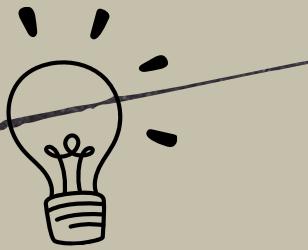
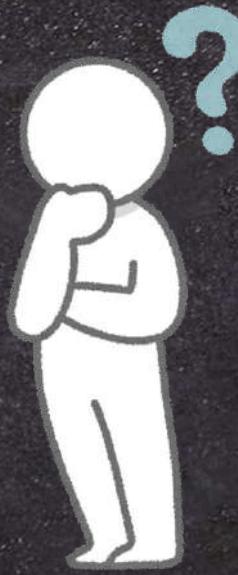


# CAREER MENTORSHIP APPLICATION - CLIMBER



# THE PROCESS

EMPATHIZE



DEFINE



PROBLEM STATEMENT,  
USER PERSONAS, PAIN  
POINTS, SOLUTIONS

COMPETITIVE BENCHMARK  
SURVEYS AND USER REVIEWS

IDEATE



PROTOTYPE



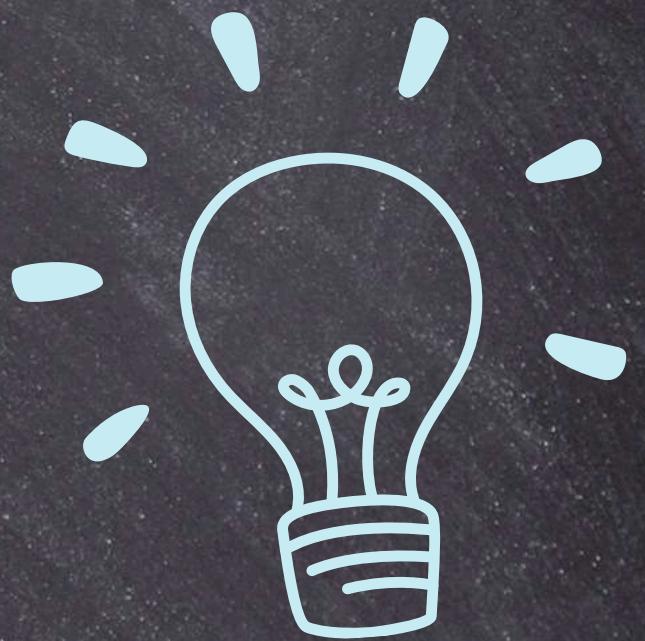
WIREFRAMING  
USER FLOW

LOW FIDELITY,  
HIGH FIDELITY WIREFRAME

# PROJECT OVERVIEW

A CAREER MENTORSHIP PLATFORM DESIGNED TO CONNECT STUDENTS WITH INDUSTRY PROFESSIONALS, PROVIDING PERSONALIZED GUIDANCE, SKILL-BUILDING RESOURCES, AND CAREER ROADMAPS. THE APP FEATURES:

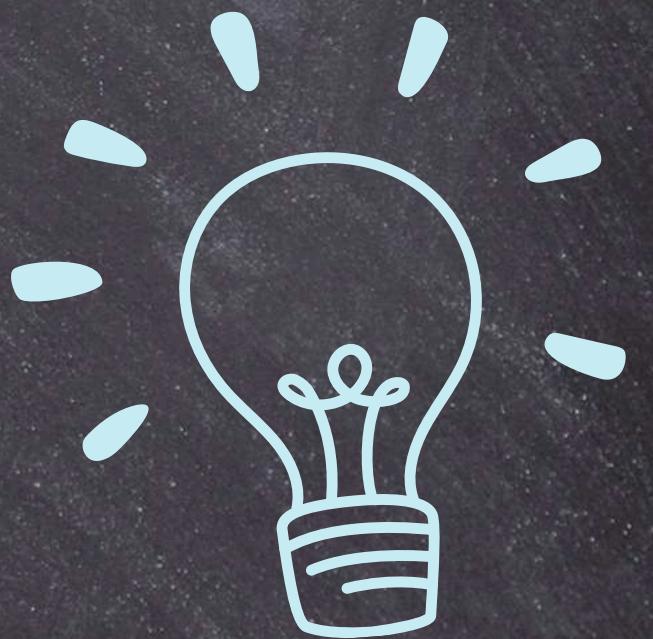
- One-on-one mentorship and expert career advice.
- AI-driven recommendations based on skills and goals.
- Insights into various industries, required skills, and job trends.
- Resume building, interview prep, and networking opportunities.
- A curated collection of career guides and learning resources.



# RESEARCH

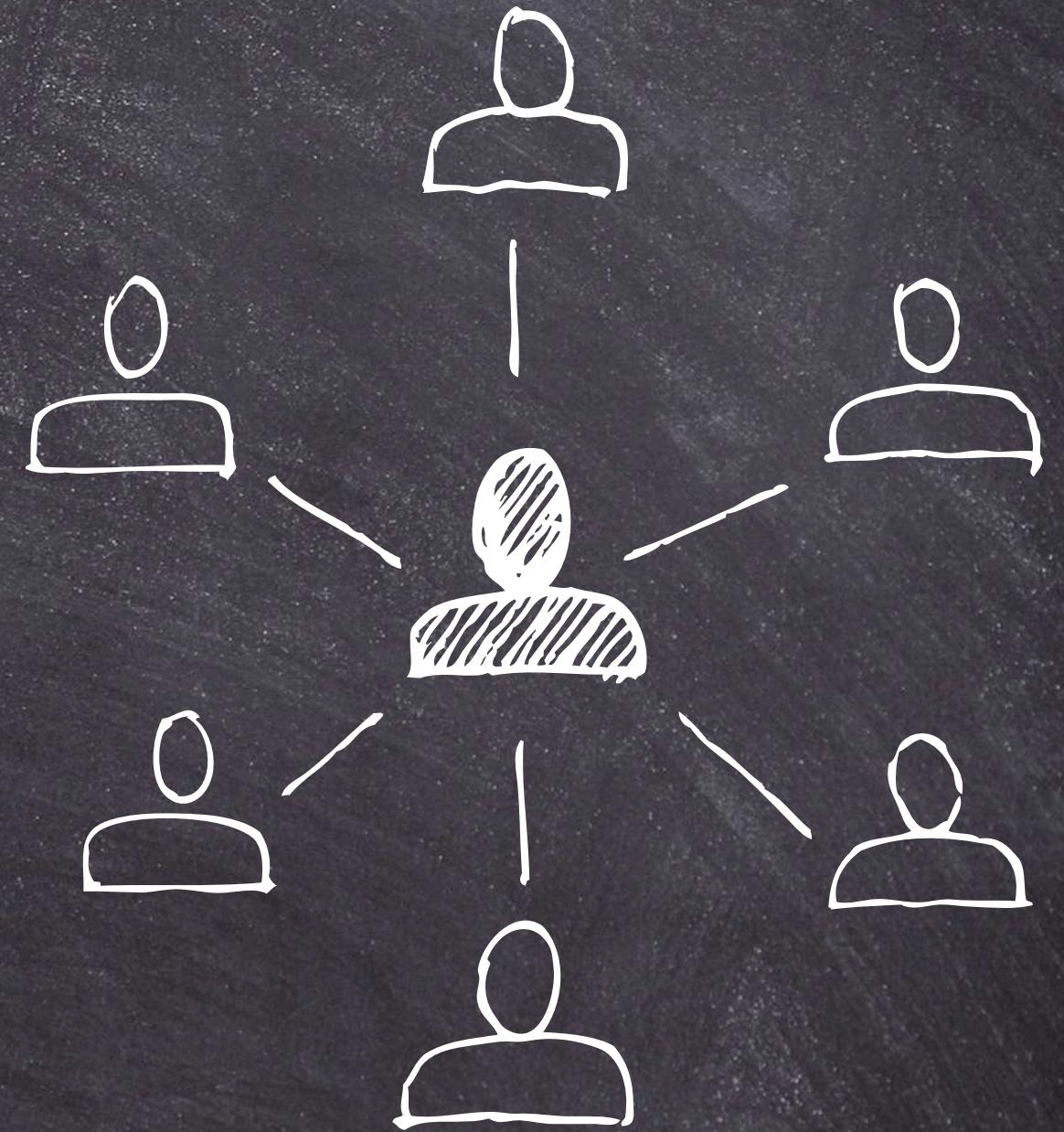
Career mentorship plays a crucial role in helping students navigate their professional journeys by providing guidance, insights, and support. By understanding different career paths, industry trends, and required skills, students can make informed decisions about their future. Effective mentorship bridges the gap between academic learning and real-world applications, empowering individuals to achieve their career aspirations.

The lack of accessible career mentorship is a significant concern, as many students struggle to find the right guidance and resources to make informed career choices. It is essential to create a platform that connects students with experienced mentors, provides industry insights, and offers skill-building opportunities. By doing so, we can ensure that students receive the support they need to succeed in their careers, fostering a generation of well-prepared professionals.



# TARGET AUDIENCE

- COLLEGE STUDENTS EXPLORING CAREER OPTIONS.
  - FRESH GRADUATES LOOKING FOR JOB READINESS SUPPORT.
- 
- EARLY-CAREER PROFESSIONALS SEEKING MENTORSHIP AND UPSKILLING.
  - INDIVIDUALS FROM DIVERSE EDUCATIONAL BACKGROUNDS AIMING FOR CAREER GROWTH.



# USER SURVEY

We surveyed individuals aged 18+ understand their career mentorship needs. The questionnaire covered career awareness, accessibility of mentorship resources, and preferred learning methods.

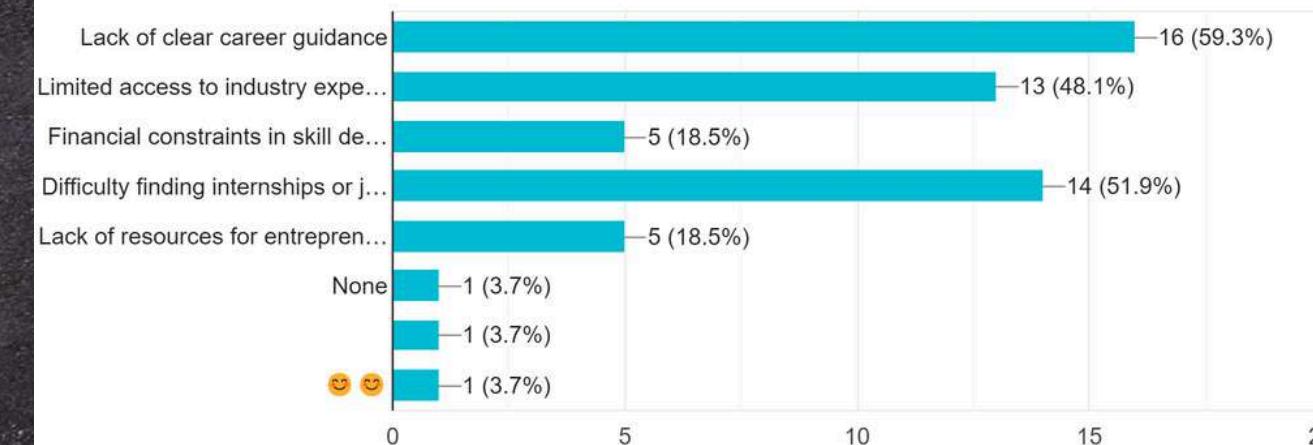
## Survey Questions:

- Age, Gender, Location
- Career Challenges – (Lack of guidance, limited industry access, financial constraints, job search difficulties)
- Preferred Mentorship – (Technical skills, soft skills, career guidance, entrepreneurship)
- Mentorship Type – (One-on-one, group, peer-to-peer, industry expert)
- App Usage – (Frequency of use, preferred design, navigation style)
- Additional Services – (Resume feedback, interview practice, expert consultations)
- Monetization & Accessibility – (Willingness to pay, language preference, communication methods, feedback system)

# SURVEY RESULT

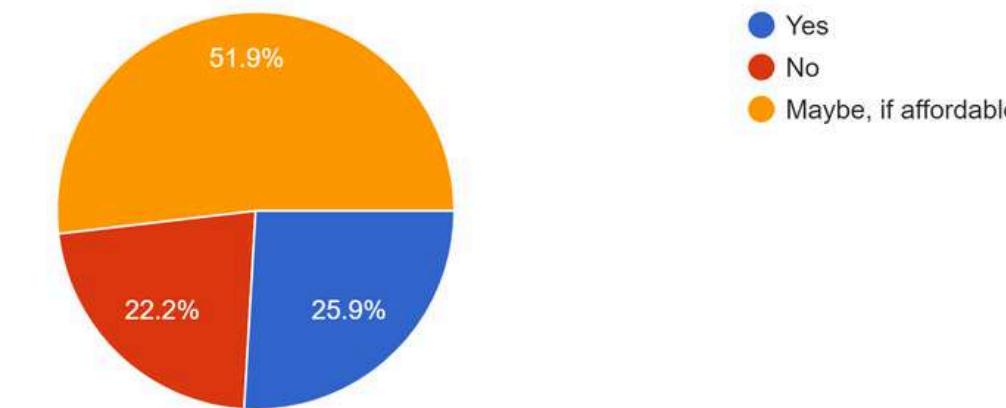
What are the main challenges you face in your career journey?

