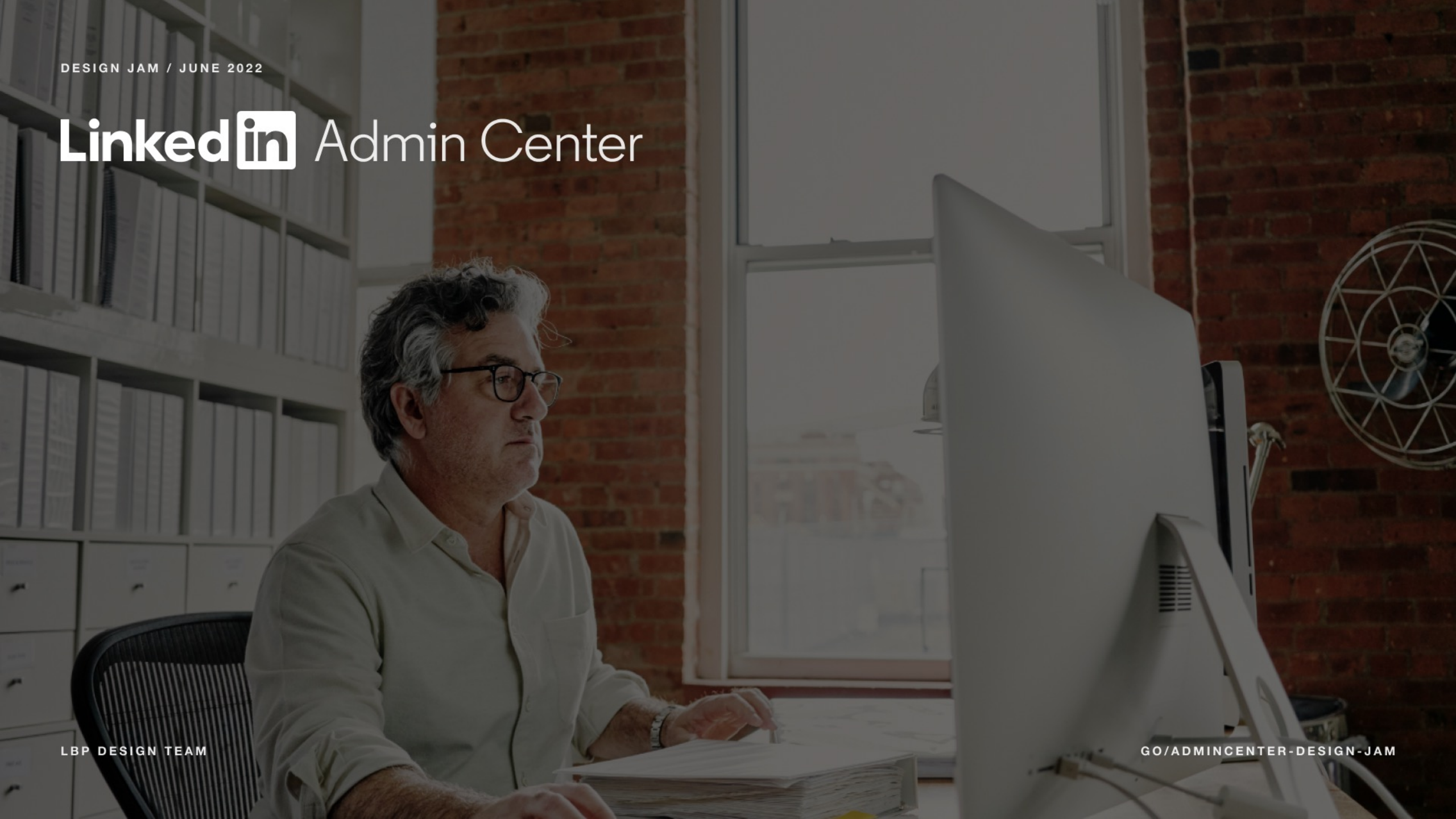
DESIGN JAM / JUNE 2022

LinkedIn Admin Center



LBP DESIGN TEAM

GO/ADMINCENTER-DESIGN-JAM

ADMIN CENTER

LinkedIn Business Platform Application (Ember)

Role: UXD Lead

LinkedIn Admin Center is the business platform approach for the purchasing and management of our enterprise products. To make conducting business with LinkedIn easier, we built self-service contract and billing capabilities for our business and field customers. Self-serve contract and billing management are table stakes in our industry. The lack of field self-serve capabilities accounts for 2 of the top 3 issues in the ease of doing business with LinkedIn.

Intro

INTRO

What is Admin Center?

Admin Center is the business platform approach for the purchasing and management of our enterprise products. To make conducting business with LinkedIn easier, we are building self service contract and billing capabilities for our business and field customers.

What is Admin Center?

Opportunities for self-serve - UXR

Admins often confound their satisfaction with the admin experience with product satisfaction

"It is impossible to reach someone with a question. The customer service is abysmal."

"Overall, it's been user friendly. I think that adding users to groups and removing them could be more user friendly.'

"Navigator has become a crucial tool for our business' prospecting efforts. I love the ease of use, customizability, and accuracy of the Navigator platform."

"I have had minimal 'after-care' since buying the license. Functions do not work since upgrading from Recruiter Lite to full Recruiter. I cannot access anyone to speak to at LinkedIn"

Onboarding

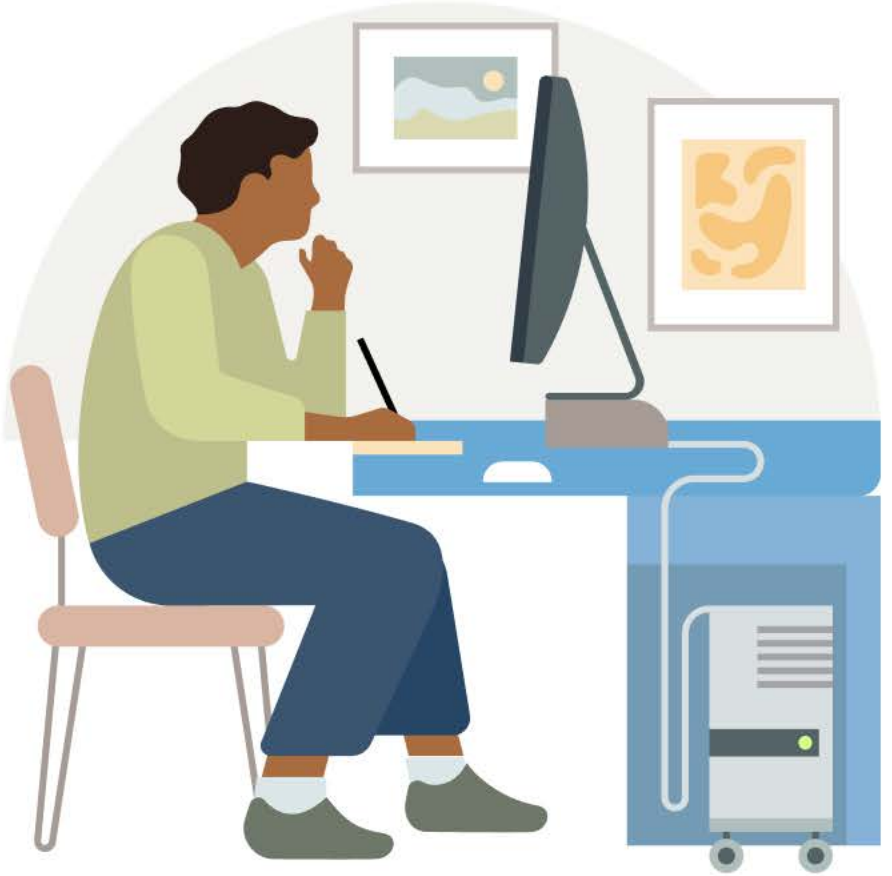
USER STORY · ONBOARDING

Arnold's user journey

For our Pilot launch we have identified a selection of users that have been granted early access to Admin Center

I would like a way to access and manage my field contracts

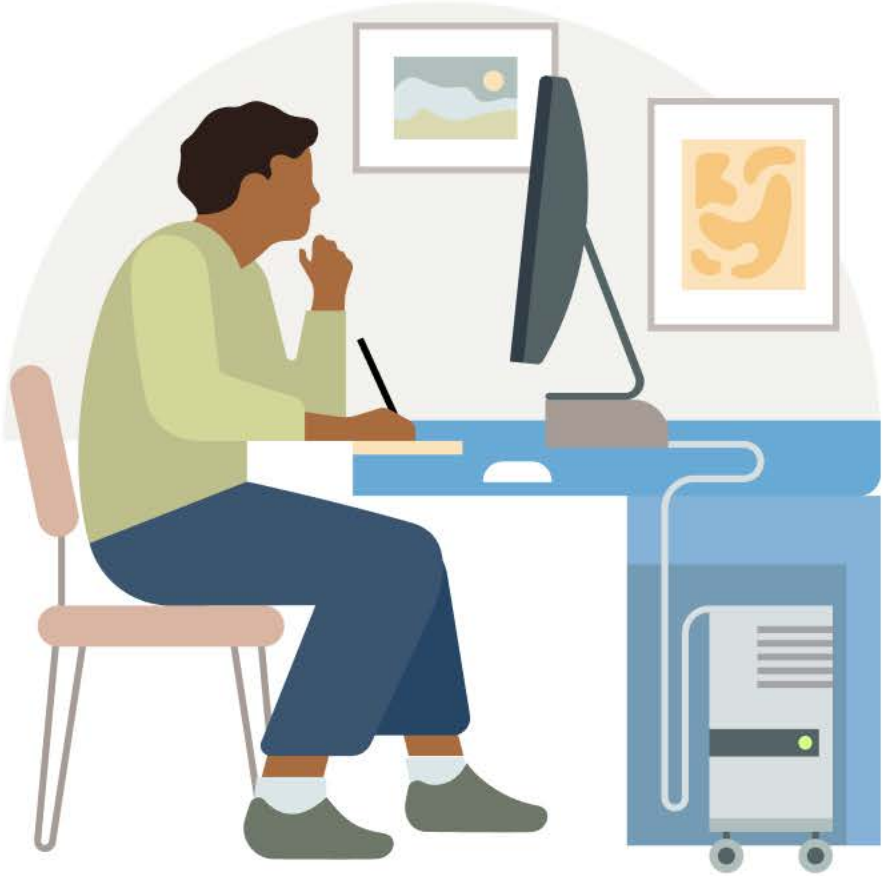
Arnold
Product Delivery Manager at Flexis



USER STORY · ONBOARDING

Arnold's user journey

1. Email invitation
2. LinkedIn sign in page
3. Account activation
4. Admin Center



USER STORY · ONBOARDING

Arnold's user journey

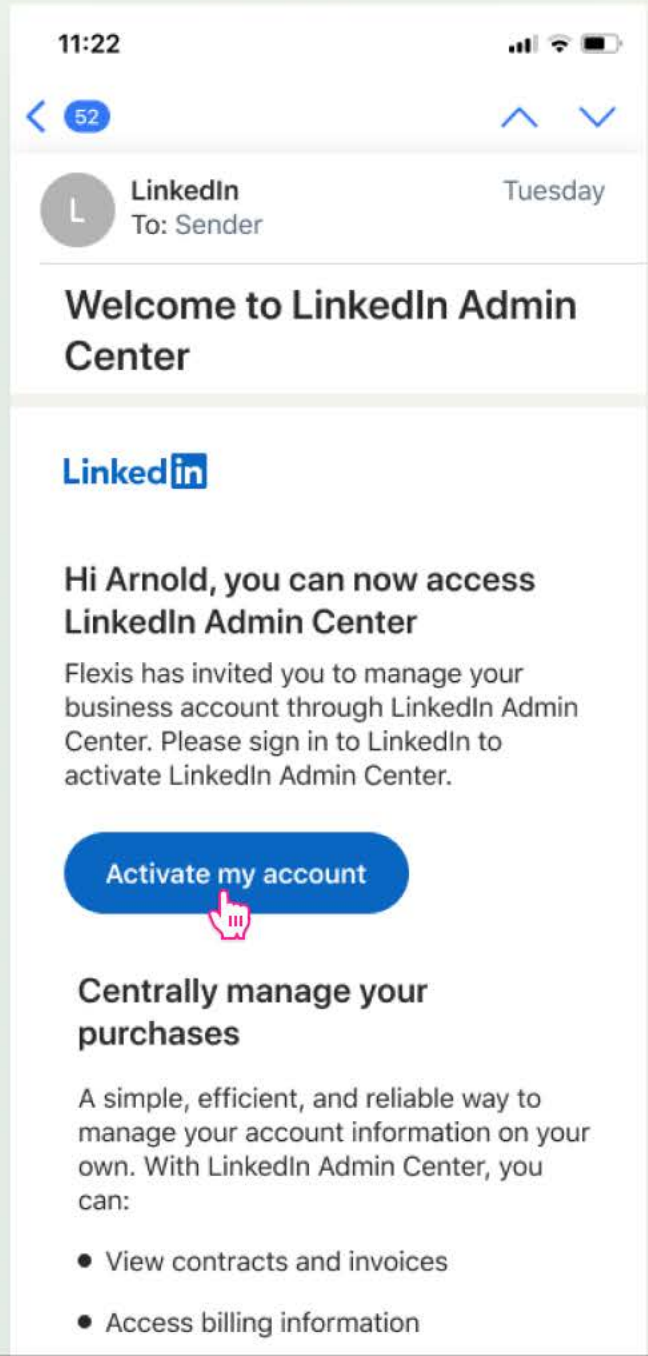
1 **Email invitation**

Arnold receives an email to join Admin Center

2 LinkedIn sign in page

3 Account activation

4 Admin Center



USER STORY · ONBOARDING

Arnold's user journey

1 Email invitation

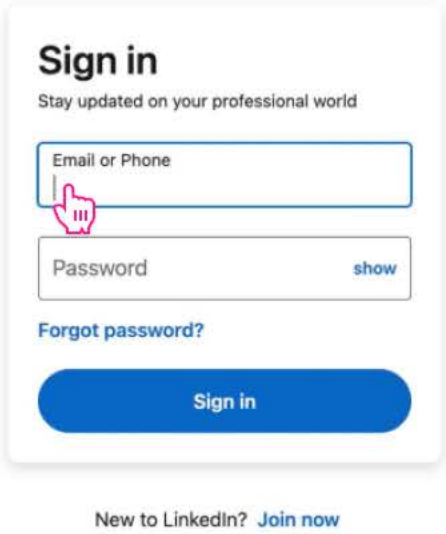
2 LinkedIn sign in page

Arnold signs in to his LinkedIn account

Flagship

3 Account activation

4 Admin Center



USER STORY · ONBOARDING

Arnold's user journey

1 Email invitation

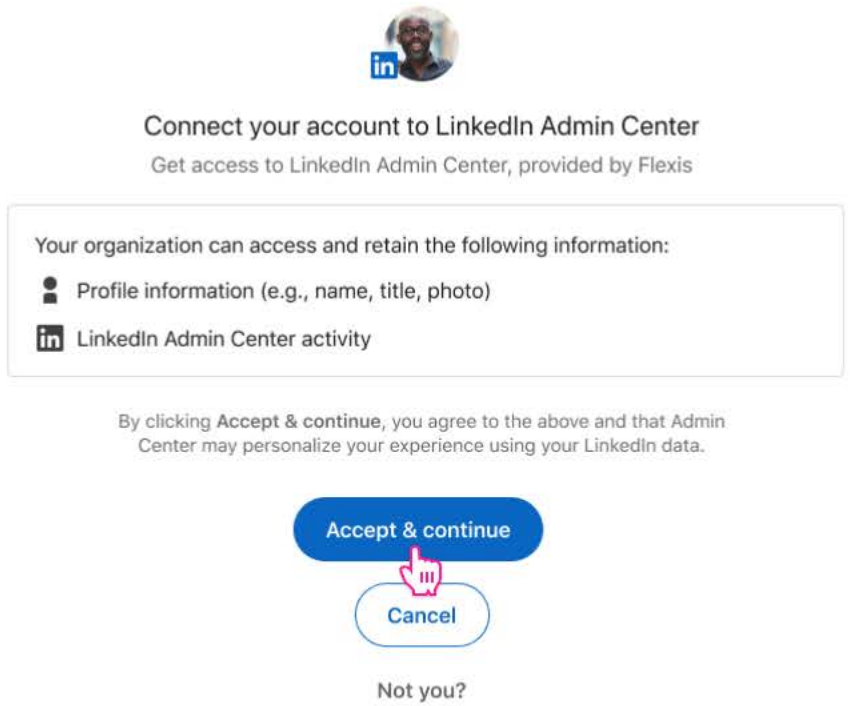
2 LinkedIn sign in page

3 **Account activation**

Upon accepting the invitation Arnold's personal LinkedIn profile is now connected to his company Flexis

Flagship

4 Admin Center



USER STORY · ONBOARDING

Arnold's user journey

1 Email invitation

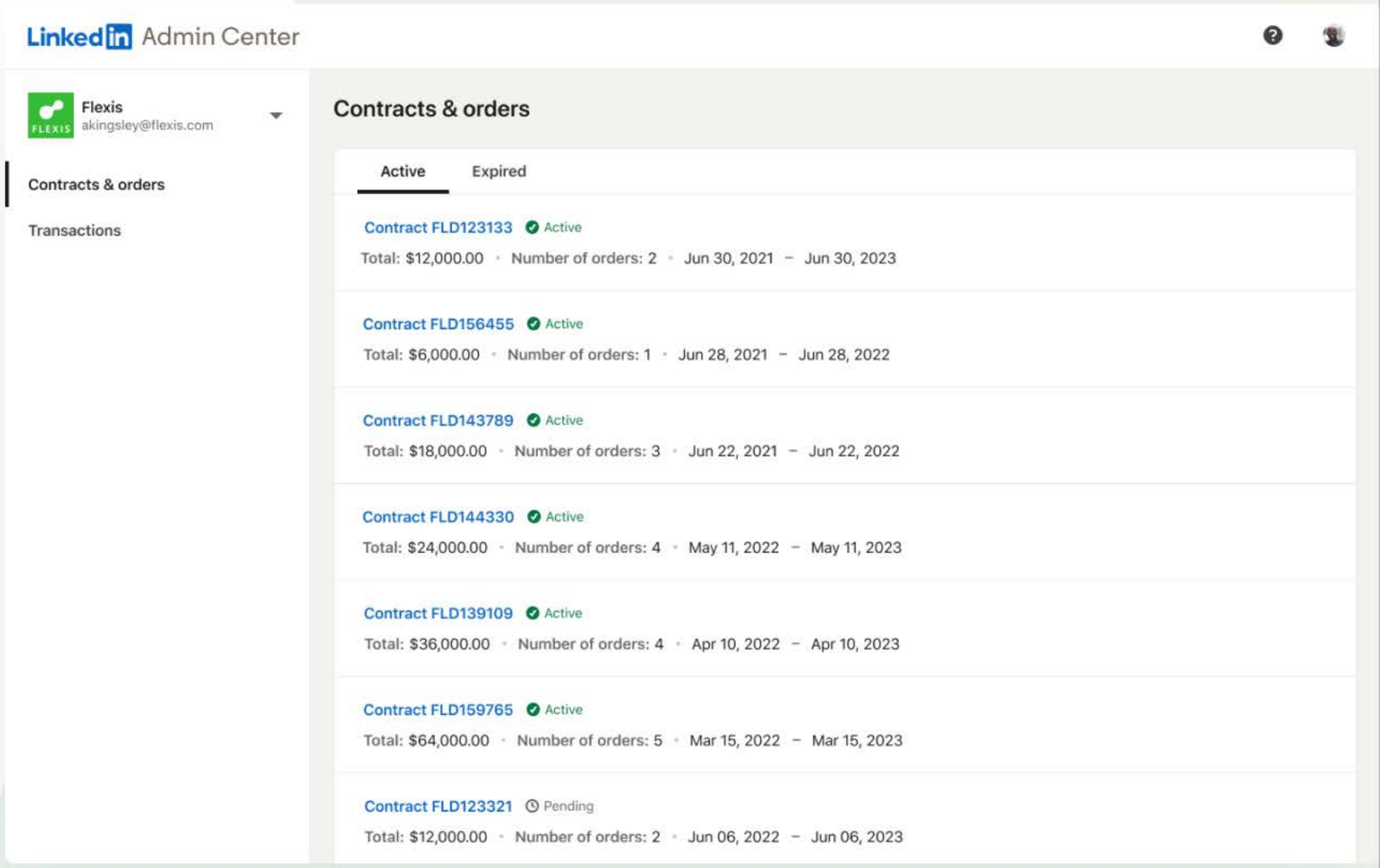
2 LinkedIn sign in page

3 Account activation

4 **Admin Center**

Arnold now has access to Admin Center Pilot where he can review his field contracts, orders, and transactions

LBP



Pilot

USER STORY · PILOT

Arnold's user journey

For our Pilot launch we have identified a selection of users that have been granted early access to Admin Center

I would like a way to access and manage my field contracts

Arnold
Product Delivery Manager at Flexis

USER STORY · PILOT

Arnold's user journey

1. Entry Point
2. Contracts & orders
3. Contract details
4. Orders & transactions
5. All transactions

USER STORY · PILOT

Arnold's user journey

1 **Entry Point**

Arnolds selects 'Access my Premium' from his LinkedIn account

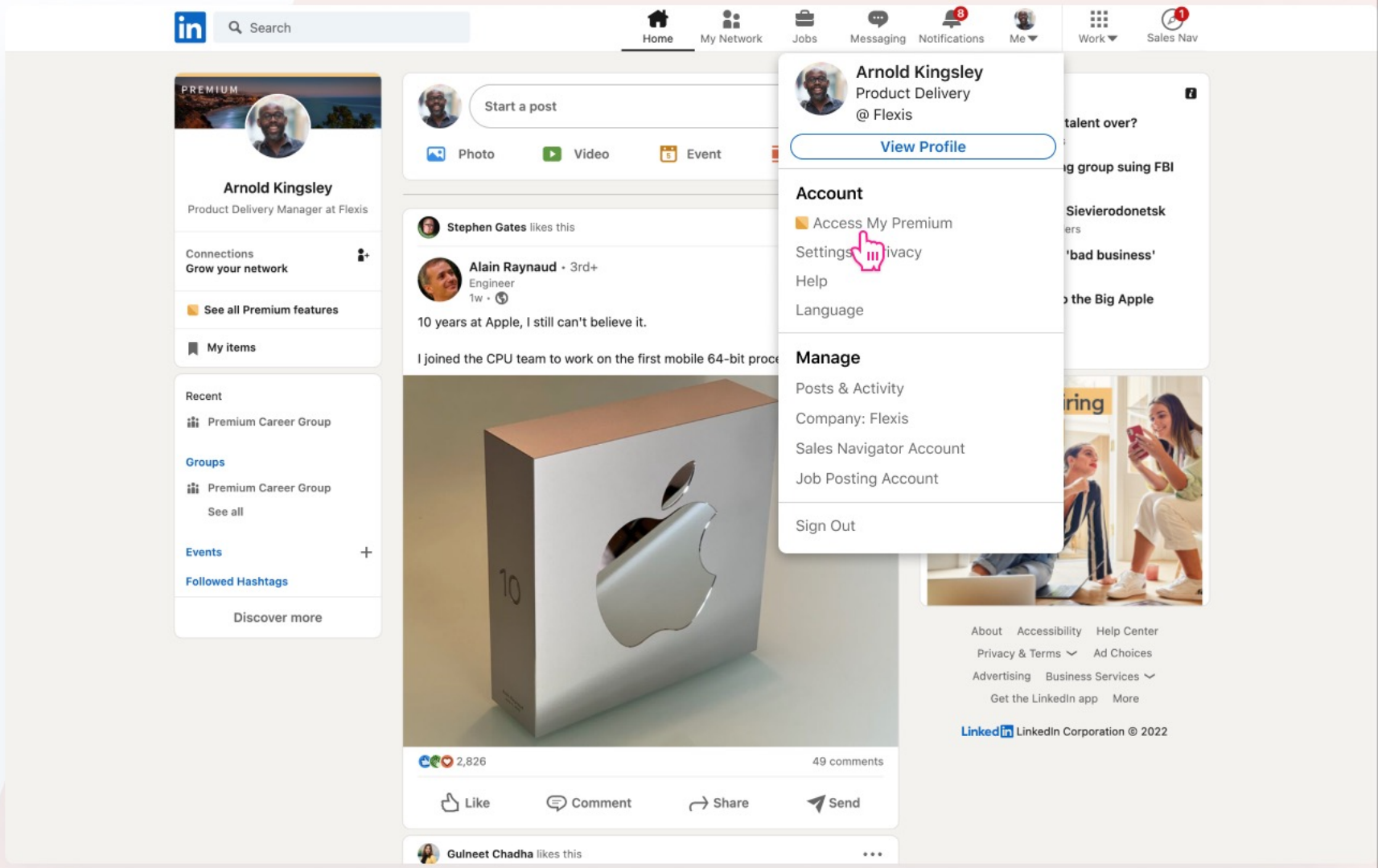
Flagship

2 Contracts & orders

3 Contract details

4 Orders & transactions

5 All transactions



USER STORY · PILOT

Arnold's user journey

1

Entry Point

Arnolds selects the entry point from Premium to Admin Center to view all of his contracts

