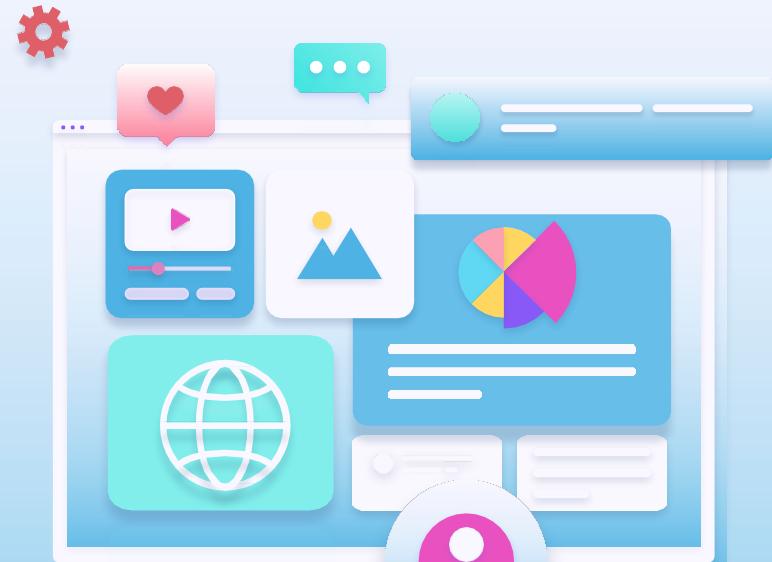


# Mentorship Feature on LinkedIn

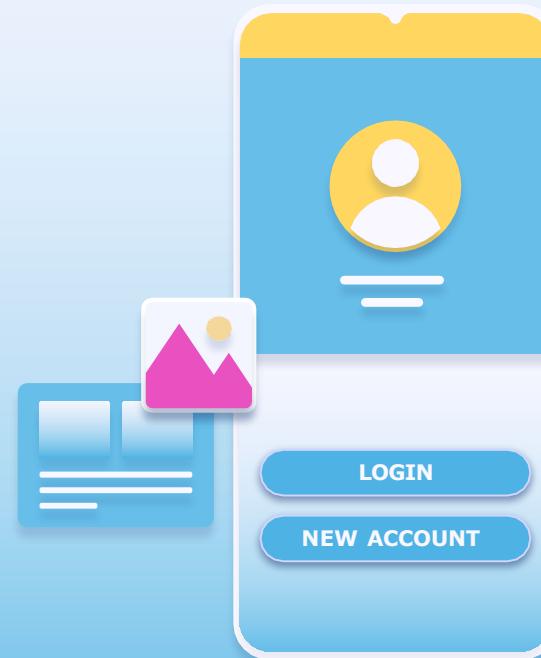
Virendra Kumar Verma  
E-Cell Project





# PROBLEM

- Observing users posting requests seeking mentors to help them accelerate their careers. Also, there are users putting their availability for one-to-one limited interaction for sharing their knowledge and mentoring others in the space they have experience in.
- I have decided to propose a **mentorship feature**, wherein users can connect with mentors and seek knowledge and mentorship.





## About LinkedIn

- LinkedIn is a social network that focuses on professional networking and career development.
- Unlike other social networks such as Facebook and Myspace, which are often purely recreational, LinkedIn emphasizes a user's professional connections.
- LinkedIn allows users to further their careers by searching for jobs, finding connections (even at third hand) at a particular company, and receiving recommendations from other users.

## Competitors





# User Persona



## Demographic

Age: 24

Employment Status: Working in MNC

Location: India

## Frustrations

Feels very tough to look for a correct mentor who matches my requirement

## Interests

Interested to learn and explore new skills to transition to new job



# User Persona



## Goals

Passionate about work and want to share knowledge with like-minded people



## Demographic

Age: 45

Employment Status: Manager in MNC

Location: India

## Frustration

Cannot find platform where, I can showcase my talent and mentor young folks



# Approach

I am planning to have two screens in which one will be for mentee and other will be for mentor

## Mentor Screen



- Mentor Screen will have features such as they can choose mentees with whom they align and want to mentor.
- Mentor will get an option to accept request from mentee

