



MyLife Profile Page

Subject View Profile Page Re-Design



Author	Description	Date
Armen Petrosyan	MyLife Public Profile View	11/09/12

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Users

The current profile page design is antiquated and does not leverage Mylife's content, which can lead to a poor user experience, infrequent return visitation, and a low perceived value.

There are missed opportunities for engagement and the growth of user generated content. Furthermore, the current profiles are not in-line with our value proposition of being the web's most trusted central source for people profile information.

COMPETITOR ANALYSIS



facebook Rahul Banker Home

Your timeline is now live — Developer Release
Please note: During the developer release, only other developers will be able to see your new timeline. Everyone else will see your old profile.

Rahul Banker

Update Info View Activity

President/CEO at thecopypasteblog
Went to Rosary High School
Lives in Baroda, Gujarat, India
Knows English, American English, Français and 4 ...

About Friends 441 Photos 122 Map 27 Likes 458

Status Photo Place

What's on your mind?

Rahul Banker updated his cover photo.
12 seconds ago

Recent Activity

Rahul and Saksham Talwar are now friends.

Rahul Banker
2 hours ago

Request your new Facebook profile and that awesome Timeline NOW

Pros:

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LinkedIn Account Type: Pro 9 Bayley Grimshaw [Add Connections](#)

Home Profile **Contacts** Groups Jobs Inbox Companies News More People Search... Advanced

We Do Windows Phone Apps - Build your business' application on the next big mobile platform

Brianna Inouye 1° in +

Head of Product PR at LinkedIn
San Francisco Bay Area | Public Relations and Communications

Current LinkedIn
Previous Sony Computer Entertainment America, Yahoo!, Porter Novelli
Education University of California, San Diego

[Send a message](#) 500+ connections

[www.linkedin.com/in/briannainouye](#) [Contact Info](#)

ACTIVITY

Julie Inouye is now following what Pete Cashmore is saying on LinkedIn.

Pete Cashmore
CEO, Mashable Inc

What It's Really Like to Own an iPhone 5
The dust has settled on the iPhone 5 launch, and the initial hype has died down. For me, it's now just my regular workday phone, with less of the "shiny object" sheen it had on launch...

[SEE MORE](#)

BACKGROUND

SUMMARY

I've been coined a "quiet pr storm." I'm a crisis communications junkie at heart and I've learned that change is the constant in technology.

PEOPLE SIMILAR TO BRIANNA

Steve Barker 3°
Experienced Corporate Communications & ...
[Connect](#)

Ads by LinkedIn Members

A Masters for Design Pros
Get a Media Design MFA, & Focus on Strategy of Great Design. Free Info Now

Thinking of an MBA?
Free Workshop at SF State's Downtown Campus. 5th & Market. Oct. 17. RSVP.

Targeting Hospitals?
Target Hospitalists. Decision Makers. Influencers, #1 growing specialty.

BRIANNA'S NETWORK Company

249 LinkedIn

21 94 13

Pros:

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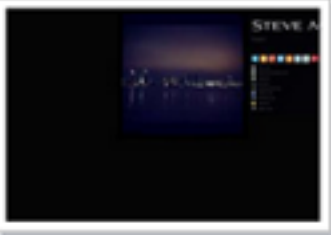
Pros:

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about.me™ Q Explore Pages Edit Page Dashboard Account

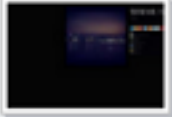


Steve Meja


Edit Page
Get More Visitors >

Activity >

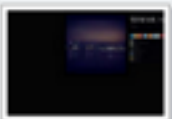
OFFERS 2
INBOX 10



You connected an app!
Aug 13, 2012 7:18pm




Xin Chung loves your page.
Aug 6, 2012 1:17pm




Looking good. You uploaded a new background image!
Aug 1, 2012 3:34pm




Favorites 16 >
Find Friends >




Maria Mello




Brendan DeBeasi



Andrew Mejia



Joshua Purvis



Put your best foot forward

Link to your about.me page from around the web. [Learn more >](#)

Page Statistics >

Year Month Week

446

VISITS

222

CLICKS

61

LINKS TO YOU

Pros:

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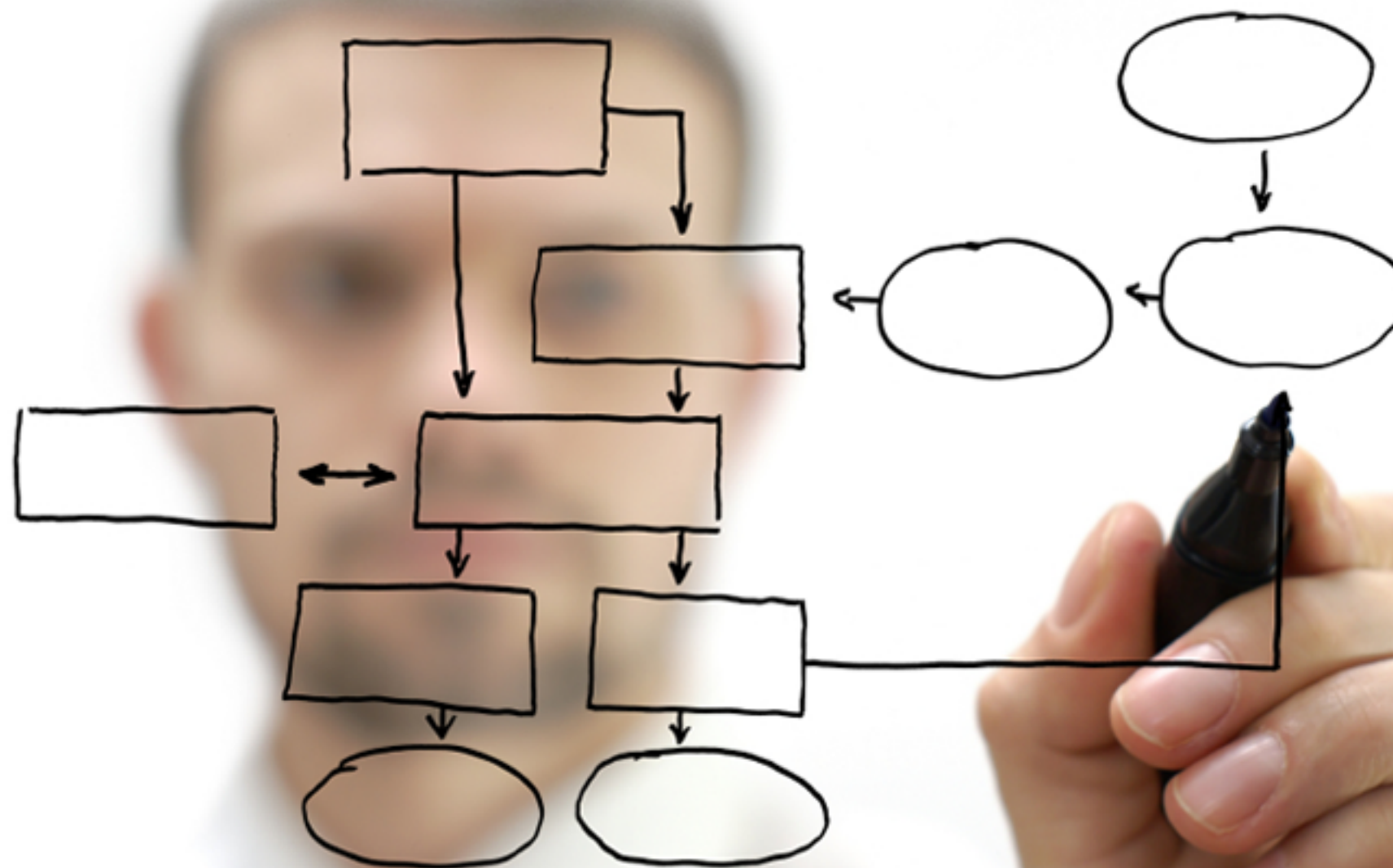
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Goals