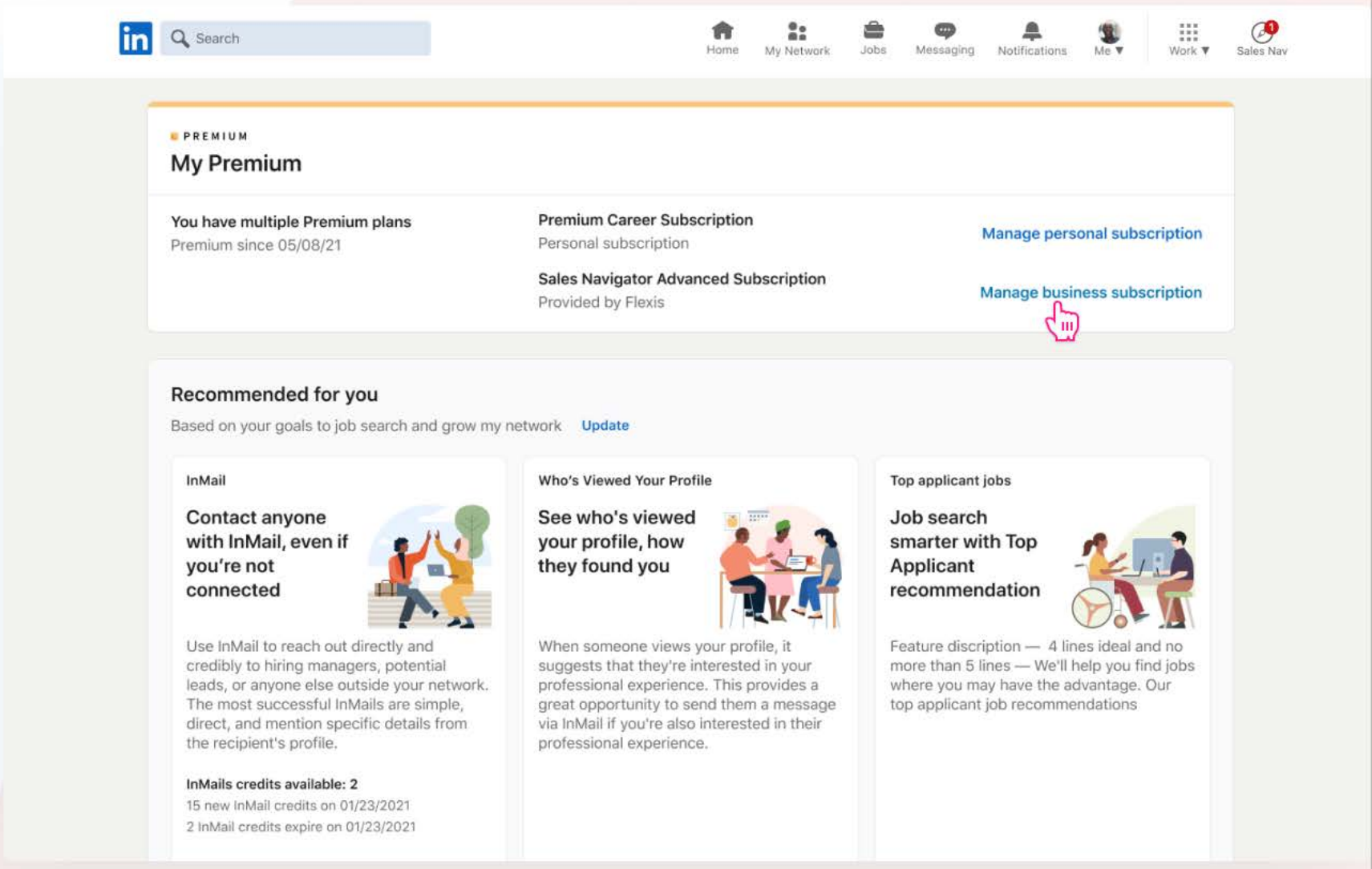
Premium

2 Contracts & orders

3 Contract details

4 Orders & transactions

5 All transactions



USER STORY · PILOT

Arnold's user journey

1 Entry point

2 **Contracts & orders**

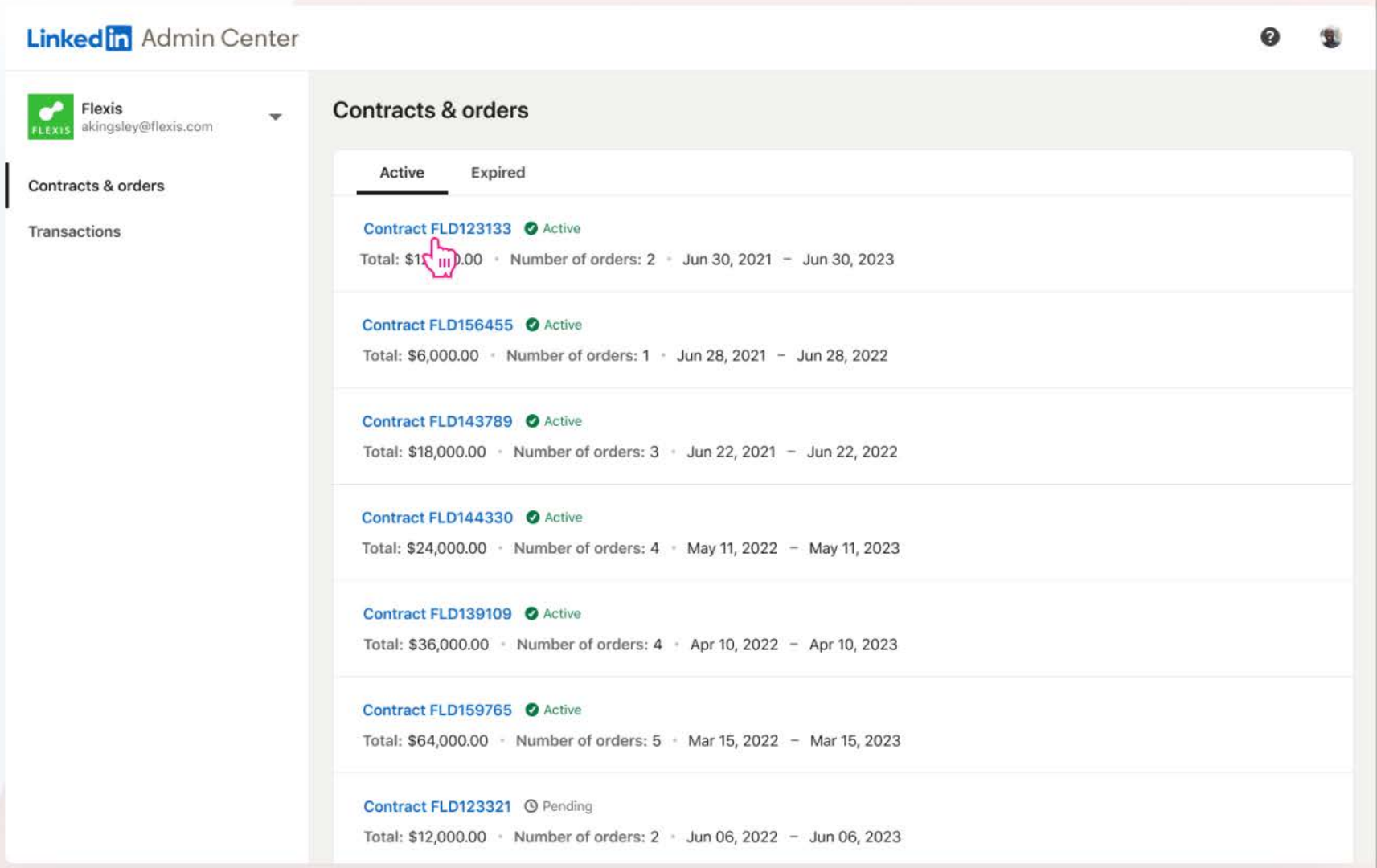
Arnold selects a contract to view additional details

LBP

3 Contract details

4 Orders & transactions

5 All transactions



USER STORY · PILOT

Arnold's user journey

1 Entry point

2 Contracts & orders

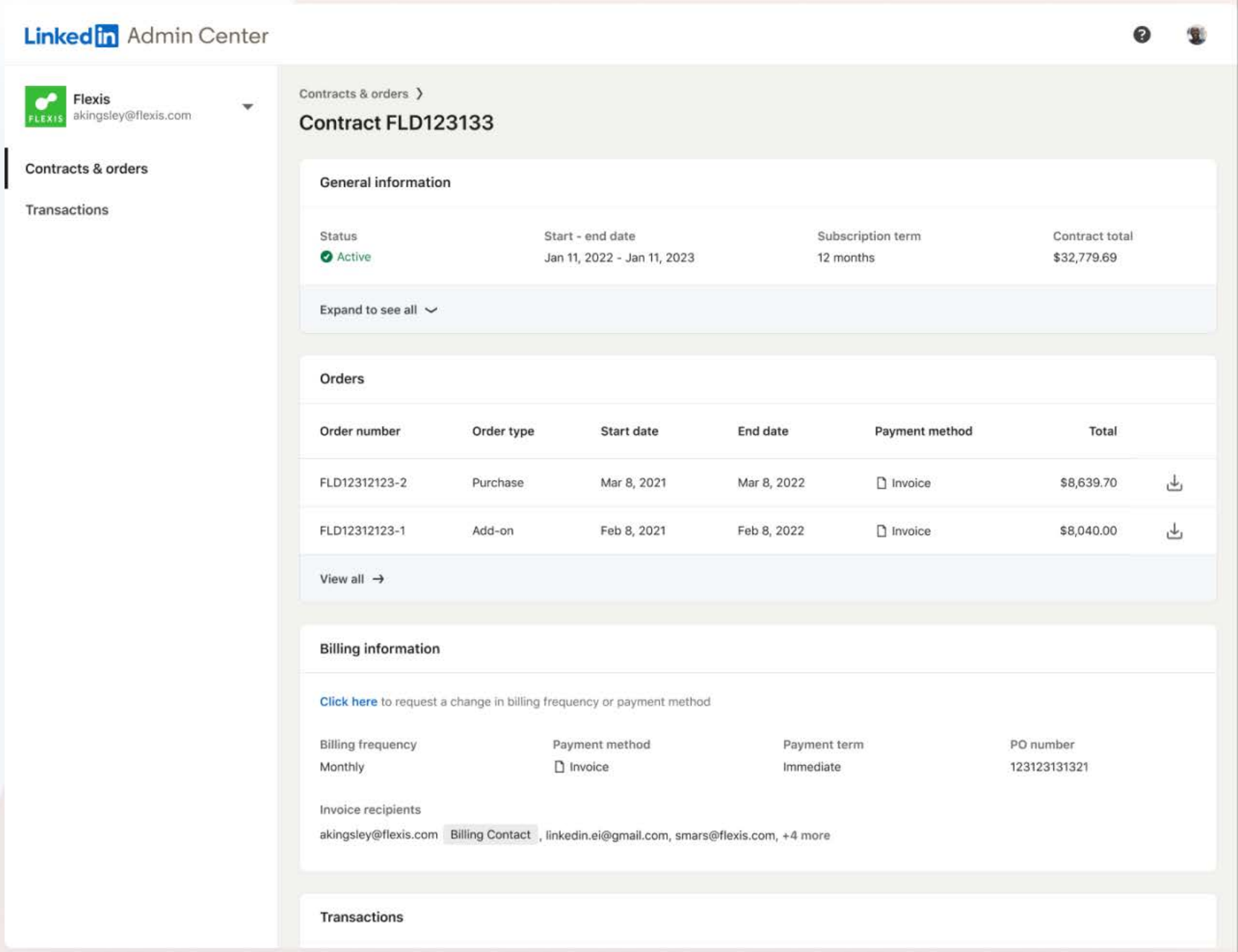
3 **Contract details**

Contract details include general information, orders, billing information, transactions, and manually onboarded admins

LBP

4 Orders & transactions

5 All transactions



USER STORY · PILOT

Arnold's user journey

1 Entry point

2 Contracts & orders

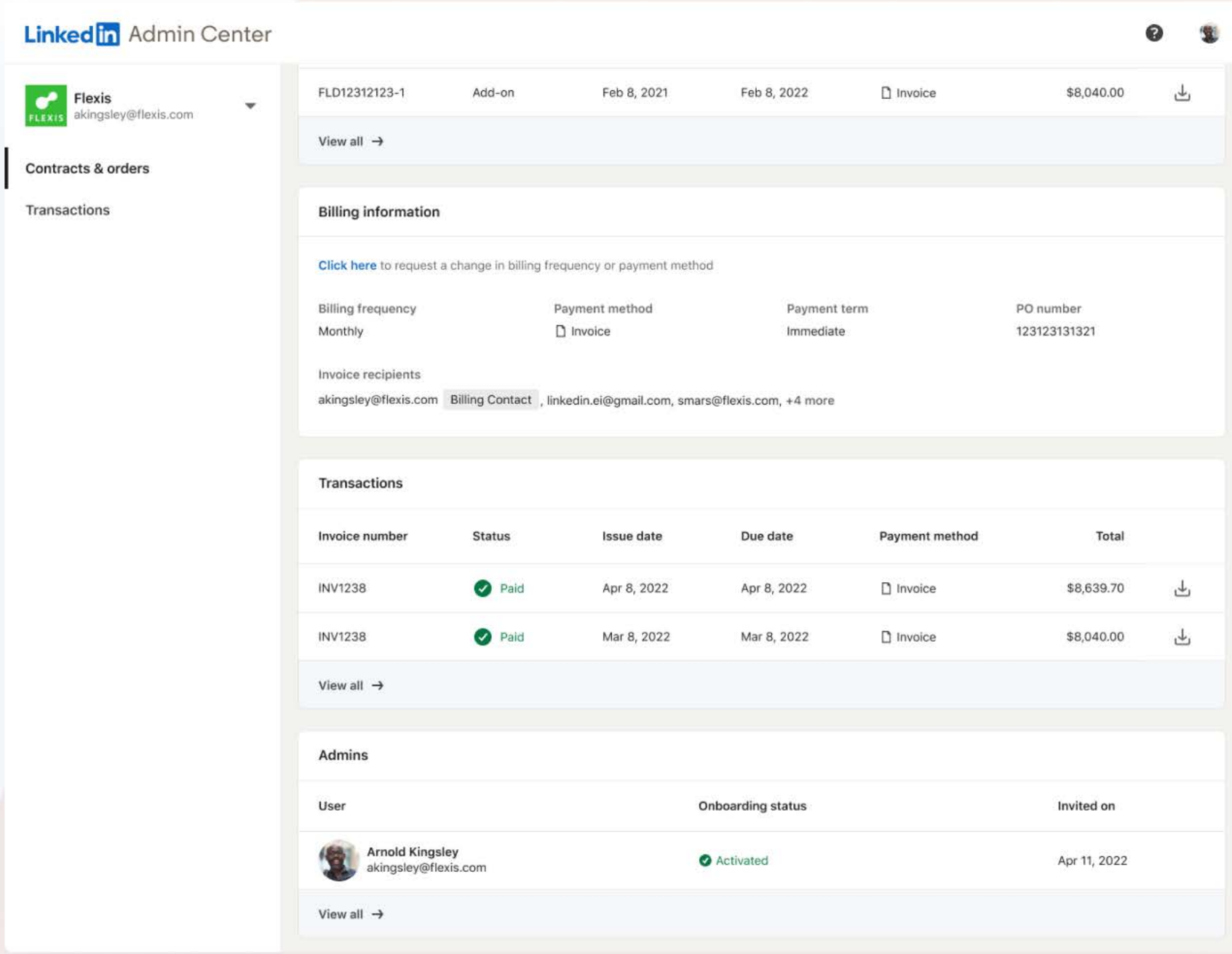
3 **Contract details**

Arnold scrolls down to see additional cards which include transactions, and manually onboarded admins

LBP

4 Orders & transactions

5 All transactions



USER STORY · PILOT

Arnold's user journey

1 Entry point

2 Contracts & orders

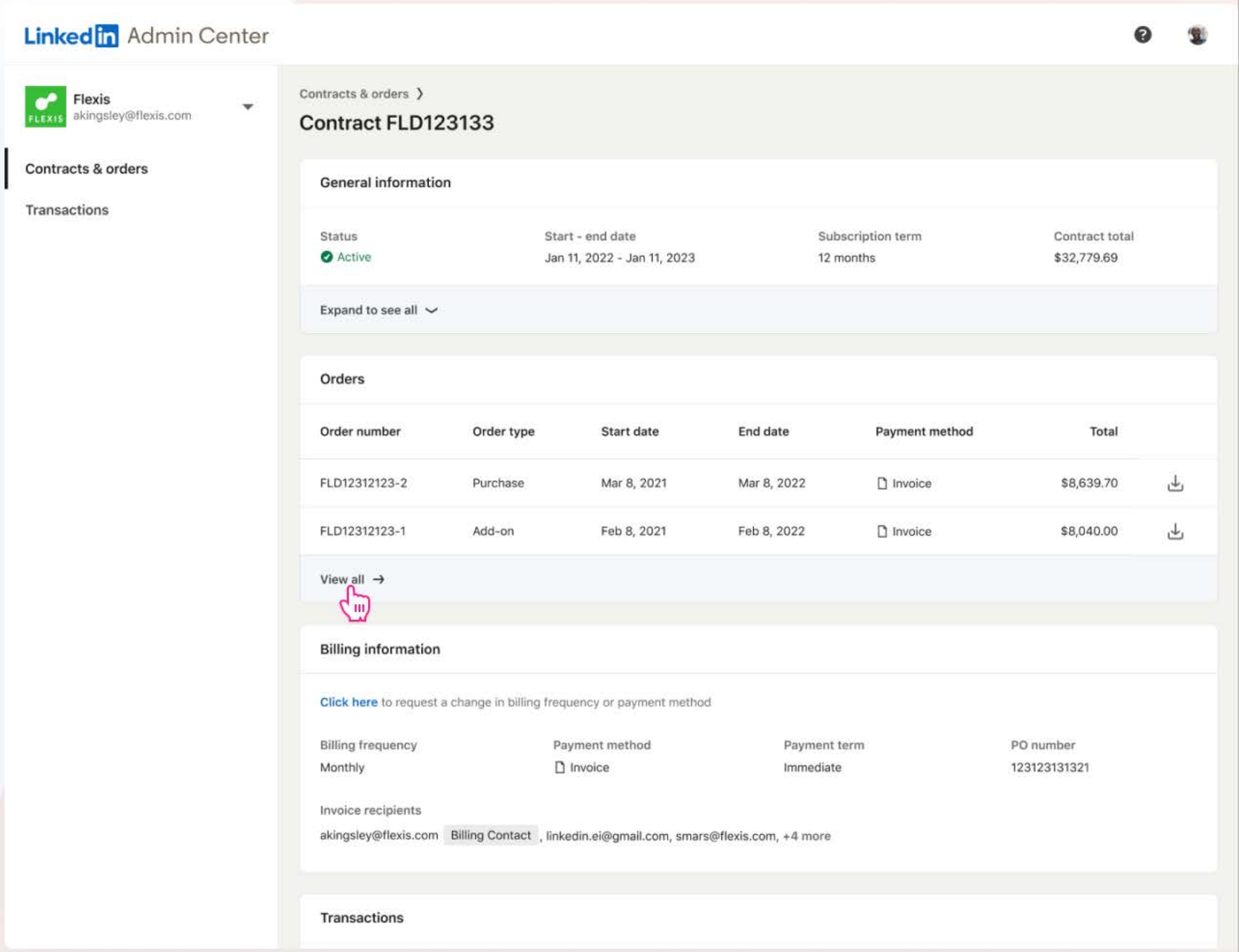
3 **Contract details**

Arnold scrolls back up and selects view all from the contract specific orders card

LBP

4 Orders & transactions

5 All transactions



USER STORY · PILOT

Arnold's user journey

1 Entry point

2 Contracts & orders

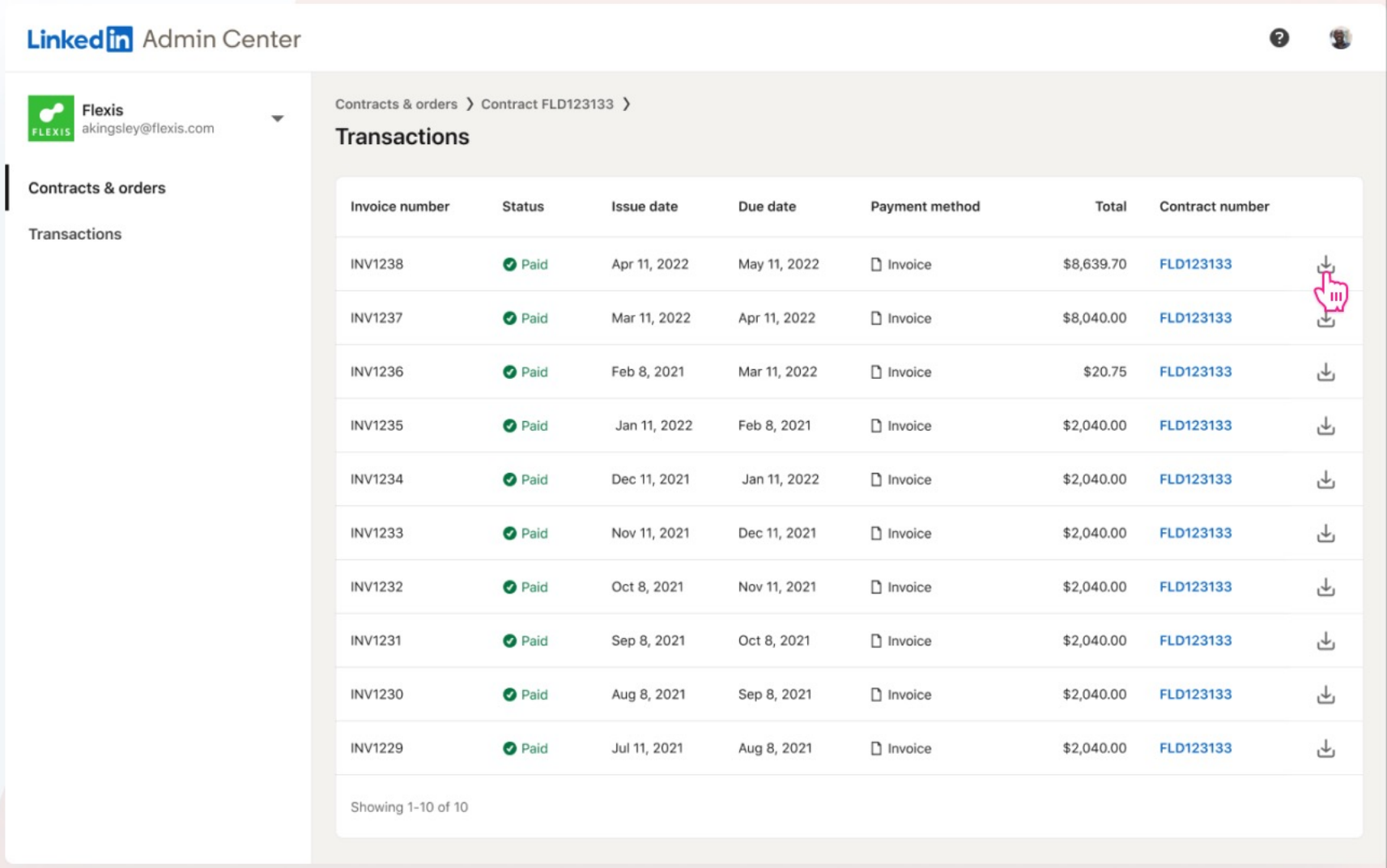
3 Contract details

4 **Orders & transactions**

Arnold selects the download icon to save a copy of this contract specific invoice

LBP

5 All transactions



USER STORY · PILOT

Arnold's user journey

1 Entry point

2 Contracts & orders

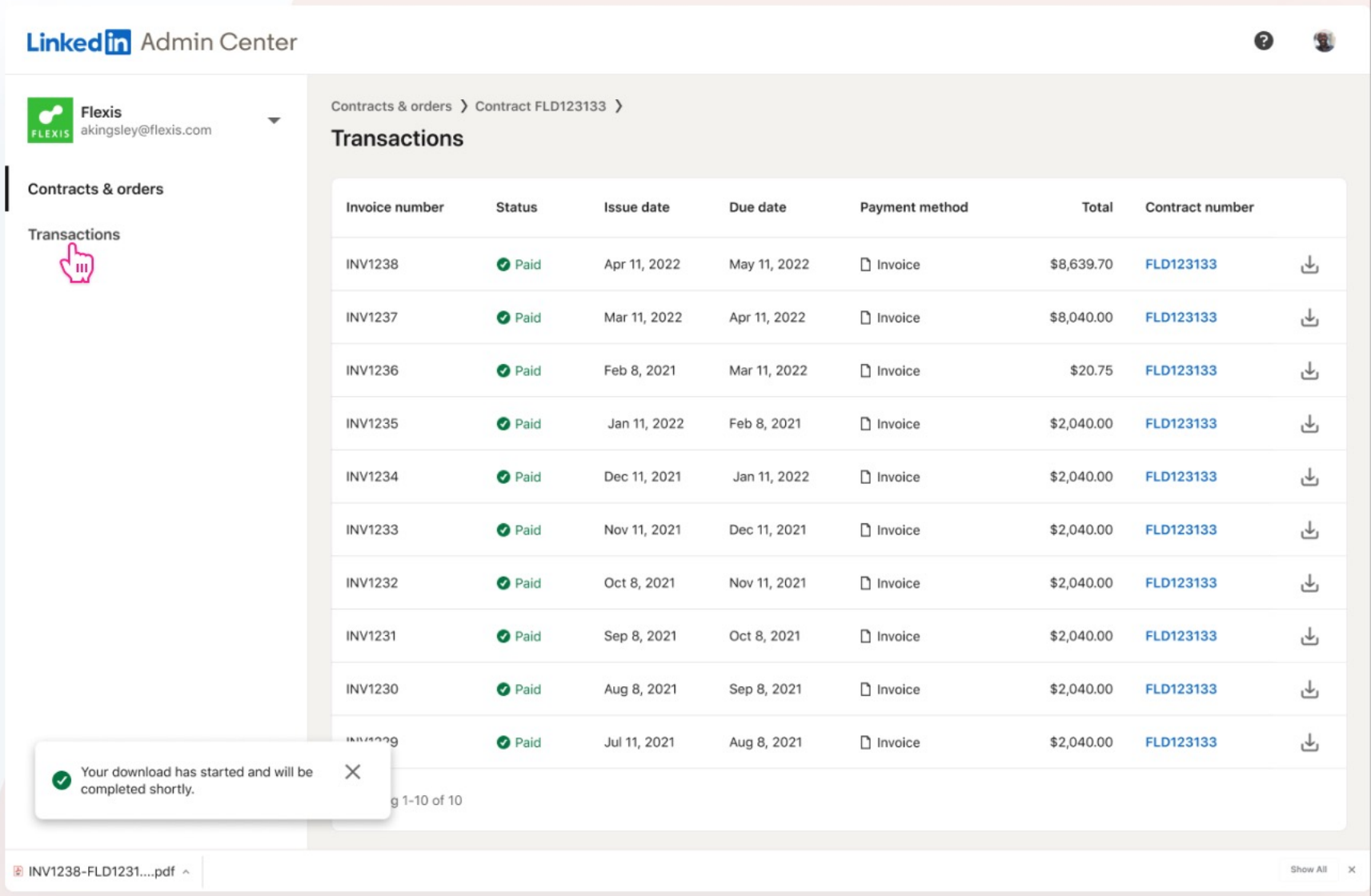
3 Contract details

4 **Orders & transactions**

A toast appears and the browser completes the download. Arnold selects Transactions from the menu

