

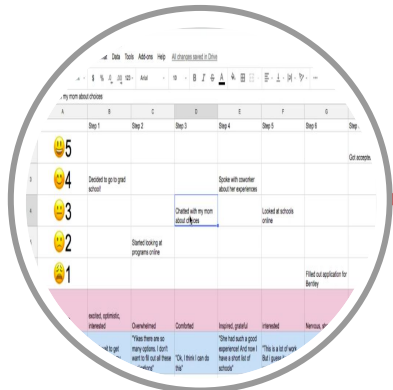
# HF CommunID

**TEAM: GHOSTBUSTERS**

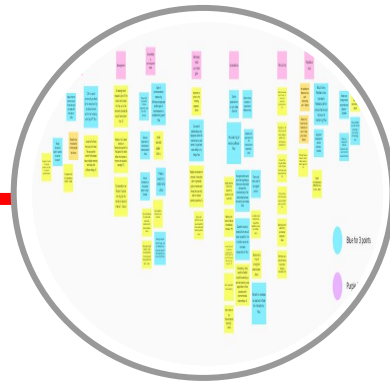


Chelsea Lombardi  
Jessica Marriott  
Margot Lieblich  
Pratyusha Nellutla  
Shannon Mastrangelo

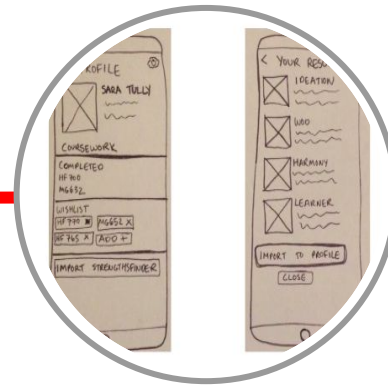
# OUR JOURNEY



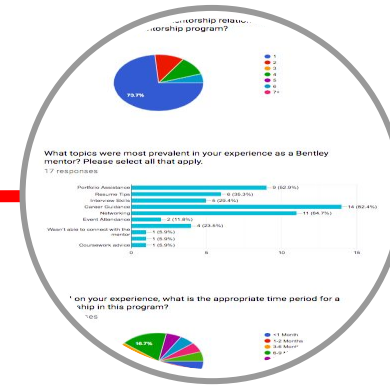
RESEARCH PHASE 1



ANALYSIS



SKETCHING



RESEARCH PHASE 2



DESIGN & PROTOTYPE ITERATION

# RESEARCH METHODS

## User interviews



Participant Journey Maps

3 Mentees

3 Mentors

## Expert interviews



1. Current mentorship-program administrator
2. Personal/life coach outside of HFID program

## Quantitative survey



To investigate the specific behaviors of Mentors and Mentees currently in mentorship program

## Competitive Analysis



Secondary research on similar applications

# QUALITATIVE HIGHLIGHTS

- **Some of the mentees aren't ready to have a mentor or don't understand the mentor relationship.**

“Sometimes the interaction may have just been too early, heart in the right place, but not in need of a mentor.”

- **Most of the mentees and mentors like to have the expectations set for the mentorship program.**

“No expectations were set in the beginning so there was a disconnect between the understanding of the relationship between the mentor and mentee”

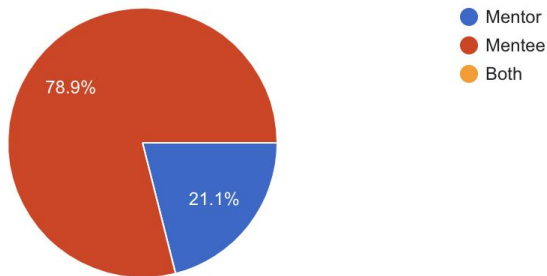
- **Most of the mentees and mentors aren't sure of how to get started**

“I'm struggling to come up with things to ask.”

# QUANTITATIVE HIGHLIGHTS

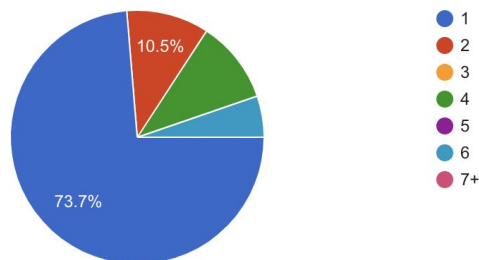
What role have you served in the Bentley mentorship program?

