

Course 2 Project - Product Design

Hello students! Hope you are having a great time learning product management and are gearing up to become amazing product managers.

Problem statement:

Design Mentorship feature for linkedin (app preferably).

Expectations from the project:

Perform user research:

- Apply design thinking framework
- Design User Flow

Create prototype in Figma

- Copy first and then build
- Seek LinkedIn Design system for consistent design
- Tweak current version to add mentorship features

Project submission

You can convert your research report in the PDF format and upload it on the platform. In case of any confusion on how to upload the report, please ask queries on the forum.

Rubric for the project

Rubric	Marks
Research	10 marks
User Experience	25 marks
UI Design	25 marks

EXISTING BELIEF SYSTEMS OF USERS ON USING THE LINKEDIN APP

1. A Good Way to Network
2. Recruiters Use It
3. Research Companies
4. Join Groups That Provide Support
5. Establish Yourself as a Knowledgeable Professional
6. Build Your Brand
7. Find Informative and Helpful Posts

DESIGN THINKING: It is a non - linear iterative process that teams use in order to understand users, challenge their assumptions and redefine the problem and create innovative solutions by prototyping and testing. It usually involves 5 phases such as:

STEPS INVOLVED IN DESIGN THINKING
1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test

To tackle the upcoming rapid technological innovations, people who are building the products should not only be able to address these changes but also adapt quickly as possible. Hence, the design teams tackle all these changes in a human centric way and focus on what's more important to the user depending on their priority.

DESIGN THINKING FRAMEWORK

Design thinking is a user-centric approach to problem-solving that involves understanding user needs, ideating potential solutions, prototyping, and testing those solutions. Here's a design thinking framework specifically tailored for developing the mentorship feature in the LinkedIn app:

1. Empathize:

- Conduct user research: Talk to existing LinkedIn users to understand their pain points, motivations, and needs related to mentorship.
- Use surveys and interviews to gather insights on what mentees and mentors are looking for in a mentorship platform.
- Identify common challenges faced by mentees in their professional growth and mentors in providing guidance.

WHAT IS USER RESEARCH ?

User research is building a deeper understanding of your users needs, their motivations and their behaviors along with their ideas in using your product through interviews, surveys and other forms of evaluations like feedback methodologies.

The goal of user research is to get the actionable or testable data that can be used for another iteration or research process.

METHODS OF PERFORMING USER RESEARCH

1. USER SURVEYS
2. USER INTERVIEWS
3. USER PERSONAS
4. USER JOURNEY MAPPING

USER SURVEYS

Example: The given survey can be filled out by clicking the following [link](#) and responses will be recorded individually to assess the understanding of the existing features of the LinkedIn app and will also give an insight to what the users are looking forward to.

2. Define:

- Create user personas: Develop personas representing typical mentees and mentors with their goals and preferences.
- Define the problem statement: Based on research, articulate the key challenges and opportunities related to mentorship on LinkedIn.

USER INTERVIEWS AND USER PERSONAS

Example: The given templates help us to understand the usage of the LinkedIn features by the users for establishing their insights in the real time professional business.

1. User Persona 1 : [Link 1](#)

Features that can be improved in LinkedIn website/app according to the user interview 1:

- a.) Instead of showing anybody online/offline at a particular point of time, it can instead show the last seen for a particular individual's profile.
- b.) The preferences for the connection request can be ordered on a particular level of any individual depending on their organization and designation.

2. User Persona 2 : [Link 2](#)

Features that can be improved in LinkedIn website/app according to the user interview 2:

- a.) It would be great to have better organization features for messages, such as message folders or labels.
- b.) To see improvements in the job search algorithm. Sometimes the suggested jobs don't match my preferences, and it wastes time sifting through irrelevant postings.

3. Ideate:

- Organize brainstorming sessions with a diverse group of stakeholders, including LinkedIn users, designers, and product managers.
- Generate innovative ideas for the mentorship feature. Focus on how LinkedIn can facilitate meaningful connections between mentees and mentors.

- Prioritize ideas based on feasibility, desirability, and viability.

4. Prototype:

- Develop low-fidelity prototypes of the mentorship feature. This can be in the form of wireframes, mockups, or even simple interactive demos.
- Ensure the prototypes address the identified user needs and pain points effectively.
- Iterate on the prototypes based on feedback from internal stakeholders and potential users.

5. Test:

- Conduct usability testing with actual LinkedIn users to evaluate the effectiveness of the mentorship feature.
- Collect feedback and insights from users about the usability, usefulness, and overall experience of the feature.
- Analyze the test results and identify areas for improvement.