LBP

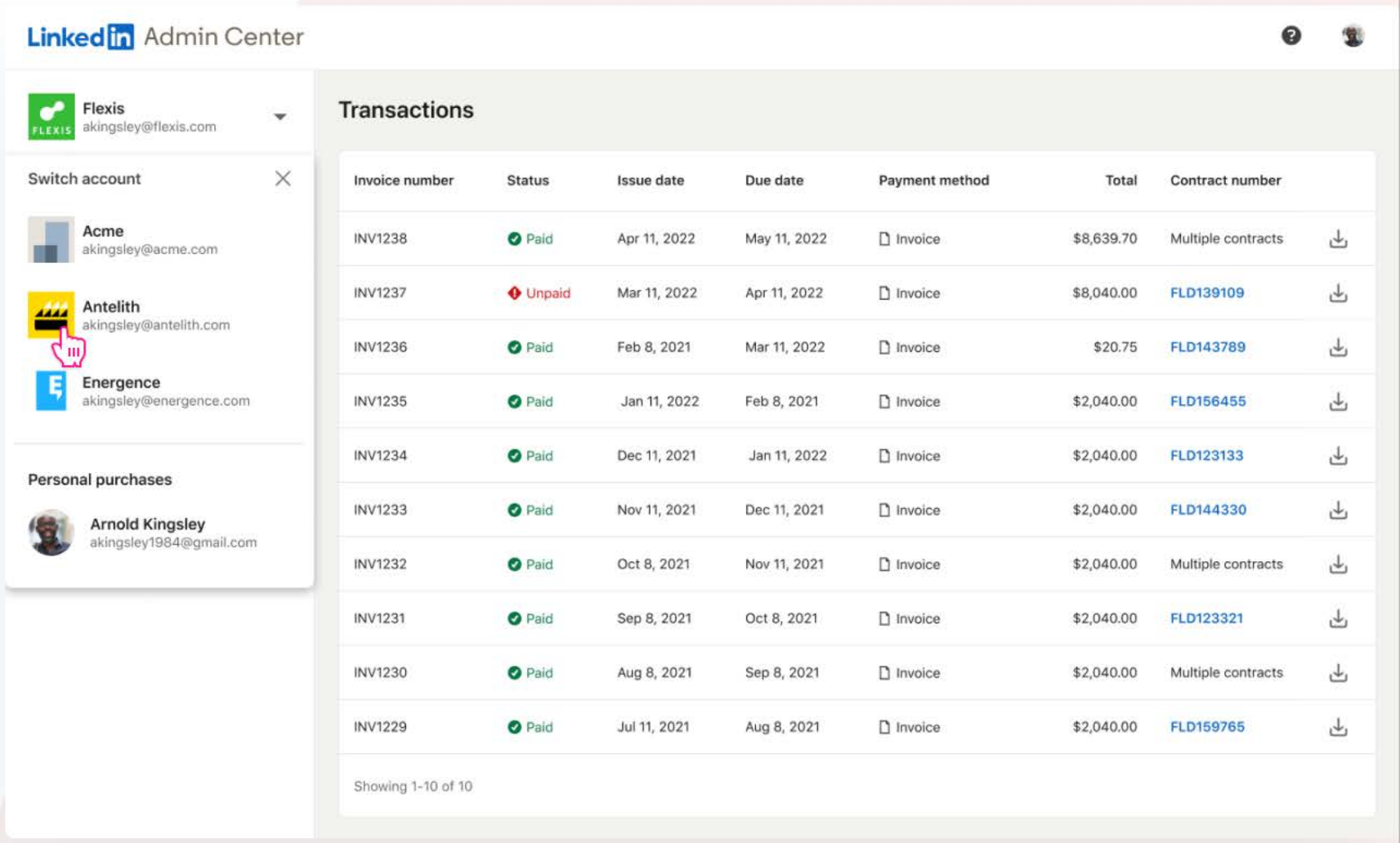
5 All transactions



USER STORY · PILOT

Arnold's user journey

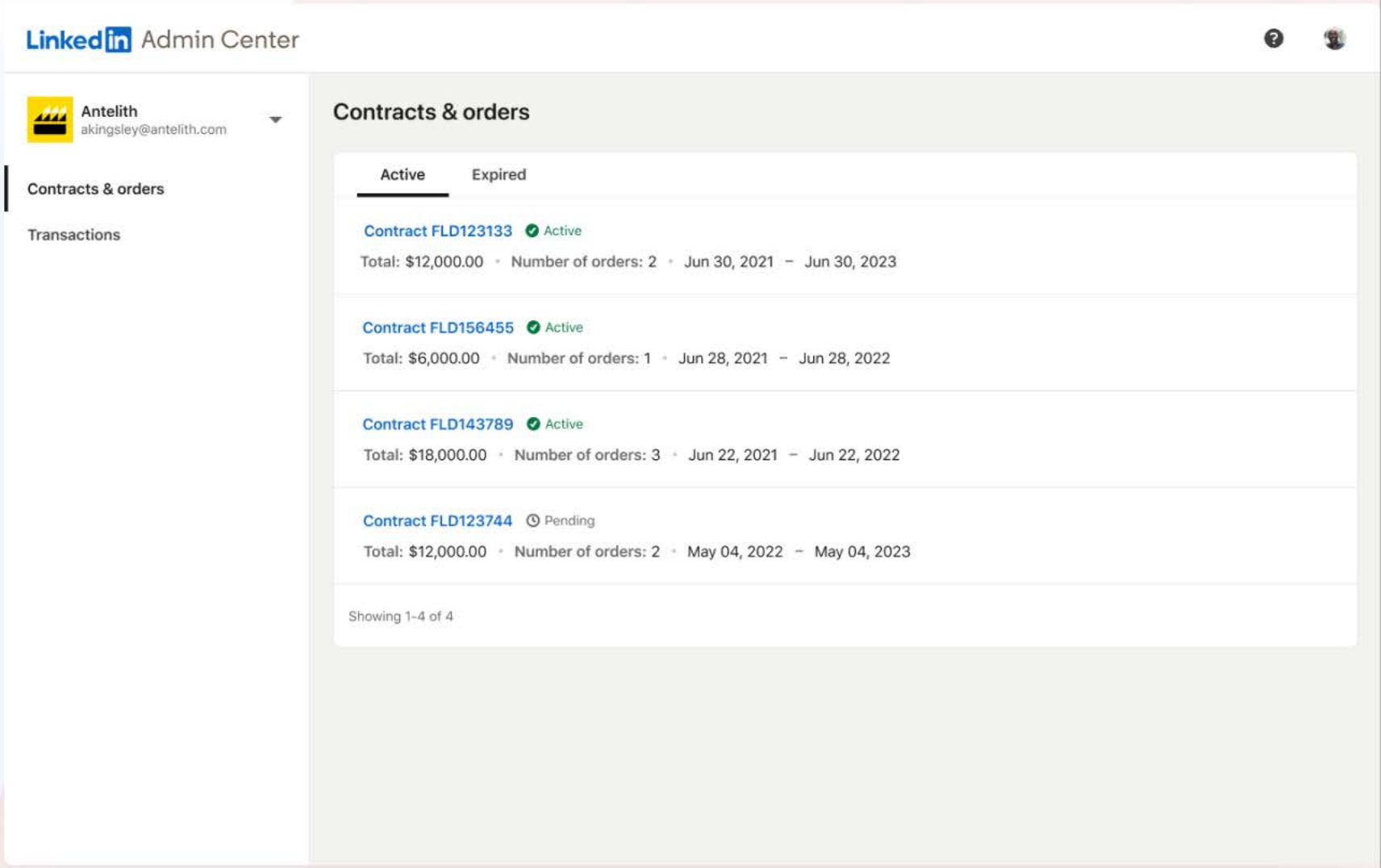
Arnold selects Antelith



USER STORY · PILOT

Arnold's user journey

Admin Center switches to the company Arnold selected and he now manaage Antelith



Pilot Wallet

USER STORY · PILOT WALLET

Arnold's user journey

For our Pilot Wallet release we have enabled our customers to add and edit payment methods. We also introduced the ability to add and manage admins

I would like a way to access and manage my field contracts and payment methods

Arnold
Product Delivery Manager at Flexis

USER STORY · PILOT WALLET

Arnold's user journey

1. Add a payment method
2. Payment actions
3. Change contract payment method
4. Change orders payment method
5. Tax information
6. Admin management

USER STORY · PILOT WALLET

Arnold's user journey

1 **Add a payment method**

Arnold selects Payment methods from the menu

LBP

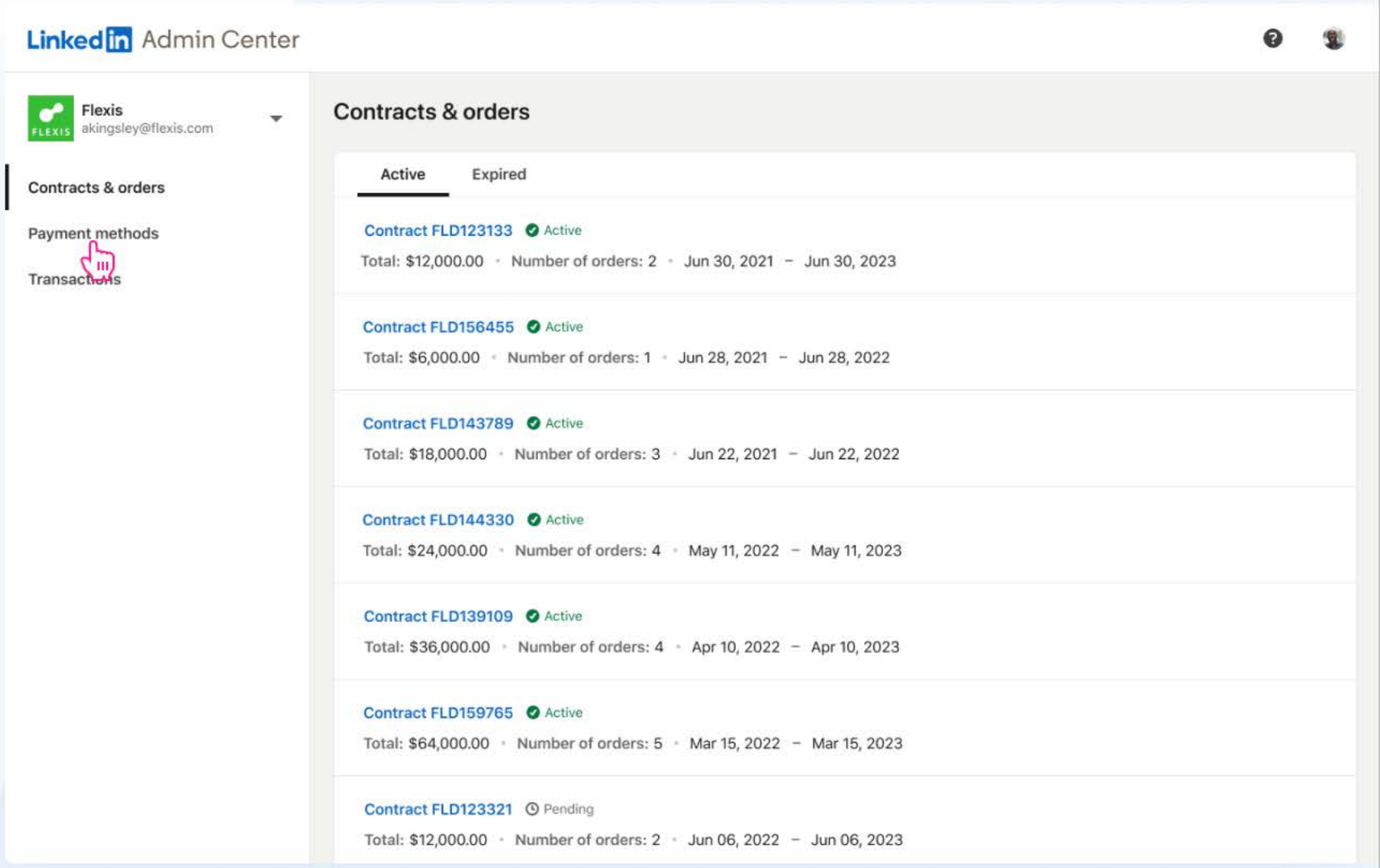
2 Payment actions

3 Change contract payment method

4 Change orders payment method

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 **Add a payment method**

Arnold does not currently have any payment methods associated with this account so he selects Add payment method

LBP

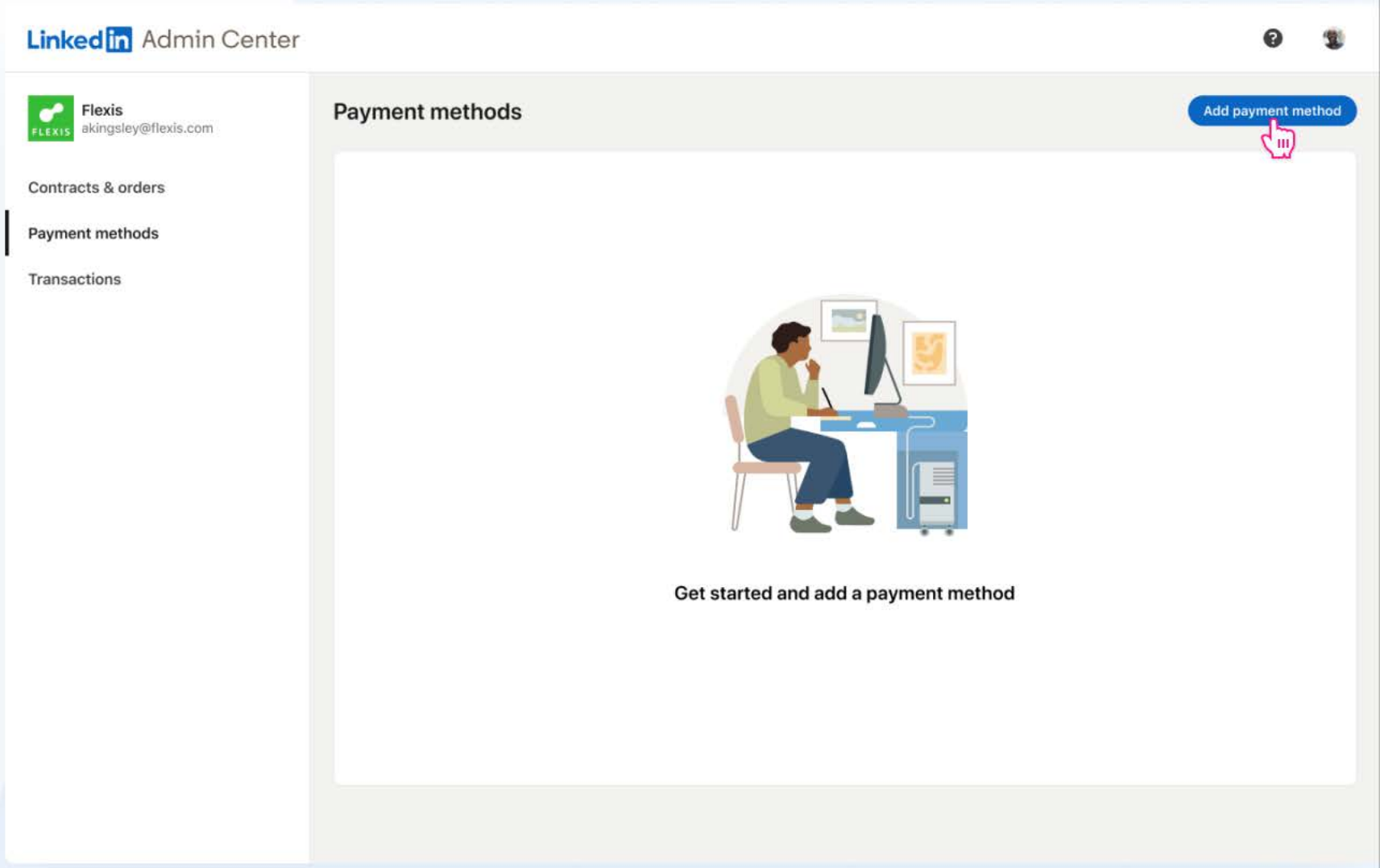
2 Payment actions

3 Change contract payment method

4 Change orders payment method

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 **Add a payment method**

Arnold selects Credit/debit card

LBP

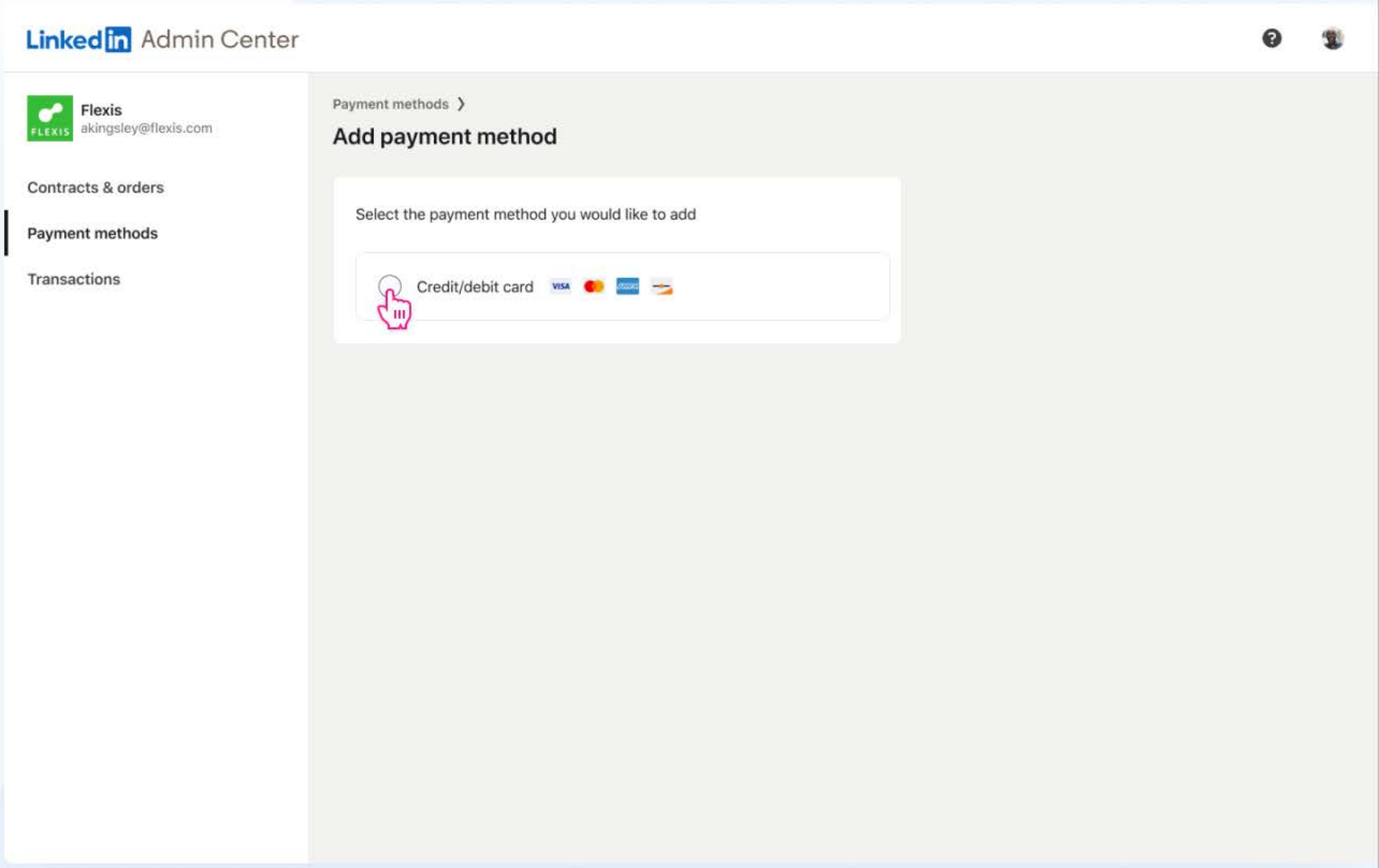
2 Payment actions

3 Change contract payment method

4 Change orders payment method

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 **Add a payment method**

Arnold enter his credit card information and selects Add card

LBP

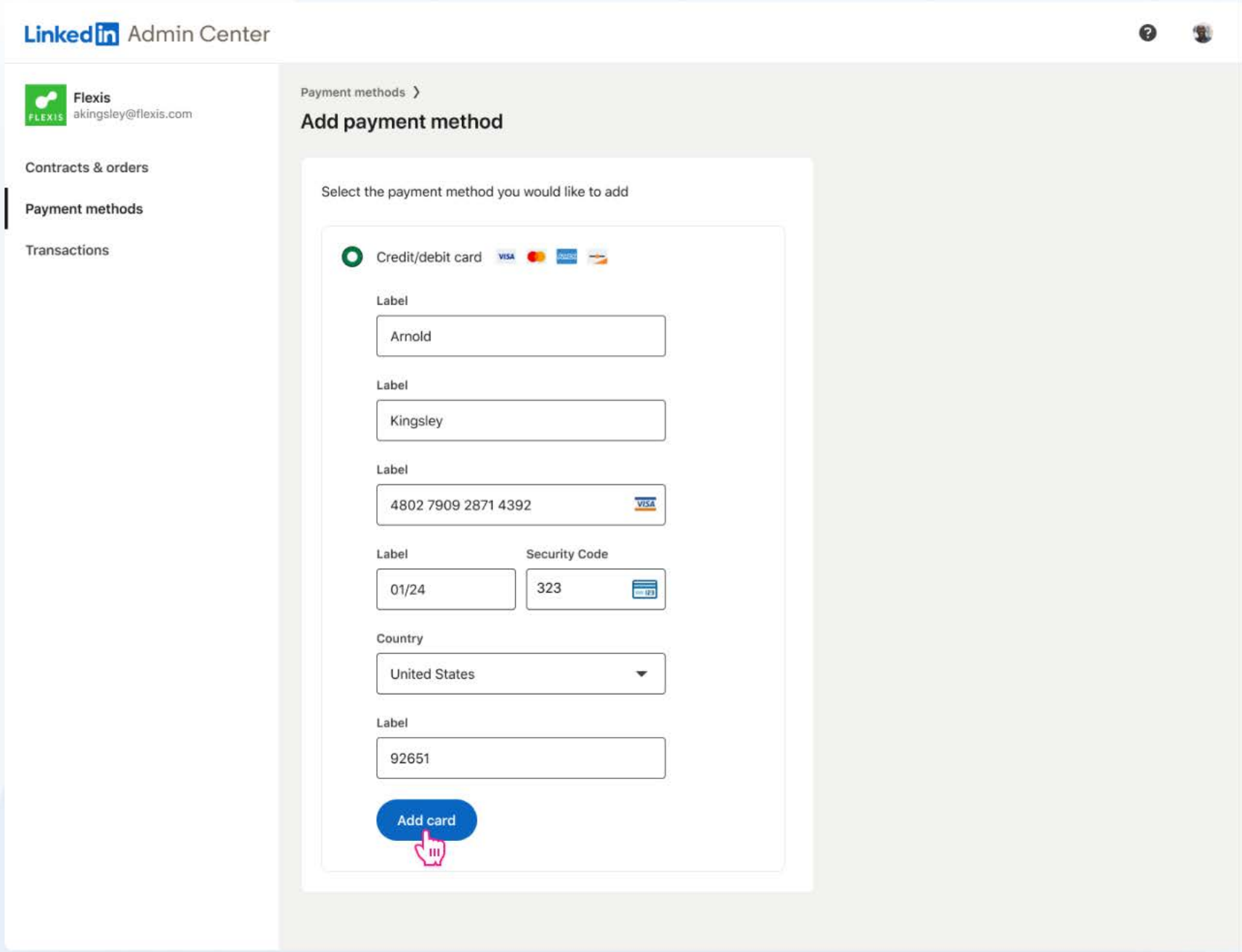
2 Payment actions

3 Change contract payment method

4 Change orders payment method

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 **Add a payment method**

A loading screen apperas while the API call is made to Arnold's financial institution

LBP

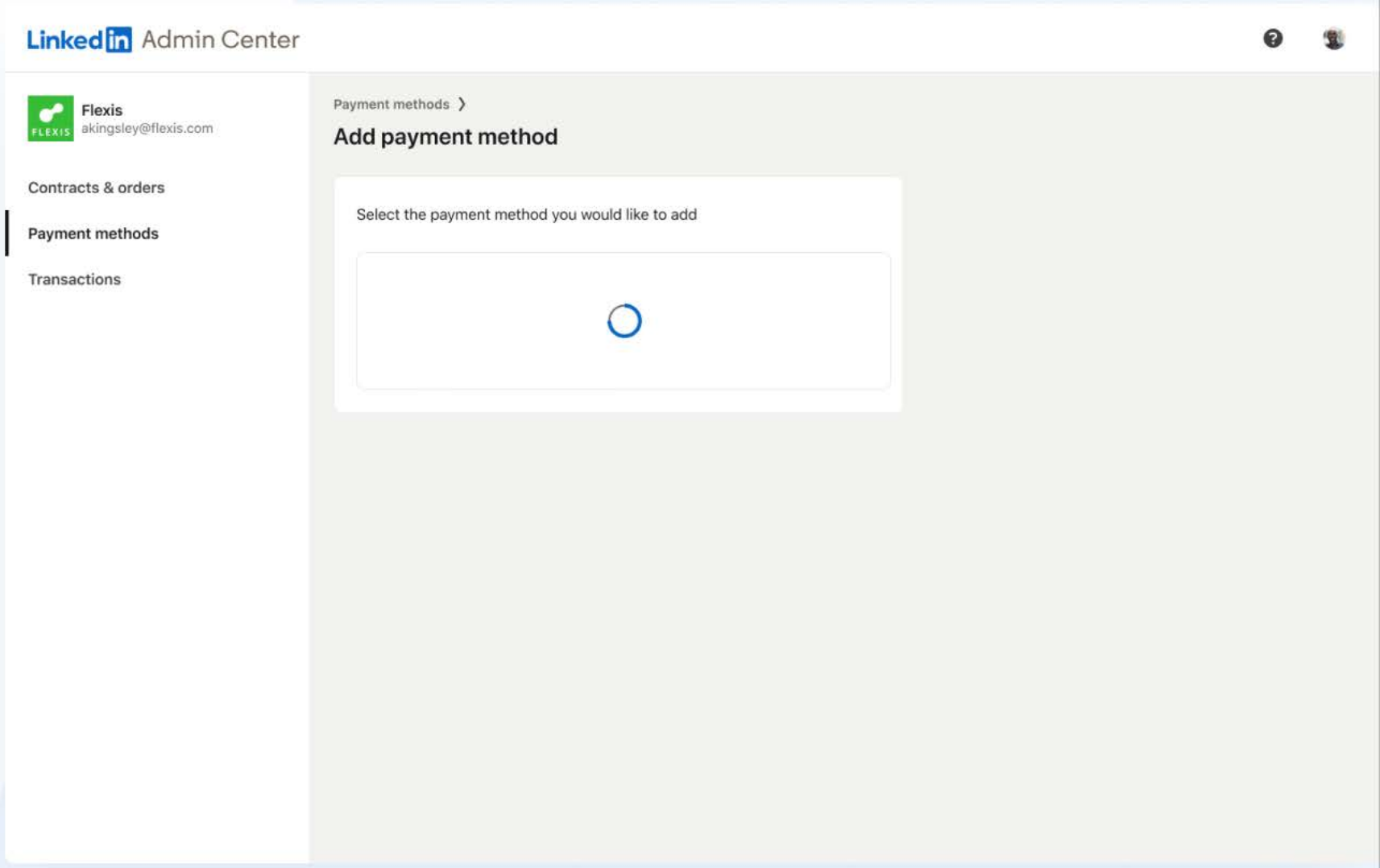
2 Payment actions

3 Change contract payment method

4 Change orders payment method

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 **Add a payment method**

Once the loading completes Arnold can see that his card has been added and a toast is displayed as a confirmation

