

LinkedIn Features

Job and candidate search website to empower applicants and recruiters.



At a glance:

LinkedIn is a site that helps applicants find and apply for jobs, while helping recruiters find candidates fill their open positions. This was a passion project in hopes to make the job search and candidate search a smoother and more enjoyable experience.

Role

UX Designer, worked in all stages with focus on interaction/visual design

Team

Me, myself, and I

Methods

User Research, Ideation, User Flows, Wireframing, IA, Interaction/ Visual Design

Timeline

April 2021- June 2021

Problem

After conducting user research, three main painpoints that both applicants and recruiters reported include:

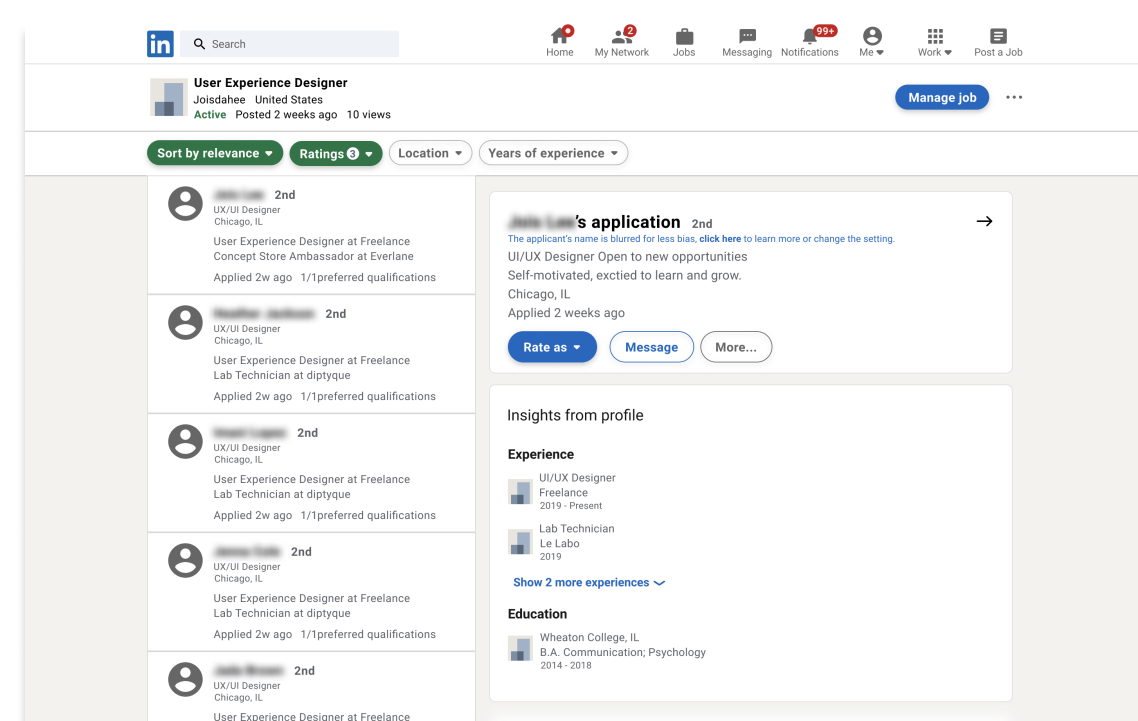
1. Bias in viewing applicants' names during recruitment
2. Loss of time with insufficient level of automation
3. Inability to reuse or move applications to other projects

Solution

The proposed LinkedIn features aim to help people looking jobs and people hiring for them. Job and candidate searching becomes simple and seamless through these 3 features:

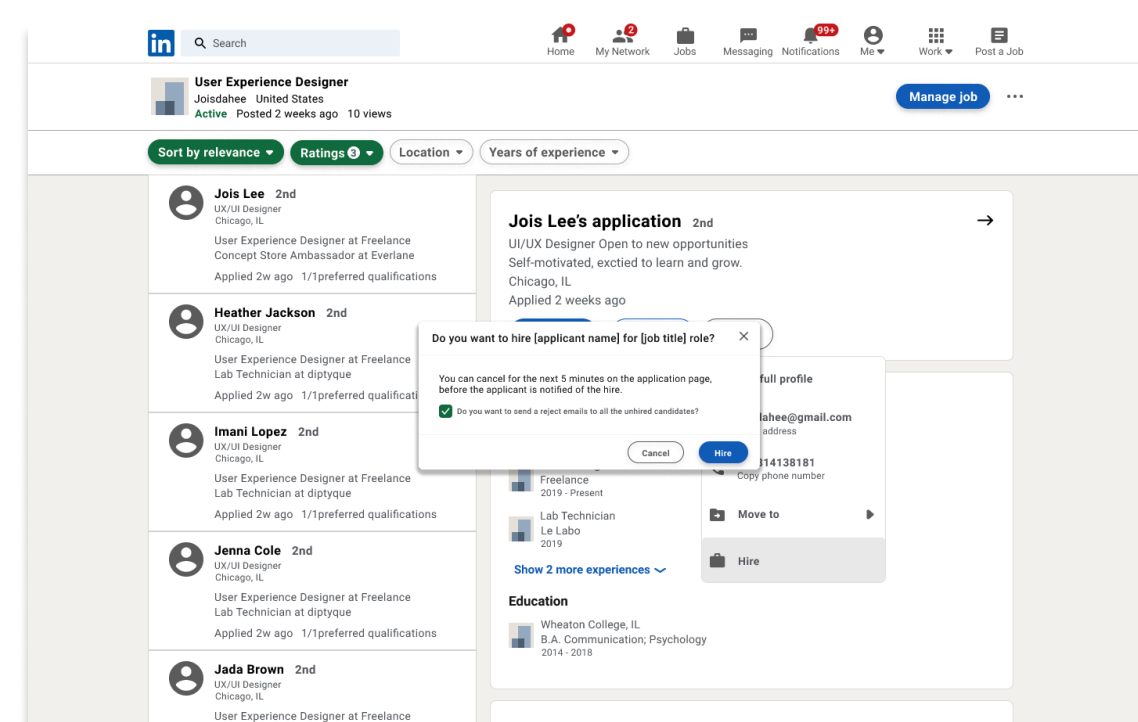
1. Hide names

Simply blurring the candidates' names on the application page can prevent recruiters' subconscious/conscious bias seeping into their hiring process.



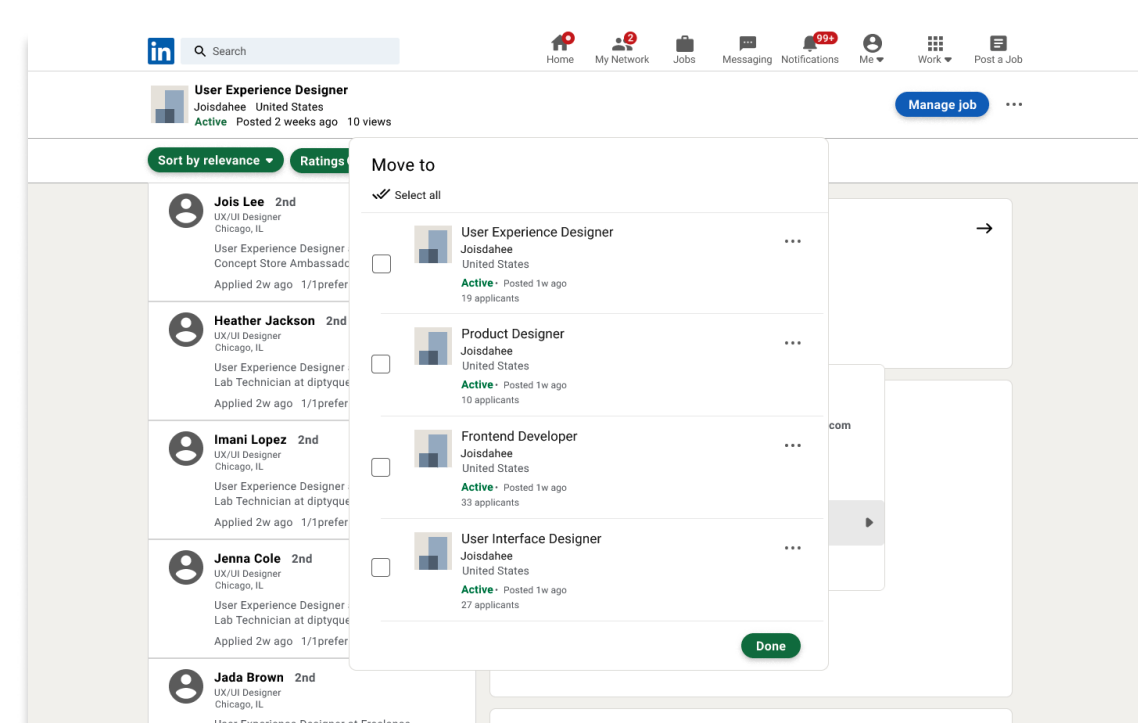
2. Automate

During the hiring process, recruiters will have the option to send mass rejection emails to candidates who were not hired, saving recruiters time and candidates endless waiting.



3. Transfer Application

Recruiters can easily transfer an application to a job that's a better fit. This frees candidate's time and energy on resubmitting an identical application, while recruiters have ease of transitioning a candidate.



User Research

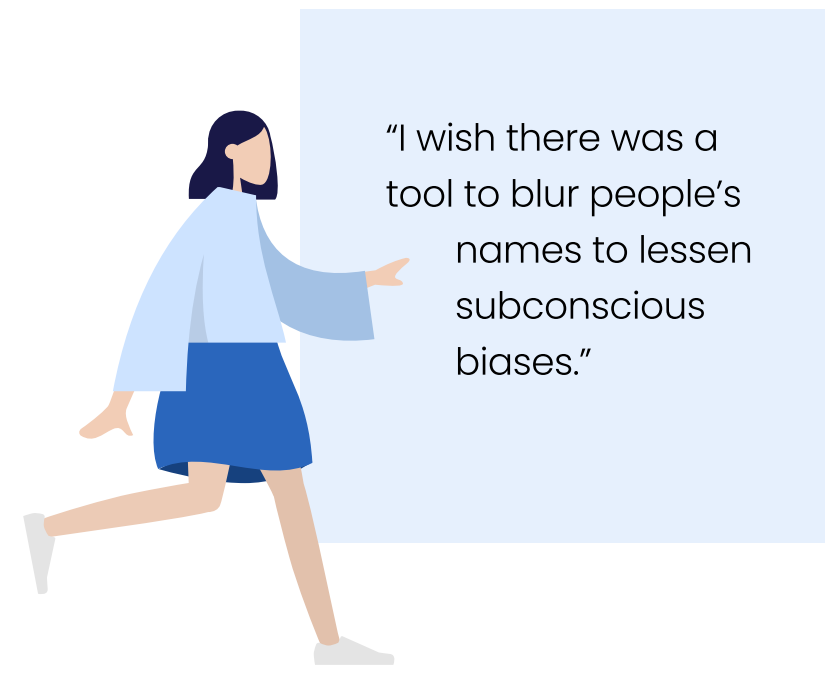
I began by reading research articles and LinkedIn analysis and data in order to have a better understanding of LinkedIn users. The largest age demographic on LinkedIn is 25-34, accounting for 59.9 percent of users. In addition, 57 percent of LinkedIn users are male, 43 percent are female (Statista, 2019).* To resemble the demographic, I interviewed in total 10 users comprising of 5 applicants and 5 recruiters within the age group of 25 through 34, 6 people identifying as male and 4 people identifying as female. These interviews yielded the following research findings.

