

40 Gracechurch Street, 1st floor
London
EC3V 0BT
United Kingdom
+44 (0) 2070999464



LinkedIn – professional network

Usability expert review report

(Target role: users finding new job)

Prepared by

Natalia Kiyani nkiyan@dataart.com

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2. Executive Summary

The purpose of this document is to highlight existing LinkedIn network usability issues and suggest improvements of the network functionality from a usability standpoint to improve the effectiveness and efficiency of the system.

Having made a usability study of the LinkedIn network using the Expert Review technique we identified a number of usability issues (by category):

- **Critical** - 10
- **Serious** - 11
- **Medium** - 11
- **Low** - 1

Target users: this report is written from the perspective of a user who wants to find a new job. The review has been made for the given Scenario(s):

Main Scenario

User registered on the network -> Updates his profile -> Tries to find a job, connect with interesting groups and people

Our high level recommendation is to solve issues of Critical, Serious and Medium categories as they have the most influence on user experience compared to the Low category and will give the most effective improvement.

All suggested solutions do not require significant changes to be applied to the application interface.

If implemented, the solutions will give the following benefits for LinkedIn users:

- Reduced number of unnecessary extra actions/steps;
- Improved access speed to main functionality;
- Simplified and convenient data viewing;
- More user friendly and intuitive workflows - do not confuse the users.

We also recommend performing deeper research on usability with the engagement of real LinkedIn users.

3. Introduction

Usability measures how easy and intuitive it is for a user to perform the functions he/she wants to do in the application.

Usability helps to keep users, increases the conversion rate and dramatically reduces so called 'learning gaps' for those who use the application. It saves time and money.

How to use this report

This is the report of our usability review for the **LinkedIn professional network**. The main goal of this report is to prepare recommendations for increasing the ease of use of the application and eliminate often made errors caused by non-user friendly interface elements. We concentrated on improving specific interface elements rather than a redesign of the whole application. The task of the usability expert is to find the most urgent issues and provide the most suitable solution.

For your convenience the following rules were followed when creating this report:

1. The more influence the issue has, the most benefit will be obtained when resolving it and the higher place in the list it takes. Some of the recommendations will result in a better solution if implemented together. We mark such synergetic solutions explicitly.

The importance of each single recommendation is indicated with an 'indicator word':

Critical – This usability problem will make some customers unwilling or unable to complete a common task. Fix urgently.

Serious – This usability problem will significantly slow down some customers when completing a common task and may cause customers to find a workaround. Fix as soon as possible.

Medium – This usability problem will make some customers feel frustrated or irritated but will not affect task completion. Fix during the next "business as usual" update.

Low – This is a quality problem, for example a cosmetic issue or a spelling error. Note: Although this is a minor issue in isolation, too many "lows" will negatively affect credibility and may damage your brand.

2. At the beginning of the document all findings are represented in a brief summary table grouping issues by section/scenario and indicating their importance. This table gives high level view on all found issues and understanding of application's usability current state at a glance.

3. This section is followed by one containing a detailed description of each issue's finding and contains:
 - Description – text describing the issue nature
 - Recommendation – suggested solution to the issue. All suggested solutions do not require significant changes be applied to the application interface.
 - Proof of concept – section which contains references for the knowledge base and provided for the convenience of the developers to work on the issue.
4. At the end of the document you can find the Conclusion section summing up the document recommendations and further steps to be made.

Further application usability investigation. Our experts could find issues which cannot be solved in this report. We note these issues and recommend addressing them as part of later iterations after the described solutions are implemented.

All questions regarding this report can be addressed to the author.

4. Usability issues details

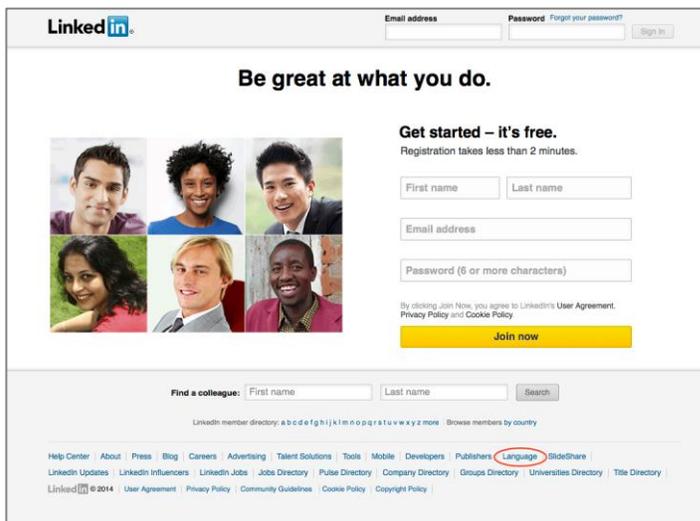
4.1. General Issue (GI)

GI-01. Language selector is hidden

Serious

Description

Language selector located in a long list of links in the footer. However, people expect to see it in the right-hand top corner.



Recommendations

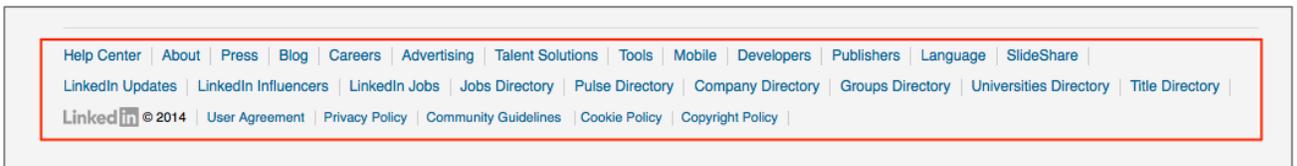
Remove “Language” link from the footer and move it to the right top corner as a dropdown list, where it is expected to be. Add a flag icon next to every language.

GI-02. A lot of links in the footer

Medium

Description

There are too many links in the footer:



Recommendations

Remove some of the links and move them to additional sections. Facebook can be used for a good example of an organized footer:



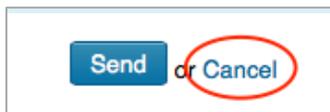
GI-03. Used different style for buttons

Critical

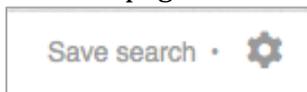
Description

Different parts of the site use different styles for button and for pages. It's inconvenient for users because they have to keep identifying different styles and methods of performing tasks.

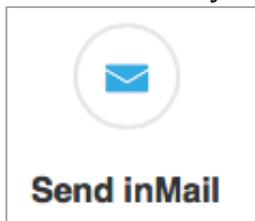
- End of the “Ask Recommendation” page:



- “Search” page:



- “Who’s viewed your profile” page:

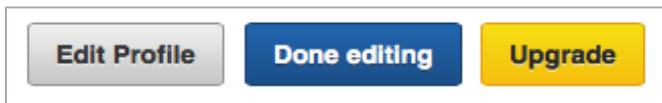


- “Find Alumni” page:



Recommendations

Use one style for all buttons. There are three main styles for buttons used on the site:



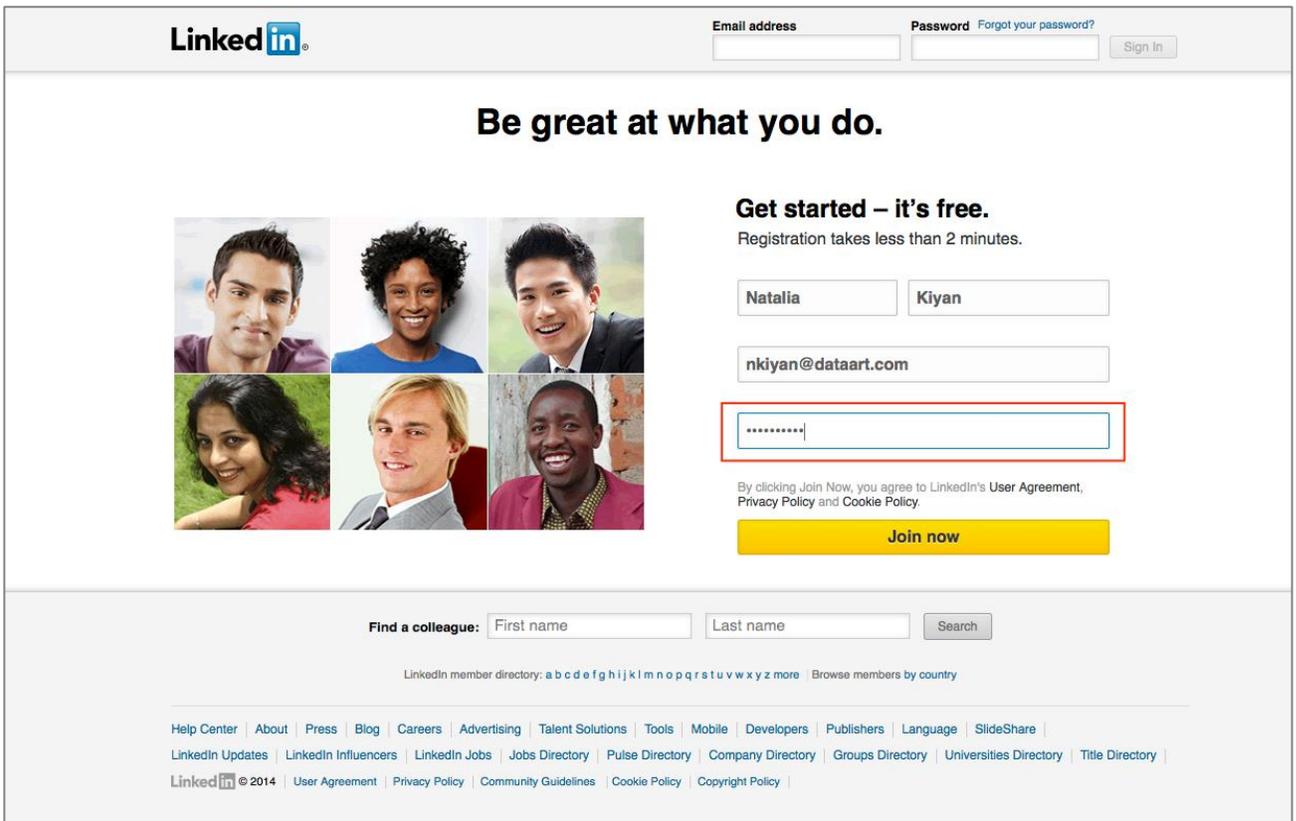
4.2. Registration (REG)

REG-01. Confirmation password field is missed

Serious

Description

Confirmation password field is missing and hidden under the asterisks. It can lead to mistakes in typing:



The screenshot shows the LinkedIn registration interface. At the top, there are fields for "Email address" and "Password" with a "Forgot your password?" link and a "Sign In" button. The main heading is "Be great at what you do." Below this, there are six profile pictures of diverse individuals. To the right, the text says "Get started – it's free. Registration takes less than 2 minutes." There are input fields for "Natalia", "Kiyam", and "nkiyam@dataart.com". A password field is shown with asterisks, highlighted by a red box, indicating the missing confirmation field. Below the password field, there is a "Join now" button and a disclaimer: "By clicking Join Now, you agree to LinkedIn's User Agreement, Privacy Policy and Cookie Policy." At the bottom, there is a "Find a colleague" search bar and a footer with various links and the LinkedIn logo.