LBP

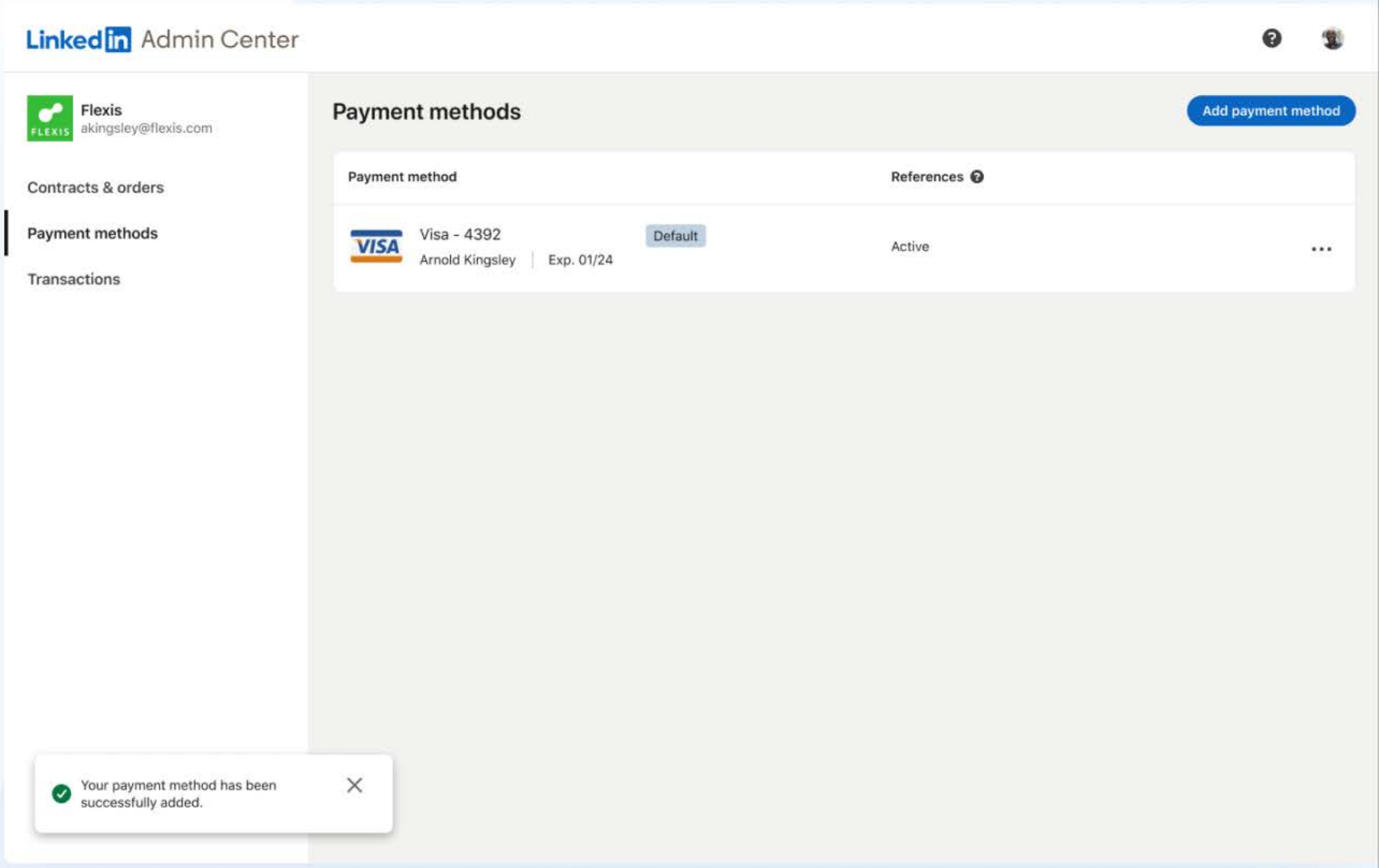
2 Payment actions

3 Change contract payment method

4 Change orders payment method

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 **Payment actions**

Additional actions are displayed that include Edit, Delete, Set as default, and View transactions

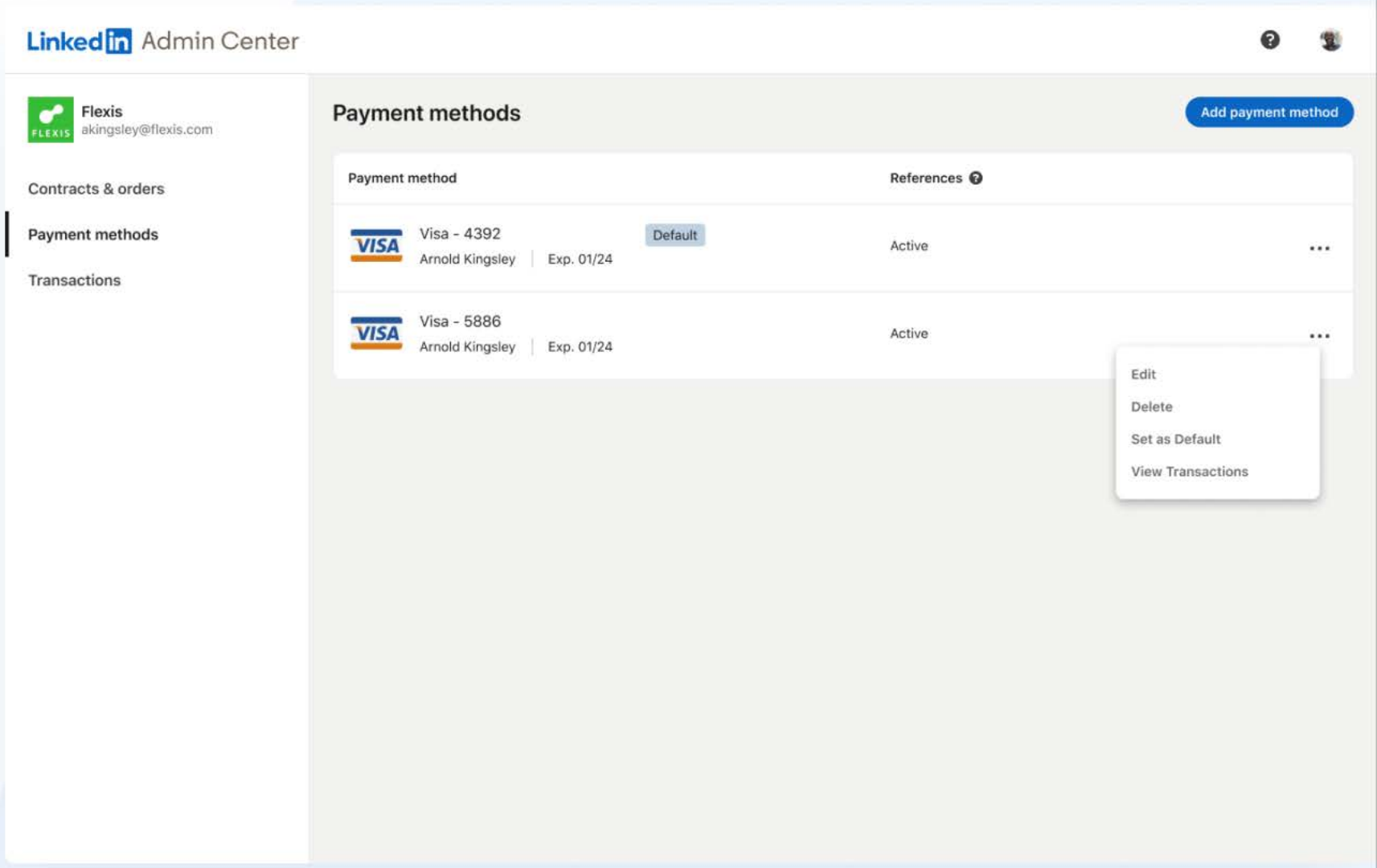
LBP

3 Change contract payment method

4 Change orders payment method

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 **Change contract payment method**

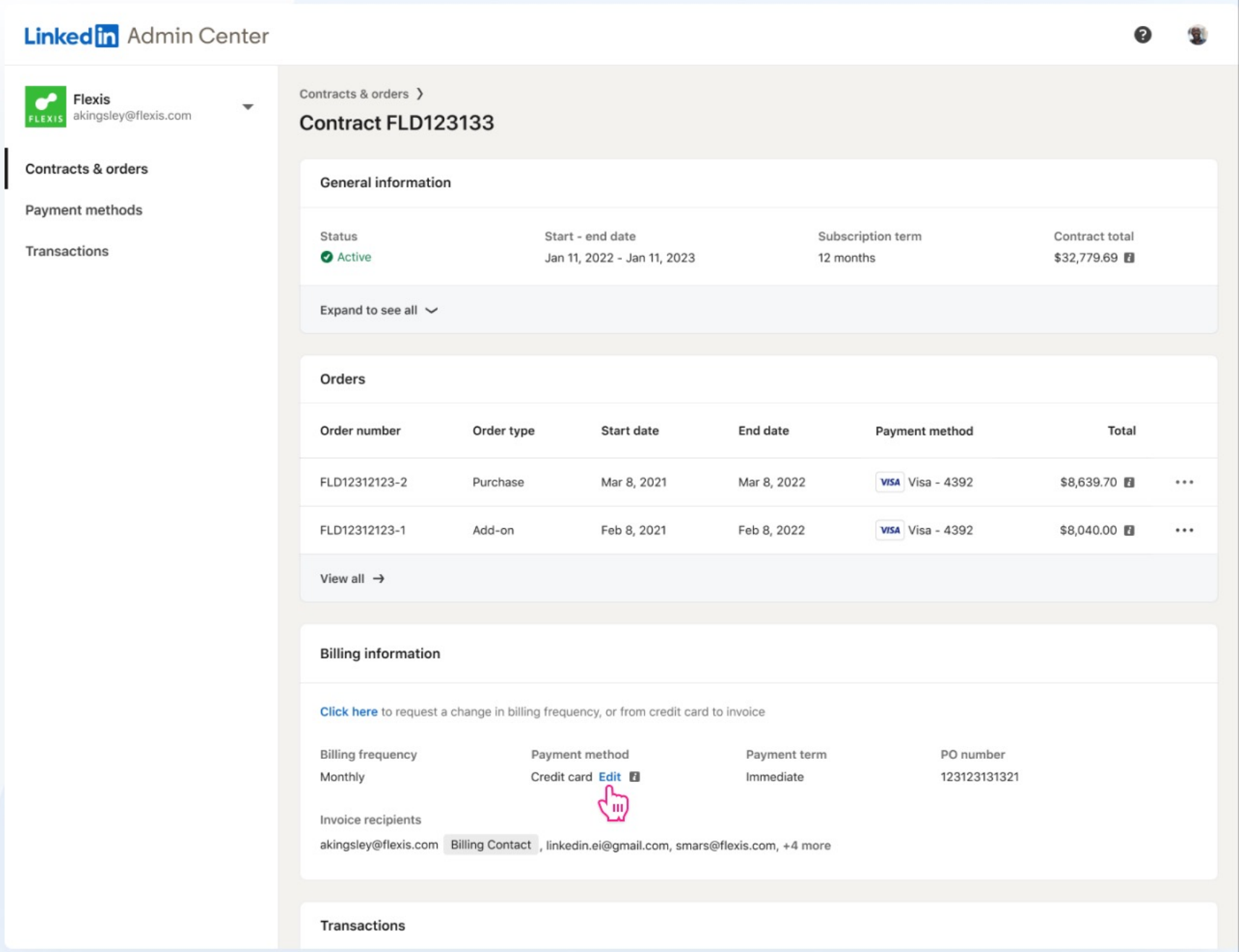
Arnold selects edit from the contract specific billing information card

LBP

4 Change orders payment method

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 **Change contract payment method**

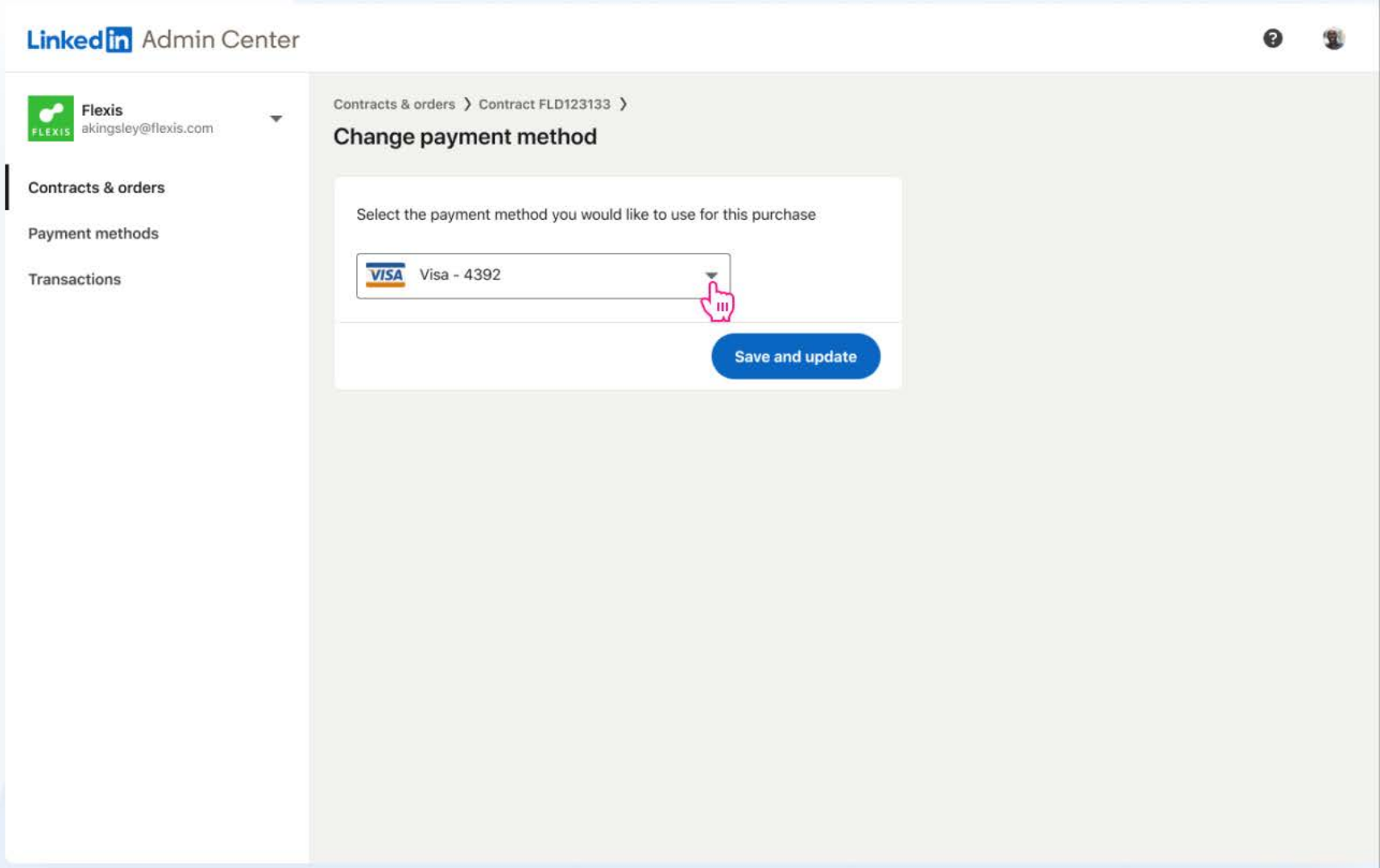
Arnold selects the caret from the dropdown

LBP

4 Change orders payment method

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 **Change contract payment method**

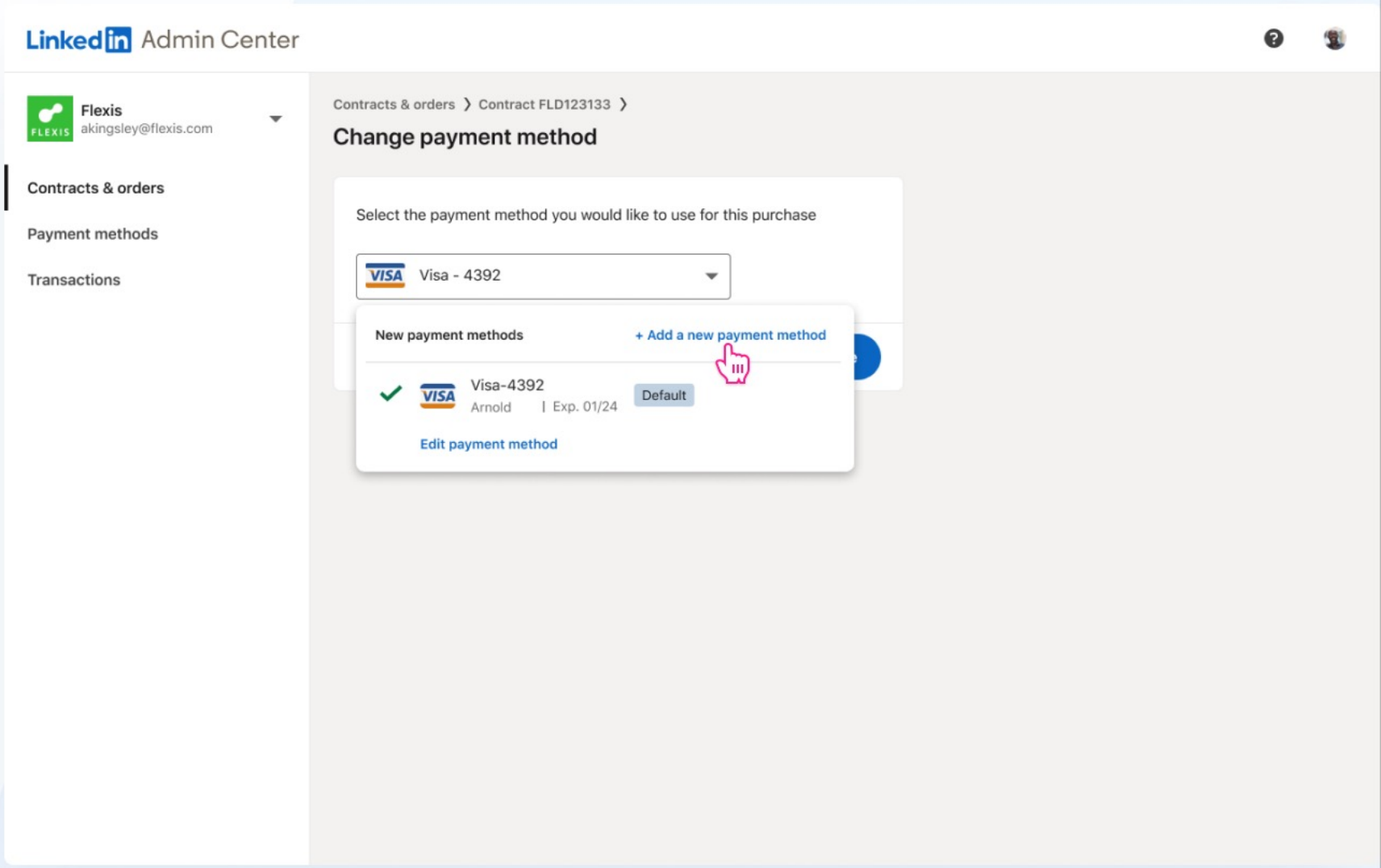
Arnold selects Add a new payment method

LBP

4 Change orders payment method

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 **Change contract payment method**

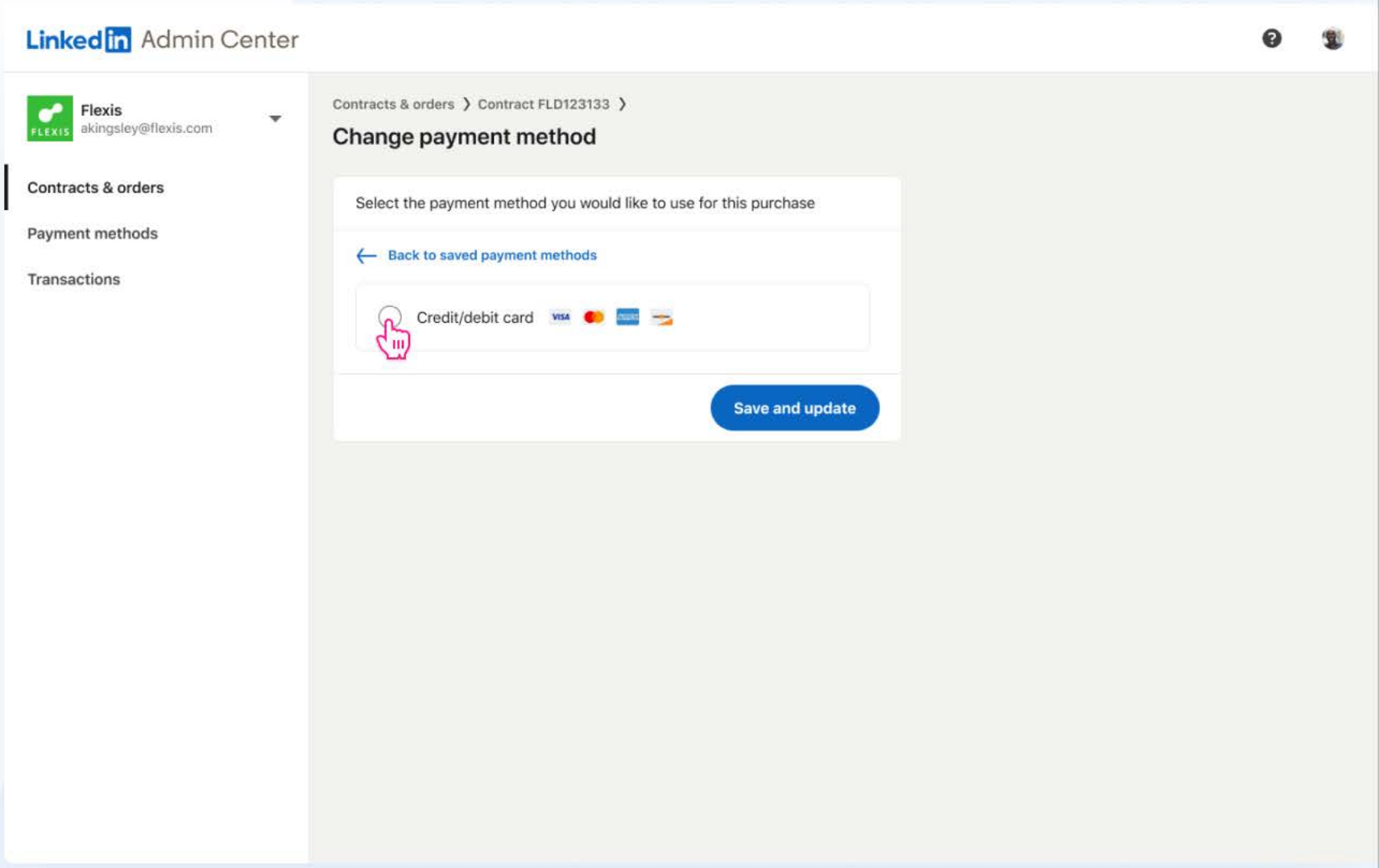
Arnold selects Credit/debit card

LBP

4 Change orders payment method

5 Tax information

6 Admin management



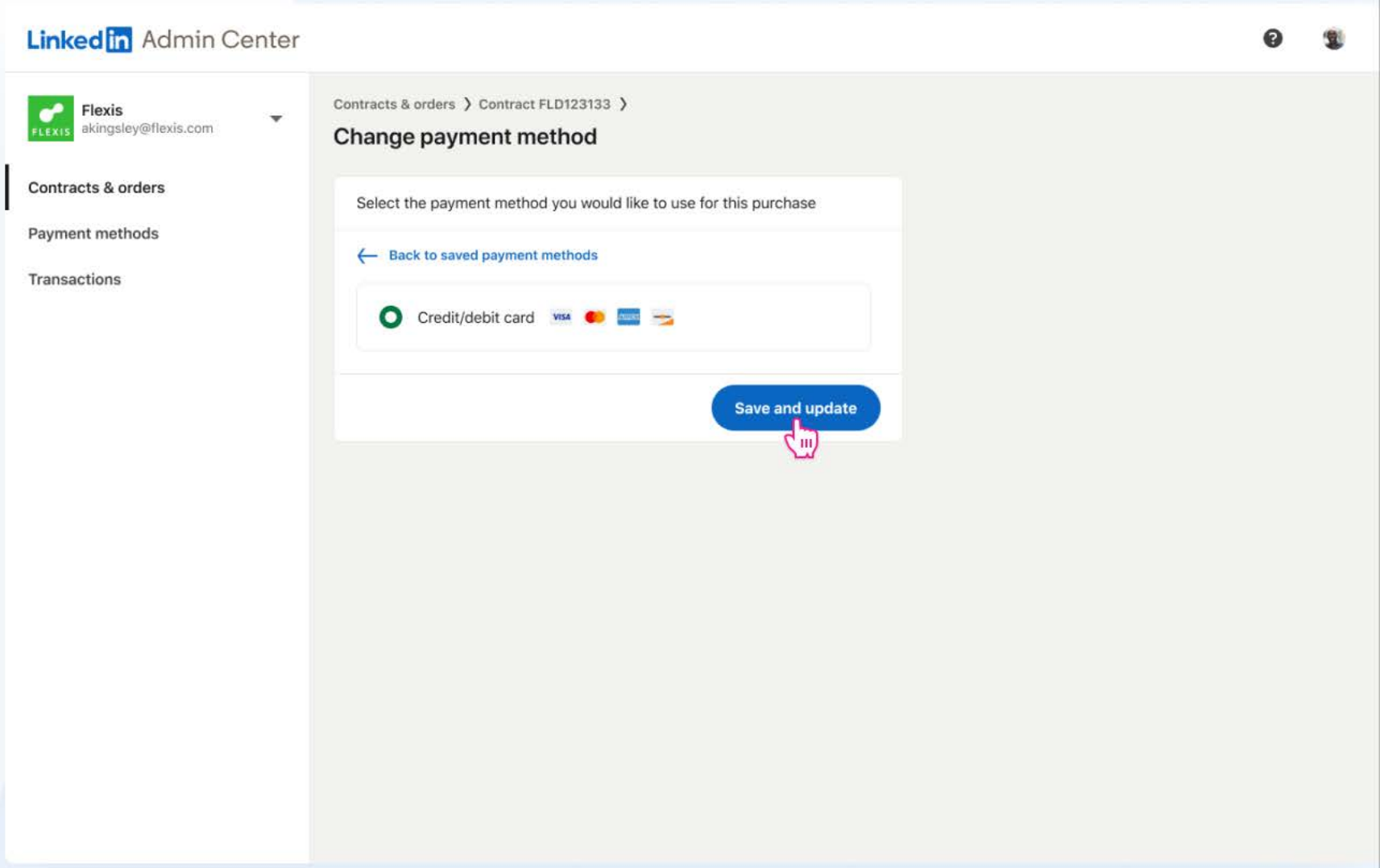
USER STORY · PILOT WALLET

Arnold's user journey

1. Add a payment method
2. Payment actions
3. **Change contract payment method**

   Arnold selects Save and update

   LBP
4. Change orders payment method
5. Tax information
6. Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 **Change contract payment method**

