Sixth Sense Mentor Lab

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Project Overview

The Problem

Many parents in the world don't have the time to mentor their children, They instead send them to some mentoring platform, which doesn't solve most of the problems.

The Product

Sixth Sense Mentor Labs is an Bangalore-based organisation that helps parents to mentor their children while also connecting with their peers.

The Goal

Design a service to help parents to mentor their children while also connecting with their peers.

My Role

UX Designer leading app and responsive website design from conception to delivery

Responsibilities

Conducting interviews, paper and digital wire-framing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Project Duration

July 2021 to February 2022

Understanding The User

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was **'Dissatisfied parents who are concerned about their children's or students overall development and reveal the fullest potentials.'**

Persona

Persona : Aarav and Shriya

Arrtibutes

Smart | Hard Working | Intelligent
Fun Loving | Optimistic | Active

Raj and Rita are parents of two kids of age 15 and 19. They live in Bangalore. They want thier kids to be happy and successful, and but don't know how to develop creativity skills and break their bad habits. They also want to know how other parents do the same.

"We want our kid to have a succesfull carrer and a fulfilling life"

Personality

Introvert ———————————— Extrovert
Thinking ———————————— Feeling
Sensing ———————————— Intution
Judging ———————————— Perciving

Motivation

Incentive
Fear
Growth
Power
Social

Goals:
1. Physically & Mentaly Healthy and Happy Child.
2. Self driven and self decipline child.
3. Build network with other parents and share knowledge.

Demography

Age: 45 and 38
Work: Senior Manager and Doctor
Family: Married with two kids
Location: Bangalore
Character: Influencers

Frustations:
1. Lack of right information in right time.
2. Don't know how to develop creativity skills.
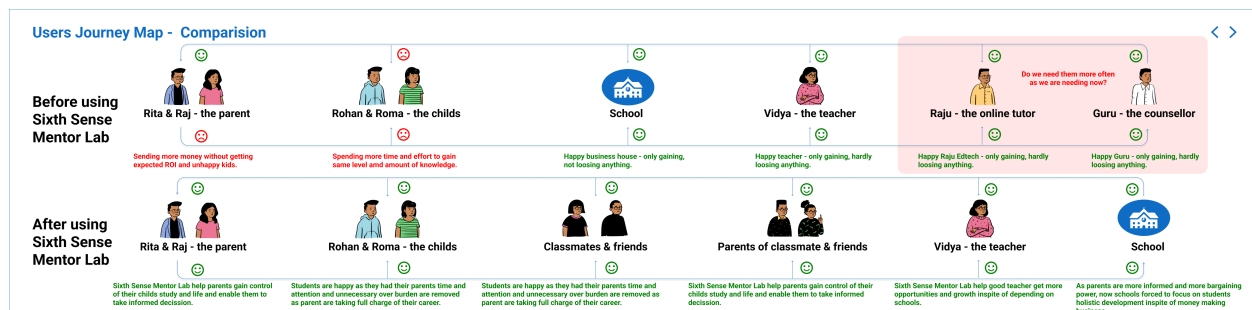3. Don't know how to break child bad habits and develop good habits efficiently.

User Journey Map

Users Journey Map - Comparision

Before using Sixth Sense Mentor Lab

Rita & Raj - the parent | Rohan & Roma - the childs | School | Vidya - the teacher | Raju - the online tutor | Guru - the counsellor

Do we need them more often as we are needing now?

Sending more money without getting expected ROI and unhappy kids. | Spending more time and effort to gain same level amd amount of knowledge. | Happy business house - only gaining, not loosing anything. | Happy teacher - only gaining, hardly loosing anything. | Happy Raju Edtech - only gaining, hardly loosing anything. | Happy Guru - only gaining, hardly loosing anything.

After using Sixth Sense Mentor Lab

Rita & Raj - the parent | Rohan & Roma - the childs | Classmates & friends | Parents of classmate & friends | Vidya - the teacher | School

