

Mentorship feature for LinkedIn

PROJECT – NIRANJAN PILLAI
(MARCH 15TH BATCH)



Introduction

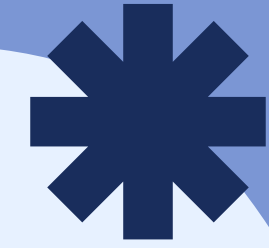
Throughout my experience with LinkedIn, I realized that although it offers numerous advantages for networking, it does not have a system for individuals looking to receive advice from seasoned professionals.

A lot of people are looking for mentorship, but the current system is limited to browsing other users' profiles and initiating contact with them, which is not always fruitful.

This problem prompted me to come up with a solution through the introduction of mentorship as a feature of the platform. The plan is to introduce a series of steps that the user must undertake from choosing his or her role, setting objectives, finding suitable mentors, and booking and conducting sessions. Additionally, the mentor and mentee will have different flows to facilitate interaction.



Problem Statement



Many students and professionals lack access to mentorship programs which hinders their career advancement and makes it difficult for them to establish them in the market. LinkedIn , as a professional network for recruiters and employees , lacks a dedicated feature like mentorship which can connect users seeking guidance from experienced mentors.

The pain points/difficulties faced by users are as follows:

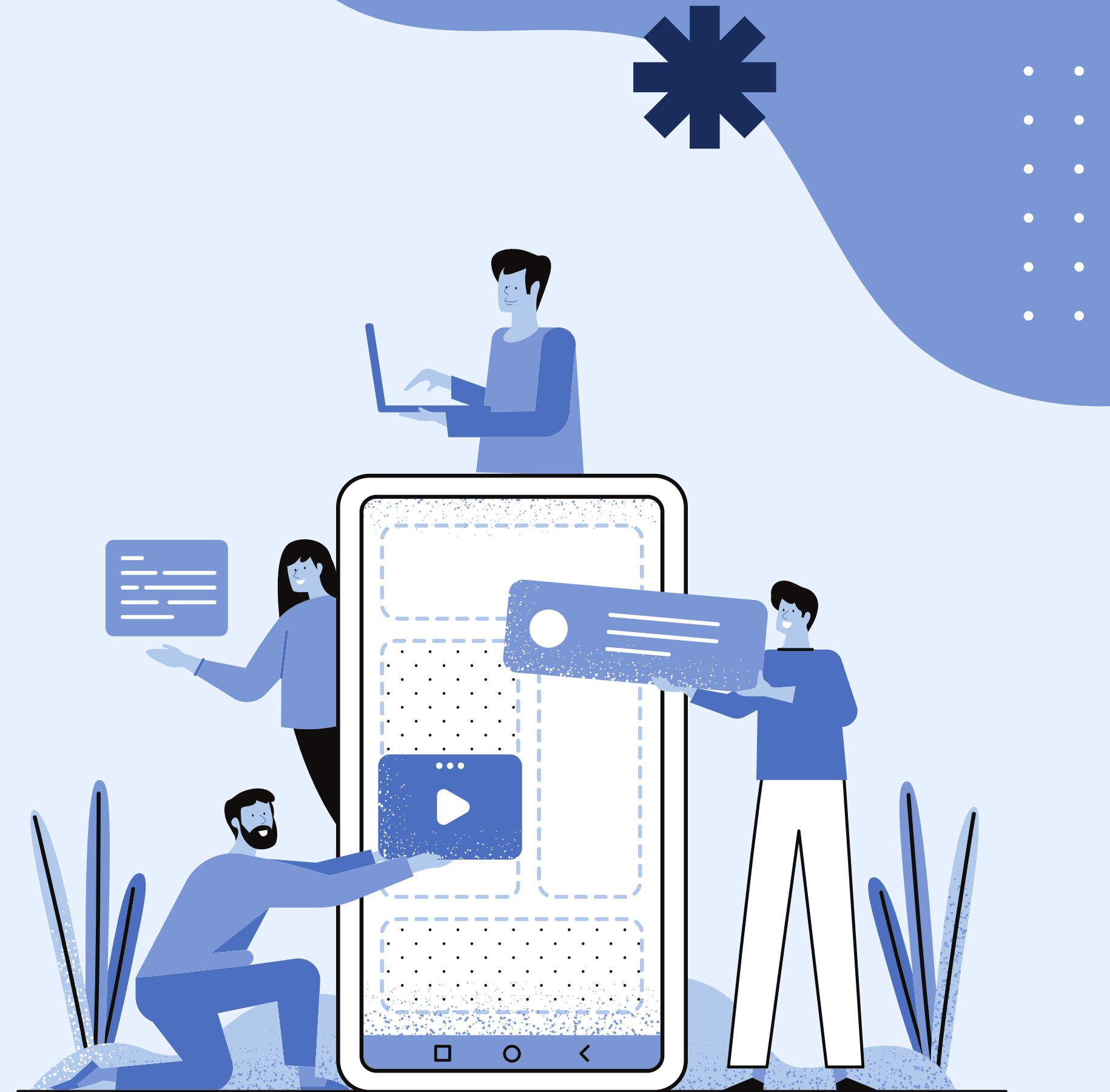
- Lack of vision– Users confused on what career path to choose.
How to change or transition into new roles.
- Difficulty in finding the right mentor
- Lack of clarity in mentorship process
- Communication Barriers
- Inaccuracy in progress tracking– No system to track completed sessions, goal progress or improvement over time.

Problem Summary

There is a requirement for well aligned , user friendly Mentorship platform that only connects mentees with mentors but also:

Objectives may include:

- Guided onboarding
- Goal-based mentor connecting processs
- Efficient scheduling
- Progress tracking



Research Methodology

Design Thinking Framework



This project points to the design thinking framework to ensure user centric approach.

1. **Empatize**– Conducted user research through online surveys and detailed interviews the needs , motivations and expectations of potential users .
2. **Define**– Based on the research findings , we clearly defined the problem as designing a mentorship feature within linkedin app that helps users for their professional development.
3. **Ideate** – Thinking about how to structure mentorship in the application, I came with options like:

Research Methodology

Design Thinking Framework



Ideate steps:

- Creating mentorship Tab
- Onboarding of mentors and mentees
- Selecting goals and availability
- Booking sessions and dashboard for managing sessions.

4. **Prototype**– To visualise and realise its workflow , I have created wireframes and UI mockups to understand the feature in figma .

5. **Test**– Next , I went through the flow to see where there might be some problems or unnecessary details .

User Research

User Research

In order to come up with a mentorship system that is efficient for the linkedin application, user research was done on the challenges that the potential mentors and mentees face.

Surveys

Surveys were sent online to a variety of users of linkedin (n=30). Questions included their previous experience of mentorship programs and what qualities they wanted in their mentor, and what features would be good to be integrated in a mentorship program.

Methods of Research:

Quantitative and qualitative methods were both use in order to obtain comprehensive data.

Interviews

I had sent surveys online to a variety of users of linkedin (n=30). Questions included their experience of mentorship programs, what qualities they wanted in their mentor, and what features would be ideal in a mentorship program.

User Research

Method:

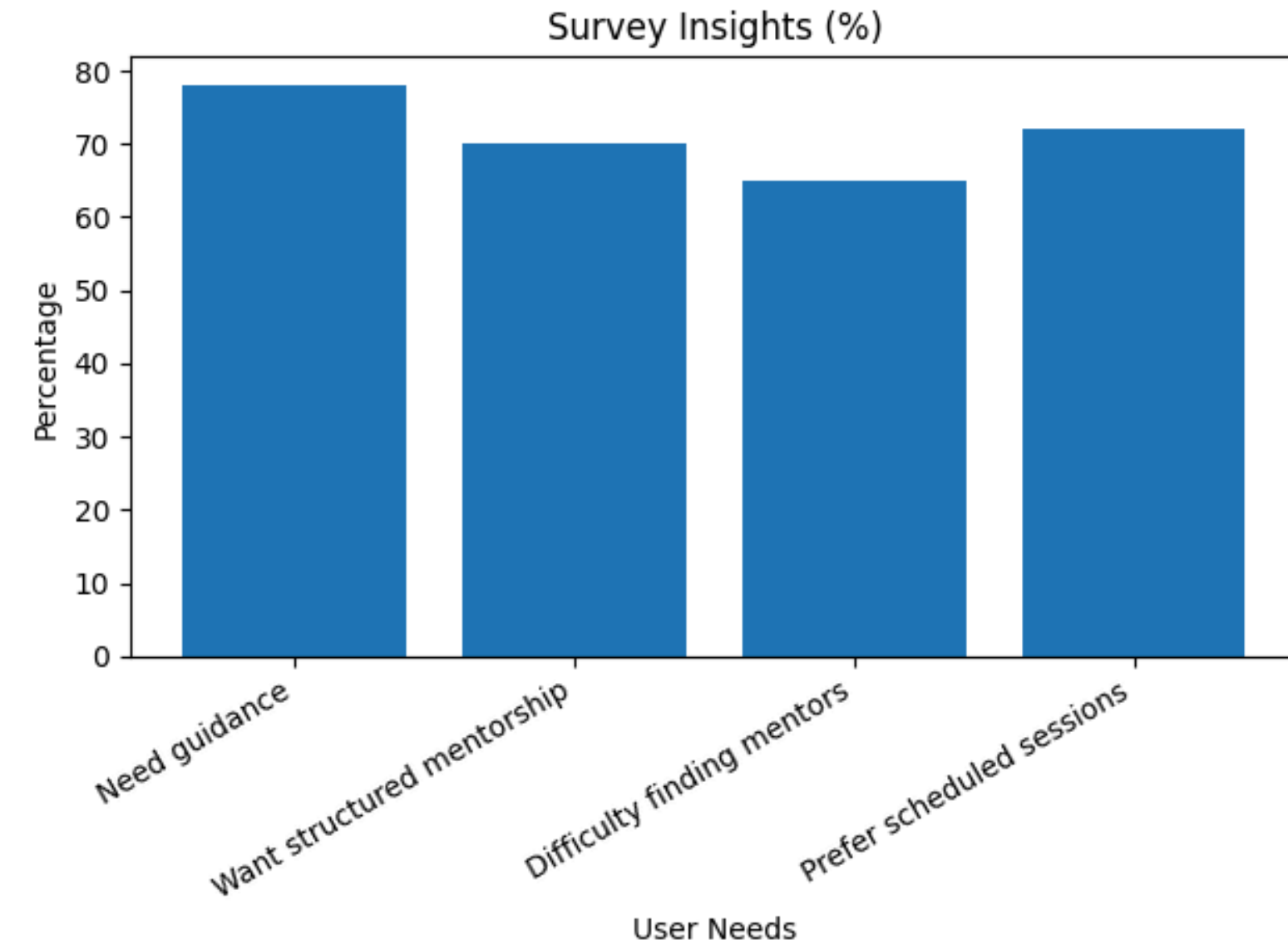
A survey was conducted among students and early professionals to **understand their mentorship needs**.