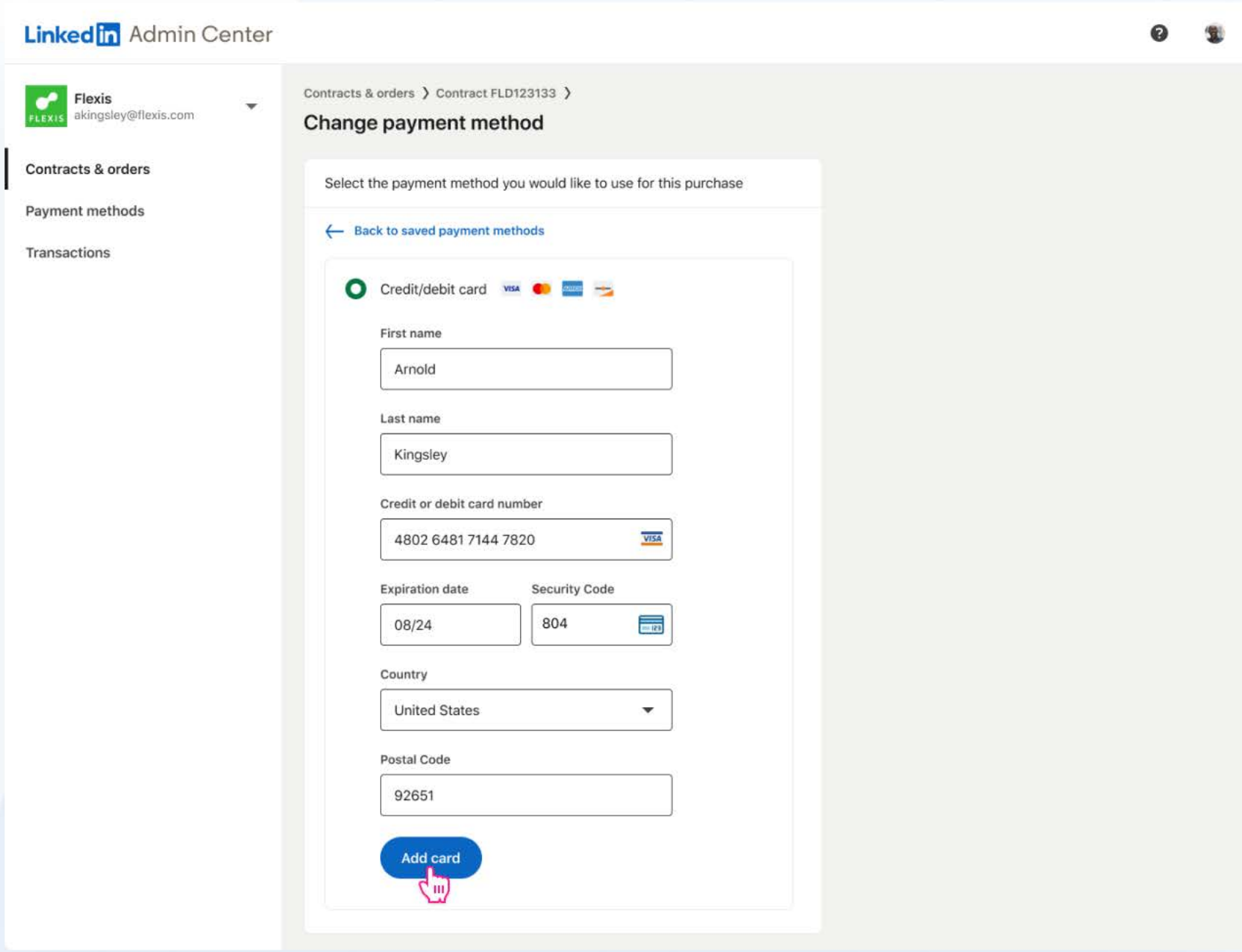
Arnold enter his credit card information and selects Add card

LBP

4 Change orders payment method

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 **Change contract payment method**

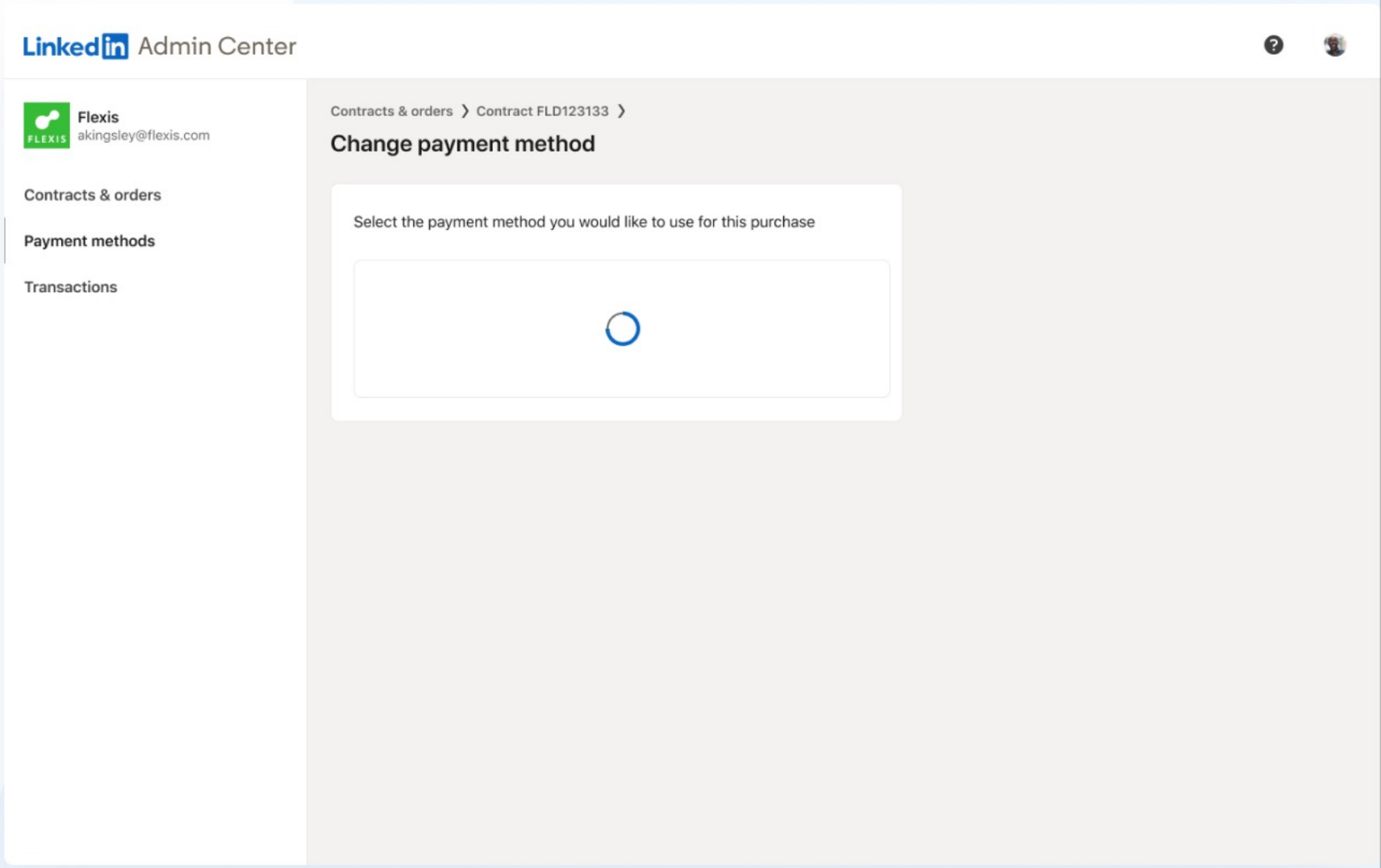
A loading screen apperas while the API call is made to Arnold's financial institution

LBP

4 Change orders payment method

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 **Change contract payment method**

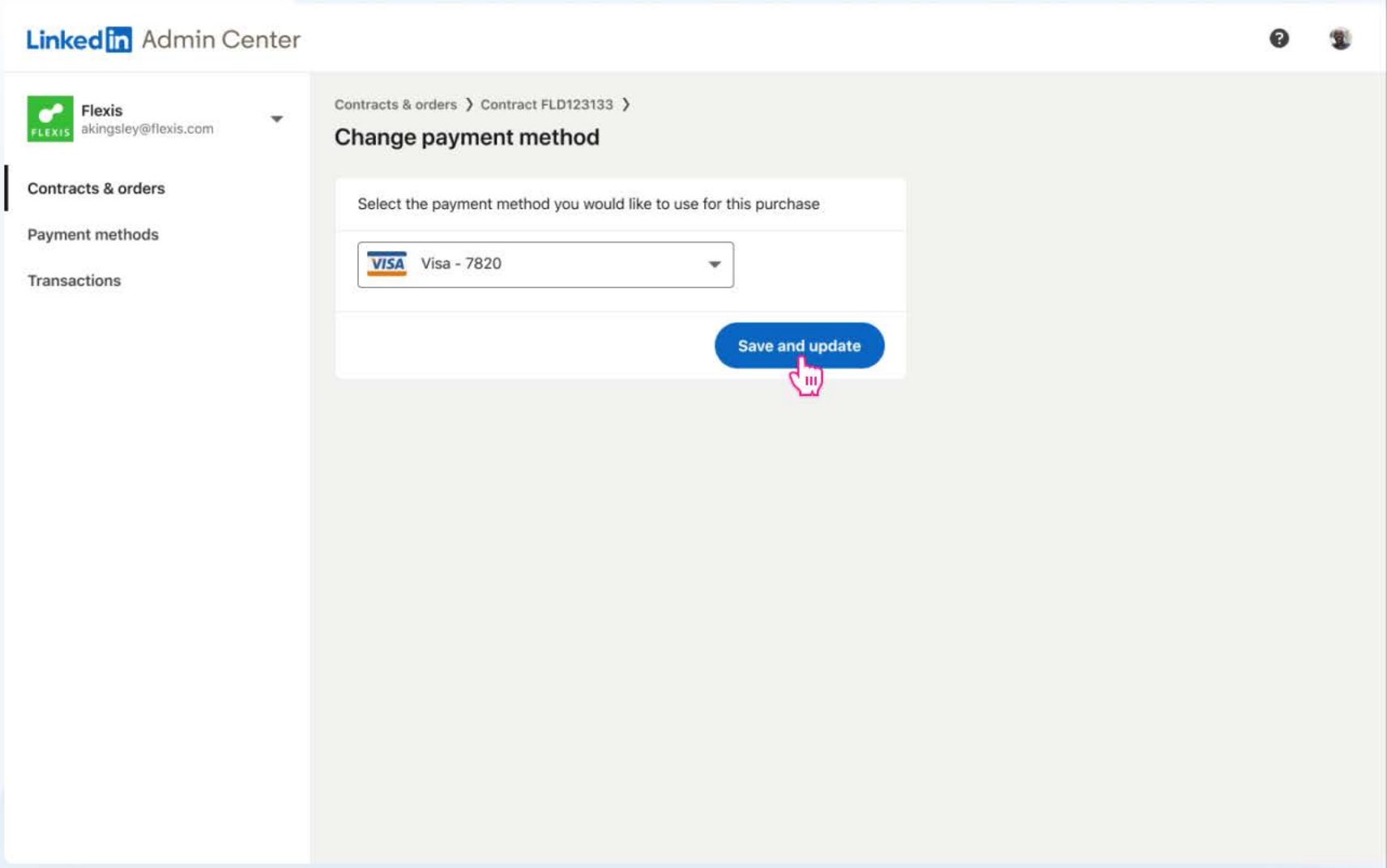
The card ending in 7820 is displayed and Arnold selects Save and update

LBP

4 Change orders payment method

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 **Change contract payment method**

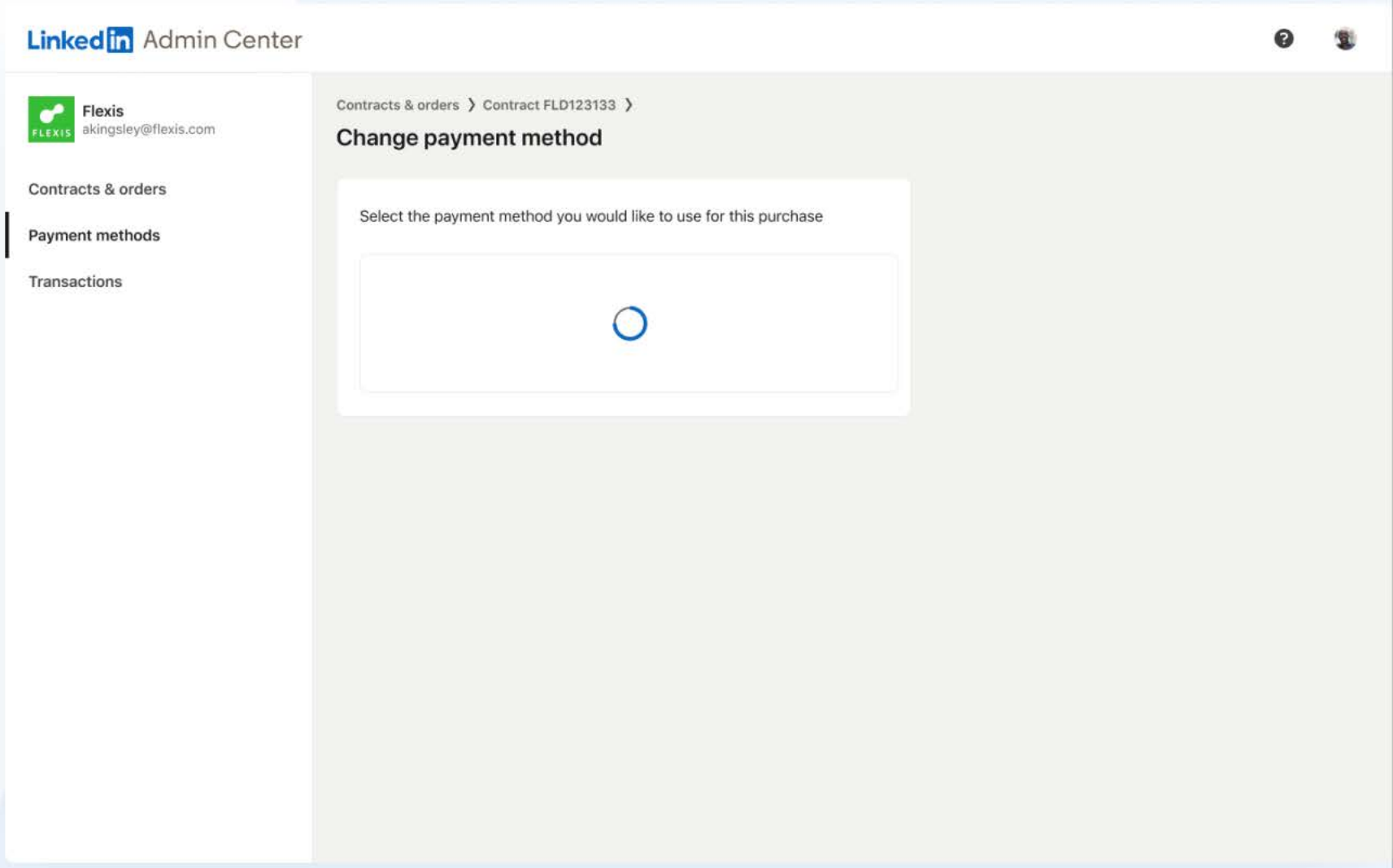
A final loading sscreen is displayed while the credit card is being saved

LBP

4 Change orders payment method

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 **Change contract payment method**

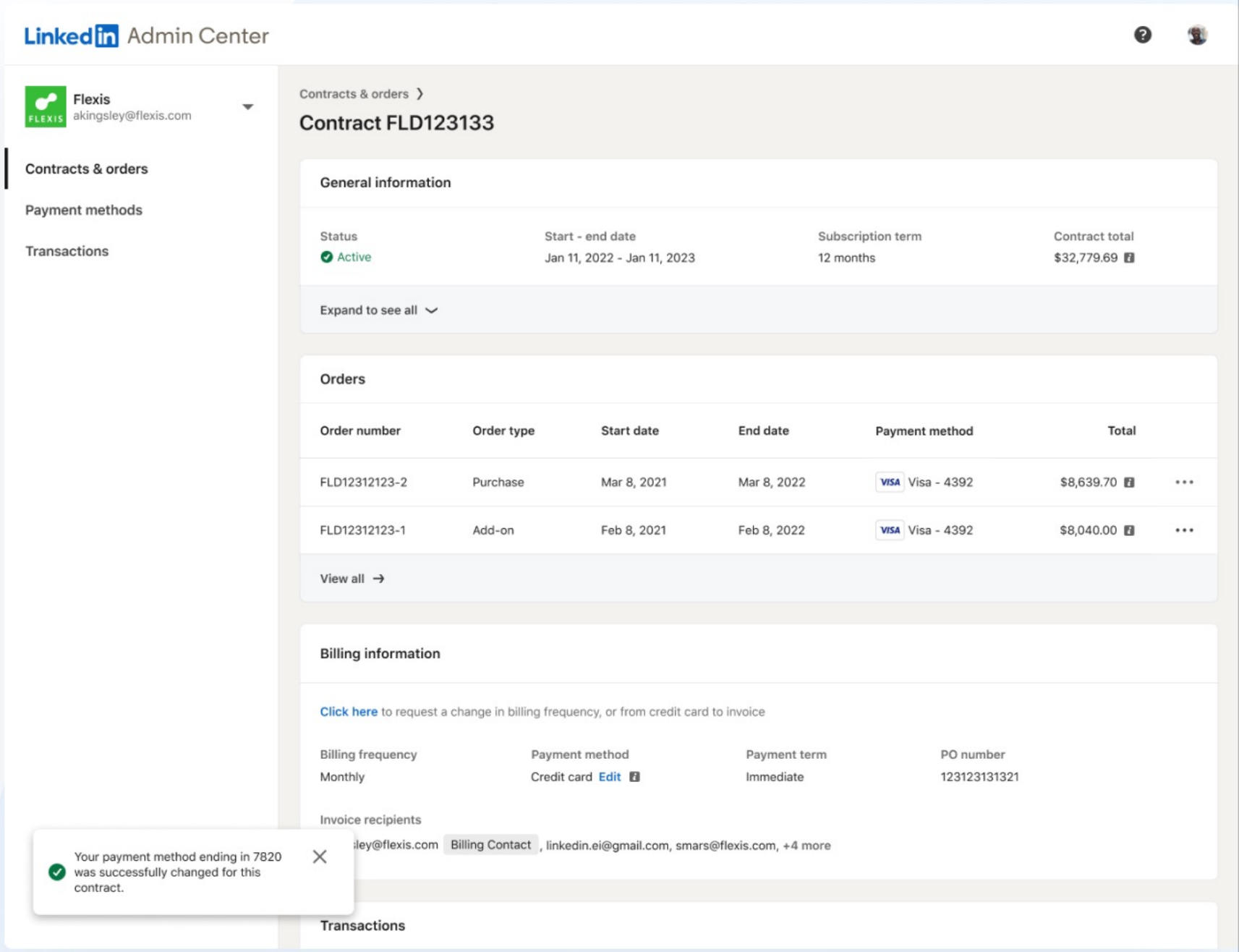
The credit card has been successfully added and saved for this contract and a toast appears

LBP

4 Change orders payment method

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 Change contract payment method

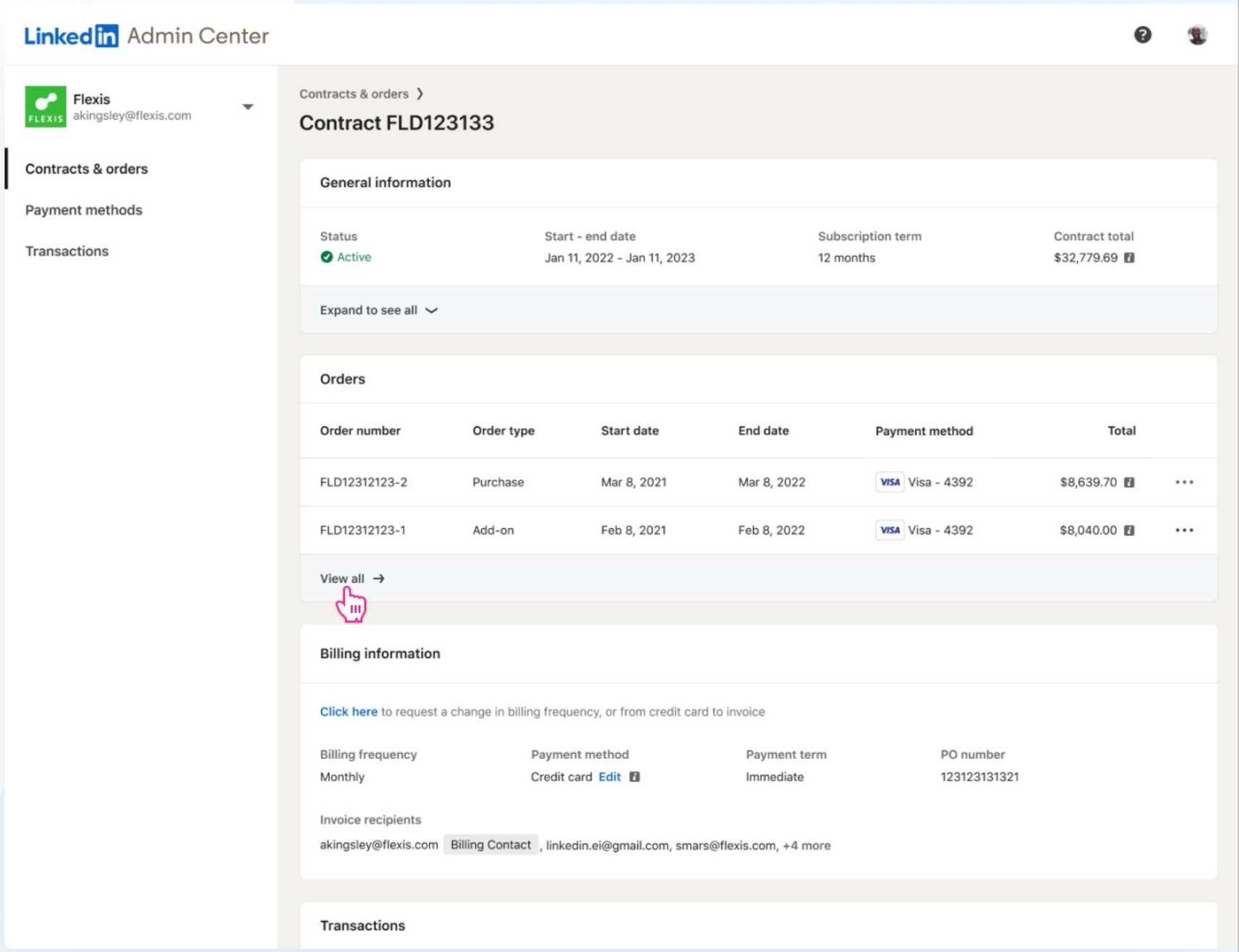
4 **Change orders payment method**

Arnold selects View all from the contract specific orders card

LBP

5 Tax information

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 Change contract payment method