Sixth Sense Mentor Lab help parents gain control of their childs study and life and enable them to take informed decission. | Students are happy as they had their parents time and attention and unnecessary over burden are removed as parent are taking full charge of their career. | Students are happy as they had their parents time and attention and unnecessary over burden are removed as parent are taking full charge of their career. | Sixth Sense Mentor Lab help parents gain control of their childs study and life and enable them to take informed decission. | Sixth Sense Mentor Lab help good teacher get more opportunities and growth inspite of depending on schools. | As parents are more informed and more bargaining power, now schools forced to focus on students holistic development inspite of money making business.
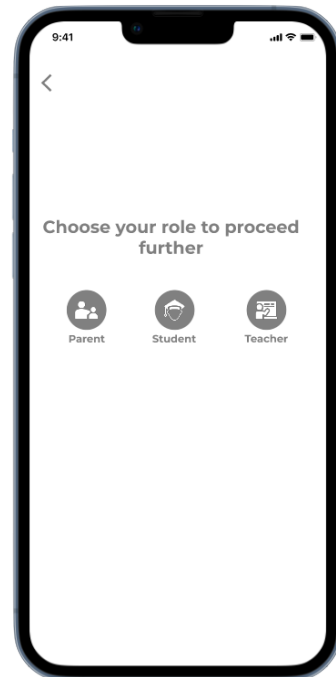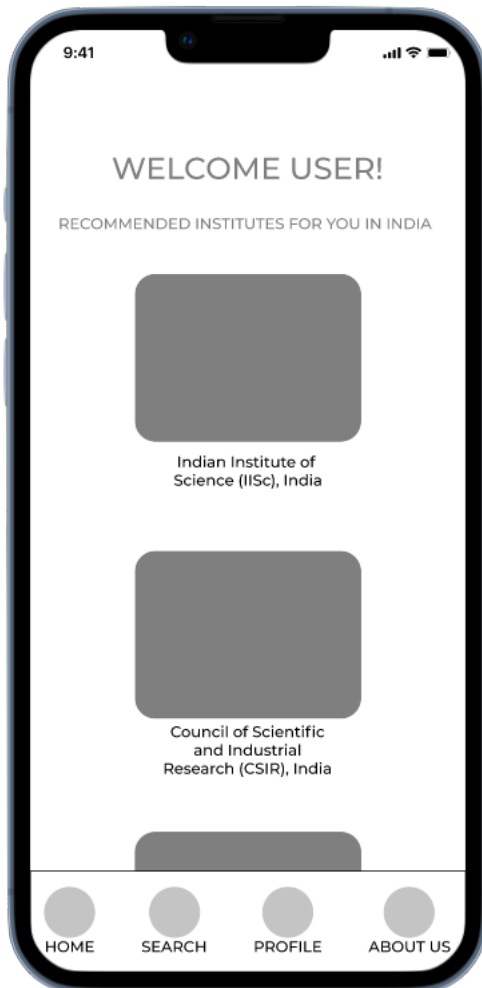
Starting The Design

Sitemap
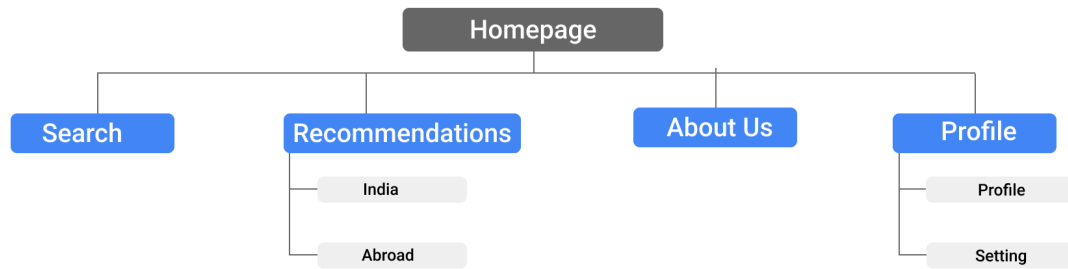
Digital Wireframes
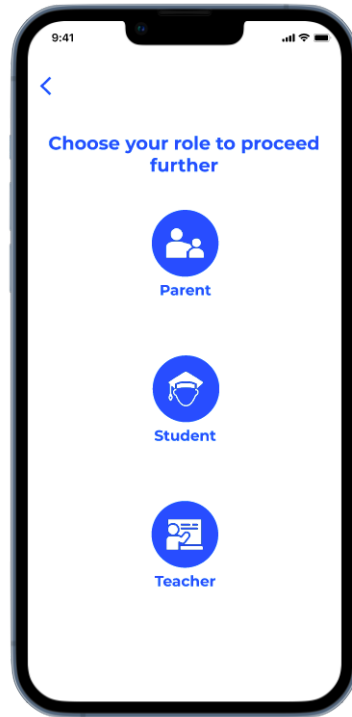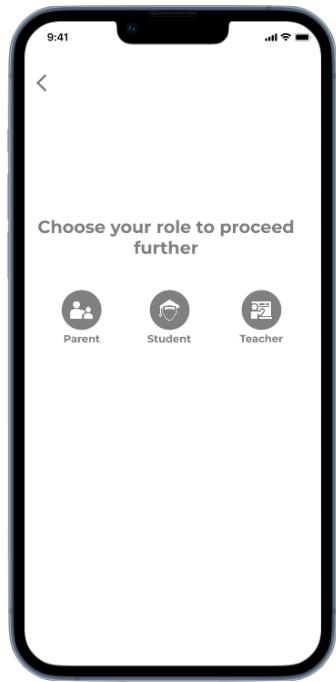
Usability Study Findings

