



UX DESIGN AUDIT • 2026

LinkedIn Job Search Flow

Design Audit

A heuristic evaluation of LinkedIn's job-seeking experience — mapping 8 critical violations to Nielsen's 10 Heuristics and foundational Design Laws, with structured redesign proposals targeting 49M weekly job seekers.

1B+

LinkedIn Users

49M

Weekly Job Seekers

53.5%

Dissatisfied

8

Violations Mapped

AUDITED USER FLOW — 7 STAGES

1

2

3

4

5

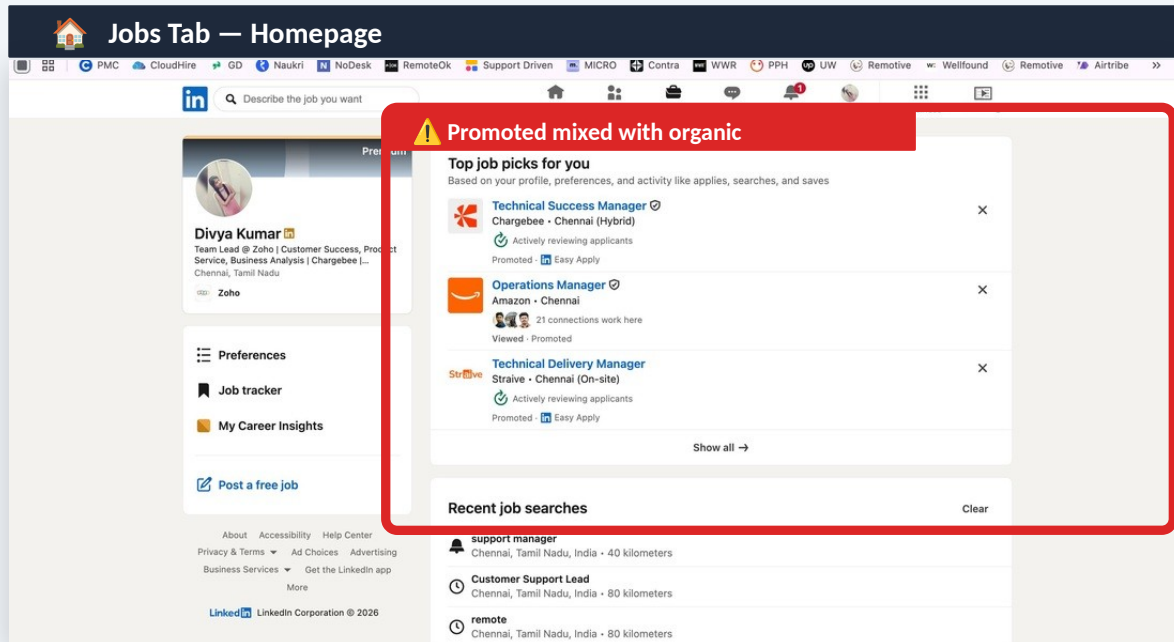
6

7

Nielsen's 10 Heuristics + 8 Design Laws

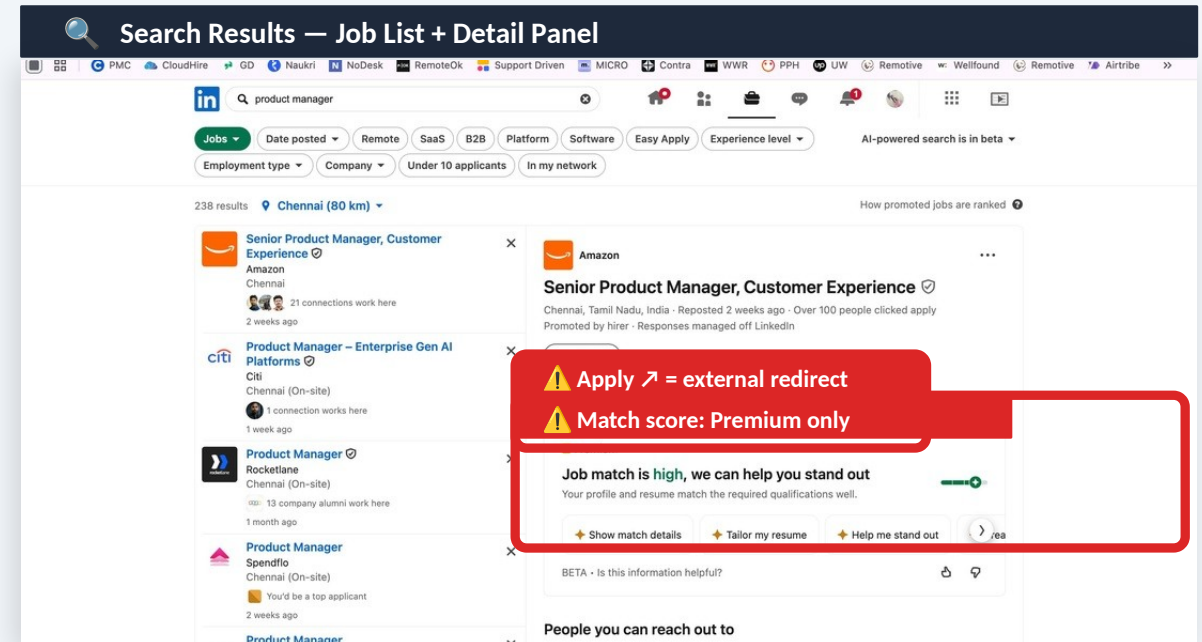
8 Issues

Identified • Mapped • Redesigned



⚠ Multiple carousels compete — Promoted content mixed with organic recommendations

- ▶ 5+ carousels (Top Picks, Jobs in Network, Still Hiring, Promoted, Collections) overwhelm the user before they can even begin