*Please note, LinkedIn does not report any genders other than male or female.

Relevance

LinkedIn has 774+ million users in more than 200 countries and territories worldwide (LinkedIn, 2021). Every month on LinkedIn, 210+ million Job applications are submitted; while every minute, 4 People are hired. In October 2020, there were 14 million jobs listed on LinkedIn.

Research Findings



Both recruiters and applicants were frustrated at the lack of control over biases. Applicants' with ethnic names were afraid that it would hurt their chances of getting hired, while recruiters recognized that they were susceptible to subconscious biases.

Recruiters wanted support checking in with applicants after the initial InMail. Having to write up a follow up InMail for each applicant led to forgetfulness and applicants falling through the cracks.



Both recruiters and applicants lost time without the option to transfer the application/job posting to another project. Recruiters had to ask applicants to make a new application for a similar job in the same company.

A common frustration for applicants was the lack of feedback. They wanted companies to respond even with short prompts, regardless of getting hired or not.



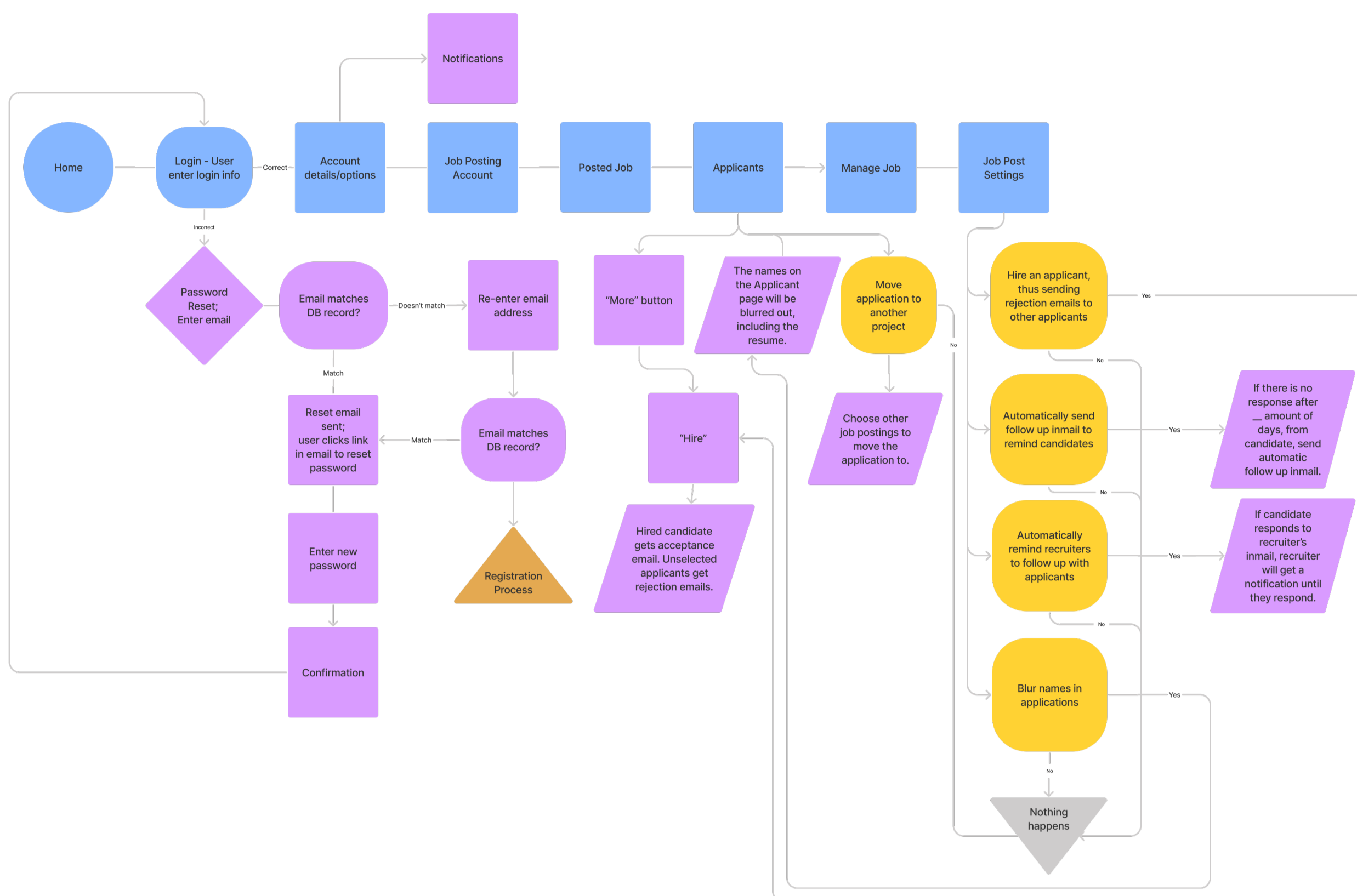
User Needs

From my research findings, I identified what the users need to accomplish their goals, their pain points, and setting. This goal-task map helped me focus on the main features of the product which shaped the design and user flows.

Who are our users?	What do users want to accomplish? (goals)	What users are doing to accomplish goals	When are users performing these actions	Where are they performing tasks	Pain points	What tools are they using now?	Why	Constraints	KPI (Key Performance Indicator)
1. Job applicants (candidates)	<ul style="list-style-type: none"> Apply to jobs Get in touch with recruiters 	<ul style="list-style-type: none"> Sending applications 	When they are looking for a job	Anywhere, but realistically their home	1. Bias in viewing names	Nothing	See 'relevance' section under research	Using existing design system	Easy to use
2. Recruiters	<ul style="list-style-type: none"> Find suitable candidates to fill job positions Get in touch with candidates 	<ul style="list-style-type: none"> Looking through applications Messaging applicants 	When they're looking to fill a job position	For web version, on their desktop/laptop anywhere. Realistically in their place of work	2. Insufficient level of automation	Manually following up			Number of usage
					3. Immovability of applications to other projects	Filling out multiple applications			

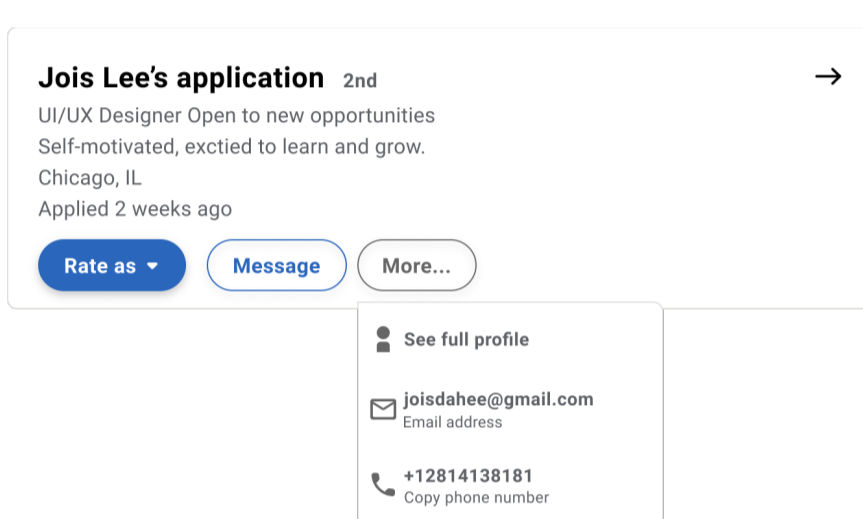
User Flow

I focused on the happy path (shown in blue) and the different proposed features (shown in yellow). Through iteration, I was able to build a easy to use interaction model to support and better serve both the applicants and recruiters.