Recommendations

Add "Confirm password field" or add checkbox to show hidden password.

REG-02. Too many steps before starting**Critical****Description**

After clicking “Join now” user needs to perform many steps before starting to use Linked in:

**Recommendations**

Remove all non-critical steps. Leave only one or two.

Proof of concept

Jeff Johnson - GUI Bloopers 2.0 Common User Interface Design Don'ts and Dos

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Requiring unnecessary steps

REG-03. User asked for password for his email**Critical****Precondition:**

User filled all mandatory fields on the main page and clicked “Join now”.

Description

On one of the setting profile steps the user is asked to type in the password from his email to take the contact list from it.

Recommendations

Add full and friendly description what advantages this action can give to the user and description about how secure it is.

REG-04. Unfriendly text in alert

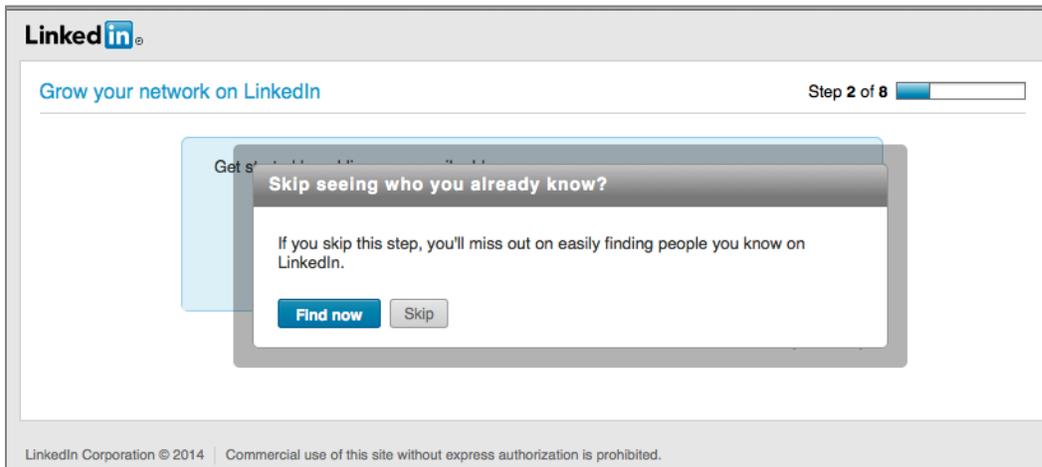
Low

Precondition:

User filled all mandatory fields on the main page and clicked "Join now".

Description

On the second step the user is asked to type his email to obtain contacts from it. However, if the user clicks "Skip this step" the message "If you skip this step, you'll miss out on easily find people you know on LinkedIn." appears. It looks like "if you don't do it right now, you'll never can":



Recommendations

Change text to "If you skip this step, you'll start without any contacts. But you can do it later from your profile."

REG-05. User asked to type email twice during registration

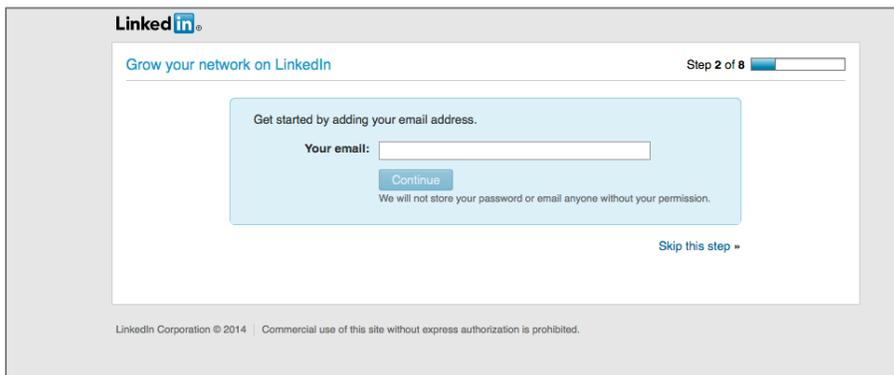
Serious

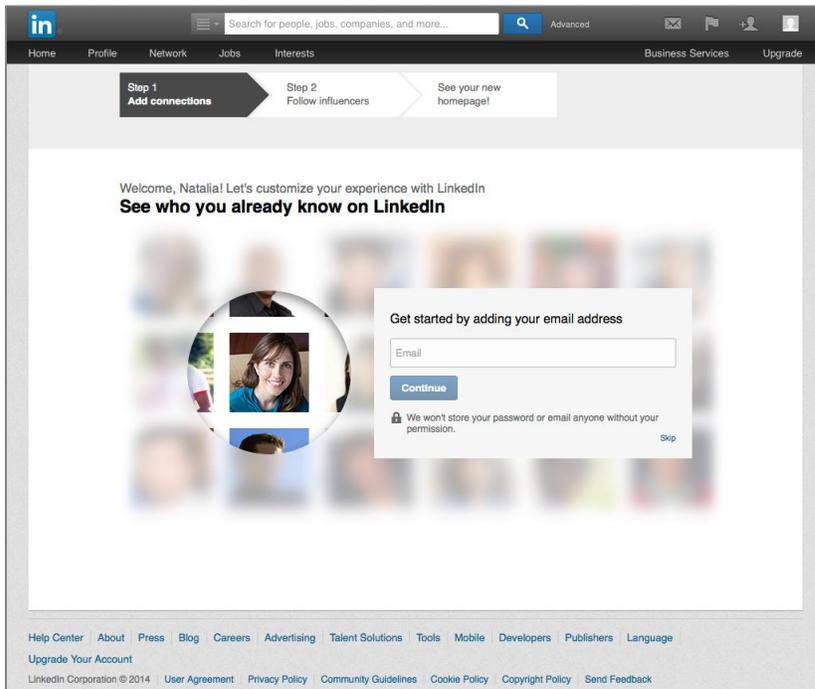
Precondition:

User filled all mandatory fields on the main page and clicked "Join now".

Description

On one of the setting profile steps the user is asked to type his email. However, the user already did this at the start of registration:





Recommendations

Remove this step and use registration email by default. Users should have the ability to change or add more if desired.

REG-06. User can't use corporate email

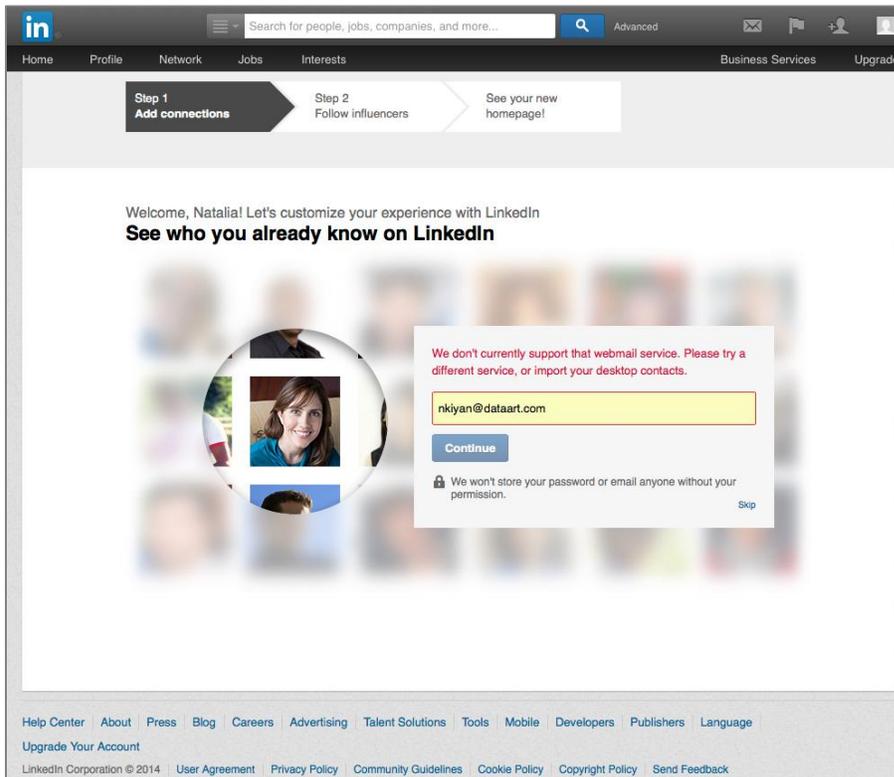
Serious

Precondition:

User filled all mandatory fields on the main page and clicked "Join now".

Description

On one of the setting profile steps the user is asked to type his email to obtain a contact list from. However, a message with an error appears if the user types a corporate email.



Recommendations

Add the ability to use a corporate email or make it obvious to the user why he cannot use his corporate email address.

