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=Aczj1ugu96fE3zTWef9sYAsIdHNqROAJ&id=DQSIkWdsW OyxEjajBLZtrQAAAAAAAAAAA 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.

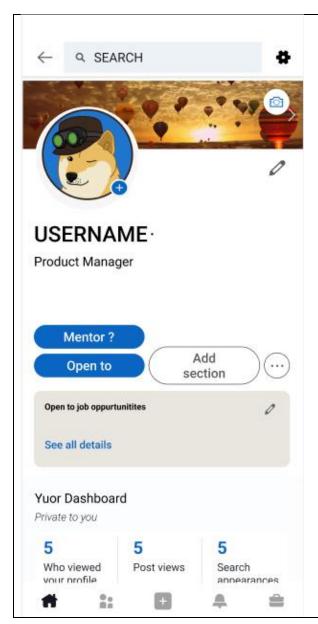
Ideate:

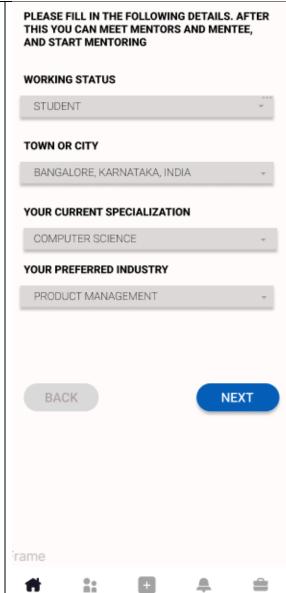
We can proceed to create a 'Mentor' button in User profile page of LinkedIn for easy access. After that a page which asks user's present professional status, graduation background and place of living for personalized mentor recommendations (e.g., mentor living in same place as user). Next step would 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.

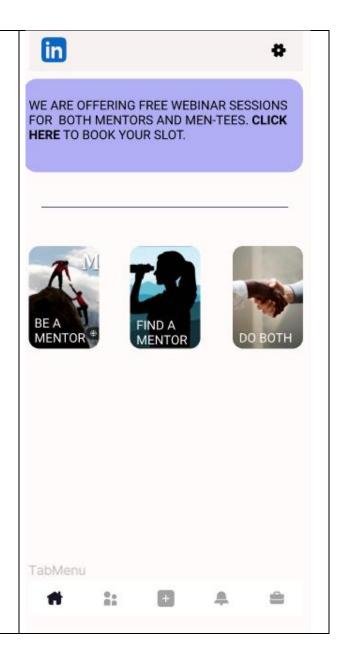
User Flow would be something like the table below:

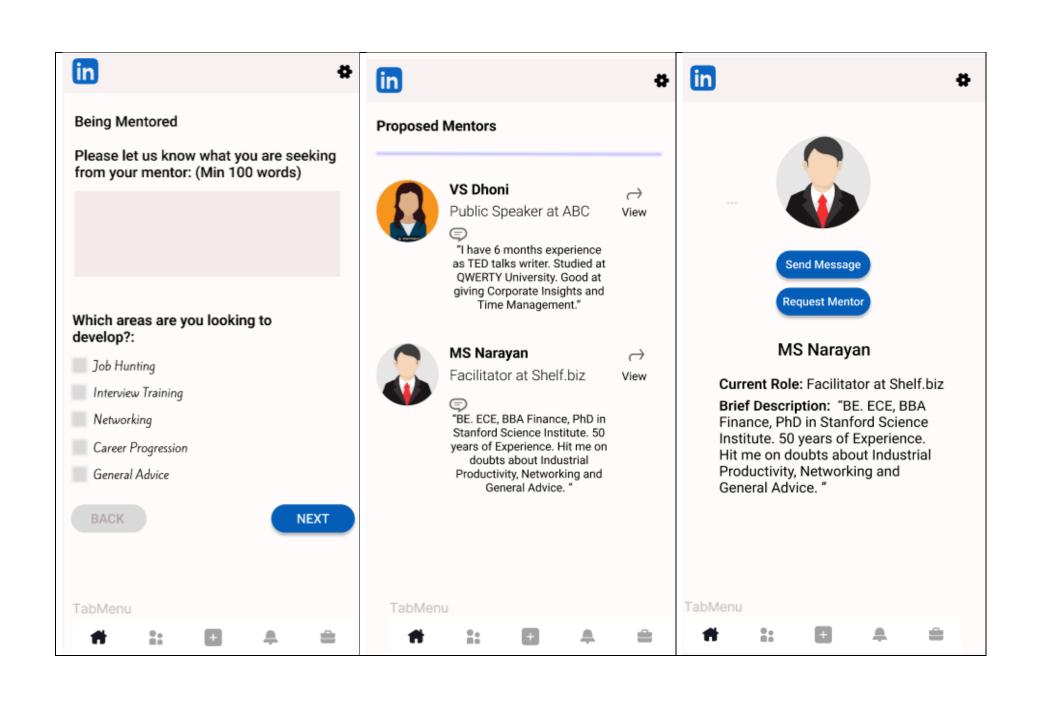
	Search &			Going through	Going through	
Need	find	Fill in few Details	Preferences	proposed list of	selected profile	Contact
	IIIIu			Mentors	of Mentor	
Need a mentor?	He/she can	After pressing it, few	What the user expects	Recommendation list is	Users can then	Users can then
User logs into his	find the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

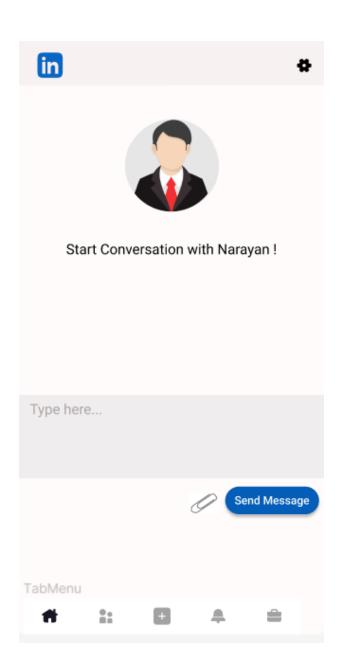












Figma link:

https://www.figma.com/file/LOa87hoKFRWUELAMCLVRxg/LinkedIn-Profile-%26-Ad-Mockups-(Community)?type=design&node-id=1%3A10&mode=design&t=A4gkH6uLDiIniLxL-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.