USER JOURNEY MAP

ROLES | NEEDS | INITIAL FINDING | RELATIONSHIP BUILDING | ACHIEVING GOALS | EMOTIONS | FEEDBACK

MENTEE

- I can't find the answers relating to my career online.
- My career advisor isn't returning my messages.
- I don't want life coaches, I want an experienced mentor in the field I'm in or the field I'm interested in.
- Maybe I can sent messages to LinkedIn Influencers...
- Oh, I need to pay? But I'm not even sure if they'll help me or not... (1)
- An influencer is replying back on the InMail! I can't wait to see his answer.
- His reply was so generic. I need an insight specific to my own career path... I can't find the right mentor based on search feature on LinkedIn. (2)
- I'll just have to check one by one till I find someone with similar career experience that mirrors what I'm trying to do. (3)
- I can utilize my own network to find someone out there.
- I should find more mentors.
- I like this one but he isn't available now. Let's see...here's another one...
- I found a peer who has similar background as I do working in the field I'm interested in. Her input might be what I'm looking for. (5)
- Finally found someone with insights I wanted to learn more about! (4)
- I should at least treat him to a cup of coffee so in some ways I can compensate for his time helping me out.
- I made my decision and will move into the best career path I feel most relevant to my skills and expectation.
- I don't think my initial choice was a good one for me. But I would like to learn more about other opportunities. I wish there is an easier way. (6)

MENTOR

- I want to give something back to society.
- I want to be respected by people in my field.
- LinkedIn influencer accounts are hard to achieve now and there are so many "coaches" who market themselves on everything. I don't want to be like them. (1)
- Where can I build up my influence other than LinkedIn?
- Someone sent me an InMail. I don't know who this is. Interesting.
- These questions are really basic. She should have just Googled this... (2)
- Okay, just jumping right into questions...
- He really did his research. I appreciate the passion he has for his career.
- His questions are taking a lot of my time. I need to run and can't answer his questions all day. (3)
- Oh wow, he sent me a giftcard. That wasn't something I was expecting. A nice thank you note as well. (4)
- I didn't expecting him to call me randomly when I gave him my direct number. (5)
- I have option to decline to connect with those sending uninteresting messages. (6)
- Some scheduling or management tool would be nice.
- I like being a mentor. It gives me purpose.

User Feedback
- There are too many generic coaching materials on the web and within social network focused on job and career development.
- Didn't really learn about proper introduction till it was revealed in a conversation with a colleague.
- (My) career doesn't focus on educational background, only job experiences are counted.
- Mentorship program works when it was provided from (my) graduate school within the alumni network.
- One mentor isn't enough to get wide variation of persepectives.
- Mentoring focused social service is not available.

User Feedback
- Managing mentees is also work and it could be easier if there are tools.
- A mentor shouldn't be a social media guru unless they are mentors in social media.
- Some people don't know how to appreciate.

EMOTIONS

Mentee is frustrated and wants to get some help.	(1) Due to the over abundance of career coaching services today, the user reluctant to spend money on unverified method.	(2) Mentee feels that necessary criterias on searches are not available for them to find the suitable mentor with similar background.	(3) The time to find mentors is too long for some mentees and can be frustrating.	(4) Lack of insight from a single mentor may prompt mentees to find more.	(5) Mentee is excited to meet a peer-mentor who they can consult about their career.	(6) When mentee receives the support they needed, they often feel appreciative.
Mentor want to widen influence and be appreciated.	(1) Existing career applications is over flooded with influencers, a new environment to create an early influence attracts mentors.	(2) Mentor expects the potential mentees to be passionate and career savvy enough to do their own research prior to asking.	(3) Lack of boundaries in digital communication can give negative feeling to mentors.	(4) Mentee is happy to be appreciated. It can be in forms of both monetary compensation and thoughts.	(5) Unexpected call to assist can be inappropriate and may not be appreciated by the mentor even if the choice was insisted.	(6) Mentor feels entitled to an ability to decline and accept mentoring relationship.

FEATURES

Easy match process Tips on mentor Appreciation	Free to use Verifiable credentials	Search based on career paths Mentorship tips	Daily/routine batch of mentors	Multi-mentor application In-App appreciation gifts	Mentor-Mentee accounts	Compensation methods
Show number of mentored	Top mentor highlights	Searchable data based on career paths	Availability notification		Masked call feature	Payout Communication options Service options

NOTE

Card swipe process Gamification (Influencer, Badges, etc.)	Emphasis on mentorship LinkedIn SDK	On-boarding for mentorship etiquette and building relationship		Giftcards or in-app purchases Max number of mentors > 1 Payment gateway	Dual-role accounts	Payment gateway Options to accept or decline mentee and block users User provided services