A woman with dark hair tied back is sitting at a desk, looking down and covering her face with her hands. She appears to be in a state of distress or despair. In the background, a computer monitor and keyboard are visible.

**"Everyone says they're hiring but I'm never being called back or even given feedback of why I wasn't chosen."**

**"I've spent hours updating my resume and LinkedIn but it seems like it's a game of "who knows who."**

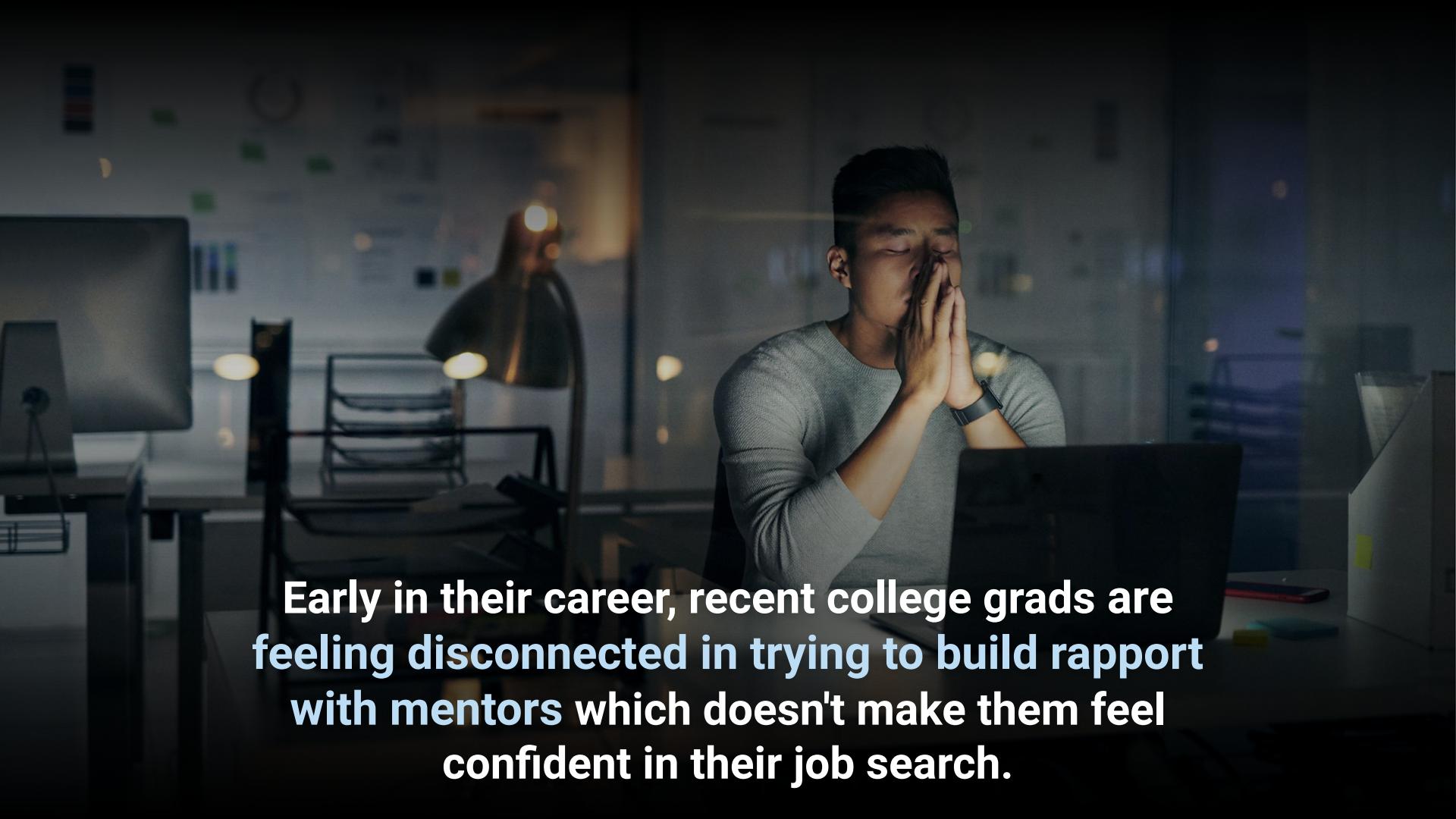
**"The advice I get is generic. I need someone who has time for me and can help me specifically with this."**

