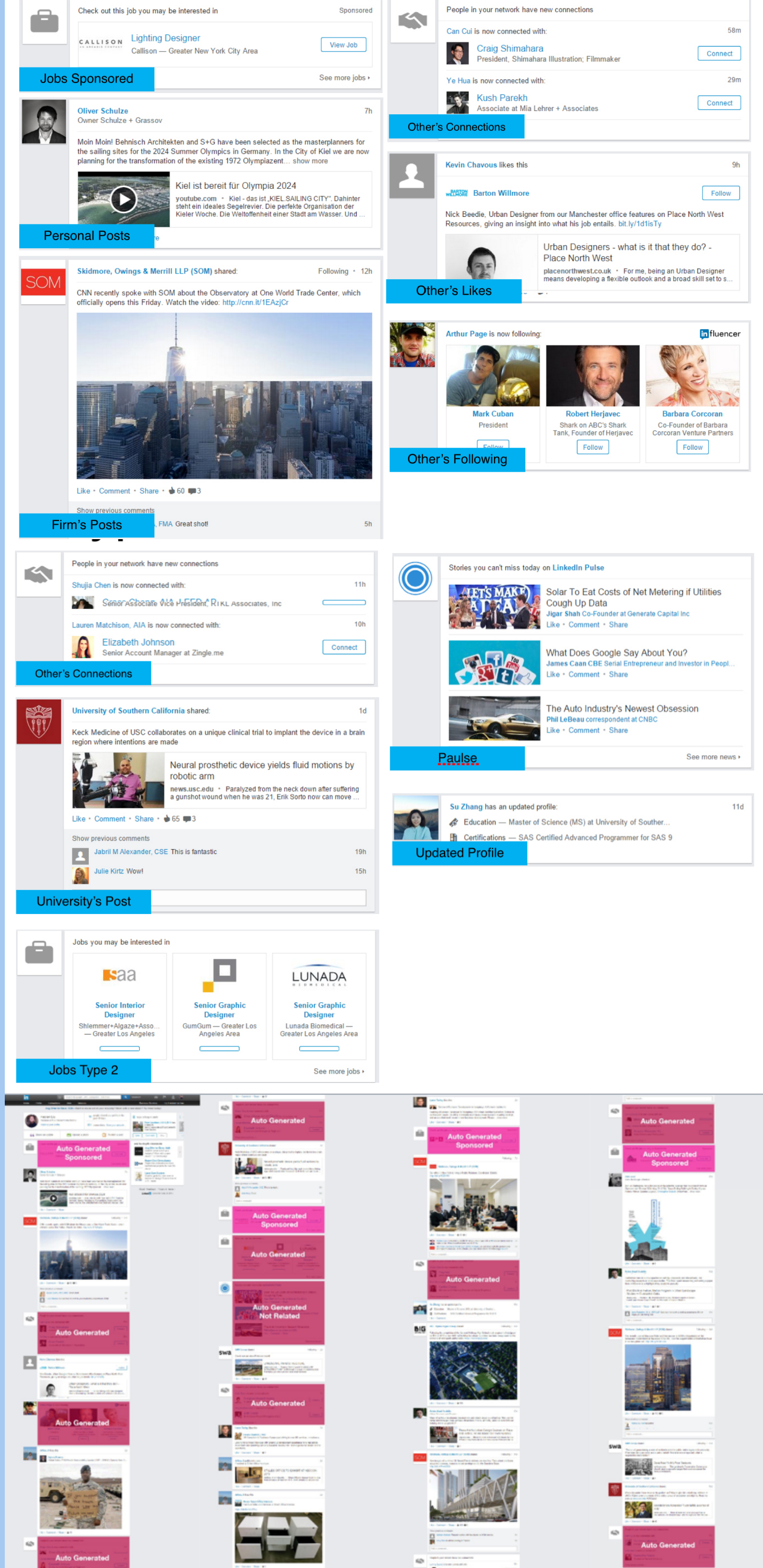


Analyze

Problems We found.

1. There are too many information which people do not wish to cost time on;
2. Hard to find the most important information user need.

11 types of info boxes



41%

of the contents are generated by computer, which are seldom useful to users.

11

Types of info boxes are mixed together. When you go through boxes, you have to identify every box's intent to understand what is it talking about.

Users are busy and information got on LinkedIn is not easy

Simple is the best design

Real useful info are always buried among tons of auto-generated texts.