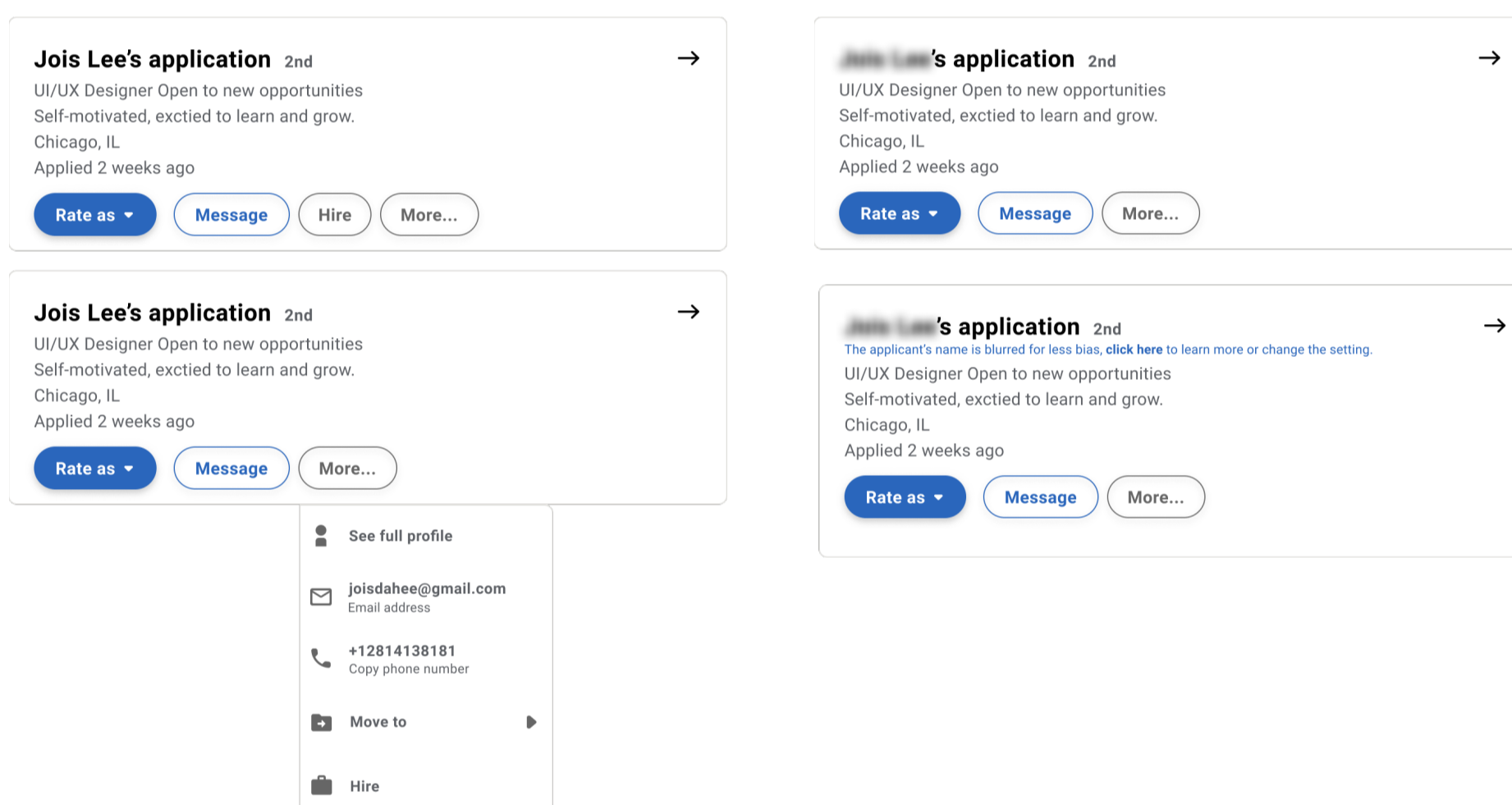


Ideate, Sketch, Wireframe

Current



Proposed

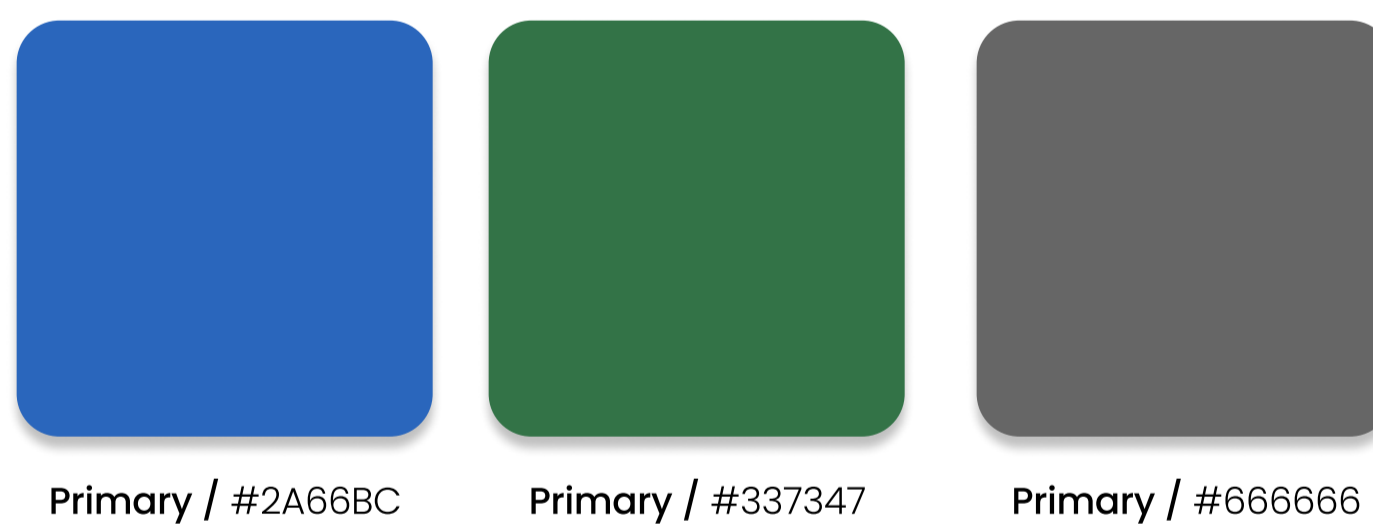


Visual System

As LinkedIn already has their own design system, I abided and stayed within the bounds.

1. Colors

Core Palette

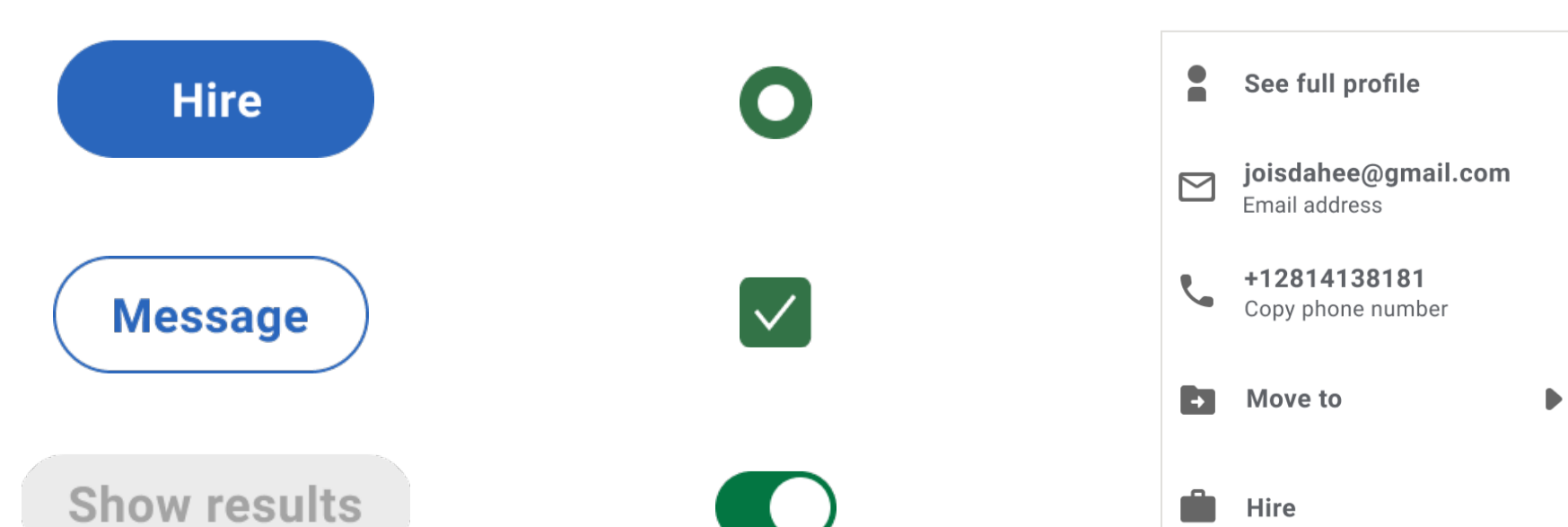


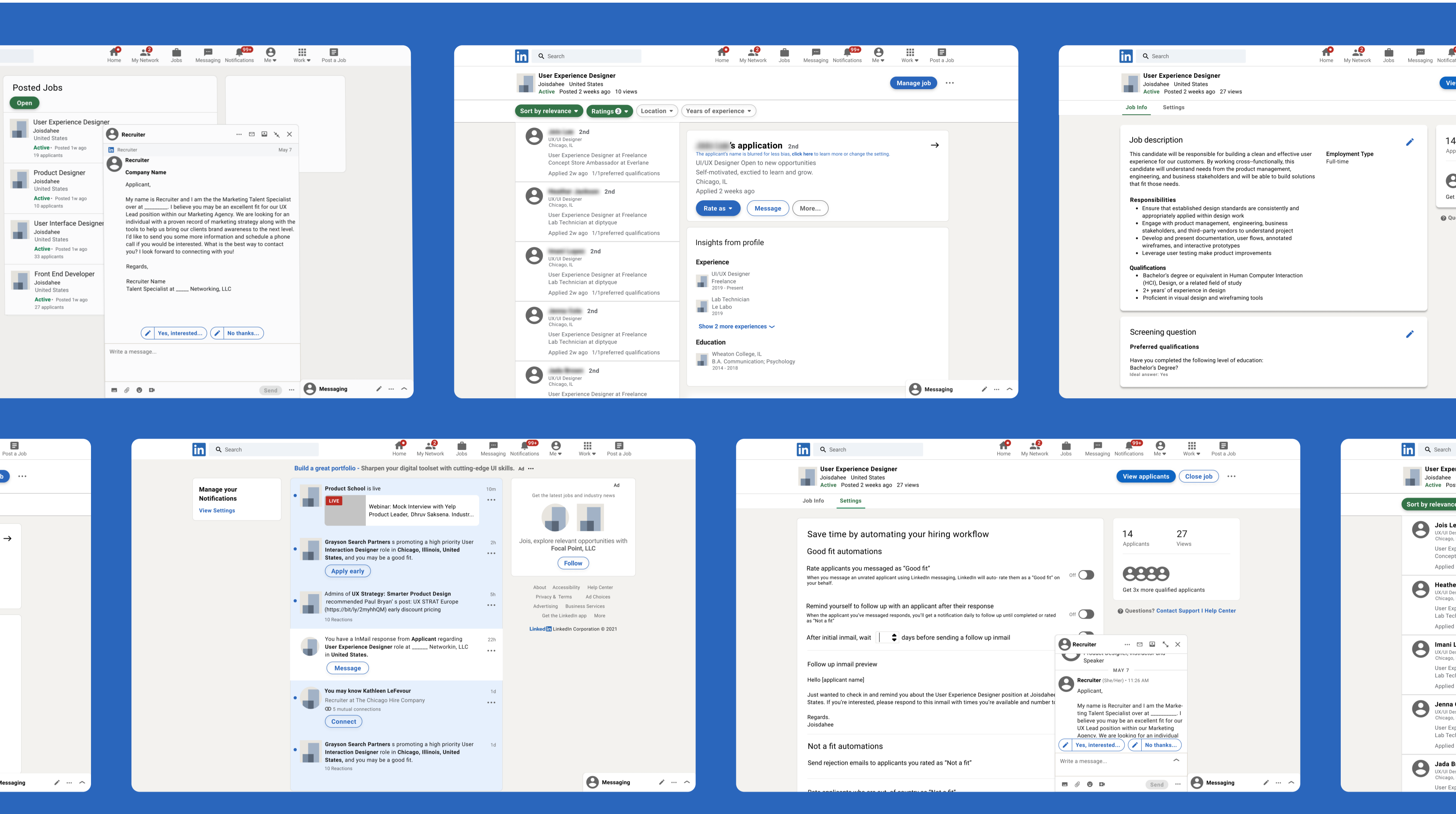
State Colors



2. Icons & Components

I replicated icons and buttons used by LinkedIn. Some examples are below:

