



Menty

UCLA



Serene Supakkul

Google Design Challenge 2020



THE CHALLENGE



Your school wants to strengthen the community by encouraging experienced students to connect with new students and help them adjust to campus life. Design an experience that allows mentors and mentees to discover each other. Consider the needs of both mentors and mentees, including how someone may become a mentor and how to connect mentors to mentees.

♦ USER RESEARCH ♦

MENTEE INTERVIEWS

I interviewed 6 UCLA students to identify the biggest struggles they faced in their first years when adjusting to campus life.

"I came in as a piano major and felt like I had a set career path, but had to drop the major and felt very lost afterwards"

"Pursing opportunities at UCLA is very intimidating because its a big school and there are so many organizations and I had no insight on which ones really aligned with my interests and values."

"It would have been helpful to speak with someone who was going through what I went through."

I also asked about their past experiences as mentees to identify what they found most helpful.

"I liked that my mentorship was 1-on-1 because I felt like my experience was more personalized for my needs"

"My mentor was really helpful by answering a lot of my basic questions, telling me about important events to go to, cool clubs they thought I should join, gaving resources, and connecting me with people in my major I should talk to."

"It was nice to have someone to ask questions to because as a first year you don't really know what's going on"

"I felt like my mentor was a really good fit because she had similar struggles as me so I felt comfortable reaching out for help."

♦ USER RESEARCH ♦

MENTOR INTERVIEWS

I interviewed UCLA students who had previously participated in a mentorship as mentors to learn about their experiences and biggest takaways.

“I feel like what allowed me to help my mentee best was that I had been through a similar struggle with have a career turn, so I was able to be understand and provide resources”

“I think something I could have done differently is organizing resources better rather than just piling a bunch of links for my mentee.”

“I was able to help my mentees most by giving them resources and answering any questions”

“I wish I could have hosted more events with my mentees, but with so many, its hard to schedule things so I think it would have been easier with a 1-on-1 mentorship”

USER RESEARCH

KEY INSIGHTS

MENTEE

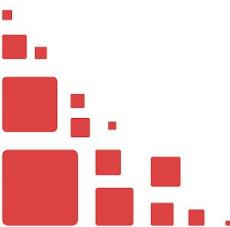
- Intimidated by the large amount of organizations on campus
- Helpful to speak with someone who has been through similar experiences
- Unsure about which clubs would best fit their interests
- Prefer 1-on-1 relationship

MENTOR

- Able to help best when the mentee is going through a similar experience as they went through
- Help by sharing resources and answering questions
- Would like an easy way to organize resources
- Prefer 1-on-1 relationship



DESIGN PROBLEM STATEMENT



Freshman year of college is often an overwhelming experience and a struggle for these underclassmen to adjust to campus life, and it is easy to get intimidated by the copious number of clubs and classes. This first year can be difficult to navigate, especially without guidance. While there are upperclassmen willing to extend a helping hand, often times these mentors are unable to fully help mentees with different interests or paths as them or have difficulty managing aide between too many mentees.

SOLUTION: MENTY

Menty is an app that connects new students and experienced students at their university, allowing mentors to share resources, insights, and experiences with mentees to help them adjust to life on campus at UCLA while strengthening the community.

TARGET GROUP

- (Mentees) Freshmen or 1st year transfer UCLA students
- (Mentors) UCLA students who have completed at least 1 school year and are interested in helping new students

GOALS

- Connect mentors and mentees 1-on-1 based on preferences on background, interests, and academics
- Give mentors a platform to provide insights and organize resources for mentees



Menty
UCLA



JACOB CHEN



Age	21
Hometown	Plano, Texas
University	UCLA
School Year	Junior
Major	Cognitive Science
Housing	Off Campus Apartment, 2B2B
Interests	Tennis, Asian Culture, Anime
Career Path	Advertising and Marketing

CURRENT SITUATION

Jacob is a junior at UCLA majoring in Cognitive Science and pursuing a career in Advertising and Marketing and recently interned at a tech startup. In his first 2 years of college, Jacob felt very unsure of his future career and actually came in as an Electrical Engineering student before realizing that engineering was not for him. He also went through many experiences of trying out clubs and shortly realizing that the club was not what it appeared on paper and did not fit his interests the way he had hoped they would. At his current point in his college career, though, he has finally found an organization that he "clicks" with and has felt like he found a family with the people in the club. As someone who has experienced being lost in college and a lonely out-of-state student, dealing with switch majors, and ultimately discovering his own passion and interests, Jacob is inspired to help underclassmen who are going through struggles he has gone through himself.

