Redesigning the Mentor Buddies Onboarding Experience

Case study by:
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Project Overview

Mentor Buddies is a mobile app where members can find a design expert to chat with privately for about 15 minutes, in exchange for a small donation to the charity the mentor has chosen.

Design Buddies
An inclusive design community

How might we design an onboarding experience that encourages new users to start their first mentor session?

Stakeholder Interview with Grace Ling

Stakeholder Interview with Grace Ling

We wanted to learn more about the current solution, and some of the things that were working (and not working) in the Mentor Buddies beta launch.

We interviewed Founder Grace Ling to learn more about where to focus our efforts
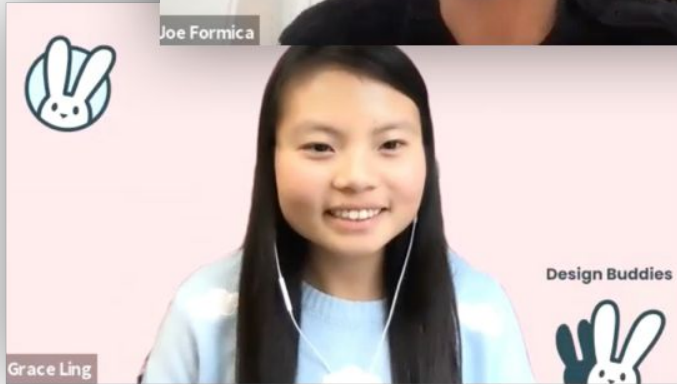
Key Findings from the Interview

Goals

What do they want to accomplish?

- To increase conversion rate. Sign up & take 1st session.

- Taylored mentorship.

What's Working?

What are the positive parts of the current experience?

- Positive experiences & good questions being asked by mentees.

What needs improvement?

Where is the current solution falling short of business and/or user goals?

- Not sure why dropping off.

Key Findings & Insights

Mentor Buddies
PRESENTED BY DESIGN BUDDIES

Hello, welcome!

We're an inclusive, friendly community of mentors.

Get **instant answers** to your questions from industry pros.

Select topics you're interested in, so we can match you an awesome mentor!

✓ UI/UX   ✓ FRONT END...

BACK END DEV   AR/VR

A.I.   VOICE

Continue

Director of Design @ Airbnb
CHARITY: Heart to Heart Int.
🟢 *Available to Chat Now!*

Allie Una Robertson
Senior Designer @ Mailchimp
CHARITY: Breast Cancer Foundation
🟢 *Available to Chat Now!*

Shannon Chung
Head of Design @ Spoonful
CHARITY: The Innocence Project
🟢 *Available to Chat Now!*

Brian Bernard
Product Design Director @ reMarkable
CHARITY: World Central Kitchen
Available to Chat Now!

Mentors   Profile   To-Do   Offers

Mentor Buddies
PRESENTED BY DESIGN BUDDIES

Create Your Profile

Provide us with a few details about yourself so we can verify your identity and get you connected to our community of mentors.

Name

Email

Password

Continue

ABOUT

Hi, I'm Natasha! I've been in design for the last 12 years. I hope we can talk soon!

MATCHED INTERESTS

UI/UX • FRONT END DEV

TALK TO NATASHA

Donate $5.00
to World Central Kitchen
FOR 15 MIN CHAT WITH NATASHA

Make Donation and Start Chat

Mentors   Profile   To-Do   Offers

Mentor Buddies
PRESENTED BY DESIGN BUDDIES

Verify Your Identity

Use your phone number to verify that you're real and not a robot! We'll send you a quick text.