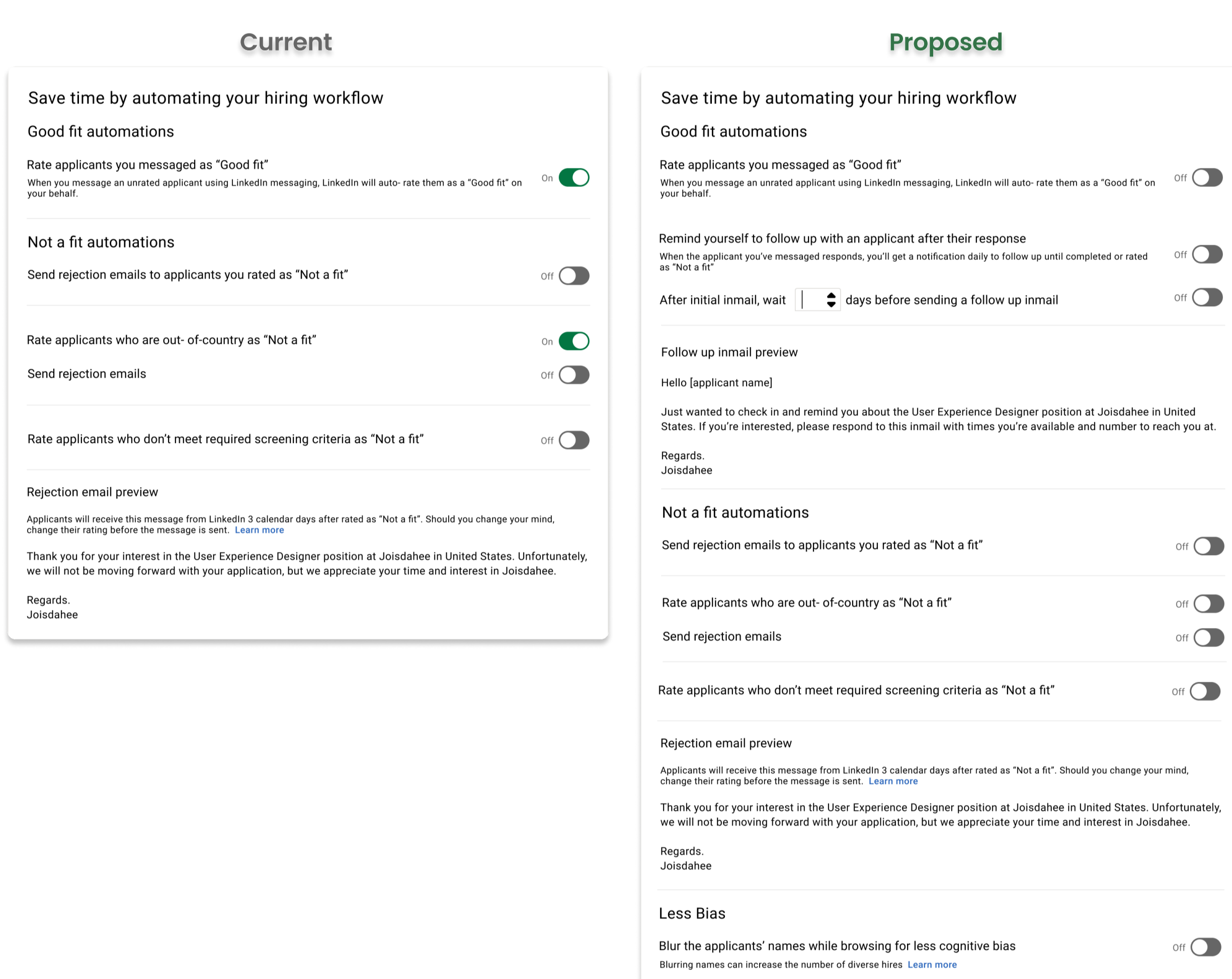




Final Solution

Within the Manage Job page, there are two tabs: Job Info and Settings. The settings tab, houses toggles to adjust variety of features. The two comparison of current and proposed tab versions are presented as a reference for the changes.

Settings Tab



Feature 1 – Less bias: Blur names in applications

Intentionality

In multiple studies, Anglo sounding names have had higher percentage of callbacks or interviews in comparison to ethnic sounding names. For example, in the study by Bertrand and Mullainathan (2004), applicants with White names received 50 percent more callbacks for interviews. Callbacks were more correlated to resume quality for White names than for African-American names. The racial gap is uniform across occupation, industry, and employer size.

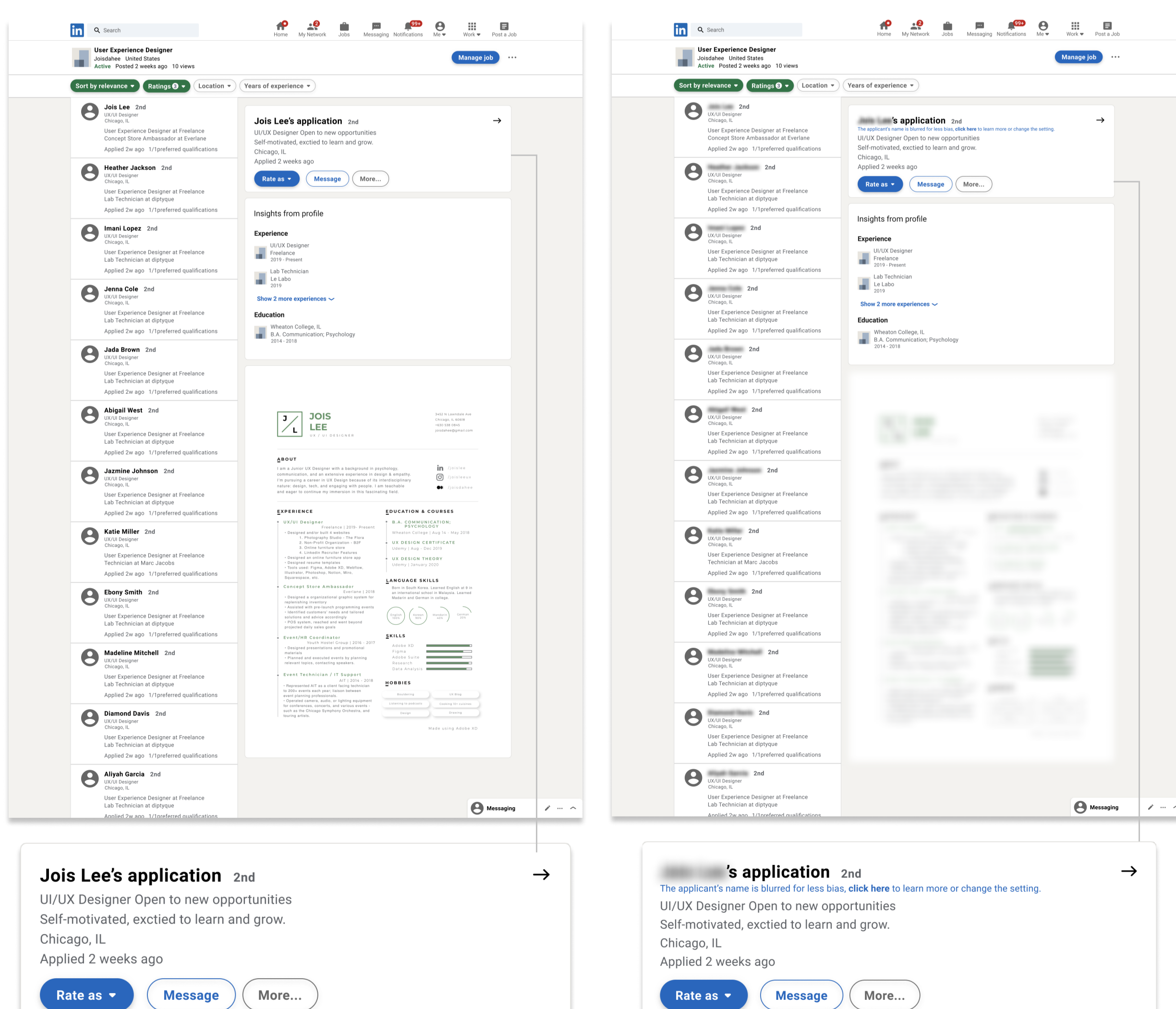
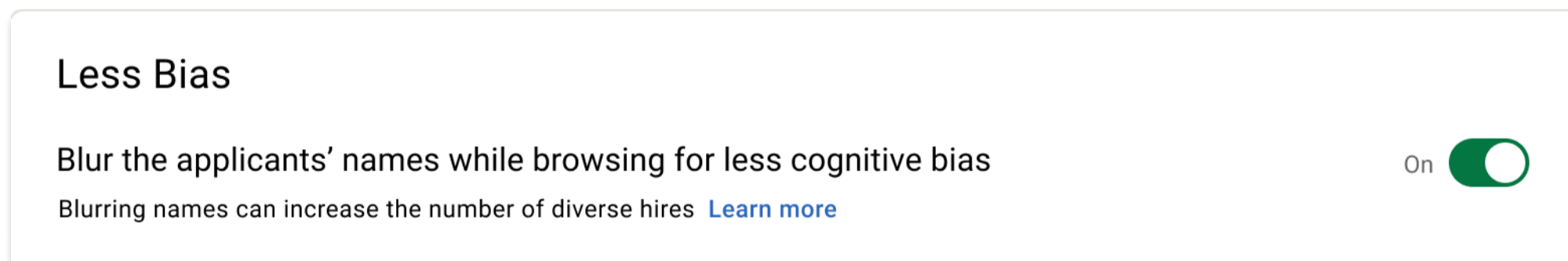
Solves the problem

Through blurring the names of the applicants, the recruiters can no longer be swayed by their subconscious bias for names. Sometimes the smallest tweaks you can make as a designer can have immense results / ripple effects for the product and end user experience.

Details

When Recruiters turn on Less Bias toggle in Settings, the Application page will have transitioned to blurring the names of the applicants throughout the page including the resume. Sometimes the smallest tweaks you can make as a designer can have immense results / ripple effects for the product and end user experience.

