

Mentorship

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Executive Summary

Background

A study conducted to develop people because people develop countries. Life is so fast and many of us don't care about themselves to make good decisions and choose the best options and they need to follow up with new technologies and develop their skills to live more comfortably and more productively and waste time in looped subjects. The purpose of this study was to focus on creating a digital product (Cross Platform App), for university students and professionals that want to develop themselves. This digital product aimed to save time and effort and develop people.

Research Goal

The goal of this study was to know why people waste a lot of time and not develop themselves. Make mentees to use app environments, including customized creative learning groups (via pictures, videos, etc.), and interactive tools. I also wanted to determine the factors that may discourage mentees from learning new skills, and explore the necessary needs that might exist for Mentorship programs and App as well.

Key findings

Students/learners need mentors in their careers to save time and effort and remove confusion. They prefer digital device apps to communicate with mentors.

Major products in the market may place too much emphasis on courses than mentoring.

We identified opportunities to build a product with a focus on communication.

Research Questions

Research Questions

[Needs]

- What is essential for engaging people to communicate with professionals?
- What are users current pain pointers?
- Do users really need another Mentorship app product?

[Behaviors]

- Do users currently use Mentorship apps?
- How do they interact with existing Mentorship app products? (if at all?)
- How do users feel about existing Mentorship Apps products?

Participants

Recruiting

- 10 participants (via college)
 - **college:** 10 selected participants will be taken from college because this is the desired user persona demographic we want to achieve. We want to select users from university to know what problems they face:
 - 1)All of students have different method to learn and study some may be develop,
 - 2) wasting time in routine daily should be saved, and 3) Students need some help to start in career in right way.
 - **Selection:** I will select 10 **collegiate** from faculty. I will DM message them:
 - Hello **{name}** ! I'm doing a study on what attracts people to learn real life skills on digital platforms. I'd like to ask you a few questions about your career and life balance - even if you aren't currently or have never used an app to learn skills. This brief conversation will take about 15 - 30 mins. If you agree, I would like to record chat.

Participants

- 10 Adults (18 and over)
 - I want to target a wide range of ages, because I would like to build my user persona characteristics, with age being one of the persona indicators.

Key finding #1

The significant **user needs** found within this study are:

1) 20% of them have used/currently use app on digital device to communicate with mentor.

The 1 apps used are: *ask fm and linkedin*

2) 50% of the participants enjoy communication of using digital device.

- "I prefer have a mentor online because its difficult to meet mentor in real life easily.
- "I used to like meet some professionals people in college, but now its so hard meet them"
- "I enjoy to communicate both online and offline. I want to start my own career in best way. - so I try to get mentor"

Key finding #2

The significant **user behaviors** found within this study are:

1) most of participants have agreed that it is easy to communicate online

- Mentee enjoy meet they mentors online.
 - "I can chat with my mentor any time."
 - "I just end calling video with my mentor."
- Mentees learn: after work, on weekends, on vacations.
 - "I usually just call my mentor after long day with many problems."
 - "Each step in my career consult my mentor to make best choice."

2) less than 50% of participants have offline mentor, however

- Student Activities in college improve communication skills and establish self confident.
 - "Every time i exciting to see my mentor to learn from his experience."

Next Steps/Recommendations

These findings have helped me re-shape the direction of developing Mentorship app product. These are the new adjustments as follows:

- The app will be a mobile and web as well.
- The app will have the main interface as the 'Main Skills'
- The app will have collaborative Learning app components (i.e. shared screen, shared discussion topics, shared sessions schedules, etc.)
- The app will have community chatting space to interact with other mentees.

Appendix

12 reasons a mentor is important

Affinity diagram