GOALS

- Help an underclassman transition into college life
- Give advice to underclassmen who are going through similar struggles he had
- Provide resources to incoming freshmen on events, clubs, and classes to look into

PAIN POINTS

- Has found it difficult to give advice to people in a different major or with different interests or backgrounds
- Having too many mentees spreads his attention too thin and makes it difficult to schedule meet-ups

SARAH YI



Age	18
Hometown	Cambridge, Maryland
University	UCLA
School Year	Incoming Freshman
Major	Psychology and Statistics
Housing	Dorm, triple + communal bath
Interests	Dancing, Korean culture, soccer
Career Path	N / A

CURRENT SITUATION

Sarah is an incoming freshman at UCLA and is excited, yet nervous, for the new school year. As an out-of-state student, Sarah is the only student from her high school attending UCLA and does not know anyone who is attending or will be attending the university. She is unsure about which organizations in the hundreds of UCLA clubs to join and is unsure about which classes she should take and which professors she should take them with. Not only that, but Sarah is very lost in terms of career. With both her majors, Psychology and Statistics, being very broad with multiple career possibilities, she feels very lost and overwhelmed. She wishes she knew an upperclassman who could give advice on her major, clubs that best fit her interests, and potential career paths she could explore.

GOALS

- Meet new people
- Make friends
- Find a club she feels like she belongs in
- Explore and discover potential career paths
- Map out a 4 year academic plan
- Learn the ins and outs of her majors

PAIN POINTS

- Does not know anyone attending UCLA
- Intimidated and overwhelmed by the large number of clubs on campus and is unsure of which ones to try or join
- Does not know much about the courses in her major

❖ COMPETITOR SCAN ❖



Works with students who select their own mentors

Mentors are professionals working in careers

Mentors are much older than mentees; may be harder to relate to certain struggles

Mainly focused on academic success but campus-life integration also involves social aspects



MENTOR
COLLECTIVE

First-year experience mentorship

Recruitment and training for Mentors

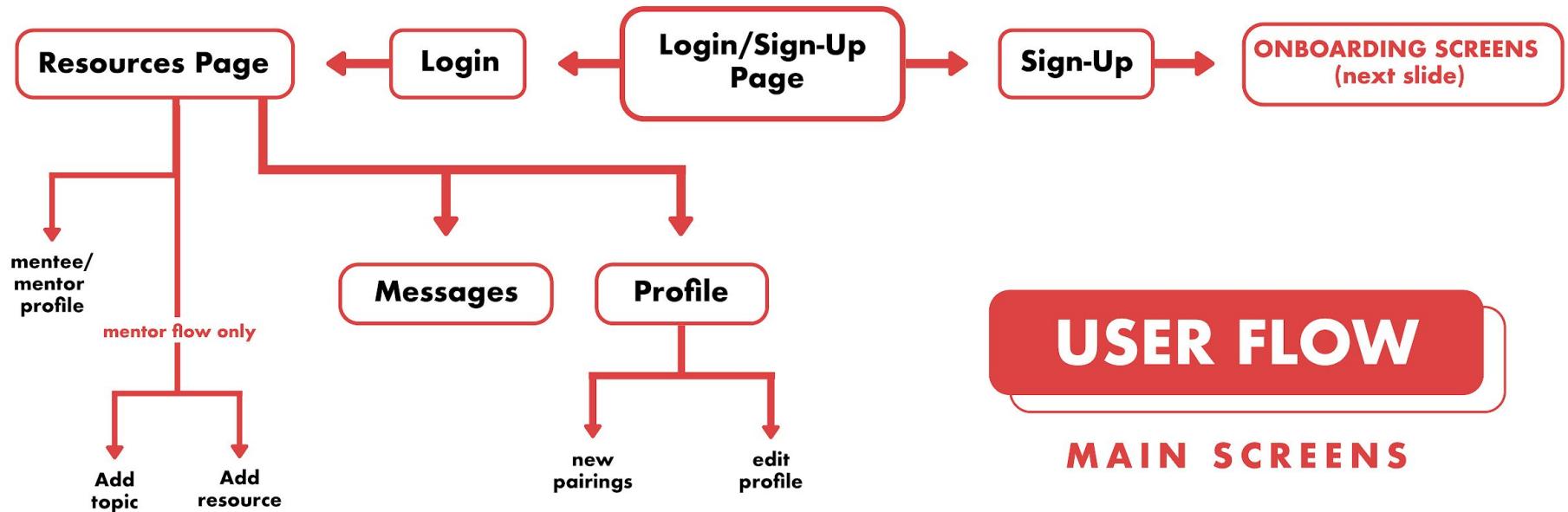
Let students voice what they need most in a mentor