DESIGNING USER FLOW:

Below is the given user flow for the mentorship feature in the LinkedIn app, outlining the steps a user would particularly take to engage in utilizing the mentorship feature as per their needs:

STEPS INVOLVED IN THE DESIGN OF USER FLOW FOR MENTORSHIP FEATURE ON LINKEDIN APP	
Step 1:	Discovering the Mentorship Feature
Step 2:	Setting Mentorship Preferences

Step 3:	Finding Mentors/Mentees
Step 4:	Sending Mentorship Requests
Step 5:	Accepting/Declining Mentorship Requests
Step 6:	Managing Mentorship Connections
Step 7:	Engaging in Mentorship
Step 8:	Providing Feedback and Ratings
Step 9:	Ending Mentorship Relationships
Step 10:	Receiving Mentorship Recommendations
Step 11:	Notifications and Reminders

Step 1: Discovering the Mentorship Feature:

- User opens the LinkedIn app.

- If the user is new to the mentorship feature, they are greeted with an onboarding screen explaining the benefits of mentorship and how to get started.
- If the user has previously engaged with mentorship, they see a personalized welcome back message and quick access to their existing mentorship connections.

Step 2: Setting Mentorship Preferences:

- The user is prompted to set their mentorship preferences:
 - Choose whether they want to be a mentee, mentor, or both.
 - Select the relevant industries, skills, and interests they are interested in for availing the benefits for the mentorship.
 - Set their availability and preferred communication methods (e.g., messaging, voice call, video call).

Step 3: Finding Mentors/Mentees:

- Based on the user's preferences, the app suggests potential mentors/mentees from their network or LinkedIn's broader community.
- The user can browse through mentor/mentee profiles, read their demographic profile, professional experiences, and areas of expertise.

Step 4: Sending Mentorship Requests:

- The user selects a potential mentor/mentee and sends a mentorship request.
- When sending the request, the user can include a personalized message to express their interest and intentions.

Step 5: Accepting/Declining Mentorship Requests:

- If the mentor/mentee receives a request, they are notified through a push notification and an in-app notification in the notification panel.
- They can review the requester's profile and message before accepting or declining the mentorship request.
- If accepted, both the mentor and mentee are connected, and the mentorship officially begins.

Step 6: Managing Mentorship Connections:

- The user can access their mentorship connections through a dedicated Mentorship tab or section within the app.
- They can view ongoing mentorship relationships, past mentorships, and upcoming scheduled interactions.
- Users can also have multiple mentorship connections simultaneously.

Step 7: Engaging in Mentorship:

- Within the mentorship connection, the user can communicate with their mentor/mentee through in-app messaging or voice calls or can also schedule video calls.
- They can set goals, track progress, and share resources relevant to their mentorship relationship.
- The app may offer conversation starters or suggested topics to facilitate discussions.

Step 8: Providing Feedback and Ratings:

- After each mentorship engagement (e.g., meeting, conversation), both the mentor and mentee have the opportunity to provide feedback and rate their experience.
- The feedback system helps improve the mentorship feature and ensures quality interactions.

Step 9: Ending Mentorship Relationships:

- Users have the option to end a mentorship connection if they feel the engagement has fulfilled its purpose or for any other reason for example, if they face any absurd instances.
- They can provide a reason for ending the mentorship, which can be used for future improvements.

Step 10: Receiving Mentorship Recommendations:

- Based on user activity and preferences, the app can periodically suggest potential new mentors/mentees.

Step 11: Notifications and Reminders:

- The app sends notifications and reminders for scheduled mentorship meetings or to follow up on pending mentorship requests.

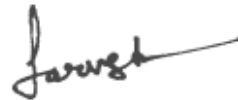
UI DESIGN AND UX USING FIGMA FOR MENTORSHIP FEATURE IN LINKEDIN APP

Here, is the tweaked current version of the LinkedIn app to add mentorship features which can be reviewed using the [link](#) in the figma app.

Certificate of Training

Pratibha Mishra

from New Horizon College of Engineering has successfully completed **Product Design** course as a part of the Product Management. The course consisted of Introduction to Product Design, Design Thinking, Design Sprint & Sprint Planning, and Popular Design Tools modules. Pratibha has scored 81% marks in the final assessment of this course.

A handwritten signature in black ink, appearing to read "Sarvesh".

Sarvesh Agarwal
FOUNDER & CEO, INTERNSHALA

Date of certification: 2023-07-25

Certificate no. : 8nr8mnswn2

For certificate authentication, please visit https://trainings.internshala.com/verify_certificate