19 responses



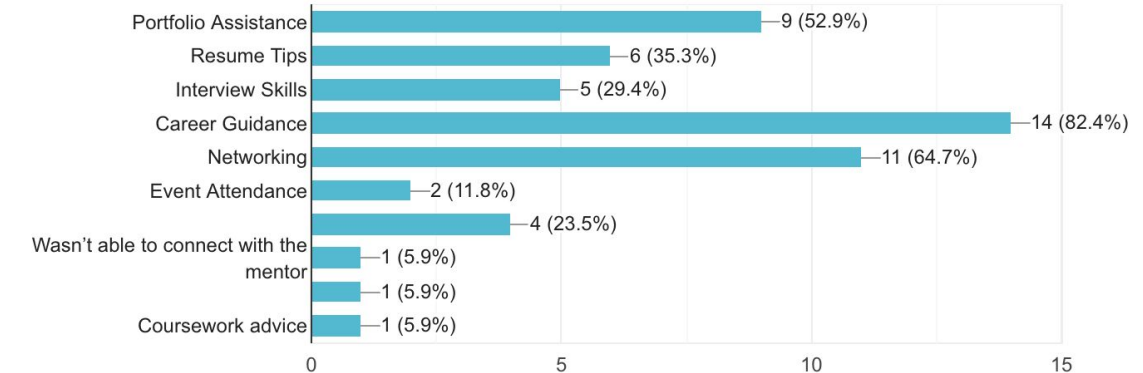
How many different formal mentorship relationships have you had through the Bentley mentorship program?

19 responses



What topics were most prevalent in your experience as a Bentley mentor? Please select all that apply.

17 responses



*"There needs to be a good match between interests (mentee) and experiences (mentor), as well as point in career to make it a successful relationship."*

# CORE THEMES

## Meaningful Matches

In order to allow for more meaningful matches, mentees should only be provided a mentor when they have a purpose or goal to achieve.

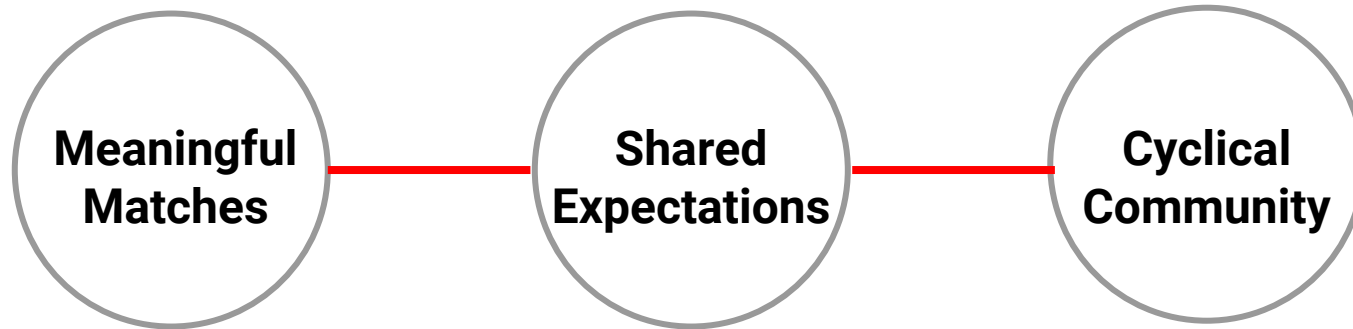
## Shared Expectations

To help build better mentor/mentee relationships, the solution should encourage mentees and mentors to share their expectations with each other.

## Cyclical Community

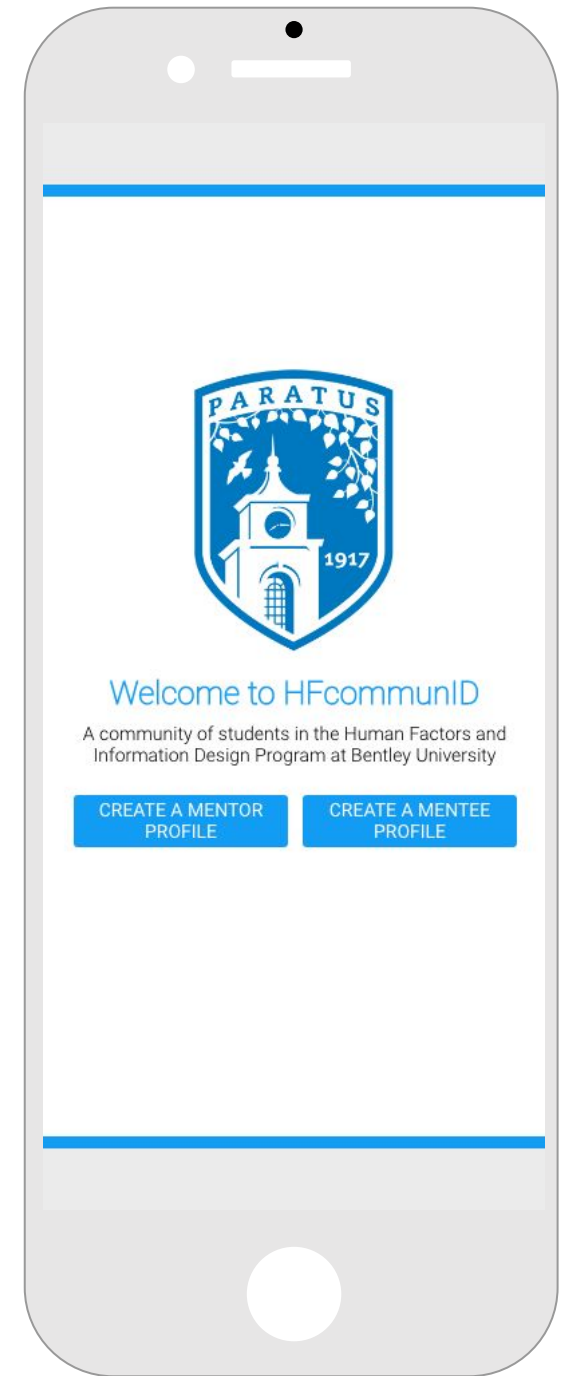
Facilitate positive experiences in mentees so that they can be equipped to serve as future mentors, and reduce the need to actively recruit for the mentorship program.

