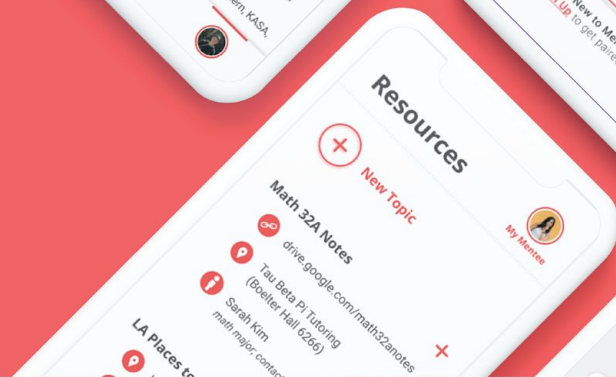




Menty

UCLA



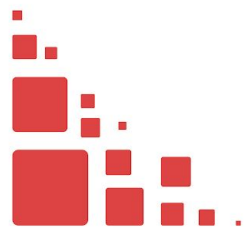
Serene Supakkul

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”

“Pursuing 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, giving 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

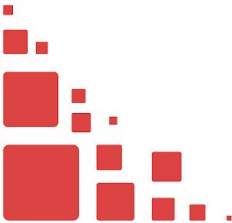
MENTOR

- 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

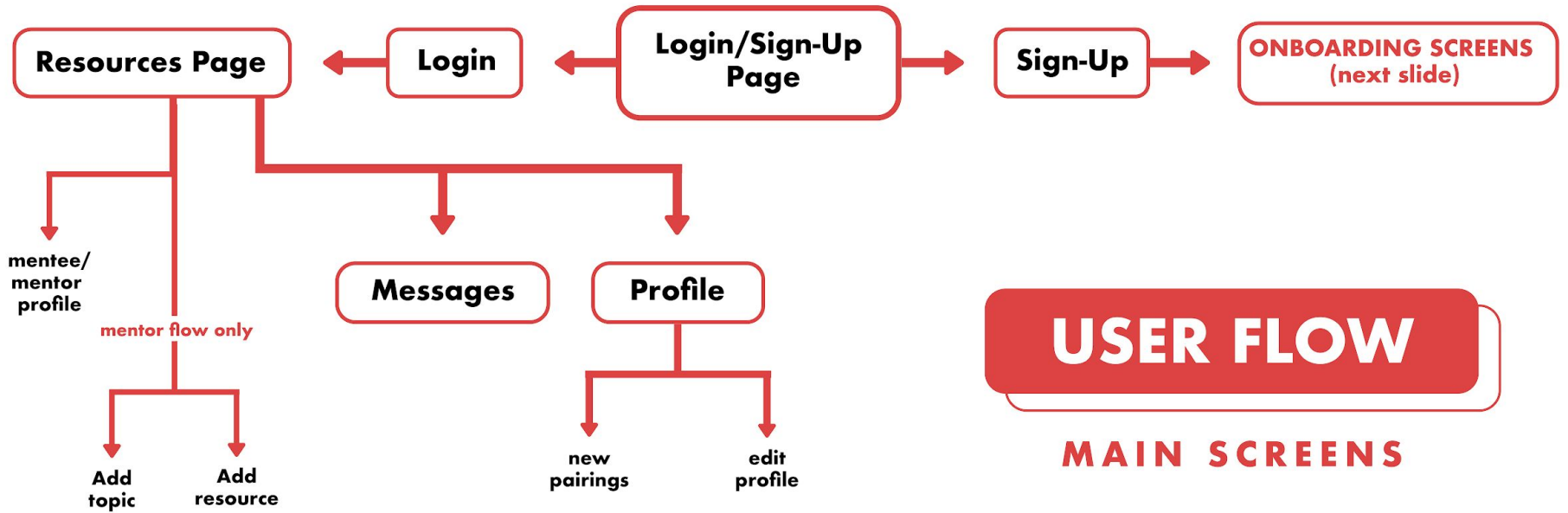
Let students voice what they need most in a mentor