Design Solution



Feature 2 – Automation: Hire and reject the rest

Intentionality

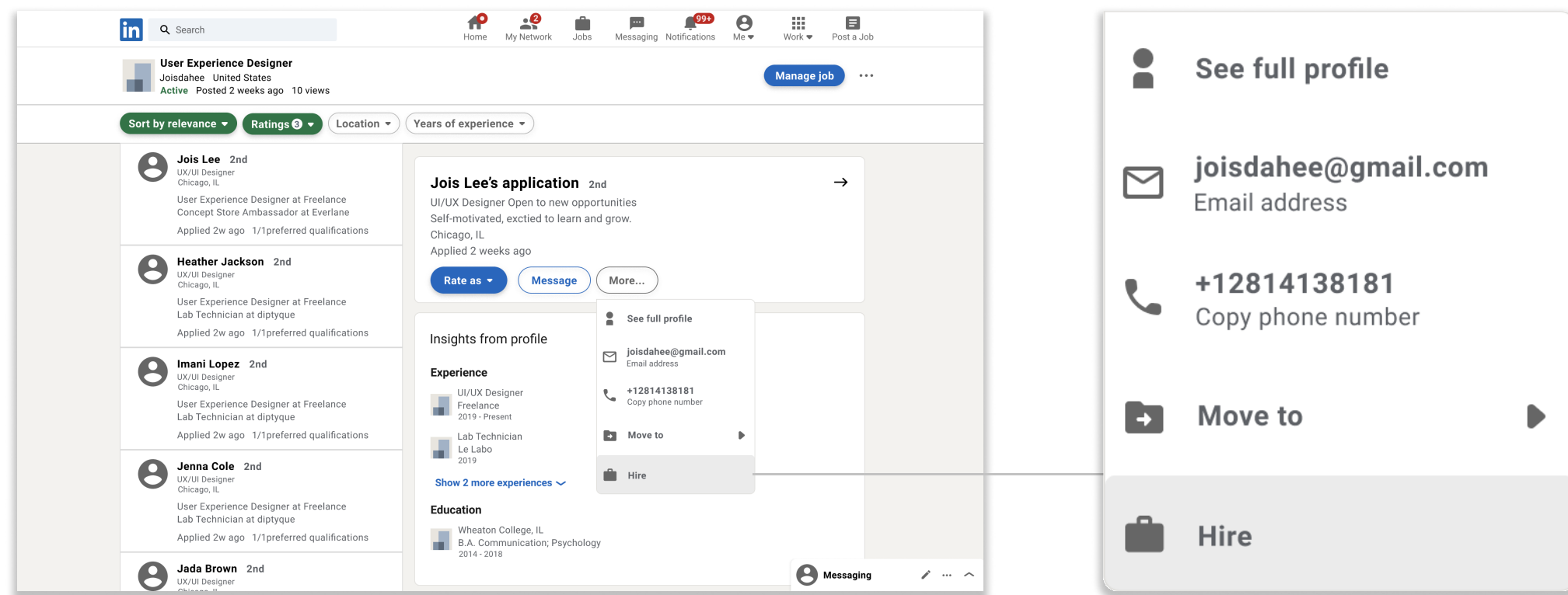
One of the top pain points that both applicants and recruiters reported during user research interviews was the lack of automation when it came to the hiring process. Recruiters often didn't notify the un hired applicants due to lack of time or convenience, which led to lack of information for applicants. Applicants reported feelings of frustration having to wait for a response, positive or negative regardless. This feature draws from Nielsen Norman's 7th usability heuristic, having a flexible and efficient system to allow users to approach tasks in multiple ways to suit their working style (1994).

Solves the problem

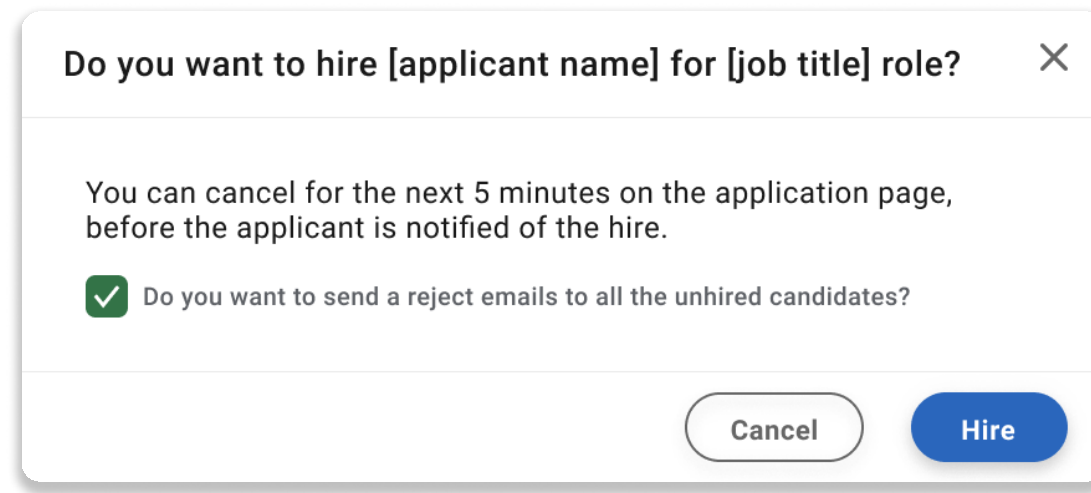
Through connecting the process of hiring a candidate and sending rejection emails to un hired candidates, recruiters save time, while unselected candidates receive the courtesy of knowing the result.

Details

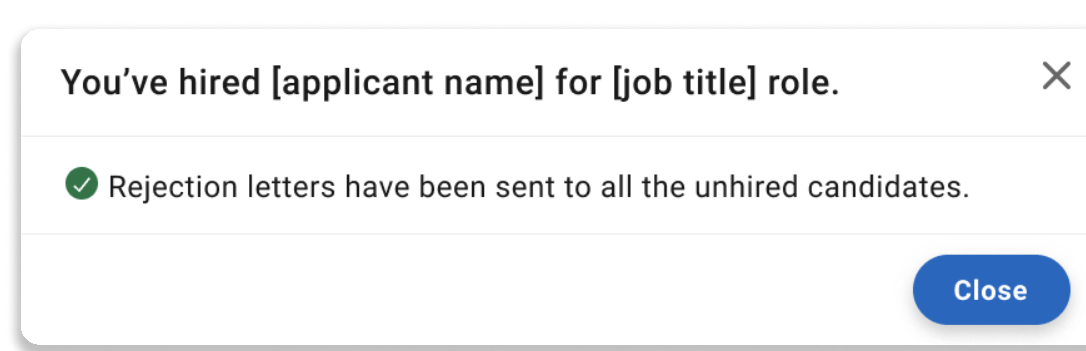
When recruiters press the Hire button, they will be prompted with modal 1 and then either Modal 2a or Modal 2b.



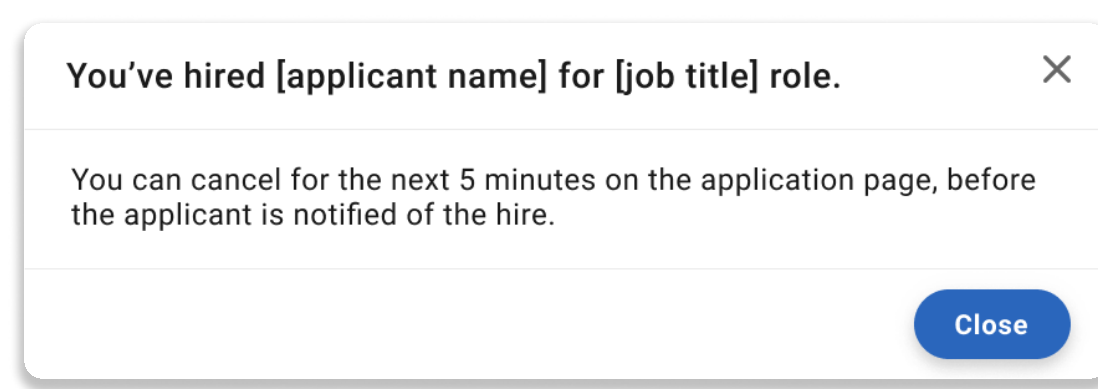
Modal 1: When hiring a candidate, Recruiters will have a checkbox to select whether they want to send rejection emails to all the un hired candidates.



Modal 2a: If checkbox is selected, this modal confirms the automation of sending out rejection emails to the un hired candidates.



Modal 2b: If reject email checkbox is unselected, this modal pops up instead.