Key Findings:

- 78% users need career guidance
- 70% prefer structured mentorship
- 65% struggle to find the right mentor
- 72% prefer scheduled sessions

Review

Users are not only looking for advice but they want well aligned, goal-oriented mentorship, which directly influenced the design of step-by-step onboarding and smooth booking flow .



User Research

Method:

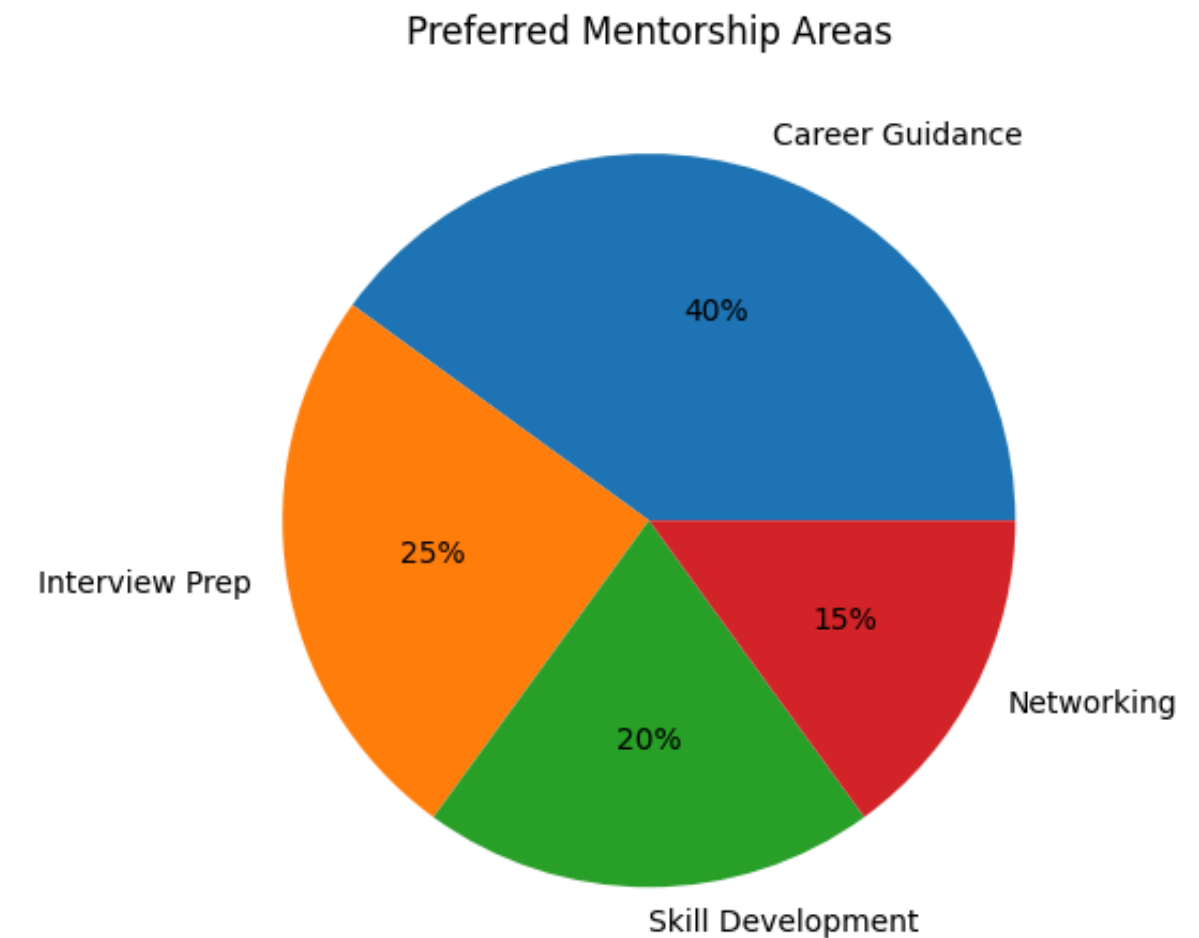
User needs analysis was conducted in order to identify the areas in which mentorship is mostly needed.

Key Findings:

1. Career Advice (40%)
2. Interview Prep (25%)
3. Skill Enhancement (20%)
4. Networking (15%)

Review:

This makes it easier for selection of objectives based on user preference and proper mentor allocation.



User Personas

User Persona Creation Based on user research, user personas have been created for both users (mentors and mentees). These personas describe their goals, motivations, and pain points during the use of the mentorship function.

User Flow Diagram The user flow diagram has been created for both users (mentors and mentees) who will be using the mentorship function.

User Persona



Name	Harlow (age 22)	Wesley (age 25)	Rayne (age 27)
Role	Engineering Director	Become product manager	cybersecurity analyst
Persona	Mentor	Mentee	Mentee
Frustrations	Limited time/unstructured sessions	No clear roadmap/Lack of guidance	Confusing pathway in guidance in cybersecurity field
Needs	Efficient Booking system Clear mentee expectations	Credible Mentorship Step by step guidance	Guidance in her field of experience
Goals	Help mentees reach their goals and level up mentorship experience	Secure senior product manager role	Transition into mentor role after gaining experience

User flow

Prototype (designed in figma)

Low Fidelity prototype was designed in figma to test core features and functionalities with users .

Features that may include:

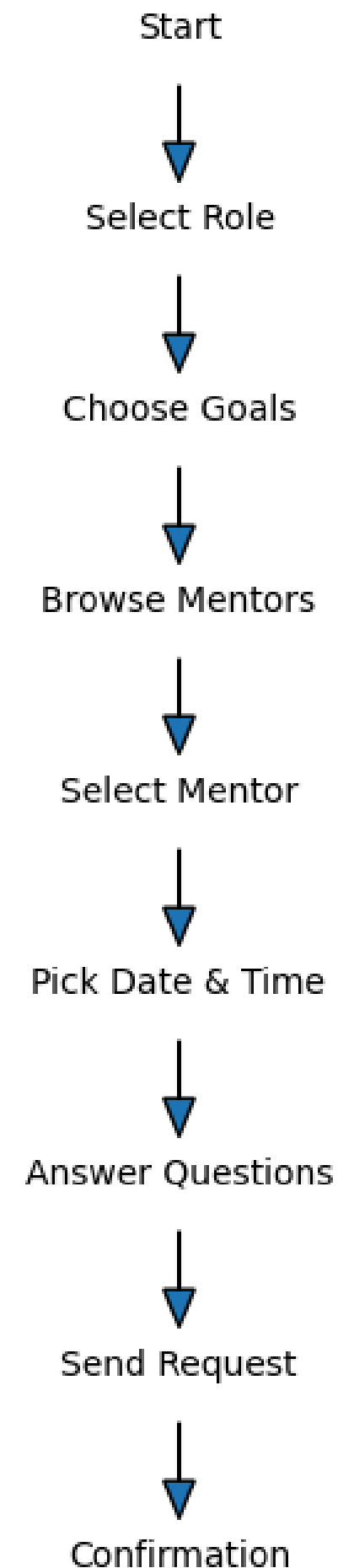
- Setting up different roles for mentor and mentees
- Browsing mentor profiles
- Applying for mentorship
- Setting goals and tracking progress



User flow

User flow diagram

The user flow chart describes the process that the mentee undergoes when using the mentoring application, from beginning to end until a meeting is booked. It is created to provide a smooth and purposeful experience for the mentee.



User flow

User flow diagram

1. Begin

The user arrives at the platform (homepage/mentorship tab).

Goal of UX:

Provide an easy way to enter the mentorship process.

2. Role Selection

User selects whether they are a:

"Mentor"

"Look for a mentor"

Reasoning:

Early role selection allows personalization of the experience and eliminating

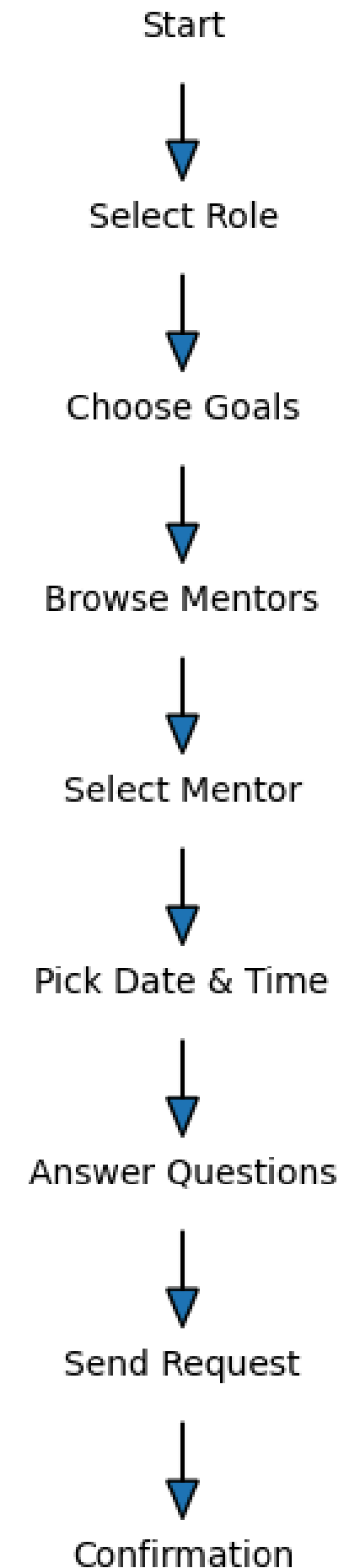
3. Goal Selection

User selects the purpose:

Career advice

Skills improvement

Interview practice



User flow

User flow diagram

4. Browse Mentors

The user is presented with the following information about mentors:

Information from profiles

Years of experience

An option to contact

UX goal:

Allows for simple comparisons and easy decisions.