27 responses



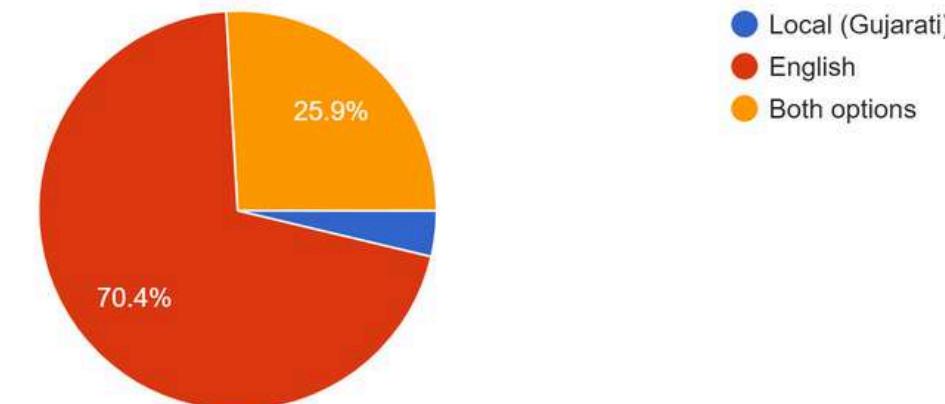
Would you be willing to pay for premium mentorship services?

27 responses



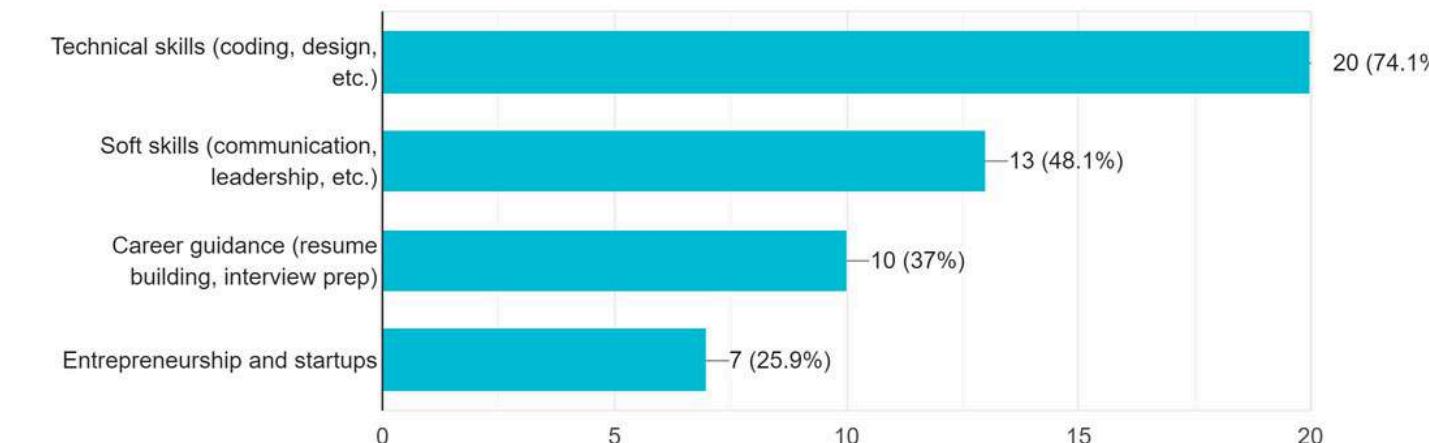
In which language do you prefer mentoring program?

27 responses



What kind of mentorship are you interested in?

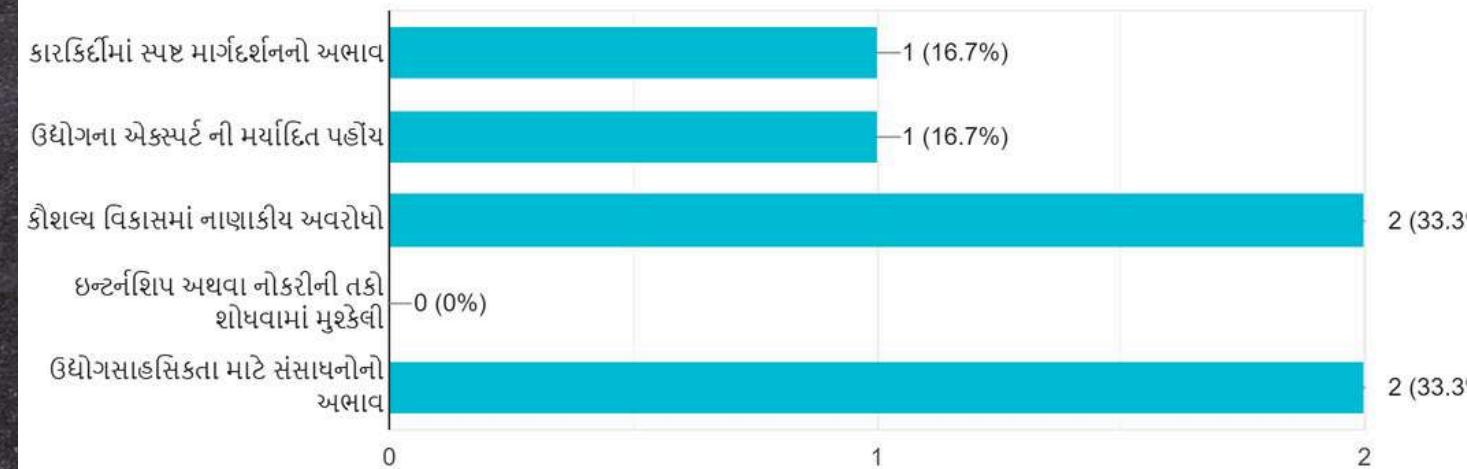
27 responses



# SURVEY RESULT

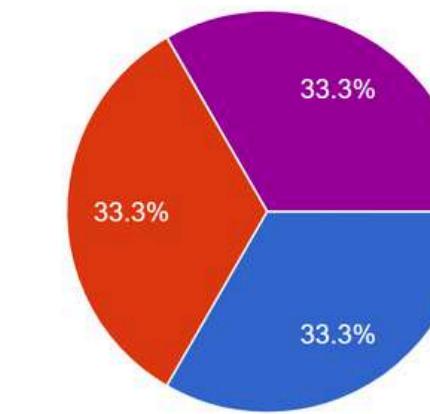
તમારી કારકિદ્દીની સફરમાં તમે કઈ મુખ્ય સમયાઓનો સામનો કરો છો?

6 responses



આ મેન્ટરશિપ એપમાં તમને સૌથી અગત્યનું પરિબળ કર્યું છે?

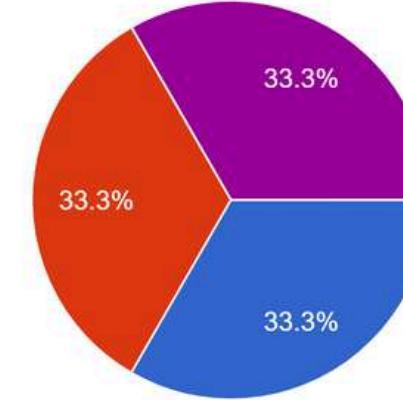
6 responses



- અસ્પેક્ટ્યુલ અને કામગીરી
- આકર્ષક ડિઝાઇન
- ઉપયોગમાં સરળતા
- અનન્ય features
- વપરાશકર્તા અથવા ગ્રાહકની ચોક્કસ જરૂરિયાતોને પહોંચી વળવા માટે કંઈક બદલી શકાય

તમે આ કારકિદ્દી માર્ગદર્શન એપ્લિકેશનનો ઉપયોગ કેટલી વાર કરવાની અપેક્ષા રાખો છો?

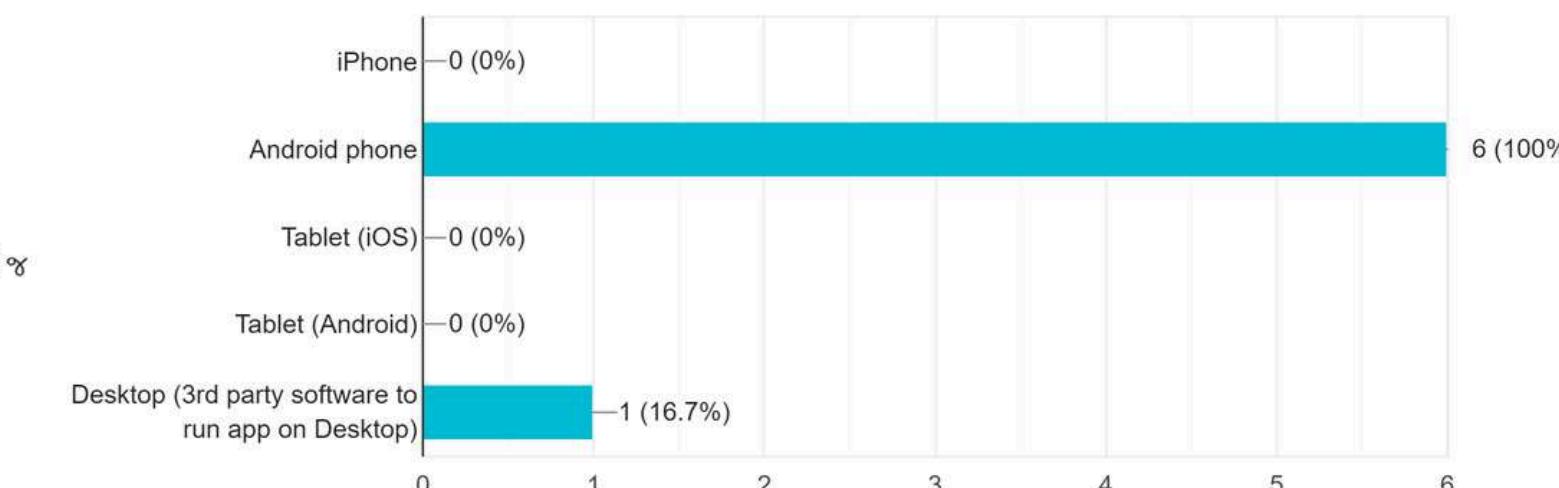
6 responses



- દિવસમાં ધણી વખત
- દિવસમાં એકવાર
- અઠવાડિયામાં થોડી વાર
- ક્યારેક
- જ્યારે ચોક્કસ કાર્યો માટે જરૂરી હોય ત્યારે જ

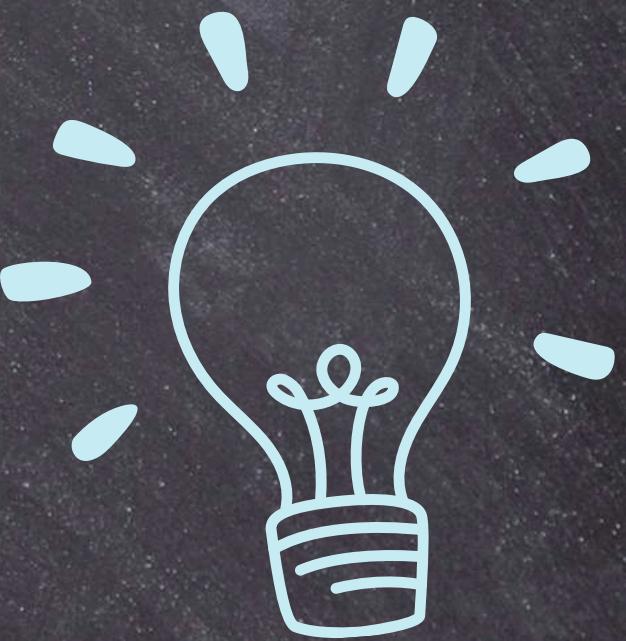
આ એપ્લિકેશન માટે તમે ક્યા ઉપકરણનો ઉપયોગ કરશો?