- ▶ 'Promoted · Easy Apply' appears alongside organic jobs with no visual distinction — violates H8 Aesthetic & Minimalist Design
- ▶ Search bar is not the primary focus — users must scroll past competing content to find their entry point

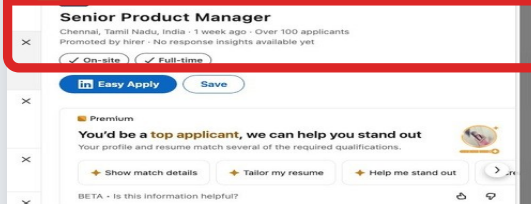


⚠ 'Apply ↗' silently redirects off LinkedIn — Premium paywall hides match score from free users

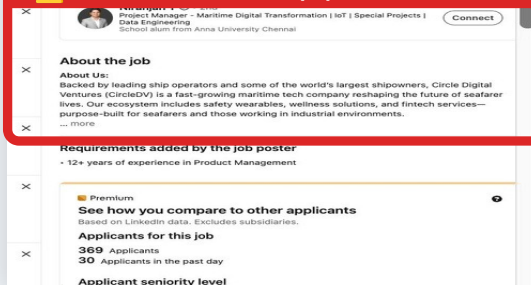
- ▶ 'Apply ↗' with external link icon on 2nd card — different CTA from 'Easy Apply'. User has no warning before being redirected to company site
- ▶ Job match is 'high' but actionable details ('Show match details') are Premium-only — free users see only a generic badge
- ▶ Filter bar shows 'Jobs, Date posted, Remote, SaaS, B2B...' — too many tags visible simultaneously (Miller's Law violation)