5. Choose the Mento

Select a mentor according to the user's needs.

Reasoning:

Focused decision stage decreases complexity.

6. Pick Date and Time

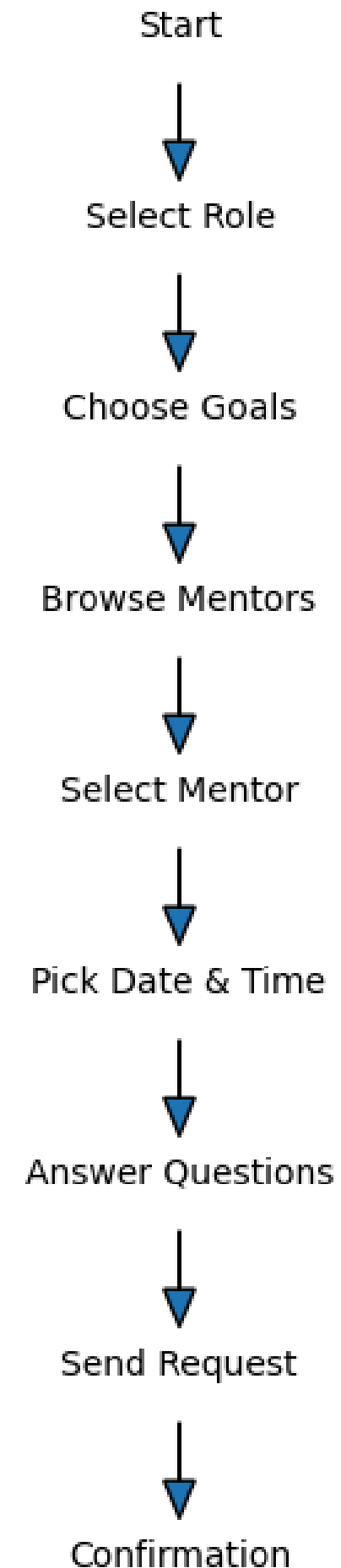
Select:

Available date

Time slot

Principle used:

Uses calendar structures known to the user for ease-of-use.



User flow

User flow diagram

7. Provide Answers for Session

User will answer questions such as:

What would you like assistance with?

What are the goals?

Reasoning:

Improves the quality of the session by preparing all parties involved.

8. Submit Request

Submit a mentorship request.

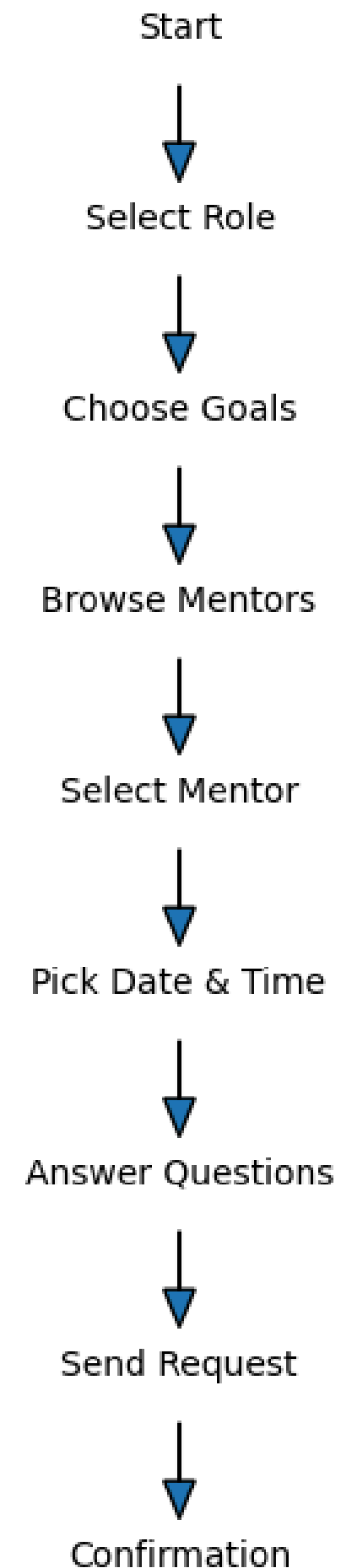
Principle:

A clear call to action prevents the user from leaving.

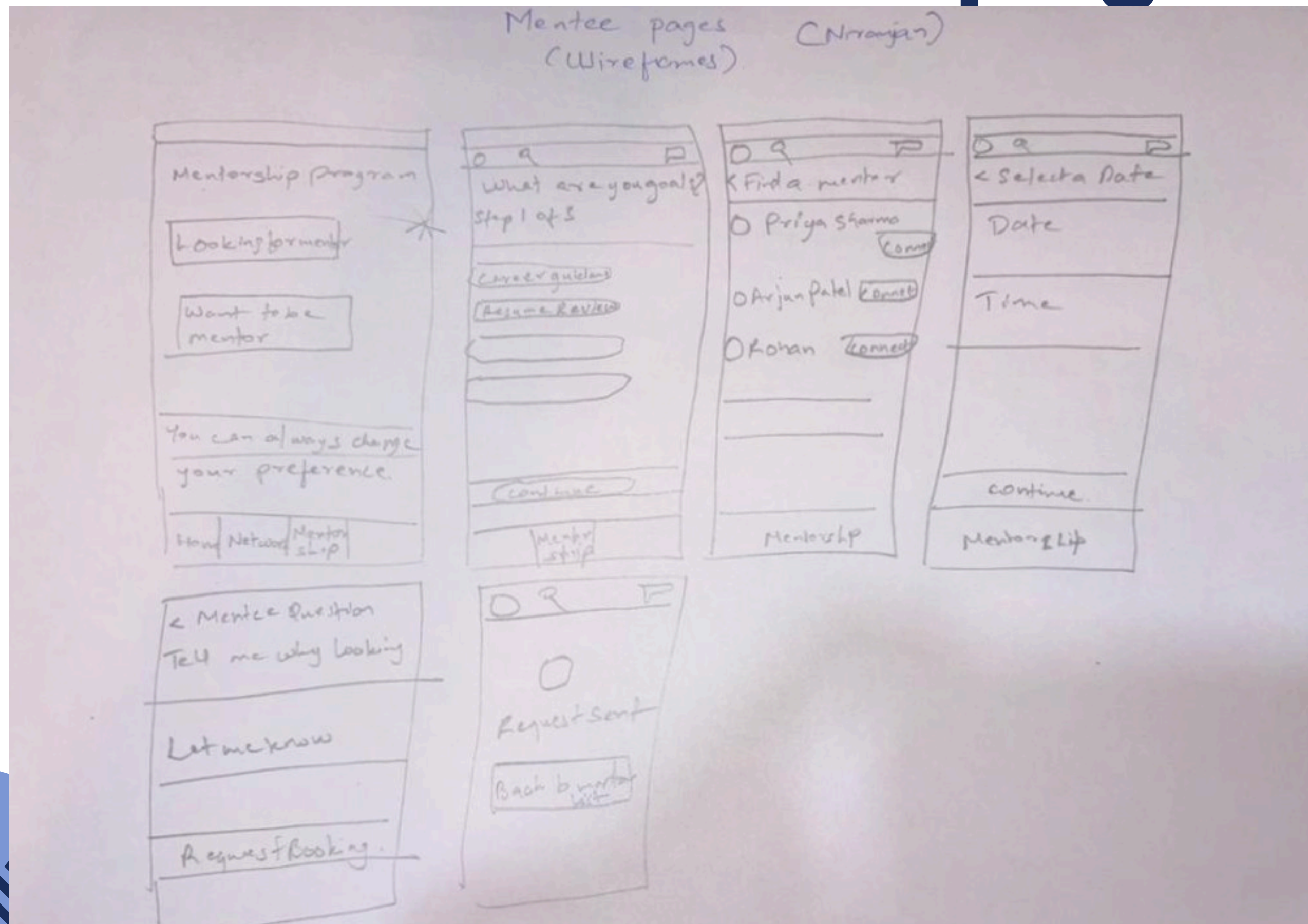
9. Confirmation

Confirmation appears:

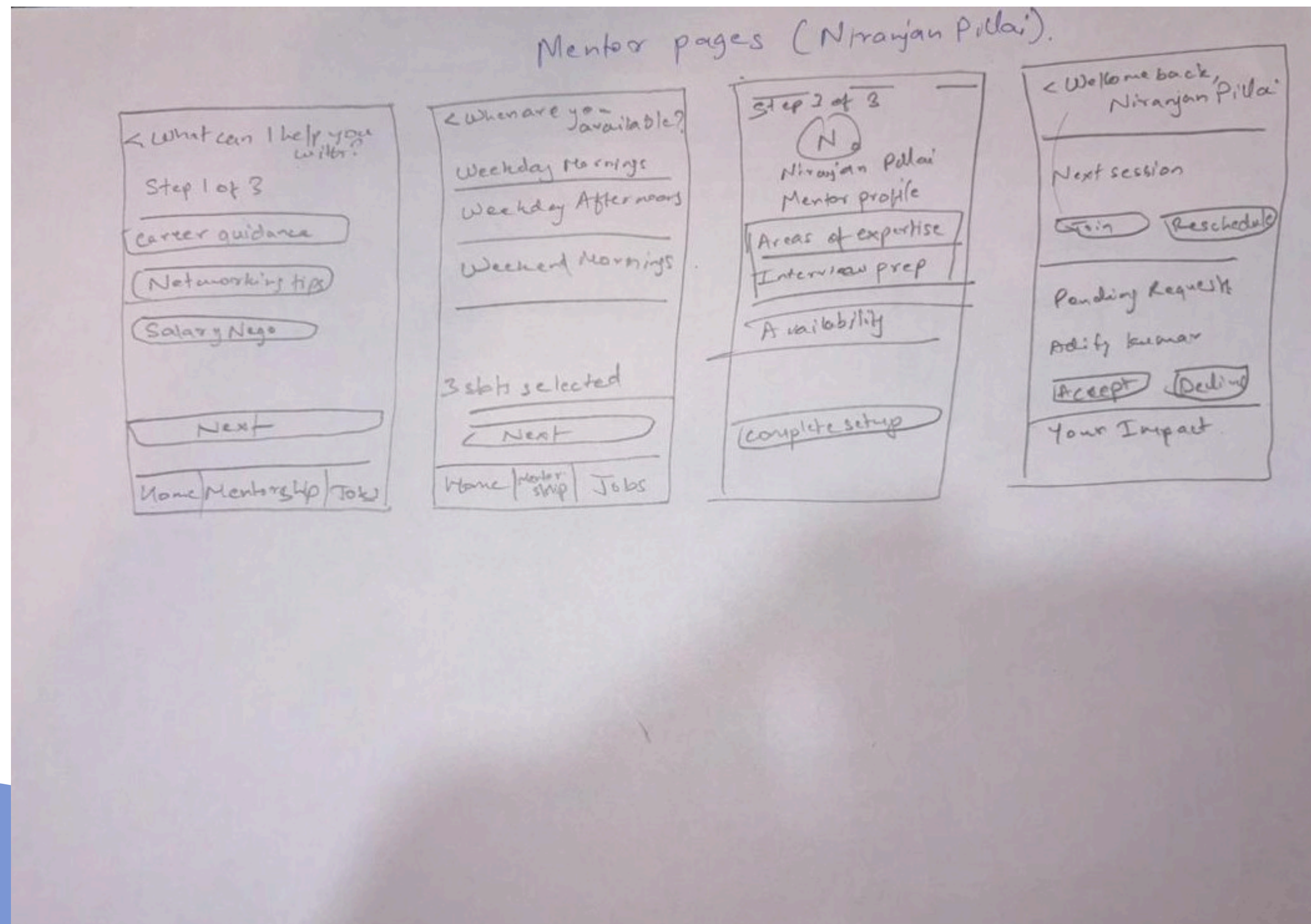
"Request submitted successfully".