Mentors are not current students so would not strengthen the community



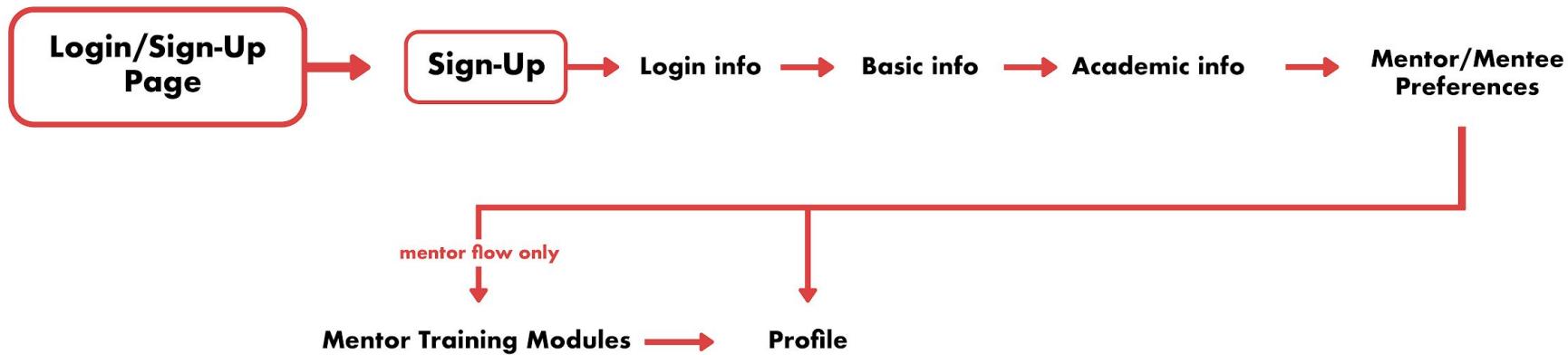
Matches based on data (location, position, capacity to mentor, responsiveness)

Not specific to the school so limited in insight for different schools



USER FLOW

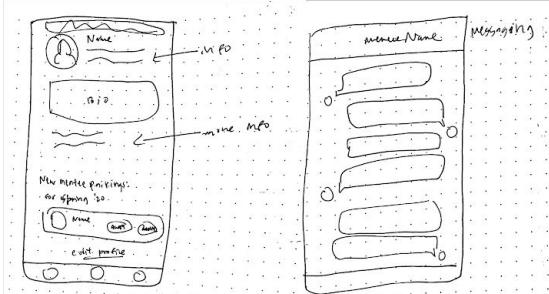
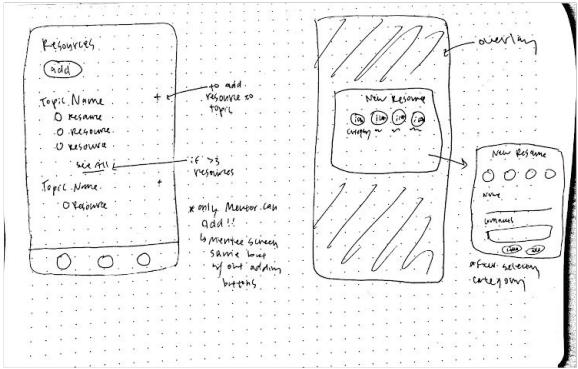
ON BOARDING



