Mentor Request Site for Rutgers Health Professions Majors

Mockups • High-Fidelity Prototype • Accessibility

By Teresa Bembury, UX/UI Designer | June 2023

Project overview

The product: Mentor Request User flow Website

This site aims to connect Rutgers Health Profession students who are future doctors to Mentors who are current doctors in the specialization

Project duration: April 1- May 31, 2023

Project overview

The problem:

The current mentor request process on school website's are not meeting all the needs of students seeking mentorship. Inefficient communication between mentors and students causes frustration and delays, while the limited options for mentor selection may hinder the effectiveness of the program.

The goal:

The objective is to design a new mentor request flow that improves visibility, simplifies the process, facilitates efficient communication, and expands the range of mentor options to better serve the needs of students seeking mentorship.

Project overview

My Role:

UX Designer and Research

Responsibilities:

- Concept to Delivery
- Paper and digital wire framing
- Conducting usability studies
- Conducting interviews
- Low and high-fidelity prototyping
- Accounting for accessibility
- Iterating on designs

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User Research: Summary

In my user research, I provided an overview of my project background, goals, research questions, KPIs, and methodology. The project background explained the reasons behind the study, including understanding the user journey and identifying pain points. My goals were to understand why students were using the site and evaluate its ease of use. I developed three research questions focused on the effectiveness of the user flow and visual elements of the site. To measure the user experience, I identified three key performance indicators: user error rate and the balance between search and navigation. To satisfy my research goals and answer the research questions, I conducted a moderated usability study. This methodology allowed me to gain valuable insights and improve the user experience.

User Research: Pain Points

1

Inconsistent Mentor Availability

Some mentors may be more responsive or available than others, leading to inconsistencies in the quality of mentorship experiences. The new site will create an open communication board is active between Mentor/Mentee

2

Lack of mentor diversity

The mentor pool on the website may not be diverse in terms of gender, ethnicity, background, or experiences. The new site will have profile descriptions representing a wide diversity range.

3

Unclear mentor matching process

Websites may not provide clear information about how the mentor matching process works. The homepage the new site will show the process

4

Limited search criteria

Websites may not offer enough search criteria or filters for users to find mentors that meet their specific needs or interests. The new site will have a mentor search per school subject

Persona: Elissa

" Finding a mentor who will give me the inspiration and confidence I need to endure the challenges of medical field studies"

Age: 24
Education: PhD Candidate
Hometown: New Jersey
Family: Single
Occupation: PT Intern

Problem statement

Elissa is a Student in the Doctorates of Physical Therapy program at Rutgers University who needs a Mentor because she wants to assure she successful gets through the program and attract the best job prospects

Goals

To find a mentor who is in my field, easily accessible, relatable, and clear, with present & future guidance

Frustrations

I'm finding that the Mentor request sites lack diversity, in terms of gender, ethnicity, background, or experiences.

Karrisa is a student studying Physical Therapist. She chose that field because she wanted to be in the health profession industry where you may actually see the development of a patient healing. Mentors are needed guide get through the demands of school and work.

User Journey Map

Reviewing Karissa's journey helped me identified that a Site that empowers users to have diverse choices, learn more about mentors, and have a quick application process would be a positive experience.

Persona: Karissa A.
Goal: Finding a need mentor who will give me the inspiration and confidence I need to endure the challenges of medical field studies

| ACTION	View Website	Search for Mentor	Choose Mentor	Apply	Receive Acceptance from Mentor
TASK LIST	Tasks • View website • Read instructions • Register	Tasks • Identify Mentor Categories • Click Search • View mentor prospects	Tasks A. Read Bios B. Check Availability C. Click to Apply	Tasks • Choose a Methods to Connect • Choose reoccuring dates and times • Wait for response	Tasks A. Receive Confirmation
FEELING ADJECTIVE	• Motivated • Proactive	• Inspired • Curious	• Daunting • Tasked	• Optimistic • Hopeful	• Positive • Relief • Inspired
IMPROVEMENT OPPORTUNITIES	An quick step by step on instructions will be help	Categories can also include personality type/interest	The amount of Mentees	Show date range options for availability	Show next steps after confirmation

