

# Mentor Feature Design in LinkedIn

## User Research

Forms Link for Survey: <https://forms.office.com/r/fdk41GeDgQ>

Responses Summary Link:

[https://forms.office.com/Pages/AnalysisPage.aspx?AnalyzerToken=Aczj1ugu96fE3zTWef9sYAsldHNqROAJ&id=DQSlkWdsW0yxEjajBLZtrQAAAAAAAAAAAAO\\_SBDNUtUMEdKtKJHU1Q4WkM1NEZZNTJLUIJVS1kzSy4u](https://forms.office.com/Pages/AnalysisPage.aspx?AnalyzerToken=Aczj1ugu96fE3zTWef9sYAsldHNqROAJ&id=DQSlkWdsW0yxEjajBLZtrQAAAAAAAAAAAAO_SBDNUtUMEdKtKJHU1Q4WkM1NEZZNTJLUIJVS1kzSy4u)

## Main giveaways from Survey:

Early Jobbers (Age group of 18-24) have hugely participated in survey and have shown interest in mentorship through LinkedIn. While not all of them had good idea about digital mentorship, they are ready to embrace the idea through LinkedIn. It is because literally all of them have account in LinkedIn and follow key updates and receive professional guidance through the application already. People who have prior experience of witnessing other mentorship apps have said they were expecting good guidance and user experience to upskill themselves. Good communication features and one on one interactions are also expected. Taking all these into consideration I have proceeded into Design Thinking phase.

## Design Thinking Framework

Empathize:

Users need a simple access mentor feature so that they receive professional advice just with a click. As Mentors and Mentees would already have an account in LinkedIn, user flow should not get complicated with redundant fill ins and recommendation system should be precise according to details provided by user.

### **Define:**

The core thesis from information gathered is that LinkedIn users want a Mentor feature in the application. It is because many freshers and early jobbers find people to network and Jobs primarily in LinkedIn (Around 10 Cr people in India are using LinkedIn making India second largest market for it.), and since Mentoring digitally is growing these days, LinkedIn would serve a perfect place for Mentorship. It comes in 2 ways, there are large chunk out there with so much Industrial or any other Work experience who would want to share their knowledge to Early Jobbers. A simple access Mentorship feature would help not only the users of LinkedIn but also the wide range of audience out there who seek mentoring in general.

### **Ideate:**


We can proceed to create a 'Mentor' button in User profile page of LinkedIn for easy access. After that a page which asks user's present professional status, graduation background and place of living for personalized mentor recommendations (e.g., mentor living in same place as user). Next step would ask users what they are expecting and preferences. According to preferences mentor's list would be shown with small descriptions. User can select some, view their profiles and contact them if liked.

User Flow would be something like the table below:

Need	Search & find	Fill in few Details	Preferences	Going through proposed list of Mentors	Going through selected profile of Mentor	Contact
Need a mentor? User logs into his LinkedIn profile and selects the 'Mentor' feature.	He/she can find the newly added Mentor button in his/her profile.	After pressing it, few details regarding the user's Education background are required to be filled. This enhances the mentor-search results.	What the user expects to be delivered and few preferences are required to be filled.	Recommendation list is generated based on user's choices. Users can go through the list and select someone of his/her choice.	Users can then view profiles of selected mentor. Mentor's work experience and education.	Users can then drop a message concerning his/her problem. If they get reply from mentor, they can proceed further.

**Mockup Prototype using Figma:**

SEARCH



+

USERNAME

Product Manager

Mentor ?

Open to

Add section

Open to job opportunities

See all details

Yuor Dashboard

Private to you

5

Who viewed your profile

5

Post views

5

Search appearances

PLEASE FILL IN THE FOLLOWING DETAILS. AFTER THIS YOU CAN MEET MENTORS AND MENTEE, AND START MENTORING

WORKING STATUS

STUDENT

TOWN OR CITY

BANGALORE, KARNATAKA, INDIA

YOUR CURRENT SPECIALIZATION

COMPUTER SCIENCE

YOUR PREFERRED INDUSTRY

PRODUCT MANAGEMENT


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frame

in


WE ARE OFFERING FREE WEBINAR SESSIONS FOR BOTH MENTORS AND MEN-TEES. CLICK HERE TO BOOK YOUR SLOT.



BE A MENTOR



FIND A MENTOR



DO BOTH

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Being Mentored

Please let us know what you are seeking from your mentor: (Min 100 words)

Which areas are you looking to develop?:

☐ Job Hunting

☐ Interview Training

☐ Networking

☐ Career Progression

☐ General Advice

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Proposed Mentors

VS Dhoni

Public Speaker at ABC

"I have 6 months experience as TED talks writer. Studied at QWERTY University. Good at giving Corporate Insights and Time Management."

View

MS Narayan

Facilitator at Shelf.biz

"BE. ECE, BBA Finance, PhD in Stanford Science Institute. 50 years of Experience. Hit me on doubts about Industrial Productivity, Networking and General Advice. "

View

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Send Message

Request Mentor

MS Narayan

Current Role: Facilitator at Shelf.biz

Brief Description: "BE. ECE, BBA Finance, PhD in Stanford Science Institute. 50 years of Experience. Hit me on doubts about Industrial Productivity, Networking and General Advice. "

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Start Conversation with Narayan !

Type here...



Send Message

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Figma link:

[https://www.figma.com/file/LOa87hoKFRWUELAMCLVRxg/LinkedIn-Profile-%26-Ad-Mockups-\(Community\)?type=design&node-id=1%3A10&mode=design&t=A4gkH6uLDilniLxL-1](https://www.figma.com/file/LOa87hoKFRWUELAMCLVRxg/LinkedIn-Profile-%26-Ad-Mockups-(Community)?type=design&node-id=1%3A10&mode=design&t=A4gkH6uLDilniLxL-1)

## **Findings and Conclusions:**

Using Figma, I have created Mobile-App mockup on how UI should be based on User Flow. This is just a mockup based on basic user expectations. After launching this we can get a brief idea on how the feature is perceived by users and make changes based on it. The analysis part will result in reliable insights because huge number of target audience are using LinkedIn to seek job advice from others even without existence of mentor feature by just contacting the people with email Id's. This new feature will further enhance this process.