**"I have no guidance. I don't even know what I'm doing."**

**I'm so lost.**

# Mentor Match App



A photograph of a young man with dark hair, wearing a grey long-sleeved shirt, sitting at a desk in an office. He is looking down with his hands clasped near his face in a gesture of stress or despair. The office is dimly lit, with other desks and computer monitors visible in the background.

**Early in their career, recent college grads are  
feeling disconnected in trying to build rapport  
with mentors which doesn't make them feel  
confident in their job search.**



# LIAM

He/His

## Personality

INTROVERTED

EAGER

ANXIOUS

LOST

23

Age

College Grad

Education

Single

Marital Status

Madison, WI

Location

## Goals & Needs

- Wants to connect with a mentor who is successful in the finance industry.
- Wants to work his way into tax accounting.

## Pain Points and Potential Solutions

- Annoyed at the inability to network in-person because he is shy.
  - Solution: Having built-in messaging.
- Annoyed at mentors who disappear/are too busy for him.
  - Solution: Notifications and ability to find multiple/new mentors.
- Dislikes having a mentor he doesn't click with.
  - Solution: Filter mentor based on interests.
- Dislikes mentors who aren't actually knowledgeable.
  - Solution: Mentor match!

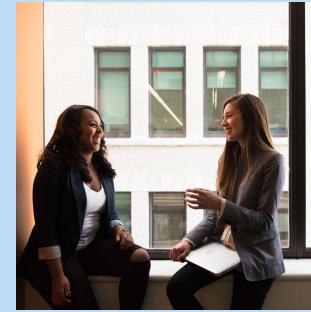
- Needs the ability to connect digitally with his mentor.
- Needs to develop skills to get an entry-level position.
- Needs the ability to network.

# Interviews

**Objective:** To understand how people early in their career network with mentors so that it's a good fit that gives them the tools and resources to get their career started.

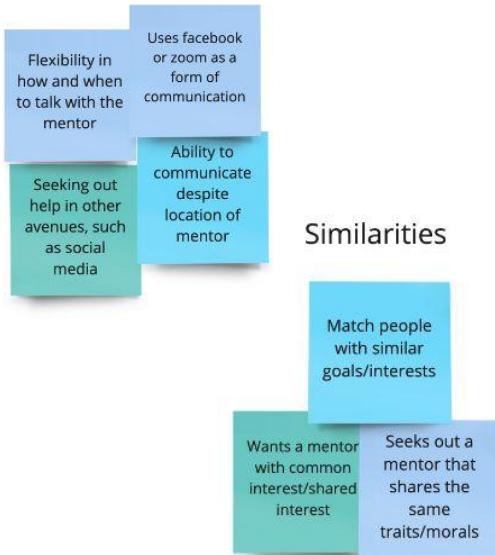
## Questions:

- Tell me about yourself.
- What is your background?
- When seeking out a mentor, what do you look for?
- Tell me about a time you had a great mentor.
- Tell me about a time you did not have a great mentor.
- What would you have improved about the situation?