- Help users understand the value of a Mylife profile beyond just contacting the profile owner.
- Differentiate the Mylife profile from other profiles found on the web.
- Include features that encourage activity and daily return visitation
- Build user generated content
- Push new connections
- Synergetic experience between all platforms (web, mobile, tablet)

CURRENT EXPERIENCE



Home My Searches 1 My Identity Monitor 13 My Contacts My Memberships Steve Mobile

Friends & Family | Classmates | Work Contacts & Jobs | Local Services | Singles

Name
 Email

A MyLife.com™ profile

Steve Mejia, 30

Edit profile

San Diego, CA

[View/add photos \(2\)](#)

Address: San Diego, CA 92130

Who's Searching for You®

Personal searches **35**

Work searches **420**

Who's Viewed Your Profile

Personal reason **40**

Public Record Remover

Records Found **25**

NEW!

Public Record Remover
Records Found **25**

Life Events | Social Networks | Education | Work | Services | Relatives & Associates | Previous Locations | Dating

Who's Searching for You®

NEW! Check out your 420 work searches

35 people searched for Steve Mejia View all results

Delores Ramirez, 34

Whittier, CA
11/04/2012

Kc Brotherton, 38

Burbank, CA
10/30/2012

Meggan Markley, 30

San Marcos, CA
10/04/2012

Steve Smith, 35

Jameson, MO
08/31/2012

David Wolfe, 46

New York, NY
08/23/2012

Who's Viewed Your Profile?

View all results

40 people viewed your profile.

Justin Kifer, 39

Los Angeles
12/23/2011

David Wolfe, 46

New York
08/23/2012

Kc Brotherton, 38

Burbank
06/11/2011

Johney Smith, 42

Bell Canyon
07/15/2012

Asit Gupta, 36

Box Canyon
06/12/2012

Your Life Events

ADD EVENT

Share stories about yourself.

Add a life event

MyLife Profile Page:

The current profile page design is antiquated and does not leverage Mylife's content, which can lead to a poor user experience, infrequent return visitation, and a low perceived value. There are missed opportunities for engagement and the growth of user generated content. Furthermore, the current profiles are not in-line with our value proposition of being the web's most trusted central source for people profile information.

CREATED BY: ARMEN PETROSYAN

CONNECTING EVERYONE, ALL IN ONE PLACE.™

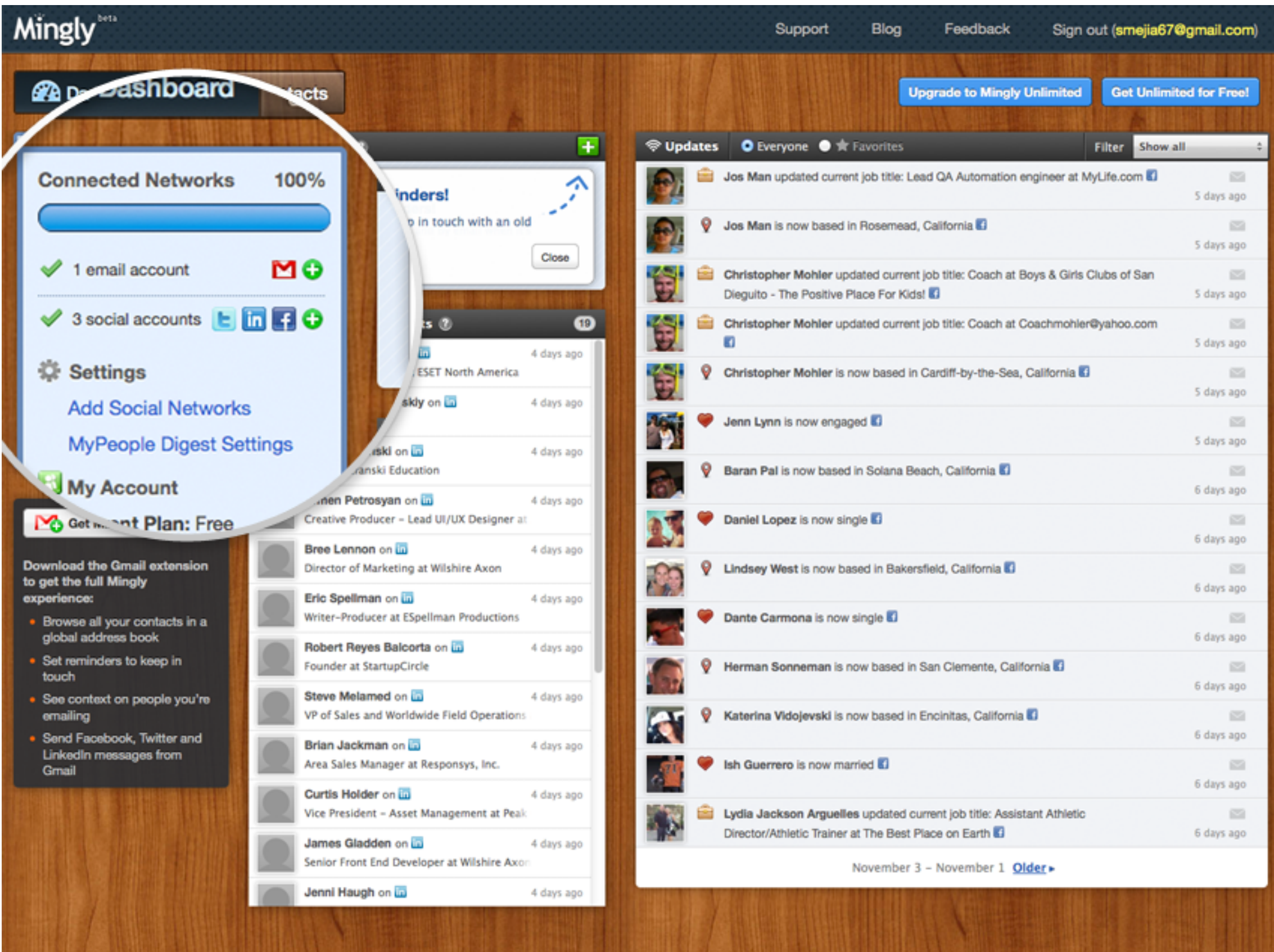
CONFIDENTIAL

INSPIRATIONAL SITES



FUNCTIONALITY





Connected Networks:

