

PROFESSIONAL NETWORKING APP.

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RESEARCH

Screenshots of the survey given to 10 people and their responses with infographics. Possible user types identified.

PERSONAS

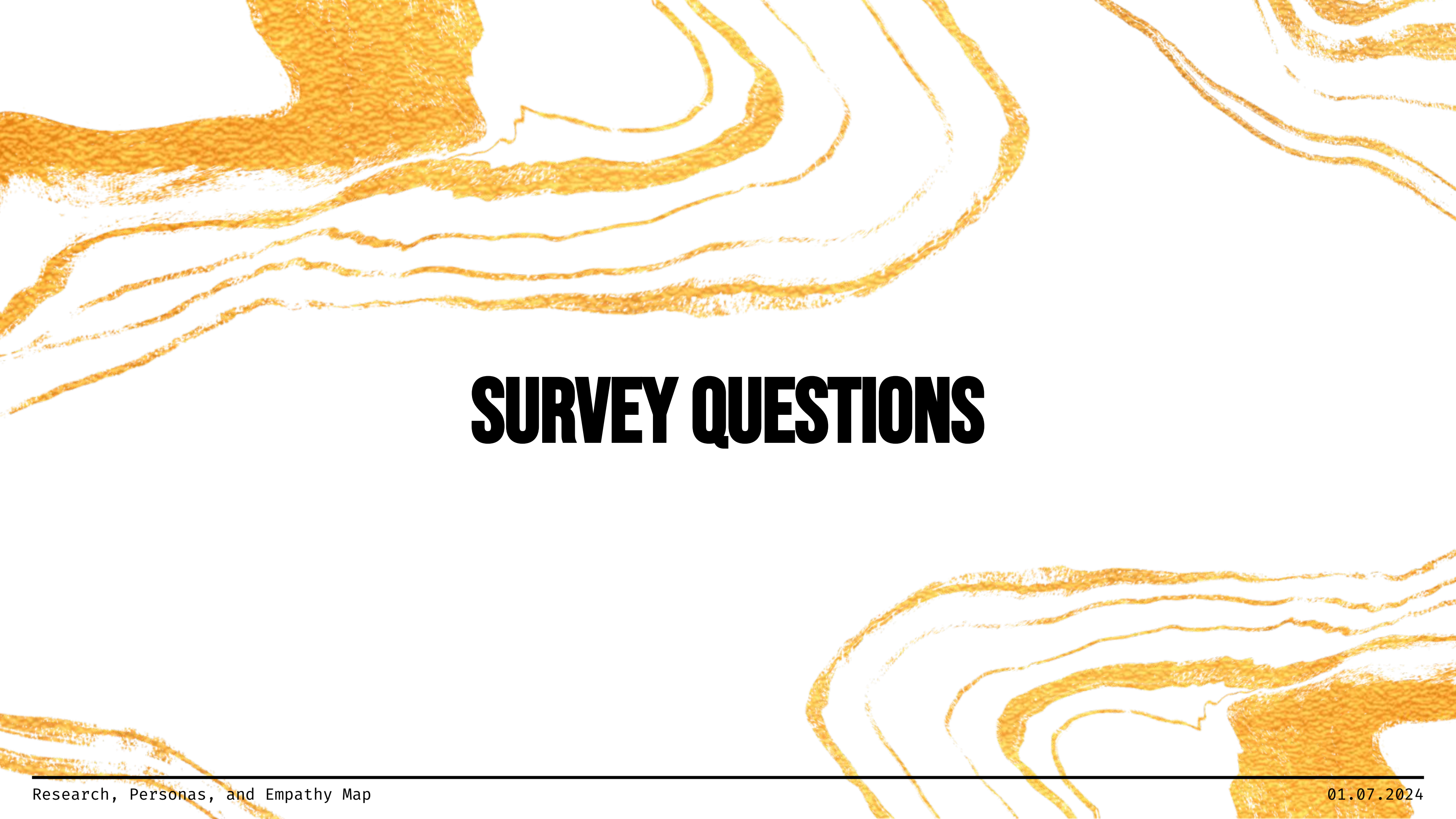
Two detailed user types identified for professional networking application.

EMPATHY MAP

Empathy map for one chosen persona.



RESEARCH



SURVEY QUESTIONS



Professional Networking Applications

Thank you for taking the time to fill out this survey.

This survey will help developers create a new professional networking application tailored to user needs. Your responses are confidential and will only be shared with the internal development team and will never be sold.

There are 8 total sections. After the initial section, each section comprises of approximately 2-4 questions.

It should take you approximately 5-10 minutes to full out the survey in its entirety.

Again, thank you for your participation.

sonshine82@gmail.com [Switch account](#)

Not shared

* Indicates required question

E-mail address

Your answer

Age *

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 and over

Employment status *

- ☐ Unemployed, seeking employment
- ☐ Employed, seeking employment
- ☐ Employed, not seeking employment
- ☐ Other: _____

What is your highest level of schooling? (if currently enrolled, select the highest degree received) *

- ☐ Some high school, no diploma.
- ☐ High school graduate, diploma or equivalent (GED)
- ☐ Some college credit, no degree
- ☐ Technical/trade/vocational training
- ☐ Associate Degree
- ☐ Bachelor's degree
- ☐ Master's Degree
- ☐ Doctorate degree

Which professional networking applications have you used (select all that apply)?

- ☐ LinkedIn
- ☐ Contacts+
- ☐ Raya
- ☐ Meetup
- ☐ Other: _____

How long have you had a profile on your most current application? *

- ☐ New user (less than one month)
- ☐ 1-6 Months
- ☐ 6-12 months
- ☐ 1-3 years
- ☐ 3+ years

What is your primary use of a professional networking application?

- ☐ Recruitment
- ☐ Seeking employment
- ☐ Social networking

What options do you find most helpful in a professional networking application
(check all that apply)?

- ☐ Social networking
- ☐ Professional groups
- ☐ Resume building
- ☐ Seeking employment
- ☐ In person events
- ☐ Recruitment
- ☐ Business contact sorting
- ☐ Content sharing
- ☐ Marketing
- ☐ Research

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Clear form

Profile Setup and Visibility

On a scale from 1-10, how would you rate the process of entering your profile information? *

12345678910

Complicated☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Easy

What is the most time consuming part of setting up your profile? *

Your answer

On a scale of 1 to 10, how satisfied are you with the visibility and accessibility of your profile to others? *

12345678910

Very unsatisfied☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very satisfied

Engagement and Networking

How often do you engage with content (posts, articles, etc.) on the professional networking app? *

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Never
- ☐ Other: _____

Have you participated in any virtual or physical networking events organized through the professional networking app? *

- ☐ Yes
- ☐ No

If yes, how would you rate your experience with networking events on the platform?

1 2 3 4 5 6 7 8 9 10

Very unsatisfied ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very satisfied

If you could change one aspect of the networking experience on the platform, what would it be?

Your answer _____

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Clear form

Communication

On a scale of 1 to 10, how satisfied are you with the messaging or communication features on the platform? *

12345678910

Very unsatisfiedVery Satisfied

On a scale from 1-10, how easy or difficult do you find it to discover and connect with professionals who share your interests or industry on the platform? *

12345678910

Very difficultVery easy

Have you ever encountered difficulties in communicating with others on the platform? If yes, could you describe the situation?

Your answer

Do you prefer using the messaging feature, comments on posts, or other means for professional communication on the platform?

Your answer

Job Opportunities

Have you ever used the professional networking app for job hunting or recruiting purposes? *

☐ Yes

☐ No

Have you made a connection that has been helpful in recruiting or gaining employment through a networking application? *

☐ Yes

☐ No

If yes, which app did you use and are you currently an active member?

Your answer

What features, if any, do you think could be improved to enhance the job searching or recruiting experience on the platform?

Your answer

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Clear form

Notifications and Updates

On a scale of 1-10, how do you feel about the frequency and relevance of notifications you receive from the professional networking app? *

1 2 3 4 5 6 7 8 9 10

Very unsatisfied ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very satisfied

Is there anything you would change about the notification system to enhance your experience?

Your answer

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Clear form

Privacy and Security

On a scale of 1 to 10, how confident are you in the privacy and security measures ^{*} of the professional networking app?