# Interview Results

## Communicational options



## Misc.

Wants someone or something in the middle as a buffer to help get the awkward stuff out of the way and start the conversation. He felt like he was bad at reaching out

## Wants advice

Wants to be able to ask "stupid questions" without fear of judgment

## Mentor gave advice

Wants a mentor who gives good advice

Wants a mentor he can go to for help when he's overwhelmed

Wants a mentor that can give him a different viewpoint

## Prevent connection- painpoint

Struggled finding a mentor in her earlier career days due to being shy

She wishes she wasn't too shy to ask for help earlier on in her career

## Connection - goal

Mentor helped her with Networking

Dislikes mentor programs that seem exclusive

## Mentor qualification needs

Someone who isn't new to the industry

Matching appropriate skill level and knowledge is important

Wanted to be matched with someone-alumni, industry leaders, etc

## Method of learning

Showed examples from his own work

# Liam Anderson



“  
**Being shy and introverted has always stopped me from reaching my full potential**  
”

## Background

Liam is a newly graduate from University of Wisconsin-Madison. He completed his bachelors degree in accounting. He is often described as shy and introverted by his family and friends. Liam spends most of his time at home playing video games online. Besides video games, Liam enjoys reading fiction books.

## About

Age: 23 years old

Status: Single

Occupation: Unemployed

Location: Madison,  
Wisconsin

## Goals & Ambitions

- To find a mentor to help him achieve his career goals

- Network with other professionals within his career field

- Gain skills that will help him prepare for a job

## Frustrations

- Liam is too scared to reach out to mentors

- He finds it hard to network with others due to his lack of social skills

- Unsure what skillsets he needs to be successful



# I LIKE

- Building rapport
- Expertise
- Feedback
- To learn new things
- Reliability
- Contact flexibility

# I WISH

- Mentor choices
- Digital communication
- Templates
- Show up
- Comfortable
- Contact options

# WHAT IF

- Share interests
- Comfortable
- Convenient
- Initiating
- Quick chat
- Career success

Complexity

User Impact

Confidence  
in the  
industry

Didn't feel  
awkward.

Feeling  
secure with  
them.

Connection  
with my  
mentor.

Feedback  
on my  
resume  
instantly

Convenient  
quick chat.

I wish I  
knew about  
my mentor  
before  
meeting.

Options to  
choose  
mentor.