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

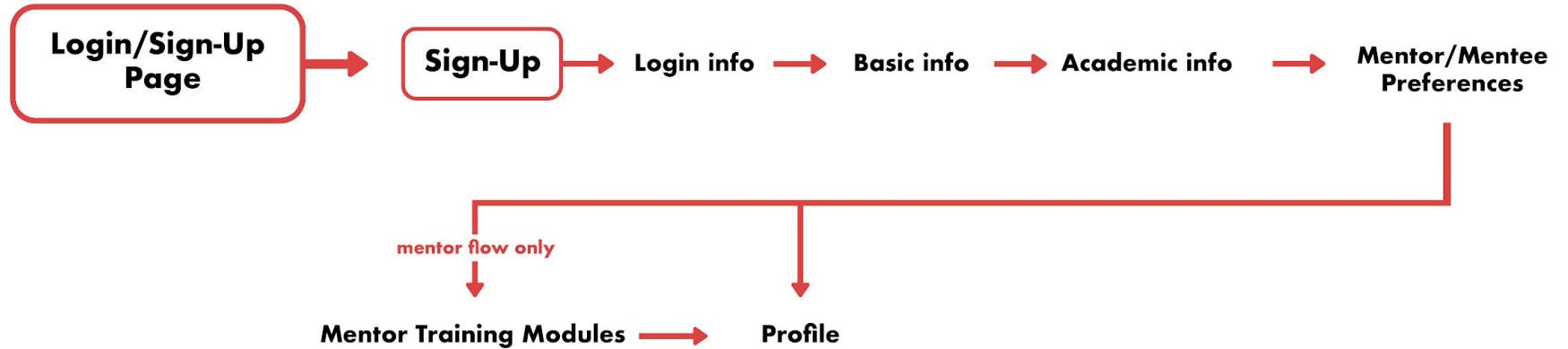


USER FLOW

MAIN SCREENS

USER FLOW

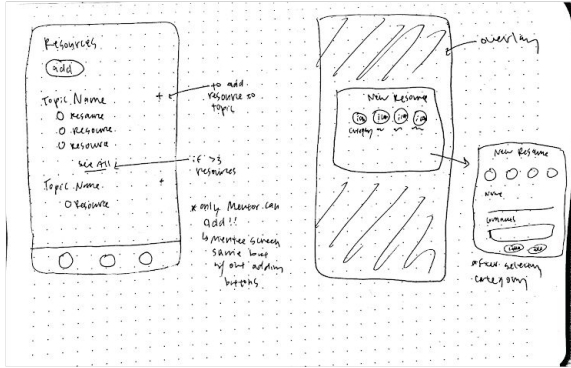
ON BOARDING



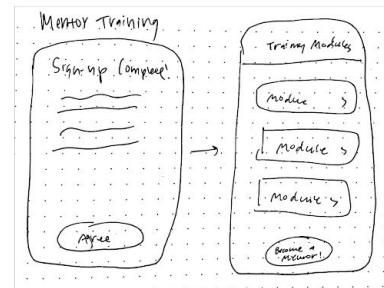
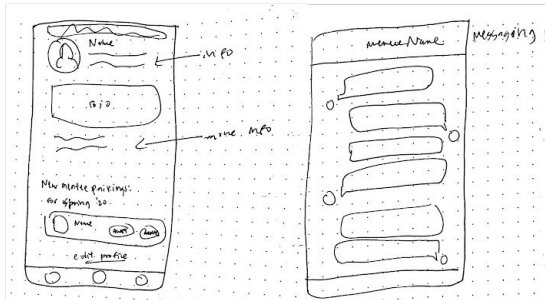
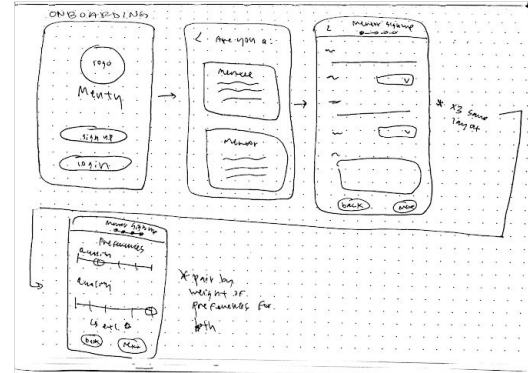
◆ PAPER SKETCHES ◆