REG-07. Extra step in profile setting process

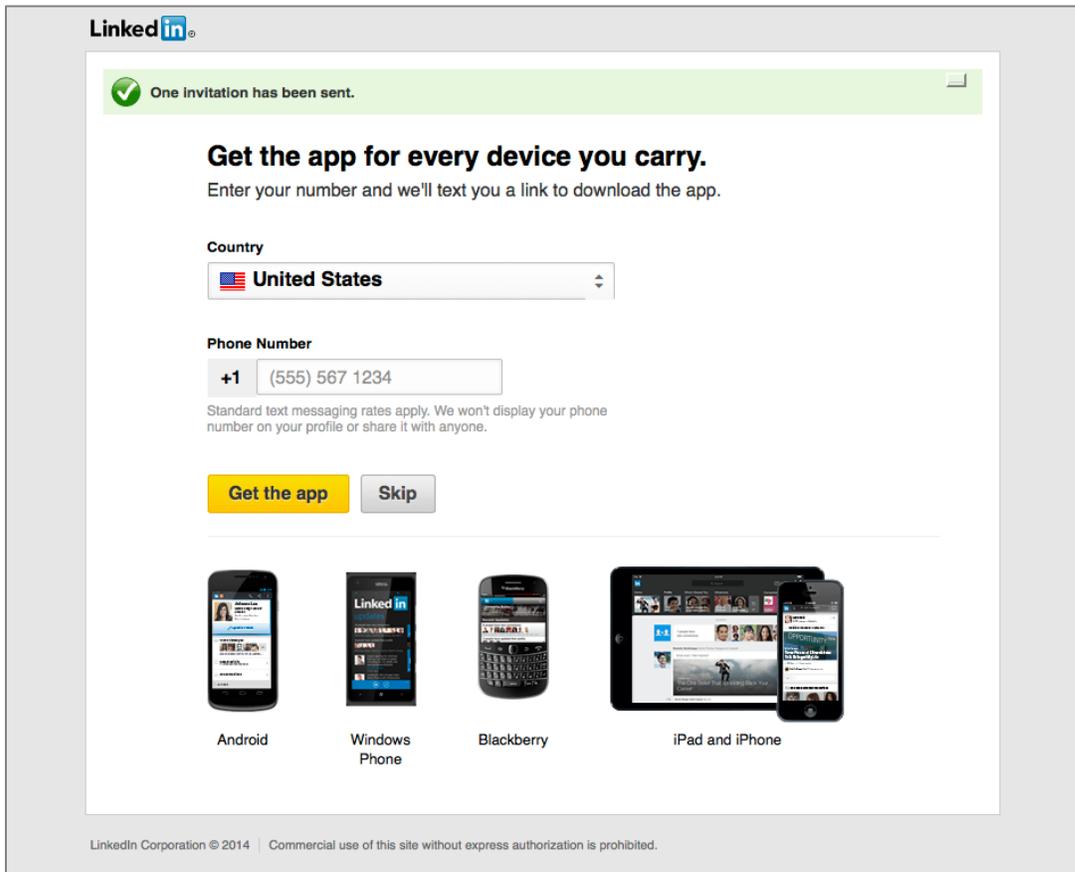
Serious

Precondition:

User filled all mandatory fields on the main page and clicked "Join now". On the second step the user typed his email.

Description

On one of the setting profile steps the user is invited to use a mobile application. It's disturbing if the user doesn't want to do it and must skip this step to continue working.



Recommendations

Remove this step. Information about the mobile application can be added to the footer of the site. Another variant is to show this information once after the next log in.

REG-08. Ask for payment before using

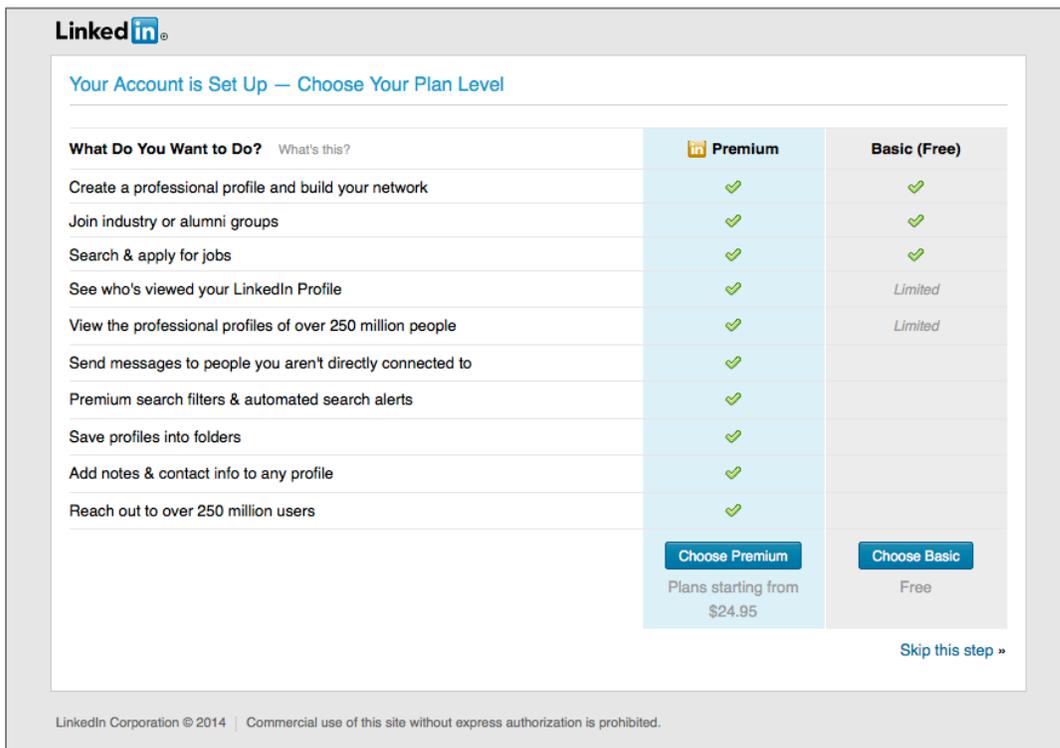
Serious

Precondition:

User filled all mandatory fields on the main page and clicked "Join now". On the second step the user typed their email.

Description

As one of the setting profile steps the user is asked to sign up for a premium account. This can be annoying because the user doesn't know if he want to continue using LinkedIn or not and why should he pay if he doesn't know if this social net is useful for him.



LinkedIn

Your Account is Set Up — Choose Your Plan Level

What Do You Want to Do? <small>What's this?</small>	 Premium	Basic (Free)
Create a professional profile and build your network	✓	✓
Join industry or alumni groups	✓	✓
Search & apply for jobs	✓	✓
See who's viewed your LinkedIn Profile	✓	Limited
View the professional profiles of over 250 million people	✓	Limited
Send messages to people you aren't directly connected to	✓	
Premium search filters & automated search alerts	✓	
Save profiles into folders	✓	
Add notes & contact info to any profile	✓	
Reach out to over 250 million users	✓	

[Choose Premium](#)
 Plans starting from \$24.95

[Choose Basic](#)
 Free

[Skip this step »](#)

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Recommendations

Remove this step. Move information about premium account and the ability to change it to the user profile section. This offer can also be shown on any steps performed by the user that can require a premium account and the user cannot accomplish the step without it – for example when trying to rank his profile in search results.

REG-09. Indistinct information about account plan

Serious

Precondition:

User filled all mandatory fields on the main page and clicked “Join now”. On the second step the user typed their email.

Description

On one of the setting profile steps the user is asked to choose a plan for their account. The text “Plans starting from \$24.95” can be confusing. Are there other plans to choose? In addition, there is insufficient information about some of the basic account options. Does the user have these options partially or doesn't he have them at all?

LinkedIn

Your Account is Set Up — Choose Your Plan Level

What Do You Want to Do? <small>What's this?</small>	 Premium	Basic (Free)
Create a professional profile and build your network	✓	✓
Join industry or alumni groups	✓	✓
Search & apply for jobs	✓	✓
See who's viewed your LinkedIn Profile	✓	Limited
View the professional profiles of over 250 million people	✓	Limited
Send messages to people you aren't directly connected to	✓	
Premium search filters & automated search alerts	✓	
Save profiles into folders	✓	
Add notes & contact info to any profile	✓	
Reach out to over 250 million users	✓	
	Choose Premium Plans starting from \$24.95	Choose Basic Free

[Skip this step »](#)

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Recommendations

Remove “Plans starting from” text or make the link lead to a table with available plans where the user can see what options are available.

Add “-” or “x” icon to the Basic account column in order to emphasize that these options are not available for Basic account.