Career  
expertise

# LIAM

23, Madison WI



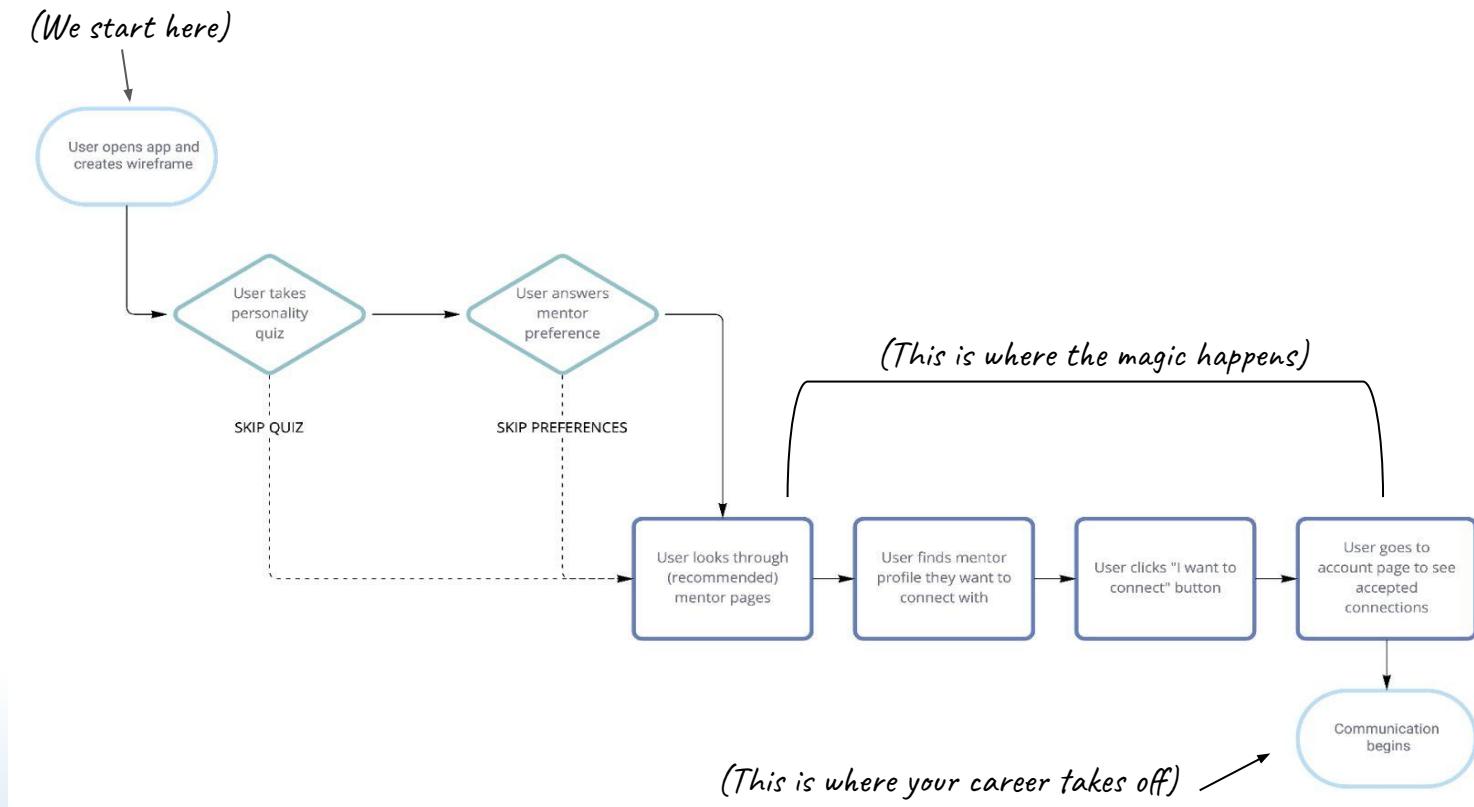
Liam is fresh out of college but is having a hard time finding work and networking with people in his field. **He wants to find a mentor in the public accounting field to foster a connection and gain some insight** on what was helpful to other tax experts succeeding in their career.