Feature 3 – Application Reusability/Moveability

Intentionality

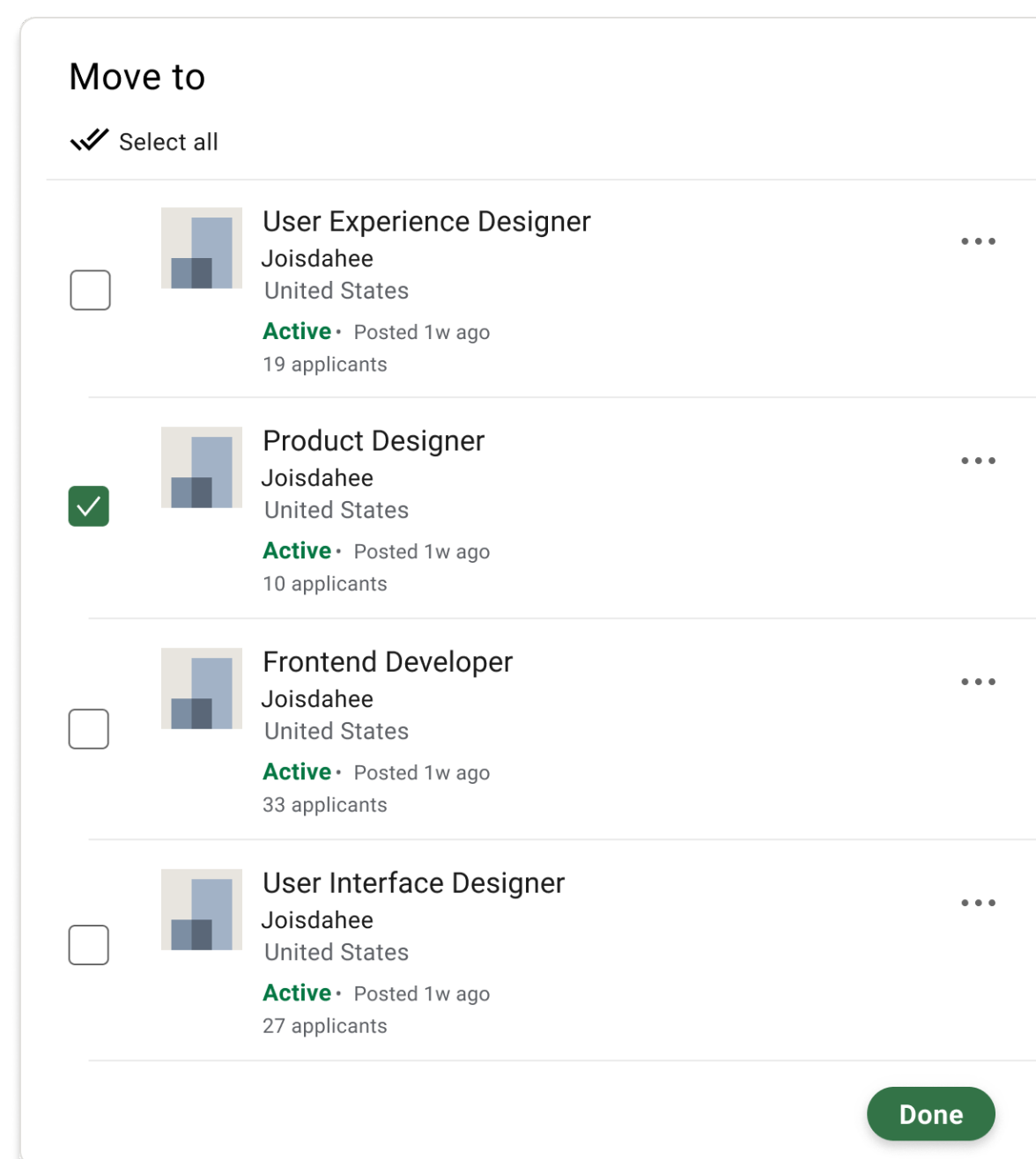
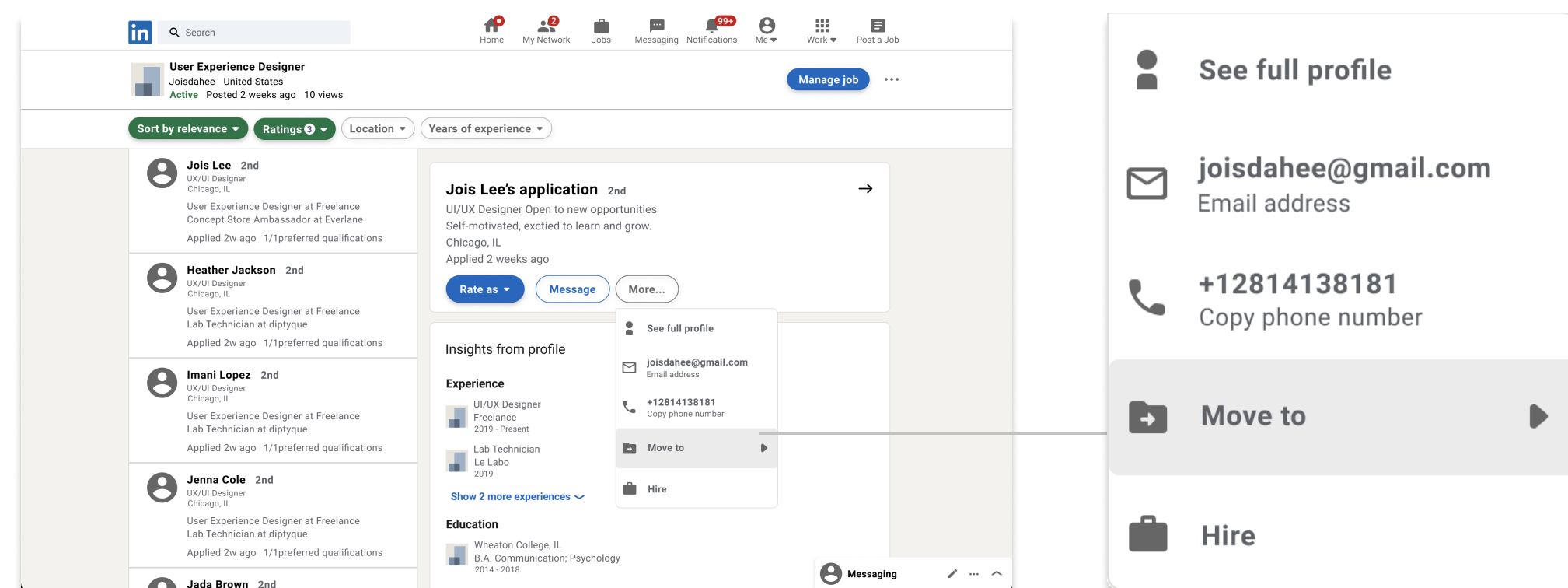
At times, recruiters find themselves with an application that may be better suited for another role, but isn't able to transfer the application. At the current state, if applicants want to apply to multiple roles within one company, they have to fill out several separate applications, often resulting in loss of time and patience.

Solves the problem

Through allowing the process of transferring and reusing applications, both recruiters and applicants save time and resources.

Details

When recruiters press the Move button, they will be prompted with 'Move to' modal. In it, they will have the option to select which projects they want the selected application moved to. If multiple projects are selected, the application will be duplicated to those projects.



Feature 4 – Follow up response for recruiters

Intentionality

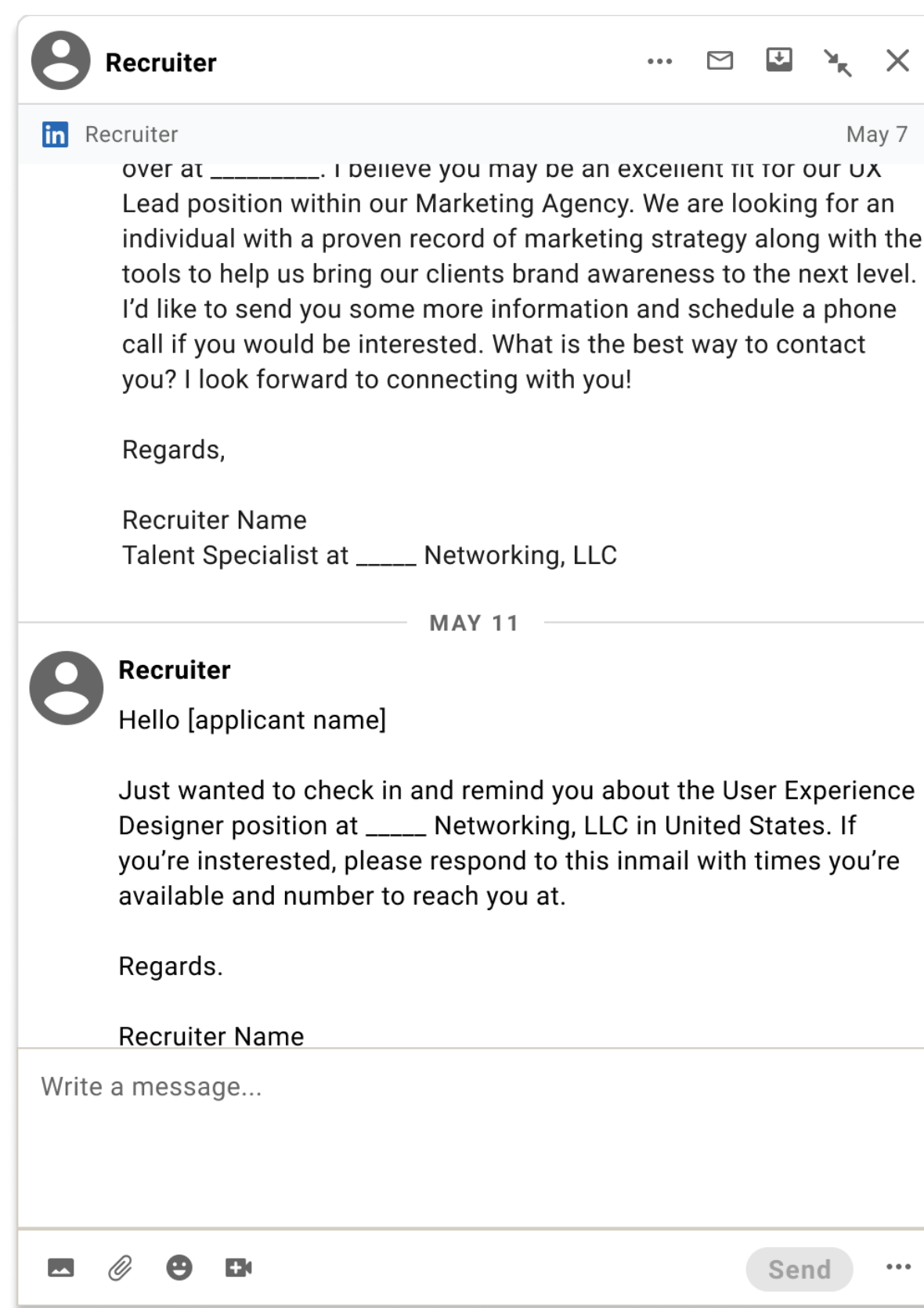
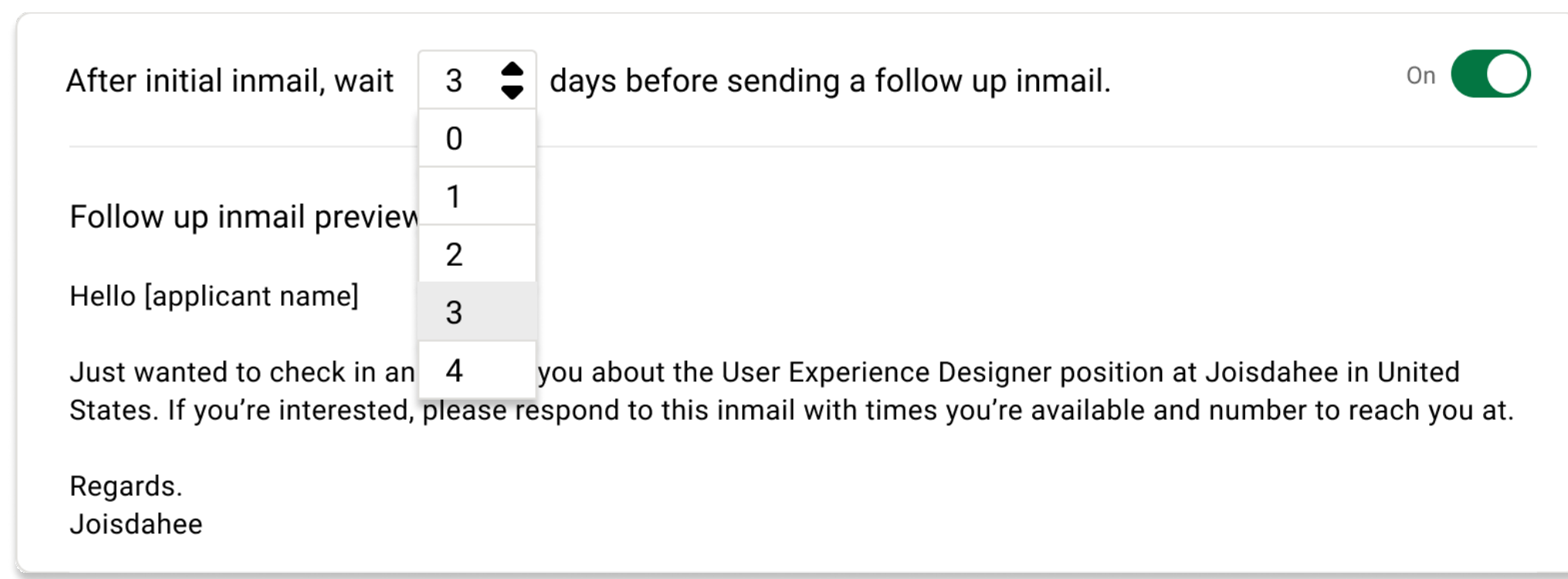
Often candidates miss recruiters' Inmail and are in need of a follow up inmail to nudge them into responding. However, recruiters reported keeping track of every individual who hasn't responded manually is overly time consuming.