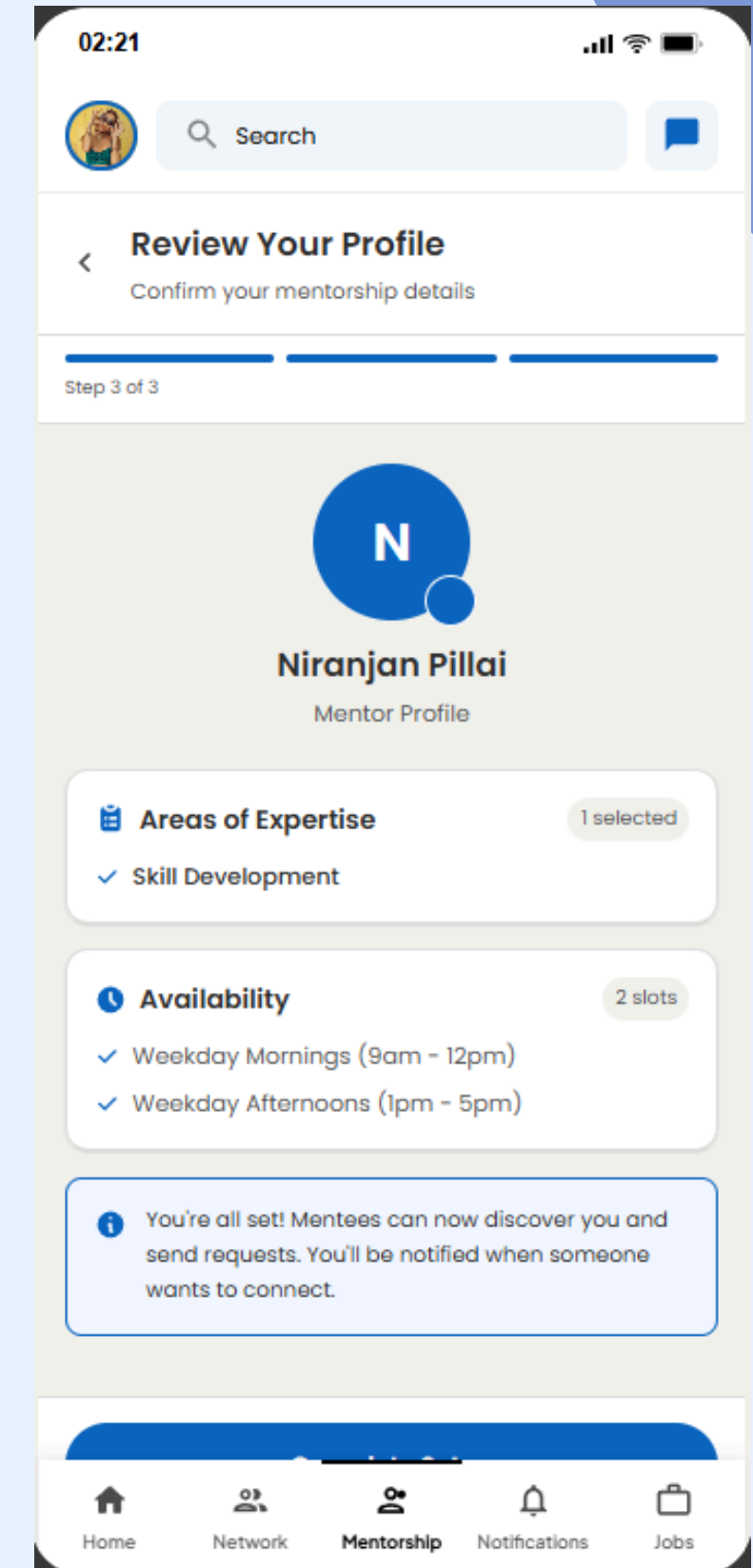
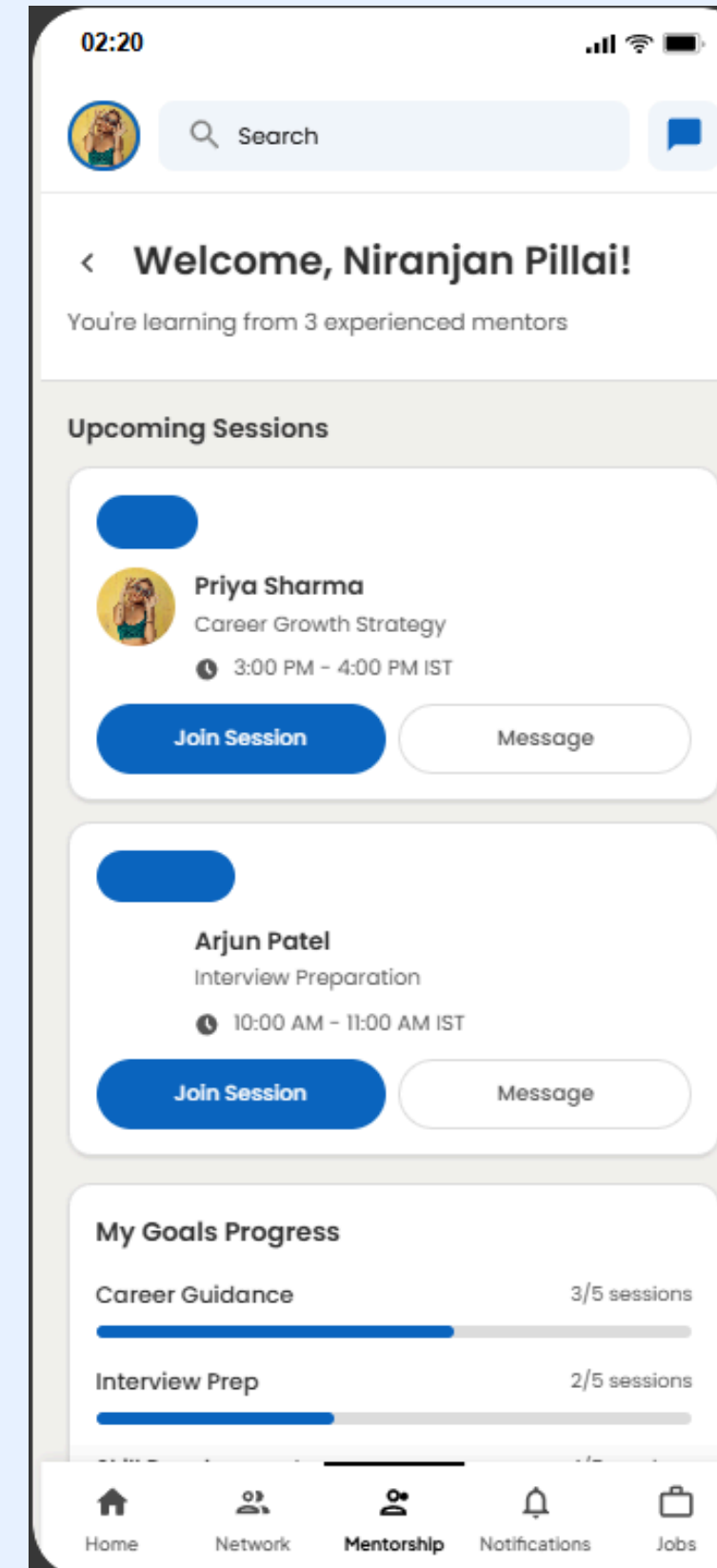
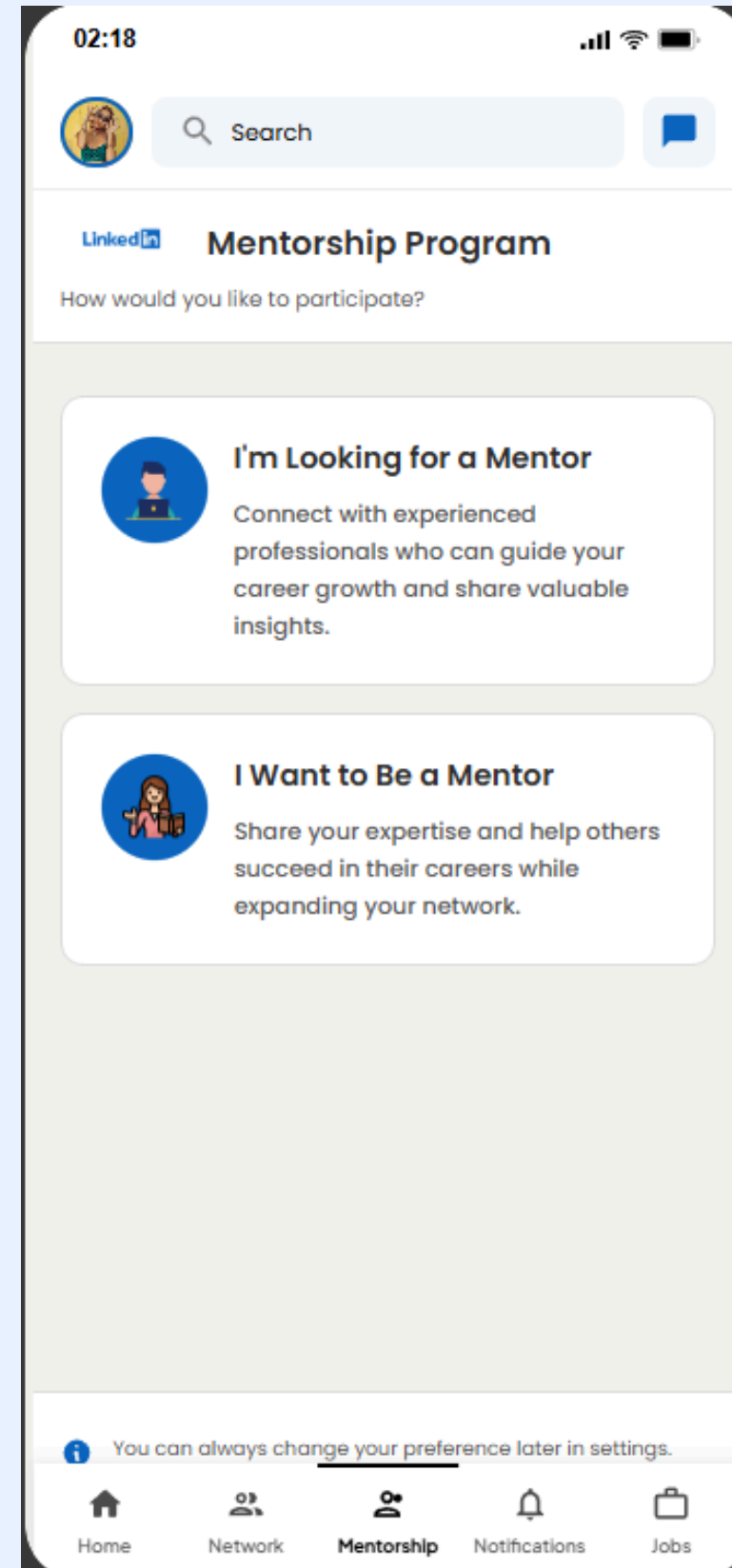
Wireframe - Mentee pages