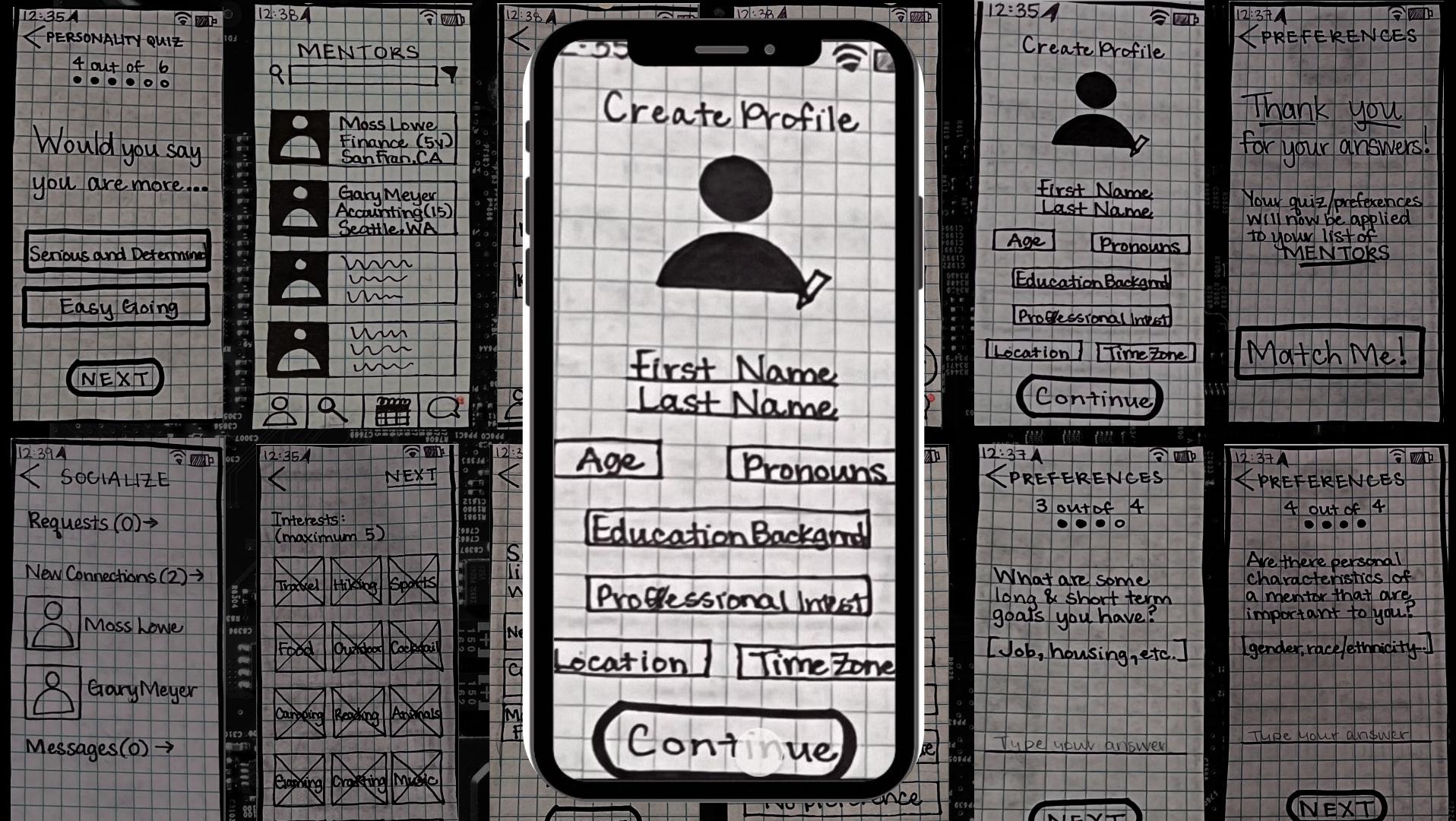
	Job Search	Discovery	Opportunity	Outcome
Excited	<p>He applies for jobs.</p> <p>He looks for people to connect with on LinkedIn.</p> <p>Doesn't get the results he needs.</p>	<p>Feels defeated, looks around for other options.</p> <p>He searches app store and finds app.</p> <p>Creates profile and completes questionnaires.</p>	<p>Submits his profile to be matched.</p> <p>Waits to see his best match results.</p>	<p>Opens the app and sees potential matches.</p> <p>Sends invitation(s) to connect.</p> <p>Connects with mentor.</p>
Neutral				
Anxious	<p>He applies for jobs.</p> <p>He looks for people to connect with on LinkedIn.</p> <p>Doesn't get the results he needs.</p>	<p>He sees a job fair is being held in his city.</p> <p>Despite his shyness, he gets the courage to go.</p>	<p>He meets a few people and lands a few interviews.</p>	<p>Interviews and connections are dead ends, Liam finds himself back at square one.</p>