Solves the problem

Through automating the follow up inmail to candidates, recruiters save time, while candidates receive the a reminder from the follow up inmail.

Details

When Recruiters turn on Follow Up Inmail toggle in Settings, candidates will receive an automated Inmail with the recruiter's prepared message, reminding them to respond.



Feature 5 – Daily notification reminder to recruiters

Intentionality

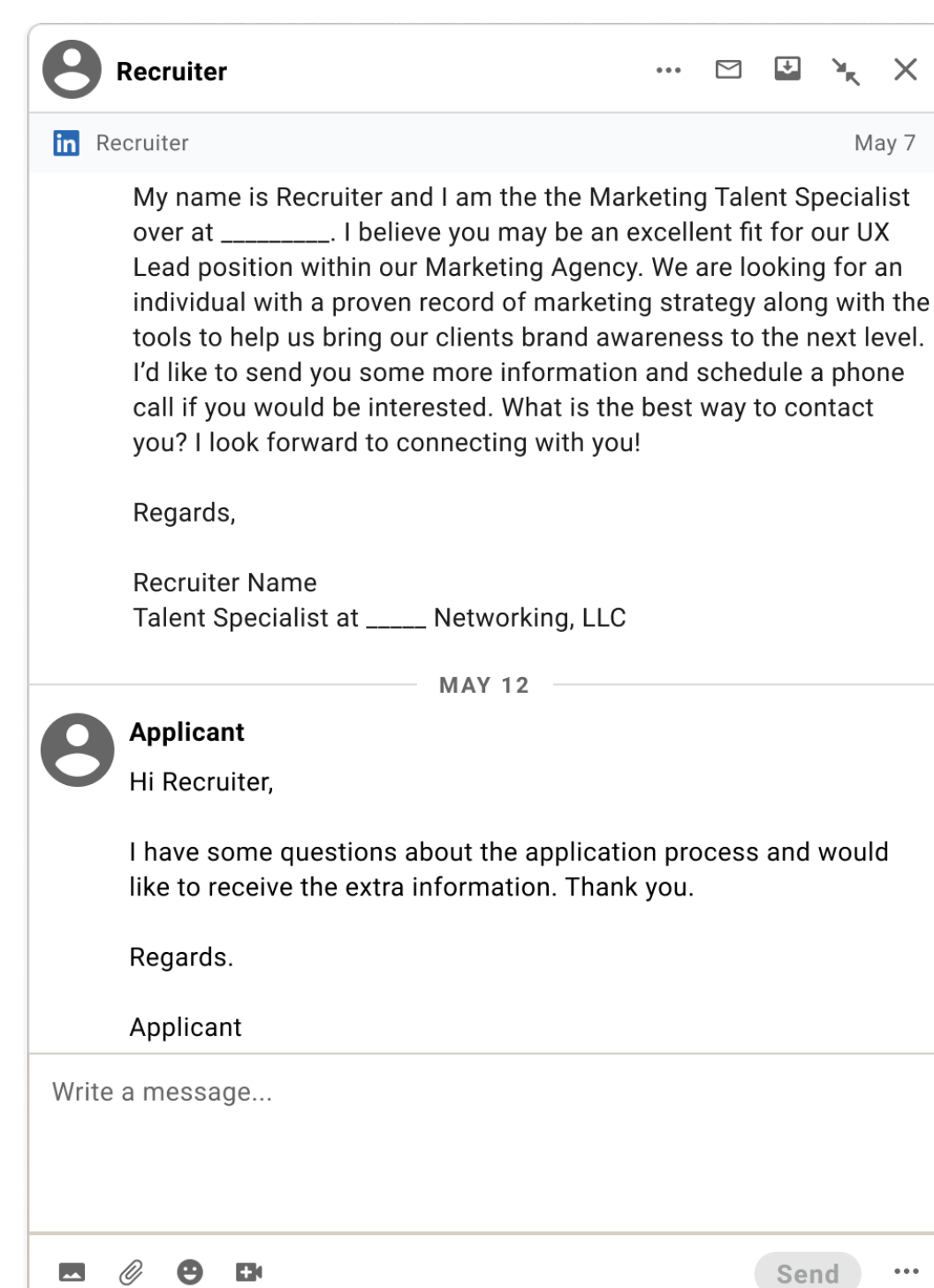
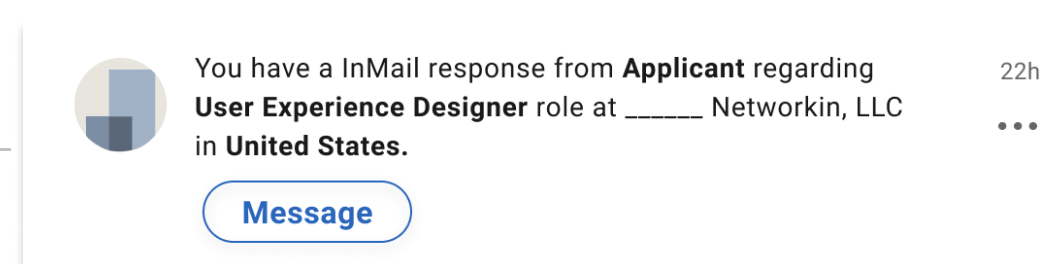
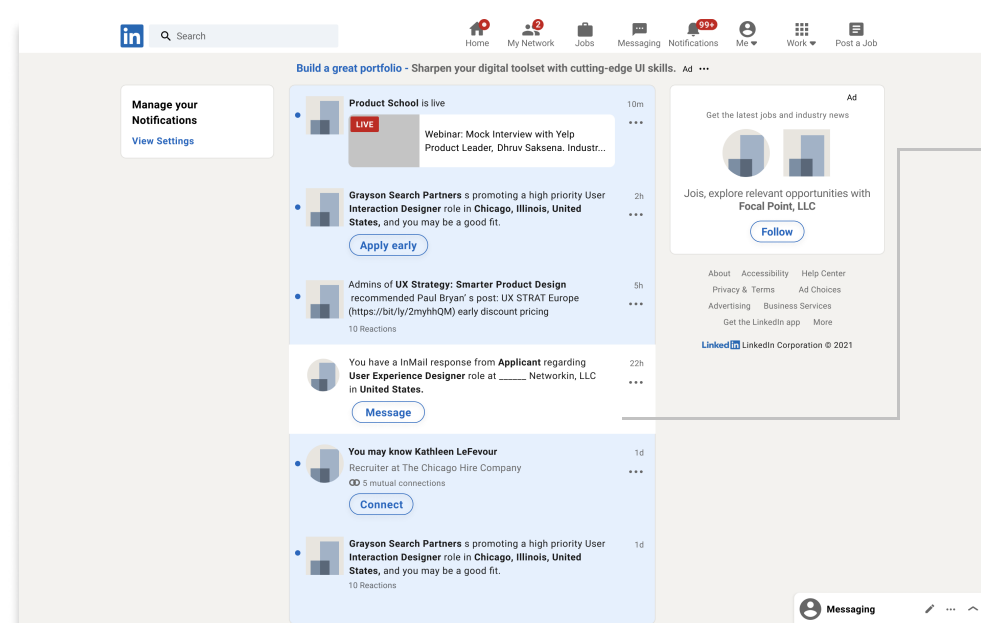
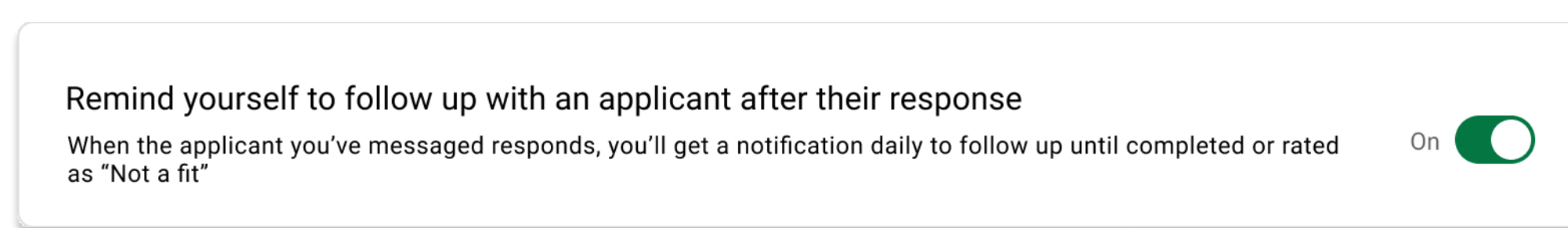
Most recruiters have mentioned the use of ATS (Applicant Tracking System) to keep tabs on the progress for each applicant. However, the constant going back and forth between LinkedIn and a third party application often led to a break in work flow. It was common for recruiters to lose track of the applicant's response after having checked ATS. Flow state has been correlated with better performance (2018). LinkedIn can retain more users with a smoother user flow by providing the reminders to follow up within LinkedIn, rather than outsourcing from a ATS.

Solves the problem

Through the daily notification to follow up until completion of responding to the InMail, recruiters don't have to rely on their memory to complete the task.