6 responses



# DESIGN STATEMENT

- To address the growing need for personalized career guidance, the app will be designed specifically for individuals aged **18+** seeking mentorship and skill development.
- The platform will provide **accessible**, all-in-one resources covering career guidance, technical and soft skills, and entrepreneurship support.
- By focusing on user-friendly navigation, multiple mentorship formats, and tailored content, the app will fill the gap in existing career mentorship resources and empower users to make informed career decisions.



# User Persona – Male



**Age:** 26

**Location:** Surat, Gujarat, India

**Occupation:** Software Engineer

**Device Preference:** Android

Kunal is a passionate and tech-savvy individual who thrives on staying up-to-date with the latest advancements in coding and design. He is eager to enhance his career trajectory by building a stronger professional network and gaining guidance on technical and soft skills. Kunal is self-driven, but he struggles with limited access to industry connections, making it challenging to land high-quality internships or job opportunities.

*"I want to connect with mentors who can guide me to unlock my potential and land my dream role in the tech industry."*

## Kunal Patel

### Frustrations

- Limited mentor access
- Difficulty finding relevant internships
- Lack of career path guidance
- Overwhelmed by scattered resources

### Goals:

- Career Advancement
- Skill Enhancement
- Resume Optimization
- Interview Preparation

### Personality

- Driven and Ambitious
- Tech Enthusiast
- Analytical Thinker
- Curious Learner

### Hobbies

- Coding and experimenting with tech
- Designing minimalist UI/UX
- Participating in hackathons
- Reading tech blogs and trends

## Motivation

### Guidance Requirement



### Technical Skills



### One-to-one mentorship



0 20 40 60 80 100

## EMPATHY MAP

- I DON'T KNOW WHAT SKILLS I SHOULD FOCUS ON TO ADVANCE
- I NEED GUIDANCE TO MAKE THE RIGHT CAREER MOVE

SAYS

- JOINS ONLINE CAREER MENTORSHIP PLATFORMS.
- ENGAGES WITH MENTORSHIP PLATFORMS AND FORUMS.

DOES

- WILL THIS MENTORSHIP PROGRAM PROVIDE REAL VALUE?
- WHAT IF I MAKE THE WRONG DECISION?

THINKS

FEELS

- CONFUSED ABOUT CAREER CHOICES AND SKILL REQUIREMENTS.
- HOPEFUL ABOUT FINDING THE RIGHT MENTOR.

# User Persona - Female



**Age:** 21

**Location:** Gandhinagar, Gujarat, India

**Occupation:** Student

**Device Preference:** Android

Ritu Patel, a driven 21-year-old student from Gandhinagar, Gujarat, is passionate about learning and career growth. Despite financial challenges, she remains determined to secure a job in top MNCs by excelling in her studies and industry-relevant skills. She values mentorship, peer learning, and thrives in collaborative environments to enhance her professional development.

*"I want to gain real-world experience through internships and mentorship while improving both my technical and leadership skills."*

## Ritu Patel

### Frustrations

- Limited access to quality internships
- High competition in the job market
- Lack of structured career guidance
- Difficulty in networking with industry experts

### Personality

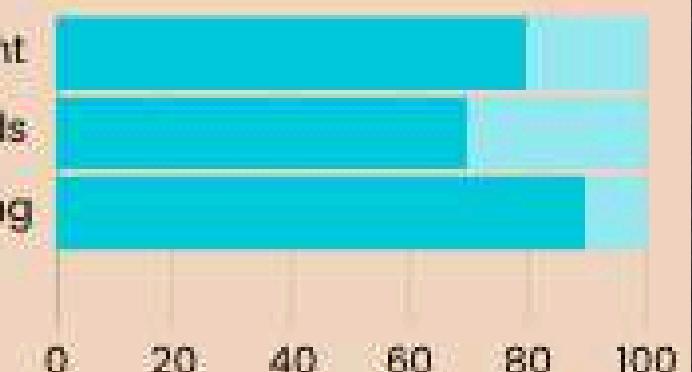
- Curious & Adaptive
- Analytical Thinker
- Goal-Oriented & Resilient

## Motivation

### Guidance Requirement

### Leadership skills

### Group Learning



### Goals

- Develop strong analytical and communication skills
- Secure an internship at a top MNC
- Build a professional network
- Master data science and AI

### Hobbies

- Reading tech blogs and research papers
- Participating in hackathons
- Attending industry webinars
- Exploring new productivity tools

## EMPATHY MAP

- I WISH I HAD ACCESS TO MORE EXPERIENCED MENTORS.
- I DON'T KNOW HOW TO IMPROVE MY SKILLS FOR MY DREAM JOB.

SAYS

- HOW CAN I FIND A MENTOR WHO UNDERSTANDS MY CAREER GOALS?
- WHAT IF I MAKE THE WRONG CAREER MOVE?

DOES

- SEARCHES FOR CAREER GUIDANCE ONLINE.
- ENGAGES WITH MENTORSHIP PLATFORMS AND FORUMS.

THINKS

FEELS

- OVERWHELMED BY CAREER CHOICES AND PATHS.
- MOTIVATED BUT UNSURE WHERE TO START.