Job Detail — Applicant Count & Premium Paywall

Raw count — no match context



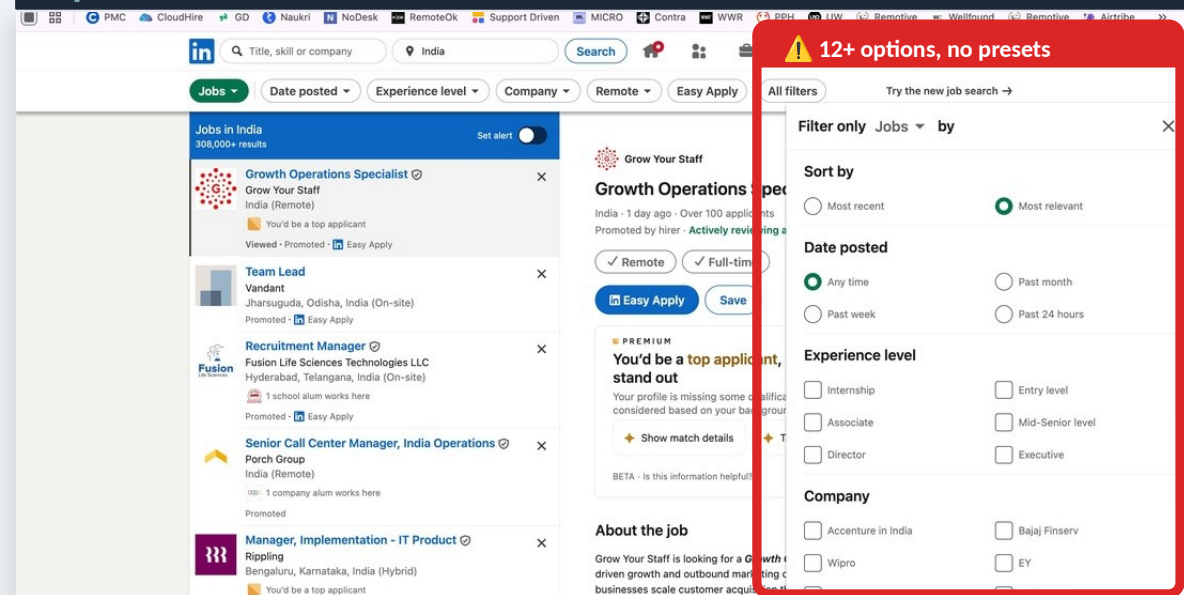
Match score: Premium paywall



'Over 100 people clicked apply' shown with zero competitive context — match data locked behind Premium

- ▶ 'Over 100 people clicked apply' in the header — a discouraging raw count with no personalized match signal for the viewer
- ▶ Premium badge: 'Job match is high, we can help you stand out' — actionable match data paywalled, creating unfair two-tier experience
- ▶ 'Promoted by hirer · Responses managed off LinkedIn' — recruiter quality signal buried in small text, easy to miss

All Filters Panel — Full-Screen Modal



12+ options in a full-screen modal — no grouping, no saved presets, filters reset every session

- ▶ Filter modal shows Sort by, Date posted, Experience level, Company — all in one unbroken scroll with no category grouping
- ▶ No saved filter presets ('Remote PM Roles') — users must recreate the same filter combination from scratch every session
- ▶ 'Show results' CTA buried at bottom — users must scroll to apply after selecting. Violates H6 Recognition over Recall

Step 1 of 3 — Contact Info (0% complete)

Invisible 0% — no step count

Contact info



Divya Kumar

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| SaaS | HRMS | SLA & Escalation Management | Process Automation | Team Leadership
Chennai, Tamil Nadu, India

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Progress bar shows 0% — no step counter anywhere in the form

Step 3 of 3 — Review Application (100%)

100% — step count never shown

Review your application

The employer will also receive a copy of your profile.

Contact info

Edit



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100% on the review screen — user was NEVER told this was Step 3 of 3

► Progress reaches 100% but 'Step 3 of 3' was never shown. The whole 3-step journey had no step counter.

Step 2 of 3 — Resume Upload (33% complete)

33% but no 'Step 2 of 3'

Resume

Be sure to include an updated resume in DOC, DOCX or PDF format (less than 2MB). *

DOC

Divya_Kumar_Resume_updated.docx

10 KB · Last used on 3/31/2026



PDF

Resume_Divya Kumar.pdf

216 KB · Last used on 3/12/2026



Upload resume

Tailor resume with AI

Show 3 more resumes

33% visible — progress improves but still no 'Step 2 of 3' label shown

Post-Apply Confirmation — The Application Black Hole

No tracker · No undo · No status

Your application was sent to Sectigo!

You can keep track of your application in the "Applied" tab of My Jobs

'Application sent!' — but no tracker, no status, no undo. The confirmation is the end of the road

► User sees ✓ and a 'Update profile' upsell. No pipeline tracker, no application reference, no undo/withdraw option.

01

CRITICAL

10/10

Application Black Hole [Post-Apply]

No confirmation or tracking after Easy Apply. Only a brief checkmark — no pipeline, no status, no next steps.