We like how it Shows you all the Networks your are currently connected to

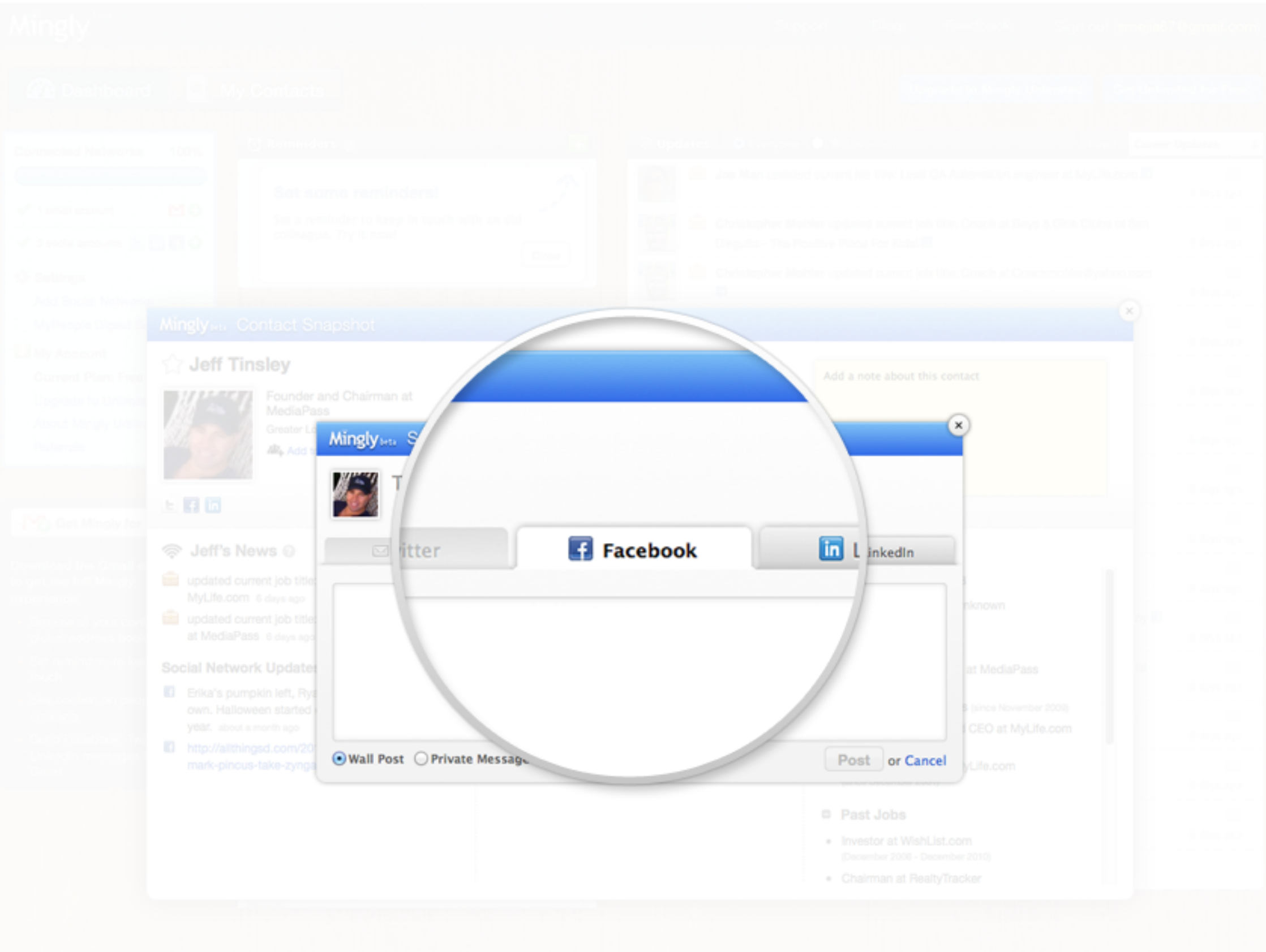
How much you have left to complete your profile

Data assets from Social Connect

Easy Messaging:

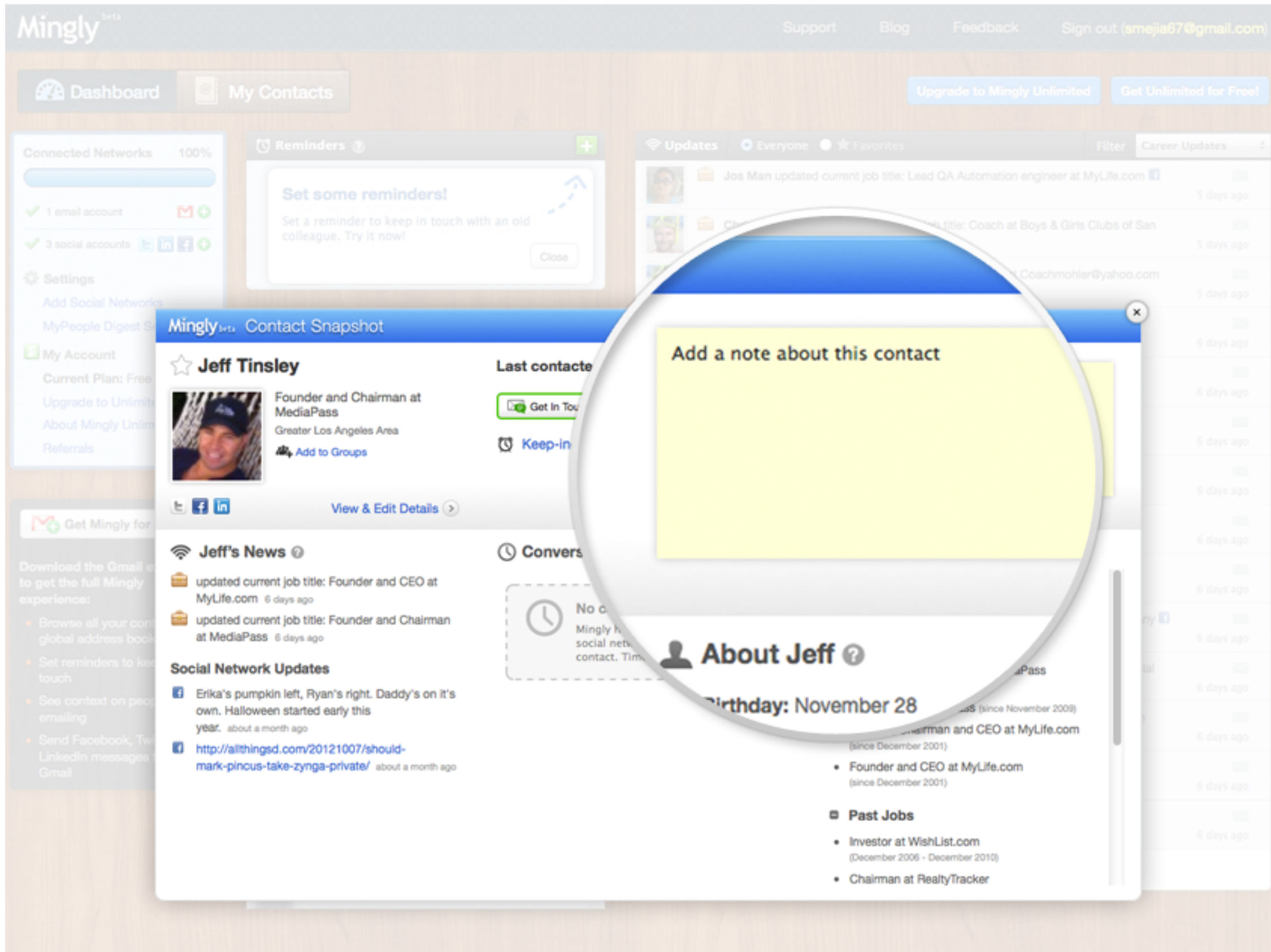
Simplicity of messaging from profile view