# HF CommunID



HF CommunID is an app that brings the entire community together to provide students with the right level of guidance through:

- Professional mentors
- Peer to peer mentors
- Virtual group info sessions (community access)



# MATCH CRITERIA

In order to provide students the appropriate experience for their needs, the app will sort them into one of the three mentorship programs using the following criteria:

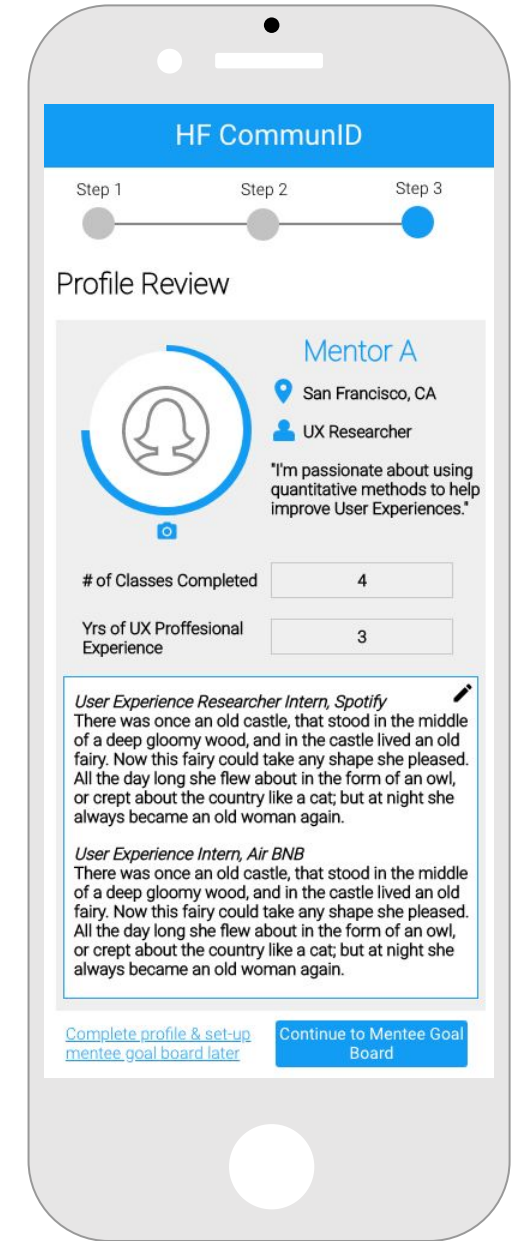
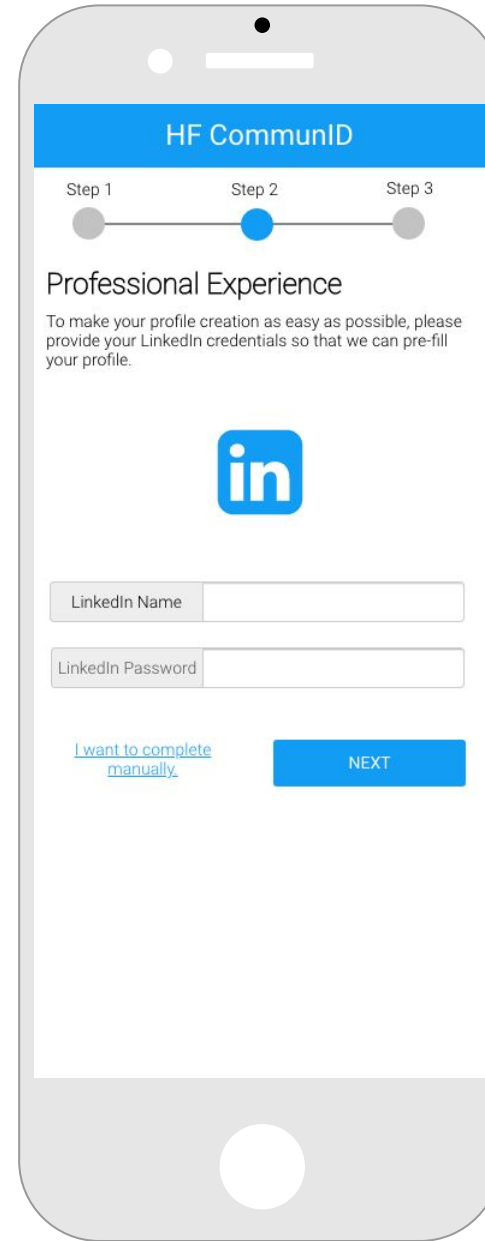
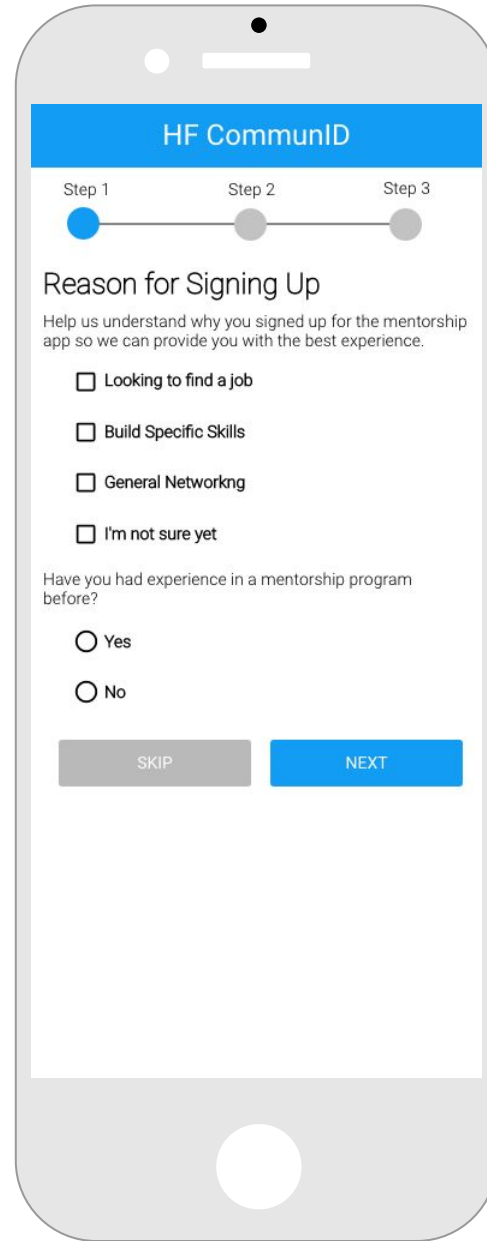
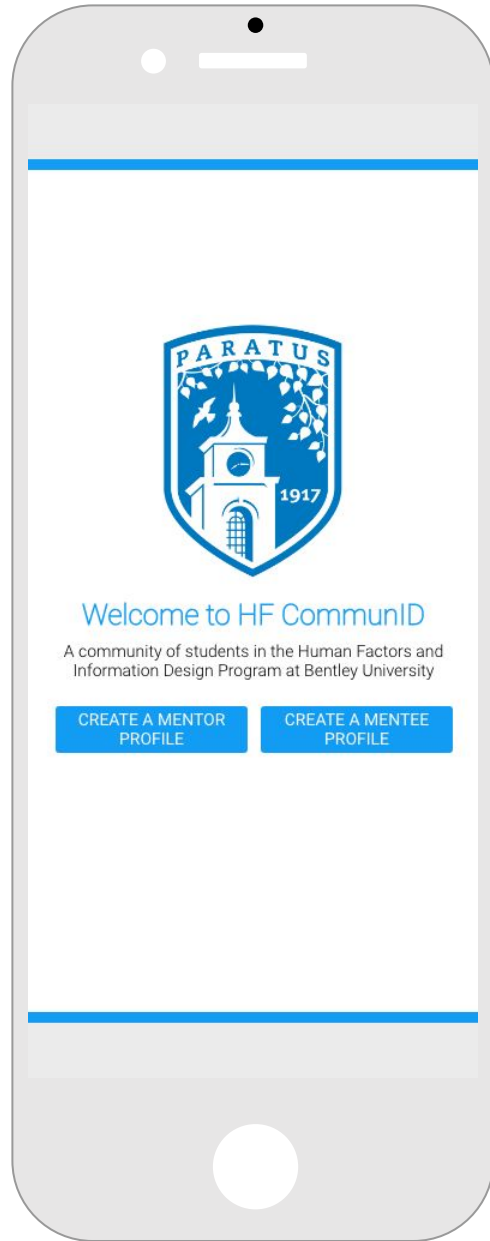
Source	Community Access	Peer to Peer Mentorship	Professional Mentorship
Linkedin/manual entry in profile	<ul style="list-style-type: none"><li>• Student is new to HFID program</li></ul>	<ul style="list-style-type: none"><li>• Student has experience in HFID program (over 1 semester) OR meets mentorship program criteria below</li></ul>	<ul style="list-style-type: none"><li>• Student has experience in HFID program (over 1 semester)</li></ul>
Answer to multiple choice questions	<ul style="list-style-type: none"><li>• Student does not have prior experience in another mentorship program</li><li>• Student does not have specific mentorship goal</li></ul>	<ul style="list-style-type: none"><li>• Student has experience in mentorship program OR meets HFID experience criteria</li><li>• Student has specific mentorship goal</li></ul>	<ul style="list-style-type: none"><li>• Student has experience in mentorship program</li></ul> <p>Note: experience with P2P mentor can serve as mentorship program experience</p> <ul style="list-style-type: none"><li>• Student has specific mentorship goal</li></ul>