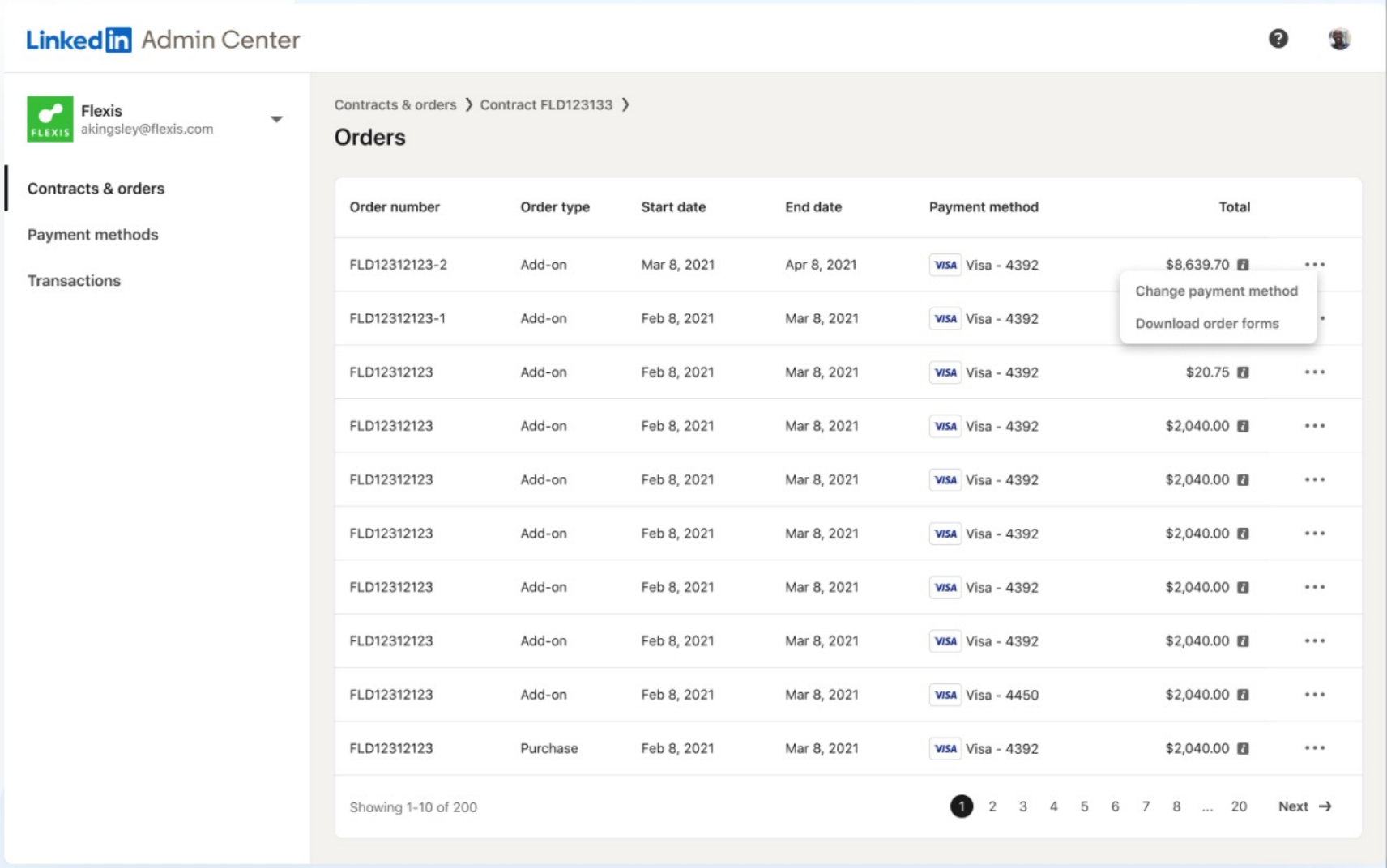
4 **Change orders payment method**

Arnold selects Change payment method

LBP

5 Tax information

6 Admin management



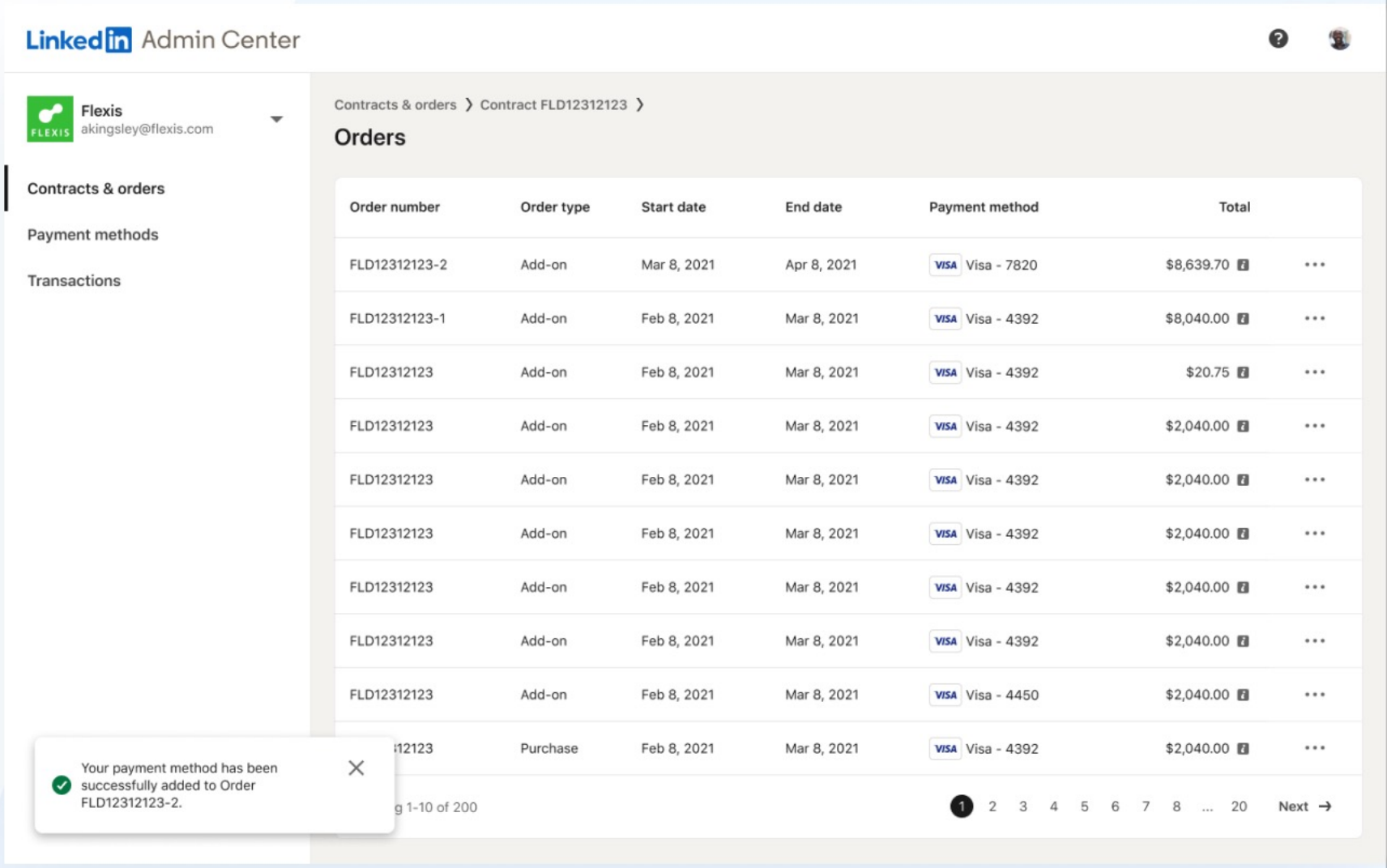
USER STORY · PILOT WALLET

Arnold's user journey

1. Add a payment method
2. Payment actions
3. Change contract payment method
4. **Change orders payment method**

   The credit card has been successfully added and saved for this order and a toast appears

   LBP
5. Tax information
6. Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 Change contract payment method

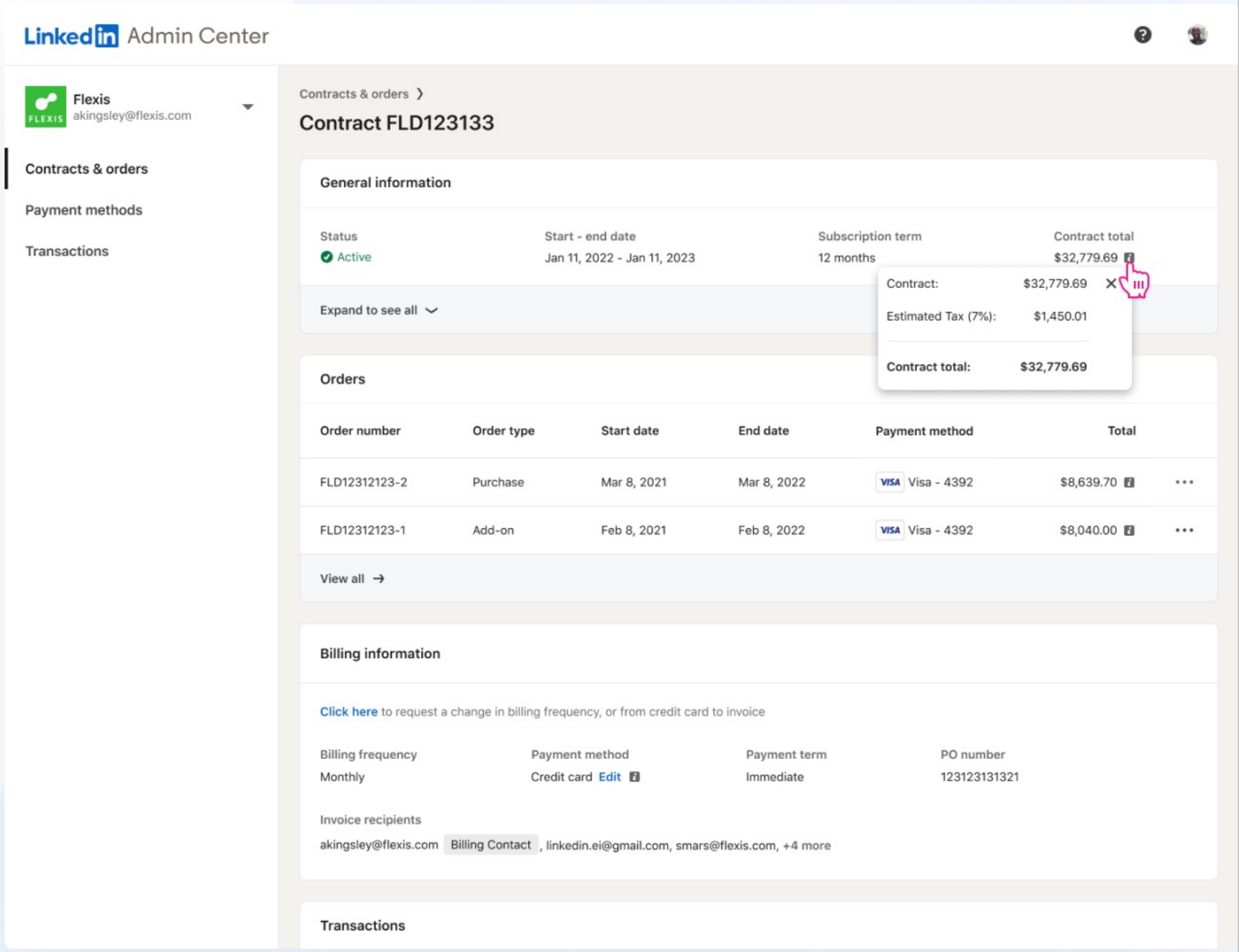
5 Change orders payment method

4 **Tax information**

Tax tooltips have been included for ease of use and clarity in addition to compliance with international regulations

LBP

6 Admin management



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 Change contract payment method

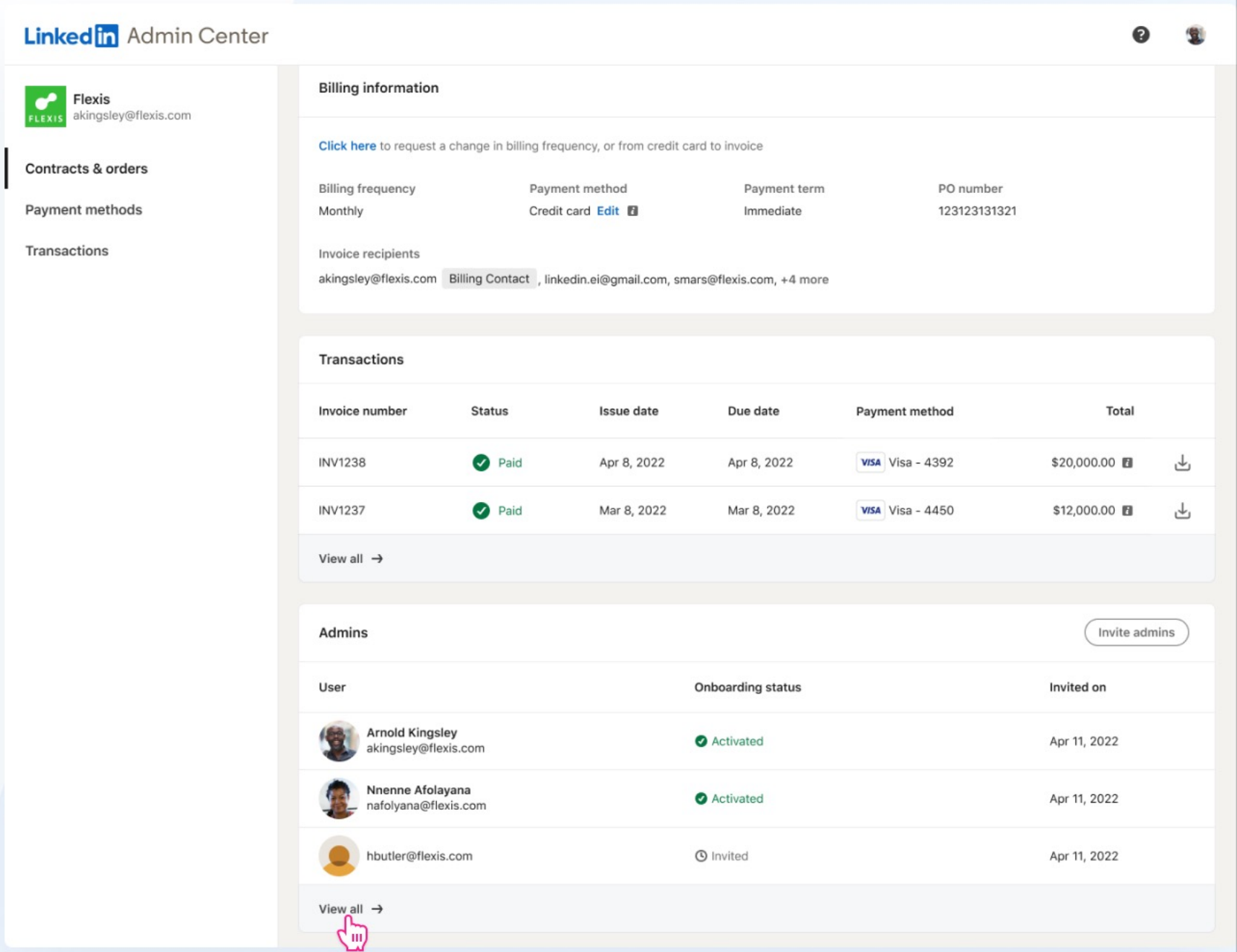
4 Change orders payment method

5 Tax information

6 **Admin management**

Arnold scrolls down and selects View all from the contract specific Admin card

LBP



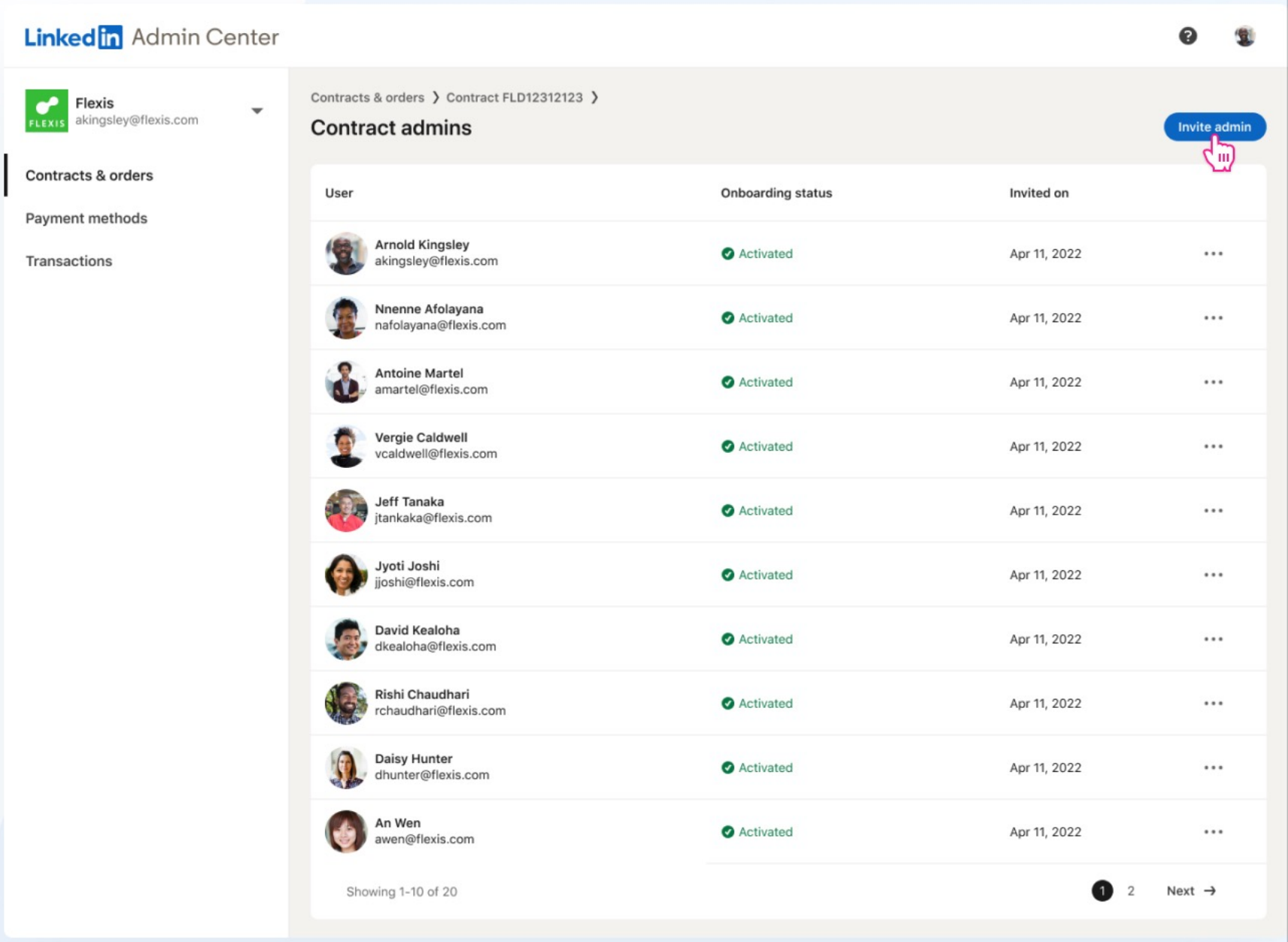
USER STORY · PILOT WALLET

Arnold's user journey

1. Add a payment method
2. Payment actions
3. Change contract payment method
4. Change orders payment method
5. Tax information
6. **Admin management**

   Arnold selects Invite admin

   LBP



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 Change contract payment method

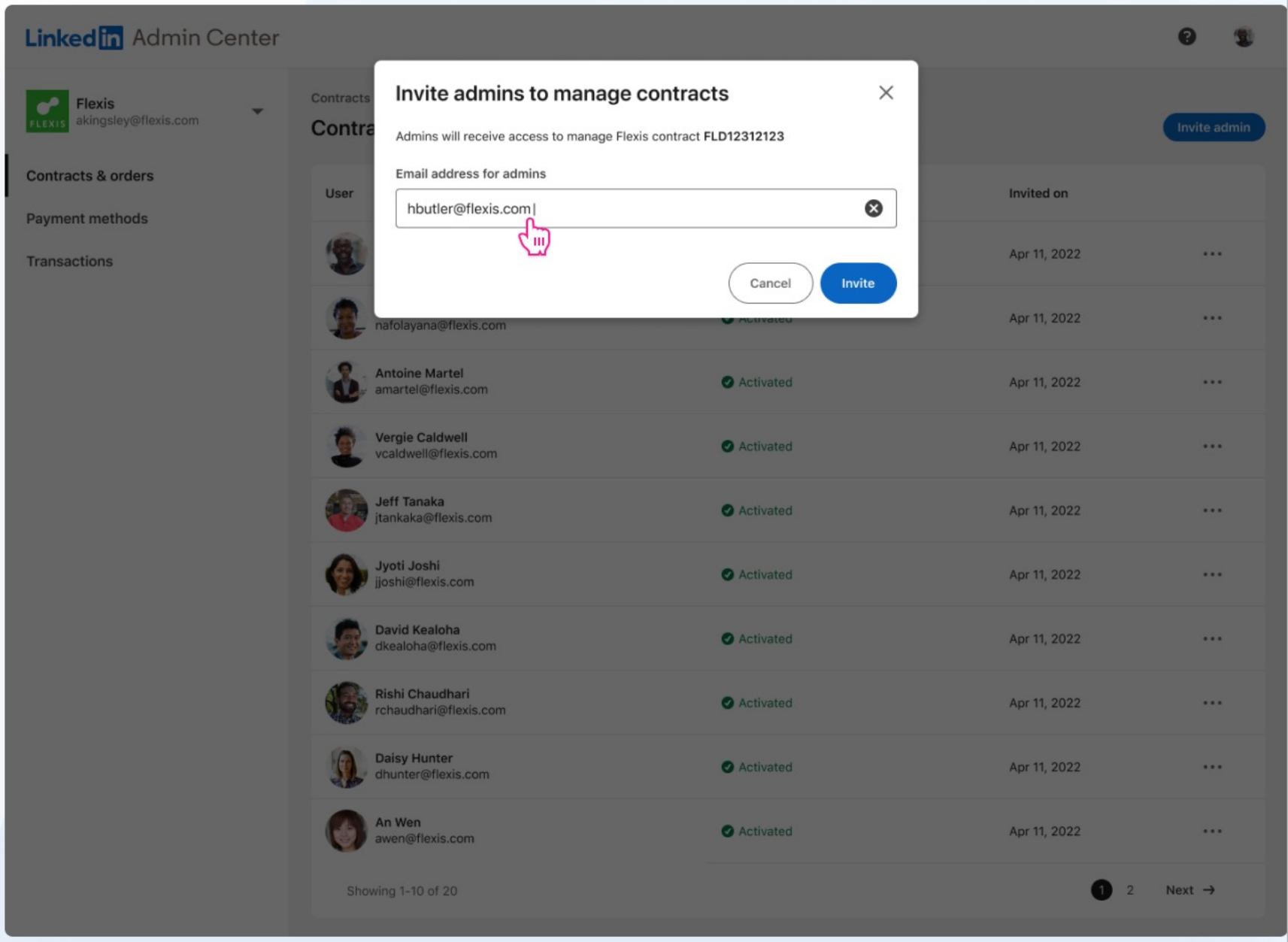
4 Change orders payment method

5 Tax information

6 **Admin management**

Arnold enters a colleague's email address

LBP



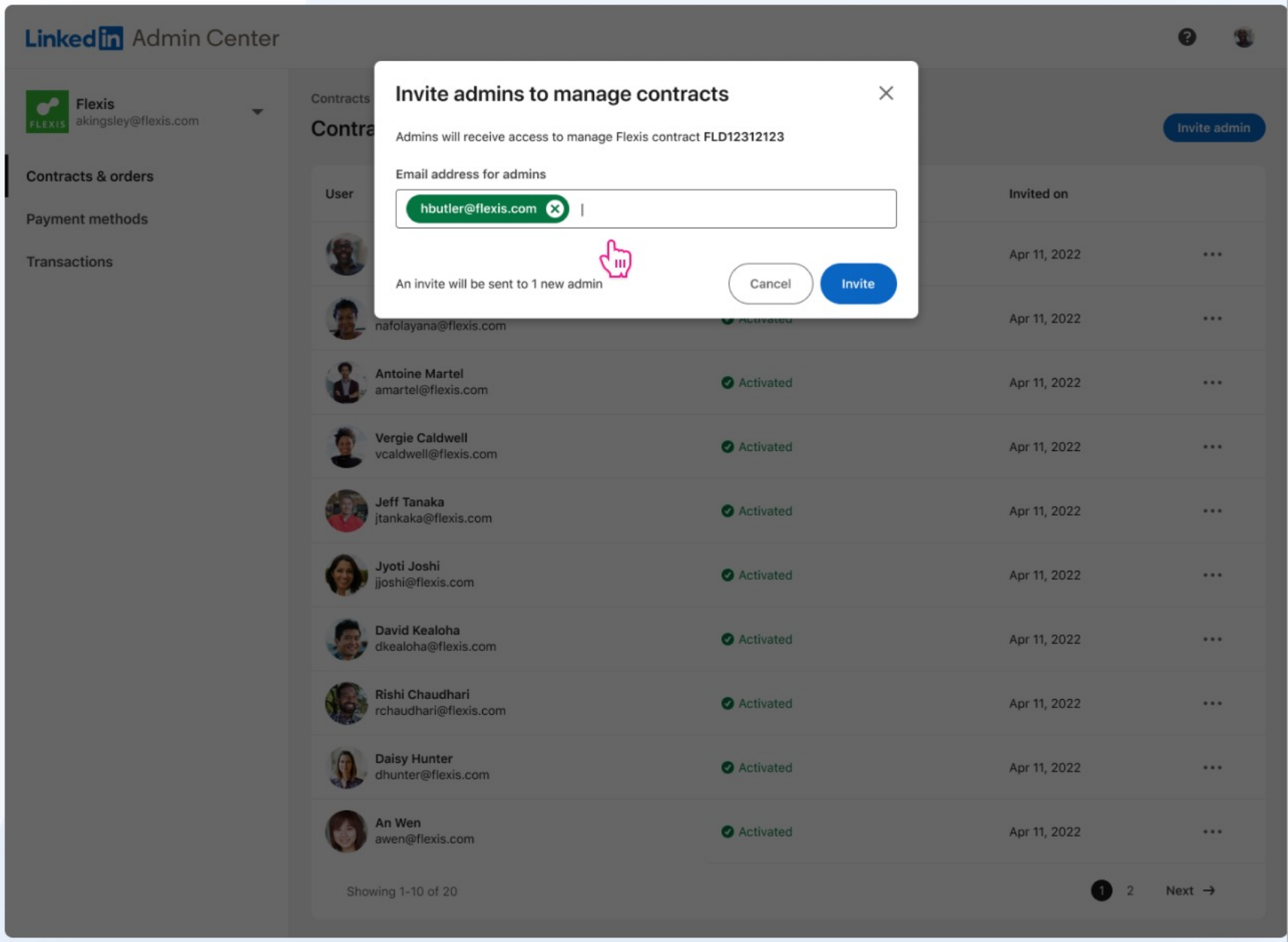
USER STORY · PILOT WALLET

Arnold's user journey

1. Add a payment method
2. Payment actions
3. Change contract payment method
4. Change orders payment method
5. Tax information
6. **Admin management**

