

Project: LinkedIn Mentorship Feature

LinkedIn is the world's largest professional network with more than 930 million members in more than 200 countries and territories worldwide.

Their mission is to connect the world's professionals to make them more productive and successful.

You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.



Linked wants to introduce a mentorship feature so that people who seek career guidance can get help from the industry experts.

Why does LinkedIn wants to introduce a mentorship feature?

Linked has a large pool of professionals from all walks of life.

There are innumerable number of job opportunities for the students and working professionals.

What is missing is the right guidance?

So, LinkedIn wants to connect professionals who can help or are interested in offering mentorship to the ones who need it.

This will help in increasing the user engagement,new users as well as daily active users/monthly active users for LinkedIn.

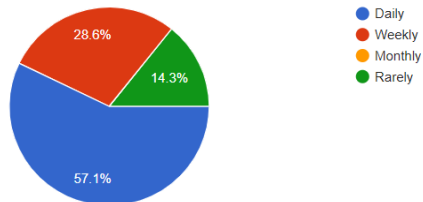
USER RESEARCH

- Surveyed 20 users and interviewed 4 of them to understand the insights of the users.
- 57.1% users use linkedIN to connect and build professional realtionships
- 42.9% users want to participate as mentee, so that they can get proper guidance from industry experts.
- Users want to have career guidance, skill development and interview preparation internship.
- 14.2% users were interested in becoming a mentor on linkedIn and use their expertise in guiding young professionals.

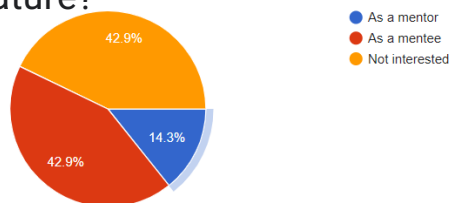
Survey Link

<https://forms.gle/Lyzh7mW93GzchXZn7>

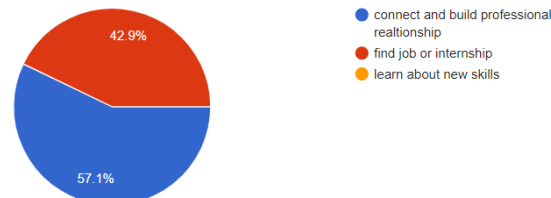
How often do you use LinkedIn?



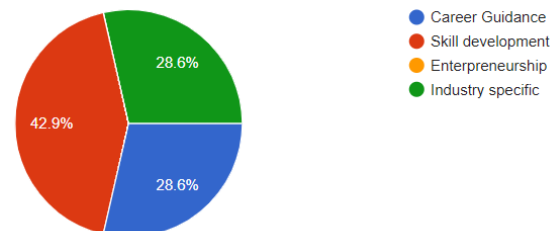
How would you like to participate if LinkedIn introduces its mentorship feature?



Why do you use LinkedIn?



What type of mentorship should LinkedIn offer?



User Interview Questions

Do you think LinkedIn should include a mentorship feature?

How can this feature help working professionals in their career?

What will be your motivation to participate in LinkedIn mentorship programme?

How do you think LinkedIn mentorship feature can help LinkedIn?

User Insights

- Linked usage will increase.
- Currently for people with stable jobs linkedin is nothing more than social media having this feature people will have more concrete reason to use this app even when they are not looking for job switch
- More people will get engaged on LinkedIn
- It will help increasing users
- I don't think it will help unless it will have some criteria who can become a mentor. Because now a days even someone cracked any interview they are providing the links, YouTube videos of themselves how they have cracked those interviews. Because there are so many resources, or individuals who wants to become the mentor or who are just giving out advices. This is all messed up. I don't think LinkedIn or even world need any more such individuals or resources.
- It will be more engaging.
- Learners will be able to connect to genuine mentors who can help them in their careers.
- People will be able to get motivation and the proper steps that are required in order to upgrade their skills