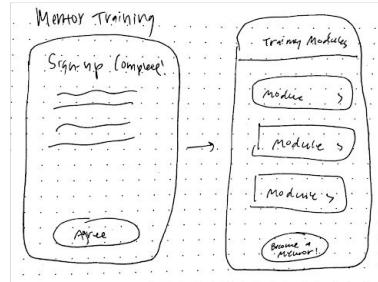
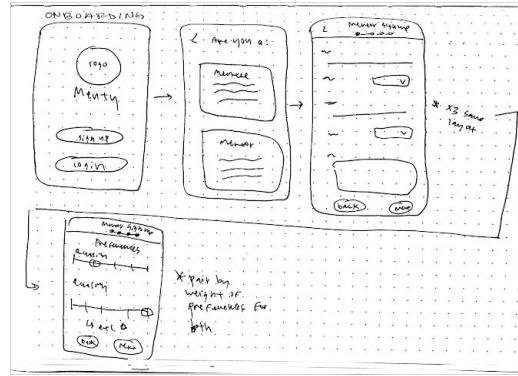
◆ PAPER SKETCHES ◆

I began designing the prototype by making sketches of my screen ideas

MAIN FEATURES



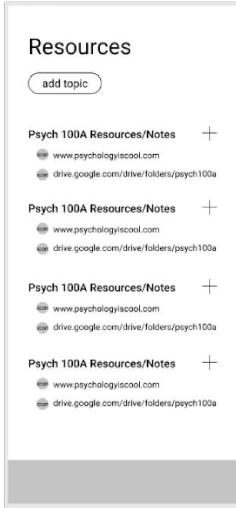
ONBOARDING



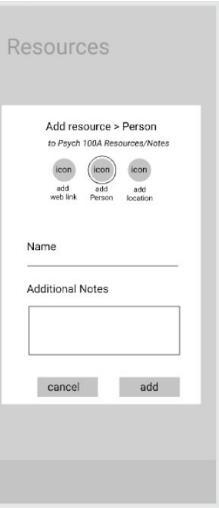
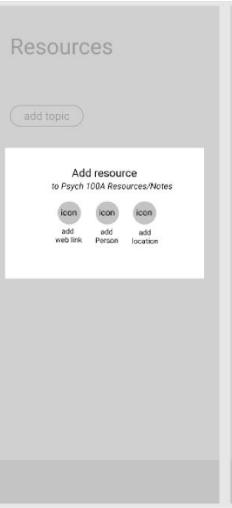
♦ WIREFRAMES ♦

After paper sketches, I moved on to Figma and created low-fidelity wireframes.

RESOURCES PAGE



Resources page where mentors can organize and compile resources for mentees. Can include topics such as class notes, important events, or fun places to visit



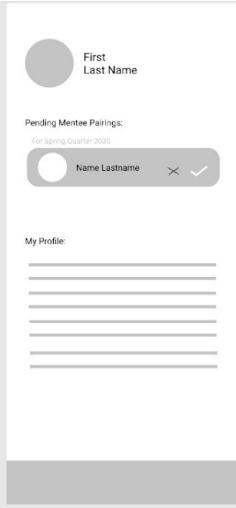
Only mentors can add topics and resources

