Mentorship

Study 1: Semi-Structured Interview

Background

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This is a study of the possibility of designing a learning cross platform Mentorship app for University students & professionals. It contained a lot of skills and experience that should every student have in real life.

Research Goal

People develop countries, We develop people.
Our team wants to learn about how students face problems, how they overcome them, and how they develop themselves, Understand the student, who they are, their lifestyle and would they be interested in learning some skills.

1. Design a simple, intuitive and functional Cross-platform app interface.
2. Learn more about the service and discover new ways to create a clear and good learning experience.
3. Create agility to share and communicate with others.

Research Questions

● What is essential for the Mentorship app?
  ○ What are its features?
● which platform do they prefer to buy courses from it?
  ○ How do they interact with existing Platforms?
● Do users really need another Mentorship app?
  ○ How do students feel about existing app?

Method & Recruiting

We use surveys to collect data from at least 10 university students
● Test survey questions with 5 volunteers recruited from my faculty.
All students is my friends so it was easy and fun to interview them.
University Student.
Junior employee.
senior employee.

Screening Questions

1. What is the primary reason for you to need mentor? [Build rapport. Start with easy questions to get to know the participant]
      a. For my life balance (screened out)
      b. For leisure
      c. For a career change (screened out)
      d. Other (screened out)

2. What is your primary way to learn new skill? [Motivation: what did participants hope to achieve?]
      a. Take in-person, instructor-led courses (screened out)
      b. Use digital products
      c. Other (screened out)

3. How long have you been using apps to develop yourself? [how long is good way of journey of development?]
      a. Less than 3 months (screened out)
      b. 3 months to a year
      c. Over a year

4. When was the most recent time you have used these apps? [what time of using apps?]
      a. Within a week
      b. Within a month
      c. Over a month ago (screened out)

5. How often do you use these Apps? [Does participant have a daily routine? Is it spontaneous?]
      a. A few times a week
      b. About once a week
      c. 2-3 times a month (screened out)
      d. About once a month (screened out)
      e. Fewer than once a month (screened out)

Timeline
- Design proposal: Dec 1—3, 2021
- Recruiting: Dec 6—8, 2021
- Sessions: Dec 12—15, 2021
- Readout: Dec 18, 2021

Script

Introduction

My name is Ali. Thank you very much for participating in this study. Mentorship App is a cross platform you can use with different devices to improve your skills begin with communication and presentation skill passing by problem solving skills and some new technology.

Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team.

Interview & Warmup Questions [Build rapport. Start with easy questions to get to know the participant]

1. Could you tell us more about yourself. Describe

2. Which courses are you currently learning?

3. Which apps or websites are you currently using for learning? Have you tried other apps before?

Probe into needs and behaviors.

Probe into needs and behaviors

4. How did you get started using digital learning products? [Motivation: what did participants hope to achieve?]

Follow-up questions:

   ○ When did this happen?

   ○ What was the trigger?

   ○ How was the learning experience?

   ○ What was the learning outcome? Did you reach your learning goal?

5. How long have you been using apps to develop yourself? [how long is good way of journey of development?]
○ Where did you take your first session?
      ○ (If not digital) Why did you decide to switch to using digital products? [Which needs did digital products meet that other types of learning failed to meet?]

6. How often do you study? What motivates you to continue to study on a daily/weekly/etc. basis? [There might be internal motivation "I want to be able to communicate easily" and external motivation "I want to keep my streak on my work top leaderboard".]

    ○ What are your major achievements? [What makes users feel proud and excited?]

    ○ How do you track your progress? [Do users care about progress? Do existing apps do a good job at celebrating progress?]

7. How do you decide what to learn? Why? [Do participant build their own learning plan or follow the app?]

    ○ Do you set up learning goals? [Do participants set up learning goals in the app?]

8. What do you use to learn skills now?

    ○ Have you used other products/tools?

    ○ What was the very first product you were using? Why did you switch to other products? [Pain points]

    ○ (If participant is using more than 1 product concurrently) What do you use each product for? [Needs]

9. When was the last time you opened up learning app? Could you walk me through how you were using this app? [How do skills learners interact with existing tools. Better to ask participants to show than tell]

Observation & follow-up questions:

    ○ Observe what features the participant is using and how the participant uses them.

    ○ Ask what participants like or dislike about each feature, why they like/dislike each feature.

    ○ Which features do participants not use and why?

    ○ What's on participants' wishlist for the app?

    ○ If participants talk about frustrations, ask why and their current workarounds [Unmet needs]

Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at alyelbassuony@gmail.com. Hope you have a wonderful day.

Survey Questions

1. What type of Courses do you purchase? [Do participant build their own learning plan?]
   a. Communication skills
   b. programming
   c. other

2. Do you participate in mentorship program before?[what experience users have with dealing with mentorship apps?]
   d. yes
   e. N/A
   f. No

3. What is the most app you spend time on? [what platform users prefer?]
   g. youtube
   h. other

4. What is your dream career? [What makes users feel proud and excited?]

5. What is important when you deal with problems in work?[How make user to overcome obstacles?]
   a. Fast solve
   b. Great solution

6. Which website do you use most? Describe

7. If you do not get mentor from the internet please give a reason? [Why users don't need mentors?]

4. Methodologies:

a. Literature research/Competitor Analysis: This would happen in any case, so I am putting this here by default. This would help get familiar with the peer to peer mentorship websites which in turn will help develop better user interview questions to validate or invalidate both the assumptions and research goals.

b. User Interviews: Both specific, as well as open-ended questions, will be asked to understand the user, who they are, their lifestyle and how they develop in their career. Ask them to describe their past learning experiences to understand their pain points, frustrations, things that they like, points of elation, etc. Get an insight into their decision-making process of learning. different or unique. See if the user has come up with artifacts or workarounds for their frustrations/pain points.