Wireframe - Mentor pages



User Interface (UI screens)

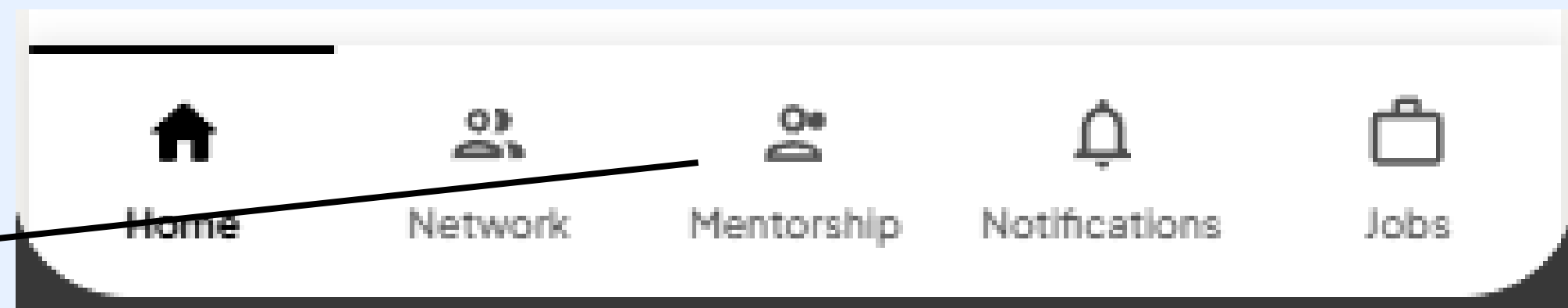


User Interface (UI screens)

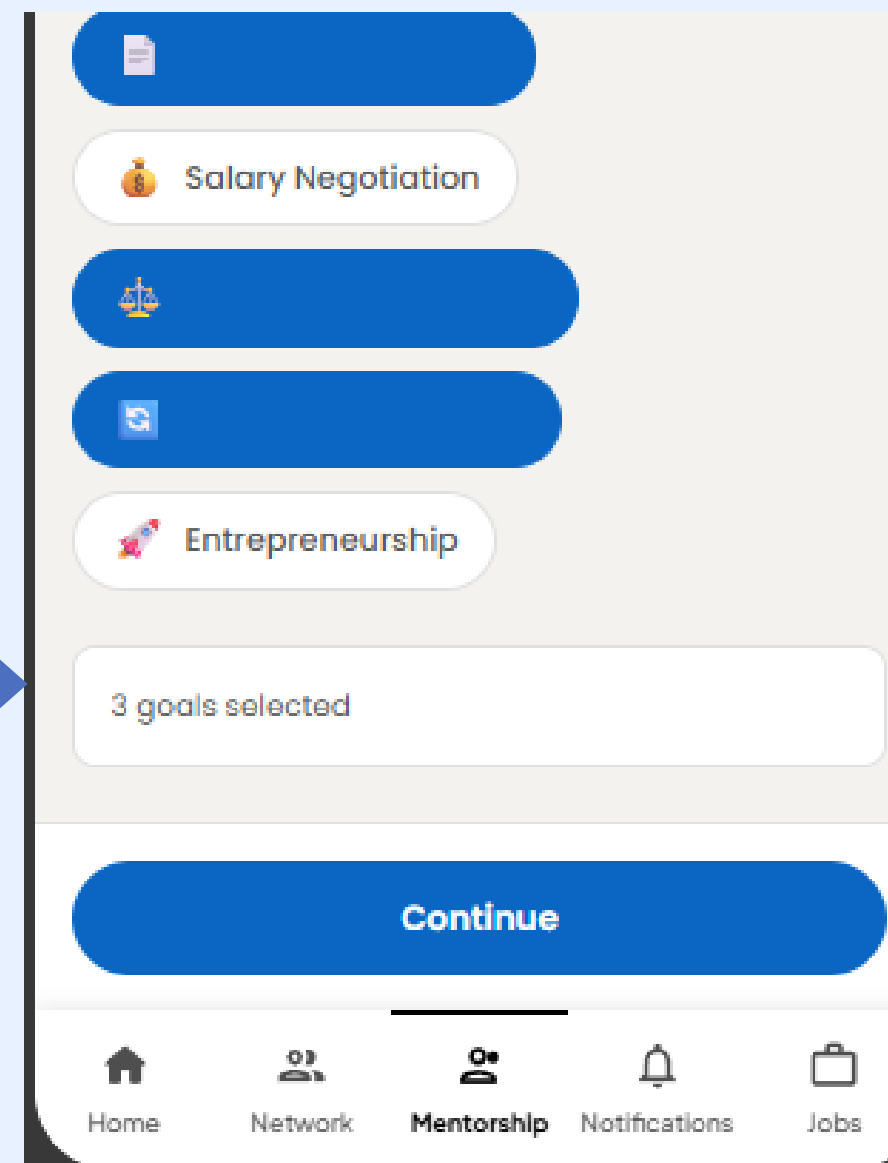
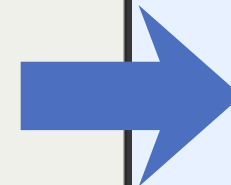
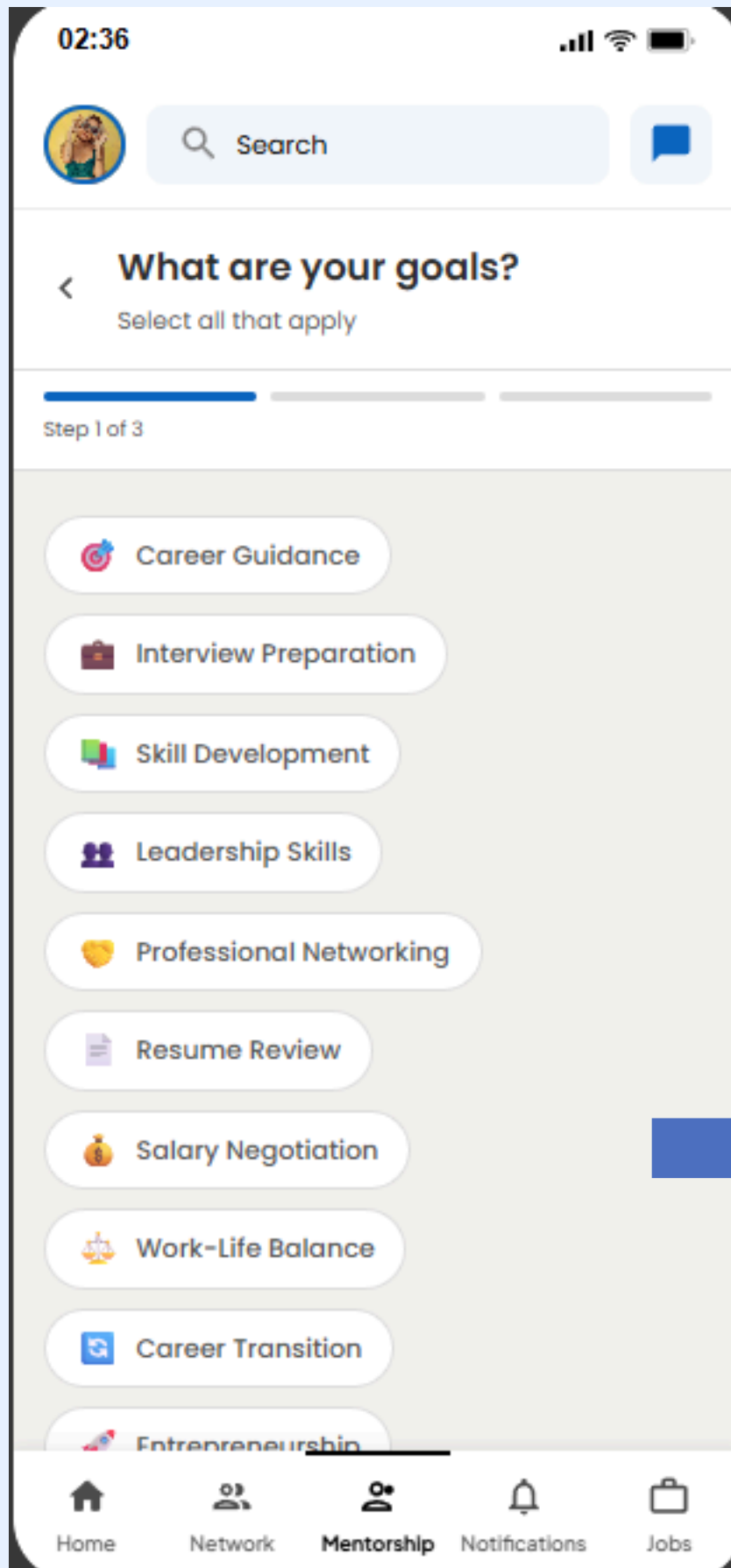


Home screen

It consists a mentorship tab which navigates to choosing to be a mentor/mentee page.