MESSAGING PAGE



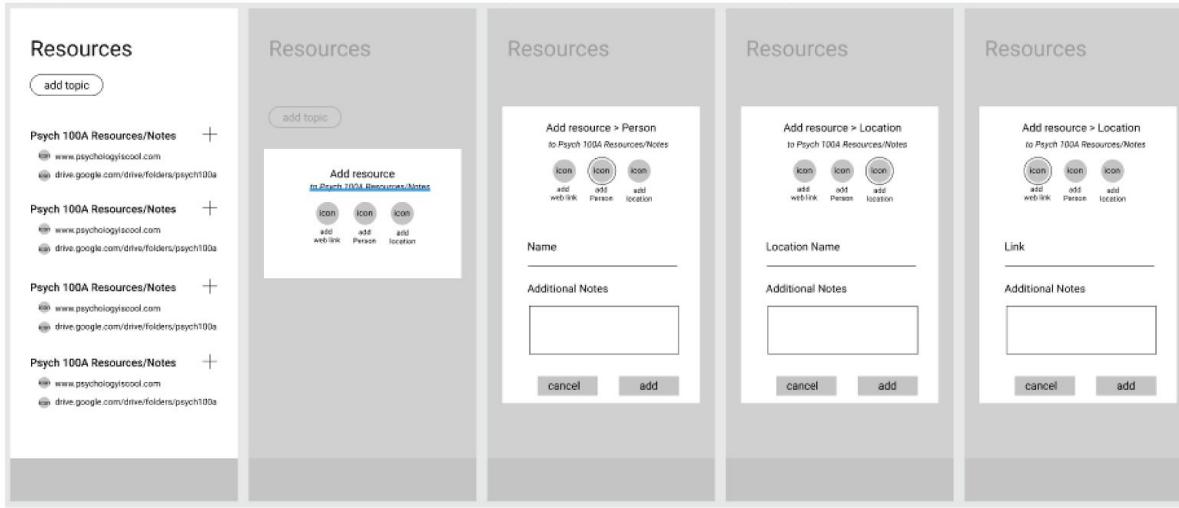
Mentors can add resources based on category (links, people/location) for organization and to help mentees easily access different forms of resources

PROFILE PAGE



Users can edit profile information and preferences and accept pairings for next quarter (mentorship cycles are quarterly)

RESOURCES PAGE



When users first open the app, they arrive at the Resources page. This page is placed first in the flow because sharing and organizing resources is a large part in mentorship, so this page would be a frequented and important location for users.

Any resources the Mentor adds on this page is automatically shared with the Mentee. Only Mentors are able to add/delete topics and resources because, as Mentors, resources are shared with Mentees to give the Mentee insights Mentors think they will find useful and not vice-versa.

When adding a resource, Mentors select a category (link, location, person, other). This is for better organization of resources and easy access for the user. For instance tapping on a 'link' category resource would take mentees to the link).

Mentors can also add 'Additional Comments' to resources to elaborate on its purpose. For example, if the mentor knows of a person their mentee can reach out to for, say, math homework help, the mentor can 'add person' and input a brief description along with the person's contact information.

♦ ONBOARDING WIREFRAMES ♦

LOGIN/ SIGN-UP	MENTEE/ MENTOR SELECT	PROFILE INFO	MENTEE/ MENTOR PREFERENCES	MENTOR TRAINING EXPLANATION	MENTOR TRAINING MODULES

Users select whether they would like to be a mentor or mentee

Users input information regarding their background, education, and interests

Users weigh importance of mentor/mentee qualities. Pairing of mentors and mentees is based on how heavily users weight these values for their counterparts

Mentors must complete training before becoming mentors and being paired with a mentee

Training modules mentors must complete



HIGH FIDELITY SCREENS

Mentor Sign-up

Mentee Preferences

What qualities do you look for in a Mentor?

Rate each quality by importance to you:

1 = Not Very Important
5 = Very Important

Things are considered in the pairing process:

Having the same major as you
Having similar interests
Having the same ethnicity

Welcome Back,
Mentor!

login

Menty
UCLA

The app made for mentors and mentees.

Mentee sign-in

Mentor sign-in

New to Menty?
Sign up or log in today!

MY MENTEE

Sarah Yi
UCLA - Vietnamese Psychology Major
Psychology, Statistics

Major: 1st
Year: 1st
Age: 19
Interests: Dances, Korean Culture, Soccer, Kpop
Awards: Dean's List
Bio: Will teach Spanish on weekends
Will teach Spanish on weekends. I am a first-year student at UCLA. I am currently taking Spanish 101 and will continue to take Spanish 102 next semester. I am also involved in the Korean Culture Society and have been for three years. I am a member of the Dances team and have been for two years. I am also involved in the Soccer team and have been for three years. I am also involved in the Korean Culture Society and have been for three years.