Area – Phone Number

iPhone
+13802224635

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
	0	⌫

charged for your donation until the session is over.
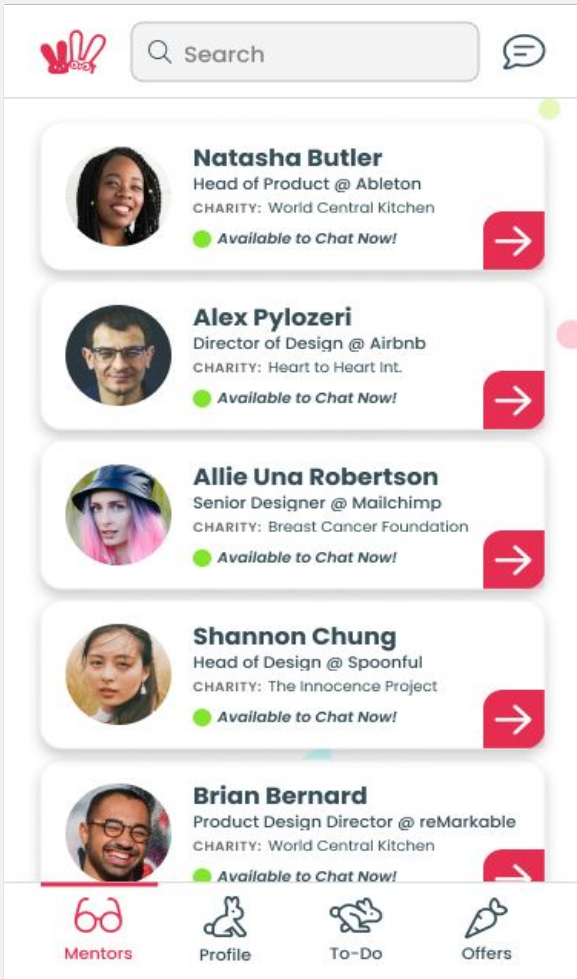
⊕ Write a message... 🎤

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M ⌫
123   space   return

Mentor Buddies
PRESENTED BY DESIGN BUDDIES

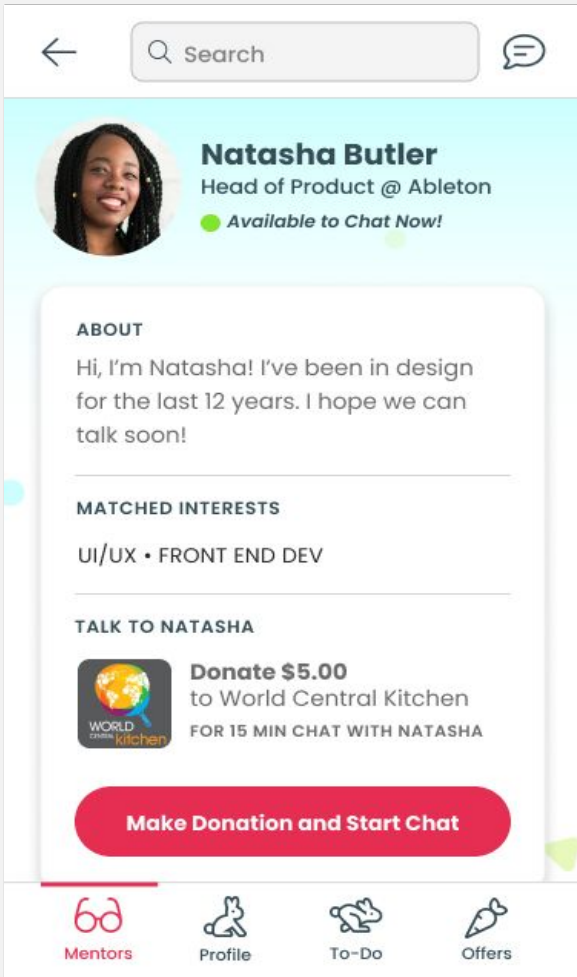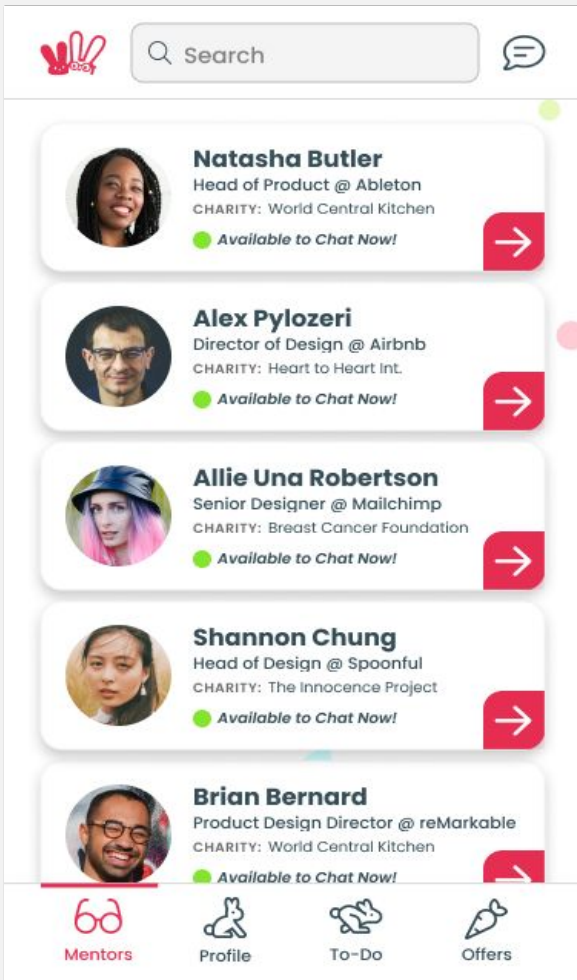*Matching you to 545 of our best mentors...*