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

MAIN FEATURES



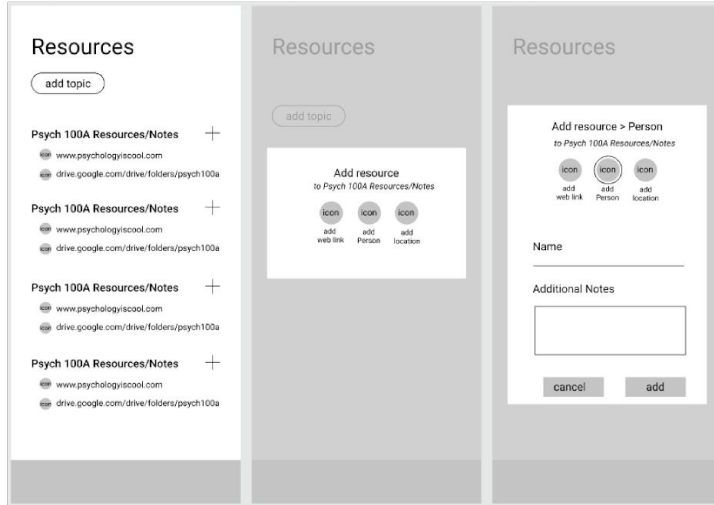
ONBOARDING



◆ WIREFRAMES ◆

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

RESOURCES PAGE



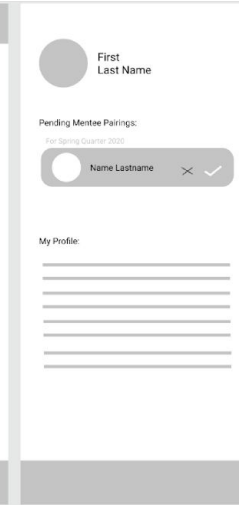
Resources page where mentors can organize and compile resources for mentees. Can include topics such as class notes, important events, or fun places to visit

MESSAGING PAGE



Messaging system for mentors and mentees to have an instantaneous and convenient form of communication

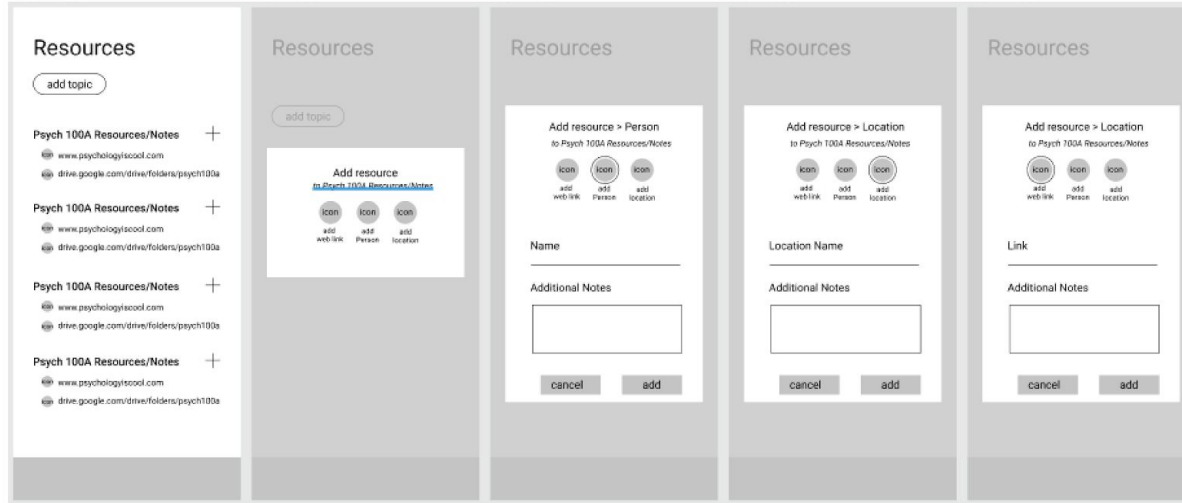
PROFILE PAGE



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

Only mentors can add topics and resources

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

A wireframe for a login and sign-up screen. It features a circular logo placeholder with the text "LOGO" inside. Below the logo, the text "MENTY" and "UCLA" are displayed. At the bottom, there are two buttons: "sign up" and "login".