# MOOD BOARD



## TYPOGRAPHY

LEXEND  
LEXEND

POPPINS  
POPPINS

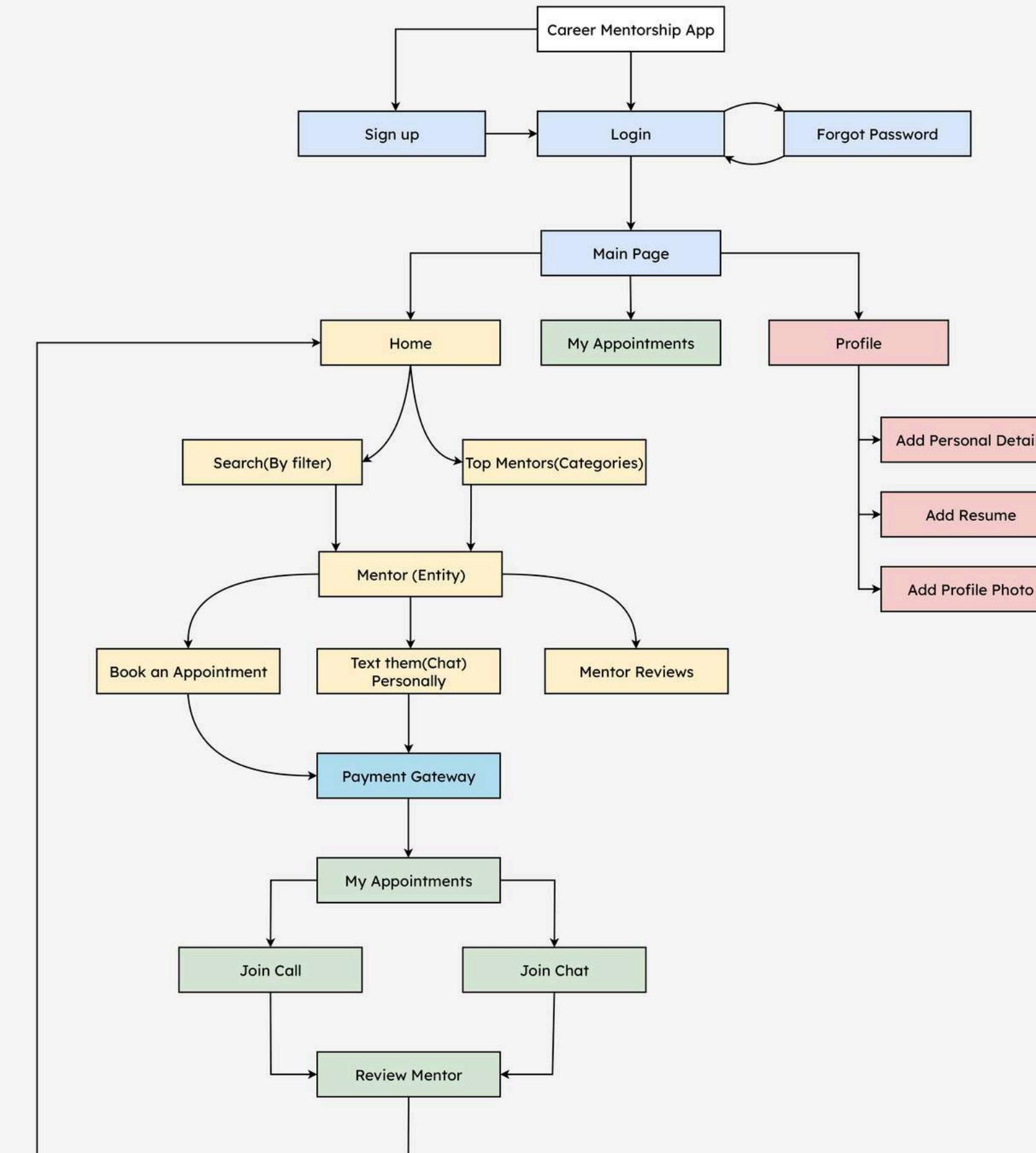
## COLOR PALETTE

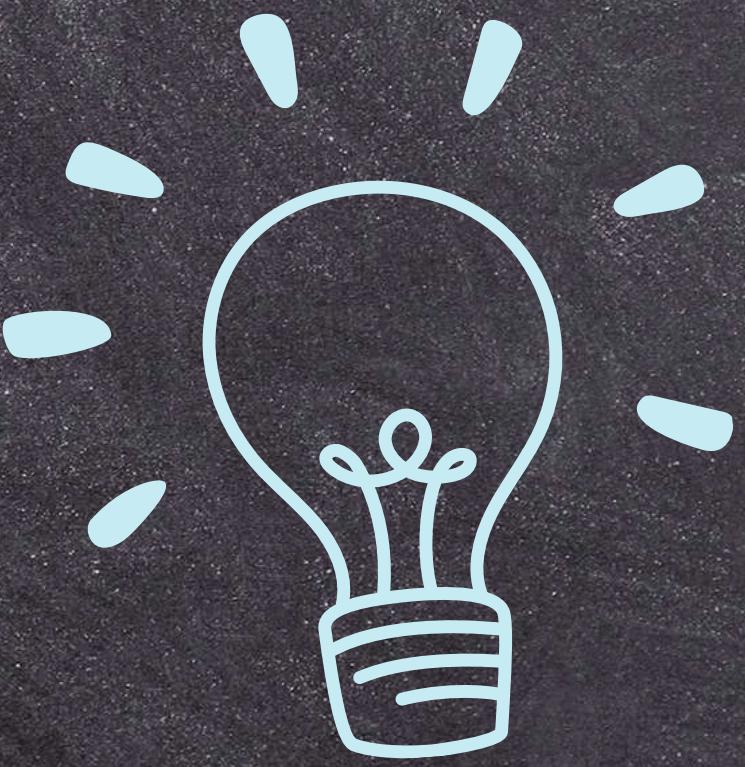


# INFORMATION ARCHITECTURE

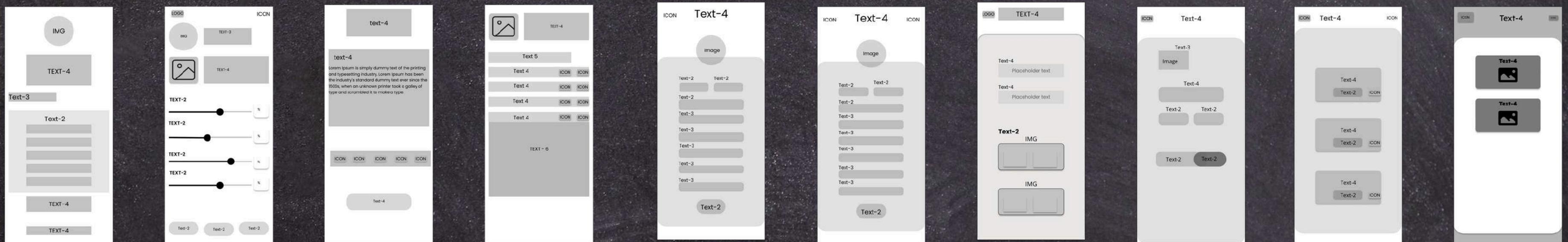
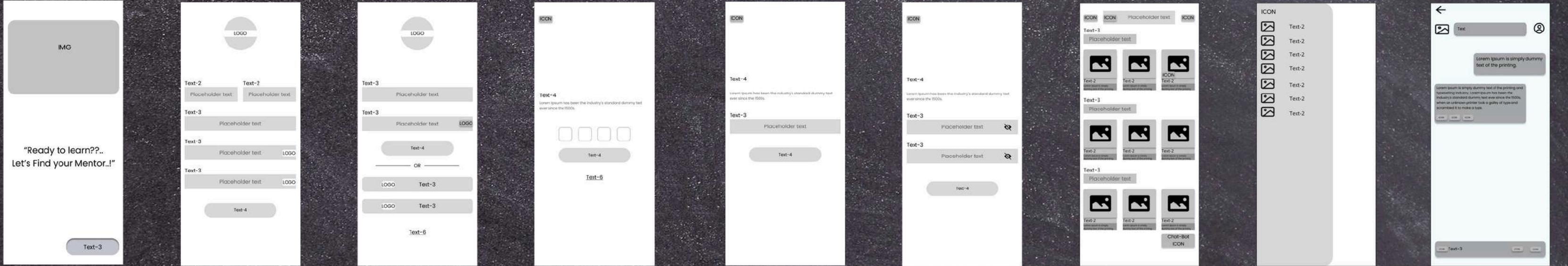


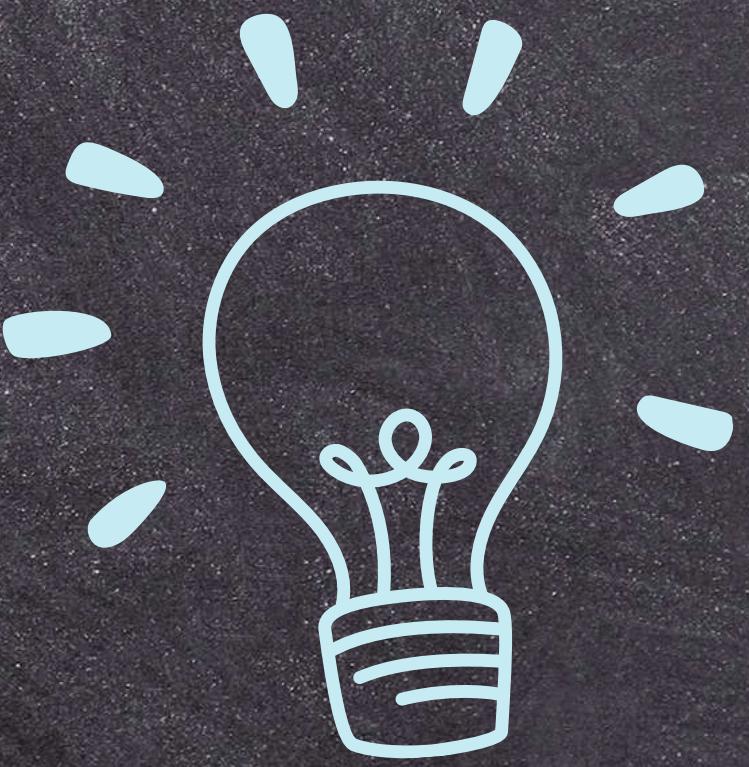
Career Mentorship App - Information Architecture



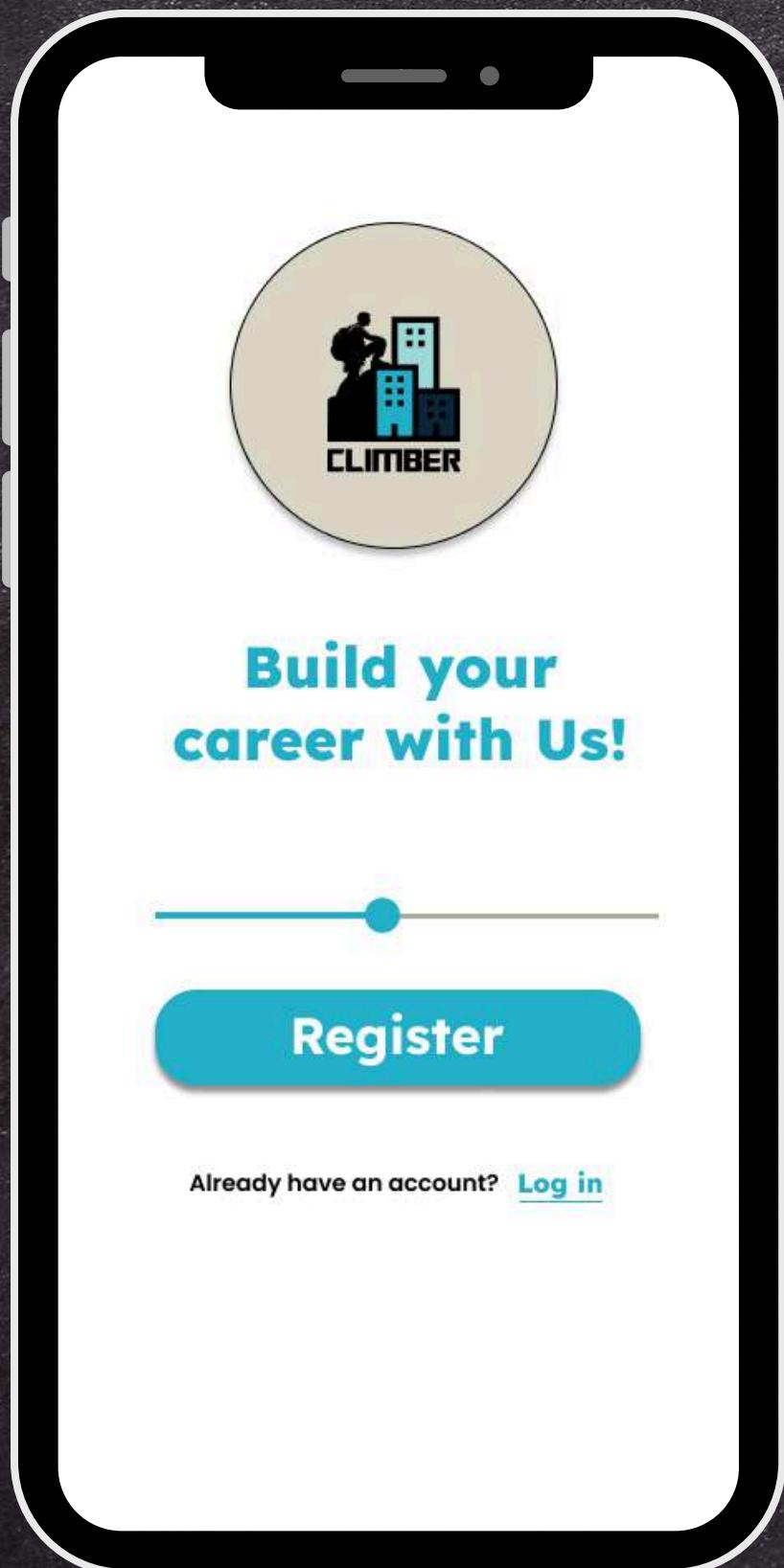


**LOW-FIDELITY  
WIREFRAME**





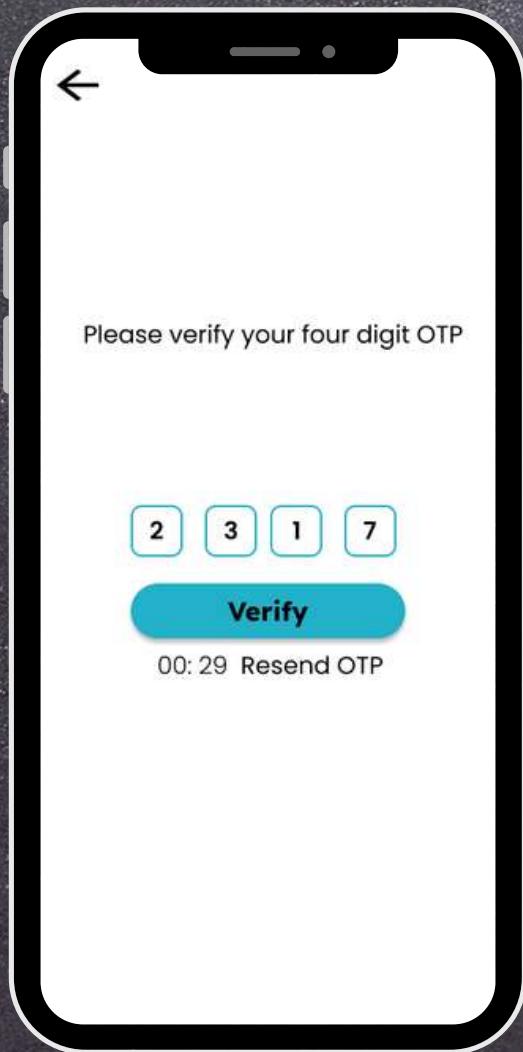
**HIGH-FIDELITY  
WIREFRAME**



• APP LOGO AND NAME

The screen displays the 'Create an Account' page. It features a logo at the top left and a back arrow. Below are fields for 'First Name' and 'Last Name' (each with a placeholder 'First Name' or 'Last Name'), 'Email' (placeholder 'Enter your email address'), 'Password' (placeholder 'Enter your Password'), and 'Confirm - Password' (placeholder 'Enter your Password'). A 'Verify OTP' button is at the bottom.