03

CRITICAL

8/10

Inconsistent Apply Button Labeling

4 CTA variants — 'Easy Apply', 'Apply', silent redirect, 'Apply on Company Site'. No visual hierarchy or outcome preview.

05

HIGH

7/10

100+ Applicants — No Competitive Context

Raw count shown with no match score. Qualified candidates self-select out. Competitive insight paywalled behind Premium.

07

MEDIUM

9/10

Wall-of-Text Job Descriptions

800+ word unstructured JDs, no AI summary, no skill tags. Mobile users on commutes can't scan listings quickly.

02

CRITICAL

8/10

Information Overload on Jobs Homepage

5+ promotional carousels stacked vertically bury the search bar, causing decision paralysis before users begin searching.

04

HIGH

8/10

Filter Friction — Hidden Behind Modal

All filters buried in a full-screen modal with 12+ options. No saved presets, no smart defaults. Resets every session.

06

HIGH

7/10

No Progress Indicator in Easy Apply

Multi-step form shows no step counter, no time estimate. Users abandon mid-way not knowing how far remains.

08

MEDIUM

7/10

No Undo/Withdraw After Applying

Withdraw option buried 4 taps deep. No immediate undo on confirmation screen for accidental applications.

Issue	Which Heuristic is Violated	How to Improve
Application Black Hole — no tracking after Easy Apply	H1 Visibility of System Status H3 User Control & Freedom Miller's Law · Peak-End Rule	• Kanban tracker: Applied → In Review → Offer on Jobs tab • Full confirmation card: role, company, status • Withdraw/Undo within 30 min on confirmation screen
Jobs Homepage Overload — 5+ carousels	H8 Aesthetic & Minimalist Design H6 Recognition over Recall Hick's Law · Miller's Law	• Clean homepage: Search bar → Top 3 Matches → 2 filter pills • Remove carousels; promotions in collapsible section • Single network nudge — not 5 competing sections
Inconsistent Apply Labels — 4 CTA variants	H4 Consistency & Standards H1 Visibility of System Status Jakob's Law · Tesler's Law	• 'Easy Apply (3 steps · ~2 min)' as single primary button • 'Apply on Company Site ↗' as text-only secondary link • Step count + time estimate on job card before tap
Filter Friction — 12+ options, resets each session	H6 Recognition over Recall H7 Flexibility & Efficiency Fitts's Law · Hick's Law	• Top 3 filters as inline chips: Remote / Full-Time / 24h • 'More Filters' drawer: max 3 groups × ≤7 options • 1-tap saved presets — persist across sessions
100+ Applicants — raw count, context paywalled	H2 Match System & Real World H5 Error Prevention Jakob's Law · Peak-End Rule	• 'Your profile matches 78% — You're competitive' (free) • Network insight: '2 connections work here' • 'Early applicants 2× more likely to be viewed'
No Progress Indicator in Easy Apply	H1 Visibility of System Status H7 Flexibility & Efficiency Tesler's Law · Doherty Threshold	• 'Step 2 of 4' counter + progress bar at top of every screen • Time estimate on job card: 'Easy Apply: 3 steps · ~2 min' • Auto-fill all fields; save draft + resume at any point
Wall-of-Text JDs — 800+ words, no summary	H8 Aesthetic & Minimalist H2 Match System & Real World Miller's Law · Law of Prägnanz	• AI 3-bullet 'Why this role' summary above the fold • Key requirements as scannable skill chips • Collapse full JD under 'Expand'; sticky Apply header
No Undo After Applying — withdraw buried 4 taps	H3 User Control & Freedom H5 Error Prevention Tesler's Law · Peak-End Rule	• 'Withdraw Application' button on post-apply confirmation • 30-min countdown undo: 'Withdraw · 28 min remaining' • Withdraw always visible in My Applications tracker