Point of Friction

Based on the 61% drop off rate on this screen, we identified this area as a possible point of friction in the onboarding process.

User Insights

Based on findings from usability testing, we believe this is a point of friction because they are overwhelmed by the amount of mentors and lack of information about them.

Solution

How might we provide adequate information to help gain the user's trust that these are the correct mentors for them?

Point of Friction

Based on the 81% drop off rate on this screen, we identified this area as a possible point of friction in the onboarding process

User Insights

Based on findings from usability testing, we believe this is a point of friction because they don't have a sense of trust in whether or not this is the right mentor for them.

Solution

How might we help answer user's questions so that they can feel confident making a donation to set up a chat with this mentor?

Point of Friction

Based on the significant amount of time spent on this page, we identified this area as a possible point of friction in the onboarding process.

User Insights

Based on findings from usability testing, we believe this is a point of friction because they aren't sure how these mentors were chosen or how to choose their mentor on this list of many. And lack of choices for charities to donate to.

Solution

How might we help users feel confident that our onboarding process will help them get to the right mentor?

Stakeholder & Team 5 Presentation

Overview

We were tasked with designing an onboarding experience that motivates new users to start their first mentor session.

In this presentation, we'll summarize key design decisions we made to improve this experience.
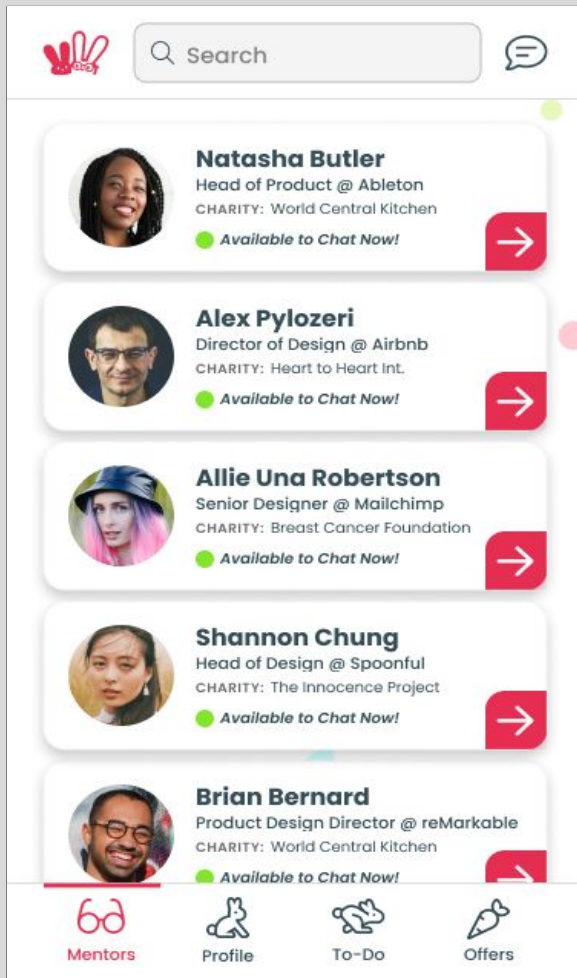
Points of Friction