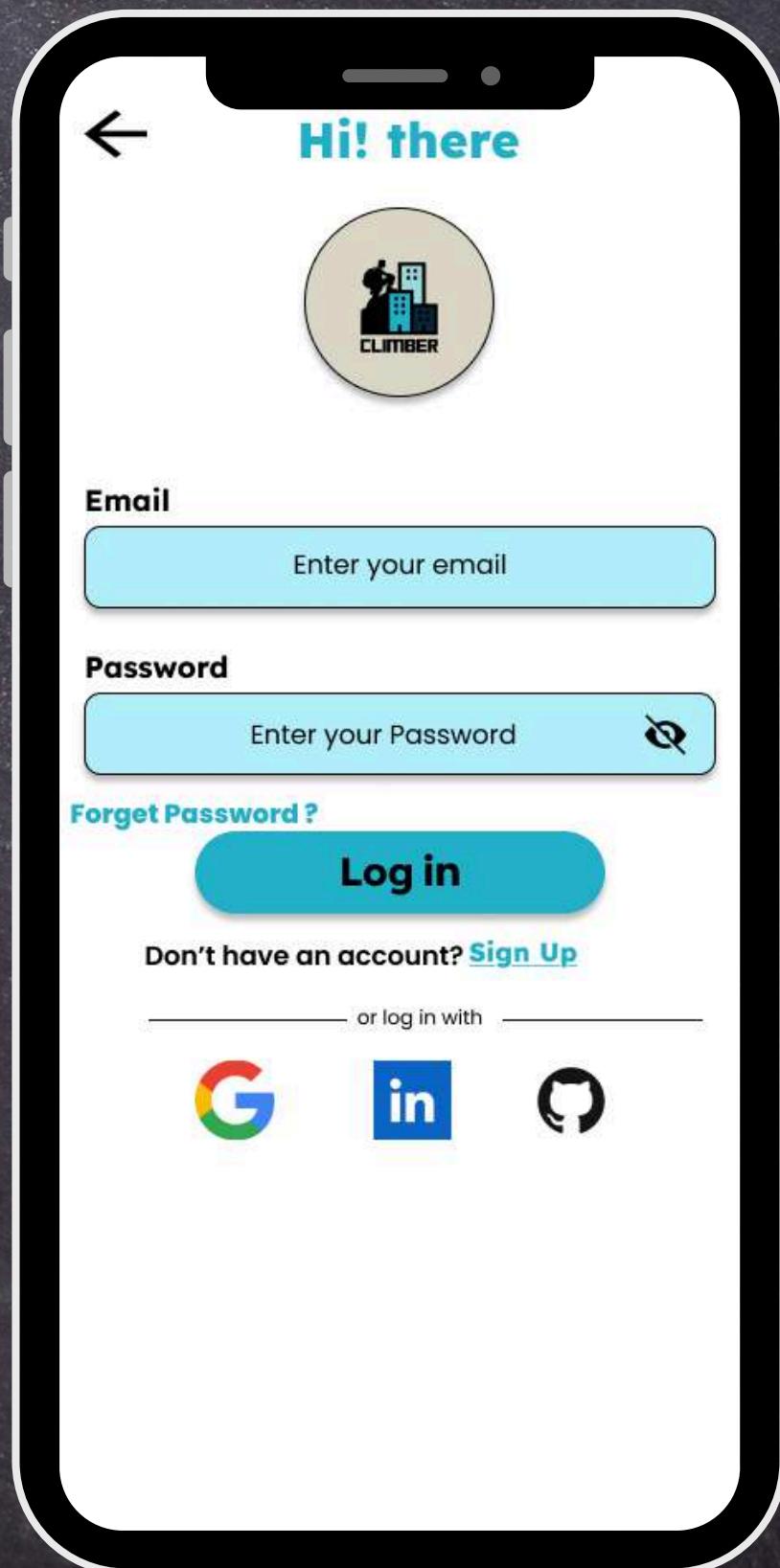
• ONBOARDING PAGE



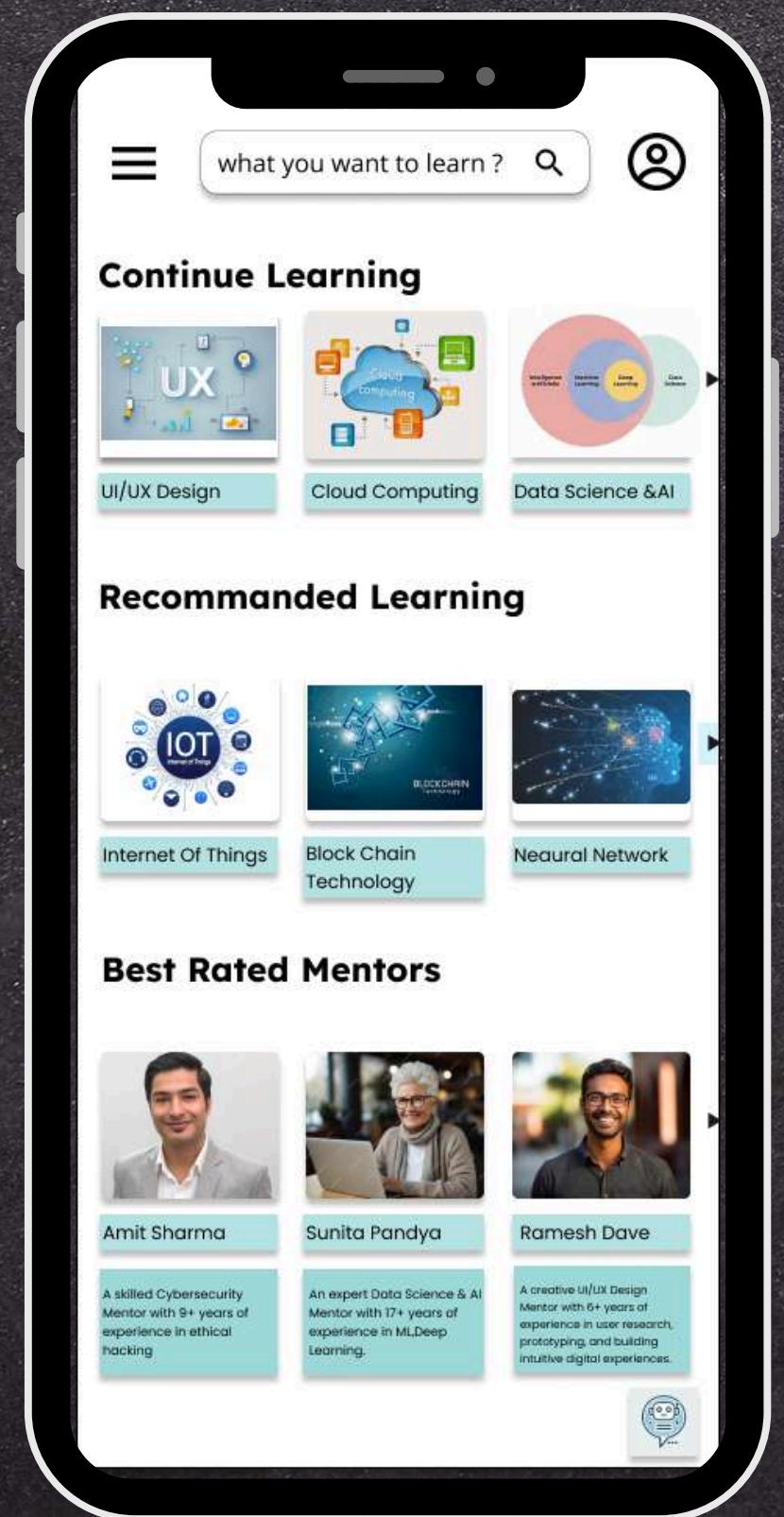
LOG IN PAGE >>>

<<< SIGN IN PAGE

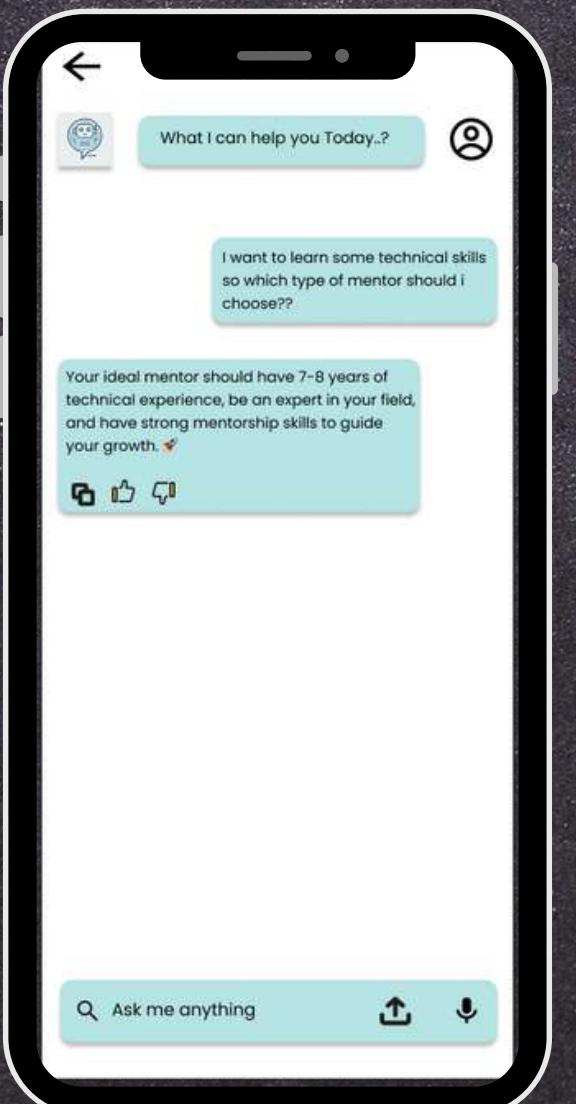
COMPATIBLE APPS >>>



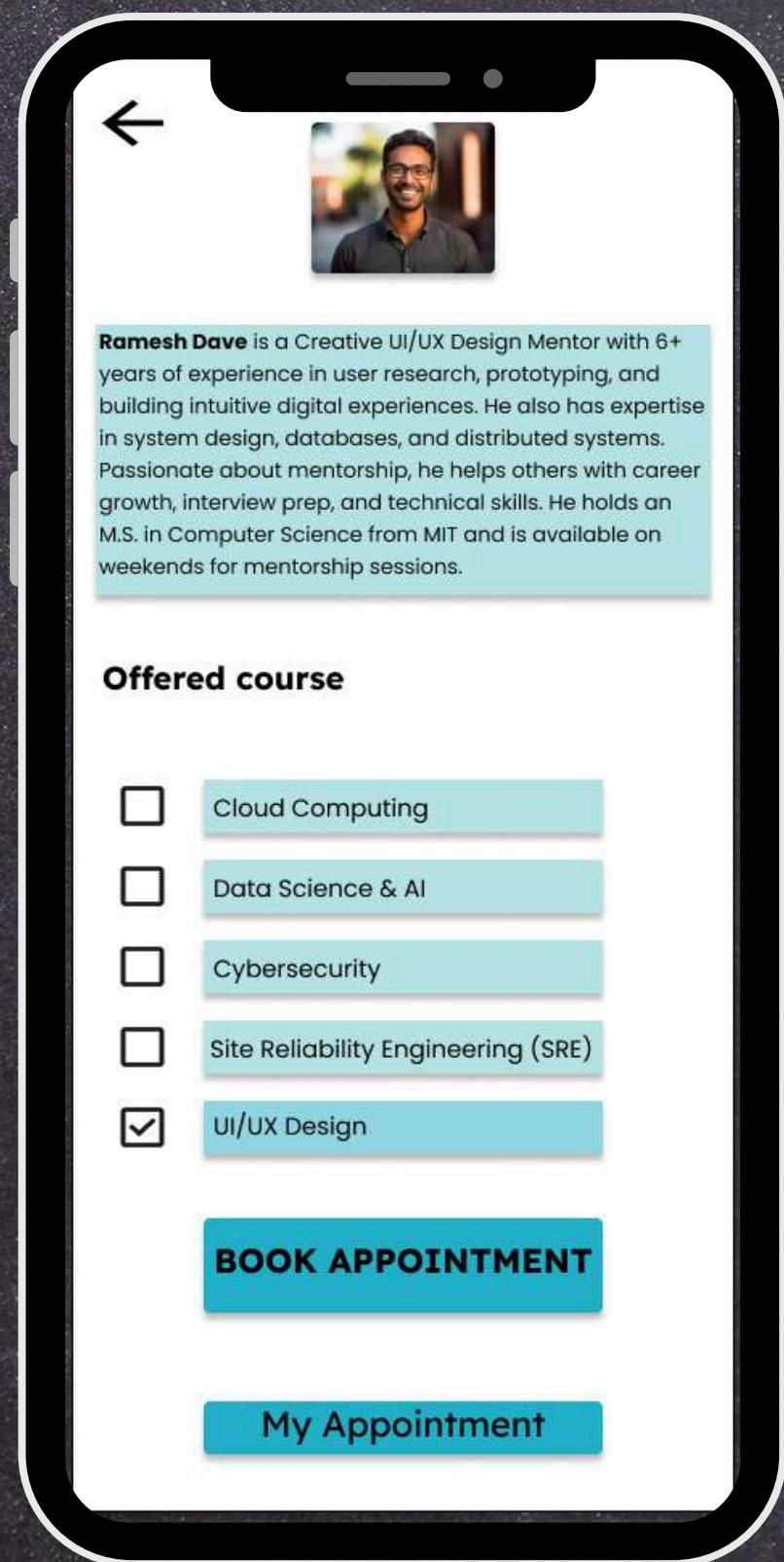
## • HOME PAGE



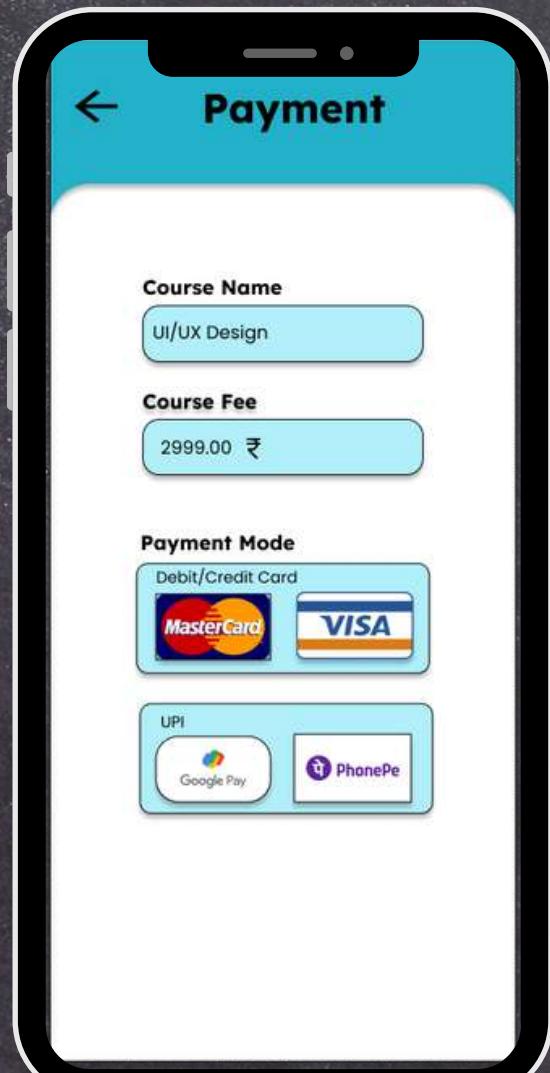