Nielsen's 10 Usability Heuristics

H1 Visibility of System Status #01, #03, #06

H2 Match System & Real World #05, #07

H3 User Control & Freedom #01, #08

H4 Consistency & Standards #03

H5 Error Prevention #05, #08

H6 Recognition over Recall #02, #04

H7 Flexibility & Efficiency #04, #06

H8 Aesthetic & Minimalist #02, #07

H9 Help Recognize Errors #03

UX Design Laws Applied

Hick's Law
More choices = longer decision time #02, #04

Miller's Law
Working memory holds only 7±2 chunks #01, #02, #07

Fitts's Law
Smaller / farther targets = more friction #04

Jakob's Law
Users expect product to behave like others they know #03, #05

Tesler's Law
Every process has complexity — design must absorb it #03, #06, #08

Peak-End Rule
Experience judged by peak moment + final end state #01, #05, #08

Law of Prägnanz
People interpret visuals in simplest possible way #07

Doherty Threshold
System must respond within 400ms or users disengage #06

A. UI/UX Improvements — Before → After (detail on slides 9–12)

Application Tracker

BEFORE

Checkmark + upsell. No pipeline, no status, no undo visible.

AFTER

Kanban tracker (Applied → In Review → Interviewing → Offer) + 30-min Undo.

Jobs Tab Homepage

BEFORE

5+ stacked carousels; search bar buried. Promoted mixes with organic.

AFTER

Search bar top → Top 3 Matches with % → 1 network nudge → 2 filter pills.

Apply CTA Hierarchy

BEFORE

4 button variants — Easy Apply, Apply, Apply ↗, Company Site — no hierarchy.

AFTER

'Easy Apply (3 steps · ~2 min)' as single primary button. Company Site as text-link.

Progress Indicator

BEFORE

0% progress bar barely visible. No step count. User never knows remaining.

AFTER

'Step 2 of 3' counter + visible progress bar. Time estimate on job card before entry.

B Improve Clarity, Hierarchy & Usability → C Reduce Friction in the Selected Flow

Full breakdown on slides 13–14

Application Tracker

05 / 09

BEFORE

Checkmark + upsell. No pipeline, no status, no undo option visible.

AFTER

Kanban tracker (Applied → In Review → Interviewing → Offer) pinned to Jobs tab + confirmation card with 30-min Undo.

Your applications

Track every application from submitted to offer.