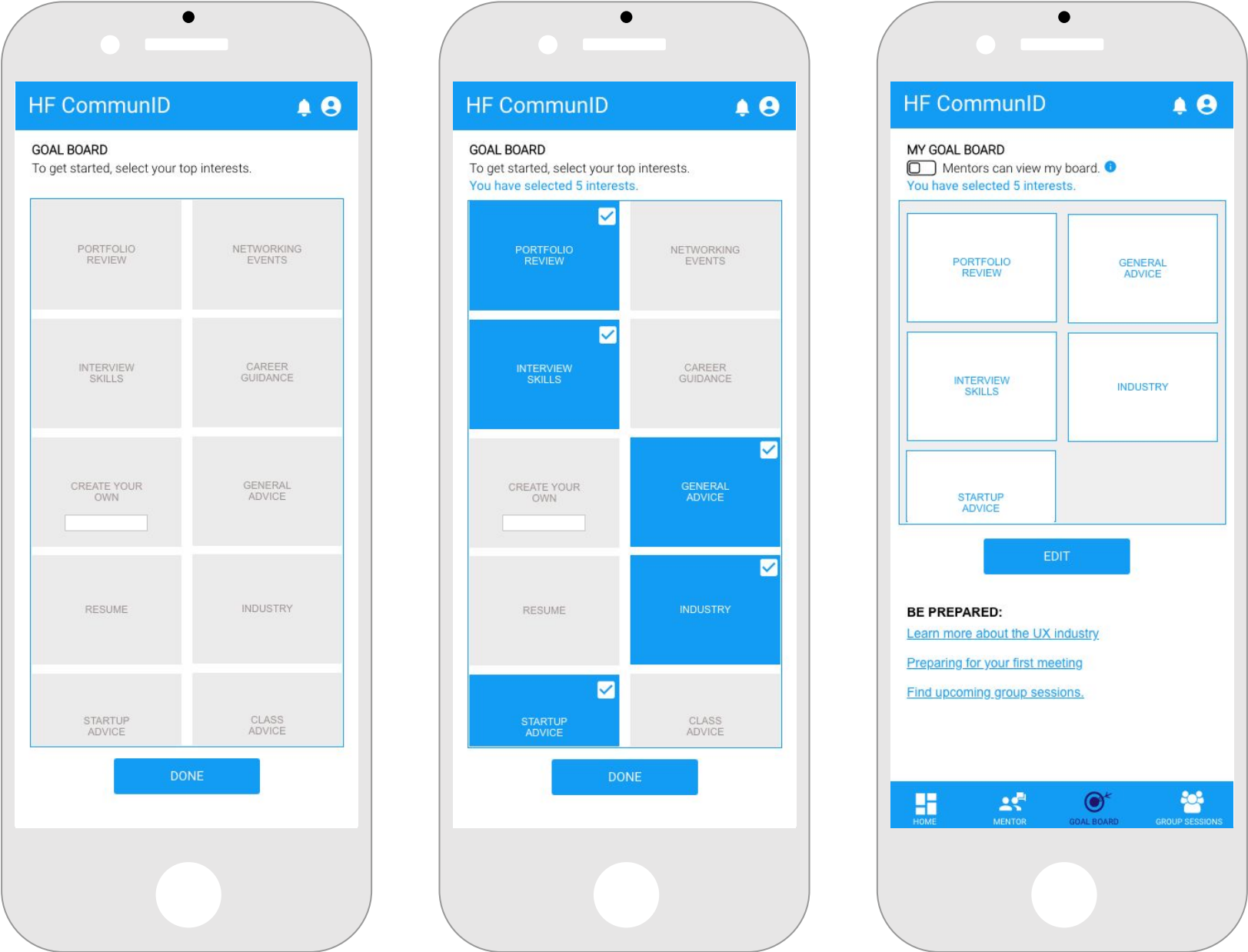
# ON-BOARDING PROCESS

Meaningful  
Matches

Shared  
Expectations

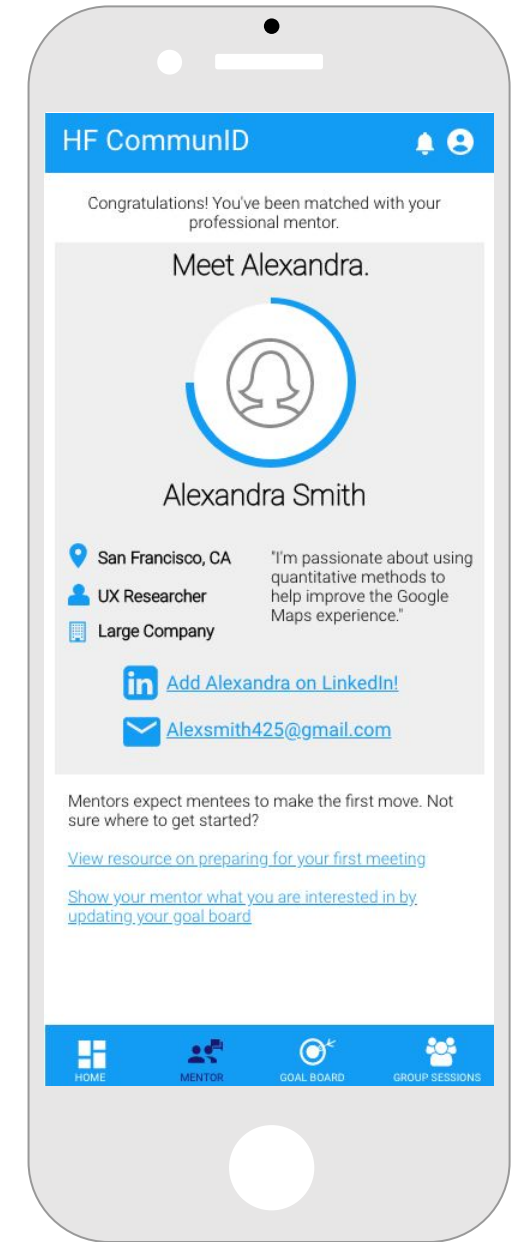