In looking at the current analytics, we identified a few possible points of friction in the onboarding process, and some user anecdotes that explain these metrics

1. This screen had a drop-off rate of 61%, due to the **overwhelming amount of mentors available.**

2. This screen's average time on page was *way more* than any other page, due to the **user's indecision on which mentor was right for them.**
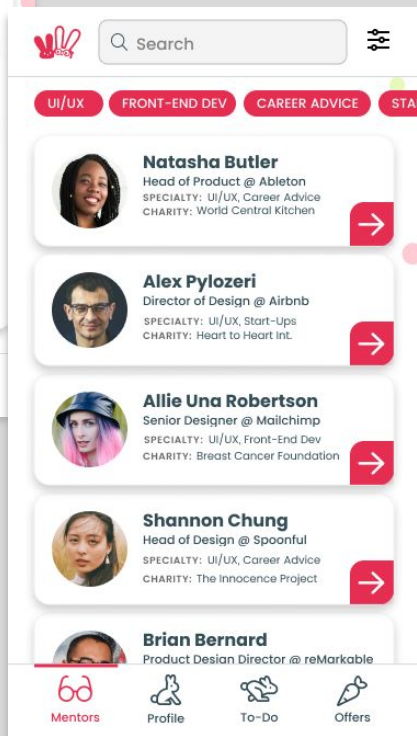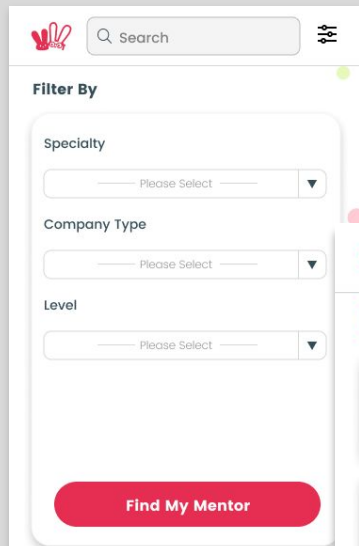
Design Solution Highlight #1

To address these points of friction, we created this solution to test with users.

Based on the current drop off rate on the mentor list and the feedback we received we believe our solution will **work well** to help the users feel more confident that they've matched with a well-suited mentor.

1. **Filter:** Empower the user to have more control over their own experience
2. **Add Details to Mentor List:** Help the user make a more informed decision about their mentor

Design Solution Highlight #2

Based on the current drop off rate at profile creation and the feedback we received, we believe our solution will **work well** to help the users feel confident that the app is worth their time.

Change the user flow by moving the 'create profile and verify identity,' so that users are able to see their mentor choices *prior* to creating a profile. This helps user make an informed decision on their own about the app's usefulness.
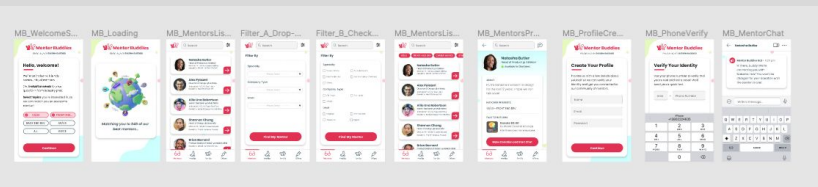