1. **Users need the role page easy to click**

1. **Users need an easier to use menu tab**

1. **Users need a clearer logging page**

Refining The Design

Before

After

Refined Designs

LOG IN

ENTER YOUR EMAIL ID/PHONE NUMBER

ENTER YOUR PASSWORD

☐ Remember Me   Forgot Password?

SIGN IN

Need Help? Go to our Help Centre

SIXTH SENSE MENTOR LAB

☰

WELCOME USER!

RECOMMENDED INSTITUTES FOR YOU IN INDIA

Indian Institute of
Science (IISc), India

Council of Scientific
and Industrial
Research (CSIR), India
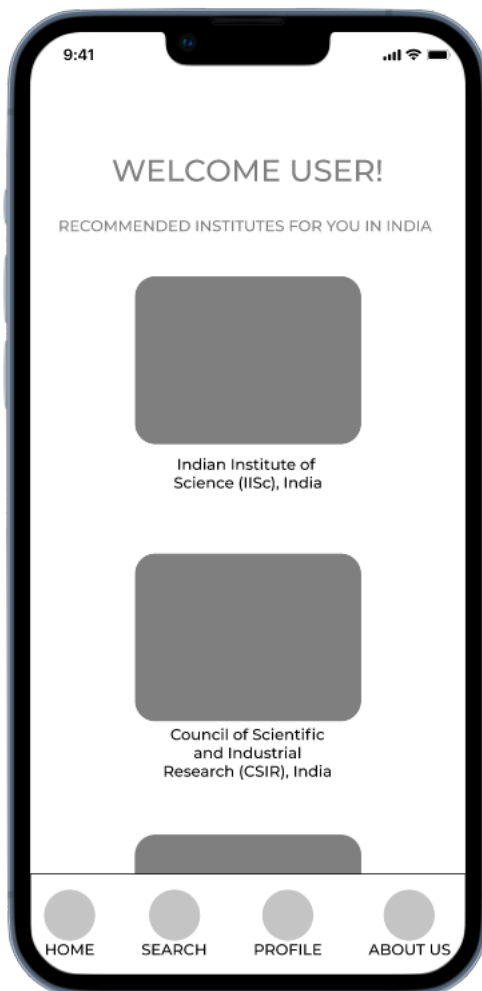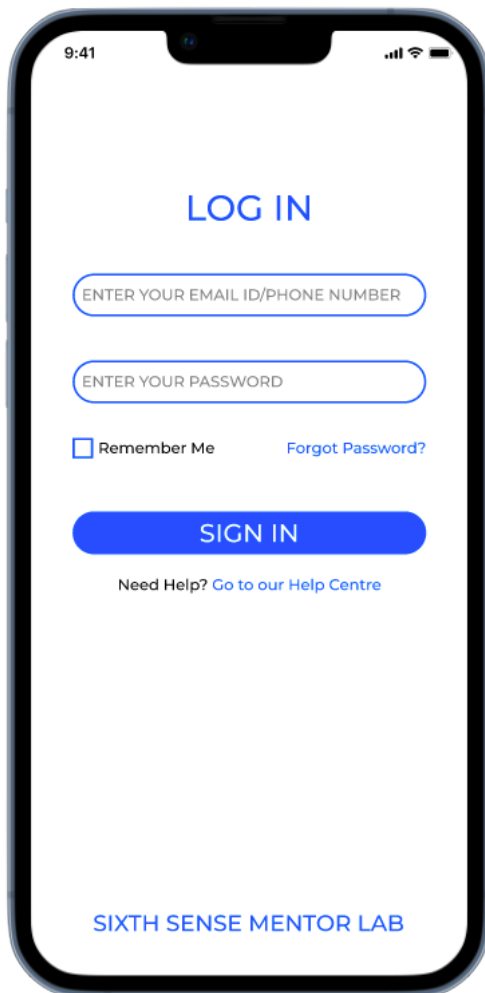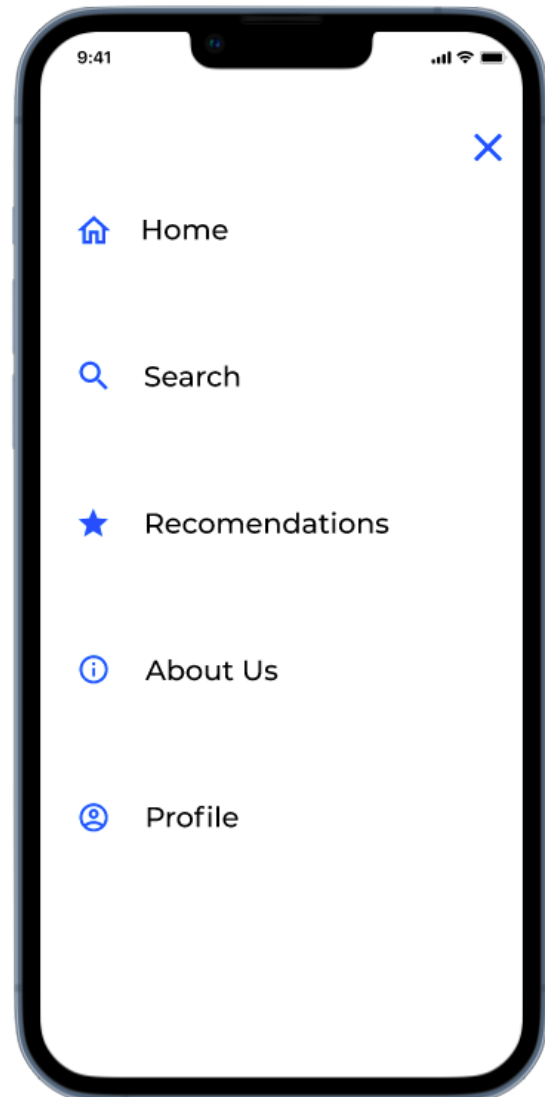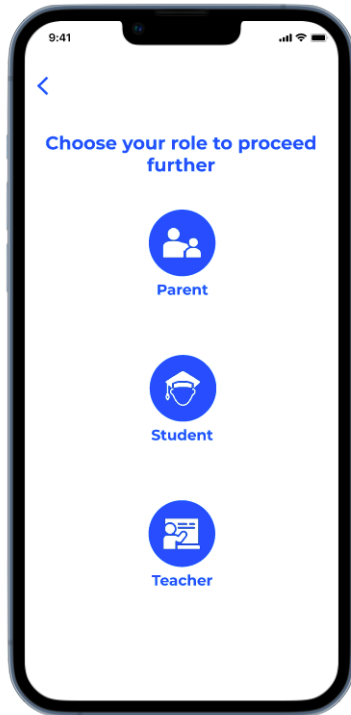
High-fidelity prototype