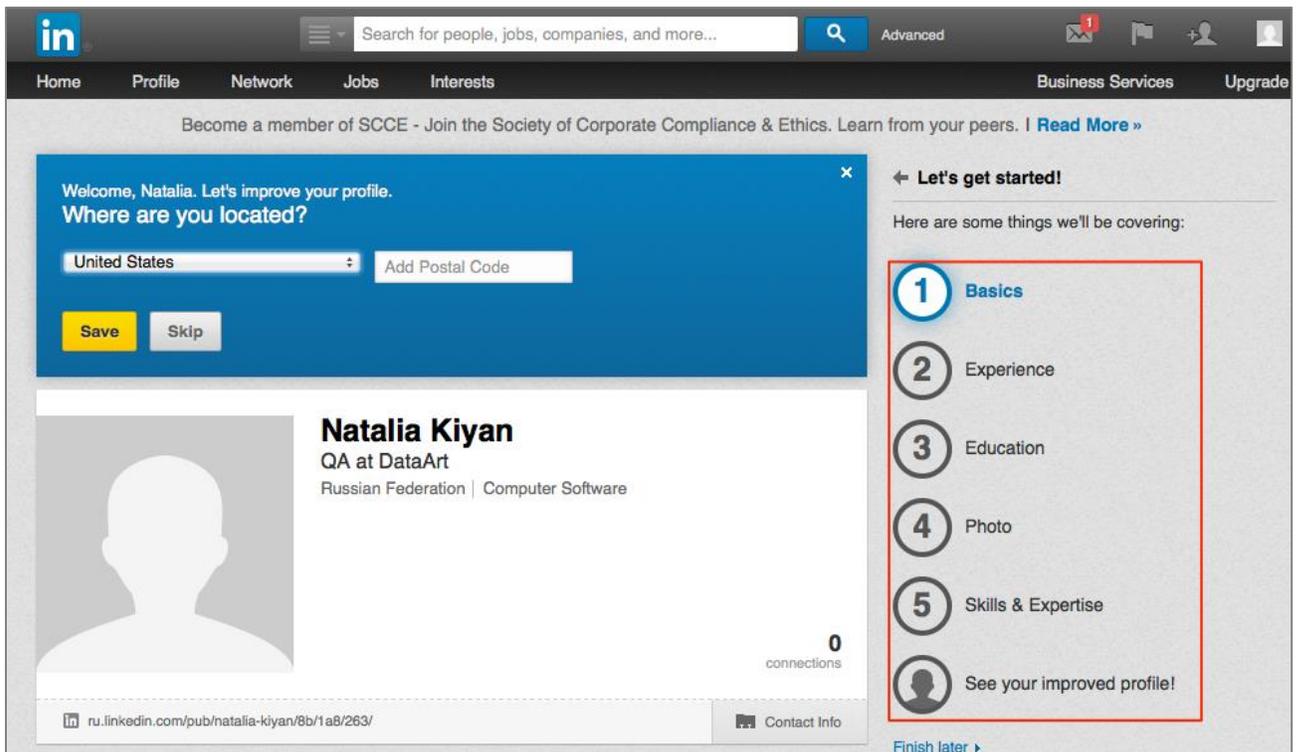
4.3. Profile Page (PP)

PP-01. More steps after registration

Serious

Description

User has just completed all registration steps and after that the user sees many new steps. It's hard to notice the "Finish later" button that is very small.



Recommendations

Make the "Finish later" button bigger and more noticeable in case if the user wants to explore LinkedIn before wasting their time on filling in the profile information.

PP-02. “Edit Contact Info” located in separate section

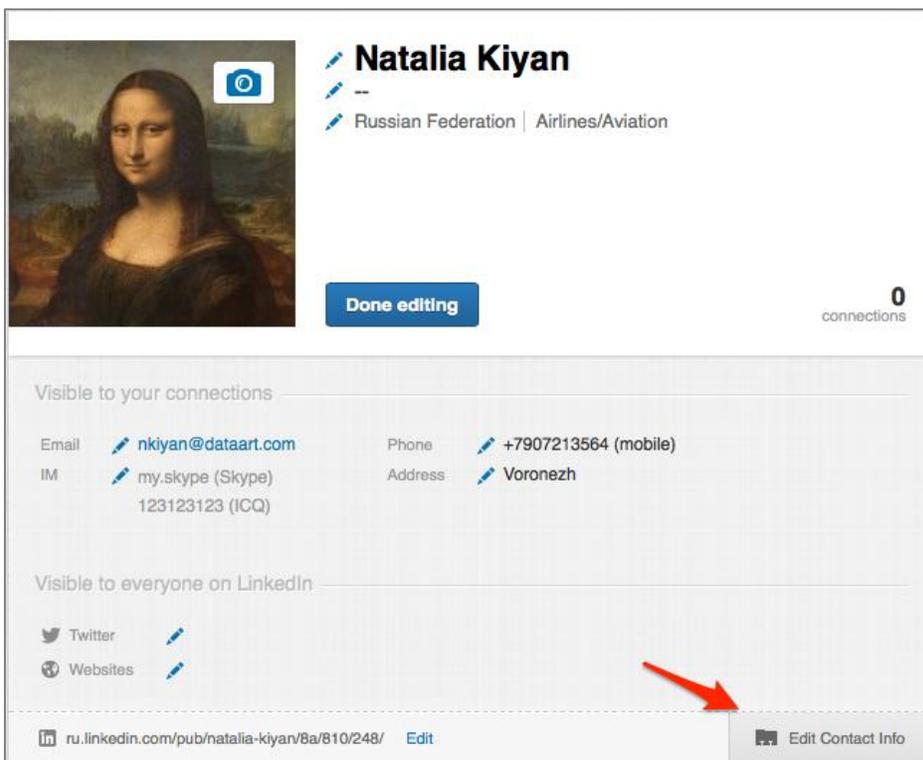
Medium

Precondition

User selected Profile -> Edit Profile.

Description

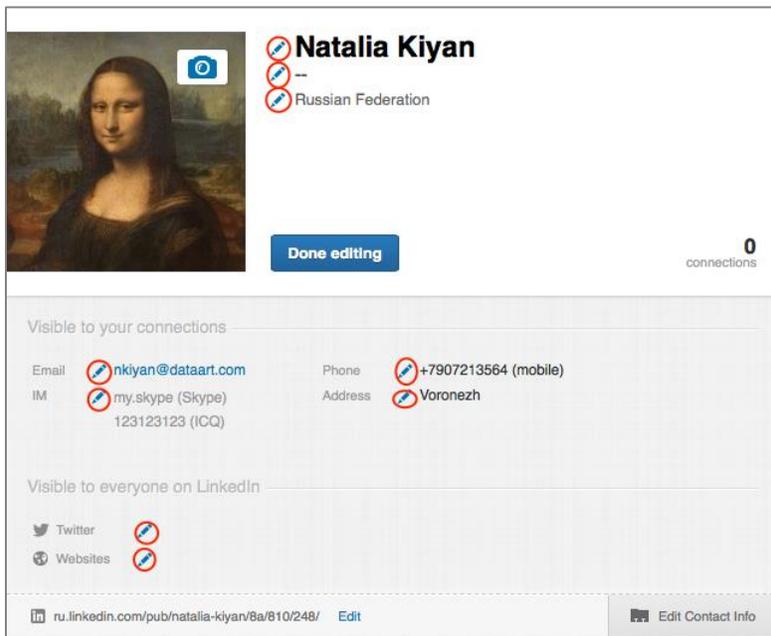
The “Edit Contact Info” button appears far away from the actual contact info. That button also has a different style than the other buttons on the page:

**Recommendations**

Remove “Edit Contact Info” button. Create new editable block with personal information in one style with the other sections.

PP-03. A lot of edit buttons**Serious****Description**

There are too many “Edit” buttons on the Edit Profile page. The user cannot just edit every section after entering Edit mode, he should click on the Edit buttons near every section. To see what can be edited in each section the user must click and look. And then click on Save\Cancel again.

**Recommendations**

There are two ways to make it better:

1. User has already entered edit mode. So, remove the other “Edit” buttons and let him edit any information in Edit mode without requiring an additional click on an “Edit” button. Add a common “Save” button that will save all edited information.

2. Remove the “Edit Profile” button from the main profile page. Add an “Edit” button to each section that gives the ability to separately edit any block:

In edit mode:

Experience

+ Add a position

Company Name *

DataArt Change Company | Edit Display Name

Title *

Senior QA

Location

Time Period *

Choose... 2010 – Present

I currently work here

Description

See examples

Save Cancel Remove this position

Add a link Upload a file

PP-04. "Edit" buttons placed differently on the page

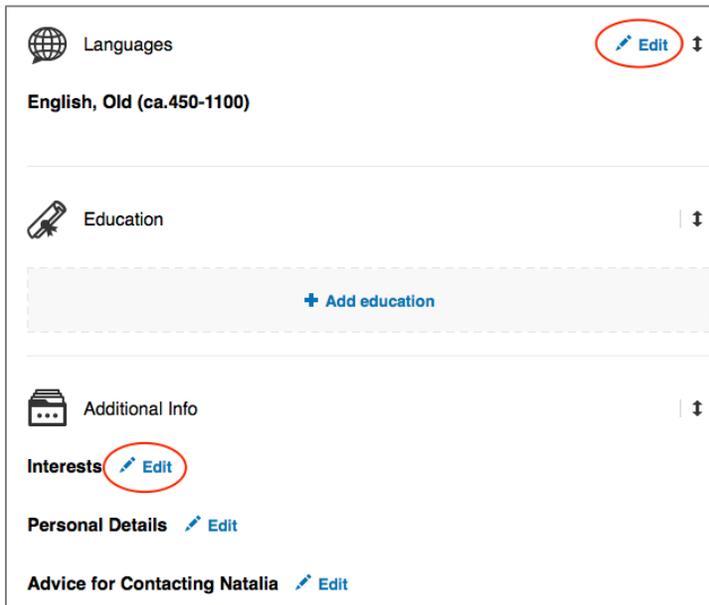
Medium

Precondition

User selected Profile -> Edit Profile.

Description

"Edit" buttons placed differently in different blocks on the page.



Recommendations

In order the user can easily find Edit buttons in each block they should be placed consistently within the page.

PP-05. Moving between blocks is hard

Critical

Description

If a user clicked an edit button in any block, he can't go to another one until they click "Cancel". It can be inconvenient for the user.