 With Mentor Match

 Without Mentor Match

# USER FLOW







Tested with Figma

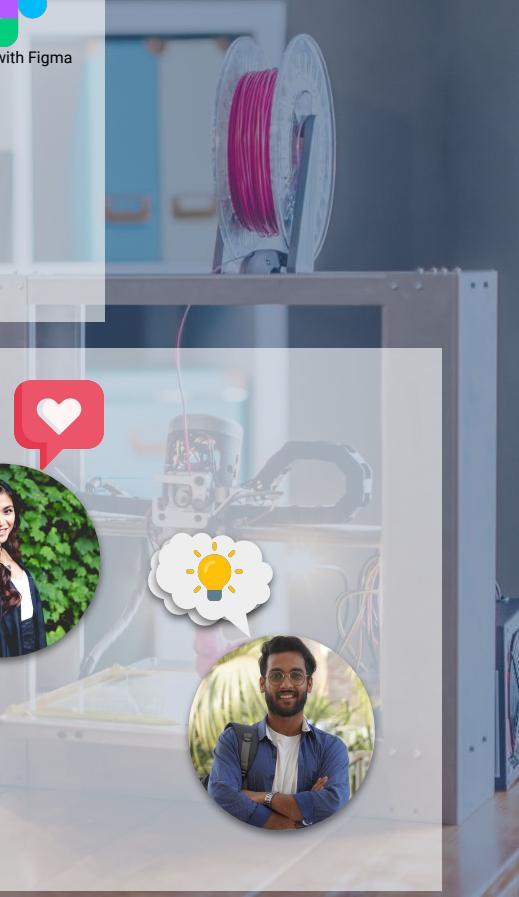
## Tasks:

- ✓ Get to the filtered mentor list.
- ✓ Send a connection request to a mentor.
- ✓ Tell us what you think.

## They told us:



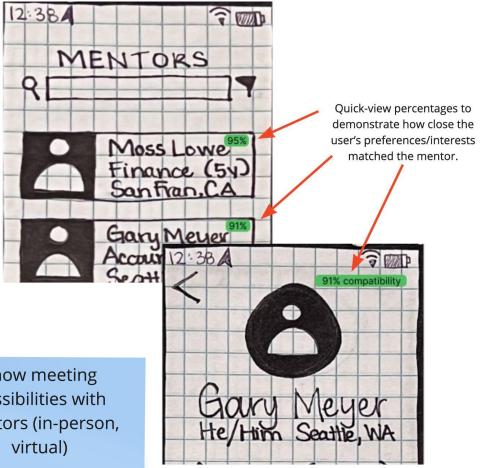
*"There's a couple things I don't understand."*



# User testing feedback

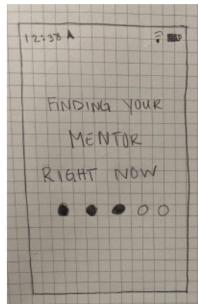


Feature a compatibility percentage on mentor list

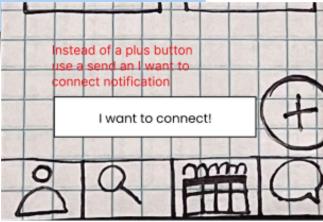
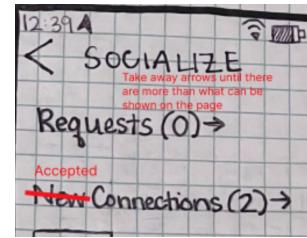
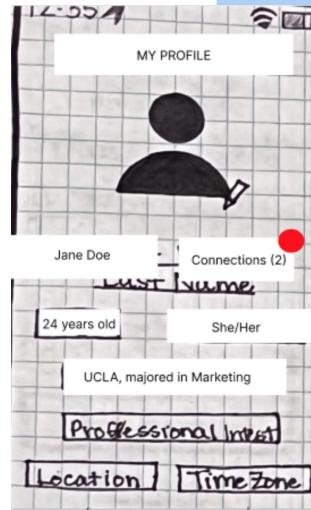


## Estimated time/notification when ready

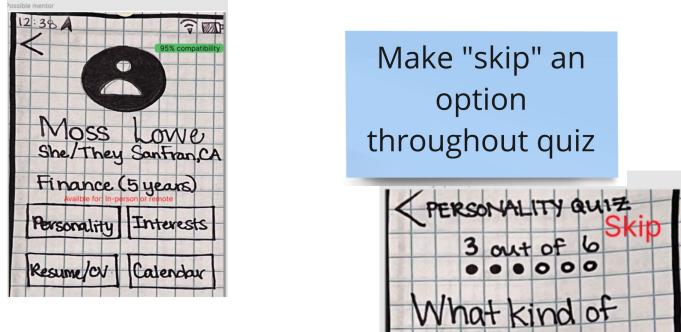
A screen after the preferences that shows either a loading sign of them getting matched with their mentor within that same moment or a screen that states mentees will be matched within 24 hours