## Mentee Screen

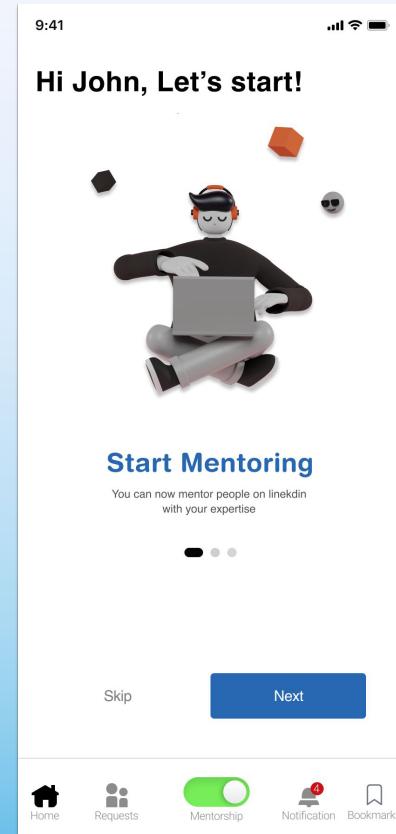
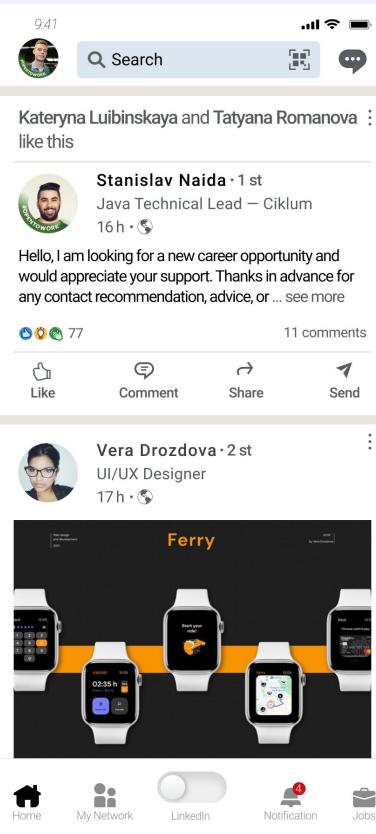


- Mentee screen will have details of mentors and areas in which they want to expand their skill set.
- Mentee will be able to send request to mentor.



# Wireframing

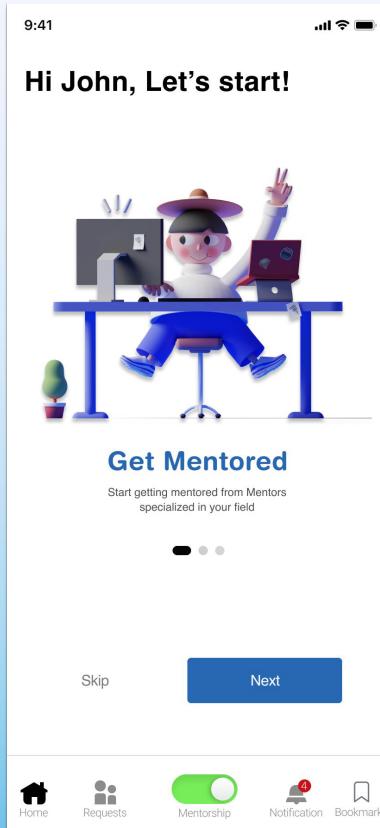
As linkedin screen already has lot of options, i don't want my users to get confused, Hence I am adding toggle button for mentorship feature.



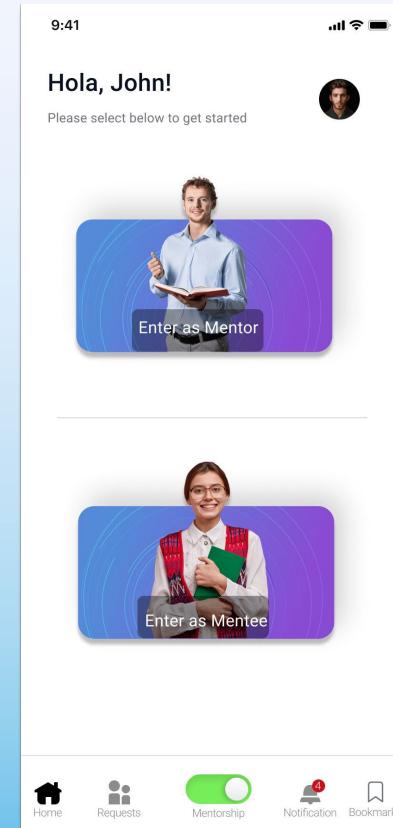
As soon as users switched to mentorship feature, they will be onboarded with short intro to how to use the feature.