User Persona

Amit Joshi, Computer Science graduate

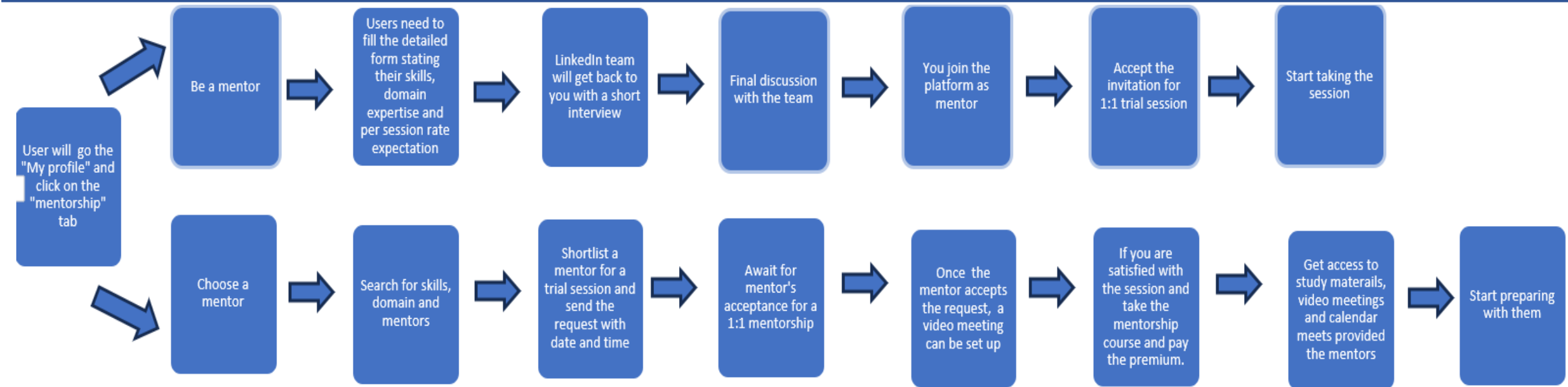
- Recently graduated from college
- has begun his job search
- Has applied for jobs on LinkedIn and other portal.
- Not getting positive responses from the recruiters.
- Is confused if his resume is not upto the mark or the skills that he has.
- Wants someone to coach him

Rachna Dwivedi

Software Development Engineer at Google with 5 years of experience

- loves to mentor college graduates or early work professional
- Is looking for a platform where she can help young professional to get into MAANG companies
- Wants to try her hands on online career guidance, interview preparation, etc

User Flow Diagram for LinkedIn Mentorship Feature



Portfolio Link

<https://www.figma.com/proto/CLXCjx6aikBxgNpH6YM6sd/Linkedin-Mentorship-feature?type=design&node-id=3-359&t=qCmryQkoXMZU8LI0-1&scaling=scale-down&page-id=0%3A1&mode=design>

Finding a Mentor



Aparna Dhauni

View profile

45 profile viewers

Groups
Events

Mentorship

2.6x

Premium members are 2.6x more likely to get hired on average.

■ Reactivate Premium: 50% Off

⚙️ **Settings**



Romanova

klum

tunity and
advance for
. see more

11 comments



Send



9:41

Welcome to LinkedIn Mentorship

Find a mentor



Be a mentor



9:41

Search for skills, domain, mentors

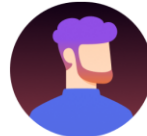
Explore

Engineering

IT

Product

Recommended



Rahul Joshi

Data Scientist
Skills: Data, AI, ML, python, R, DSA, ...
₹799/hour

Book a trial session



Iram Khan

Product Expert
Skills: Product management, user research, interview preparation, ...
₹999/hour

Book a trial session



Sebastine J

Software Engineer
Skills: Full stack development, Java, SQL, Javascript, ...
₹800/hour

Book a trial session

9:41

Session with Rahul Joshi

Select Date

September 2023

Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Select Time

4: 00 PM	5: 00 PM	6:00 PM
7:00 PM	8:00 PM	9:00 PM
9:30 PM	10:00 PM	

Click to confirm your appointment

9:41

Appointment Request Sent

8 September, 2023
8:00 PM



Waiting for Rahul's acceptance

Once Rahul accepts the appointment, you'll be sent a calendar invite to your email.

Go to mentorship home

Once you confirm the appointment, a request is sent to the mentor.

When he accepts you'll get calendar invite for the meeting.

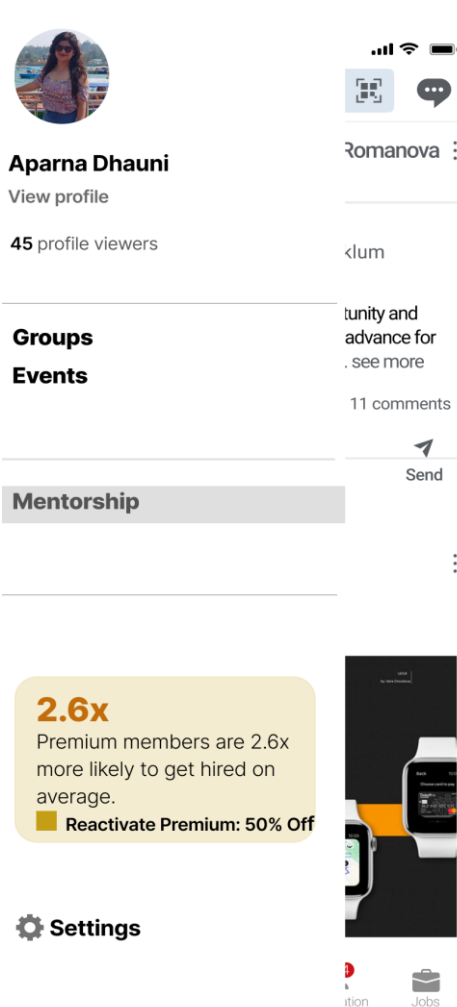
Go to my profile, tap on "Mentorship"