Inline Popup to reduce real-estate on page keeping the user on the same page and increasing engagement



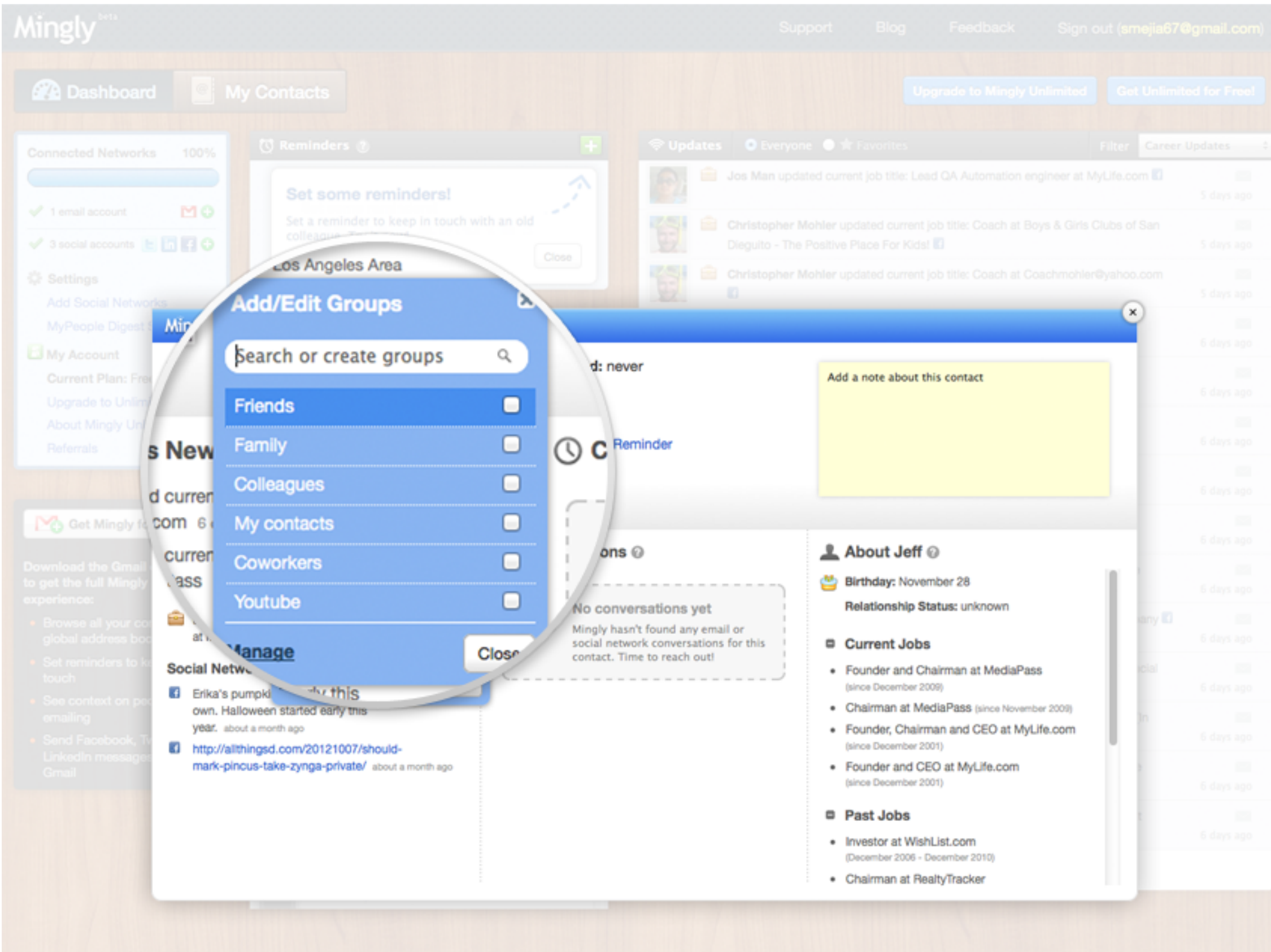
Add a Note:

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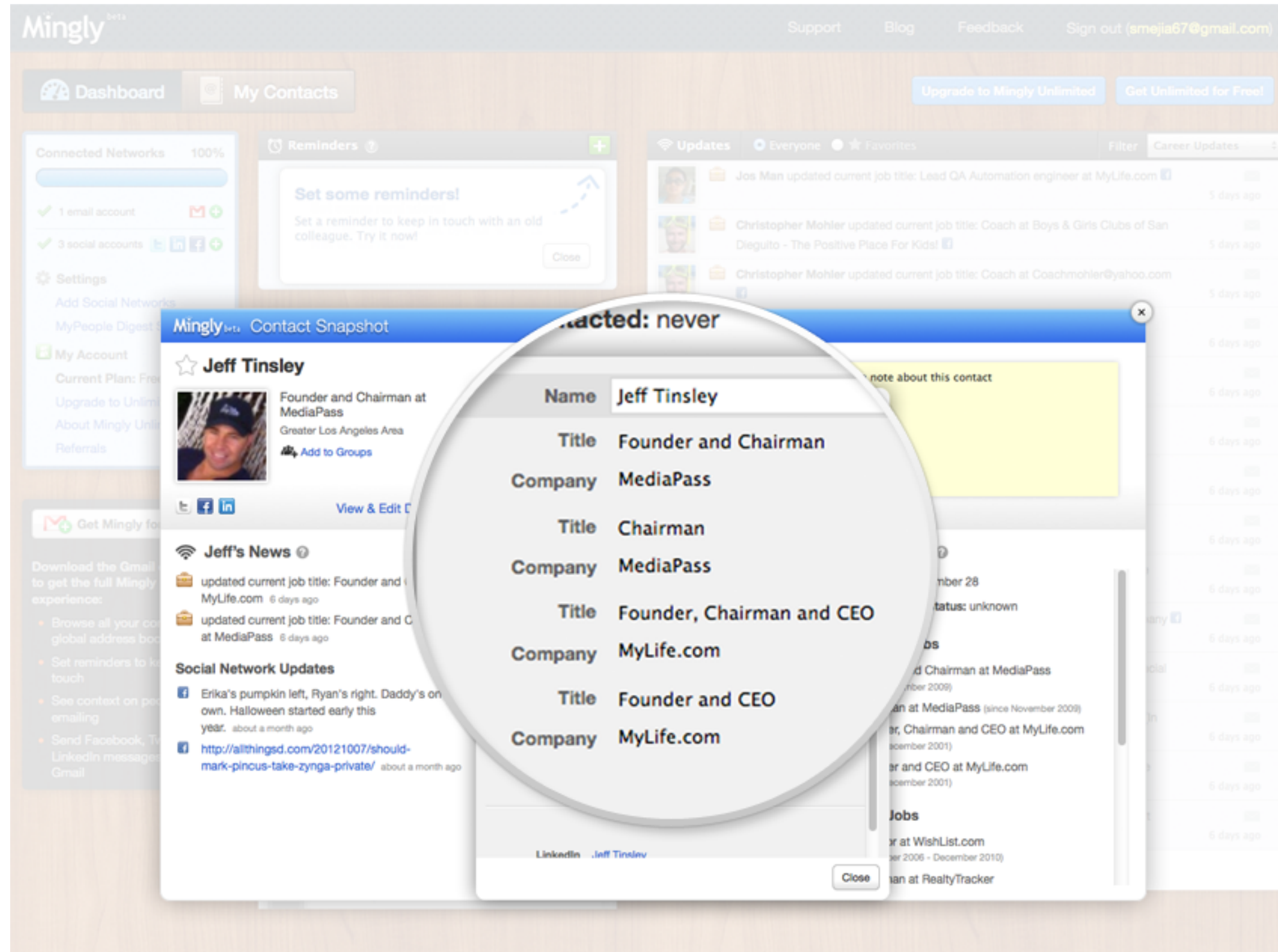
Add Groups:

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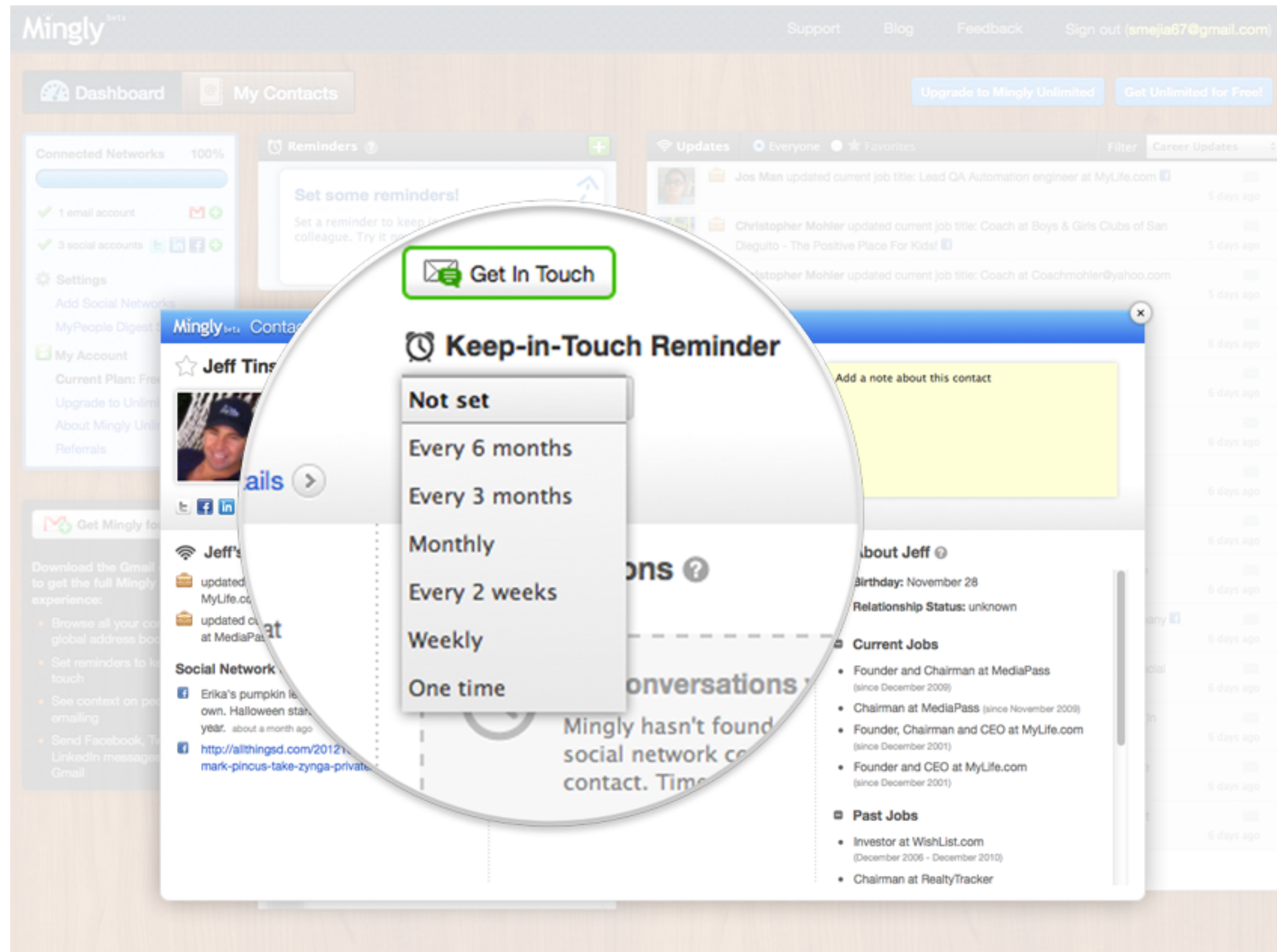
Edit Profile Details:

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Reminder:

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Global Address Book

Mingly merges your Gmail, Facebook, LinkedIn and Twitter contacts into a single address book.

Quickly search across your networks, organize contacts, and reach out on social networks.

Let me

Guide:

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Welcome!

Connect your social networks to get the most from Mingly! You'll see all your contacts and important updates in one place.

 +  +  + **Mingly** = **RELATIONSHIP Action Hero!**

[Connect My Social Networks](#)

Connect Social Networks:

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BUSINESS MODEL



The screenshot shows the LinkedIn homepage for a user named Steve Mejia. At the top, there's a navigation bar with links for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is also present. Below the navigation, there's a banner for a webinar: "SEO Tools Tips & Secrets - Free webinar. Learn to get to top of Google via free tools. Register now!". The main content area features a "Share an update" box with a profile picture, an "Attach a link" button, and social sharing options. Below this, there's a section titled "LinkedIn Today recommends this news for you" with a fire icon. It contains three news items: "iPhone cedes its crown, outsold by Samsung Galaxy S3" from qz.com, "Why Big Banks Should Be Terrified of Elizabeth Warren" by Neil B., and "Chris Matthews on Obama win: 'I'm so glad we had that storm'" from foxnews.com. There's also a "More Influencer Posts" link. On the right side, there's a "PEOPLE YOU MAY KNOW" section with three suggestions: Lis Luwia, Kellen Anderson, and Henry Wong, each with a "Connect" button. Below that is an "Ads by LinkedIn Members" section with three ads: "Annual eCommerce Report", "MS in Internet Marketing", and "Earn Your MBA in LA". At the bottom right, there's a "WHO'S VIEWED YOUR PROFILE?" section showing 11 profile views in the past 7 days and 26 search result appearances in the past 3 days.

Pros:

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Cons:

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The screenshot shows the LinkedIn interface. At the top, there's a navigation bar with 'Home', 'Profile', and 'Messages (0)'. A circular callout highlights the 'Messages (0)' icon and the 'Compose Message' button. Below this, there are three message cards:

- Brian Law** (Nov): RE: Uber. Hey Dude - Sorry for the delay in getting back to you. NY is...
- Micheal Wong** (Oct 30): Hello. Hello there, How are you doing? I am really sorry to hear the...
- Marisa Marvin**: Would you mind introducing small firms...

On the right side, there's a 'PEOPLE YOU MAY KNOW' section with three suggestions: Nicole Naporlee, Anthony Rodgers, and Dave Hernandez. Below that are 'Ads by LinkedIn Members' including 'Amazing Training Offer!', 'Gartner Magic Quadrant', and 'Product Management App'. At the bottom right, there's a 'WHO'S VIEWED YOUR PROFILE?' section showing 11 profile views and 26 search results.