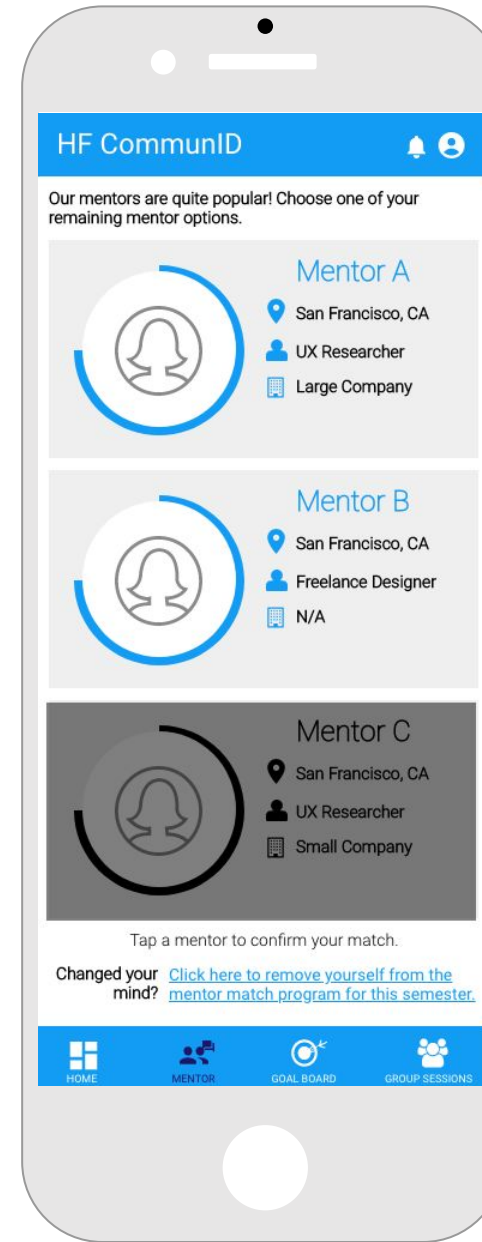
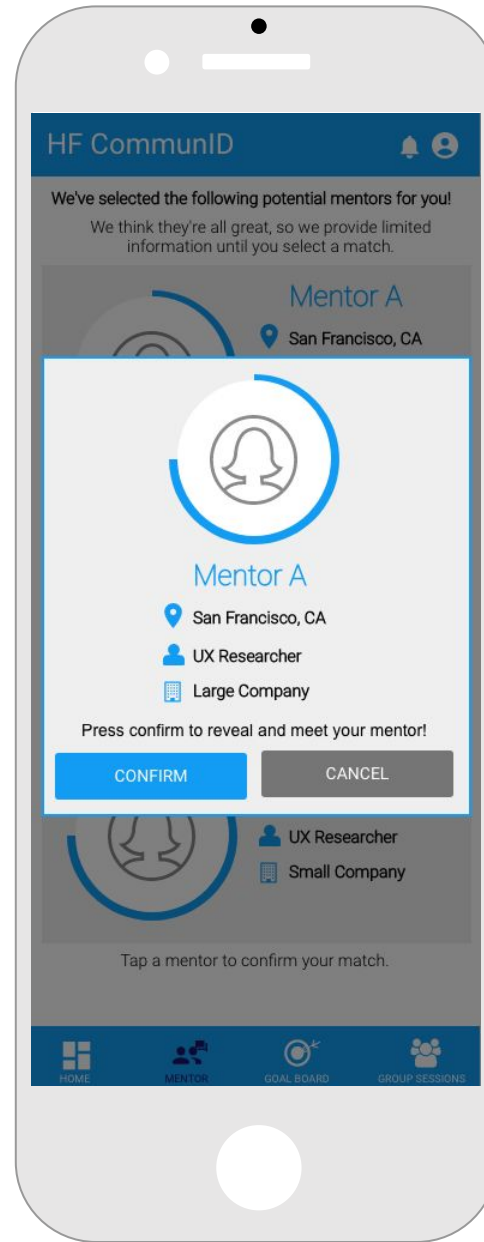
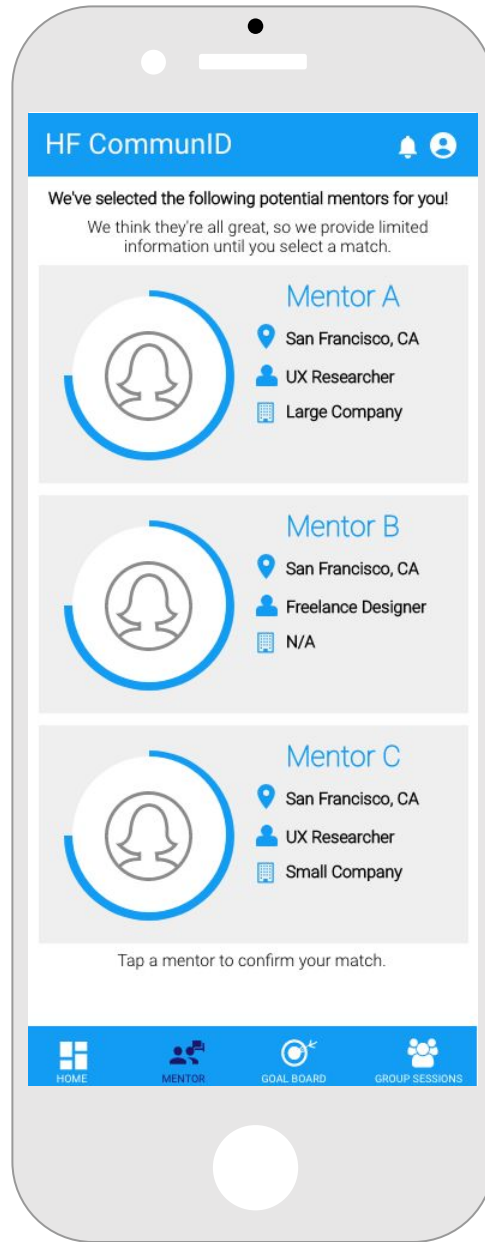