   Arnold can use his keyboard to press enter or click outside of the input field to capture the email address

LBP



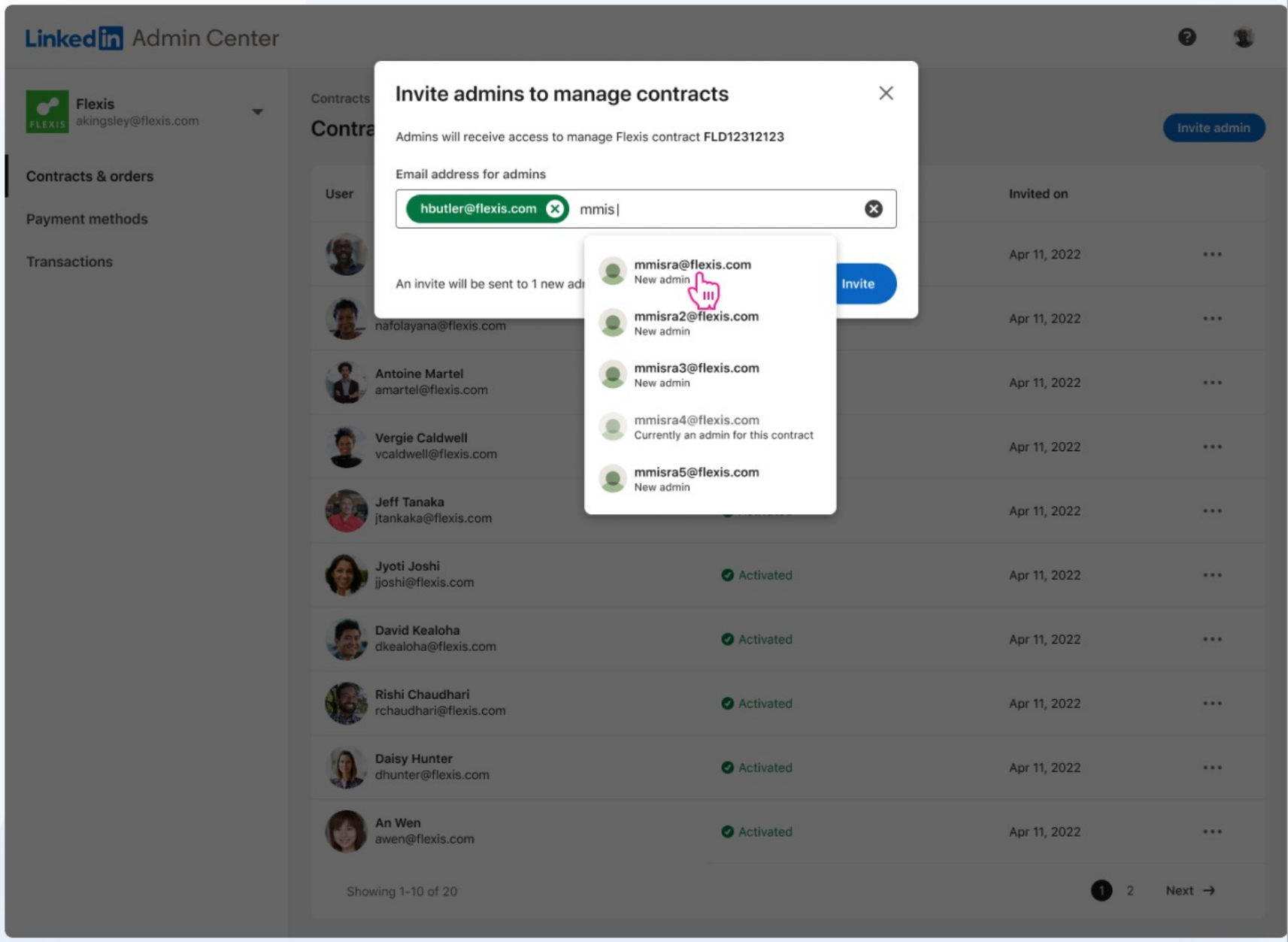
USER STORY · PILOT WALLET

Arnold's user journey

1. Add a payment method
2. Payment actions
3. Change contract payment method
4. Change orders payment method
5. Tax information
6. **Admin management**

   Arnold leverages a type-ahead feature to select a second colleague

LBP



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 Change contract payment method

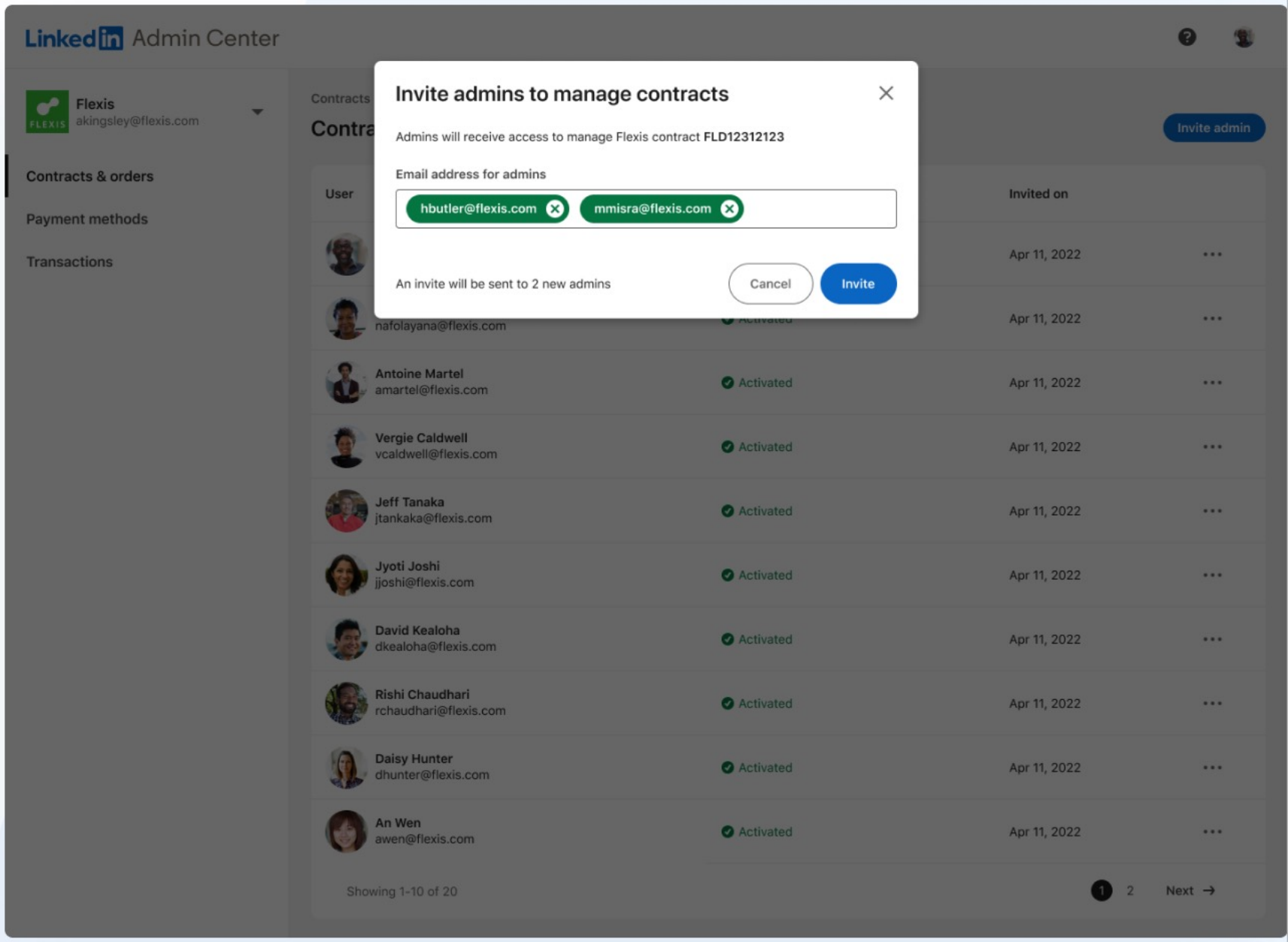
4 Change orders payment method

5 Tax information

6 **Admin management**

Arnold's second collegaue is automatically added when the type-ahead name is selected

LBP



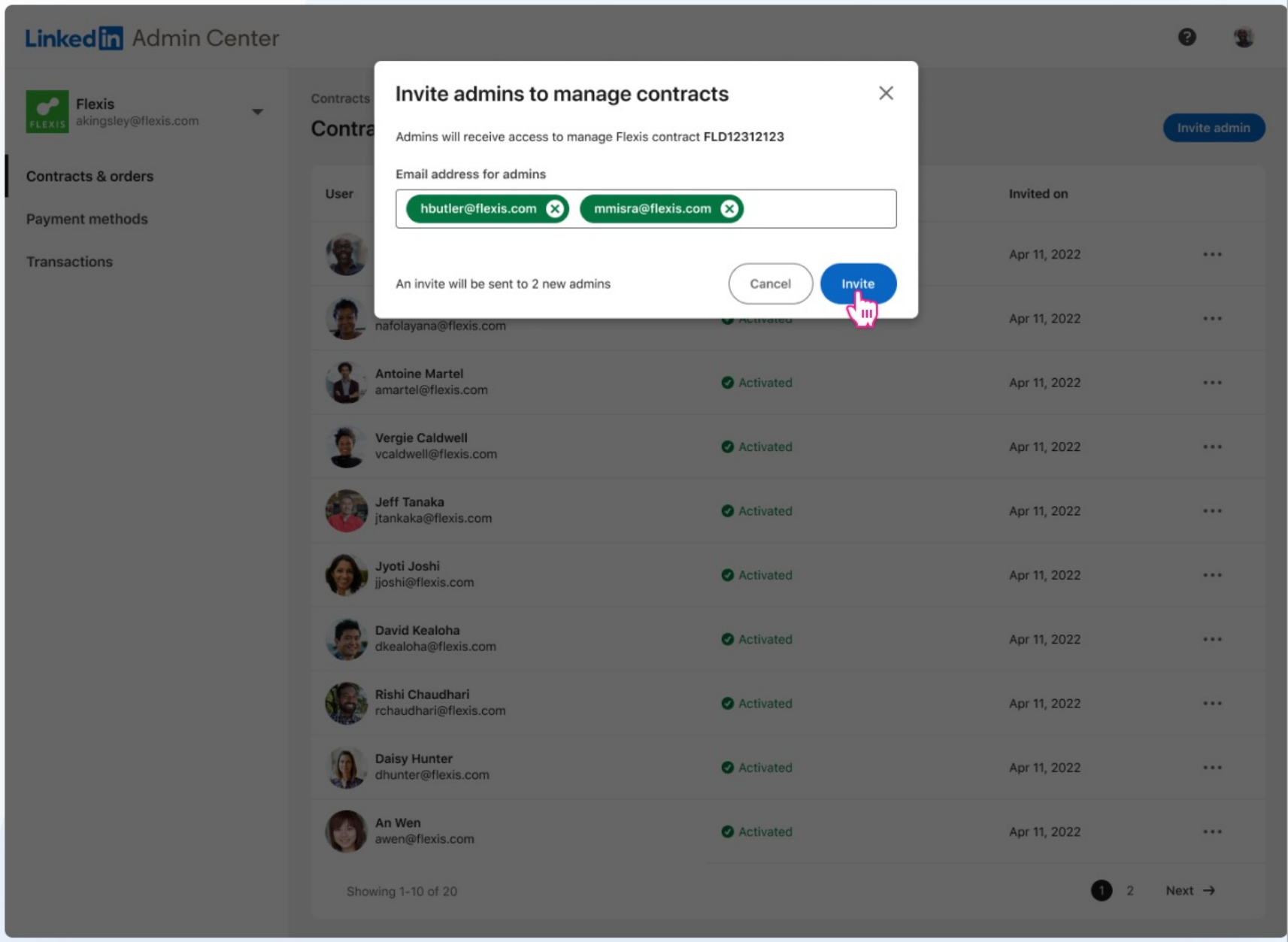
USER STORY · PILOT WALLET

Arnold's user journey

1. Add a payment method
2. Payment actions
3. Change contract payment method
4. Change orders payment method
5. Tax information
6. **Admin management**

   Arnold selects Invite

   LBP



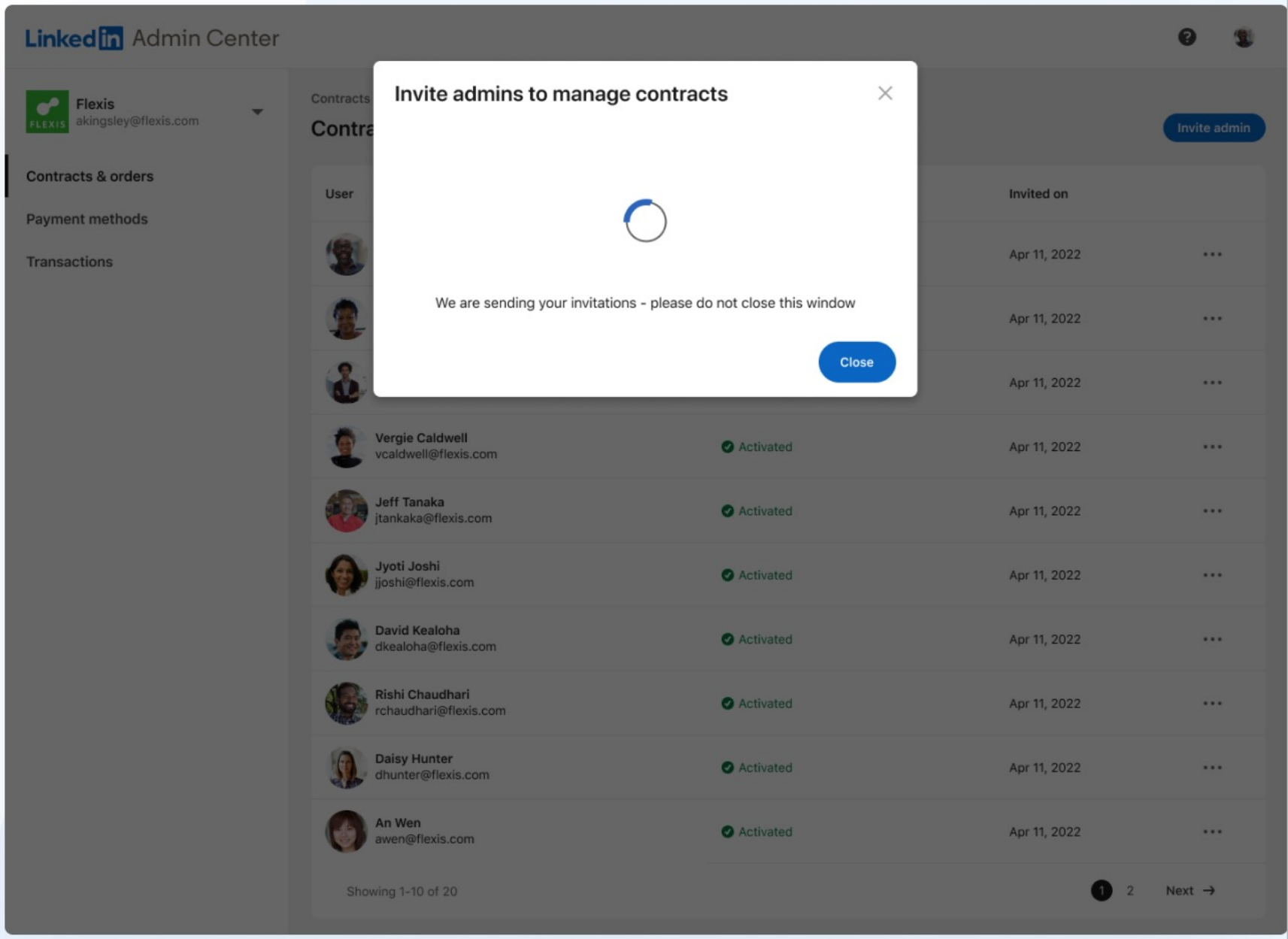
USER STORY · PILOT WALLET

Arnold's user journey

1. Add a payment method
2. Payment actions
3. Change contract payment method
4. Change orders payment method
5. Tax information
6. **Admin management**

   A brief loading screen appears while Admin Center makes an API call

   LBP



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 Change contract payment method

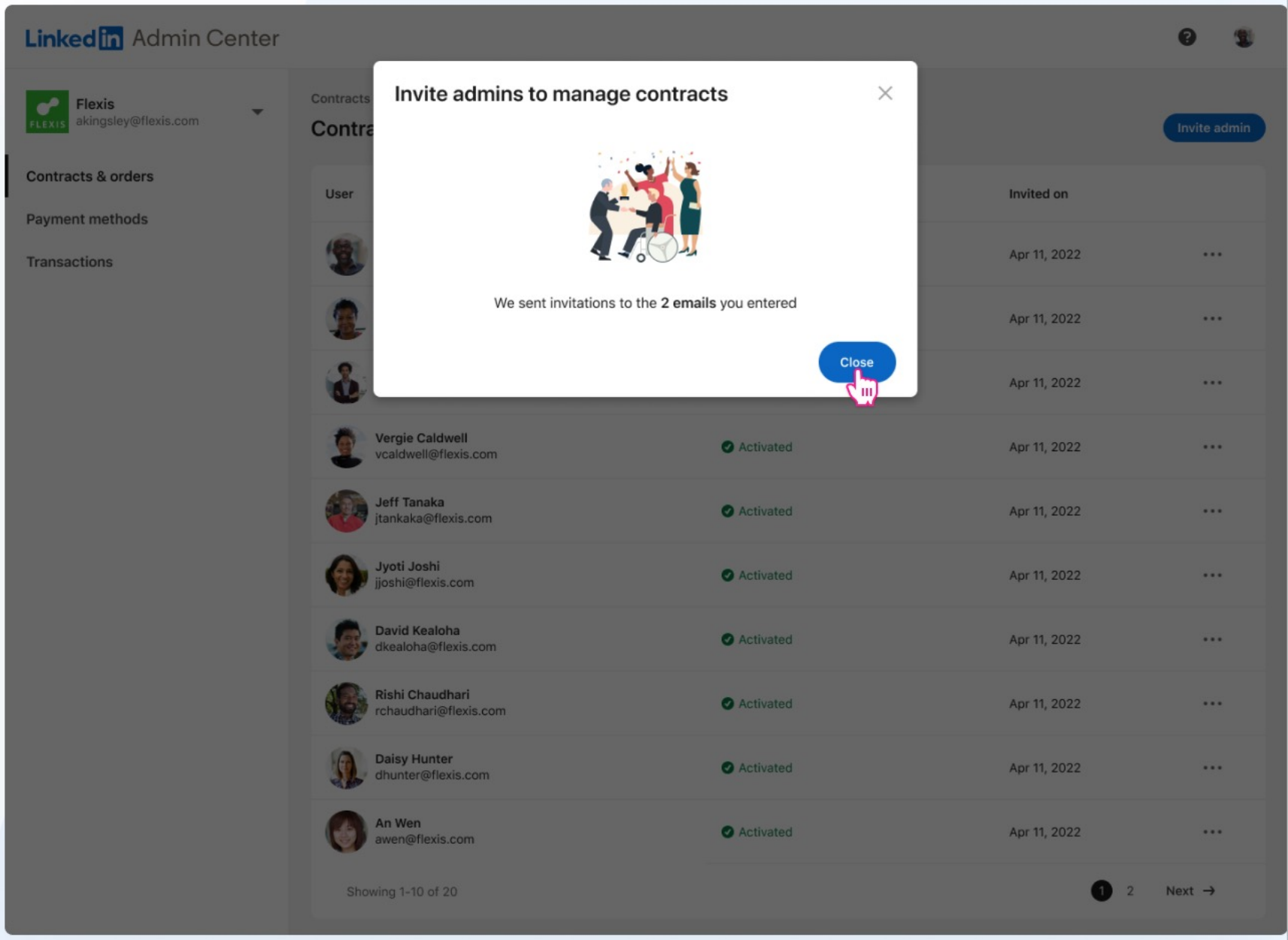
4 Change orders payment method

5 Tax information

6 **Admin management**

A success modal appears informing Arnold that both admins he selected have been invited

LBP



USER STORY · PILOT WALLET

Arnold's user journey

1 Add a payment method

2 Payment actions

3 Change contract payment method

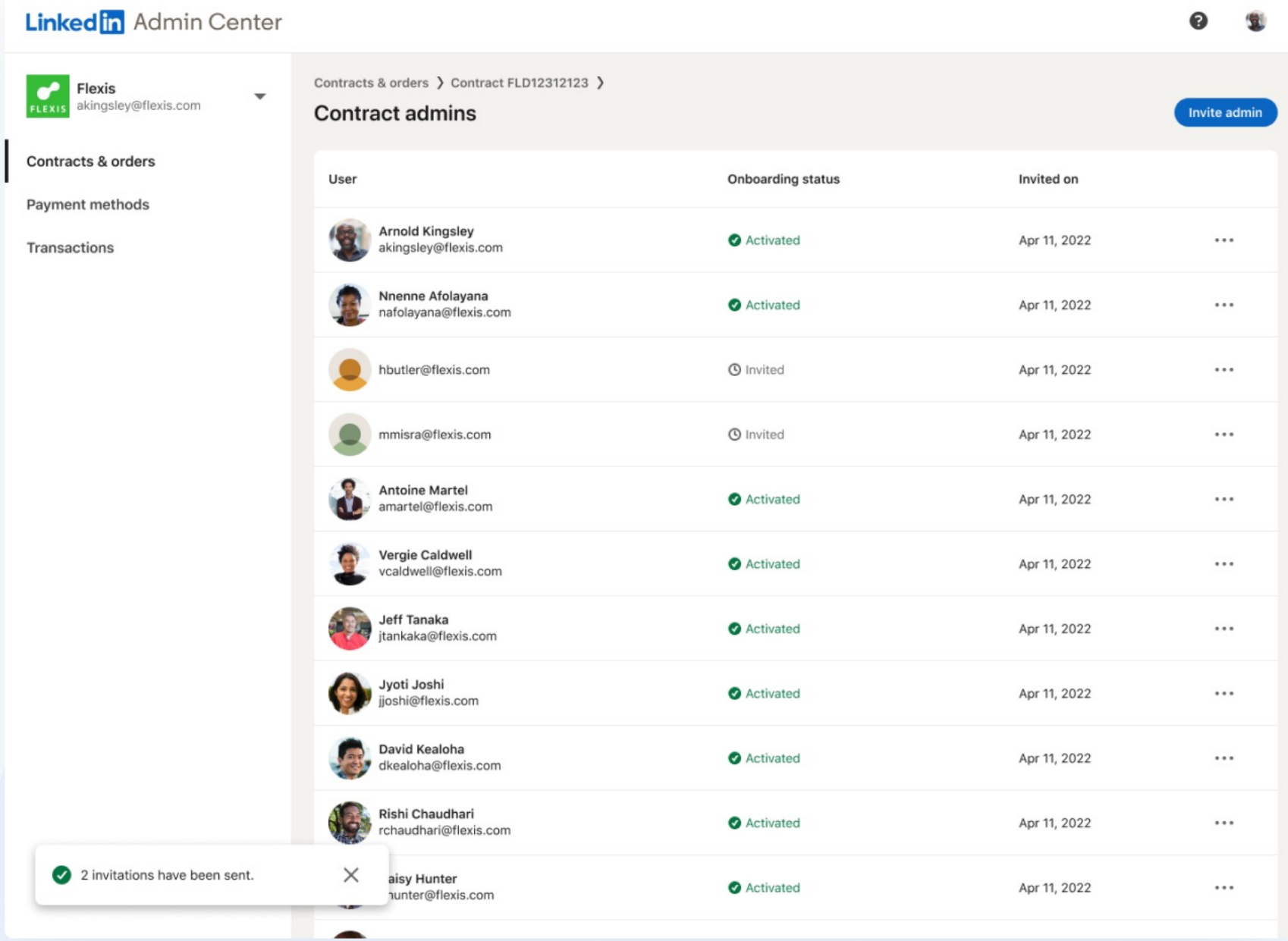
4 Change orders payment method

5 Tax information

6 **Admin management**

Arnold can now see he has invited two of his colleagues and their Onboarding status is displayed as Invited and a toast appears

