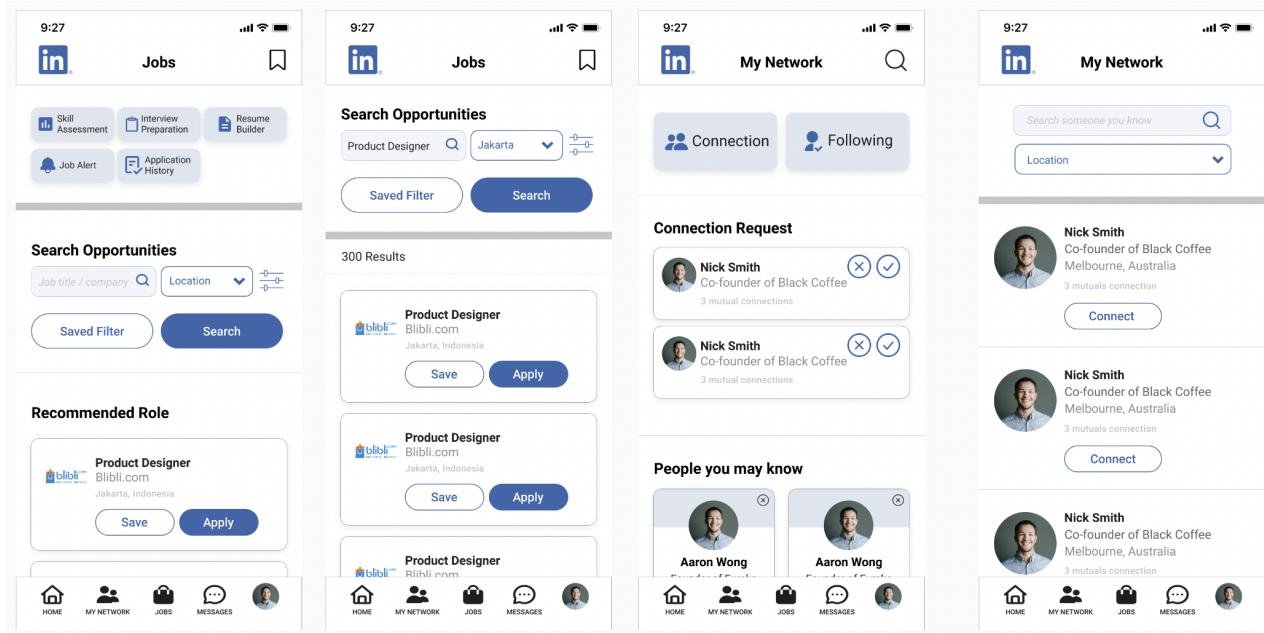


I'm trying to keep the screen simple and neat so it won't overwhelm the user when they're a new user.

On the second screen, I would do some short gif or video tutorial to explain the user about the new terms or jargon used in this platform or very briefly show them the main functions that they can explore.

The screenshots illustrate the LinkedIn mobile application's design, which follows a clean, modern aesthetic. The first screenshot shows the home feed with news items and network activity. The second screenshot shows a group page with a specific post highlighted. The third screenshot is a detailed profile view, including engagement metrics and a professional summary.

By aligning the design to users' mental model, the new interface design might look a bit similar to Facebook. Again, in my assumption most of the user might have used Facebook before.

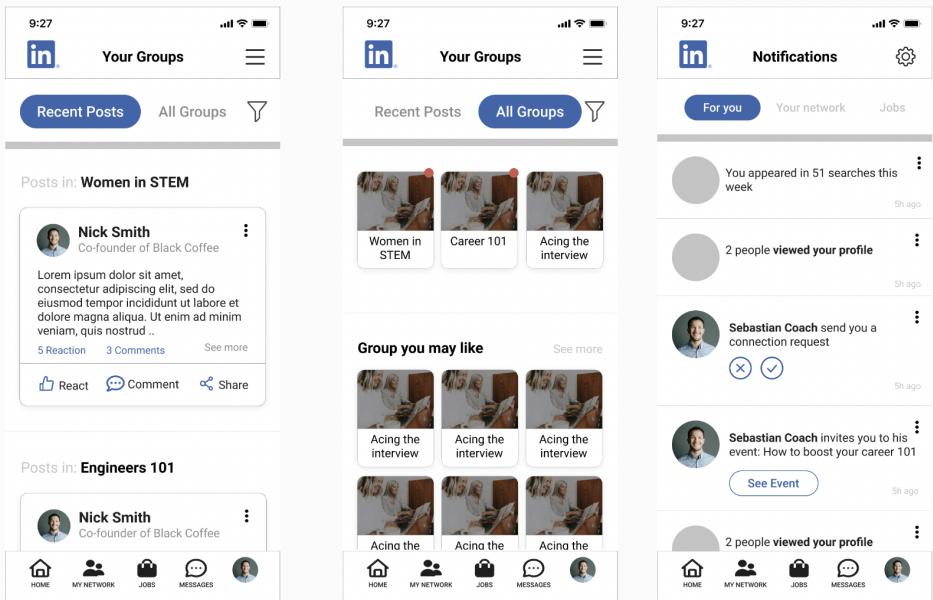


Without removing most of the functions on the existing app, I did a bit of arrangement on the new design.

To fix the problem encountered about finding saved job on my survey, I placed the saved job icon on the right top of the interface so it is very visible and accessible. I also reduced the number of field of filters (see on Figma prototype). The colour decision on the button is also based on human psychology to increase the app conversion. For example, I decided to make the 'Apply' button to be in blue colour and the 'Save' button to be unfilled colour to encourage the user to click on Apply more than clicking on the Save button.

After a few consideration, I would remove the 'Follow' functionality if the user has connections of 500 or less so they won't be confused. If person A connects with person B, they automatically follow each other.

However, if the user has more than 500 connections, there will be no connect button but follow. My reason for doing this is because if someone has more than 500 connections, it would mean that he/she has an impact or a famous person and there is a small chance that a person knows personally all of those 500 connections or even more. But if the person follows each other, they automatically will be added as 'connection' not 'following' only.



All of the design is made to enforce Hick's Law as well - reduce the number of options shown at one time to help the user make their choice quicker.

Design Assets

Font Family:

- Roboto
- Montserrat

Font Size:

- Body: 12-16px
- Title / Subtitle: 20px

Colour Palette:



Link to the interactive prototype:

<https://www.figma.com/proto/vwfJ8bRJeAbC2x0qh8eZQA/LinkedIn-Redesign?node-id=1%3A2&scaling=scale-down&page-id=0%3A1>