Starting the design

- Paper wireframes
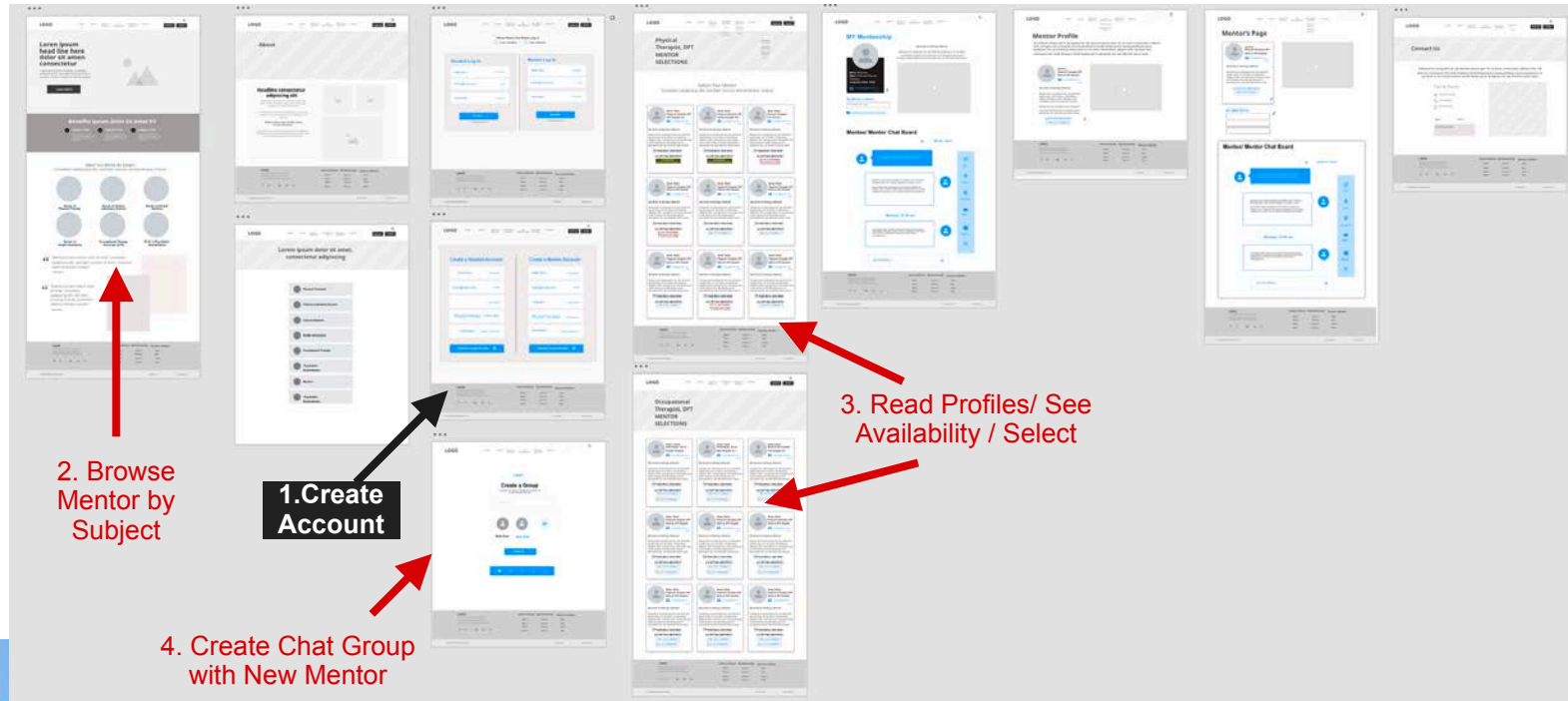- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper Wireframes