# Wireframing

We will show both the feature i.e **Mentor and Mentee on onboarding screen**

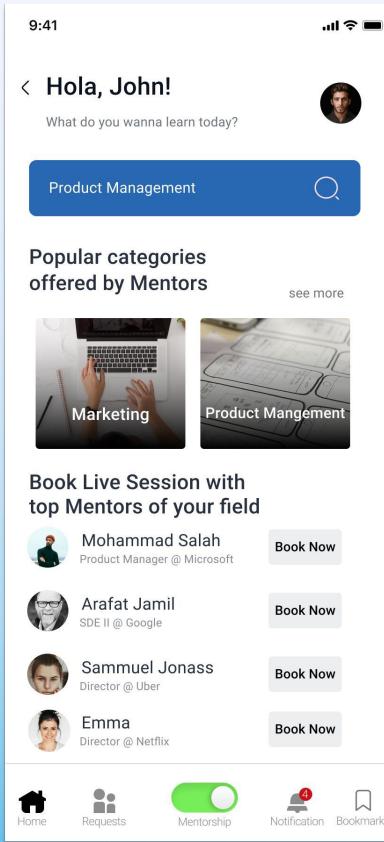


Clicks Next



I am **allowing user to enter as Mentor or Mentee**

# Wireframing - Mentee Screen



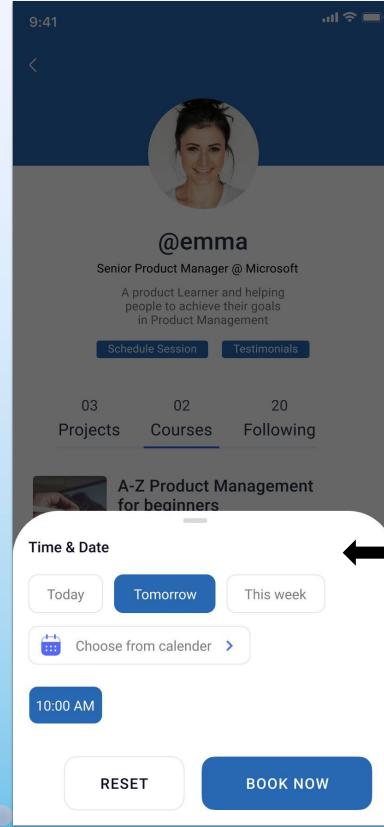
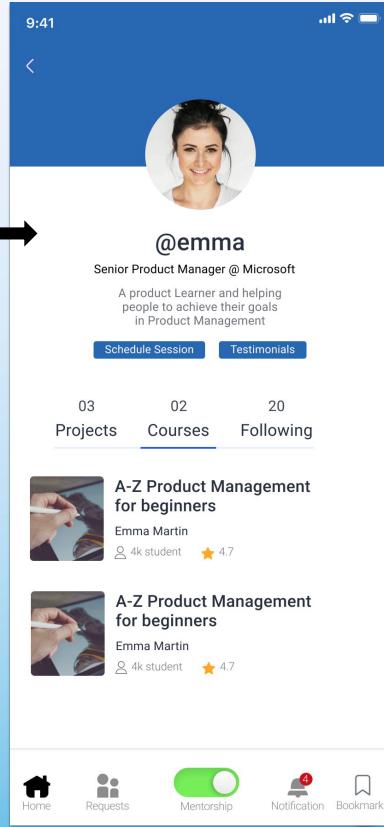
Once the user clicks on Mentee. I am **offering two feature for mentees** -

1. Mentee screen will have different **features such as Search bar to search particular course, look for mentors.**
2. They can directly search for the particular course and can enroll in it to upskill themselves.
3. Also, if they want to have a **session with the mentors**, they can book as per their requirement.

# Wireframing - Mentee Screen

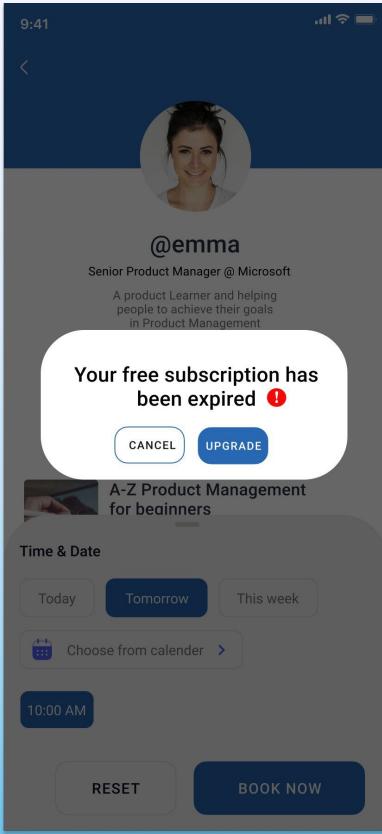
As soon as  
**Mentee clicks  
on book now  
button on  
previous screen,**  
the profile of  
mentor will pop  
up having two  
buttons -

- Schedule Session
- Testimonial



If Mentee  
clicks on  
**Schedule  
Session**, a slide  
bar will open up  
from bottom to  
book the session.