## Clarify icons/symbols for users



Make "skip" an option throughout quiz



If user skips, make the quiz available somewhere else



The image displays a series of 13 mobile phone screens illustrating the Mentor Match application's user flow and features.

**1. Welcome Screen:** Shows the app logo "Mentor Match" and the tagline "Match. Learn. Succeed." with a stylized icon of two profiles facing each other.

**2. Create Profile:** A form for entering personal information: First Name, Last Name, Age, Pronouns, Educational Background, Professional/Career Interest, Location, Time Zone, and Meeting Preferences. It includes a "Done" button.

**3. Match Me:** A screen asking "Would you like us to find your ideal Mentor?" with options to "MATCH ME!" or "I'll browse for my own".

**4. Main Landing Screen:** The central screen featuring the "Mentor Match" logo, the "Match. Learn. Succeed." tagline, and the same stylized profile icon.

**5. Personality Quiz:** A series of four screens asking questions about personality preferences. Each screen shows a progress bar (e.g., "2 out of 6", "3 out of 6", "4 out of 6") and a "Skip" button. The questions are: "Do you prefer to work... With a structure or Leisurely in your time?", "What kind of learner are you? Visual, Auditory, Kinesthetic", and "Would you say you are Serious and Determined or Easy Going".

**6. Preferences:** A screen titled "Preferences" showing a progress bar of "1 out of 4". It asks "Select areas you'd like to EXPLORE with your mentor:" and lists categories: Networking, Job Search, Resume/CV, Interview Prep, Managing Finances, College Transition, A day in the professional life, and Other. It includes a "Continue" button and a "Match me now" button.

**7. Create Profile (Result):** Shows a profile for "Moss Lowe" (She/They, 29 years old, San Francisco, California) with a compatibility score of "95% compatibility". It lists resume/cv, calendar, shared interests (Reading, Animals, Gaming), and a "I want to connect!" button.

**8. Create Profile (Result):** Shows a profile for "Gary Meyer" (He/Him, 53 years old, Seattle, Washington) with a compatibility score of "95% compatibility". It lists resume/cv, calendar, shared interests (Camping, Sports, Gaming), and a "I want to connect!" button.

**9. My Profile:** Shows a profile for "Liam Anders" (He/Him, 23 years old, Minneapolis, Minnesota) with a compatibility score of "Connection". It lists resume/cv and quiz results.



# What's next?

1

Continue testing and iterating prototype with user feedback.

2

Flip the script. Begin exploring the app from the mentor's perspective.

3

Build UI and brand design for the app.

4

Help more "Liams" of the world get their career started.



# Mentor Match App



## Appendix

- [Idea Creation and Proto Persona](#) (Day 1)
- [Research/Interview Plan](#) (Day 1)
- [Empathy and User Research](#) (Day 2)
- [User Persona](#) (Day 2)
- [Competitive Analysis](#) (Day 3)
- ["I like, I wish.." & Prioritization Matrix](#) (Day 3)
- [Storyboard/User Journey Map](#) (Day 3)
- [User Flow](#) (Day 4)
- [Lo-Fi/Paper Proto- Figma](#) (Day 4)
- [User Testing Plan](#) (Day 5)
- [User Testing Feedback](#) (Day 5)
- [Proto Iteration](#) (Day 6)
- [Mid-Fi Proto - Figma](#) (Day 6)
- [Second Round of Testing](#) (Day 6)
- [Mentor Match Case Study Template](#)