My initial goal in creating the home page for the Health Professions Mentor site was to immediate address pain points of students, by showing how easy the Mentor selection process can be and where to learn more about the program.
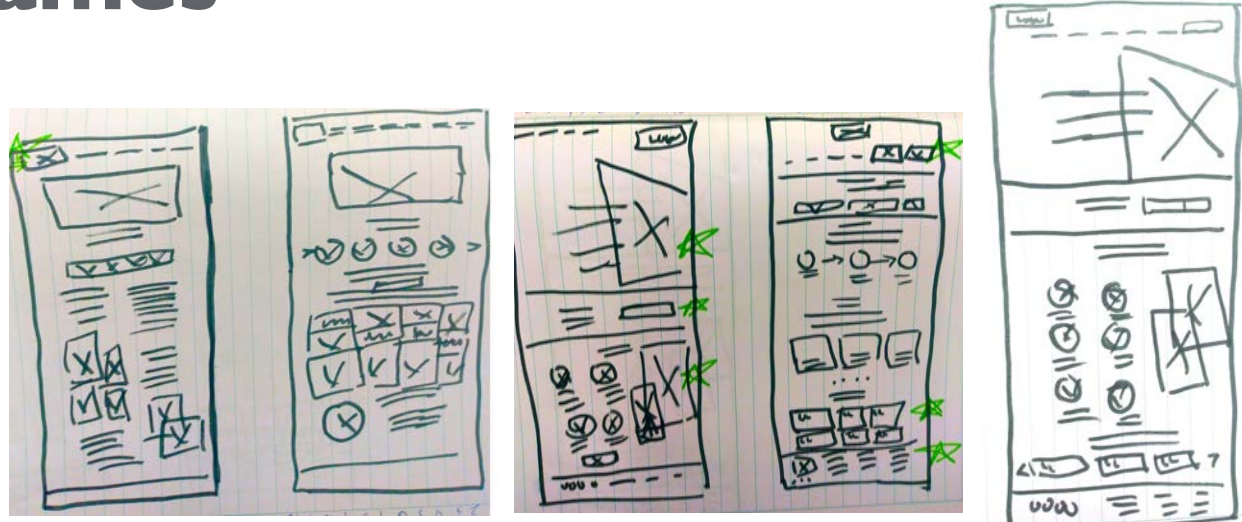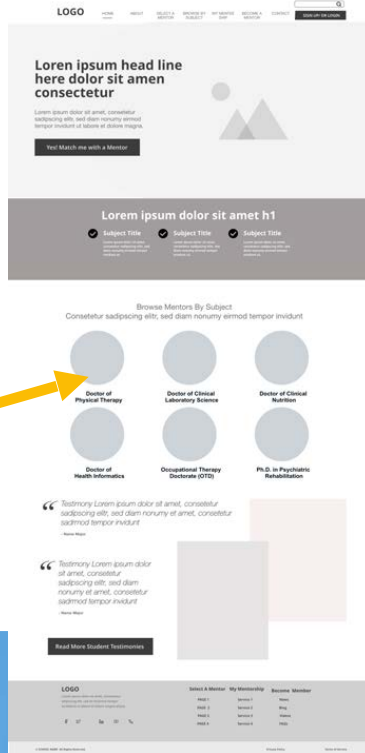
Digital Wireframes

The Health Profession Mentor User flow gives the Student 4 easy steps to apply for a Mentor and connect via Chat Group