# Wireframing - Mentee Screen



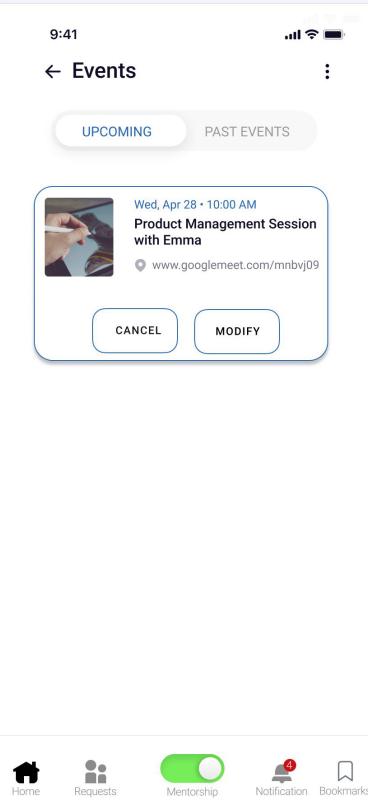
Now to have a session with mentors, we will go with **Acquisition Approach**. In initial days, we will offer session for free but after that we will ask users to upgrade the session and post which they can book as many session as they can.

For pricing, we will offer two ways

- If they only want to buy Mentorship feature, then we will charge certain amount.
- We can club Mentorship + LinkedIn premium feature together and offer at slightly increased price which will help LinkedIn to upsell membership feature as well.



# Wireframing - Mentee Screen



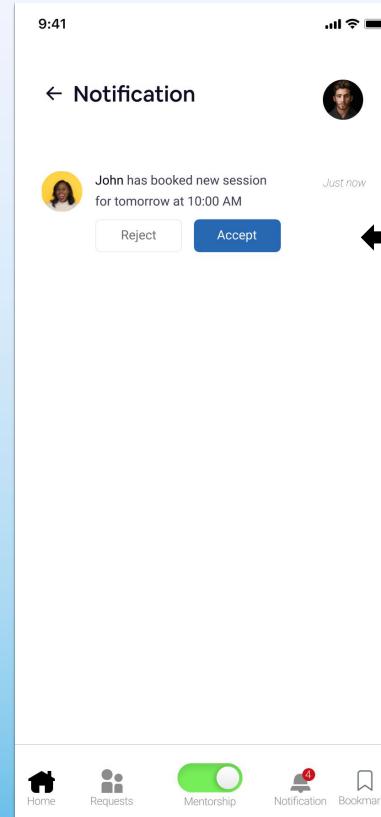
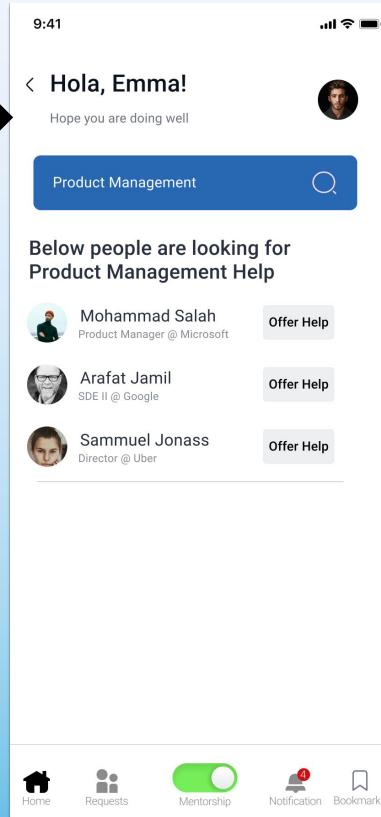
**Post confirmation of session,** Mentees will be able to see their upcoming session under Events section of the screen. We are **offering two feature under this -**

- Cancel button to cancel the session
- Modify button to modify timings or reschedule the session



# Wireframing - Mentor Screen

This is the **mentor screen** where they can search with their expertise and look for people who are asking for help and can click on offer help button and further flow will continue.



Now as we saw in previous screen, **as soon as session is booked, Mentor will receive the notification** where they can accept or reject the invite as per their availability.