Resources

New Topic

Math 32A Notes
drive.google.com/file/d/1234567890
Taubata PI (Loring Bell) (2040)
Sarah Yam
main-major-contact: 1234567890

LA Places to Visit
Hollywood Sign (Unknown)
UCLA Cafe
LACMA
Sign up

Jacob Chen
UCLA - Electrical Engineering Major

Next Quarter Mentee Pairings:

Timothy Liu
UCLA - Nuclear Engineering Major
Sarah Yam
UCLA - Electrical Engineering Major

My Profile:

Major: 3rd
Year: 21
Interests: Television, Anime, Culinary, Dancing, Anime, Music
Affiliated Clubs: Daily Bruin, Samsung Modern Works

Sarah Yi

I don't really know which classes to take... these are some very good ones!
I think I'm gonna take a look at them all.

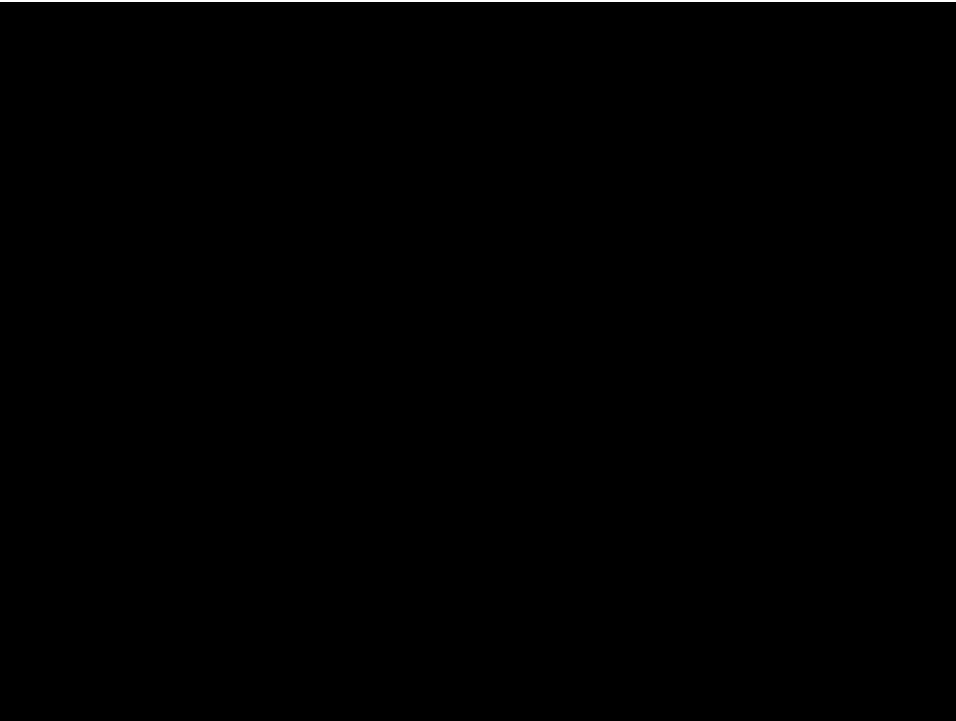
You should be 1st in the class! You're new here, make sure to introduce yourself!

Sounds good! Thank you! So much help!

Let's go! Great opportunity to talk to someone who has been here before. We have a lot of fun if you can get a mentor!