# GOAL BOARD CREATION



# MENTOR-MENTEE MATCHING

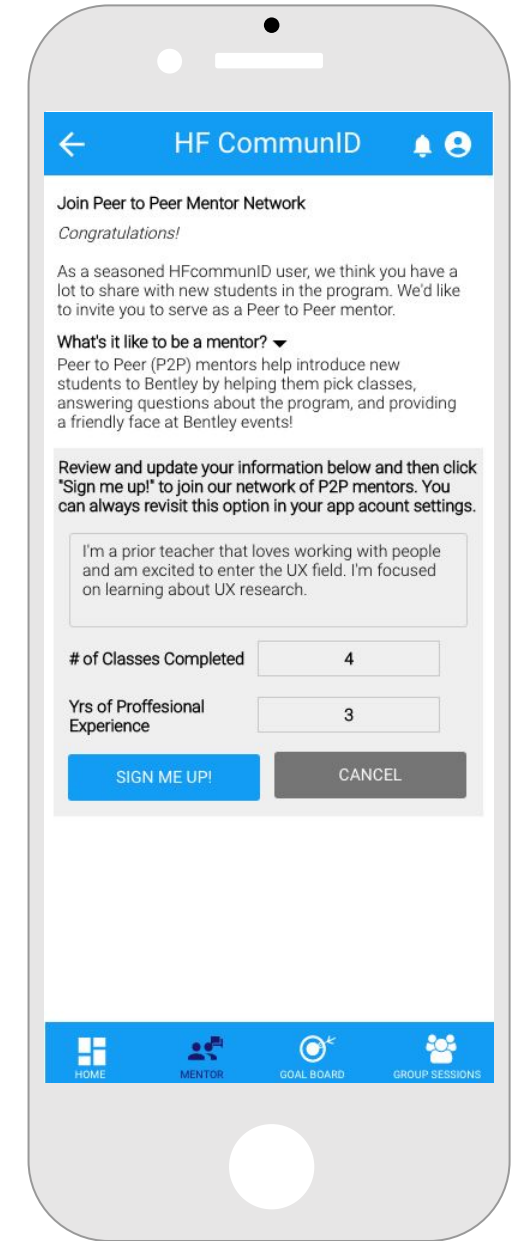
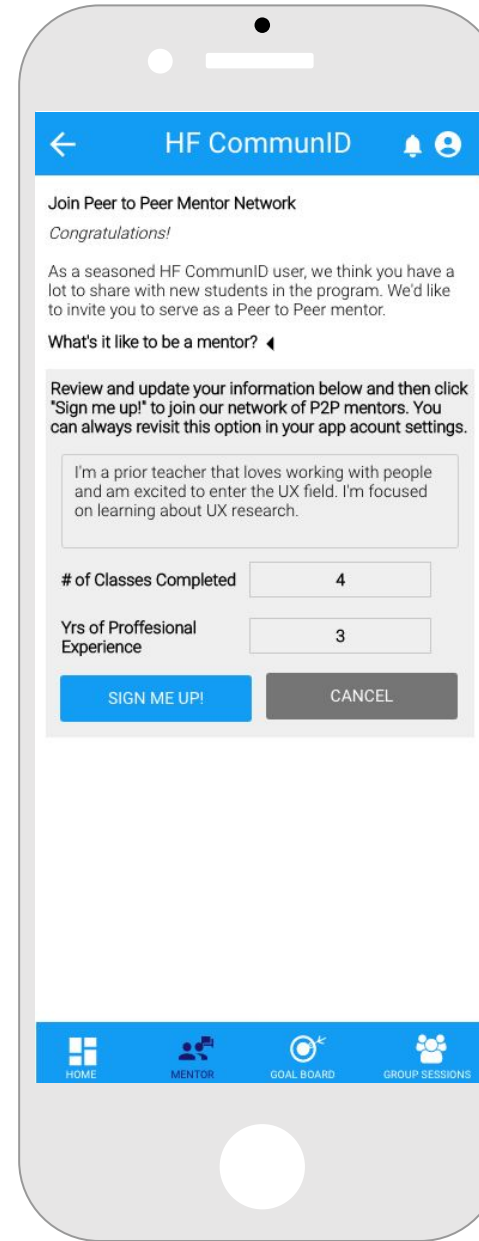