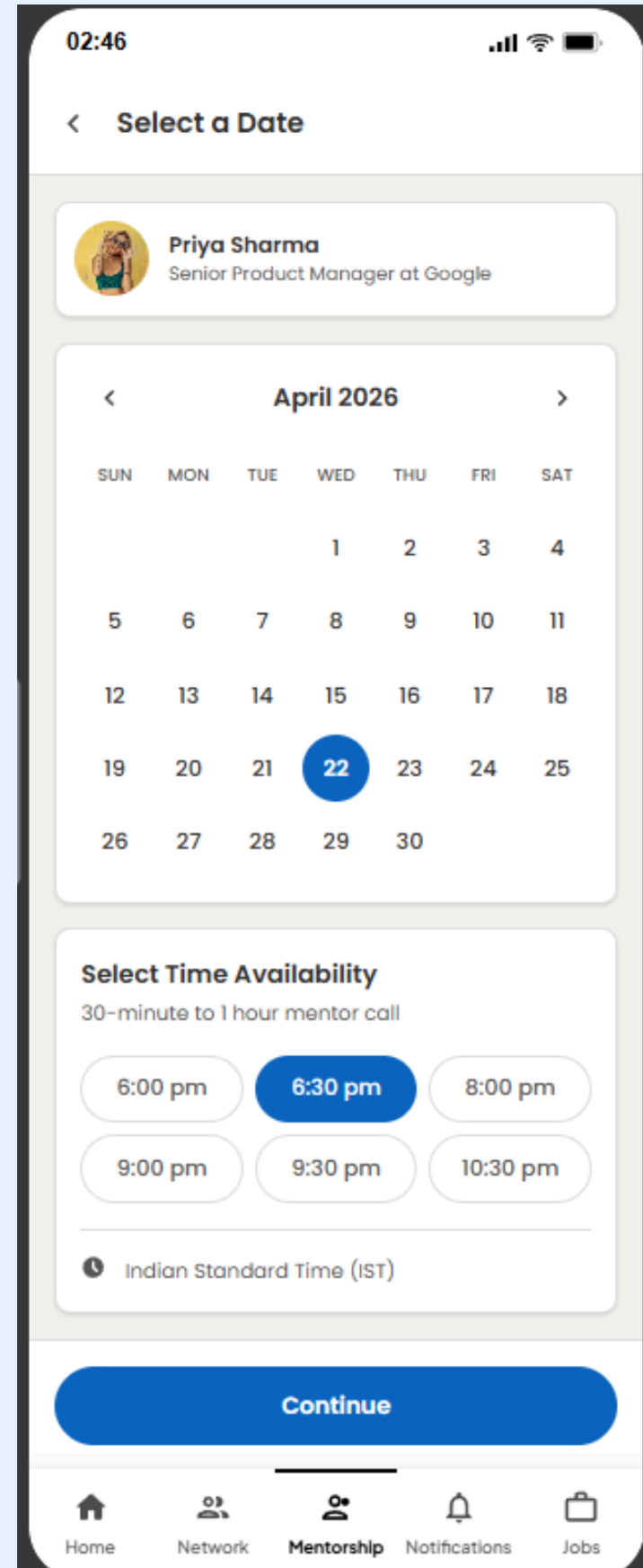
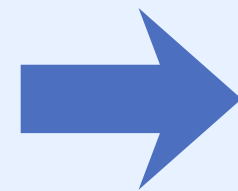
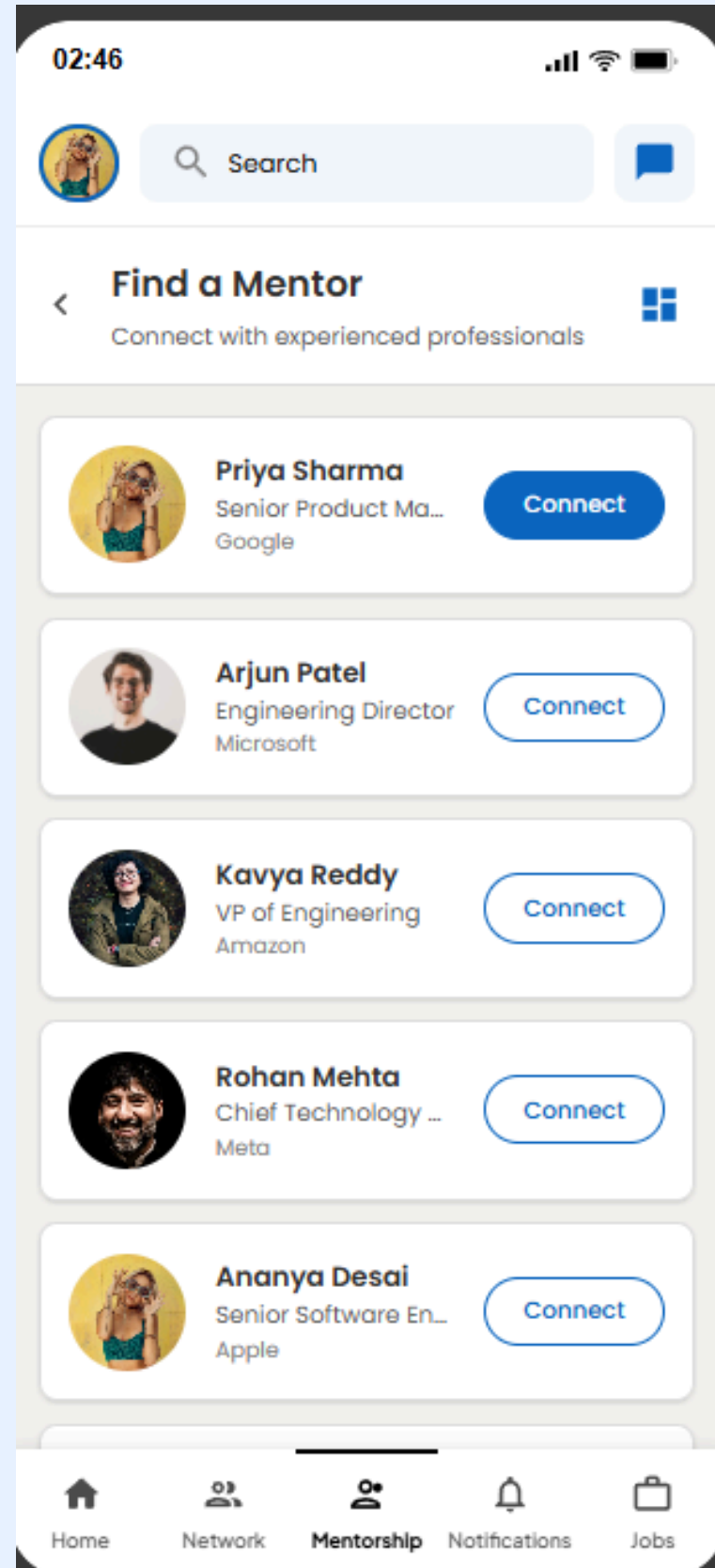


User Interface (Mentee)



Mentee can select their goals and be able to find the relevant mentors according to their needs .

User Interface (Mentee)

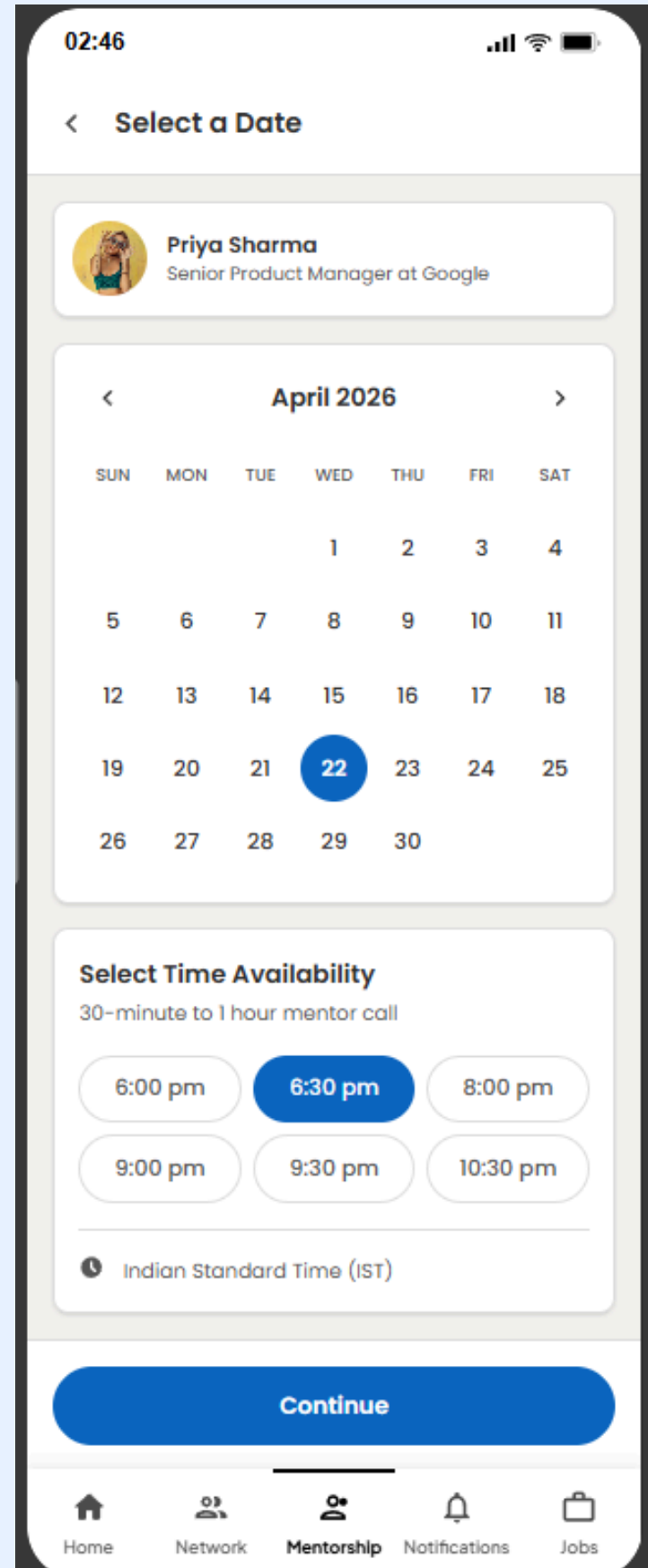


Mentor Details/Selection Screen

What it displays:
Profile details of chosen mentor
Proceeding option

Purpose:
Assists the user in confirming selection

User Interface (Mentee)



Select Session Date

What is displayed?