2. Browse Mentor by Subject

1.Create Account

3. Read Profiles/ See Availability / Select
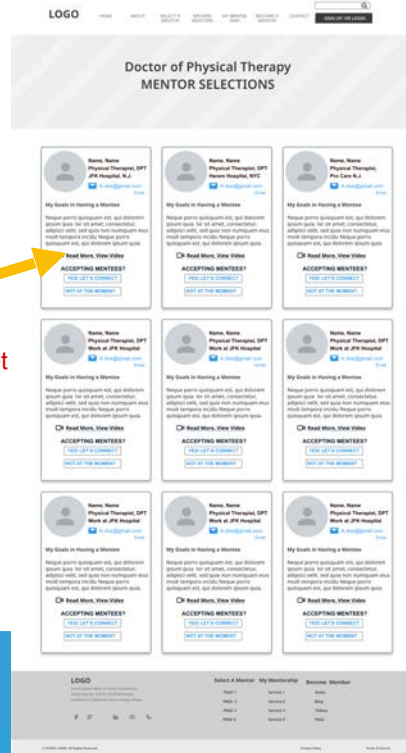
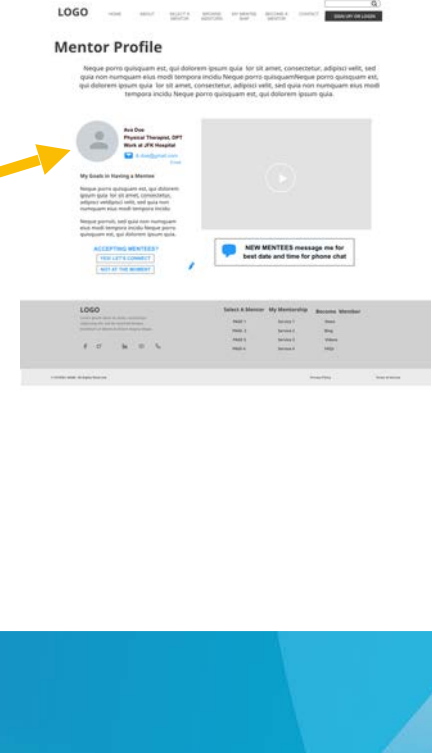4. Create Chat Group with New Mentor

Digital Wireframes

The user flow goal is to give a clear path for a Student to choose and apply for a Mentor

Browse Mentor by Major (Subject)

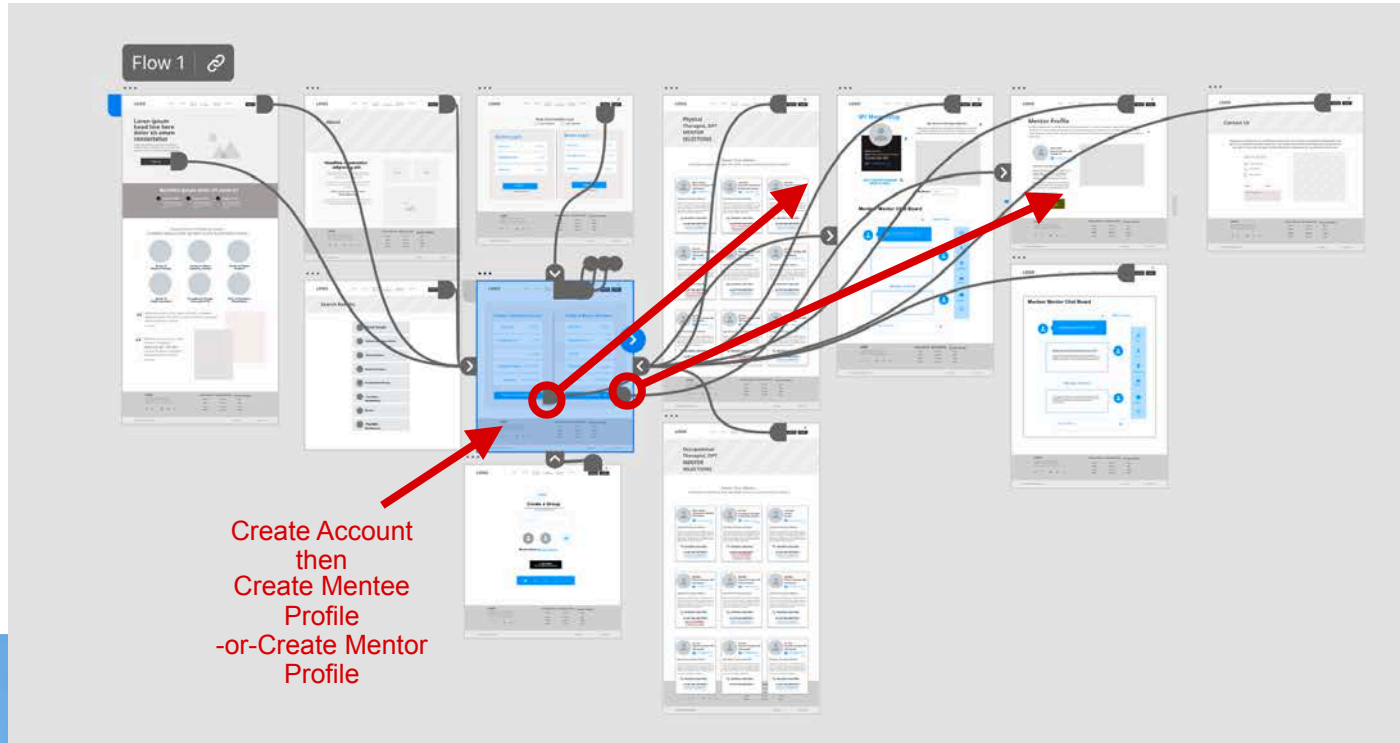Mentor Profile Choices Snippet & Availability