 **Applied** 0

Nothing here yet

 **In Review** 1

 **UX Researcher**
Airbnb

3 days ago Hybrid

 **Interviewing** 1

 **Data Scientist, Marketplace**
DoorDash

1 week ago On-site

 **Offer** 0

Nothing here yet

Jobs Tab Homepage

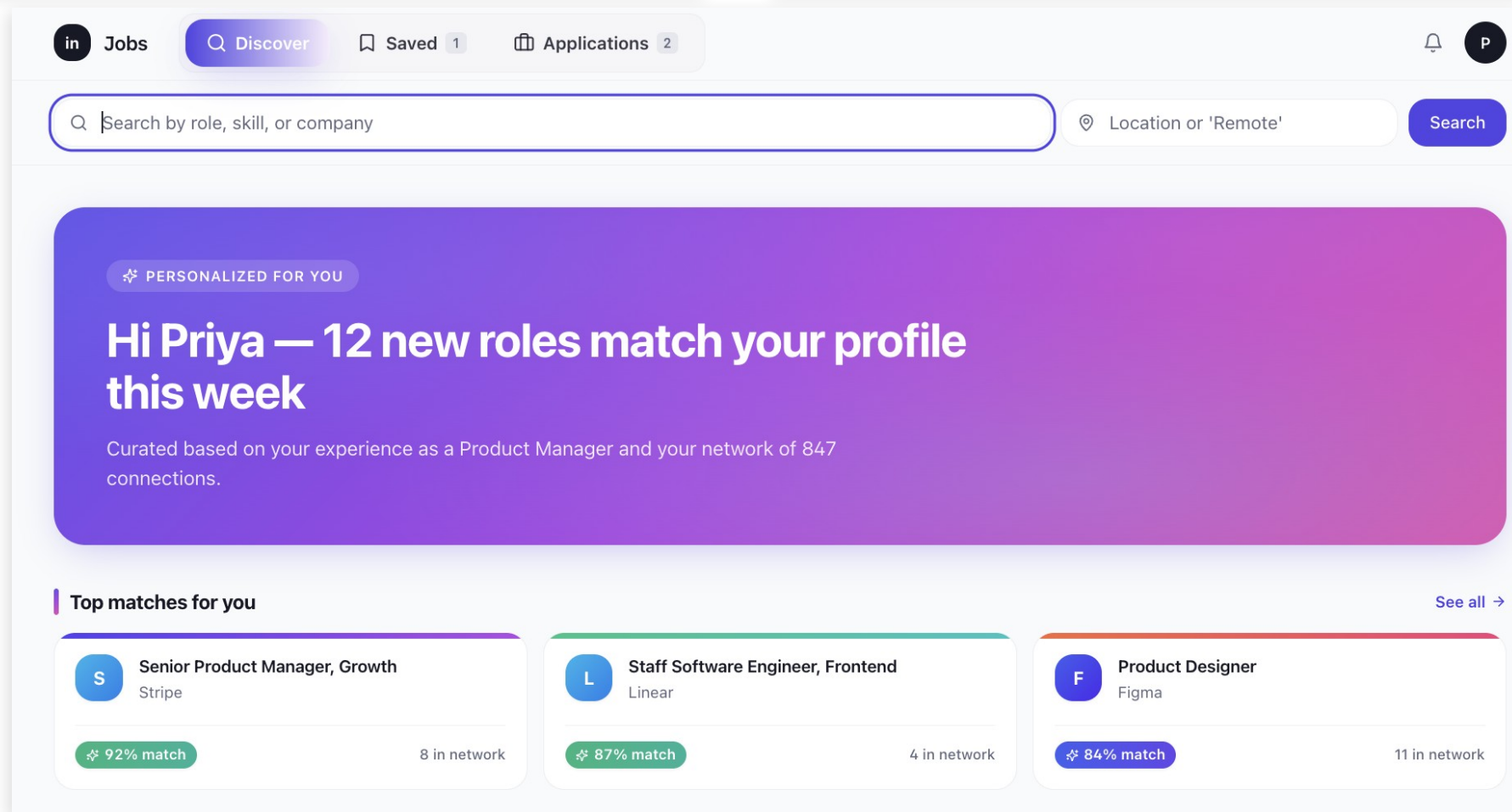
06 / 09

BEFORE

5+ stacked carousels; search bar buried. Promoted mixes with organic.

AFTER

Search bar top → Top 3 Matches with % → 1 network nudge → 2 filter pills only.



Apply CTA Hierarchy

07 / 09

BEFORE

4 button variants — Easy Apply, Apply, Apply ↗, Apply on Company Site — no hierarchy.

AFTER

'Easy Apply (3 steps · ~2 min)' as single primary blue button. Company Site as text-link only.

Filters

Remote

Easy Apply

Entry

Mid

Senior

6 RESULTS

Sorted by match

S

Senior Product Manager, Growth

Stripe · San Francisco, CA

92% MATCH

Hybrid

\$180K+

~2 min to apply

8 in network

· 2 days ...

⚡ Easy Apply (3 steps · ~2 min)

S

Senior Product Manager, Growth

Stripe · San Francisco, CA

92% match 47 applicants · 2 days ago

⚡ Easy Apply (3 steps · ~2 min)

Save

EXPERIENCE

Senior

WORK TYPE

Hybrid

Progress Indicator

08 / 09

BEFORE

0% progress bar barely visible. No step count. User never knows remaining steps.

AFTER

'Step 2 of 3' counter + visible progress bar throughout. Time estimate on job card before entry.

S

Senior Product Manager, Growth
Stripe · San Francisco, CA

✦ 92% match ⌚ ~2 min to apply 🔑 1-tap withdraw

Contact

Confirm your details

1 / 3

33% complete

Step 1 of 3

✦

Auto-filled from your LinkedIn profile

Use different

Edit any field — your profile won't change.