Details

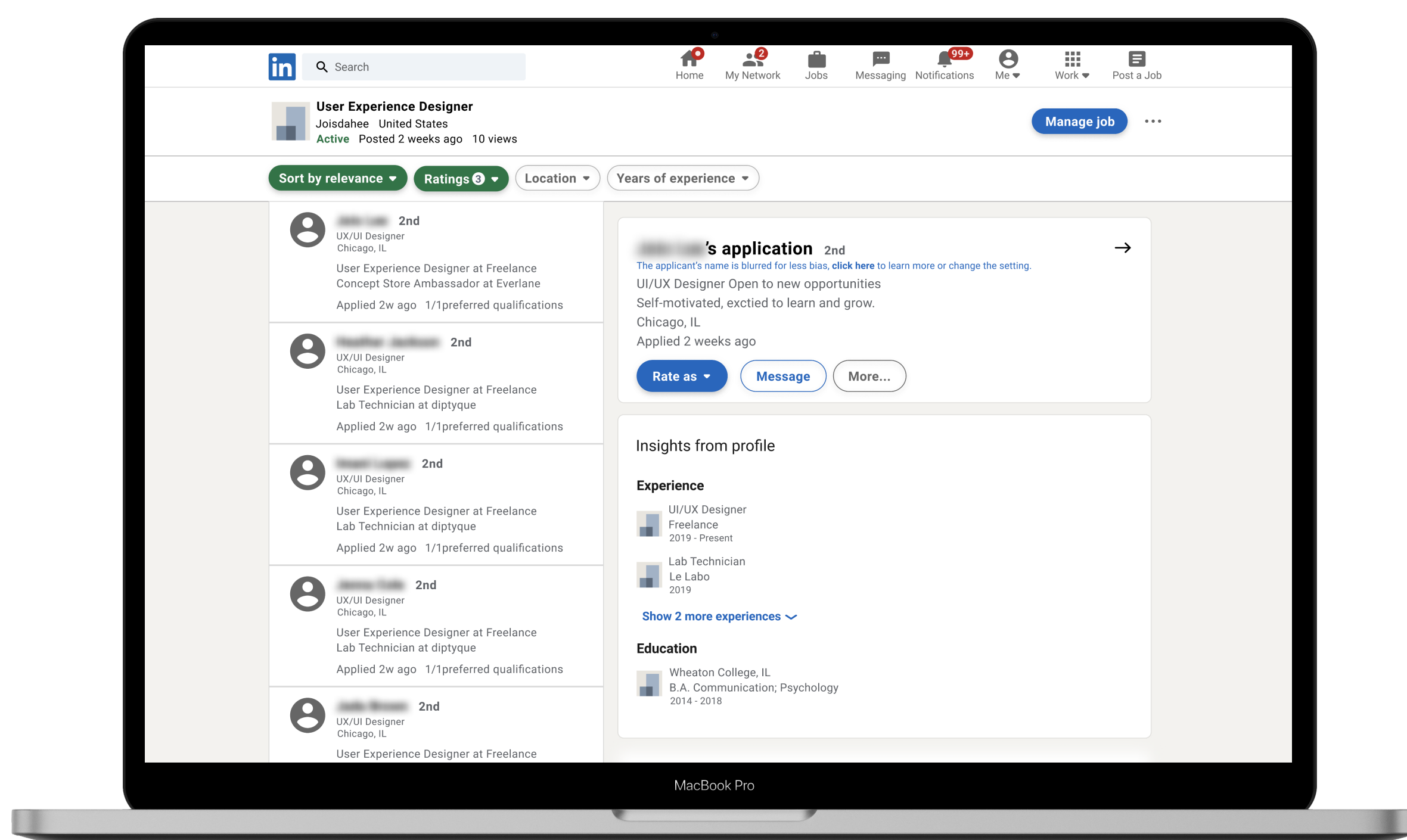
When recruiters turn on Notification toggle in Settings, they will receive a notification daily every time a candidate responds to recruiters' Inmail, until they follow up.



Prototype

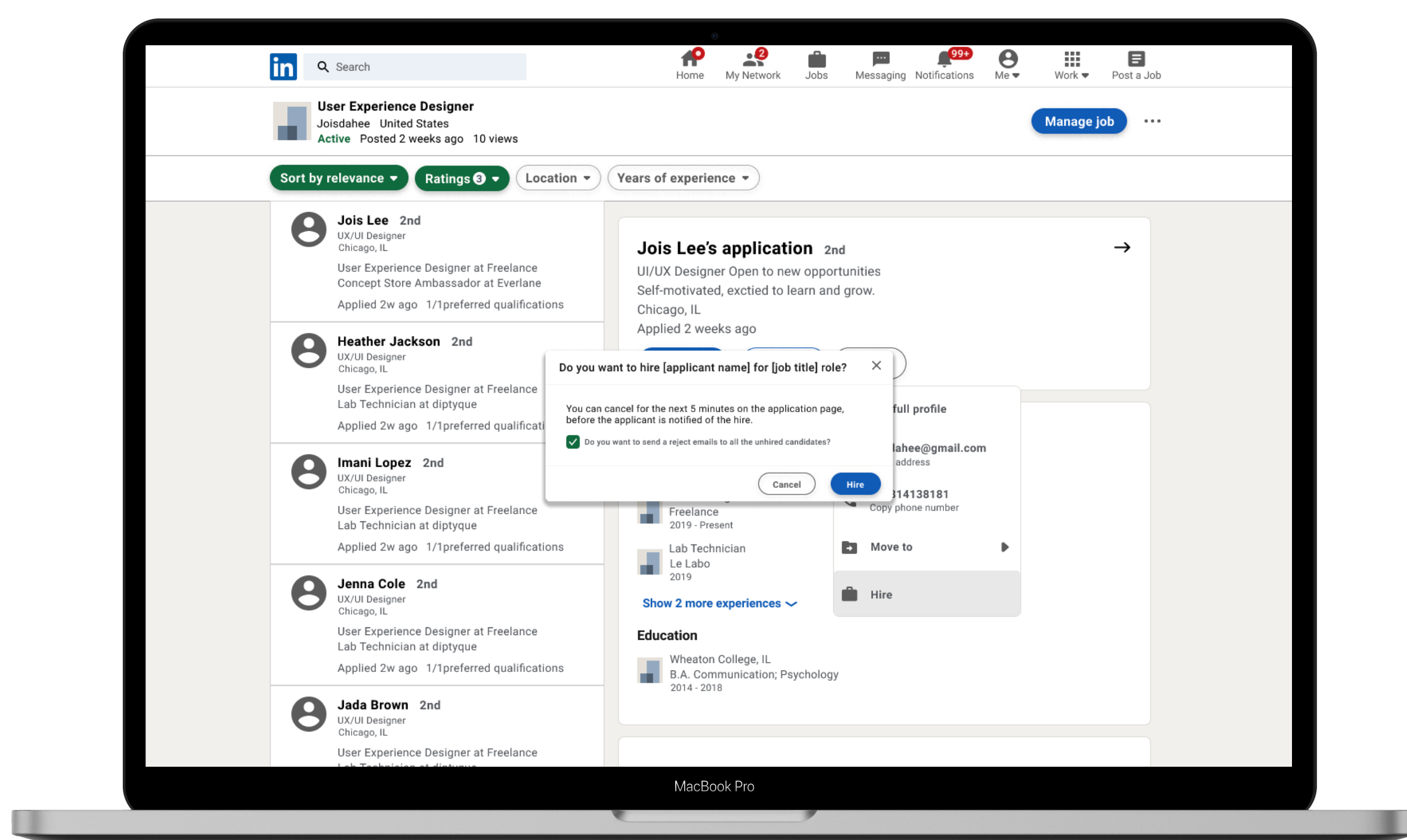
Scenario A:

Jada is an applicant looking for a job as a UX Designer. Jada's biggest frustration is the potential bias that she may receive due to her name sounding too "ethnic". Now she can worry less about recruiter's subconscious/conscious bias toward hiring her; and can feel at ease knowing she will be chosen for her experience, not her cultural background.



Scenario B:

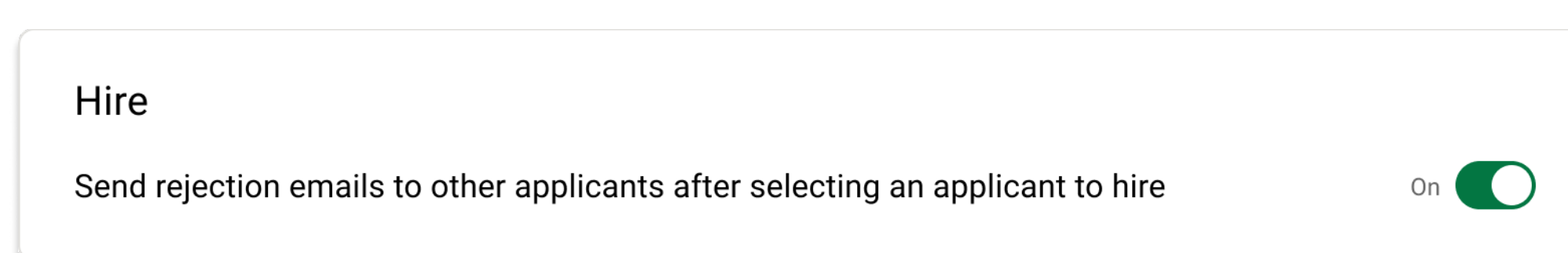
Alex is a recruiter looking for a candidate for the UX Designer position. Alex's biggest wish for LinkedIn is the time it takes to email all the other candidates who applied for the position to UX Designer position but weren't hired. Now when he clicks the "hire" button on the application, he has the option to select a checkbox to send rejection emails to all the unhired candidates.



Reflection/Future Considerations

Feature Specific

Feature #2: In my initial thought process, this feature was housed under both the settings page with a toggle shown below and in the application page. However, after some user testing, I realized it would be best if the feature was incorporated directly in the application section. I had to find a fine balance between helpful flexibility and detrimental duplication. This way, users could choose if they sent rejection emails to unhired candidates during the actual hiring process. The user's last selection would be remembered and become the default for future interactions.



Team

Although there are many positive aspects of working alone, I have benefited from getting **feedback and insights** from my mentor and friends in adjacent fields. Especially towards the end of the project, I had become so immersed that I sometimes felt the need for fresh eyes to see the users' perspective. Thus, getting constructive criticism for the things I had missed was wonderful and would love to work on a bigger team.

Prioritize

As a passion project, this allowed a wide range of freedom, including time. This brought out my perfectionistic side and I began to design and prototype LinkedIn's website beyond what was necessary to showcase the proposed features. I've learned that having the **problem statement and solutions on the side my screen** where I could consistently refer to them helped me regroup and leave extra features and screens alone.

Sources

Bertrand, M. and Mullainathan, S. (2004). Are Emily and Greg more Employable than Lakisha and Jamal: A Field Experiment on Labor Market Discrimination. In S. Ferguson (2nd). Race Gender Sexuality and Class (2nd), (pp. 361-367). Thousand Oaks, CA. Sage Publications.

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