Read Mentor Profile & Watch Video - then Apply

Low-Fidelity Wireframe

Starting with Create an Account the Mentor & Mentee now can set up profile and begin the process of connecting

https://xd.adobe.com/view/70d30dec-07c8-4e4e-b4d4-42b918ac9ac9-2580/

Create Account
then
Create Mentee
Profile
-or-Create Mentor
Profile

Usability Study Findings

This website matches students with mentors based on their career aspirations and interests. Students can create a profile and search for mentors based on industry, job title, and location. They can also request a mentor through the website.

Round 1 findings

1. Find a Mentor on Mentee Page was not quickly noticeable

2. User not clear on creating Chat Group

3. Action to Create an Account info can be more obvious

Round 2 findings

1. Mentor Page needed a separate Admin Page separated from Profile page

2. Next # Page indicator required for pages with multi Mentor Profile by Subject

3. More clarity on Mentor Availability needed

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

The description and steps of how to connect with a mentor was going to live on the ABOUT page with lead in banner on the home page. Usability finding help me understand that the clarity of steps to find and connect with a Mentor may be best upfront

Before

HP Banner with lead in text on steps to select Mentor. The "Read More" info will link to ABOUT page
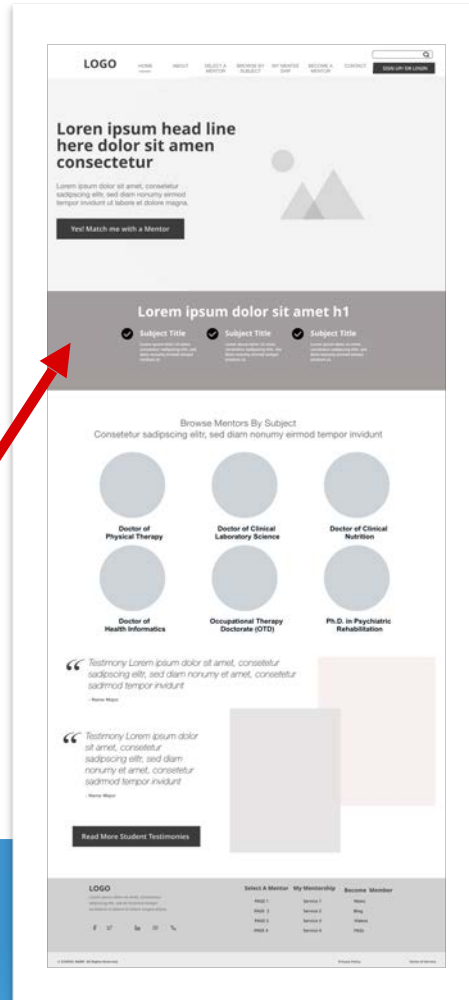
After