## • CHAT BOT



## • MENTOR PAGE



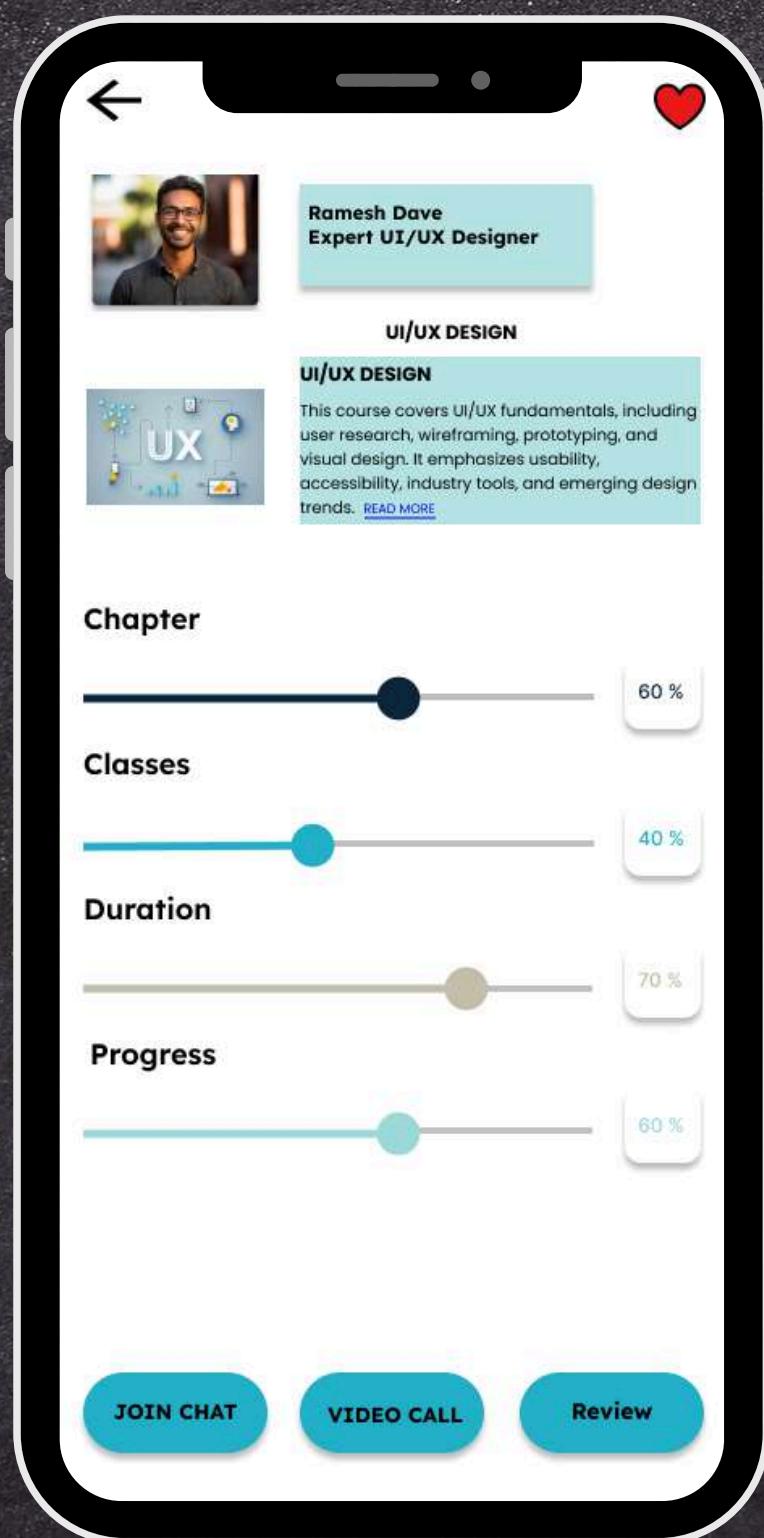
## • PAYMENT MODE PAGES



BEST RECOMMENDATIONS, CONTINUE LEARNING, AND BEST RATED MENTORS

CHOOSE YOUR FAVORITE MENTOR'S COURSE OR BOOK APPOINTMENT

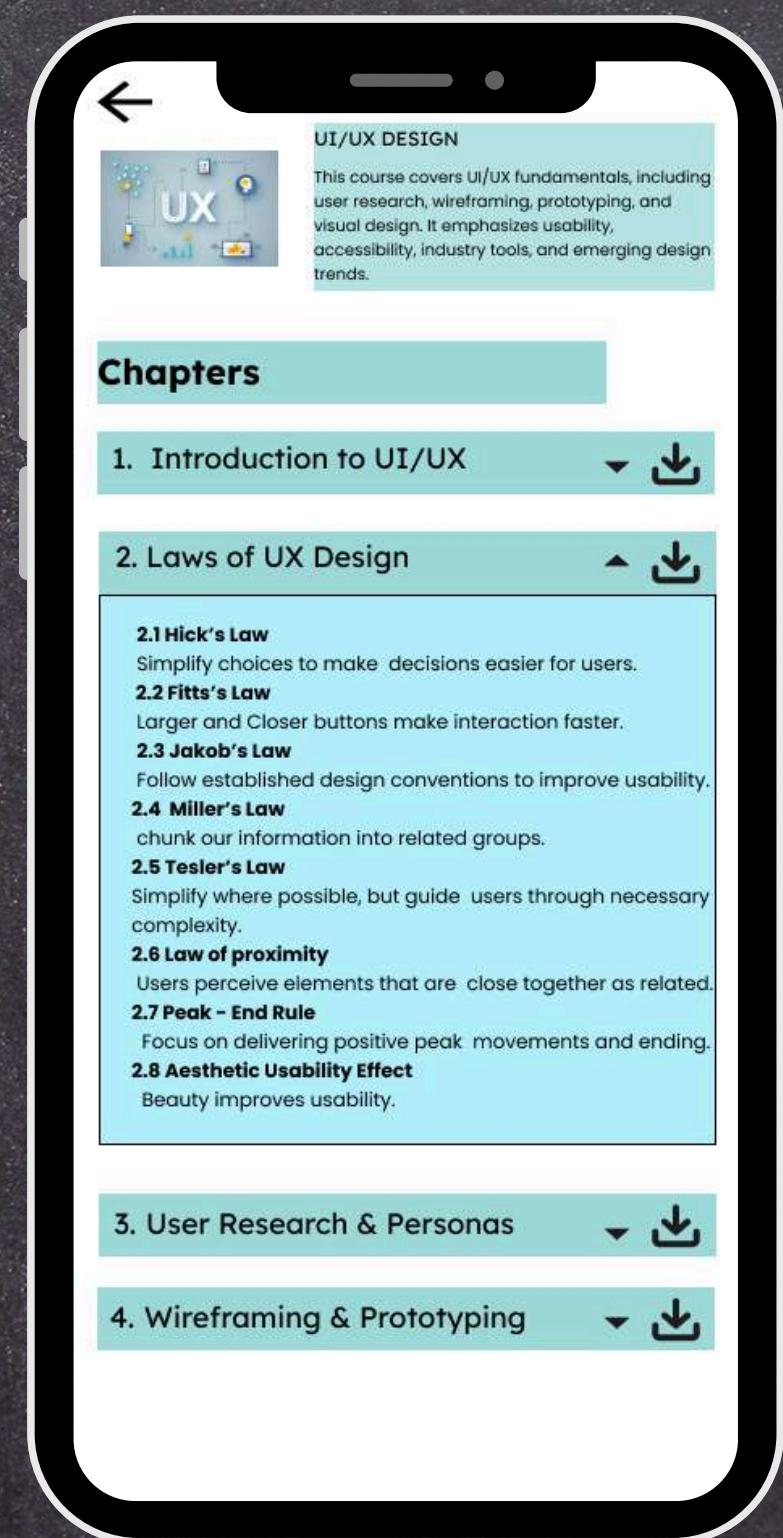
## REVIEW YOUR MENTORS!