1 2 3 4 5 6 7 8 9 10

Very speculative ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very confident

Have you ever experienced any privacy concerns or security issues while using the platform? If yes, what were your concerns?

Your answer

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Clear form

Overall Satisfaction

On a scale of 1 to 10, how satisfied are you with your overall experience using the * professional networking app?

1

2

3

4

5

6

7

8

9

10

Very unsatisfied

Satisfied

Are there any specific features or aspects of the platform's design that you find particularly appealing or challenging?

Your answer

If you could make one improvement to the platform, what would it be?

Your answer

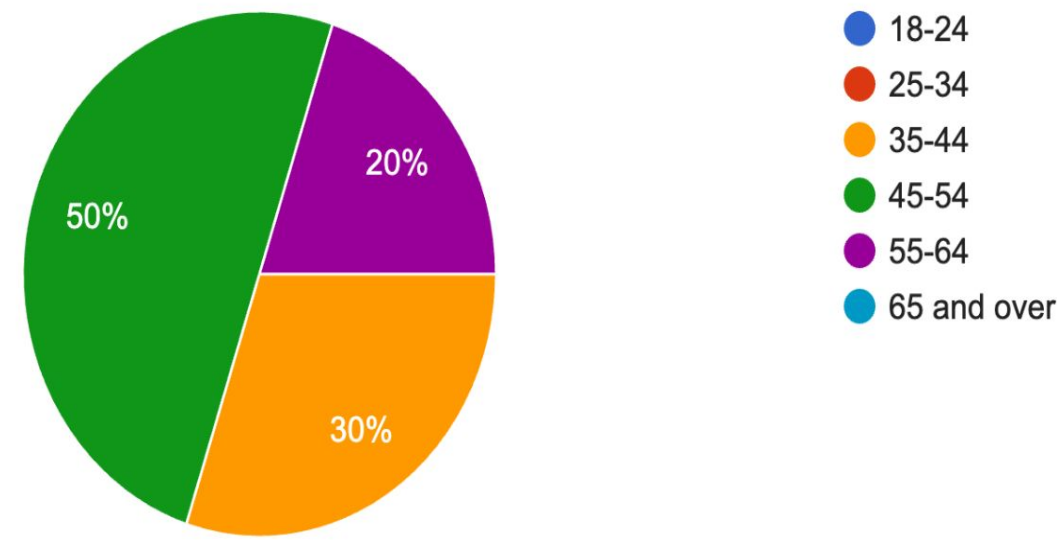


SURVEY RESPONSES

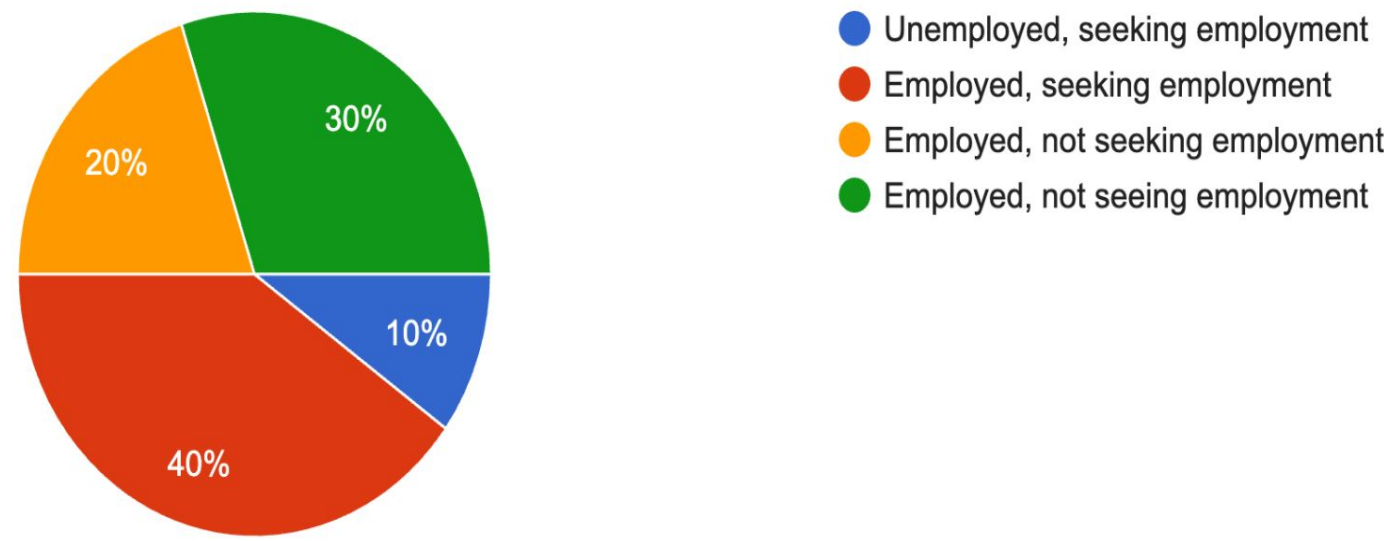
Age	Employment status	What is your highest level of schooling? (if currently enrolled, select the highest degree received)	Which professional networking applications have you used (select all that apply)?	How long have you had a profile on your most current application?	What is your primary use of a professional networking application?	What options do you find most helpful in a professional networking application (check all that apply)?	On a scale from 1-10, how would you rate the process of entering your profile information?	What is the most time consuming part of setting up your profile?	On a scale of 1 to 10, how satisfied are you with the visibility and accessibility of your profile to others?	How often do you engage with content (posts, articles, etc.) on the professional networking app?	Have you participated in any virtual or physical networking events organized through the professional networking app?	If yes, how would you rate your experience with networking events on the platform?	If you could change one aspect of the networking experience on the platform, what would it be?	On a scale of 1 to 10, how satisfied are you with the messaging or communication features on the platform?	On a scale from 1-10, how easy or difficult do you find it to discover and connect with professionals who share your interests or industry on the platform?
55-64	Employed, not seeing employment	Bachelor's degree	LinkedIn	3+ years	Social networking	Social networking, Professional groups, Seeking employment, Recruitment, Content sharing, Marketing	8	finding a decent pic of myself	10	Weekly	No		works pretty well. you get more perks if you pay to join understandably but free works well.	8	10
45-54	Employed, not seeing employment	Master's Degree	LinkedIn	3+ years	Seeking employment	Social networking, Resume building, Seeking employment, Content sharing, Research	5	Data entry	8	Monthly	No			9	7
35-44	Employed, seeking employment	Master's Degree	LinkedIn	3+ years	Seeking employment	Professional groups, Seeking employment	9	Looking up dates of employment	5	Weekly	No	5	Not sure	5	5
35-44	Unemployed, seeking employment	Bachelor's degree	LinkedIn, Contacts+, Raya, Meetup	3+ years	Recruitment	Social networking, Professional groups, Resume building, Seeking employment, In person events, Recruitment, Business contact sorting, Content sharing, Research	10	Going back on all the roles I have had	8	Monthly	Yes	8		8	7
55-64	Employed, not seeing employment	Bachelor's degree	LinkedIn	3+ years	Recruitment	Professional groups, Seeking employment, Recruitment, Research	10	Formatting	9	Weekly	Yes	9		9	9
45-54	Employed, seeking employment	High school graduate, diploma or equivalent (GED)	LinkedIn	3+ years	Seeking employment	Seeking employment	7	Clicking through the guided virtual hoops and reading each section to figure out if I need to set this section up or not.	5	Monthly	No		Nothing that I can think of	5	10
45-54	Employed, not seeking employment	Bachelor's degree	LinkedIn	3+ years	Social networking	Social networking, Professional groups, In person events, Recruitment, Business contact sorting, Marketing, Research	7	I set my profile up 14 years ago, I guess back than it was the job descriptions. Last time I updated the background photo and for some reason I had an issue on my end getting it to fit.	6	Daily	Yes	6	To make the premium less expensive	7	9
45-54	Employed, seeking employment	Master's Degree	LinkedIn	3+ years	Seeking employment	Resume building, Seeking employment	8	Job descriptions	7	Only when job seeking	No	5	None	8	8
45-54	Employed, not seeking employment	Master's Degree	None	New user (less than one month)	Social networking	Social networking	5	Accuracy	5	Never	No	5	Unsure	5	5
35-44	Employed, seeking employment	Bachelor's degree	LinkedIn, Indeed; Monster	1-3 years	Seeking employment	Resume building, Seeking employment, Recruitment	6	Fitting resume experiences in restrictive formats and appropriate sections on the site	8	Monthly	No		N/a	6	9