Recommendations

Look at the recommendation for issue PP-03

PP-06. Extra request to log in

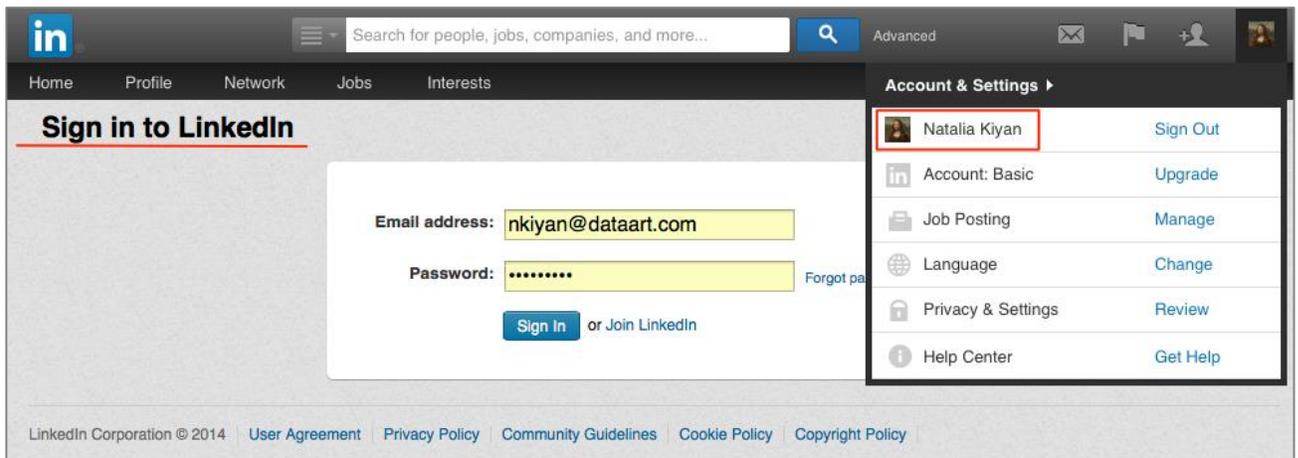
Critical

Precondition

User selected Profile -> Edit Profile. Collapse “Edit Contact Info” block.

Description

If the user clicks an edit button near “Email” or “Twitter”, he will be redirected to new page with a login form, but the user is already logged in.



- The same behavior occurs on clicking “Customize visibility” at the end of the page:



- Also, it's appeared when selecting “Customize” sorting on the main page.

Recommendations

Editing of these fields should be in text fields as with other options and should not request extra log in.

Proof of concept

Jeff Johnson - GUI Bloopers 2.0 Common User Interface Design Don'ts and Dos

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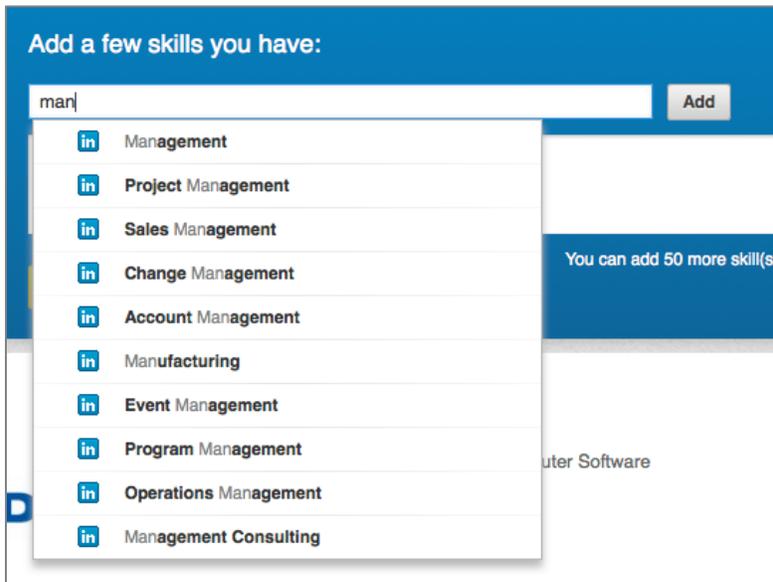
Requiring unnecessary steps

PP-07. Hints are difficult to read during adding skills

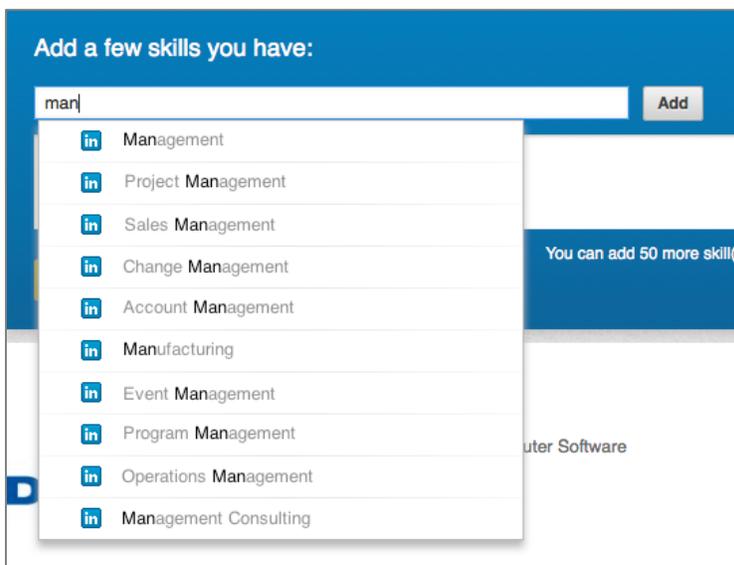
Medium

Description

When a user adds new skills to his profile, a list with hints appears. However, highlighting of the text is very difficult to read because of the light grey color of the highlighted text.

**Recommendations**

Swap the colors in order to emphasize the required text in the search results.



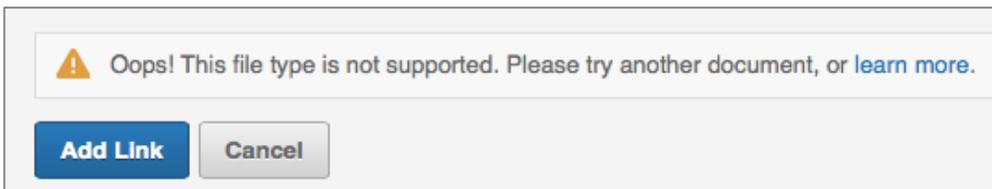
PP-08. Button doesn't work**Medium****Precondition**

User selected Profile -> Edit Profile.

Description

In the "Experience" block of the profile, click "Upload a file" button. Select an unexpected file format (.rar for example). After the file fails to upload a message with two buttons: "Add Link" and "Cancel" will appear.

The All Link button does not correspond with the action of uploading the file that the user tried to perform and therefore looks strange. In addition, the button doesn't work.

**Recommendations**

Change the button to state "Upload a file" and fix the non-working button.

In addition, it will be great to see the list of supported formats to upload before uploading.

PP-09. Extra click to take info**Medium****Precondition**

User selected Profile -> Edit Profile.

Description

In the "Experience" block, click "Upload a file". Select unexpected file format (.rar for example). After the file fails to upload a message appeared. But there is no information about correct file formats. To see it the user needs to click "learn more":



Recommendations

Add information about supported formats before user tries to upload any file. In this case the user should not try to upload unsupported files.

Proof of concept

Jeff Johnson - GUI Bloopers 2.0 Common User Interface Design Don'ts and Dos

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Developer-centric text

PP-10. The same functionality looks different in different places

Medium

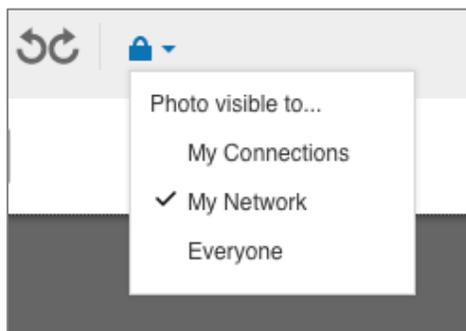
Precondition

User selected Profile -> Edit Profile.

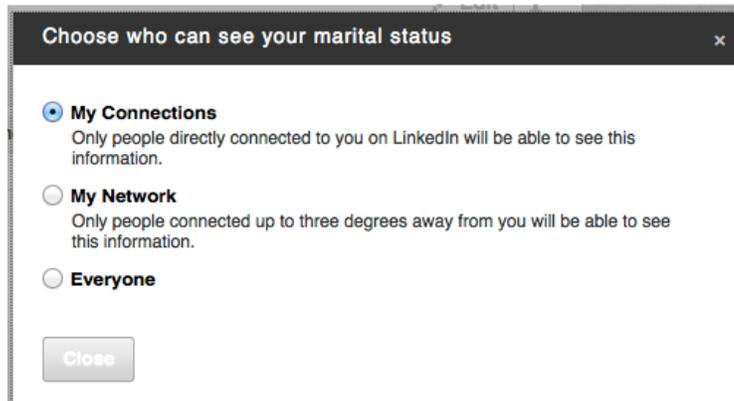
Description

Functionality of the visible permissions looks different in different places.

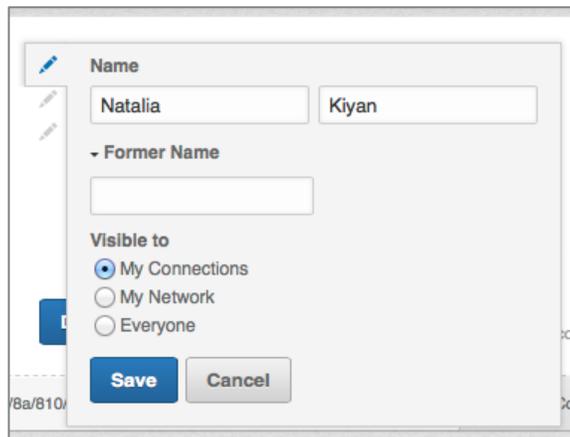
- User is updating profile photo:



- User is updating marital status in the Personal Details block:



- User is updating Name and Former name:



Recommendations

The same functionality within the site should look the same and behave the same way in different locations.

PP-11. No data pickers for dates

Medium

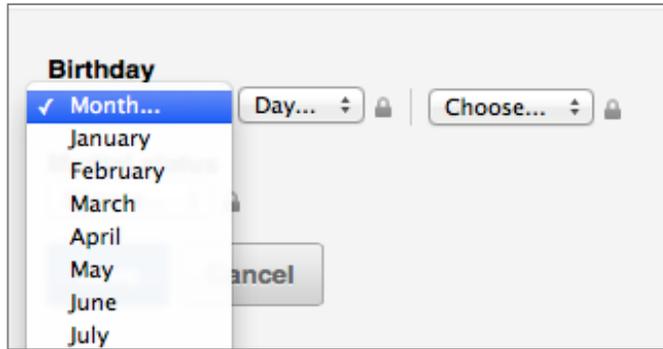
Precondition

User selected Profile -> Edit Profile.