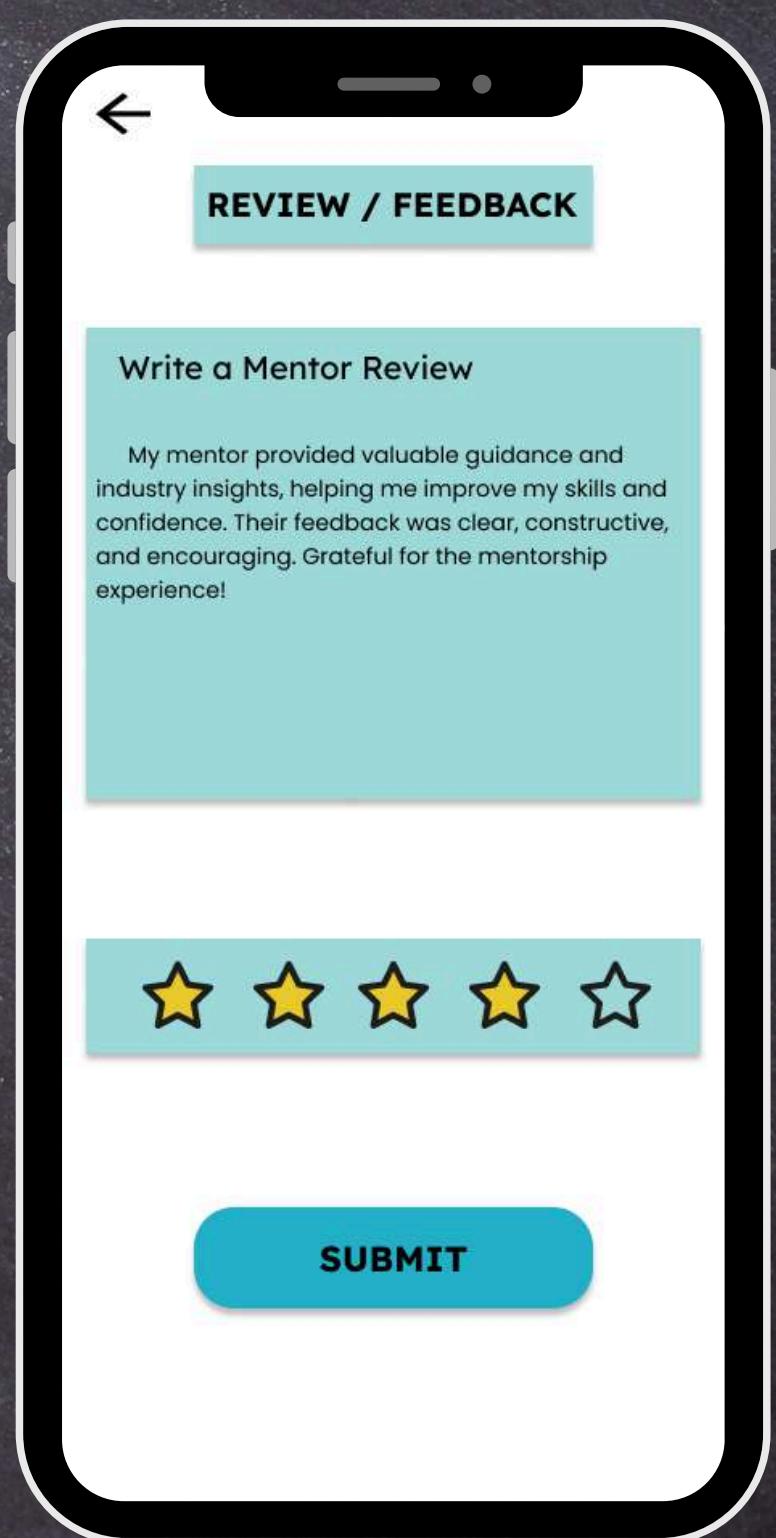
• APPOINTMENT PAGE

PROGRESS TRACKERS  
VISUALLY REPRESENT THE  
LEARNER'S ADVANCEMENT IN  
DIFFERENT ASPECTS OF THE  
COURSE

THE STRUCTURED FORMAT  
HELPS LEARNERS NAVIGATE  
THROUGH DIFFERENT TOPICS  
AND TRACK THEIR LEARNING  
SYSTEMATICALLY.

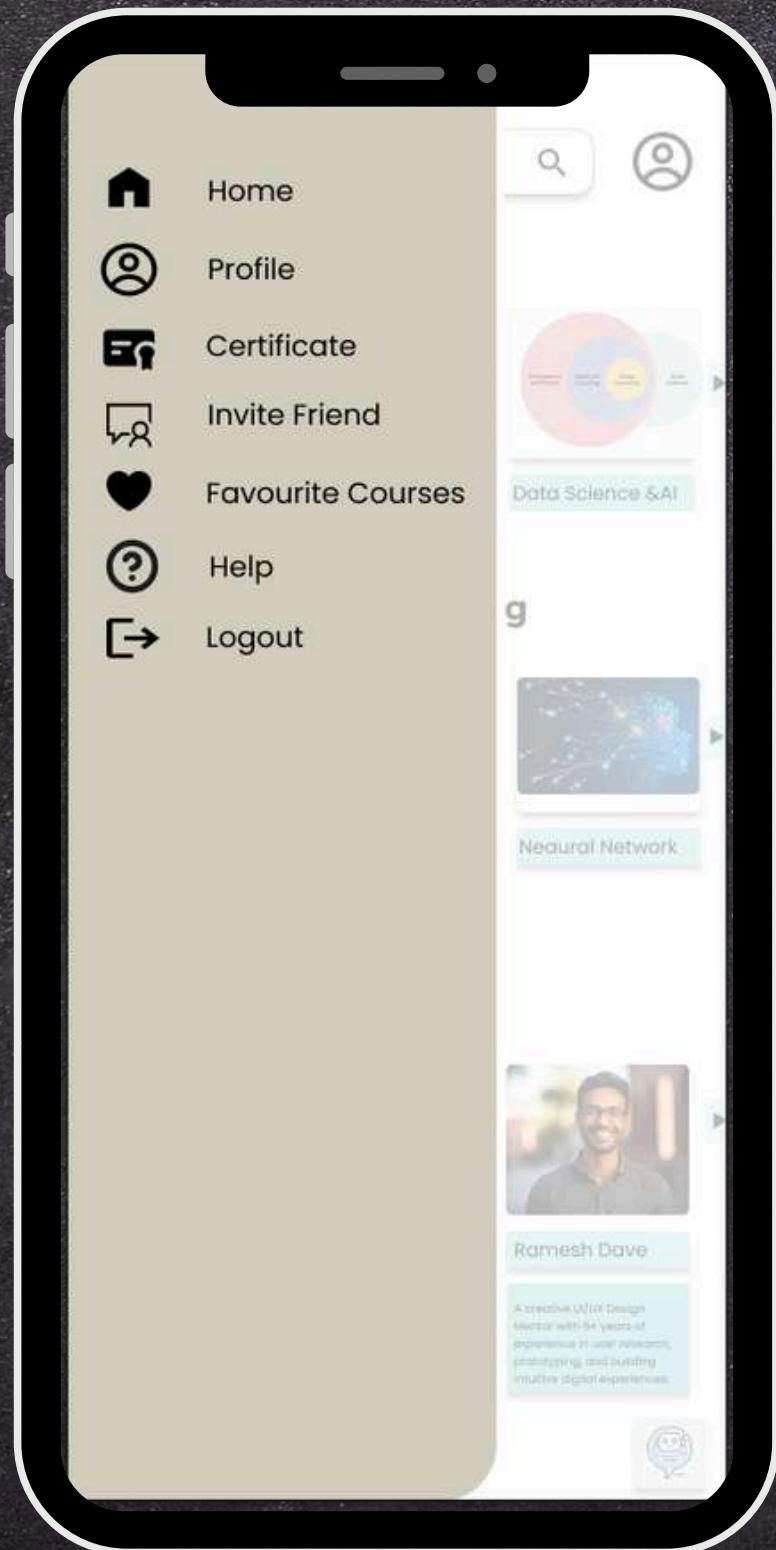


• COURSE PAGE

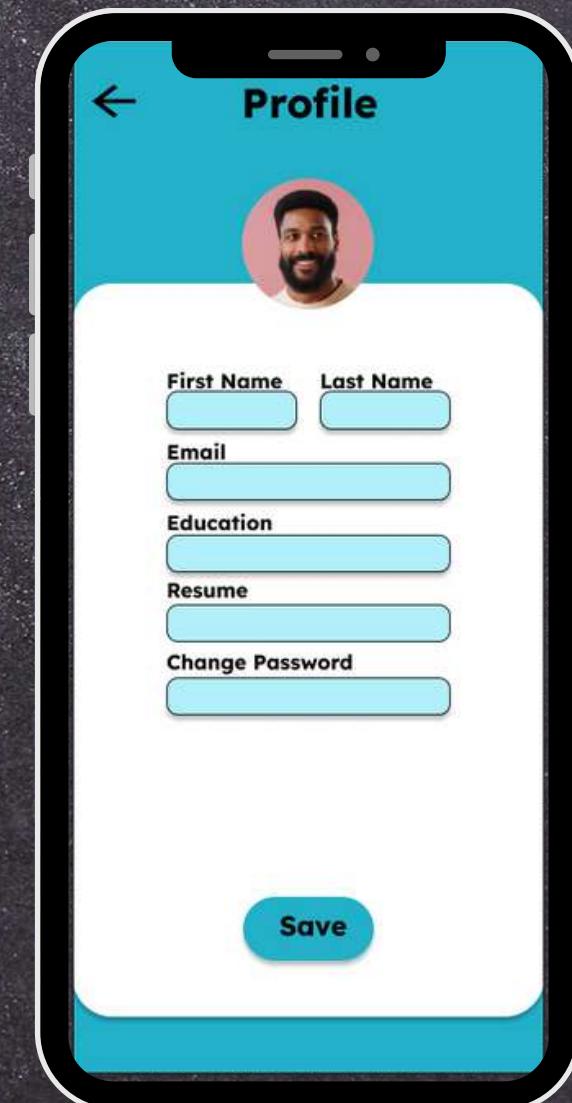
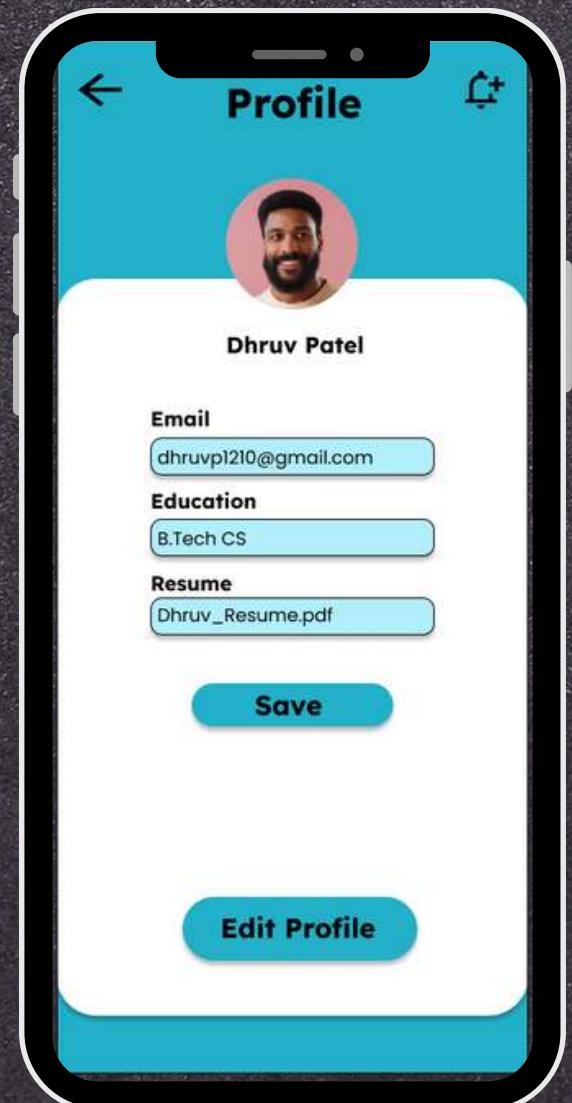