Have you ever encountered difficulties in communicating with others on the platform? If yes, could you describe the situation?	Do you prefer using the messaging feature, comments on posts, or other means for professional communication on the platform?	Have you ever used the professional networking app for job hunting or recruiting purposes?	Have you made a connection that has been helpful in recruiting or gaining employment through a networking application?	If yes, which app did you use and are you currently an active member?	What features, if any, do you think could be improved to enhance the job searching or recruiting experience on the platform?	On a scale of 1-10, how do you feel about the frequency and relevance of notifications you receive from the professional networking app?	Is there anything you would change about the notification system to enhance your experience?	On a scale of 1 to 10, how confident are you in the privacy and security measures of the professional networking app?	Have you ever experienced any privacy concerns or security issues while using the platform? If yes, what were your concerns?	On a scale of 1 to 10, how satisfied are you with your overall experience using the professional networking app?	Are there any specific features or aspects of the platform's design that you find particularly appealing or challenging?	If you could make one improvement to the platform, what would it be?
no	messaging if interested in job, comments to show support and involvement to my customers.	Yes	Yes	linkedin/ free member	i was recruited for my current job on linkedin so works well.	7	you can control what you get notified for so nothing i would change	8	no	10	no	
	Messaging	Yes	No			6		6		7		
No.	Comments on posts.	Yes	No		None.	4	No.	4	No.	5	No.	None.
	Messaging feature	Yes	Yes			8		6		8		
	messaging feature	Yes	Yes	LinkedIn		9	no	8	no	10	no	More developed search features
Inmail monthly limits and recruiters who do not know how to set up their profile to allow free messages.	Inmail, for linked in	Yes	No	LinkedIn, and the recruiters I have been in contact with are still actively pursuing positions, but hiring for those positions is set for new year.	AI message rewrite button in the messenger app	4	More granular control and filtering of messages		Absolutely, fake recruiter profiles, fake positions	7	Navigating fake profiles and positions	More stringent recruiter and position checks to weed out fake profiles or jobs that don't remotely match the description.
No, unless they don't use it.	Messaging.	Yes	No	LinkedIn	Make it easier to switch from actively looking and not looking	7	Make it relative to you....bunch of unnecessary notifications	10	No	8	Networking is great, I find that it's sometimes a bit too social like as in Facebook- being expressing political or religious beliefs on a professional website but that is not the platform's design flaw.	Less expensive
No	Messaging	Yes	Yes	LinkedIn		8		5		7		
Yes, they are unavailable	Yes	Yes	No	No	None	5	No	2	No	5	Visuals	It would be an expectation to be used by employers
Too many fake profiles and spam accounts	Use the site for research, then apply directly to the company's site or email contacts directly after getting their info from the site.	Yes	No	N/a	More secure sites to eliminate spam/irrelevant information	5	I've turned off notifications due to spam - if I am actively job hunting, I'll view replies as I expect to receive them.		Too many spam accounts and fake profiles for phishing schemes	7		

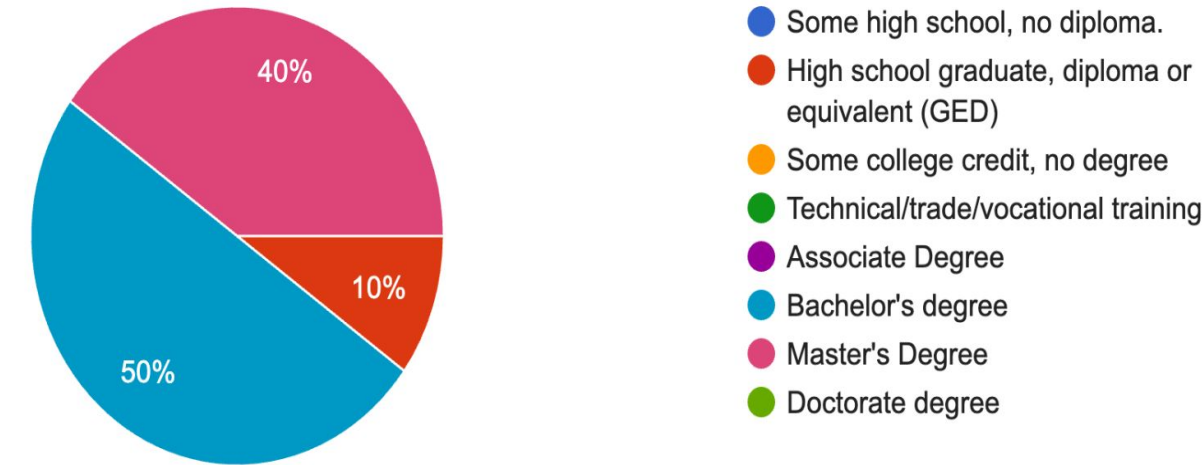
Age
10 responses



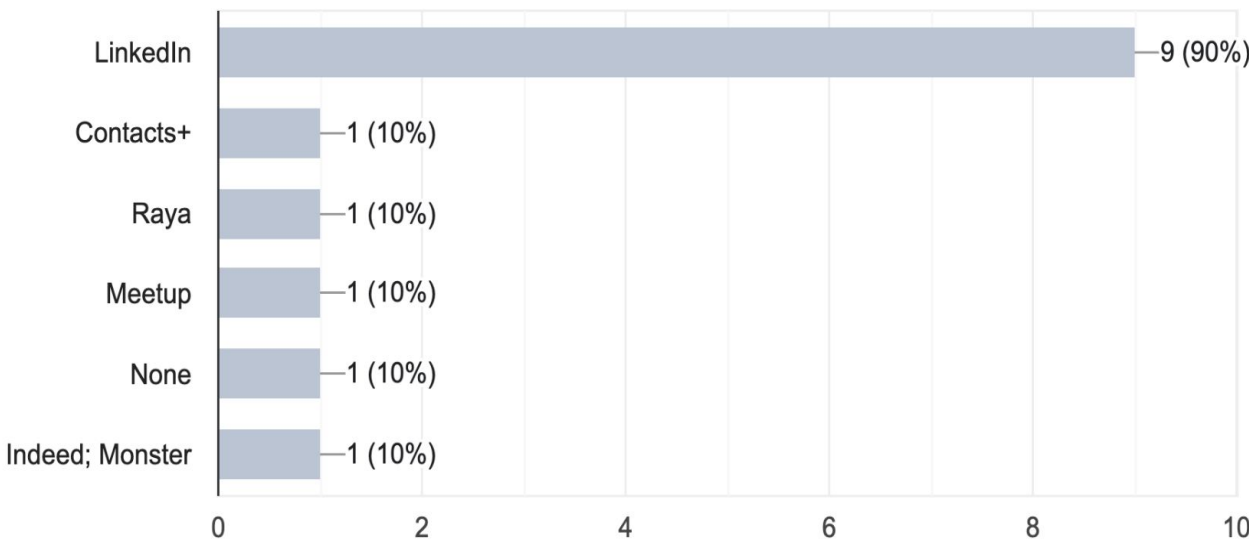
Employment status
10 responses



What is your highest level of schooling? (if currently enrolled, select the highest degree received)
10 responses