I decided to add all the 1-4 Steps of finding a Mentor on Home Page

Mockups

Separated the Mentor Page. The Mentor's needed separate a private Admin section to Manage its Chats Groups, make counter updater and keep their list of Mentors.
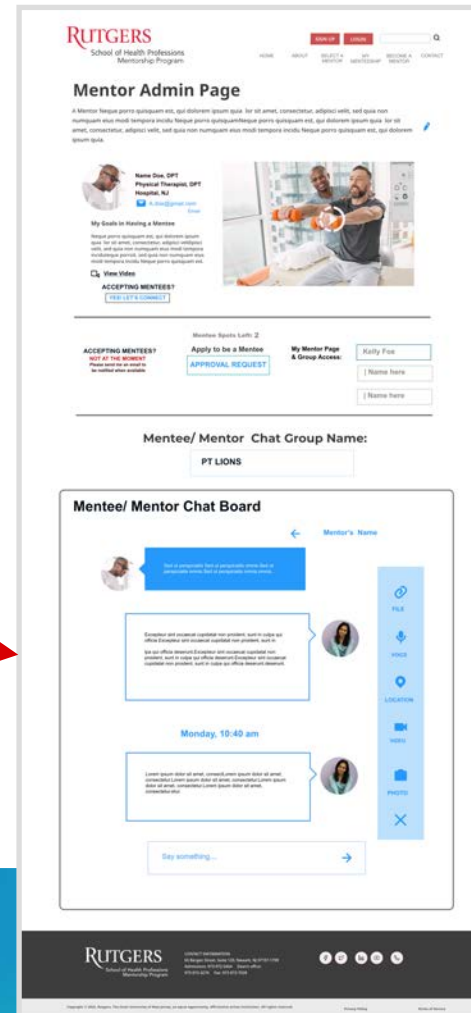
Before

This Mentor Profile page was open to the pubic page and