• REVIEW MENTOR PAGE

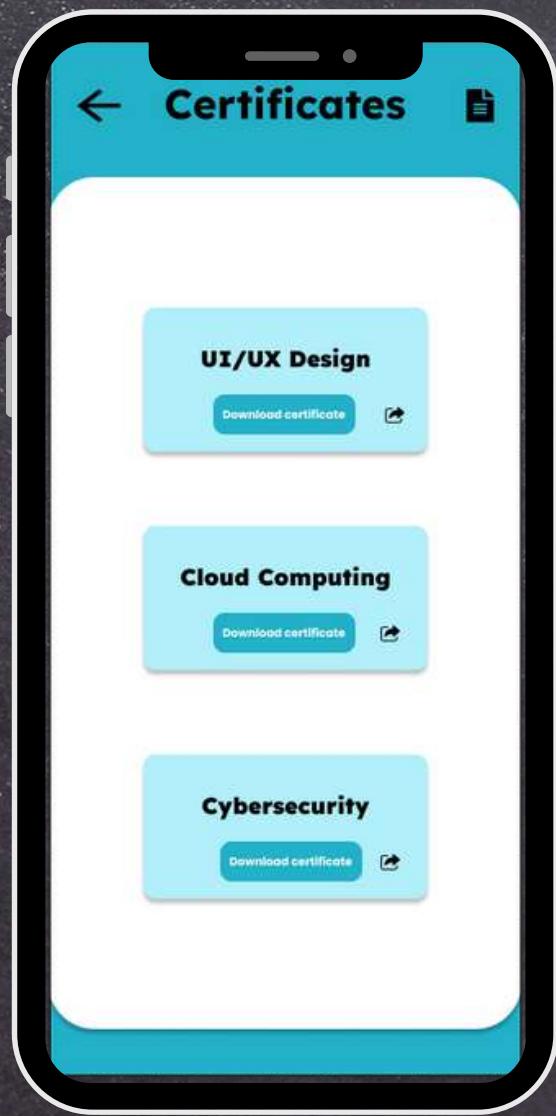
- NAVIGATION BAR



- PROFILE PAGE



- CERTIFICATES



- FAVORITES



EDIT YOUR PROFILE AND UPLOAD  
THE RESUME FOR BETTER  
RECOMMENDATIONS

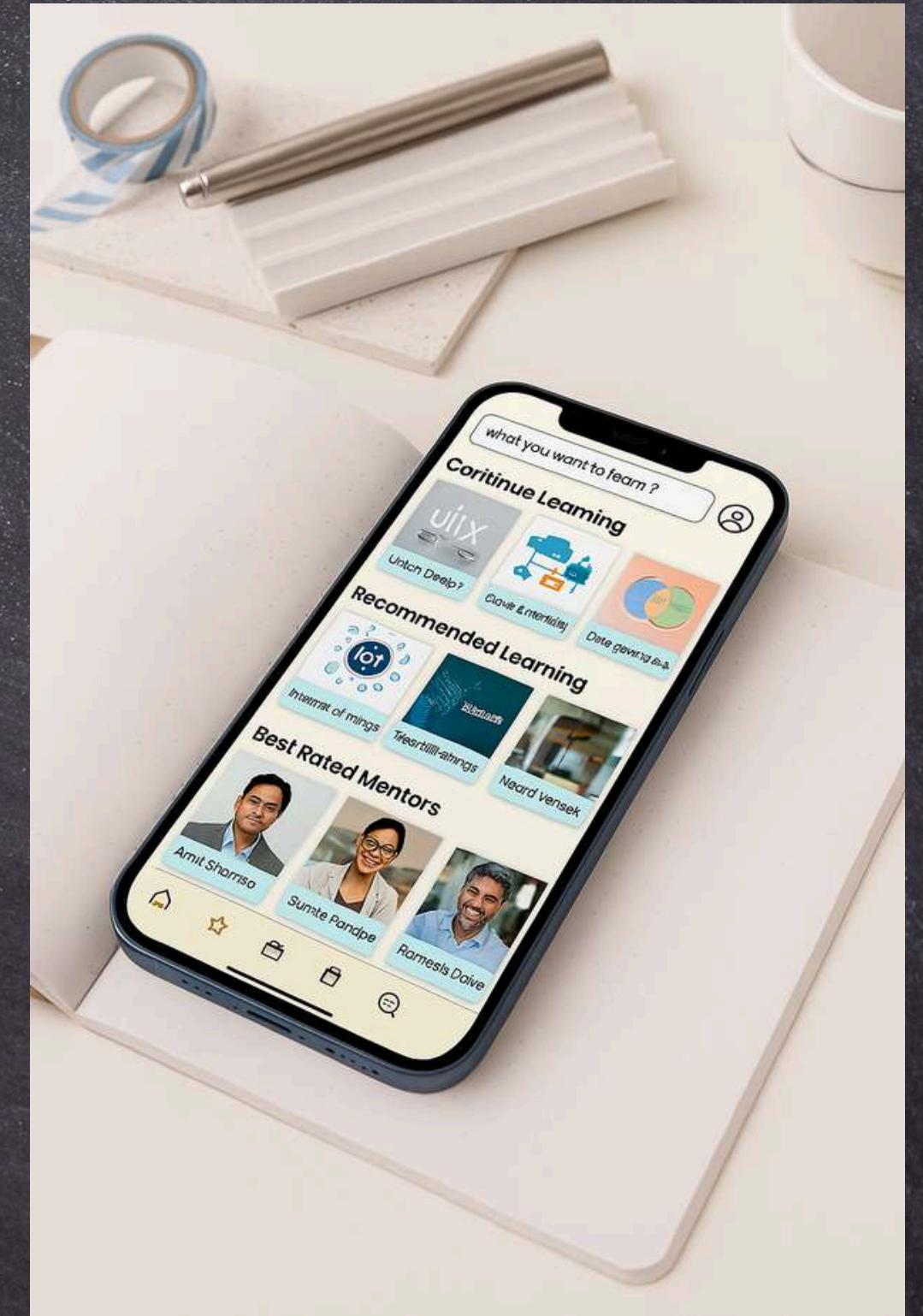
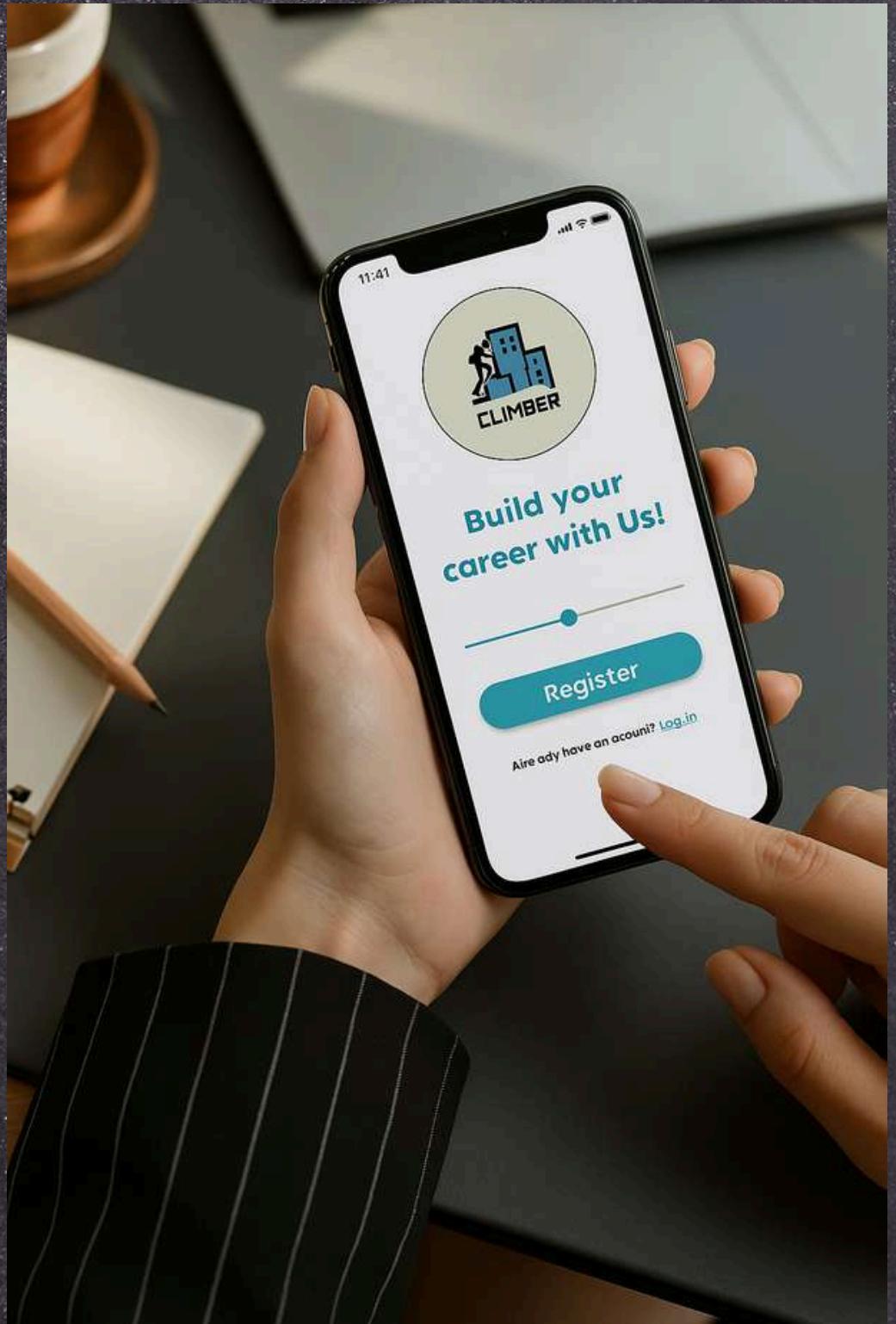
ACCESS AND DOWNLOAD  
THEIR CERTIFICATES

YOUR FAVORITE COURSES  
AT ONE PLACE

CENTRALIZED NAVIGATION HUB  
THAT LETS USERS ACCESS  
DIFFERENT FEATURES QUICKLY.

# USER JOURNEY MAP

	LOGIN & ACCOUNT SETUP	HOME PAGE & NAVIGATION	PROFILE COMPLETION	MENTOR & COURSE ENGAGEMENT	APPOINTMENT MANAGEMENT & FEEDBACK
<b>Process</b>	<b>Access &amp; Login</b> <ul style="list-style-type: none"> <li>Access Climber Mentorship App via Android device.</li> <li>Login using Gmail or create a new account with phone number verification.</li> <li>Successful login redirects to the home screen.</li> </ul>	<b>Navigation &amp; AI Assistance</b> <ul style="list-style-type: none"> <li>Navigate through main menu to access core sections.</li> <li>View booked mentor sessions and course enrollments under 'My Appointments'.</li> <li>Explore mentor options and courses in 'My Profile'.</li> <li>Utilize AI Assistance for app guidance.</li> </ul>	<b>Profile Details &amp; Resume Upload</b> <ul style="list-style-type: none"> <li>Complete profile with personal details and upload resume.</li> <li>Access appointment booking and course registration after profile completion.</li> </ul>	<b>Mentor Viewing &amp; Booking</b> <ul style="list-style-type: none"> <li>View detailed information about mentors and courses.</li> <li>Book first-time free sessions for advice or resume review.</li> <li>Book future sessions with payment or premium plan.</li> </ul>	<b>Session Tracking &amp; Feedback</b> <ul style="list-style-type: none"> <li>Track upcoming sessions in 'My Appointments'.</li> <li>Provide star rating and review post-session.</li> <li>Update profile photo as needed.</li> </ul>
<b>User Goals</b>	Ensure successful login and access to the app's main features.	Easily navigate the app and access desired features quickly.	Complete the profile to receive personalized mentor suggestions.	Engage with mentors for valuable guidance and support.	Manage appointments efficiently and provide constructive feedback.
<b>Experience</b>	<p>The experience section displays two parallel user journeys. The top journey, associated with the 'mentee' persona, starts with 'pensiveness' (blue), moves to 'interest' (green) with the sub-step 'Interested in exploring mentor options.', then to 'boredom' (purple) with 'Do I have to fill all of that?', then to 'surprise' (teal) with 'Curious about mentor offerings.', and finally to 'admiration' (yellow-green) with the sub-step 'Looking forward to providing feedback.' The bottom journey, associated with the 'mentor' persona, starts with 'serenity' (light blue), moves to 'trust' (yellow), then to 'acceptance' (orange-red), and finally to 'joy' (pink) with the sub-step 'Now I can conquer the world.'</p>				
<b>BASED ON USER PERSONAS</b>					



# THANK YOU!!

VRAJ DOBARIYA  
VIDHI DHANANI  
KASHVI BHANDERI

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