MENTEE/ MENTOR SELECT

A wireframe for a selection screen. It starts with a back arrow and the text "Are you a:". Below this, there are two large rectangular buttons labeled "MENTEE" and "MENTOR".

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

PROFILE INFO

A wireframe for a profile information screen. It has a back arrow and a progress indicator. The title is "Mentor Sign-up" with a sub-header "About You". The form includes fields for Name, Year (with a dropdown), Ethnicity (with a dropdown), Hometown, Age (with a dropdown), Interests (with an "add interest" button), and Affiliated Clubs (with an "add club" button). There is also a "Short Bio" text area and a "NEXT" button at the bottom.

Users input information regarding their background, education, and interests

MENTEE/ MENTOR PREFERENCES

A wireframe for a preferences screen. It has a back arrow and a progress indicator. The title is "Mentor Sign-up" with a sub-header "Your Academics". It includes dropdowns for Major and Minor, a "Courses Taken" field with an "add course" button, and a "Career Aim" field. Below this is a "Mentee Preference" section with the question "What qualities do you look for in a mentee?" and a "Rate each by importance" instruction. It features four horizontal sliders, each with a "Quality" label and a scale from 1 to 5.

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

MENTOR TRAINING EXPLANATION

A wireframe for a training explanation screen. It features the text "Sign Up Complete!" followed by two horizontal lines. At the bottom, there is an "I agree" button with a right-pointing arrow.

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

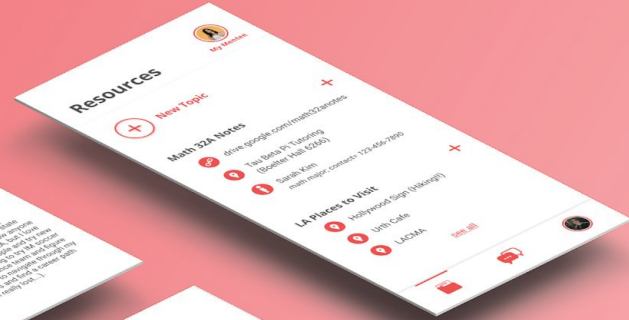
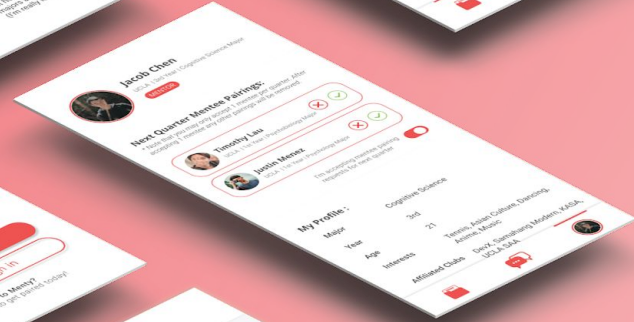
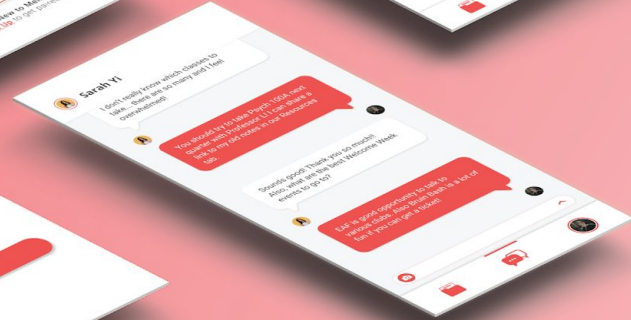
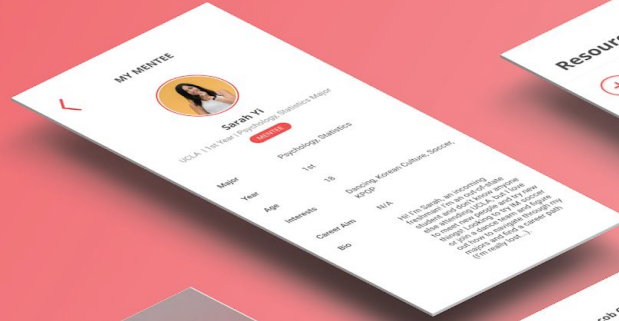
MENTOR TRAINING MODULES

A wireframe for a training modules screen. It has a back arrow and a progress indicator. The title is "Training Modules" with the instruction "Complete the following training modules to become a Mentor!". Below this, there are four buttons, each labeled "PIC Module 1" with a right-pointing arrow. At the bottom, there is a "Become a Mentor!" button.