❖ HIGH FIDELITY DEMO ❖

MENTOR AND MENTEE FLOWS

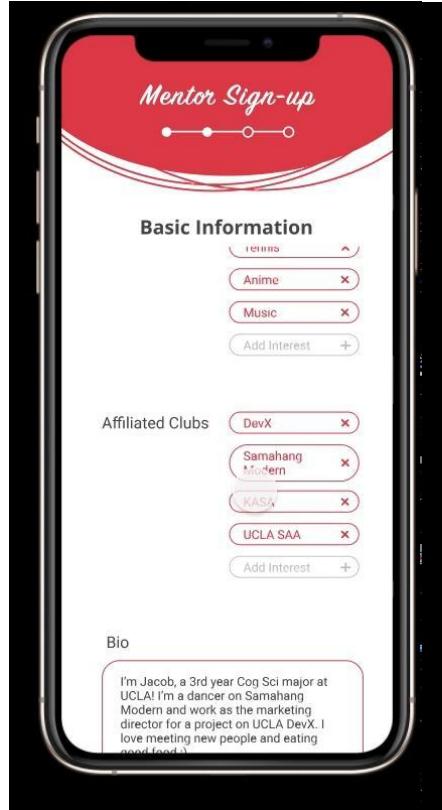


For the app, I decided to go for a minimal and clean design. To achieve this look, I used **Open Sans** font for headers and **Roboto** for body texts.

To keep things minimal, I used an overall **white** background with an accent color. I selected a **reddish** color for the app's branding and accent color. Red is commonly associated with *action*, *adventure*, and *courage*, which are three characteristics one would hope a first year college student would have.

❖ HIGH FIDELITY DEMO ❖

ONBOARDING



HIGH FIDELITY



Sign Up Complete!

Your account has been created! We're excited to have you with us.

To become a Mentor, please complete the following training modules on mentorship.

Once you complete the modules, you will officially become a Mentor with Menty UCLA and will be paired with a Mentee!

All potential Mentors must complete the mentorship training before becoming a Mentor.

[I Understand](#)

Training Modules

- Module 1: EMPATHY
- Module 2: ACTIVE LISTENING
- Module 3: MENTAL HEALTH RESOURCES AT UCLA
- Module 4: STRESS MANAGEMENT
- Module 5: CONFLICT RESOLUTION

[Go To Module 1](#)

Training Modules

- Module 1: EMPATHY
- Module 2: ACTIVE LISTENING
- Module 3: MENTAL HEALTH RESOURCES AT UCLA
- Module 4: STRESS MANAGEMENT
- Module 5: CONFLICT RESOLUTION

[Become a Mentor!](#)

Becoming a Mentor

Before becoming a mentor, users must complete online training by going through a set of training modules, where they learn important mentor qualities such as empathy, active listening, mental health resources on campus, stress management, and conflict resolution.

Mentor/Mentee Pairing

To effectively pair mentors and mentees, both are required to rate mentor/mentee qualities during the onboarding process.

Mentors/Mentees rate each quality by how important that quality is for their counterpart to have, and an algorithm pairs them according to background, interests, academics, and how each quality is weighed by their counterpart.

One mentorship cycle is one quarter long and new pairings are created at the end of every cycle. This allows mentees to receive new perspectives and a wider variety of resources throughout their first year.

Mentor Sign-up

Mentee Preferences

What qualities do you look for in a Mentee?

Rate each quality by importance to you.

1 = Not Very Important
5= Very Important

Ratings are considered in the pairing process.

Having the same major as you



Having similar interests



Having the same ethnicity



Also being out-of-state/in-state



Back

Finish

Mentor Sign-up

Mentee Preferences

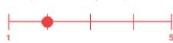
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Having similar interests



Having the same ethnicity



Also being out-of-state/in-state



Back

Finish

Mentor Sign-up

Academic Information

Major: Select One

Minor: Select One

Courses Taken:

Career Aim:

Mentor Sign-up

Academic Information

Major: Cognitive Science

Minor: Select One

Courses Taken: Stats 100A, Psych 85, Psych 135, Math 32B, PIC 10B

Marketing and Advertising

Mentorship Onboarding

Building a mentor or mentee profile requires a lot of information, so to reduce overwhelmingness for the user, input fields are divided into 4 sections and the indicator at the top fills in a bubble with each section to show progress.

To ensure all required fields are completed, the field turns red after user input and the "Next" button is unusable (grey) until all required fields are filled in and red.



Jacob Chen
UCLA | 3rd Year | Cognitive Science Major
MENTOR

Next Quarter Mentee Pairings:
* Note that you may only accept 1 mentee per quarter. After accepting 1 mentee any other pairings will be removed.