Description

Dropdown list used for selecting the date. It means that the user should click three times to select a date. It's inconvenient for the user and requires extra steps.

- Go to the “Additional Info” block and click “Edit” near “Personal Details”.



- The same behavior in Network -> Contacts. Select any contact. Select “Contact Info” and click the “Edit contact info” button. Click the “Edit” button near the “Birthday” field:



Recommendations

Use date pickers for date fields.



4.4. Main Page (MPG)

MPG-01. Uploading contacts list from outlook doesn't work

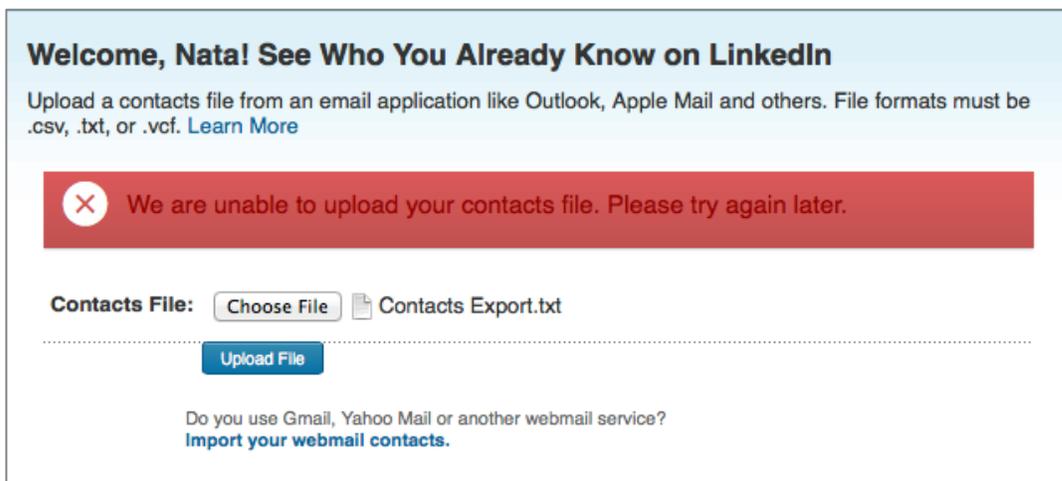
Critical

Precondition

User has successfully registered and went to the Main page. On the main screen the user is advised to upload his contacts list from Outlook to the system.

Description

User selects a valid contact list from Outlook and clicks "Upload file".



Recommendations

Fix this functionality or explain to the user why he cannot import his contacts and what should he do to fix this.

MPG-02. Navigation does not inform the user where they are

Critical

Description

When surfing the site the user can't see where they are.

Recommendations

Highlight the name of the page in the navigation where the user is,

MPG-03. Navigation is overload

Serious

Description

There are a lot of dropdown lists in navigation:



Recommendations

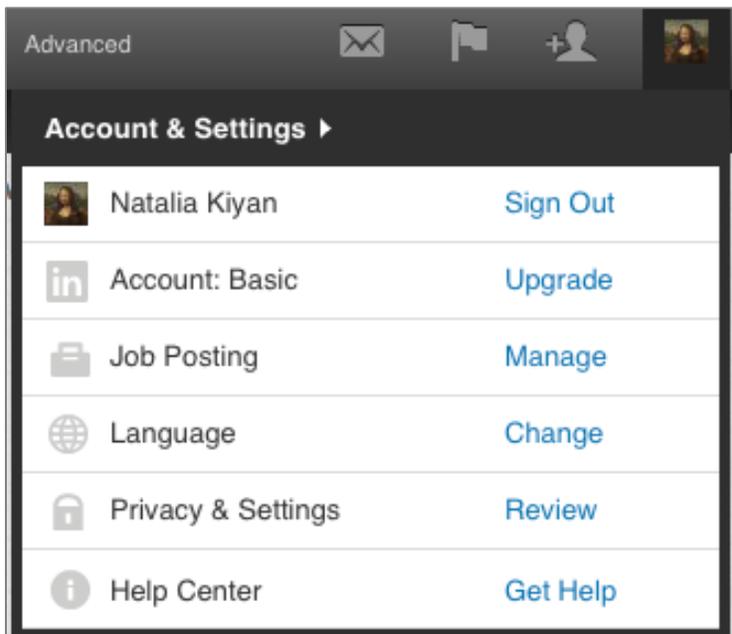
Remove the dropdown menu from navigation. All actions in these menus are already in the page to which they are connected.

MPG-04. Extra description in dropdown window

Medium

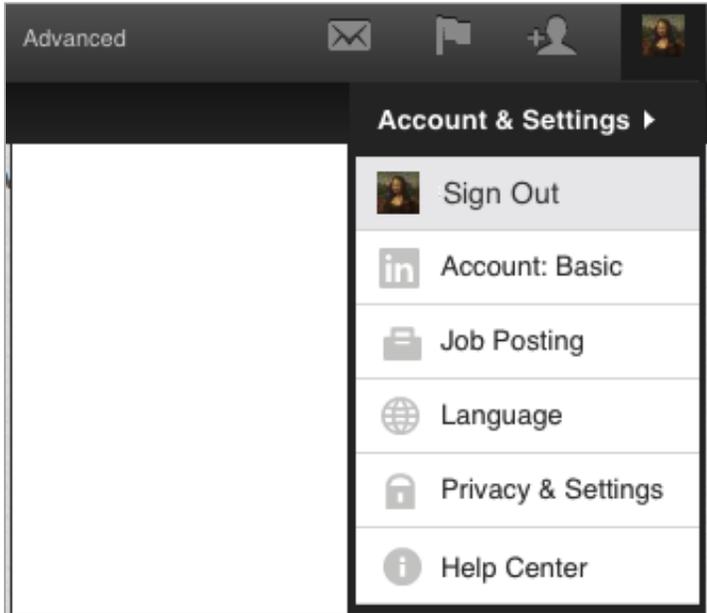
Description

Click on the account icon. There are extra descriptions near each row:



Recommendations

Remove these descriptions. When clicked the user is redirected to the corresponded page. Also, add tooltips with descriptions for each row:



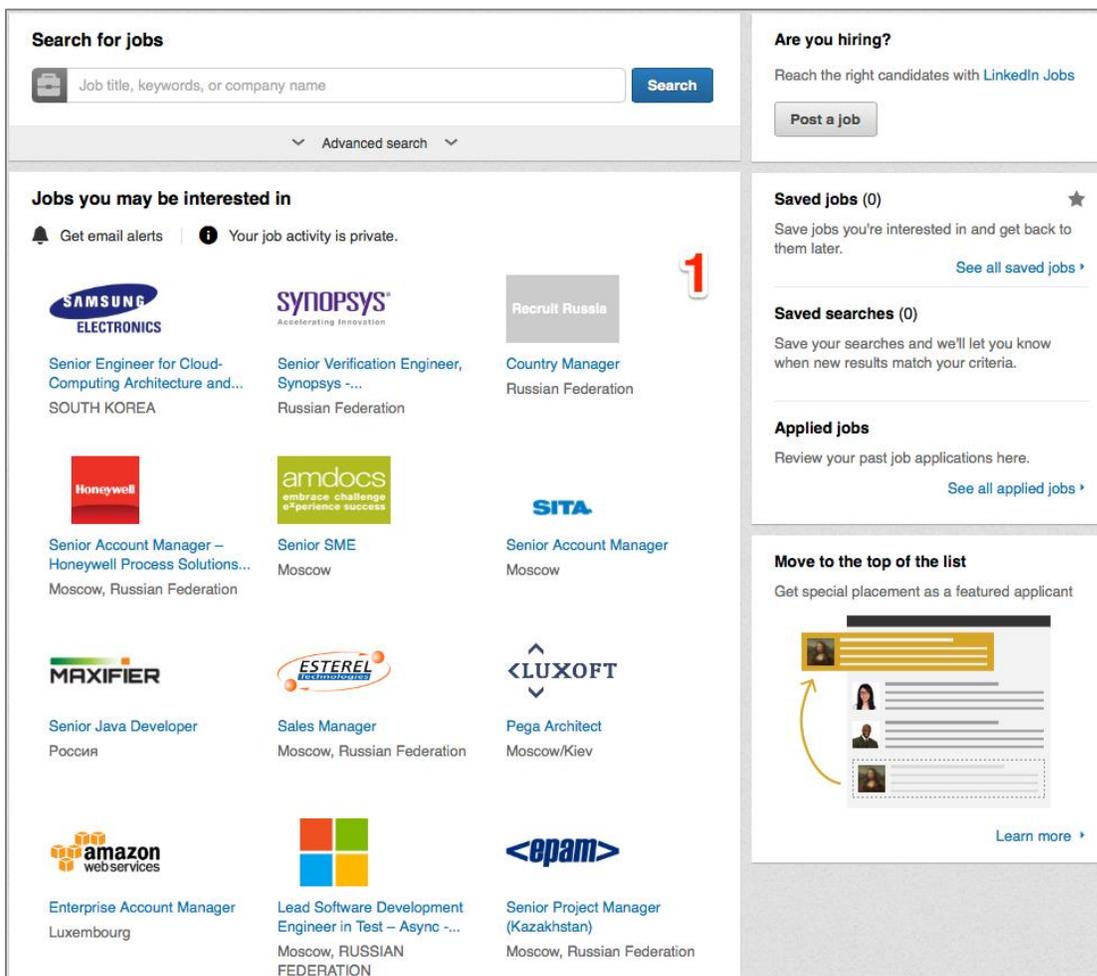
4.5. Search Page (SHP)

