



User

Obvious issue & quick fix

Obvious issue & longer fix

Complicated issue or other factors

1

Age: 44
Work: Project manager
Tech: High

✅ **IDEA:** We implemented a jobs page in the next revision.

Clicking on the "jobs" icon in the bottom row didn't do anything. Because the other icons each do something, I thought that one would too.

The "blue arrow" is confusing. What is it pointing to, something I am meant to interact with? The user was on an iPhone, but the "hover" icon for the mouse kept showing up when she would touch the screen.

2

Age: 42
Work: Human resources
Tech: Medium

I liked being able to report the bad actor guy. I also think it would be good to be able to choose "other" from a note drop-down and then type something that does not need to be specific.

📘 **NOTE:** We pointed out during the test that the intent was an "other" be available in that dropdown list. Also, there is a free-form "additional info" textarea which is for unstructured notes.

N/A

3

Age: 23
Work: Mechanical engineer
Tech: High

Wanted to message George after I confirmed information to say it was great meeting him, but couldn't. Also wanted to see mutual friends.

Wanted to immediately delete the notification since they knew Bad Actor wasn't a great connection. Needs to have an option to delete individual notifications.

📘 **NOTE:** The user expected features to exist in the prototype that the real LinkedIn app already has. This was beyond the scope of our testing.

4

Age: 24
Work: Civil engineer
Tech: High

Could have a search feature button for location and an edit post as well.
✅ **IDEA:** We implemented a location search in the next revision.

I wanted to add a hashtag to my post after confirming the location.
📘 **NOTE:** LinkedIn already has a #hashtag feature.

Also wanted to share it on my Instagram.
📘 **NOTE:** LinkedIn already has a share feature.

5

Age: 72
Work: Retired teacher
Tech: Low

📘 **NOTE:** This user was preoccupied with the fact that Balsamiq generates rudimentary prototypes, and had a difficult time suspending disbelief.

N/A

It was somewhat intuitive, but it looks very unsophisticated. It looked like something for elementary school students. I also was hoping to be able to respond to it more, but that probably wasn't the goal of the task.

6

Age: 75
Work: Retired pilot
Tech: Low

📘 **NOTE:** This user was preoccupied with the fact that Balsamiq generates rudimentary prototypes, and had a difficult time suspending disbelief.

N/A

I don't think this style would make LinkedIn usability any better. I think there is intuitiveness to some buttons and choices. Is it worthwhile to use this app for new sites? I would say yes, but not to make an existing site better.

7

Age: 34
Work: Software developer
Tech: High

After checking into an event, I felt stuck at the post page. I tried to click the "post" button, but nothing happened.

I expected to see my post on the timeline, to confirm it worked.
✅ **IDEA:** We implemented an updated timeline view in next revision.

Why does it say "control is locked, ctrl-click to select?" How do I press "control" and click on my phone? The app seems great, but the wireframe experience is not. Balsamiq is 🤡