Select "find a mentor"

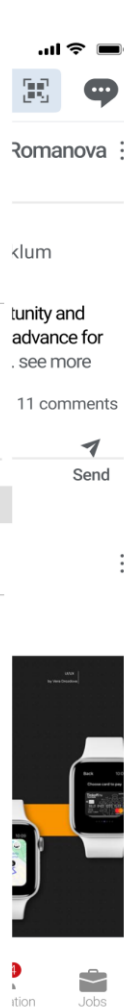
Search for mentors based on skills, experience, industry, etc

Book a trial session. Select date and time

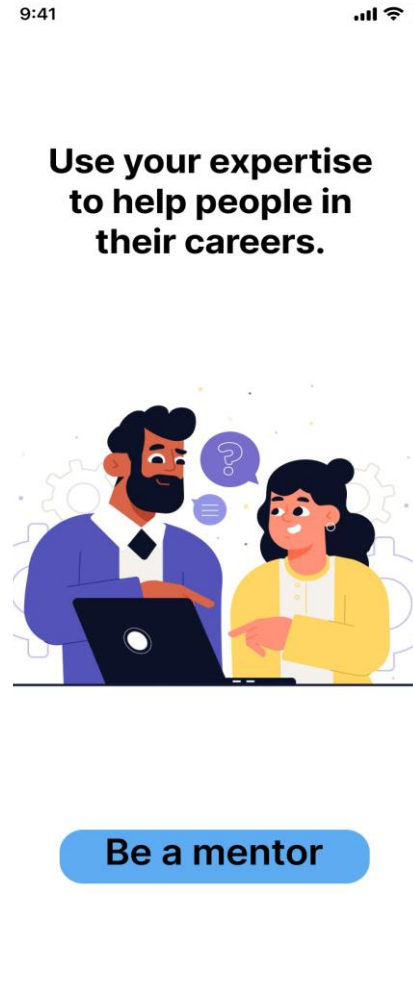
Being a mentor



Go to my profile, tap on "Mentorship"



Select "be a mentor" from the mentorship home



Click on "Be a mentor"

Tell about yourself

Domain expertise and skills

Choose your interest

- ☐ Business
- ☐ Industry mentorship
- ☐ Career Counselling
- ☐ Workshops
- ☐ Others

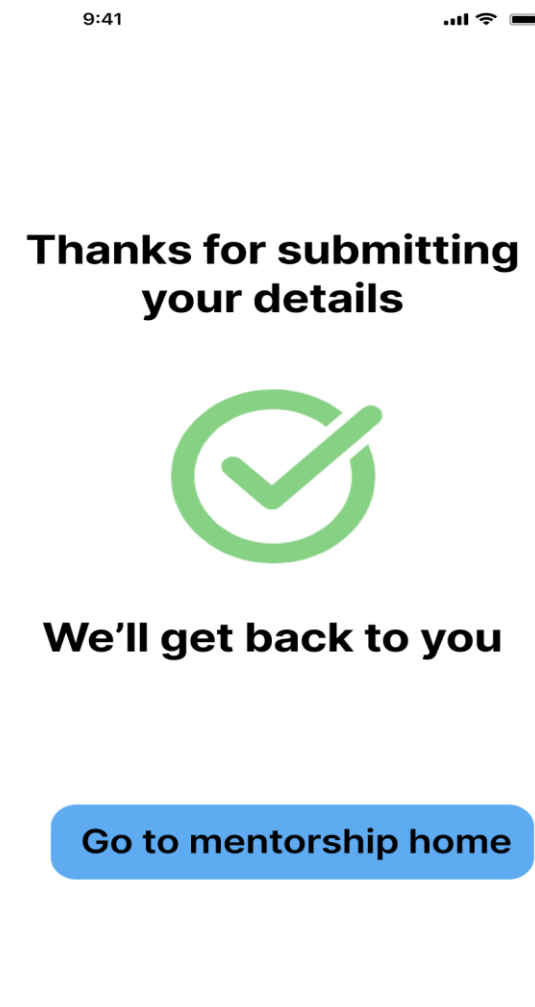
Who do you want to mentor

- ☐ Students
- ☐ Professionals
- ☐ Others

Expected rate per session

Submit

Fill in the form with the details and submit



You will be contacted by the linkedIn team for further discussions.