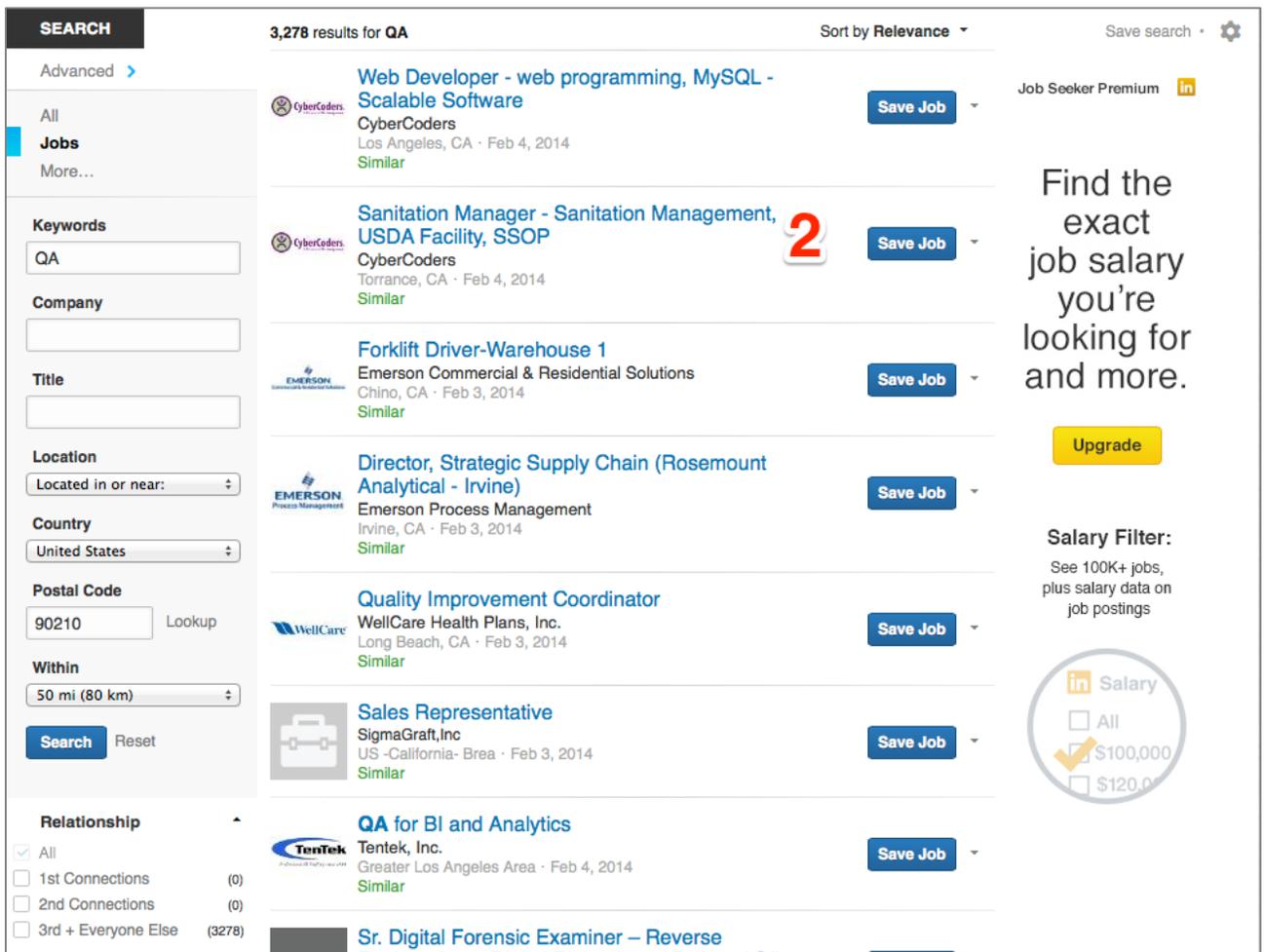
SHP-01. Two search pages

Critical

Description

If in main navigation the user clicks “Jobs” the search page (1) will shown. If the user types any text in the search field and clicks search, he’ll be redirected to another search page (2). Also if the user types any text in the main search field (in the header), the second variant of the search page (2) will appear. Two pages that have absolutely different structures. It is inconvenient for the user and can confuse them.





The screenshot shows the LinkedIn search interface. On the left, there is a search sidebar with filters for Keywords (QA), Company, Title, Location (United States), and Postal Code (90210). The main area displays 3,278 results for 'QA', sorted by Relevance. The first job listing is 'Web Developer - web programming, MySQL - Scalable Software' by CyberCoders. The second listing is 'Sanitation Manager - Sanitation Management, USDA Facility, SSOP' by CyberCoders, which has a red '2' next to it. Other listings include 'Forklift Driver-Warehouse 1' by Emerson, 'Director, Strategic Supply Chain (Rosemount Analytical - Irvine)' by Emerson, 'Quality Improvement Coordinator' by WellCare, 'Sales Representative' by SigmaGraft, Inc., and 'QA for BI and Analytics' by Tentek, Inc. On the right, there is a 'Job Seeker Premium' badge, a 'Find the exact job salary you're looking for and more.' message, an 'Upgrade' button, and a 'Salary Filter' section with options for '\$100,000' and '\$120,000'.

Recommendations

Leave only the second variant of the search page – this page has more settings and more functionality.

SHP-02. Search result doesn't correct

Critical

Precondition

User typed any text in the main search field (search by jobs). In the “Keyword” text field type “QA”, in the “Country” dropdown list select “United States” and type “Postal Code” as 10001. Click “Search” button.

Description

There are only a few suggestions containing the text “QA” in the search result – only 5 from 25:

The screenshot shows a LinkedIn search interface with the following elements:

- Search Bar:** Contains the text "QA".
- Filters:**
 - Advanced:** A link to expand search options.
 - Jobs:** Selected filter.
 - Keywords:** "QA" (circled in red).
 - Company:** Empty input field.
 - Title:** Empty input field.
 - Location:** "Located in or near:" dropdown.
 - Country:** "United States" dropdown.
 - Postal Code:** "10001" with a "Lookup" button.
 - Within:** "50 mi (80 km)" dropdown.
 - Search:** A blue button with a "Reset" link.
 - Relationship:**
 - All
 - 1st Connections (0)
 - 2nd Connections (0)
 - 3rd + Everyone Else (6240)
- Results:**
 - 6,240 results for QA. Sort by Relevance.
 - Job 1: Director, Retail Operations-NYC (Pepperidge Farm). Similar.
 - Job 2: QA Director (MediaBrix) (MediaBrix). Similar. (Title circled in red).
 - Job 3: Sr. Analyst-Materials Planning (Basking Ridge NJ) (Verizon Wireless). Similar.
 - Job 4: Delivery Manager (Tata Consultancy Services). Similar.
 - Job 5: Education Center Director - Sales & Operations (KAPLAN TEST PREP). Similar.
 - Job 6: QA Lead (TwoFour). Similar. (Title circled in red).
 - Job 7: Senior Compliance Data Governance Officer (HSBC). Similar.
 - Job 8: Multinational Advisory Specialist - NY Metro MCS - Marsh - New York (MARSH MMC). Similar.

SEARCH 979 results for **Quality Assurance** Sort by Relevance ▾

Advanced >

Microsoft x Reset

All

Jobs

More...

Keywords

Quality Assurance

Company

Title

Location

Located in or near: ▾

Country

United States ▾

Postal Code

Lookup

Search Reset

Relationship

All

1st Connections (0)

2nd Connections (0)

3rd + Everyone Else (979)

Company

All

Dell (1839)

EY (1326)

CyberCoders (1116)

CHRISTUS Health (1030)

Microsoft (979)

Business Sales Specialist
Microsoft
Chicago, IL, US · Jan 30, 2014
[Similar](#) **Save Job** ▾

PREMIER FIELD ENGINEER - SCCM
Microsoft
Chicago, IL, US · Jan 29, 2014
[Similar](#) **Save Job** ▾

Services **Quality Assurance (SQA) Manager - Microsoft Services - Non Location Specific**
Microsoft
US · Jan 20, 2014
[Similar](#) **Save Job** ▾

Traffic **Quality Engineer**
Microsoft
Seattle, WA, US · Jan 27, 2014
[Similar](#) **Save Job** ▾

Sr Engagement Manager
Microsoft
Chicago, IL, US · Jan 20, 2014
[Similar](#) **Save Job** ▾

Partner Technology Specialist
Microsoft
Chicago, IL, US · Jan 20, 2014
[Similar](#) **Save Job** ▾

Principal Test Lead
Microsoft
Redmond, WA, US · Feb 4, 2014
[Similar](#) **Save Job** ▾

PREMIER FIELD ENGINEER - Windows Server
Microsoft
Chicago, IL, US · Jan 20, 2014
[Similar](#) **Save Job** ▾

PREMIER FIELD ENGINEER - Dynamics CRM

Recommendations

Vacancies contained search query (QA) in the title of the vacancy should be placed higher in the search results list than vacancies contained search query in the description.

SHP-03. Duplicate of advanced search

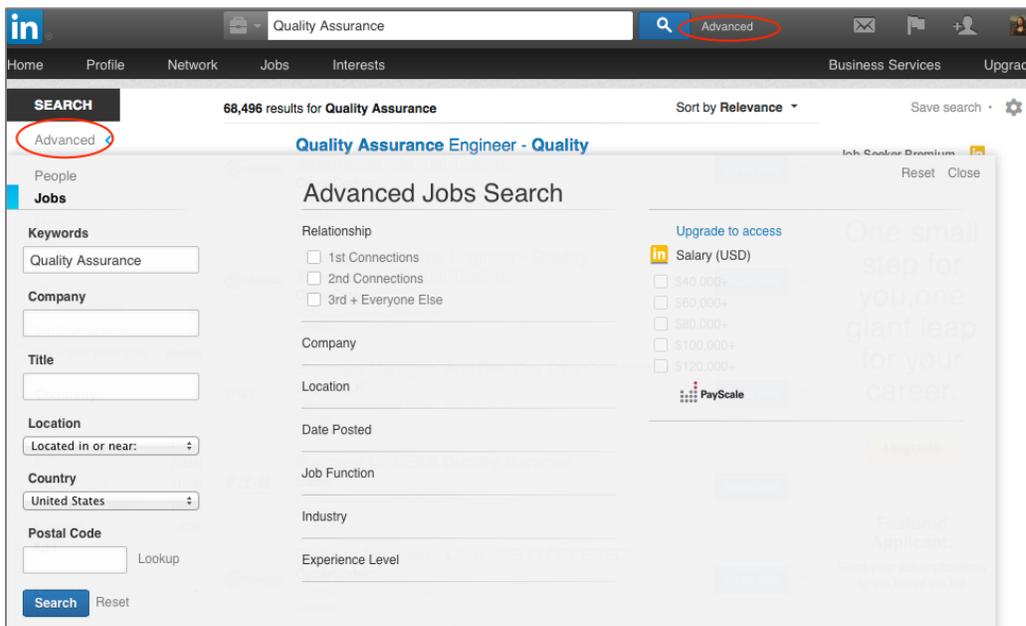
Medium

Precondition

User typed any text in the main search field (search by jobs)

Description

Clicking the “Advanced” button opens a popup with advanced options. But all of these options are on the main search page. It’s an extra popup with no reason. This popup also opens after clicking the “Advanced” button near main search filed.