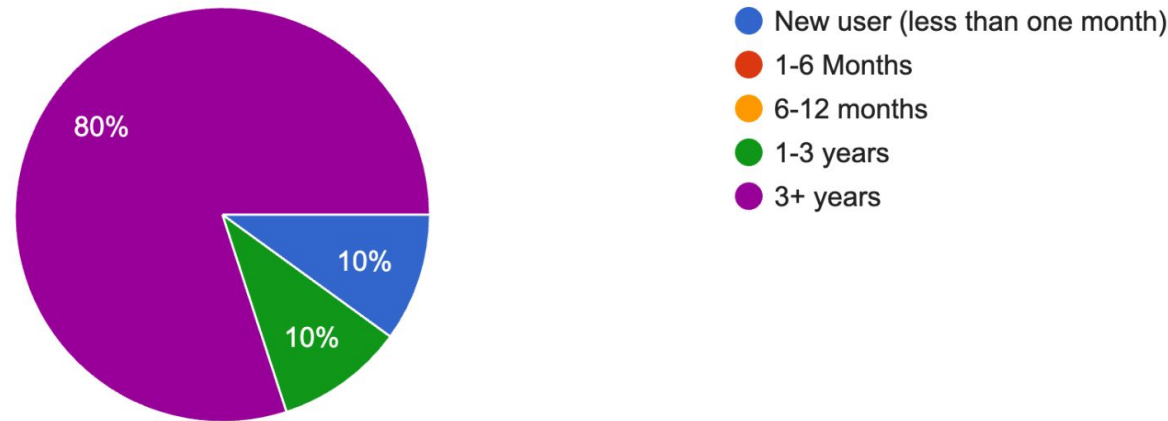


Which professional networking applications have you used (select all that apply)?
10 responses



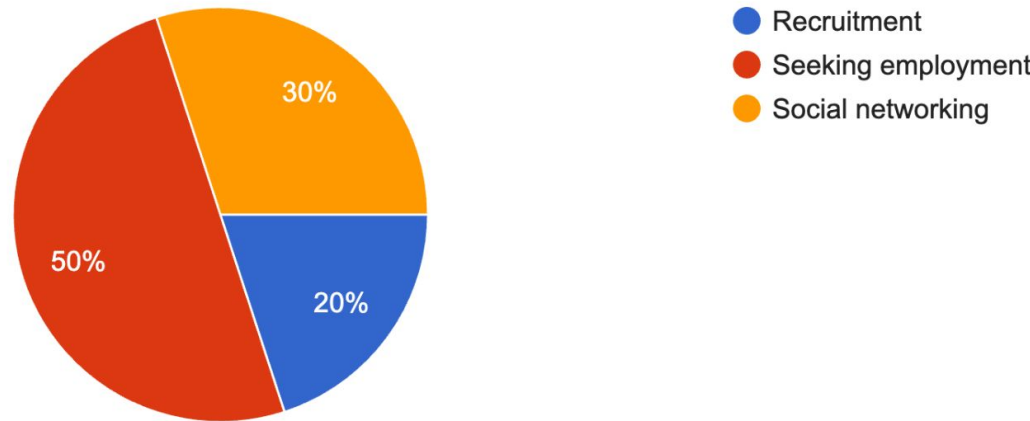
How long have you had a profile on your most current application?

10 responses



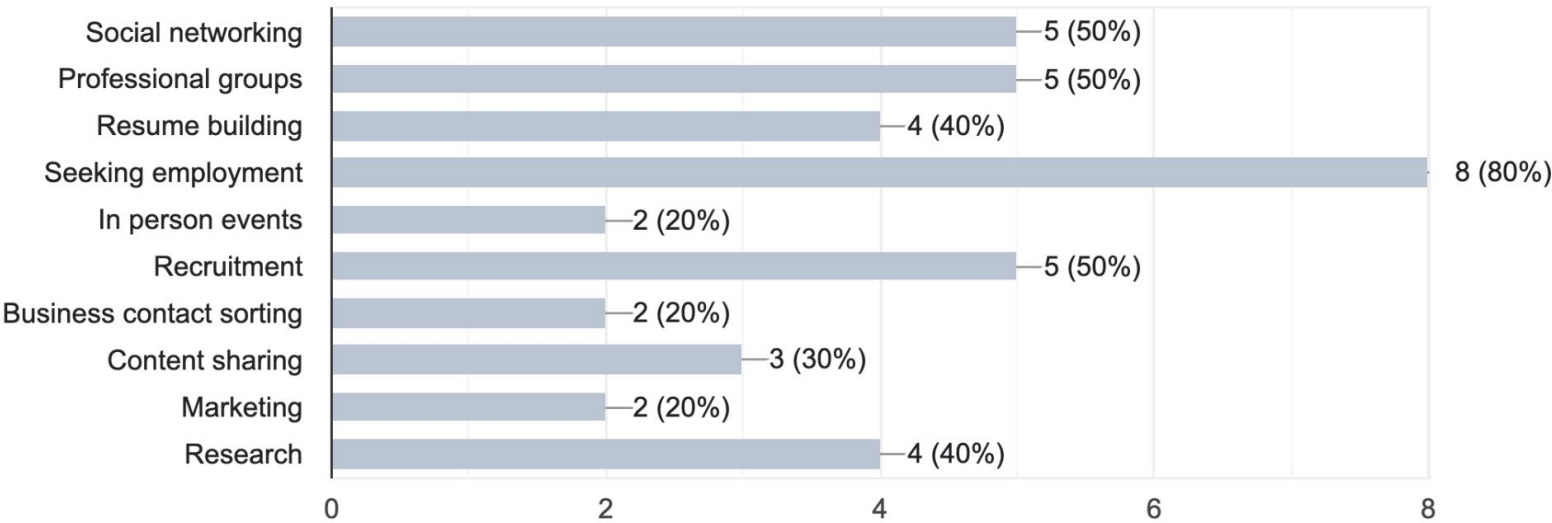
What is your primary use of a professional networking application?

10 responses



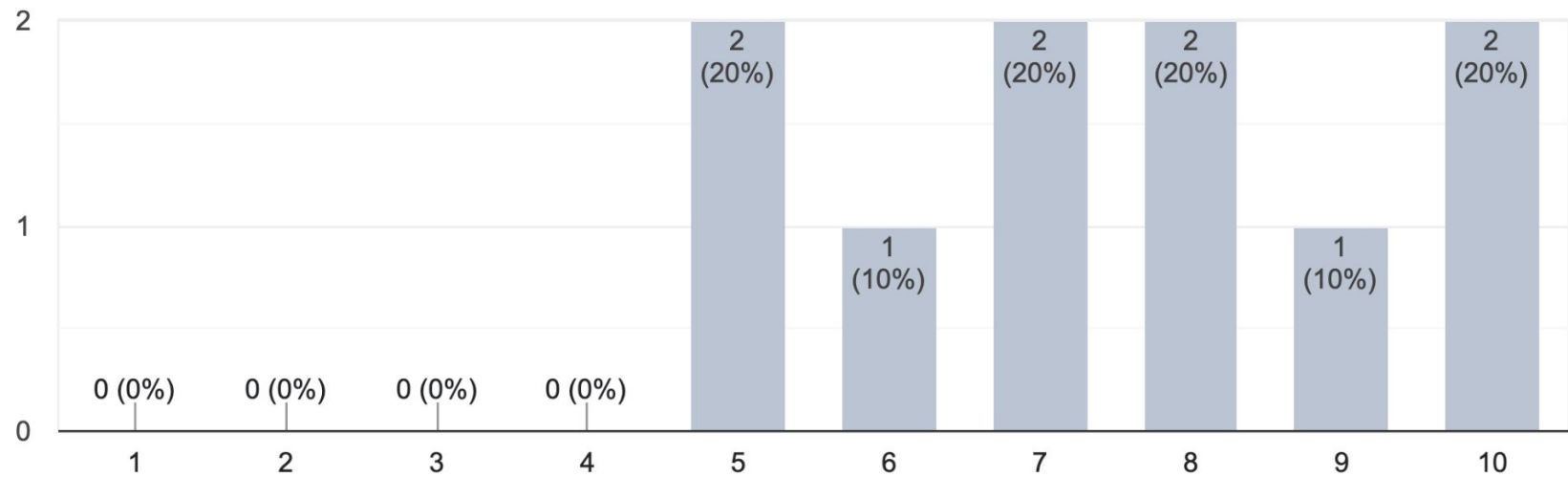
What options do you find most helpful in a professional networking application (check all that apply)?