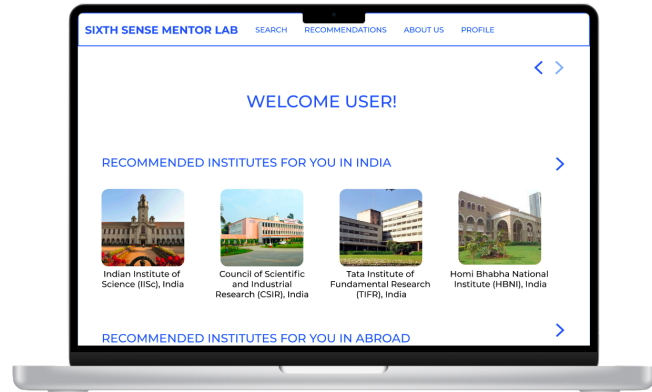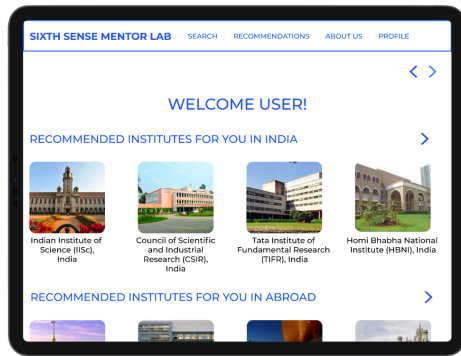View Food Mantra's Prototype.
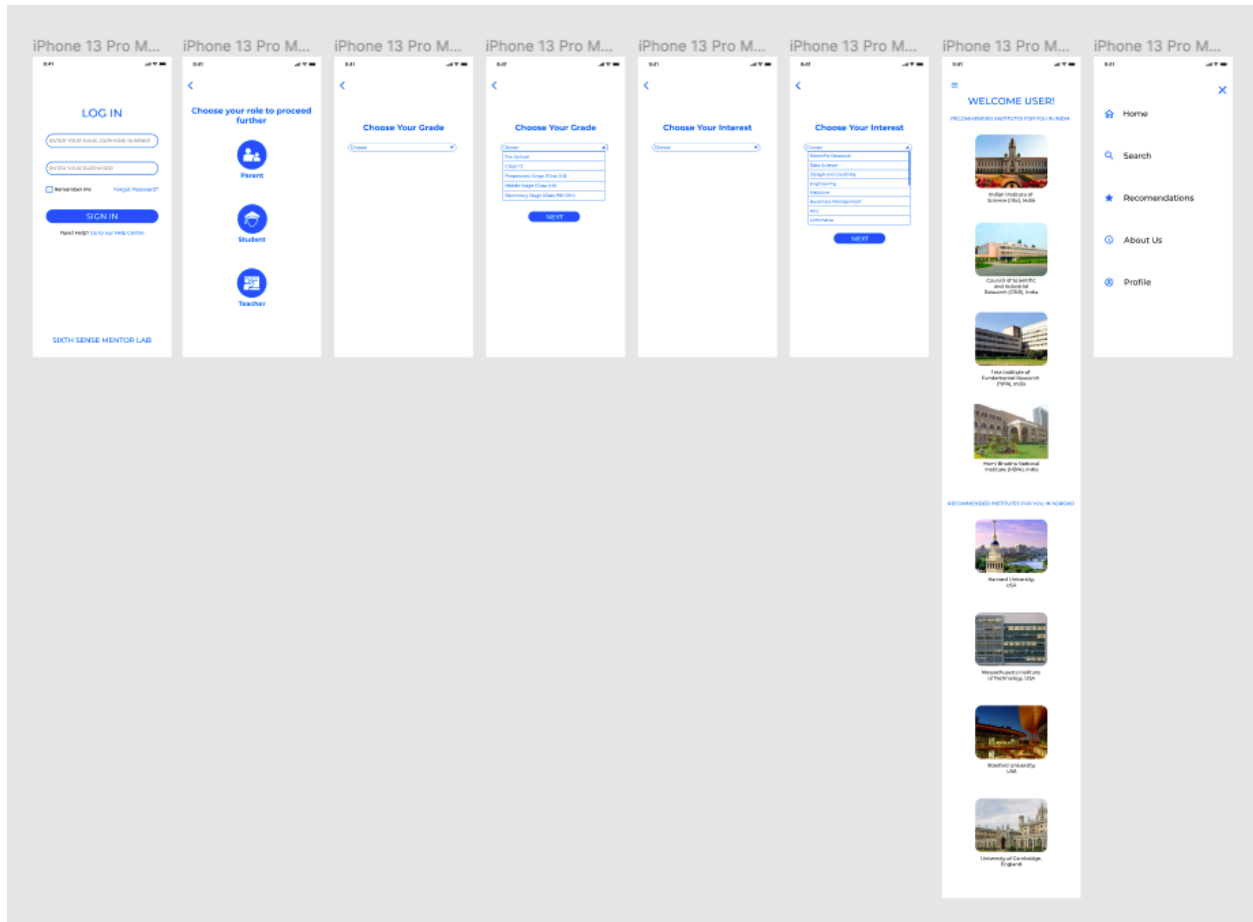
Responsive Website

The designs for screen size variation included desktop and tablet. I optimised the designs to fit specific user needs of each device and screen size.

Takeaways

Impact

Users get the impression from the products that Sixth Sense Mentor Lab is genuinely concerned about their needs.

What I learned

I discovered while working on Sixth Sense Mentor Lab that the initial concepts are only the beginning of the process. Usability testing and peer feedback influenced each iteration of the app's design.

Next Steps

1. Testing

Conduct a second round of usability testing to ensure that the users' pain concerns have been addressed appropriately.

2. User research

Carry out additional user research to identify any new areas of need.