Recommendations

Remove the “Advanced” button on the search page.

SHP-04. Name of the buttons is changeable

Serious

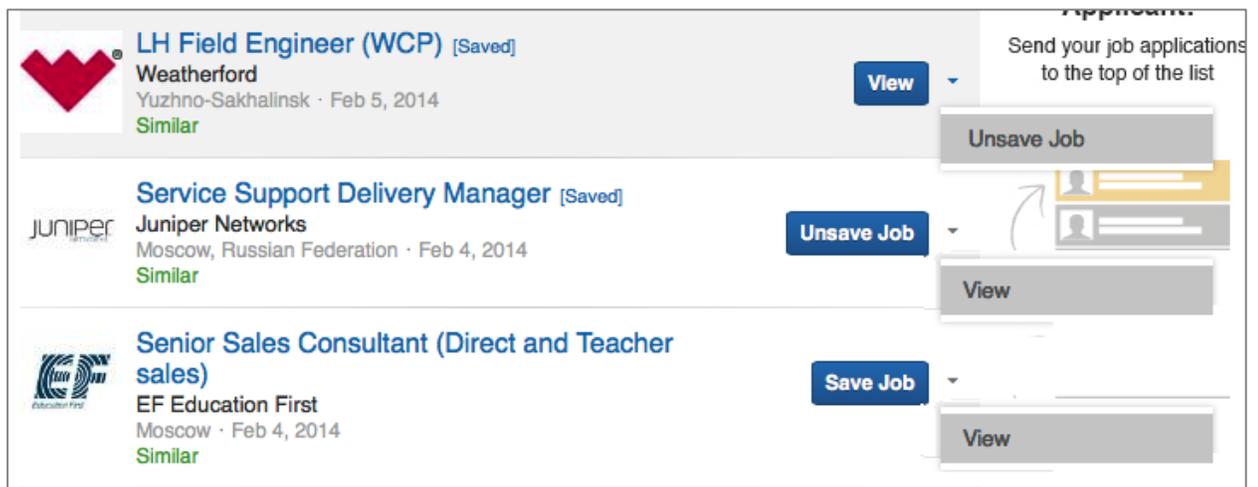
Precondition:

User typed any text in the main search field (search by jobs).

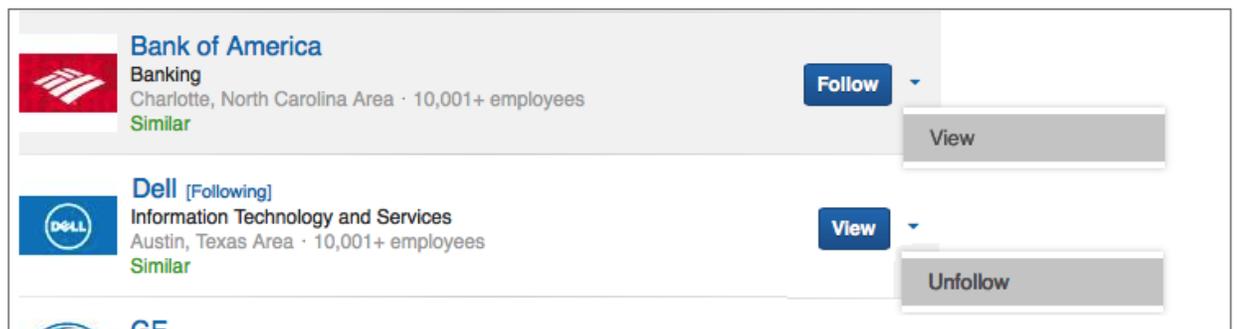
Description

Save a few job suggestions. Go to another page and then return to searching. Find the just saved results.

- After visiting any other page the name of the buttons have changed:



- The same behavior occurs if the user typed any text in the main search field (search by companies). Near each company are button "Follow" and "View" in an additional menu. But after clicking the "Follow" button it changed to "View" instead of "Unfollow". The "Unfollow" option moved to another menu:



Recommendations

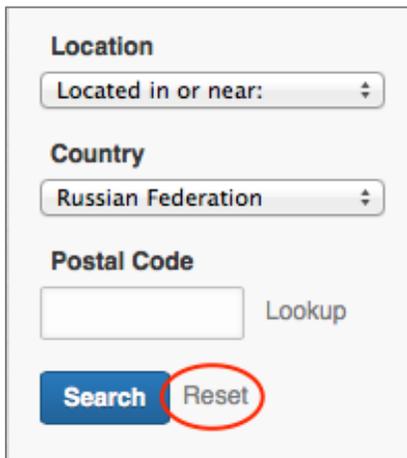
Don't move buttons.

SHP-06. “Reset” button opens popup**Medium****Precondition:**

User typed any text in the main search field (search by jobs).

Description

If a user clicks the “Reset” button located near the “Search” button, the “Advanced” popup will be opened. But it doesn’t correspond with the name of this button:



The screenshot shows a search filter panel with the following elements:

- Location**: A dropdown menu with the text "Located in or near:" and a downward arrow.
- Country**: A dropdown menu with the text "Russian Federation" and a downward arrow.
- Postal Code**: A text input field followed by a "Lookup" button.
- Buttons**: A blue "Search" button and a white "Reset" button. The "Reset" button is circled in red.

Recommendations

“Reset” button clears all fields.

SHP-07. There is no ability to type keywords**Critical****Precondition:**

User typed any text in the main search field (search by articles).

Description

If the user wants to search by another keyword he can’t do it from the page without using the input bar in the header. It’s inconvenient for the user. The same behavior is with the “Companies” and “Groups” sections.

<p>All Articles More...</p> <p>Influencers ▲</p> <p><input checked="" type="checkbox"/> All</p> <p><input type="checkbox"/> Lou Adler (1)</p> <p><input type="checkbox"/> Liz Ryan (1)</p> <p><input type="checkbox"/> Daniel Solove (1)</p> <p><input type="checkbox"/> Ryan Holmes (1)</p> <p><input type="checkbox"/> Jon Oringer (1)</p> <p>When Posted ▲</p> <p><input checked="" type="checkbox"/> All</p> <p><input type="checkbox"/> Now - 1 week (0)</p> <p><input type="checkbox"/> 1 week - 1 month (0)</p> <p><input type="checkbox"/> 1 month - 6 months (4)</p> <p><input type="checkbox"/> 6 months - 1 year (2)</p>	<p>SEARCH</p> <p>Advanced ></p> <p>All Companies More...</p> <p>Relationship ▲</p> <p><input checked="" type="checkbox"/> All</p> <p><input type="checkbox"/> 1st Connections (0)</p> <p><input type="checkbox"/> 2nd Connections (0)</p> <p><input type="checkbox"/> 3rd + Everyone Else (29381)</p> <p>Location ▲</p> <p><input checked="" type="checkbox"/> All</p> <p><input type="checkbox"/> United States (9220)</p> <p><input type="checkbox"/> United Kingdom (1923)</p> <p><input type="checkbox"/> Netherlands (1022)</p> <p><input type="checkbox"/> Canada (936)</p> <p><input type="checkbox"/> Greater New York City... (860)</p> <p>+ Add</p> <p>Job Opportunities ▲</p> <p><input type="checkbox"/> Hiring on LinkedIn (829)</p> <p>Industry ▼</p> <p>Company Size ▼</p> <p>Number of Followers ▼</p> <p>Fortune ▼</p>	<p>SEARCH</p> <p>Advanced ></p> <p>All Groups More...</p> <p>Relationship ▲</p> <p><input checked="" type="checkbox"/> All</p> <p><input type="checkbox"/> 1st Connections (0)</p> <p><input type="checkbox"/> 2nd Connections (0)</p> <p><input type="checkbox"/> 3rd + Everyone Else (3195)</p> <p>Categories ▲</p> <p><input checked="" type="checkbox"/> All</p> <p><input type="checkbox"/> Your groups (0)</p> <p><input type="checkbox"/> Open groups (1563)</p> <p><input type="checkbox"/> Members only (1632)</p> <p>Languages ▲</p> <p><input checked="" type="checkbox"/> All</p> <p><input type="checkbox"/> English (2575)</p> <p><input type="checkbox"/> Dutch (179)</p> <p><input type="checkbox"/> Spanish (110)</p> <p><input type="checkbox"/> Portuguese (89)</p> <p><input type="checkbox"/> French (77)</p> <p>+ Add</p>
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Recommendations

Add options for searching such as “Keywords”,

Conclusion

Having reviewed the LinkedIn network with the given scenario in the [Executive Summary](#) section we can conclude that there are a number of areas that could be improved.

From among all found usability issues we recommend addressing the Critical, Serious and Medium category issues first as they will give the most significant results and then proceed with Low issues at a later time.

Though all suggested solutions are simple and time-saving they will result in much more effective use of the application.

If implemented, the solutions will give the following benefits for LinkedIn users:

- Reduced number of unnecessary extra actions/steps;
- Improved access speed to main functionality;
- Simplified and convenient viewing of data;
- More user friendly and intuitive workflows - do not confuse the users.

We also recommend performing a further investigation of the LinkedIn network for different usability issues by engaging LinkedIn users, as this review was done using the Expert Review technique by DataArt employees.