Icon Dropdowns:

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Easy Messaging:

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LinkedIn Account Type: Basic | Upgrade Steve Mejia Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Advanced

[Domo: The New Face of BI - The User Experience Focused Dashboard BI Ha](#)

Appearances in Search

Total V

16 views for the week of Sep 3

Date	Views
2	~10
Aug 26	~10
Sep 9	~8
Sep 23	~12
Oct 7	~14

Premium

Sample Upgrade to see yours

Industry	Percentage
1. Director	- %
2. Manager	- %
3. International	- %
4. Executive	- %
5. CEO	- %
6. Expert	- %

Profile Stats

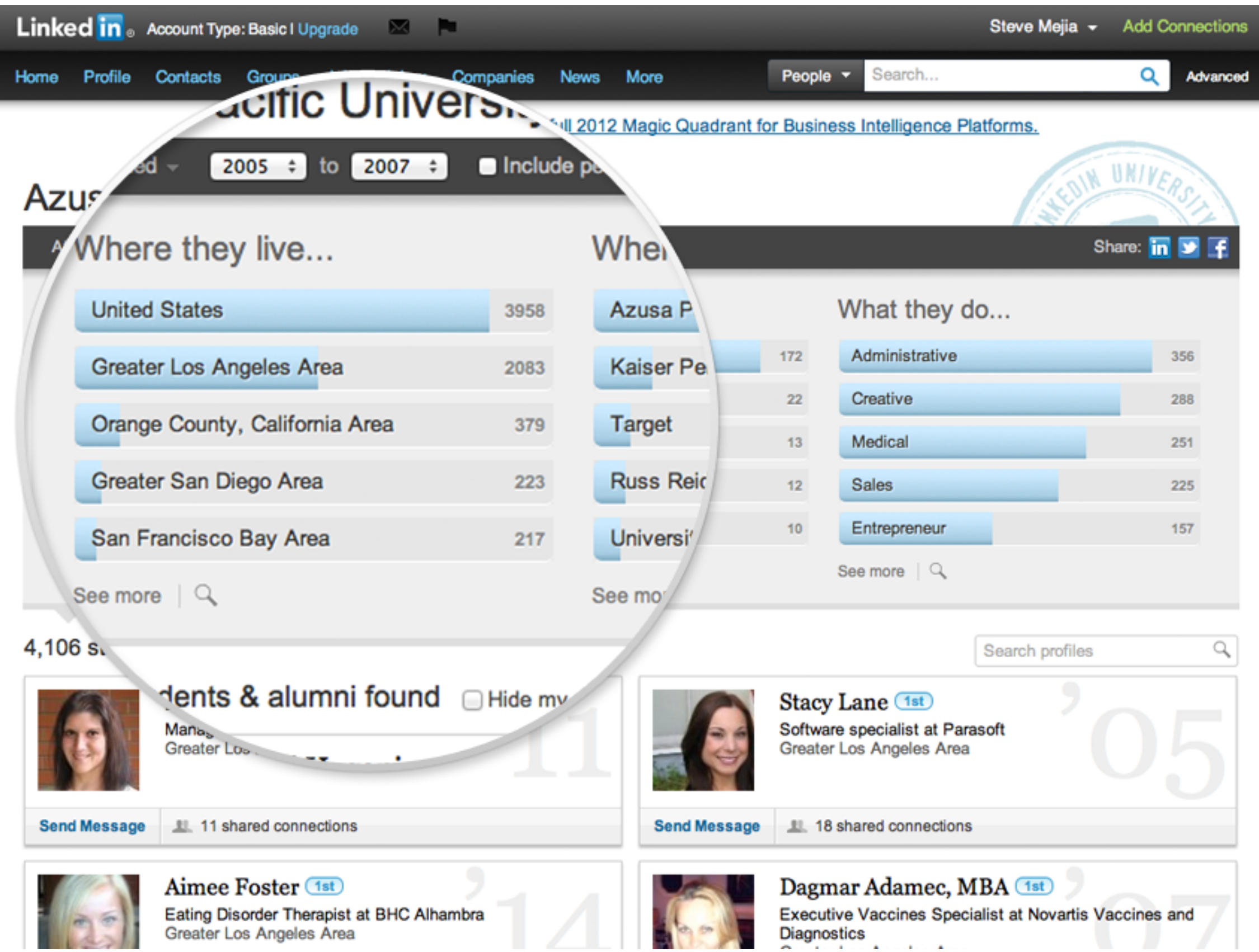
Who's Viewed Your Profile

LAST WEEK

- Lionel Fujioka** (2nd)
Server at BJ's Restaurants, Inc.
Greater Los Angeles Area | Restaurants
In Common: 4 shared connections
- Mani Gandham** (2nd)
Tech Executive. Serial Entrepreneur. Angel Investor.
Greater Los Angeles Area | Information Technology and Services
In Common: 1 shared connection 1 shared group
- LinkedIn Member
- Marc Horne** (1st)
Senior Product Manager at Sony Network Entertainment Int'l (SNEI)
Greater San Diego Area | Computer Software
In Common: 41 shared connections 1 shared group
- Stephanie Chaney** (1st)
Corporate Recruiter
Greater Los Angeles Area | Internet
In Common: 67 shared connections

Visitation Analytics:

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Bar Chart:

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The screenshot shows the LinkedIn interface. At the top, the user is logged in as Steve Mejia. The navigation bar includes Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is present with the word 'People' selected. Below the navigation, there is a banner for 'SQL Server Training'. The main section is titled 'People You May Know' and includes a sub-header 'See people from different parts of your professional life'. A list of filters for various institutions and locations is shown. The main list of suggestions includes:

- John Harelson** (3rd): VP - Regional Manager North County San Diego and Orange County, Greater San Diego Area. 10 shared connections.
- Jay Sherer** (2nd): Strategic Marketing Management, Greater Los Angeles Area. 27 shared connections.
- Mario Veneroso**: United States.
- salvador arteaga**: sales at Border Construction Specialties, Greater San Diego Area.
- Alberto Medellin** (2nd): Lead, IT Support at Websense, Inc., Greater San Diego Area.

A magnifying glass is positioned over the profile of Jay Sherer, showing a larger view of his profile picture and name.

Profile Connect:

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ONLINE INFLUENCE



Online Influence

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The screenshot shows the TrustCloud profile for Steve Mejia. At the top, there is a navigation bar with links for 'UNDERSTAND TRUSTCLOUD', 'USE YOUR TRUSTCARD', and 'EMPOWER THE SHARING ECONOMY'. A search bar is also present. Below the navigation bar, a banner encourages users to 'Own the trust you've earned online' and provides a 'Sign Up Now' button. The profile section for Steve Mejia includes a profile picture, his name, and social media icons. His title is 'Product Manager – Data Assets & Search Services' in the 'Greater Los Angeles Area'. A large circular callout highlights a 'TrustScore' of 747, which is currently 'Updating'. Below the score is a bar chart showing the score's position relative to other users, with categories: Poor (0-500), Fair (500-600), Average (600-700), Good (700-800), Very Good (800-900), and Excellent (900-1000). The score of 747 is in the 'Good' range. The chart is titled 'THIS SCORE'. Below the chart, text explains: 'The TrustScore measures trustworthiness by analyzing your virtuous online behaviors and transactions'. The 'Trust Badges' section shows 'Transparency' (1 badge) and 'Connector 3' (3 badges). The 'Endorsements' section explains that users can endorse members based on virtues.