Date selection interface

Objective:

Enables users to choose a session date and time

UX Considerations:

Employed recognizable calendar model

Minimizes learning requirement

UX Principle:

Consistency & Familiarity

User Interface (Mentee)



Mentee Questions Screen

Features:

"Why do you need mentorship?"

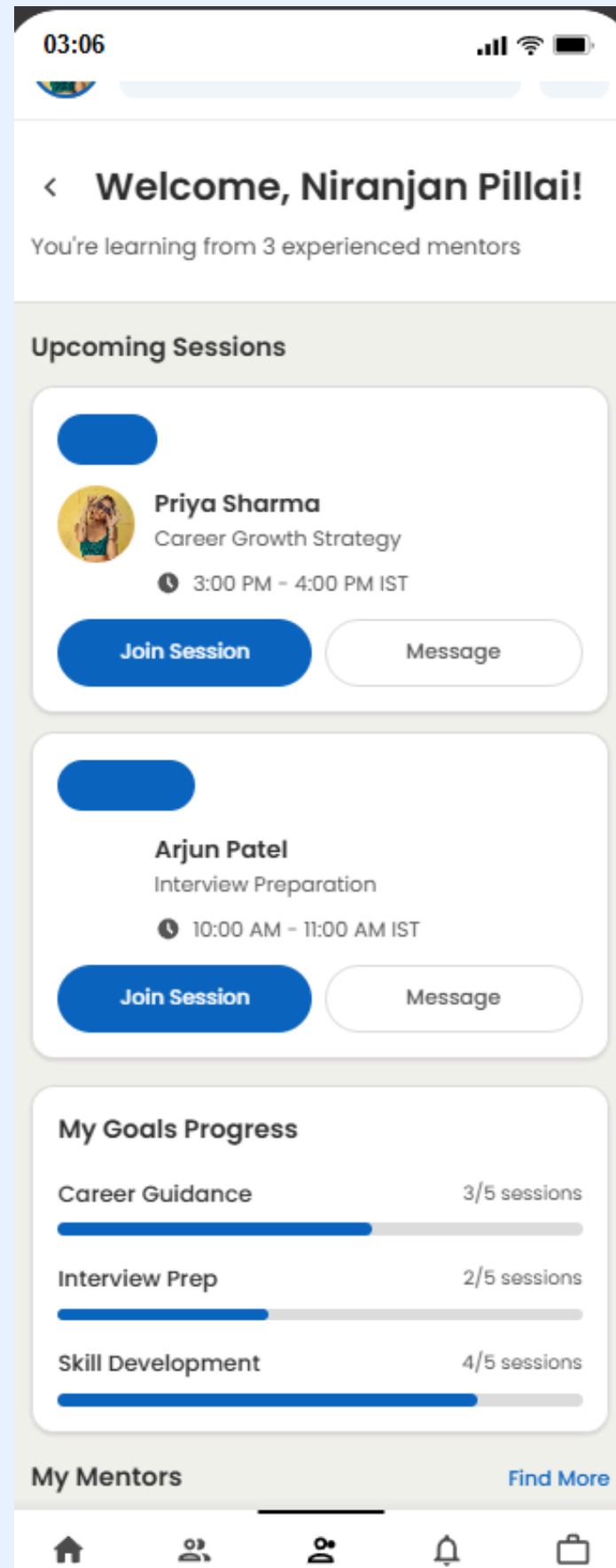
"What are your goals?"

Goals:

Prepare both mentor and mentee for the meeting

A mobile app interface for a mentee. At the top, the status bar shows 03:00, signal strength, Wi-Fi, and battery. Below is a header bar with a back arrow and the title "Mentee Questions". The main content area has a light beige background. It starts with a card for a "Mentorship call with Priya Sharma" on "Apr 22, 2026, 6:30 pm IST". Below this is a prompt "Tell me why you're looking for mentorship" followed by a text input field containing "lack of guidance" and a character count "16/500". The next prompt is "Let me know if there's anything you'd like to talk about" followed by a text input field containing "cyber security" and a character count "14/500". At the bottom of the main area is a blue button labeled "Request Booking". The very bottom is a navigation bar with five icons: a home icon, a person icon, a group of people icon, a bell icon, and a briefcase icon.

User Interface (Mentee Dashboard)



Mentee Dashboard

What it shows:

Upcoming Sessions

Request Forms

Progress Made

Purpose:

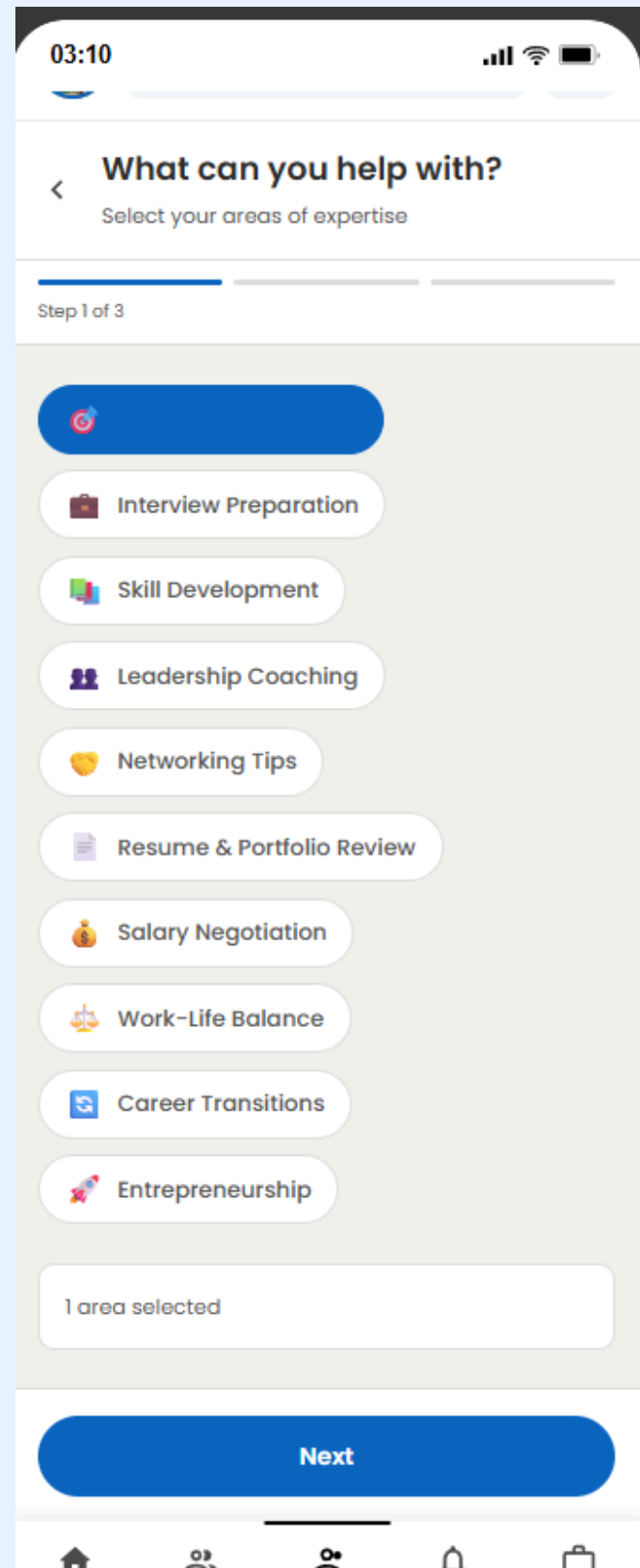
Hub for mentee-related information

UX Design :

Clean layout enhances usability

Easier to track means higher engagement

User Interface (Mentor view)



What it shows:

What the mentor can help with
His/her expertise to choose from

Purpose:

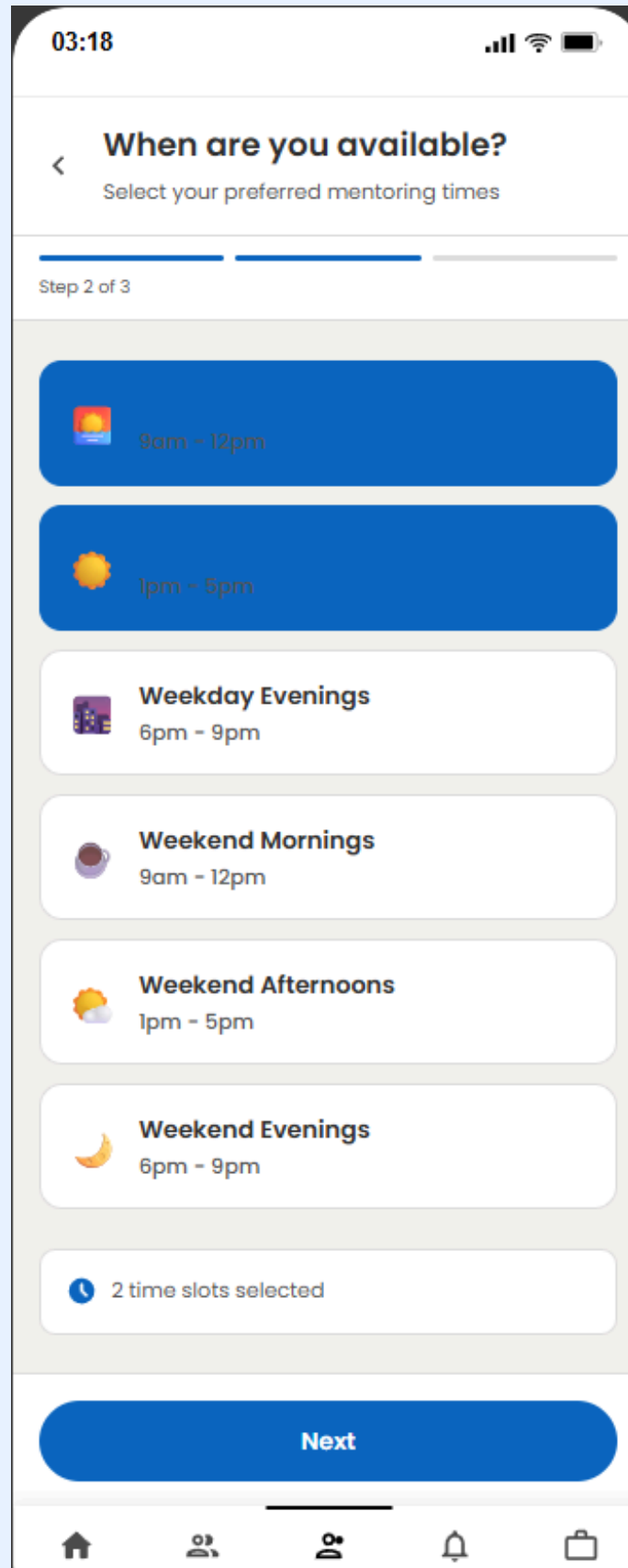
Hub for mentor-related information

UX Design :

Clean layout enhances usability

Easier to track means higher engagement

User Interface (Mentor view)



What it shows:

This page helps mentor choose time or availability based on weekdays or weekends with flexibility in time .

Purpose:

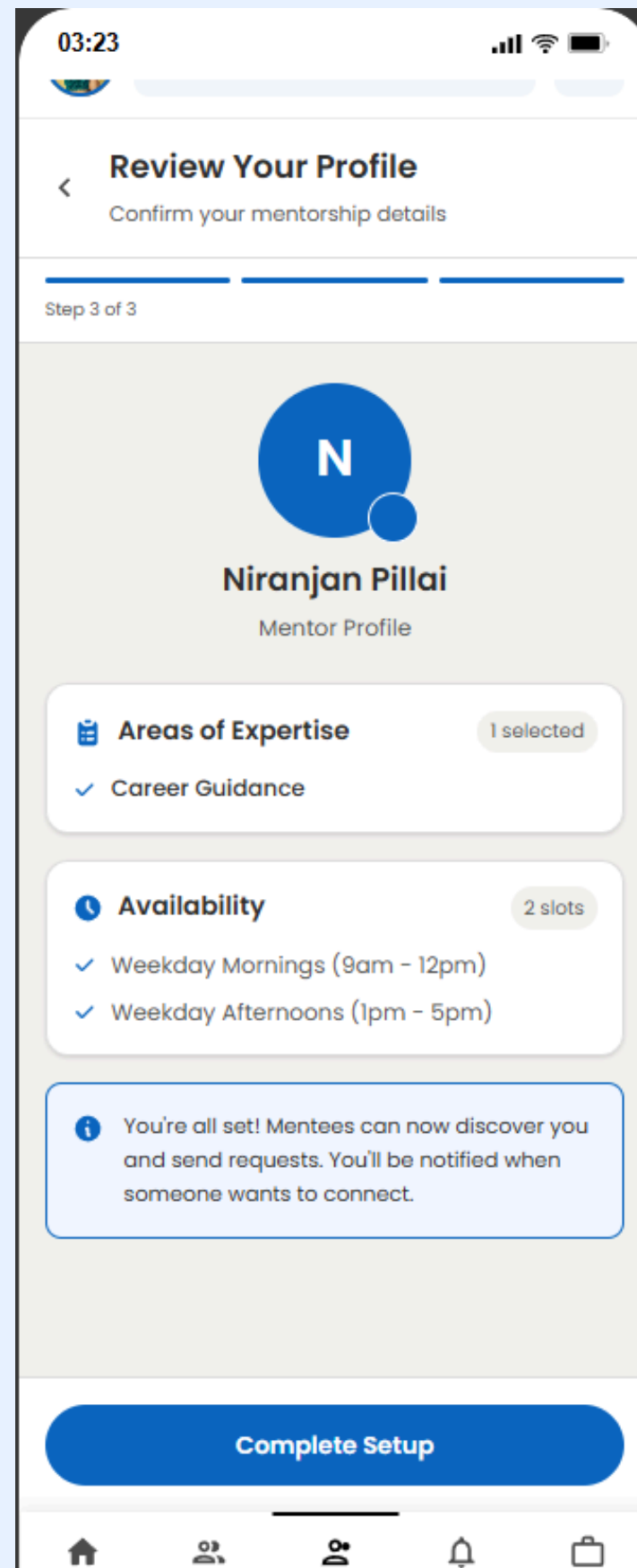
To better help mentor filter requests from mentees .

UX Design :

Clean layout enhances usability

Easier to track means higher engagement

User Interface (Mentor view)



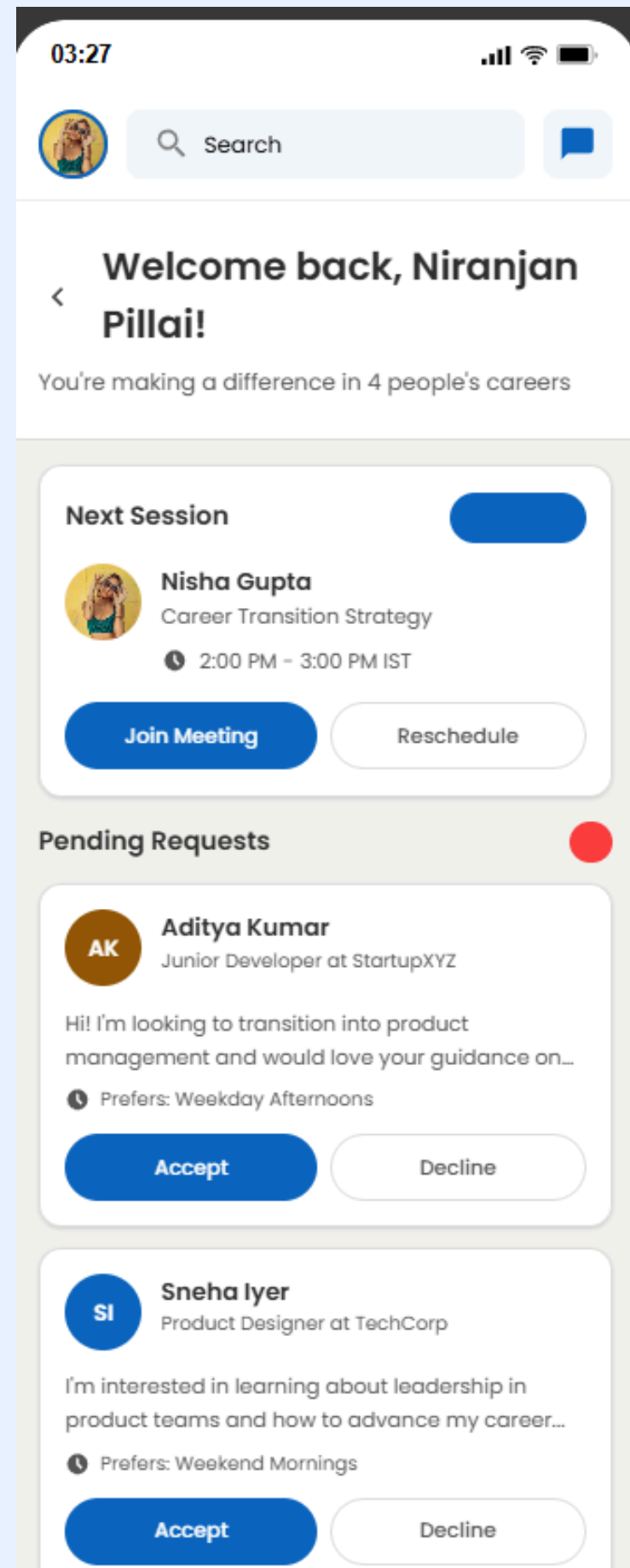
Purpose:

The purpose of this screen is to provide the mentor the opportunity to verify that their profile information is correct prior to proceeding with the onboarding process. This screen serves as the last step towards verification of their data.

Key Functionalities

- Displays mentor identity (name & profile)
- Shows selected areas of expertise
- Displays availability slots
- Provides a final confirmation message
- Includes CTA: "Complete Setup"

User Interface (Mentor Dashboard)



What it reveals:

Ingoing request
Accept/Decline choice
Schedule session

Function:

Aids in managing sessions

User Experience Considerations:

Control Panel
Simpler actions mean no resistance

2. Progress/Tracking Screen

What it reveals:

Session completed
Goal progress

Function:

Monitors mentorship journey

Conclusion and Final outcome



Overview

What my product achieves?

- **Simplified mentor search**
 1. Users can easily search and choose mentors
 2. Reduces time and effort
- **Provides Well Structured Mentorship Journey**
 1. Step-by-step flow ensures confidence
 2. Users know exactly what to do
- **Improves Session Quality**
 1. Pre-session questions
 2. Goal-based matching

- **4. Eliminates Scheduling Friction**

1. Calendar + time slots
2. No back-and-forth communication

- **Enhances User Engagement**

1. Dashboards
2. Progress tracking

Final conclusion :

With the final design, an organized and user-friendly mentorship process has been created by gathering the findings from user research with proper UX principles, enabling a productive interaction for both the mentor and the mentee in an efficient manner.

The design manages to create a balance between informal networking and proper mentoring through an efficient process.



Conclusion on future steps

- **Conduct tests and modify the prototype using the user feedback to ensure that it's easy to use and solves the problems found during the analysis.**
- **Implement all back-end capabilities required to operate the UI functionality: user registration, secure communication channel, data saving (profiles and progress).**
- **Generate helpful materials (FAQs, best practice guides, and so forth) for the users to have better guidance through their experience of mentoring.**
- **Design the launch strategy and promotional campaign. It can be aimed at finding appropriate mentors and mentees or can leverage already existing opportunities of the platform to do so.**



THANK YOU