## Feature Success Metrics

	Goal	Identifier	Metric
Adoption	User start using Mentorship Feature	Increase in screen time under Mentorship Screen	[# of user using feature/Total Number of User] *100
Retention	User comes back to use the feature	Number of users re-upgrading subscription	[# of Users purchased (current month)/Same users purchased (last month)] *100
Acquisition	User should upgrade after free trial	Number of users upgrading once free trial ends	[# of users upgrading (current mont)/# of same user whose free trial ended] *100



## Go to Market - Product Led Growth (PLG) Strategy

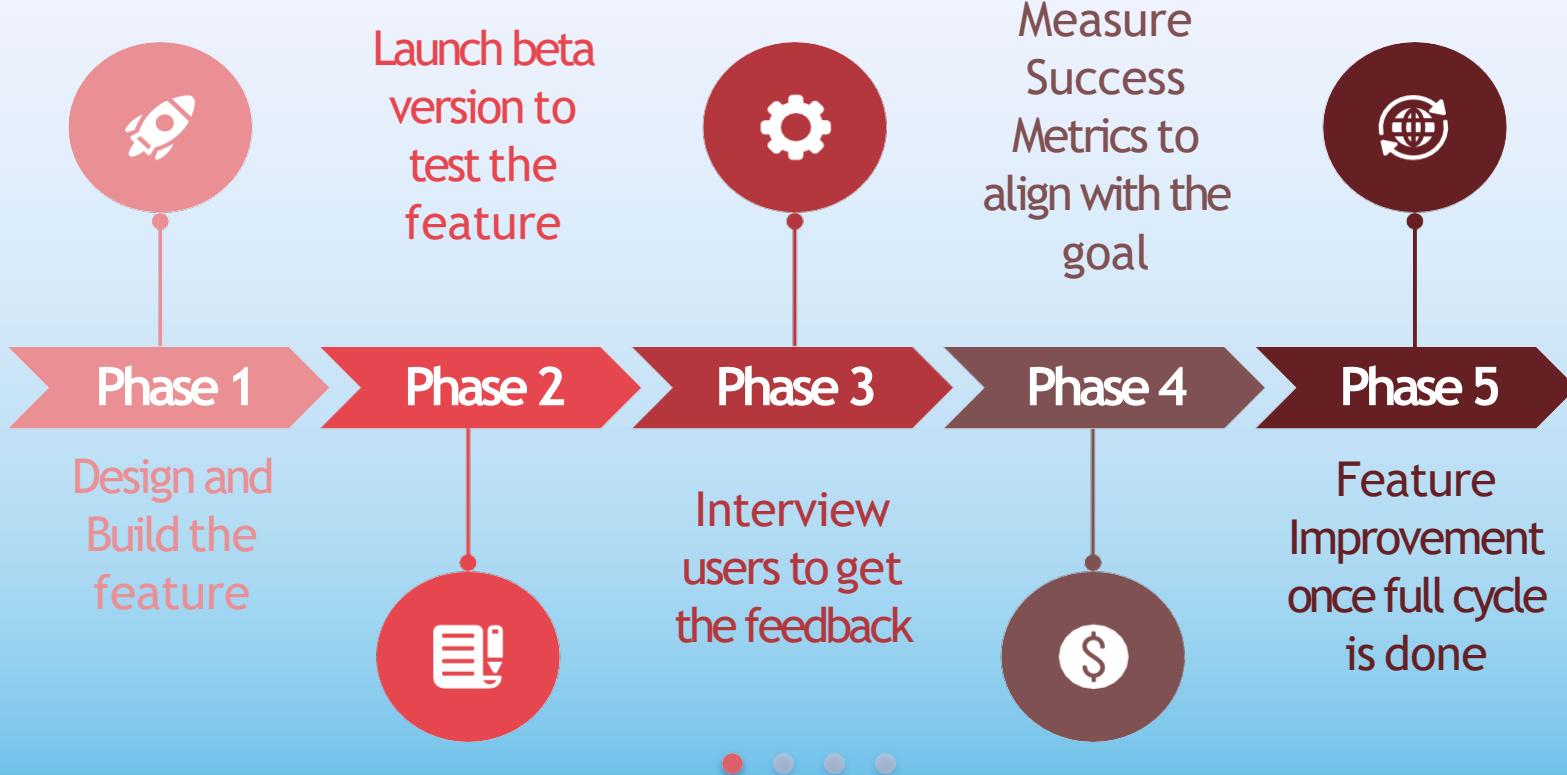
There can be two types of GTM : **Product-led and sales-led** are the 2 main types of GTM strategy.

A product-led GTM strategy uses the product itself to acquire and retain users. In this approach, the product serves as a salesperson by providing so much value, the user can't help but upgrade their package. Calendly and Slack are great examples of product-led growth in action.





## Go to Market - Product Led Growth (PLG) Strategy





# Thank You

