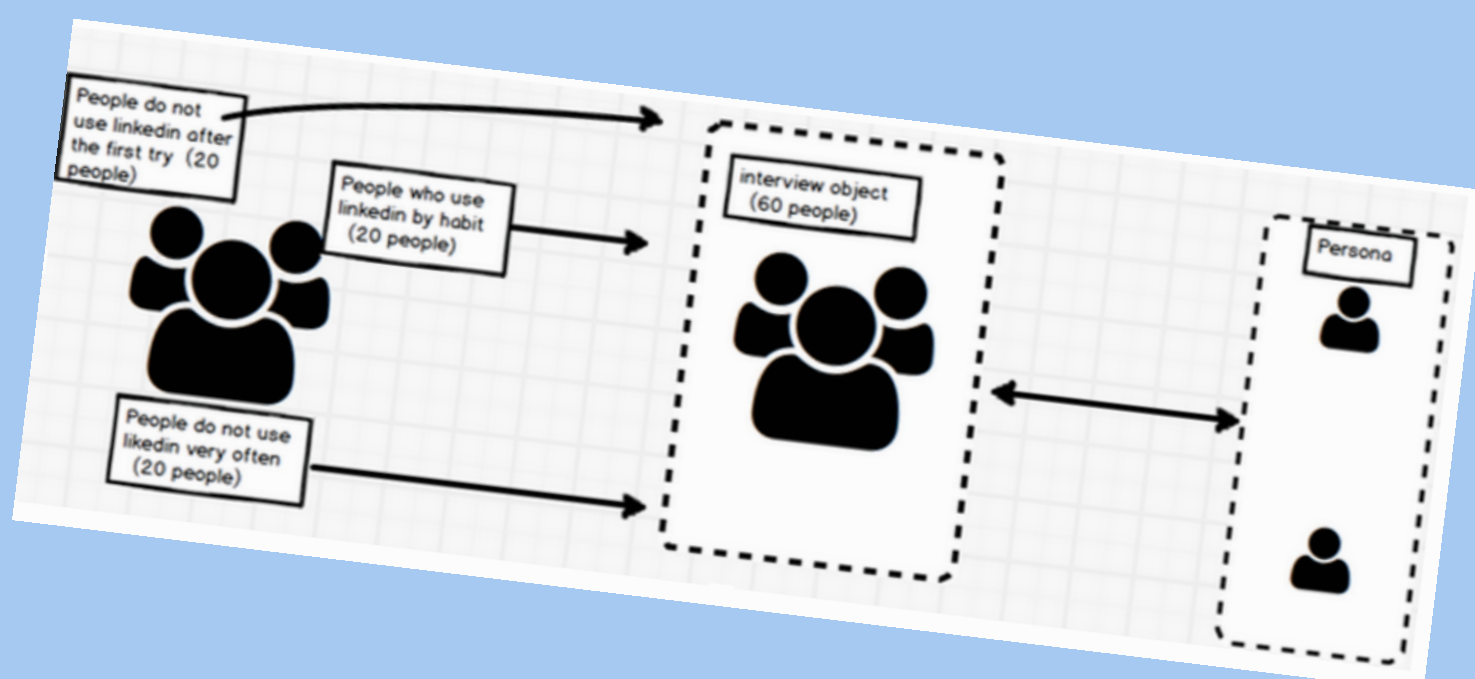# Linkedin Redesign

Target User：
1/ people who use Linkedin as social tool and
2/ people who want to find a job through linkedin

People do not use linkedin after the first try (20 people)

People who use linkedin by habit (20 people)

People do not use linkedin very often (20 people)

interview object (60 people)

Persona

Persona

Greg Miller	Rosa Li
Age:37	Age:25
Location: Santa Monica, CA	Location: Los Angeles, CA
Education: MS CS	Education: MS Arts&Design
Occupation: Software Engineering	Occupation: Graduate Student
Goals	**Goals**
- Business job connection - networking - Sharing articles and post new achievements - Checking others peoples profile and posters	- Looking for job opportunity - networking - Directly contact to recruiter or mangers - Looking up other people's profile - Finding connections in specific company

Storyboard