10 responses



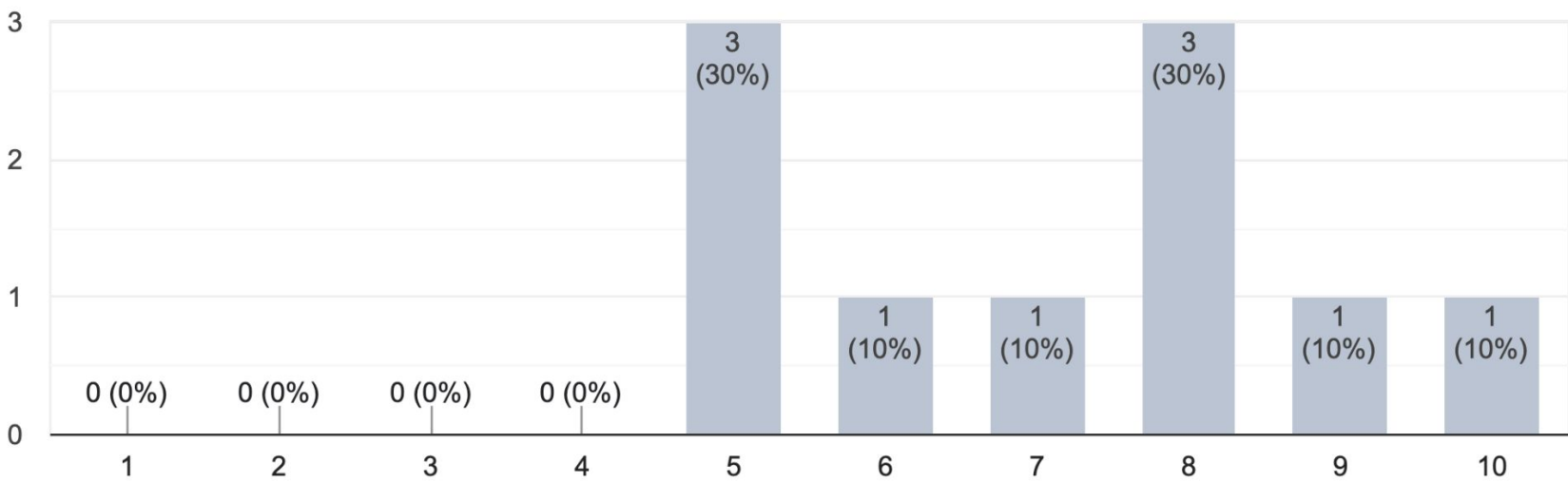
On a scale from 1-10, how would you rate the process of entering your profile information?

10 responses



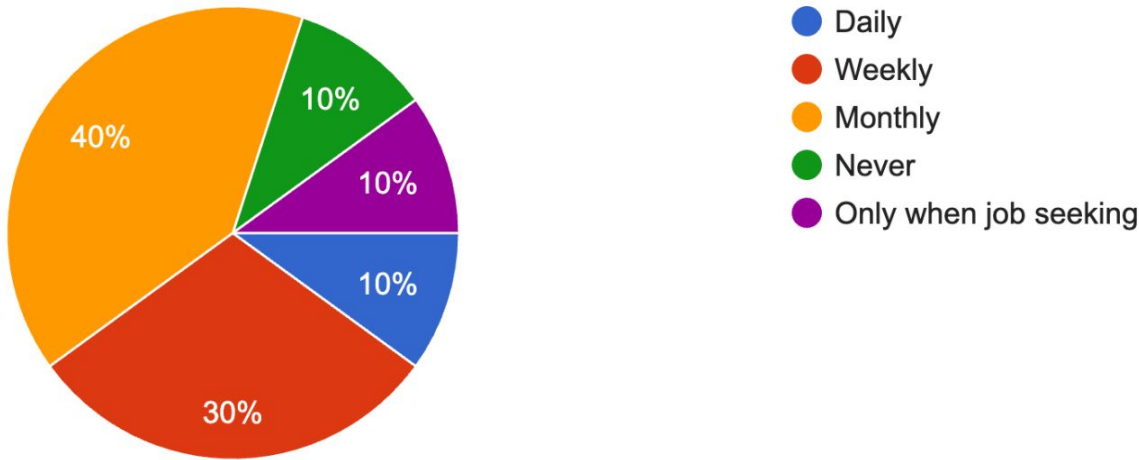
On a scale of 1 to 10, how satisfied are you with the visibility and accessibility of your profile to others?

10 responses



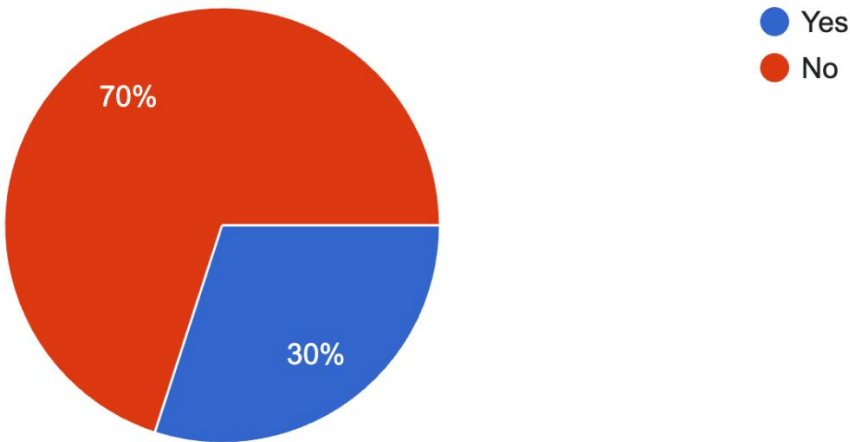
How often do you engage with content (posts, articles, etc.) on the professional networking app?

10 responses



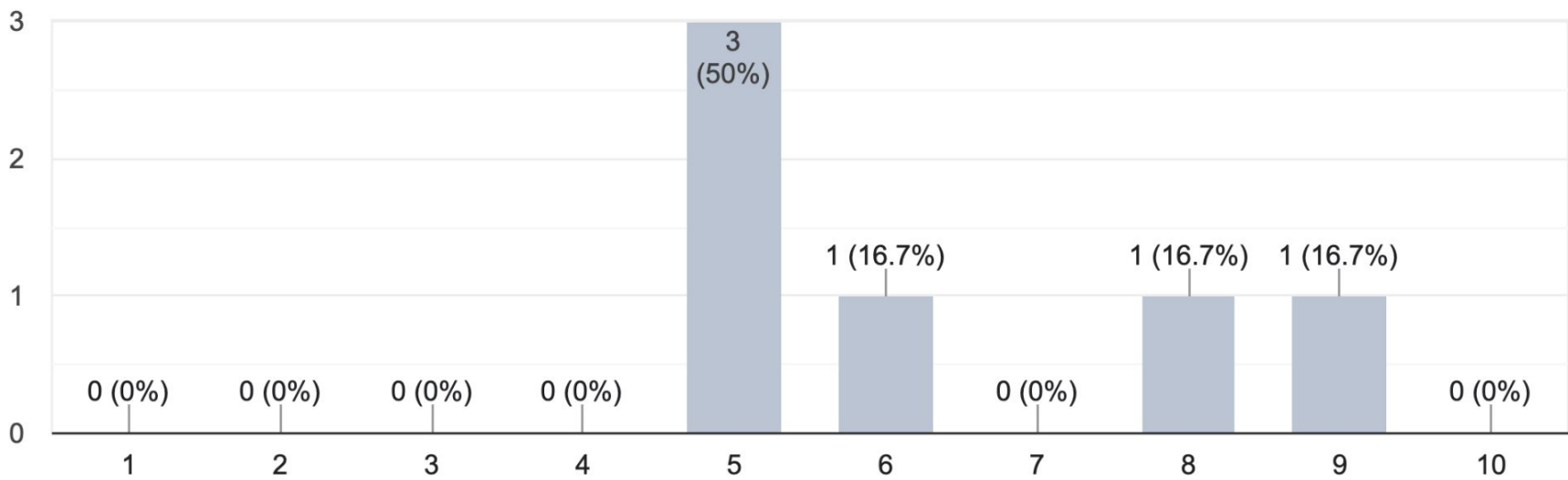
Have you participated in any virtual or physical networking events organized through the professional networking app?