only the first half was relevant to the public to see. I moved the Chat Board on the Admin's page.
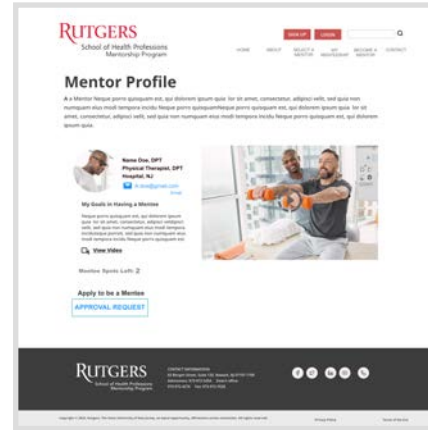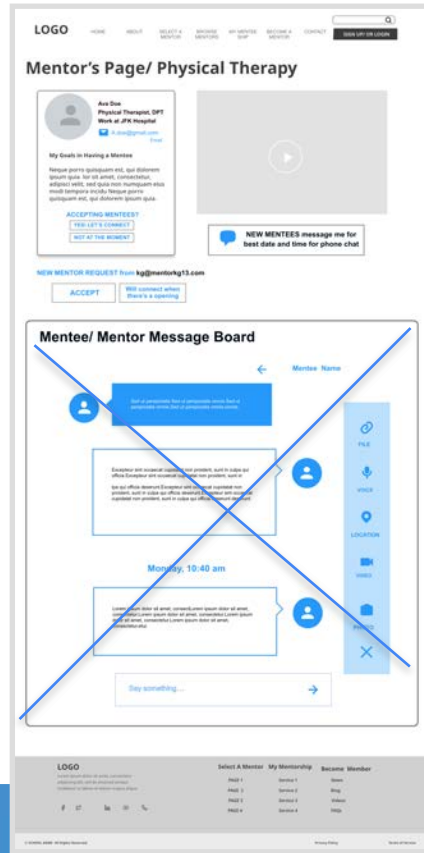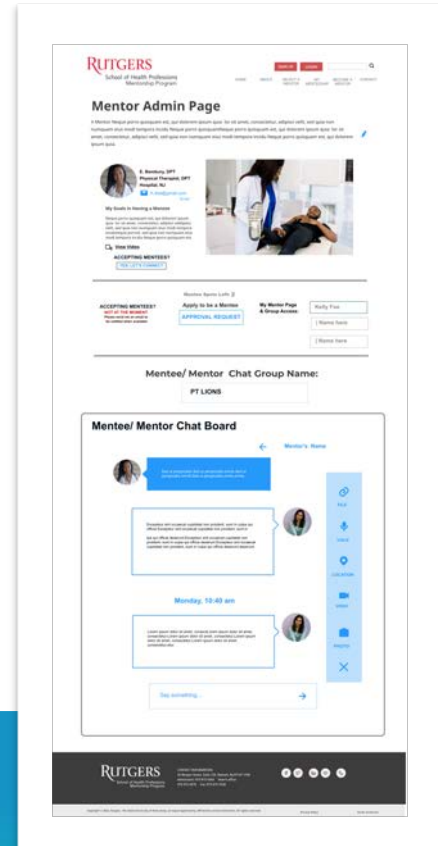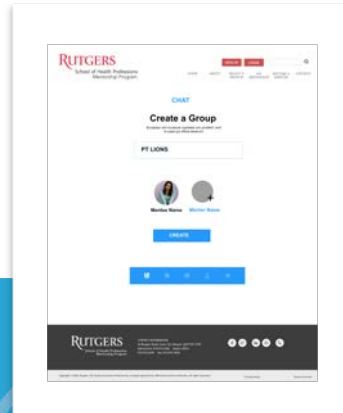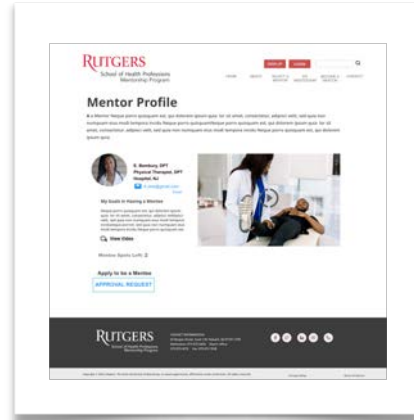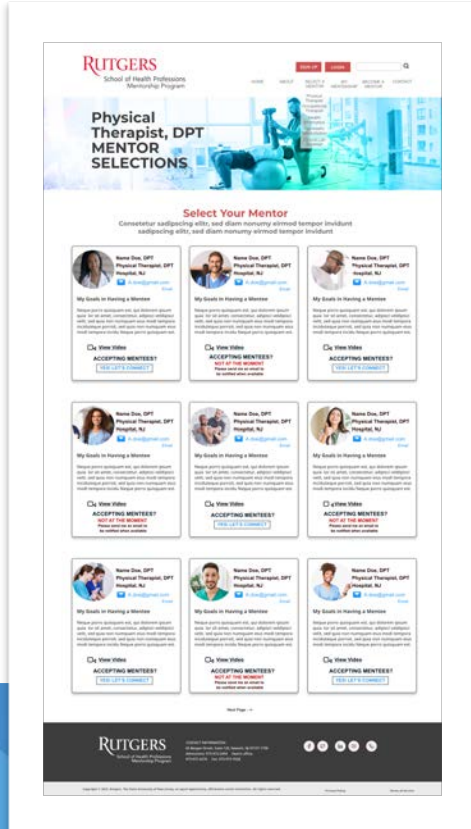
After