LBP



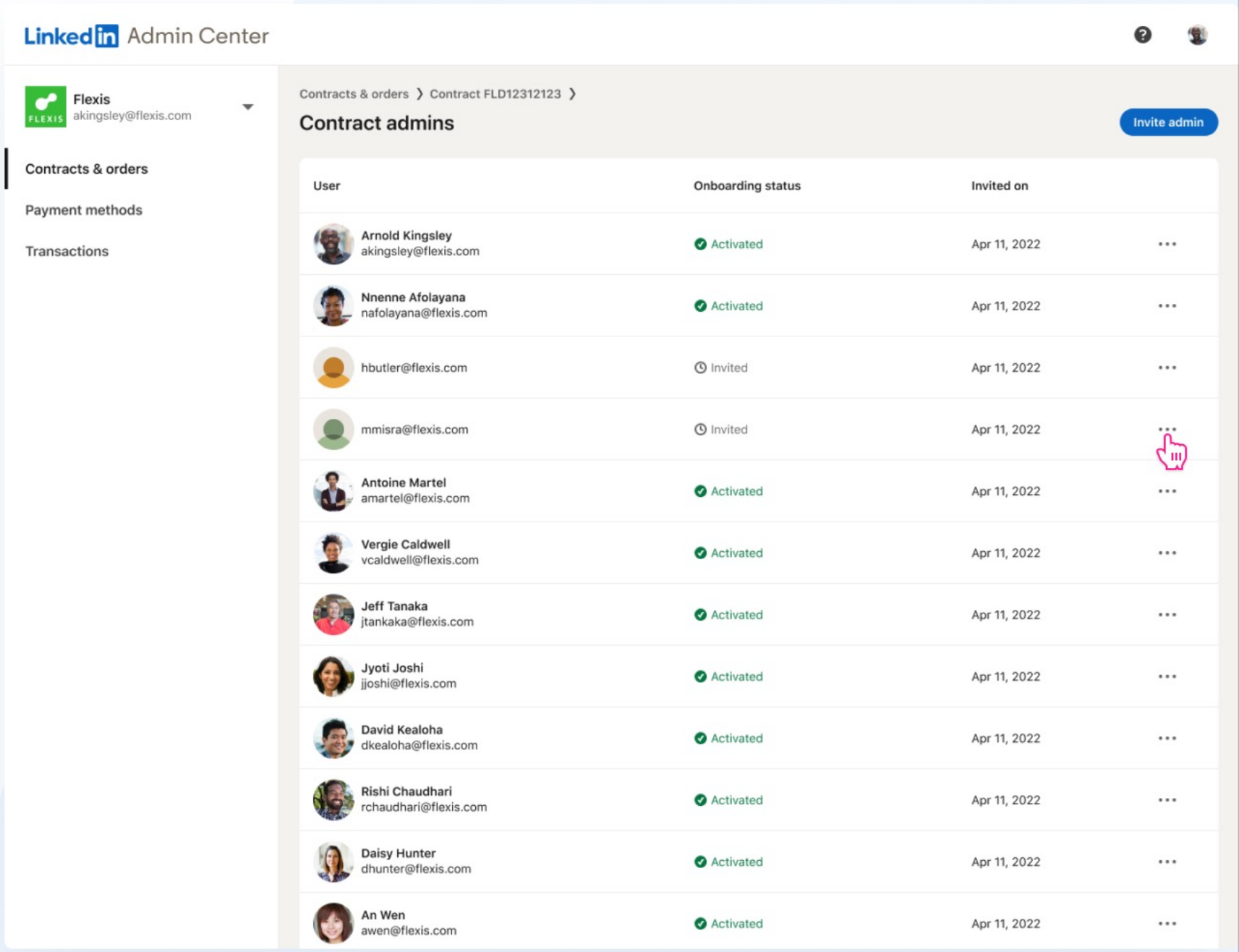
USER STORY · PILOT WALLET

Arnold's user journey

1. Add a payment method
2. Payment actions
3. Change contract payment method
4. Change orders payment method
5. Tax information
6. **Admin management**

   Arnold selects the overflow icon

   LBP



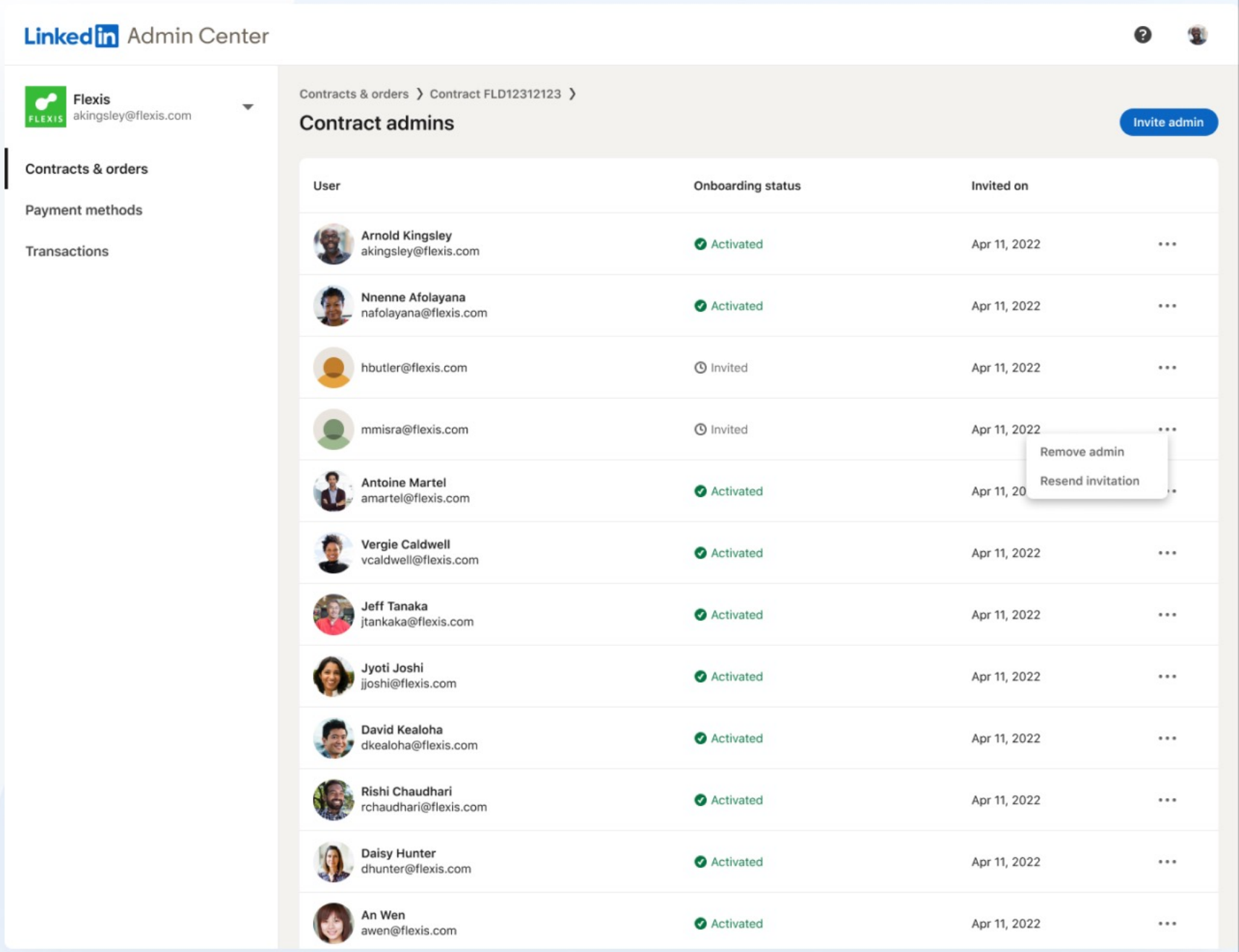
USER STORY · PILOT WALLET

Arnold's user journey

1. Add a payment method
2. Payment actions
3. Change contract payment method
4. Change orders payment method
5. Tax information
6. **Admin management**

   Remove admin and Resend invitation are listed. Arnold selects Remove admin

LBP



Future
Scope

USER STORY · FUTURE SCOPE

Looking ahead

We will continue to identify ways to improve upon Admin Center and increasing functionality for our business users

I would like an improved way to access and manage my field contracts, business information, and more

Arnold
Product Delivery Manager at Flexis

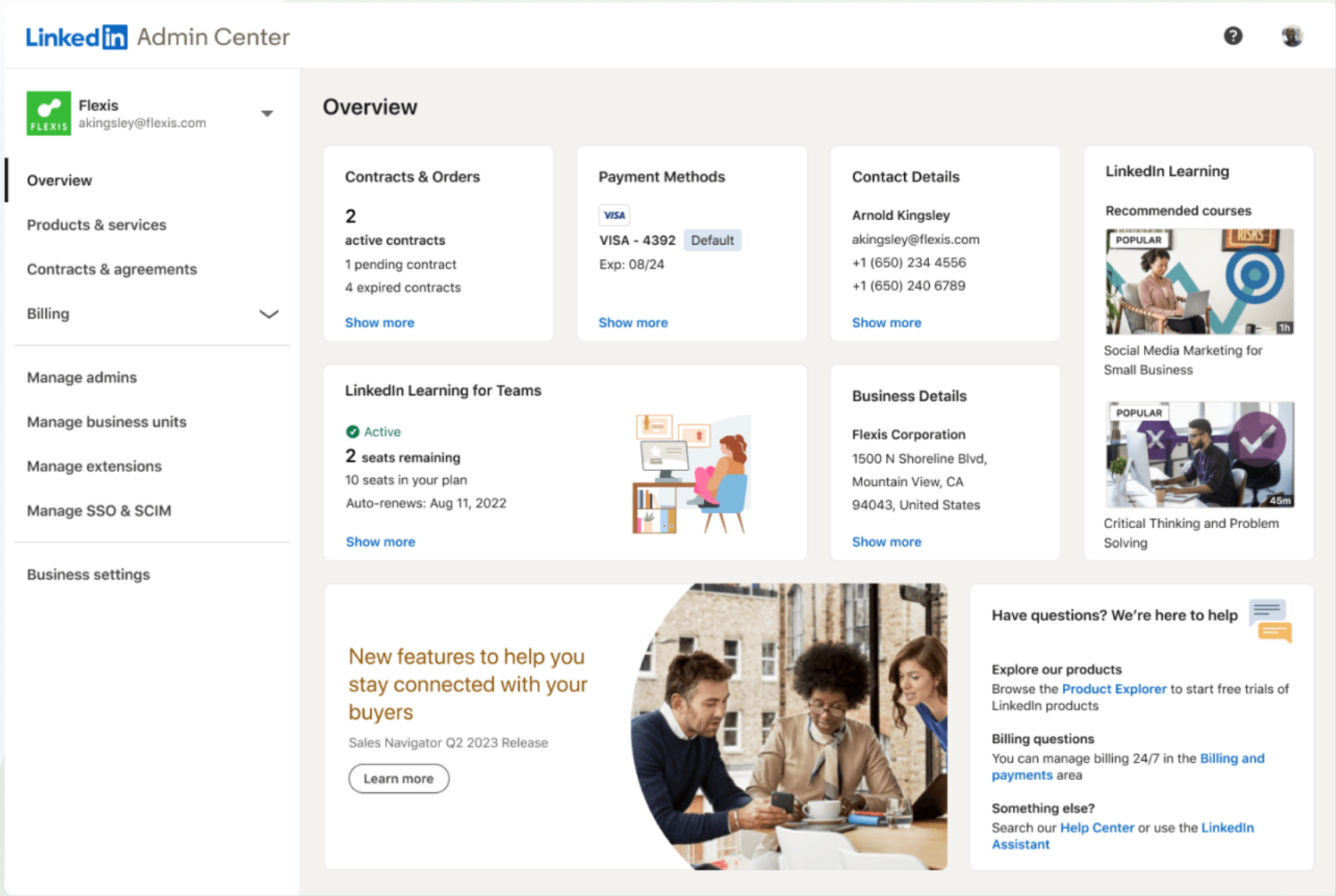
Looking ahead

During a past Deign Jam we received feedback on Purchases & Payments pertaining to a more cohesive experience. We immediately began exploring ways to incorporate that feedback to improve the usability of LBP products, including the future scope of Admin Center

USER STORY · FUTURE SCOPE

Looking ahead

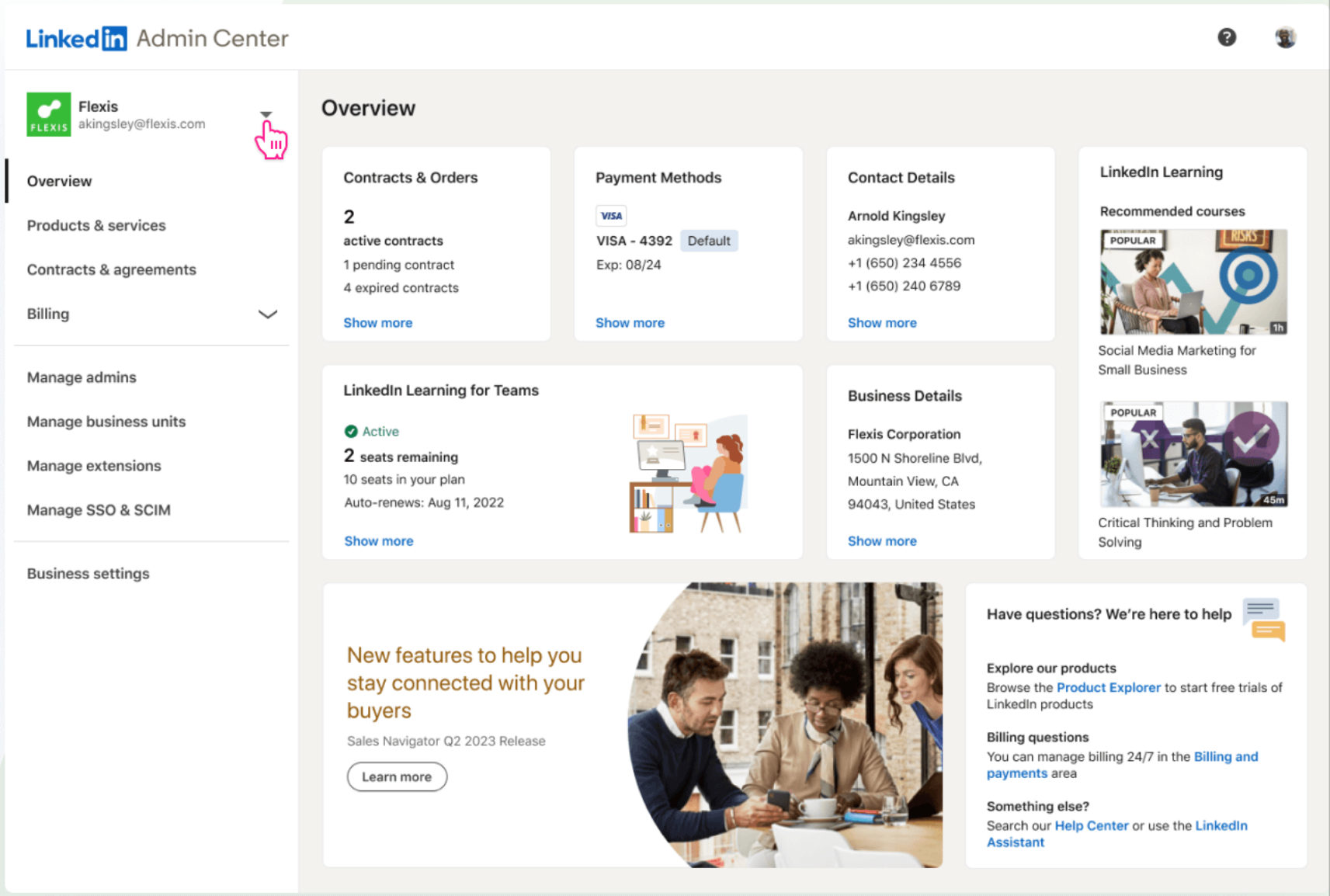
One of the key insights gleaned from the Admin Center Design Jam was the grouping and or consolidating of related components. Groupings will allow our users to quickly indentify their objectives to aid in streamlining workflows



USER STORY · FUTURE SCOPE

Looking ahead

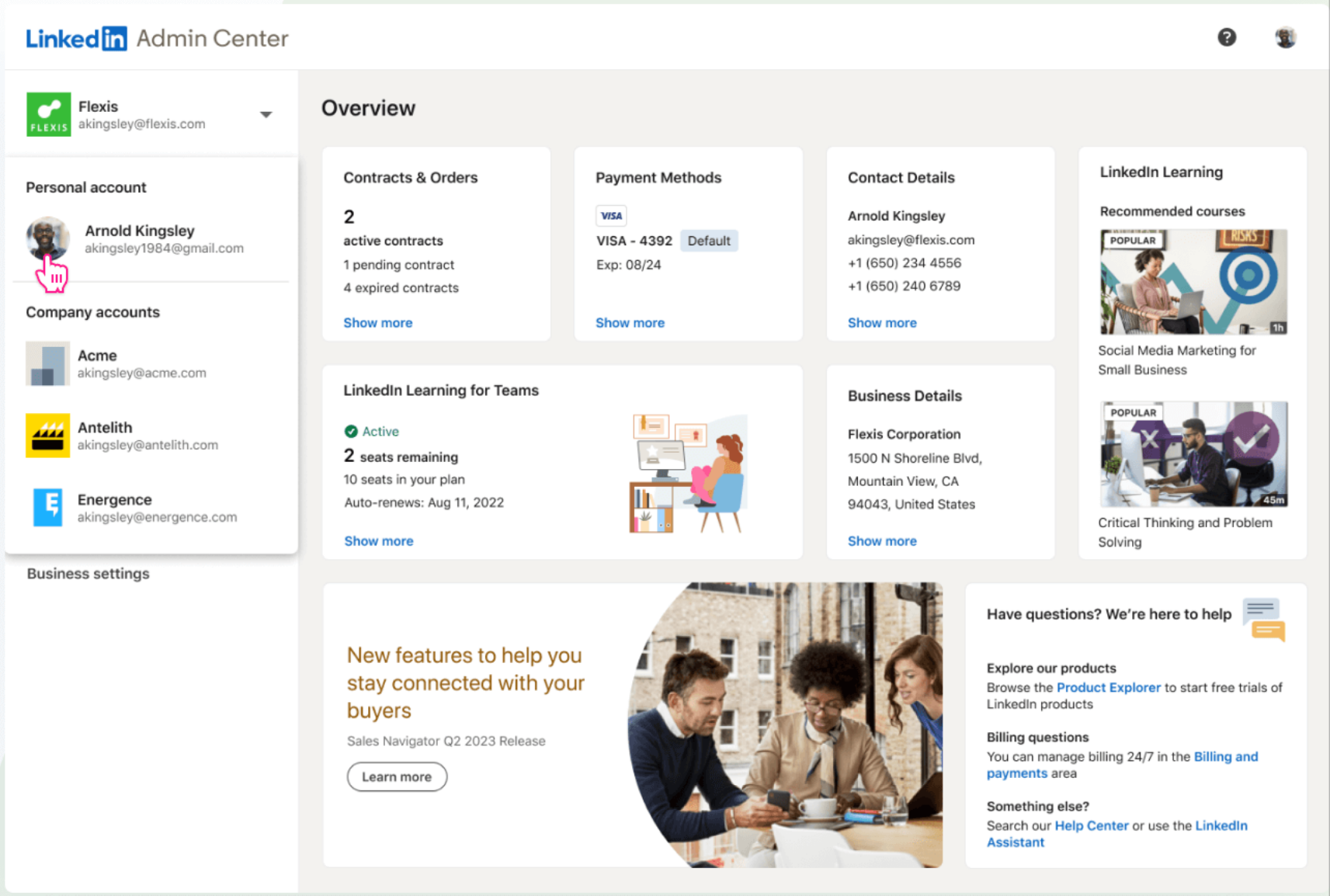
We carefully considered how Admin Center can serve all of our customers, from indivdual purchasers and team users, to enterprise users. We will support all personas within Admin Center and have restructured the UX and IA in accordance with our user's objectives



USER STORY · FUTURE SCOPE

Looking ahead

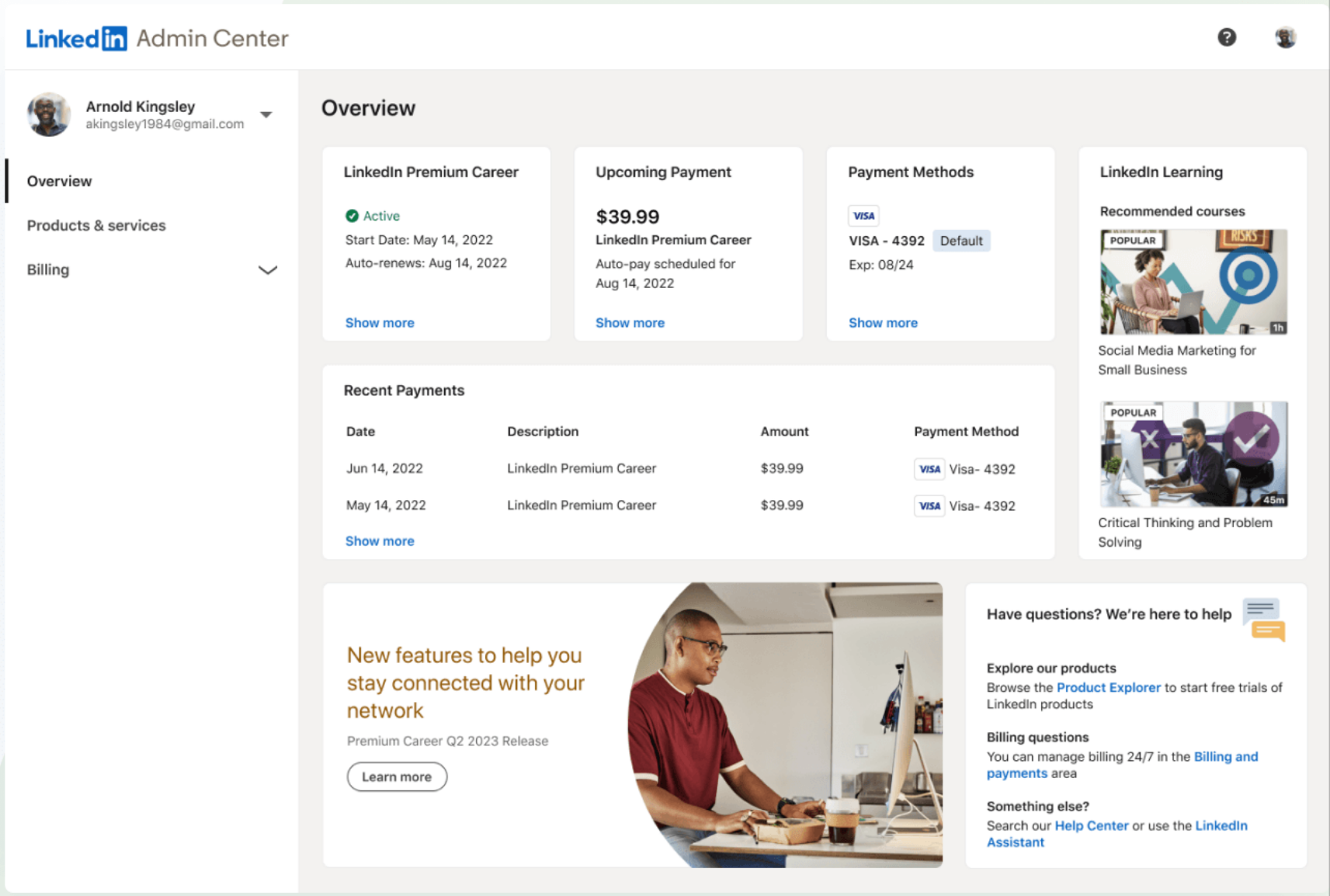
Personal purchases will be migrated from Purchases & Payments into Admin Center. Users can switch between their personal purchases and manage multiple enterprise accounts within the same app



USER STORY · FUTURE SCOPE

Looking ahead

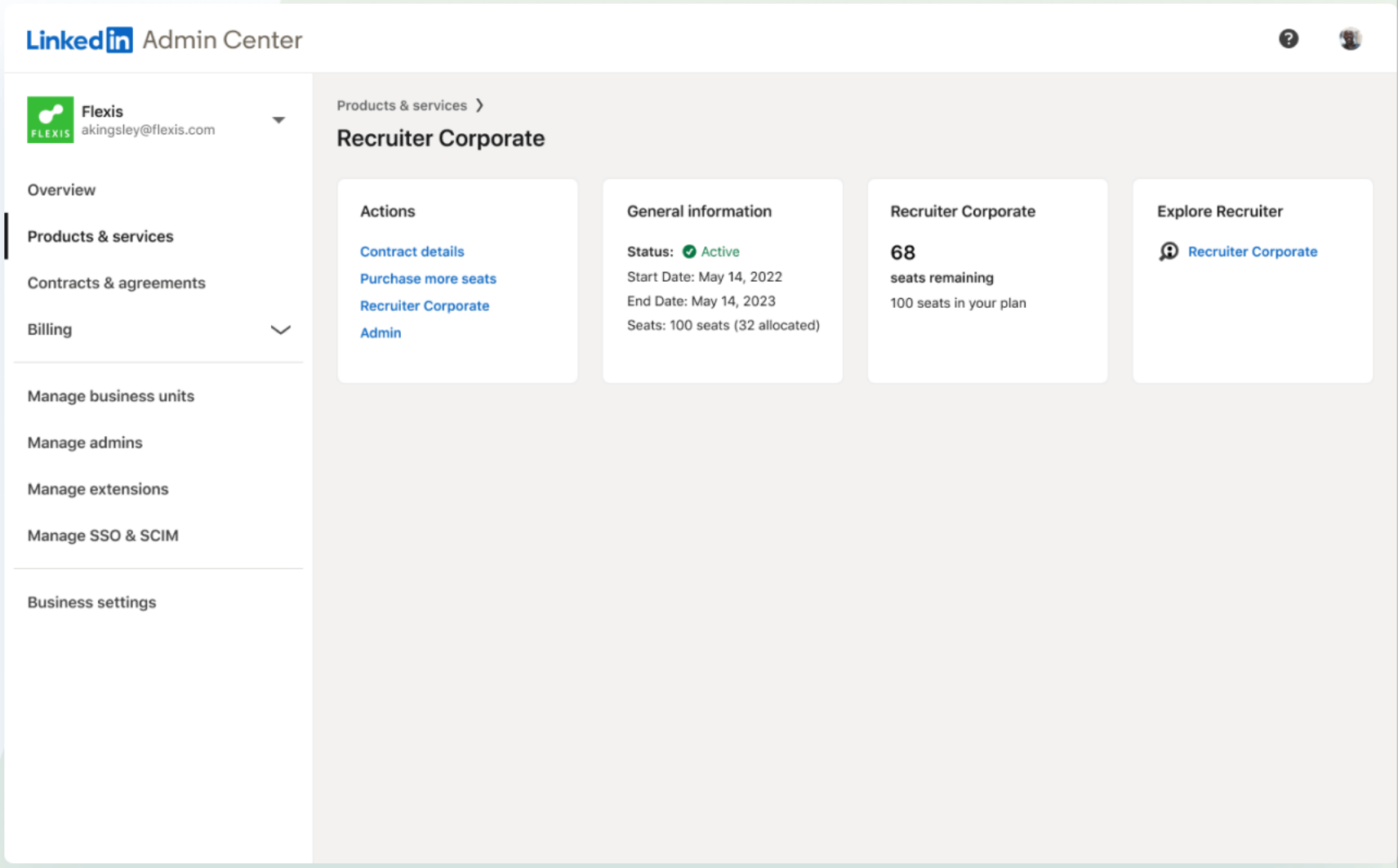
Arnold can now manage his personal subscriptions without needing to leave Admin Center



USER STORY · FUTURE SCOPE

Looking ahead

We are constantly exploring new design patterns and leveraging competitive analysis to aid in guiding our decisions by way of informed research



QUALITATIVE

VALIDATELY

QUANTITATIVE

pendo

hotjar

Google Analytics 360 Suite

DESIGN, PROTOTYPING, AND DESIGN SYSTEM

Figma