10 responses



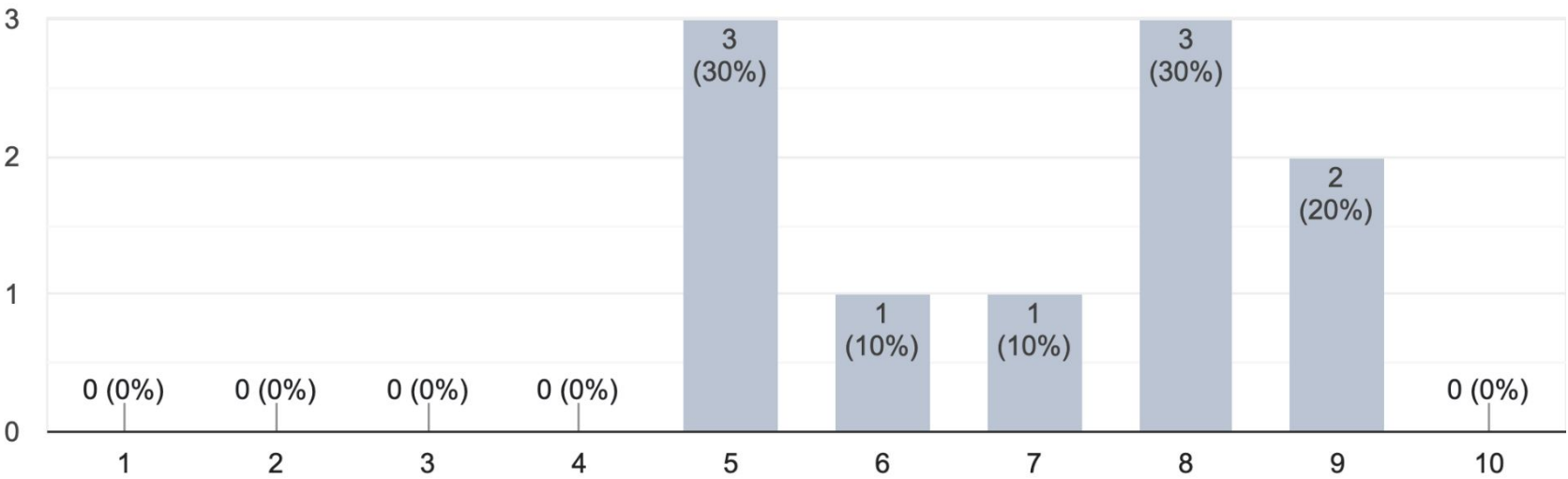
If yes, how would you rate your experience with networking events on the platform?

6 responses



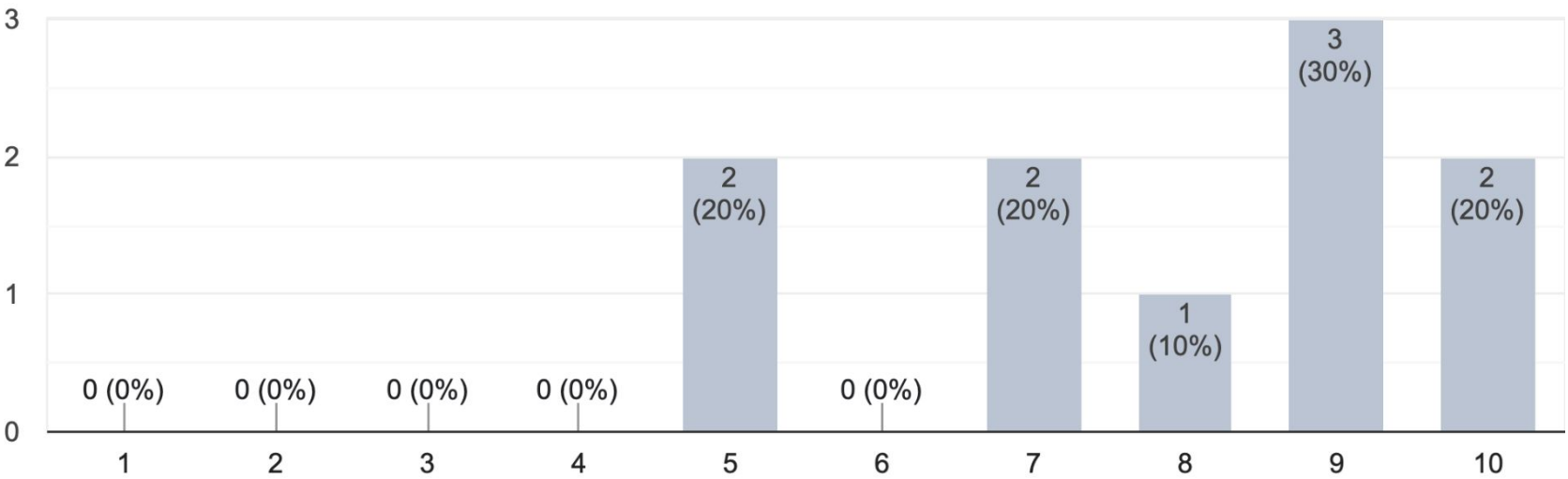
On a scale of 1 to 10, how satisfied are you with the messaging or communication features on the platform?

10 responses



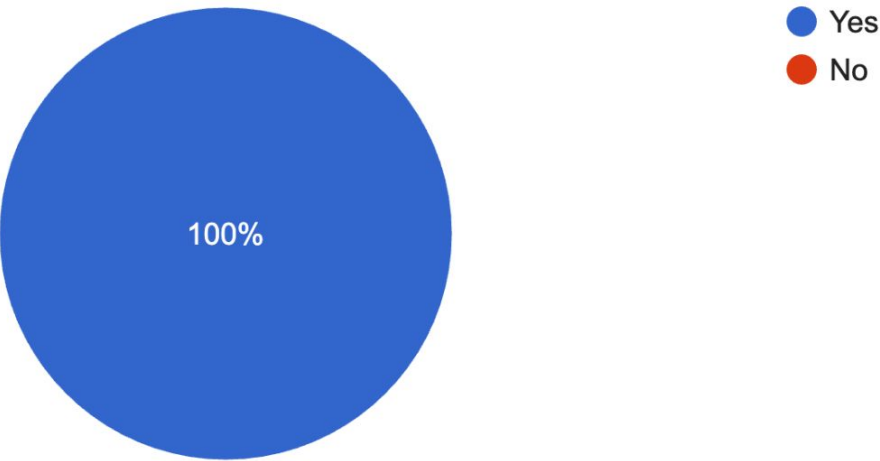
On a scale from 1-10, how easy or difficult do you find it to discover and connect with professionals who share your interests or industry on the platform?

10 responses



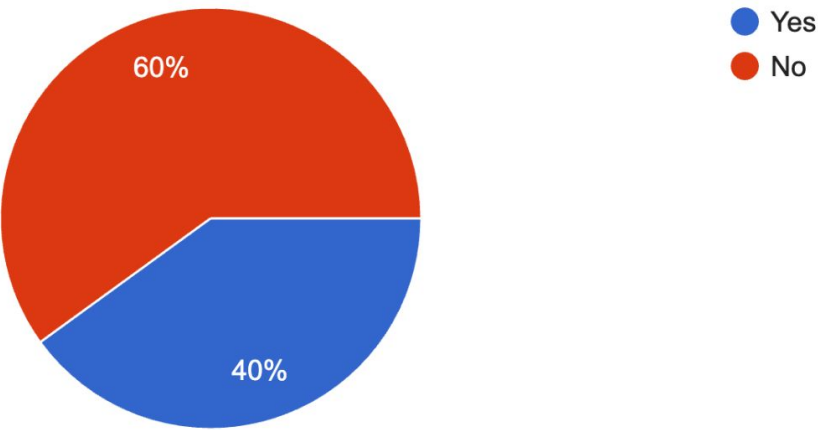
Have you ever used the professional networking app for job hunting or recruiting purposes?