Scoring System:

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The screenshot displays a user profile on TrustCloud.com. At the top, there are two virtue categories: 'Generous - Selflessly giving to others' with a count of 0 and a '+T' button, and 'Helpful - Willing to help others' with a count of 0 and a '+T' button. A 'Show All Virtues' button is located to the right. Below this, a circular callout highlights the 'Verifications' section, which includes: 'Email' (3 email addresses verified), 'Mobile' (1 phone number verified), and 'Postal Address' (1 address verified). Underneath the verifications is the 'Achievements' section, featuring a row of icons representing different milestones, such as a link icon with '3', another link icon with '5', an envelope icon, a house icon, a group of people icon, and a group of people icon with '10'. A green callout box points to the group of people icon with the text: 'INVITED Invited 5 friends to claim their Trustclouds'. Below the achievements, there is a 'Rec' section with 'Ebay Feedback' and a list item: '• Good buyer, prompt payment, valued customer, highly recommended. - grilloutfitterscom (2218) - 06/09/2006'. Social media icons for Google+, Klout, LinkedIn (Connections: 500+, Recommendations: 12), and eBay are also visible.

Verifications:

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Generous - Selflessly giving to others 0 +T

Helpful - Willing to help others 0 +T

[Show All Virtues](#) ▾

Networks

Facebook Friends: 999+ Likes: 56	Twitter Followers: 23 Tweets: 464	LinkedIn Connections: 500+ Recommendations: 12
Google+	Klout	eBay
Email 3 email addresses verified		Postal Address 1 address verified

Achievements

INVITED
Invited 5 friends to claim their Trustclouds

Recent Activity

Ebay Feedback

- Good buyer, prompt payment, valued customer, highly recommended by outfitters.com (2218) - 06/09/2006

Achievment Badges:

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UNDERSTAND TRUSTCLOUD USE YOUR TRUSTCARD EMPOWER THE SHARING ECONOMY

SEARCH

Understand TrustCloud

✔ **Measure Trust**

Your Data & Privacy

FAQ

Use Your TrustCard

Empower the Sharing Economy

The Future of Trust

Terms & Conditions

Measure Trust

The diagram illustrates the 'Measure Trust' concept. At the center is a person icon. Above the person is a green speech bubble containing a white checkmark inside a cloud. Three main categories point towards this central figure:

- Behavioral:** Represented by a bracket on the left, it includes three circular icons: a fan, a pair of eyes, and a question mark.
- Transactional:** Represented by a bracket on the right, it includes three speech bubble icons: one with a house, one with a car, and one with a dog.
- Existential:** Represented by a bracket at the bottom, it includes six social media and communication icons: LinkedIn (in), Twitter (t), Facebook (f), Google+ (g+), a phone, and an email envelope.

Trust is difficult to quantify– we’ve all heard the saying “I know trust when I see it.” These days, however, there’s enough data generated from online activity to detect actual patterns of Trustworthy behavior.

We work with author and trust expert [Charles H. Green](#) to interpret universal indicators of Trust such as Credibility, Reliability, Familiarity, and Consideration. We further validate these assumptions through research collaborations with [Stanford University’s Sociology Department](#).

DESIGN



Design

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BRAND-YOURSELF
Dashboard
My Top 10
Create or Submit Content
Boost My Content
John

You have 4 new alerts since you last logged in. [Click here to view them.](#)

Tip: To Improve your score, you can **add content**, and then **boost it** to the top of results, burying unwanted results. [Learn more](#) [Hide This Tip](#)

My Search Engine Score

D

Poor

[View My Top 10](#)

My Content Added

49

50

results

Plenty

Add More Content

Add content you want in your top results

My Content Boosted

10%

Not Much

Boost My Content

Boost your content to the top of results

My progress

POSITIVE CONTENT BOOSTED
+ 11 POSITIONS

NEGATIVE CONTENT BURIED
+ 11 POSITIONS

Search Engine Score Positive in Top 10 Negative in Top 10

My BrandYourself Site Visitors

15 people found you this month

Most Are From	Most Find You On	Most Searched For
Schenectady, NY	Google	"Sir Cody Von Dischenheimer"

Pros:

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Pros:

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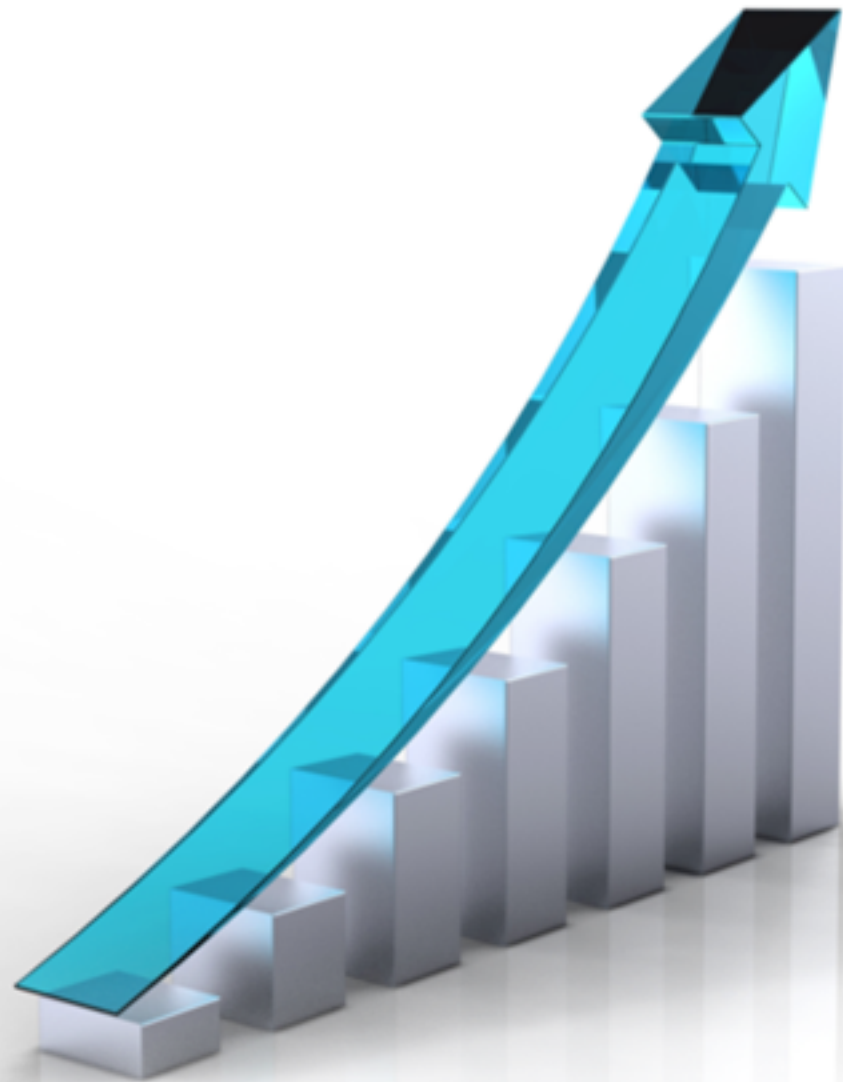
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DATA METRICS