V1
Drop-Down
Menu

V2
Checkboxes
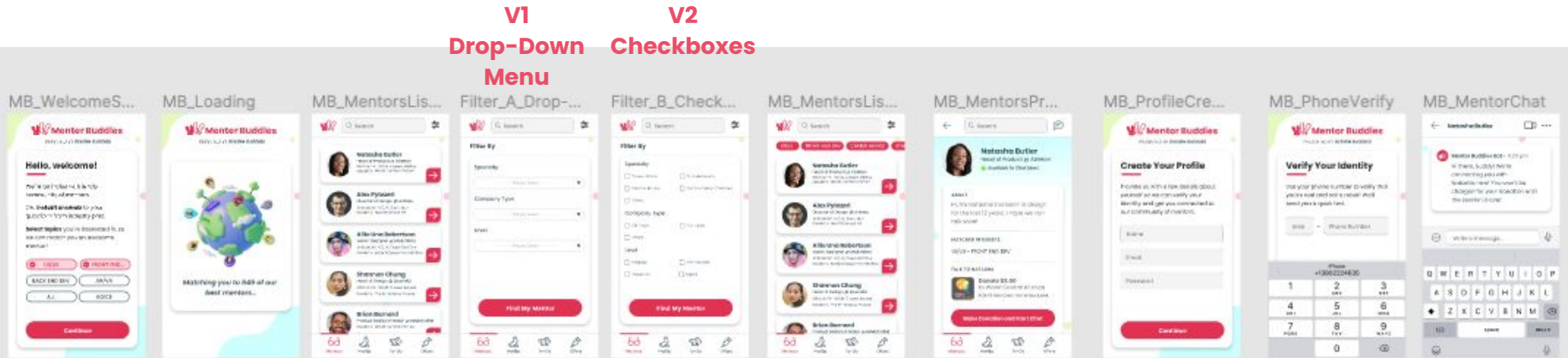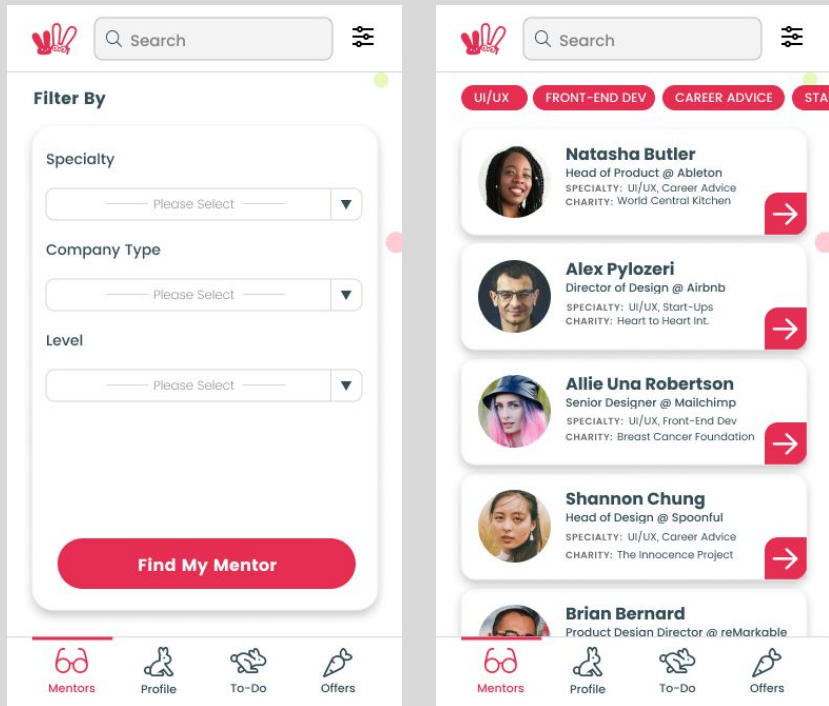
Measuring Success

We would measure the overall success of our solution by tracking these metrics

New Userflow
1. Track conversion rate. Number of new accounts within a 2 week beta test vs the previous 2 week beta test.
2. Track the number of donations/chats.

Filter & Details
1. Track the amount of time spent on the mentor list within that 2 week beta.
2. Track if people are making specific choices or if they're just clicking CTA.

V1
Drop-Down Menu

V2
Checkboxes

Testing Solutions

1. A/B test the filters page with checkboxes and dropdowns in order to test the visual appeal and accessibility

2. Test new user flow vs previous user flow: qualitative feedback like user's reaction to earlier mentor access & how many more accounts are created.

3. Survey users to ask what criteria is important

Feedback and Questions

List a few questions that you would like input on - try to be specific!

- Are there any other filters that would be helpful for the users to select a mentor?