10 responses



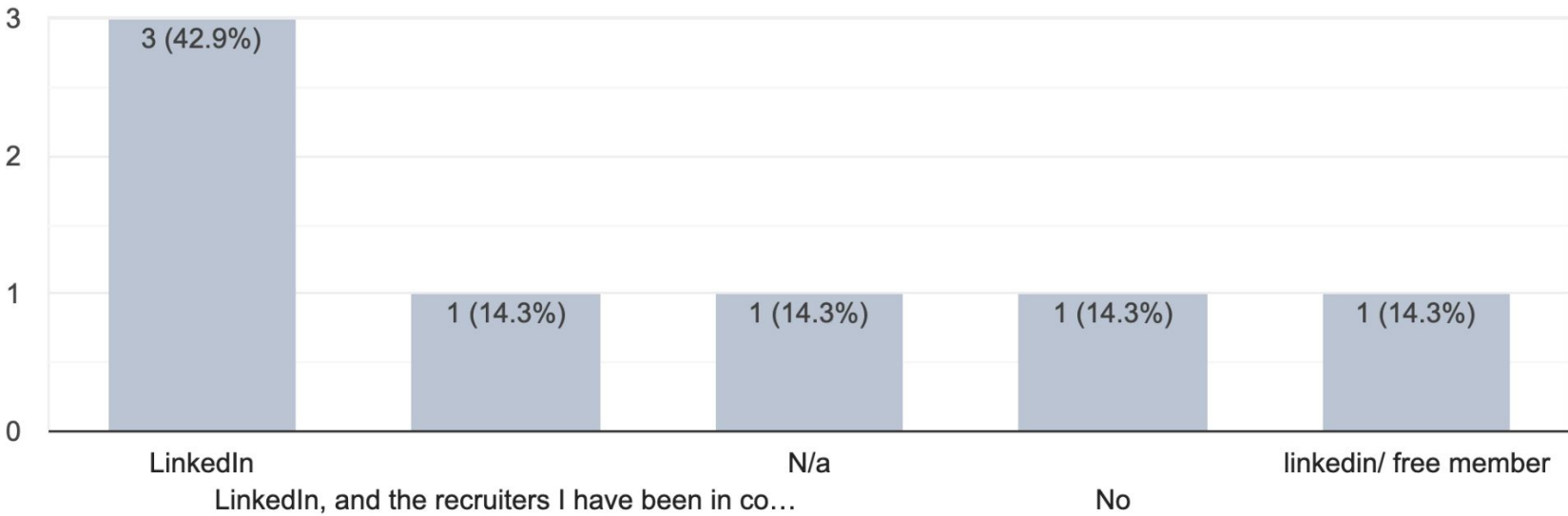
Have you made a connection that has been helpful in recruiting or gaining employment through a networking application?

10 responses



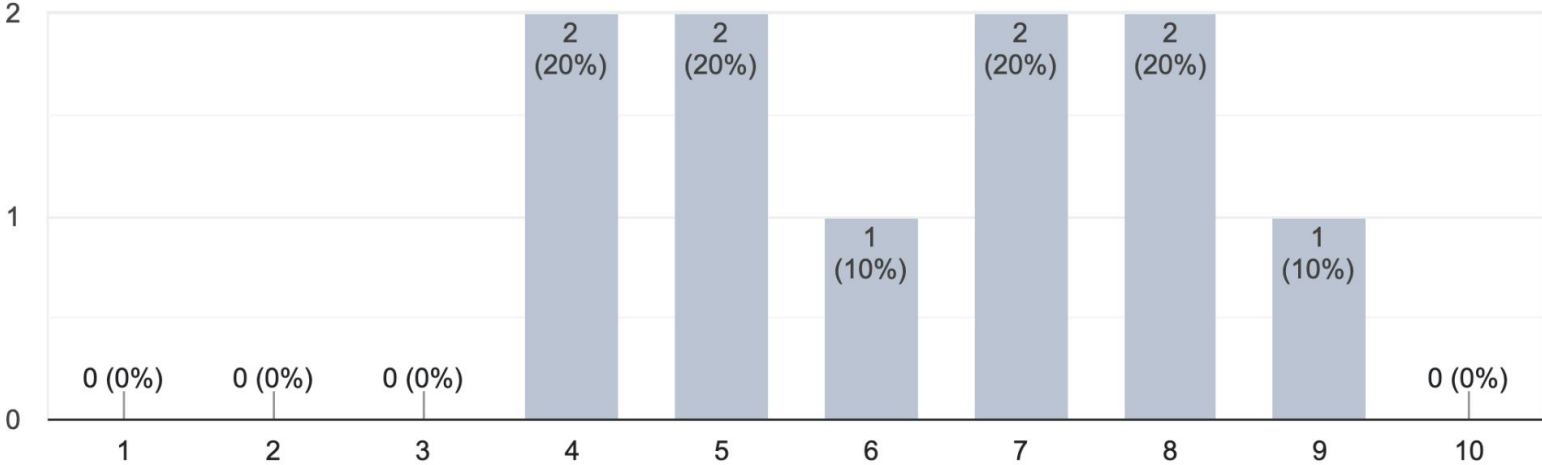
If yes, which app did you use and are you currently an active member?

7 responses



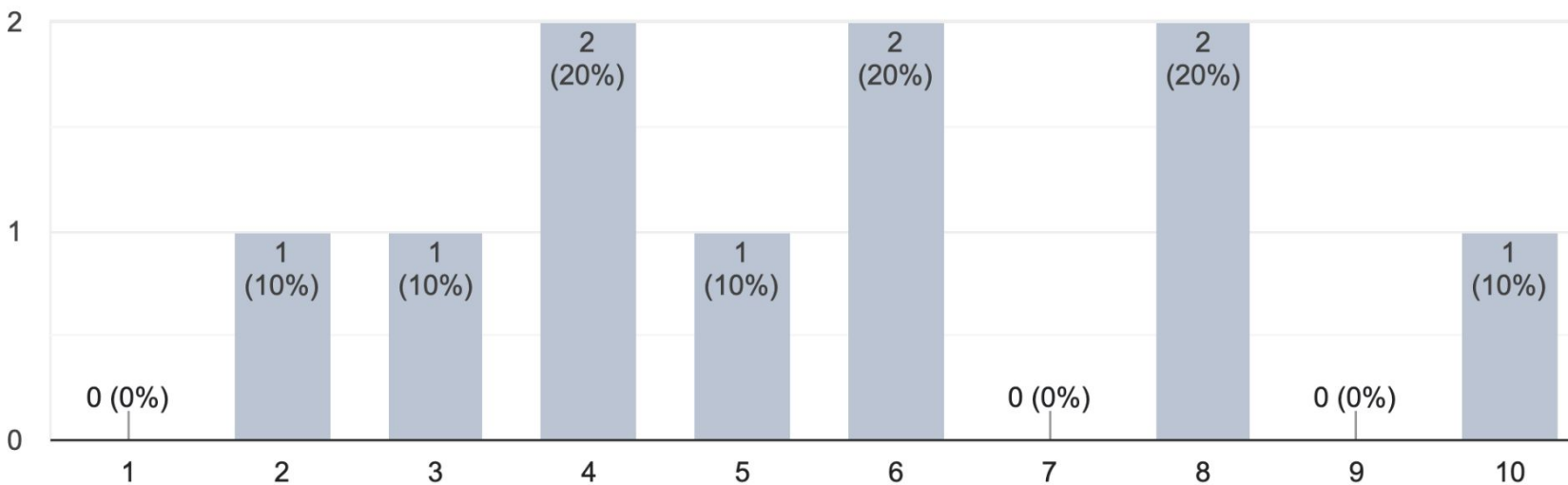
On a scale of 1-10, how do you feel about the frequency and relevance of notifications you receive from the professional networking app?