Data Metrics

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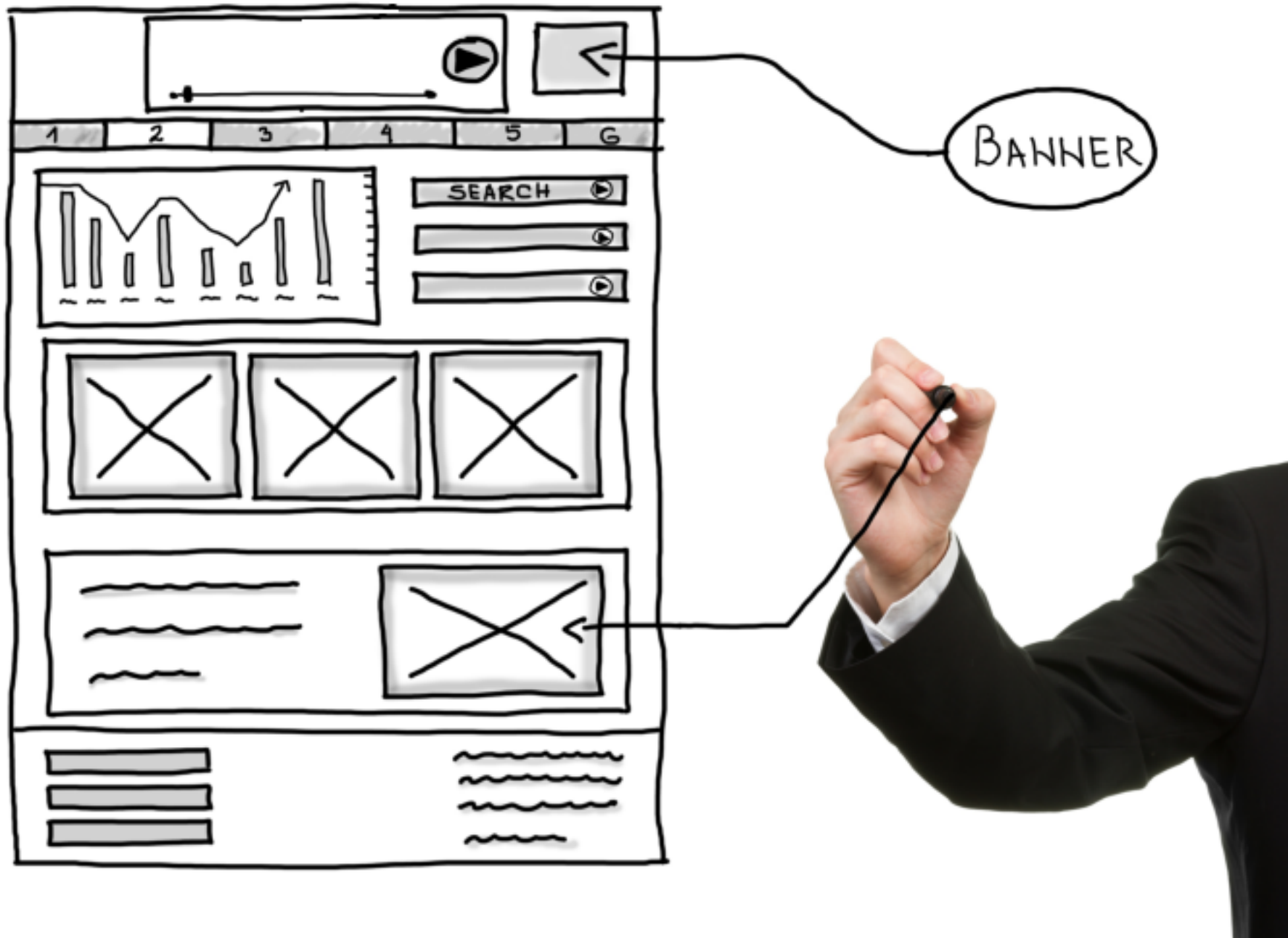
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Data Metrics

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PAST CONCEPTS



Past Concepts

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Add/Edit Photos

Profile Completion: 40%

Completion Tip:
Fill out your [work history](#)

- Personal Info
- Work Info**
- Education
- Interests
- Previous Locations

Holly Van Dyke, 29
Beverly Hills, CA

[VIEW MY PUBLIC PROFILE](#)

Personal Info

Share mylife.com/hollyvandyke/ on: [Twitter](#) [LinkedIn](#) [Facebook](#) [YouTube](#) [Google+](#) [Email](#) [Print](#)

Name Holly Van Dyke	Birth date 05/26/1983
Address edit 23124 Beverly Dr. Beverly Hills CA 90210	Email(s) <input type="text" value="holly@mac.com"/> X save hvd@gmail.com

Work

privacy settings: **Public** [edit](#)

Product Manager at AT&T Interactive [edit](#)

2011- Present | Santa Monica, CA

- Promote and market developer program to increase adoption rates among app and web applications
- Responsible for launching new products which access YP.com local data
- Leading development team through all life cycles of product development

Product Manager at Apple Inc [edit](#)

2005- 2011 | Cupertino, CA

- Led successful large scale network content integrations
- Developed core products to syndicate Apple content to large scale publishers
- Responsible for developing and implementing all traffic filtering and optimization points of on site and syndication traffic

Education

privacy settings: **Private** [edit](#)

Harvard School of Business [edit](#)

College Technical Management degree
Redwood City, CA | 2001 - 2004

Lafayette High School [edit](#)

Chicago, IL | Graduated in 2000

Interests

privacy settings: **Public** [edit](#)

[Knitting](#) [edit](#)

Concept#1

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Name Email

New! Profile Remover
Remove your personal info from unauthorized websites

LEARN MORE NOW

My Identity Monitor

See who's searching for you + monitor and manage your profiles across the web. Email Alerts: [Real-time](#)

MyLife Identity [Edit](#)



VERIFIED USER
Holly Van Dyke, 29
Beverly Hills, CA
[View profile](#)

Who's Viewed Your Profile?

No one has viewed your profile yet

Share [mylife.com/hollyvandyke/](#) on:



Who's Searching for You?*

- Erika Tomlinson, 45
South Pasadena, CA
- Rachel Bjork, 29
San Francisco, CA
- Cindy Eversman, 44
Toluca Lake, CA

14 more

Who's Searching for You on Google?

- Paul Rant, 32
Los Alamitos, CA
- Lisa Tremor, 34
San Francisco, CA
- Louis Downing, 40
Tiburon, CA

3 more

Messages & Alerts

You have **34** Messages & Alerts
7 new

Updates

Paula Raison-d'etre, 32 changed her profile

Profile Remover

- Holly Van Dyke, 29
White Pages
- Holly Van Dyke, 29
Spokeo
- Holly Van Dyke, 29
PeekYou

12 more

People You Might Know

Also graduating from New Trier, Illinois, 1982

Sophie Jacobsen, 37
 Johann Smith, 36
 Stephanie-Anne Peters, 34
 Jessica Sampson, 35
 Christine Clinton, 37
 Josaphine Waters, 36
 38 more

Also working at Microsoft, Los Angeles, 2009-Present



Concept#2

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Solution

- New design layout in accordance to Mylife's style guide
- Profile completeness meter to encourage user generated content
- Call to action for auto-filling content via social network engagement
- Social features such as status update and timeline
- Profile verification process and badge
- Ability for users to contribute content on object profiles(?)
- Suggestive/Recommended connections

Pros

- Richer profile viewing experience
- Collect more user generated content
- Brand building around profile value proposition
- Meet paid user's expectations leading to fewer refunds

Cons

- User concerns regarding privacy settings