Training modules mentors must complete

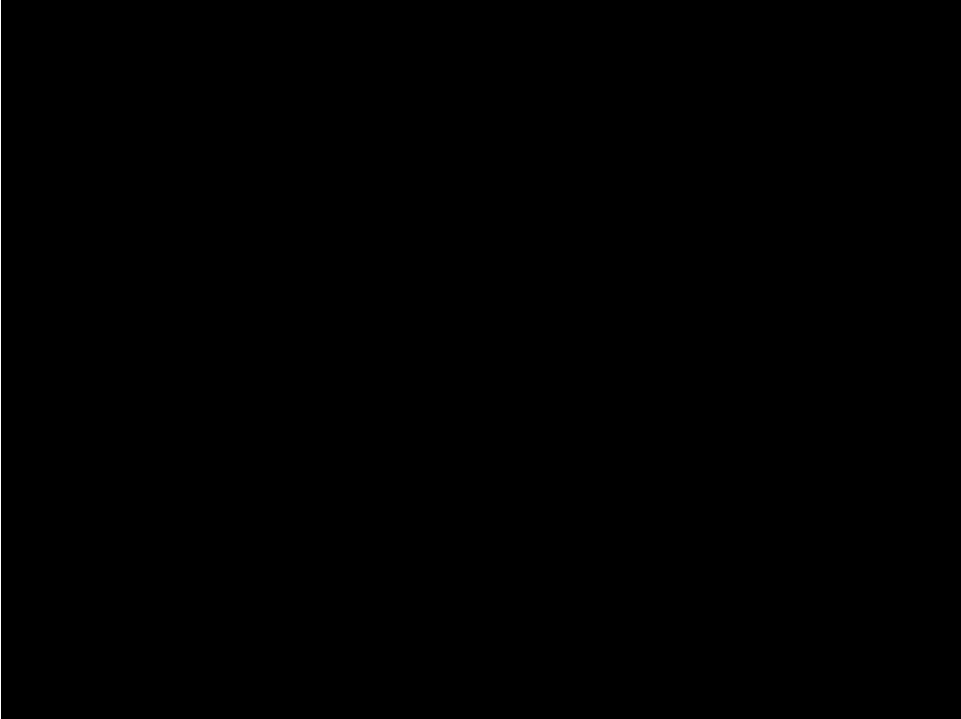


HIGH FIDELITY SCREENS



❖ 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

Mentor Sign-up

Basic Information

Interests

- Anime
- Music

Add Interest +

Affiliated Clubs

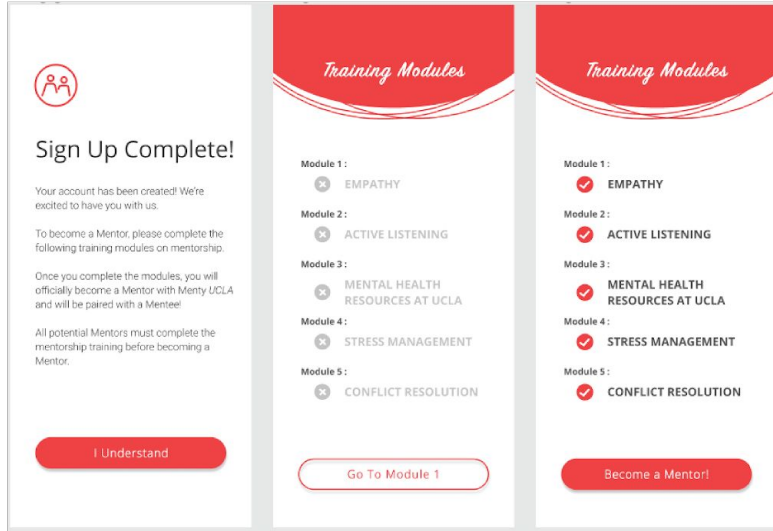
- DevX
- Samahang Modern
- KASA
- UCLA SAA