10 responses



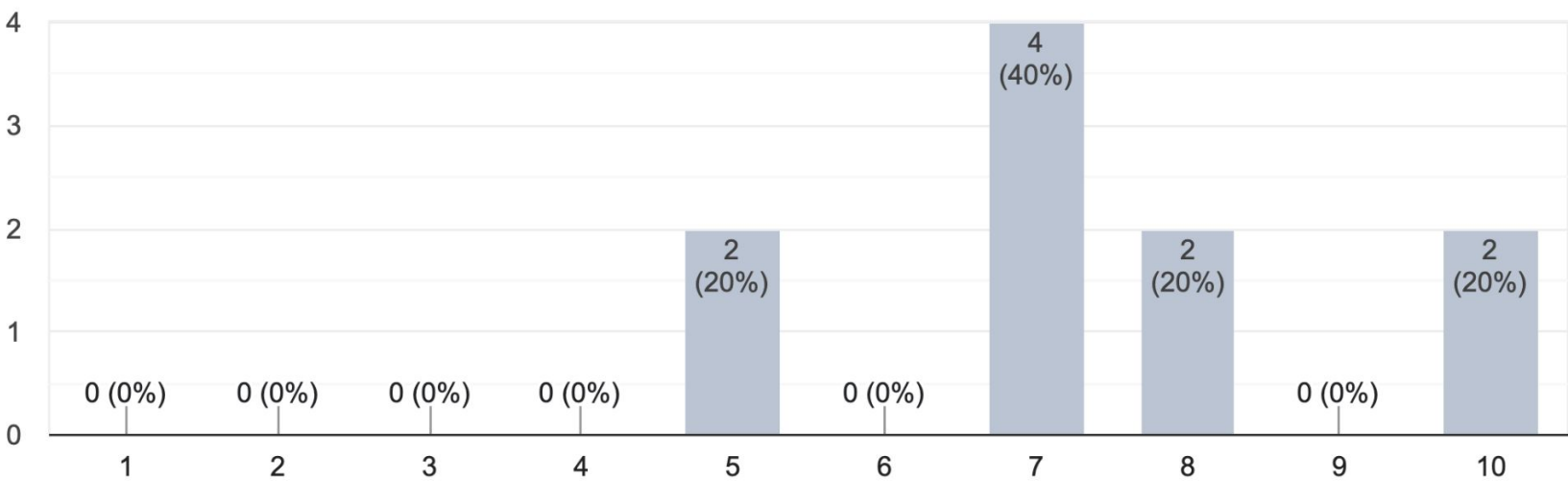
On a scale of 1 to 10, how confident are you in the privacy and security measures of the professional networking app?

10 responses



On a scale of 1 to 10, how satisfied are you with your overall experience using the professional networking app?

10 responses





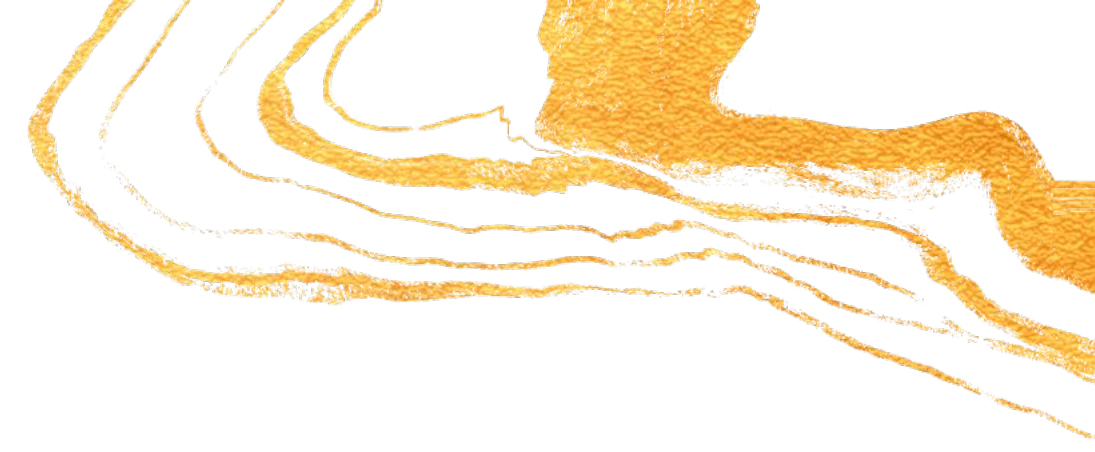
USER TYPES



PROFESSIONAL NETWORKING APPLICATION USERS

- Seasoned professionals (ages 35–64) with college degrees looking for employment or recruitment of employees.
- Many looking to connect with other professionals for a social media experience.
- Most have not been successful in making employment connections through their experiences with networking applications.
- Many are untrusting of recruiters due to messages from fake profiles and bots.

PERSONAS



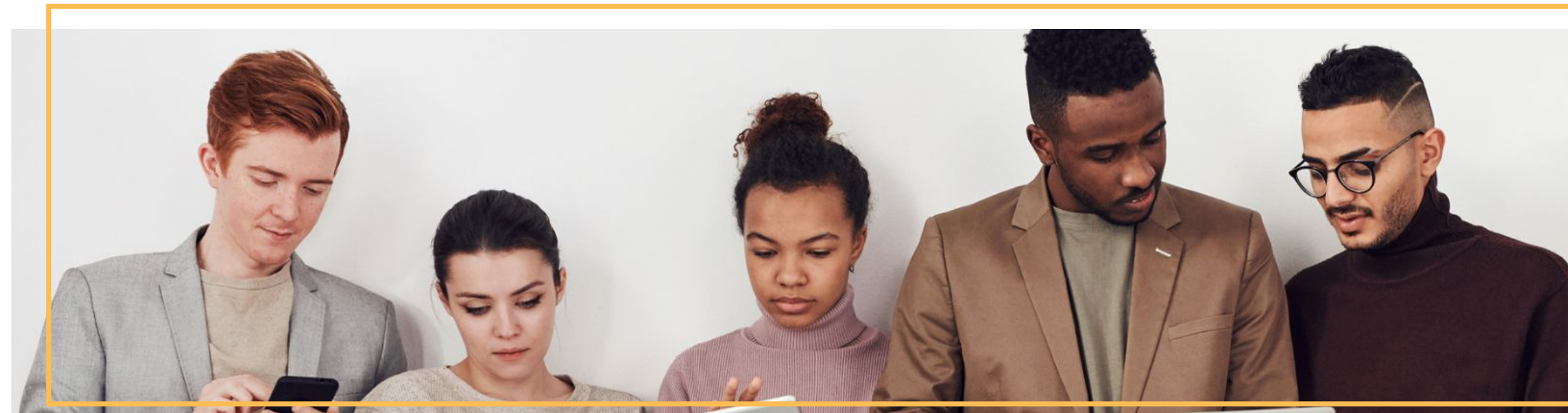
PERSONAS

SOCIAL MEDIA USER

This user is mainly interested in connecting with others for personal or professional purposes.

EMPLOYMENT SEEKING

This user is focused in recruiting employees and/or seeking employment for themselves.



SOCIAL NETWORKER

KRISTIN IS A 47 YEAR OLD PROFESSIONAL LOOKING TO MAINTAIN BUSINESS CONTACTS AND PROFESSIONAL CONNECTIONS. SHE HAS A BACHELOR DEGREE IN BUSINESS AND IS CURRENTLY A SALES REPRESENTATIVE FOR A SCHOOL SUPPLY COMPANY. SHE USES HER PROFESSIONAL NETWORKING APP WEEKLY TO STAY CONNECTED TO CUSTOMERS AND OTHER SALE REPRESENTATIVES.

GOALS

Kristin aims to build and maintain a client base through professional contacts within a professional networking application. She would also like to find and maintain personal connections.

DESIRES

Easy to set up profile.
Intuitive messaging inbox.
Ease of commenting on other members posts.

MOTIVATIONS

Kristin would like to create positive content for her clients about their products and share new innovations in their line. She likes to stay up to date on competitors products and sales resources. She wants to connect to people she knows personally and professionally.

PAIN POINTS

Setting up profile for a social media presence.
Connecting with other professionals and various potential customers with ease.



EMPLOYMENT SEEKER

MARIE IS A 56 YEAR OLD SENIOR ASSOCIATE DIRECTOR LOOKING TO RECRUIT EMPLOYEES THROUGH A PROFESSIONAL NETWORKING APPLICATION. SHE HAS A MASTERS DEGREE IN WRITING AND IS CURRENTLY AN ADMINISTRATOR FOR A GRANT WRITING DEPARTMENT IN A NON PROFIT. SHE FOUND HER CURRENT POSITION BY USING A PROFESSIONAL NETWORKING APPLICATION AND HAS HAD RECRUITMENT SUCCESSES.

GOALS

Marie aims to find highly qualified grant writing professionals for her non-profit.

She intends on maintaining professional connections.

DESIRES

Networking through professional groups.

Finding and attending virtual and in person networking events.

MOTIVATIONS

Marie would like to easily find and recruit professional grant writers to keep her non-profit successful. She hopes to find and create in person networking events.

PAIN POINTS

Formatting her profile to her tailored needs.

Filtering candidates through a resume feature.

Receiving too much spam in her mailbox.



EMPATHY MAP



EMPATHY MAP (RECRUITER)

