

LinkedIn: How Hard Can It Be?

Carson Chatterton, Thomas Harr, Kyle Janowicz
Professor: Maura Taaffe

Abstract

- Display and explain the process of testing and designing a LinkedIn guidebook.
- Tested three participants within the AARP demographic as a part of a usability test
- Obtained information based on our results to produce a guidebook clearly understood by the AARP demographic.



Objective

- Create a guidebook to instruct AARP users on how to construct a LinkedIn profile

Conclusion

- AARP members prefer bigger pictures and less pictures per page.
- Intermediate instructions should be included such as clicking a skip or save button, before heading to the next tab.
- Move our tab analysis to the beginning of our guidebook, to further clarify where each tab will direct the users.

Data/Results

Time (60 seconds)	Action of User	Think-aloud of user	Test-giver comments
30-Jan Example	User doesn't know instructions are done	Huh? What do I do now?	Perhaps use white space so reader doesn't skip material
0 60	Starting error as far as name (privacy)		Subject 1,2 and 3
60 120			Second email or ours
120 180	issue using previously registered email	I can't register	
180 240			
240 300	Read Tab Analysis	Are these directions	No, a review of each tab in LinkedIn
300 360			
360 420			
420 480	Adding picture to Home Tab profile	Take my own picture?	For the sake of the test, go through the motions but do not take a picture
480 540			
540 600			
600 660			
660 720	Adding info into Education Tab	Should I use my School	Yes for the sake of the usability test
720 780			
780 840			
840 900			

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