Add Interest +

Bio

I'm Jacob, 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 :)

HIGH FIDELITY



Becoming a Mentor

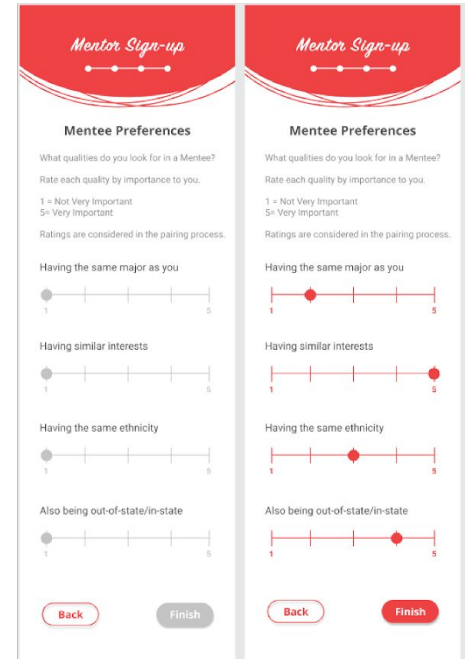
Before becoming a mentor, users must complete online training by going through a set of training modules, where they learn important mentor qualities such as empathy, active listening, mental health resources on campus, stress management, and conflict resolution.

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

Academic Information

Major add major +

Minor * Optional add minor +

Courses Taken +

Career Aim

Back **Next**

Mentor Sign-up

Academic Information

Major add major +

Minor * Optional add minor +

Courses Taken +

Marketing and Advertising

Back **Next**

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 unuable (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

Justin Menez
UCLA | 1st Year | Psychology Major

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

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

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

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.



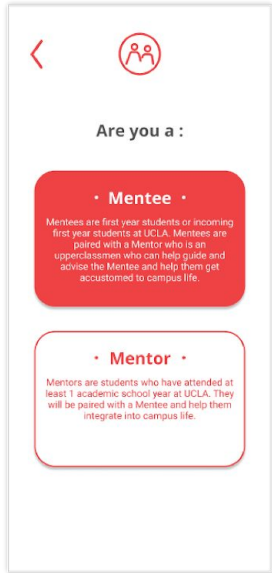
**CLICK BELOW FOR THE
INTERACTIVE PROTOTYPE**



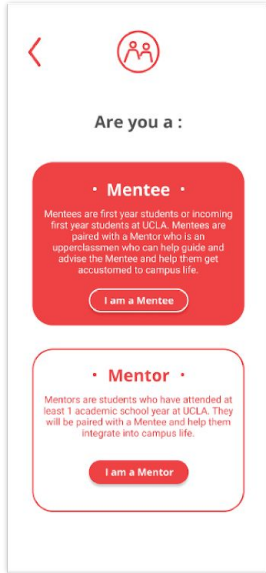
CLICK ME



◆ USER TESTING + FEEDBACK ◆



Before



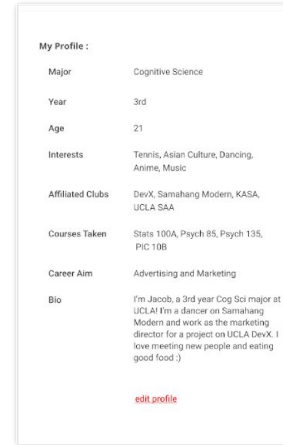
After

Mentee/Mentor Selector

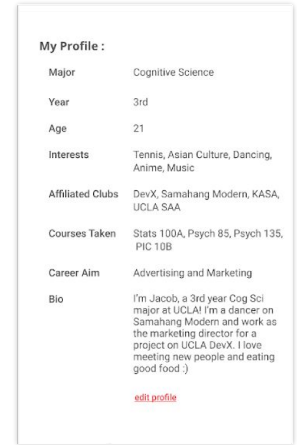
After user-testing, I received feedback for this screen regarding the “Mentor”/“Mentee” buttons. The “mentor” button drop shadow seemed much more apparent than the “mentee” button because of it’s white fill.

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



Before



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.