I separated the page functions. Mentor PROFILE Page. MENTOR ADMIN PAGE which includes Chat board

Mockups

High-Fidelity Prototype

https://xd.adobe.com/view/286b5365-890c-4f2e-990a-273d327a582c-7d38/?fullscreen
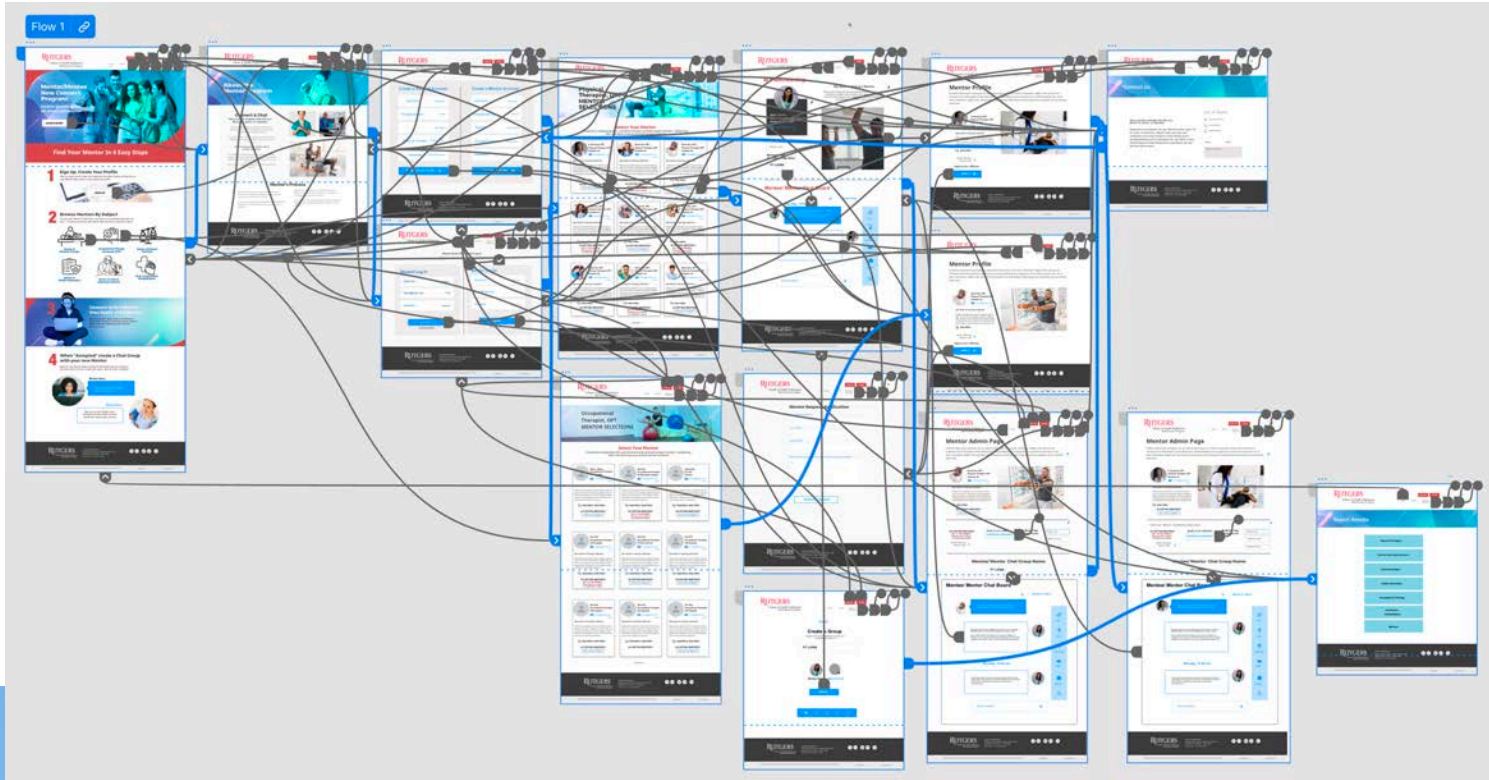
Accessibility Considerations

1

The Select a Mentor by subject resided in two areas of the home page, in the nav bar and icons on the homepage. Accessibility opportunity shows where there are large vector illustrations on the home page to select a mentor by subject.

2

Accessibility consideration number two was that I assured no copy content was below font size 20 points.

3

Accessibility consideration number three was that I assure the color contrast was bold against white type as needed.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The current mentor request process on the school website's are not meeting all the needs of students seeking mentorship. Students may not be aware of available mentorship opportunities, and the existing process is complicated and difficult to navigate, leading to low participation rates. Inefficient communication between mentors and students causes frustration and delays, while the limited options for mentor selection may hinder the effectiveness of the program.

What I learned:

What I learned was that designing a new mentor request flow was needed. The results are improved visibility, simplified the process, facilitated efficient communication, and expanded the range of mentor options can better serve the needs of students seeking mentorship.

Next Steps

1

Newer usability test convinced me to expand the user experience by facilitating a second communication option for students. Currently, the communication with mentor/mentee is a chat group.

2

Create an email notification button prompting Mentor or Mentee that communication has entered the group chat board. That would become the next evolving tech enhancement.

3

Continue building the other Health professions Mentor Request user flow, so that the site is complete and perhaps have monetizing options.

Let's Connect!

Feel free to reach out to me with questions,
and/or interest in working together

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Thank you!