FULL NAME

Priya Sharma

PHONE

+1 (415) 555-0142

EMAIL

priya.sharma@email.com

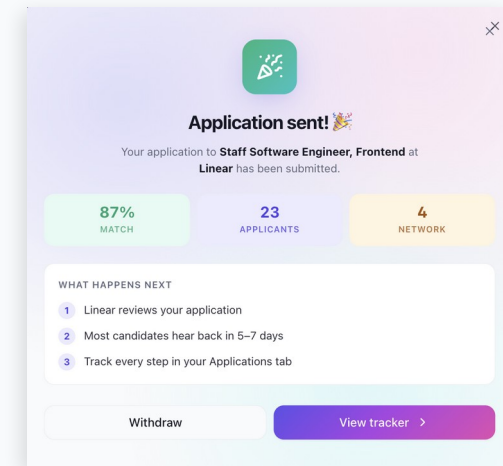
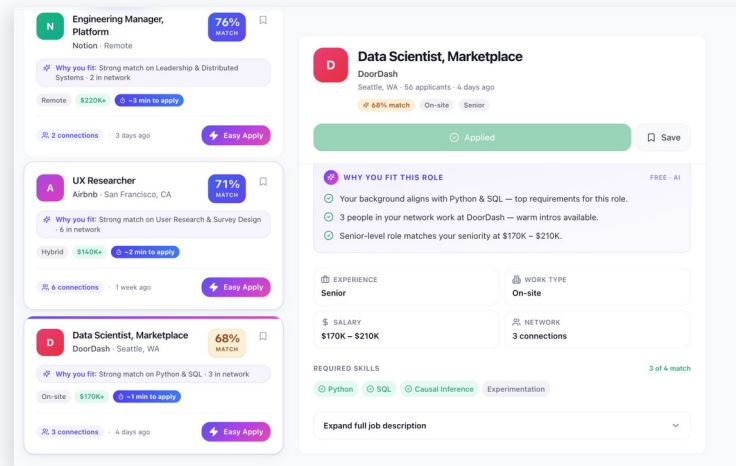
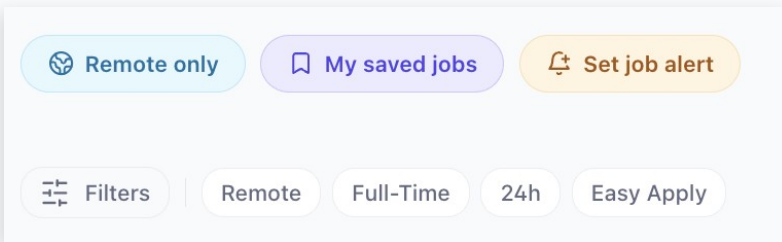
LOCATION

San Francisco, CA

Cancel

33% done

Continue >



B Improve Clarity, Hierarchy & Usability

- Job Title H1 → Company H2 → Meta → CTA — clear hierarchy; all CTAs meet WCAG AA 4.5:1
- AI 3-bullet 'Why this role' summary + skill chips above fold; JD collapsible under 'Expand'
- Filters: max 3 groups × ≤7 options; inline chips (Remote / Full-Time / 24h) always visible
- No section exceeds 7 items (Miller's Law); single high-contrast primary action per screen

C Reduce Friction in the Selected Flow

- Search: 1-tap saved presets ('Remote PM Roles'), profile-aware autocomplete always on
- Apply: full auto-fill + edit preview; 'Step 2 of 3' + progress bar; save draft + resume
- Post-apply: confirmation card, 30-min Undo, Kanban tracker auto-updates immediately
- AI 'Why you fit this role' 3-reason summary above every listing — no Premium paywall

From Friction to Flow

The Job Seeker's Ideal Experience



PRIORITIZATION MATRIX

LOW EFFORT × HIGH IMPACT	Consistent Apply labels · Post-apply confirmation card · Step indicator · Inline filter pills
HIGH EFFORT × HIGH IMPACT	Application Kanban tracker · AI Match Score (free tier) · Results page hierarchy redesign
LOW EFFORT × LOW IMPACT	Search autocomplete · Recent search memory · Undo withdraw countdown timer
HIGH EFFORT × LOW IMPACT	Full filter taxonomy overhaul · Job description formatting mandate across all employers

SPRINT ROADMAP

Sprint 1 · Wks 1-2	Sprint 2 · Wks 3-5	Sprint 3 · Wks 6-10
CTA labeling · Post-apply confirmation · Step indicator in Easy Apply	Application Kanban tracker · Results page hierarchy · Inline filter chips	AI match badge · Job detail AI summary · Saved filter presets · Withdraw UX