	Timothy Lau UCLA 1st Year Psychology Major	<input checked="" type="checkbox"/> <input type="checkbox"/>
	Justin Menez UCLA 1st Year Psychology Major	<input checked="" type="checkbox"/> <input type="checkbox"/>

I'm accepting mentee pairing requests for next quarter

My Profile :

Major	Cognitive Science
Year	3rd
Age	21
Interests	Tennis, Asian Culture, Dancing, Anime, Music
Affiliated Clubs	DevX, Samahang Modern, KASA, UCLA SAA
Courses Taken	Stats 100A, Psych 85, Psych 135, PIC 10B



Jacob Chen
UCLA | 3rd Year | Cognitive Science Major
MENTOR

Next Quarter Mentee Pairings:
* Note that you may only accept 1 mentee per quarter. After accepting 1 mentee any other pairings will be removed.

	Justin Menez UCLA 1st Year Psychology Major	<input checked="" type="checkbox"/>
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Mentorship Pairing Requests

The mentorship pairing section for the next mentorship cycle (next quarter) is placed towards the top of the screen in the user's immediate line of vision with a bright border so that new pairings will be quickly noticed and that accepted mentors/mentees will not be forgotten.

Mentors and Mentees are only able to accept 1 counterpart for a 1-on-1 mentorship, so after accepting 1 person, the other pairings are taken out.



**CLICK BELOW FOR THE
INTERACTIVE PROTOTYPE**

CLICK ME

♦ USER TESTING + FEEDBACK ♦



Before



After

Mentee/Mentor Selector

After user-testing, I received feedback for this screen regarding the "Mentor"/"Mentee" buttons. The "mentor" button drop shadow seemed much more apparent than the "mentee" button because of its white fill.

Additionally, since the buttons were very large with a lot of content, the layout was not instinctually intuitive.

To tackle these issues, instead of 2 large buttons for "Mentor"/"Mentee", I created 2 large sections and removed the drop shadow from the sections

My Profile :

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Affiliated Clubs	DevX, Samahang Modern, KASA, UCLA SAA
Courses Taken	Stats 100A, Psych 85, Psych 135, PIC 10B
Career Aim	Advertising and Marketing
Bio	I'm Jacobs, a 3rd year Cog Sci major at UCLA. I'm a dancer on Samahang Modern and work as the marketing director for a project on UCLA DevX. I love meeting new people and eating good food :)

[edit profile](#)

Before

My Profile :

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[edit profile](#)

After

Illegible Font Size

I also received feedback regarding my initial use of font size for the profile information. I have selected 12pt font because I wanted this section to be on the smaller side and not be the main point of focus and not appear too cluttered; however, I received feedback that 12pt font was too small on a mobile screen and the section was rather illegible.

To solve this, increased the font size to 14pt and adjusted the line height to reduce clutter.

REFLECTIONS + LOOKING FORWARD

CHALLENGES AND TAKEAWAYS

REFLECTIONS

Overall I thoroughly enjoyed the process of designing this experience as a part of this challenge. I did, however, face a lot of challenges with the time constraints. Mentorship is a topic with many perspectives, so I had a lot of ideas for features. Throughout the process, I would often realize that, due to the amount of time I had left, I would not be able to implement certain features that were rather high priority (but not the highest). I had to sacrifice features to upkeep high quality and thorough designs for the main features that were most crucial for the app's functioning. I learned that it is more important for me to focus on the details of a few features and designing those well rather than spreading my focus over too many features and missing details.

LOOKING FORWARD

With more time in the future, I would like to be able to create more specific profile information fields, and therefore have more specific qualities for mentors/mentees to rate to better pair mentors and mentees. I would also implement a "Recommendations" tab I had in mind for mentors to recommend clubs, classes, or professors to mentees.

As another feature, I would like to design a way mentors can connect their resources with Google products for mentees to have, say, access to notes saved on Google Drive or have Google Maps linked to locations in the Resources tab.

I would also like to perform more user tests to gather more feedback on the app's usability and continue to improve the UX.