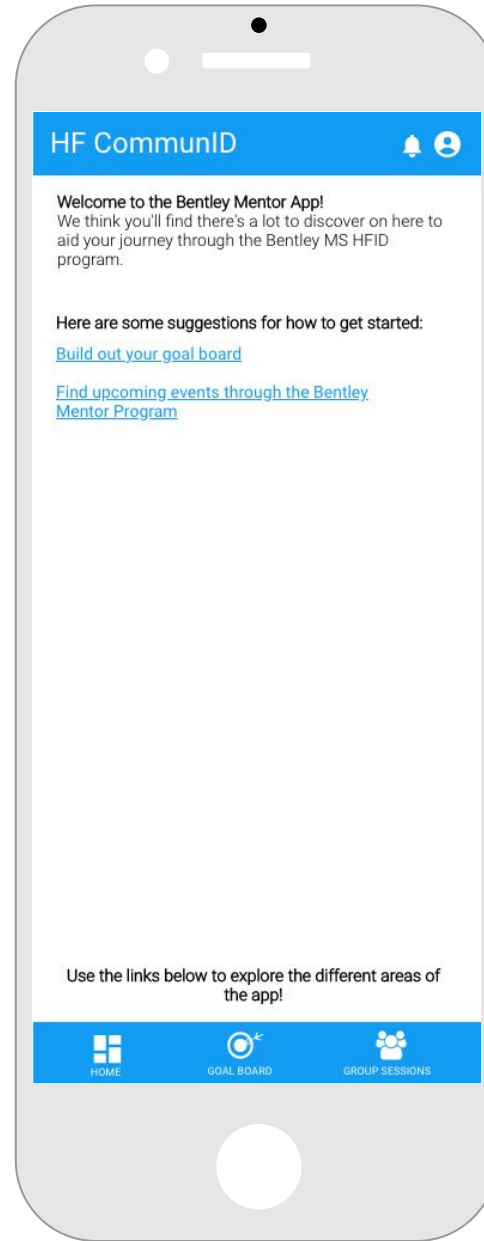
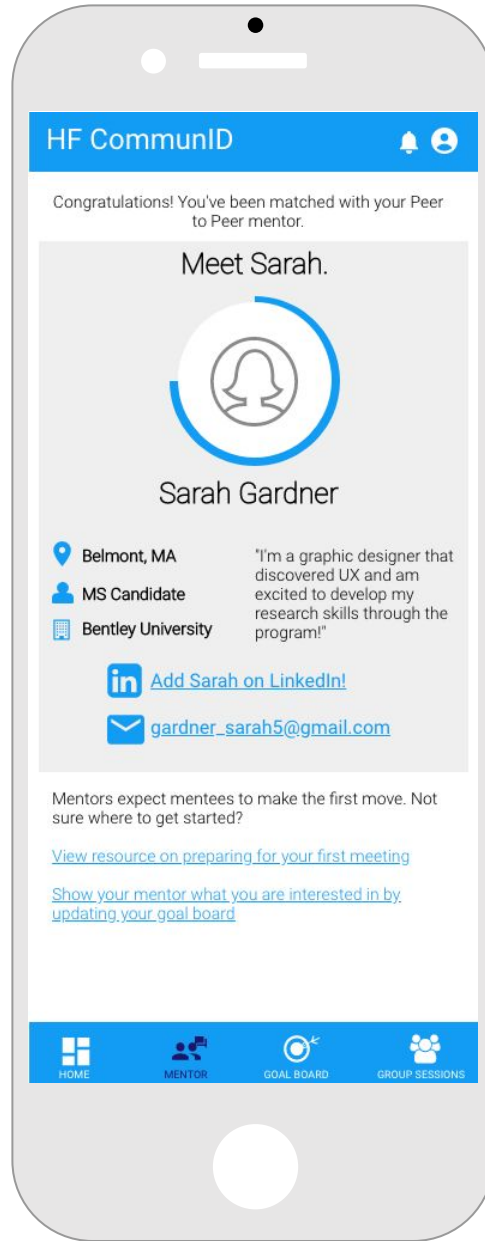
Meaningful  
Matches



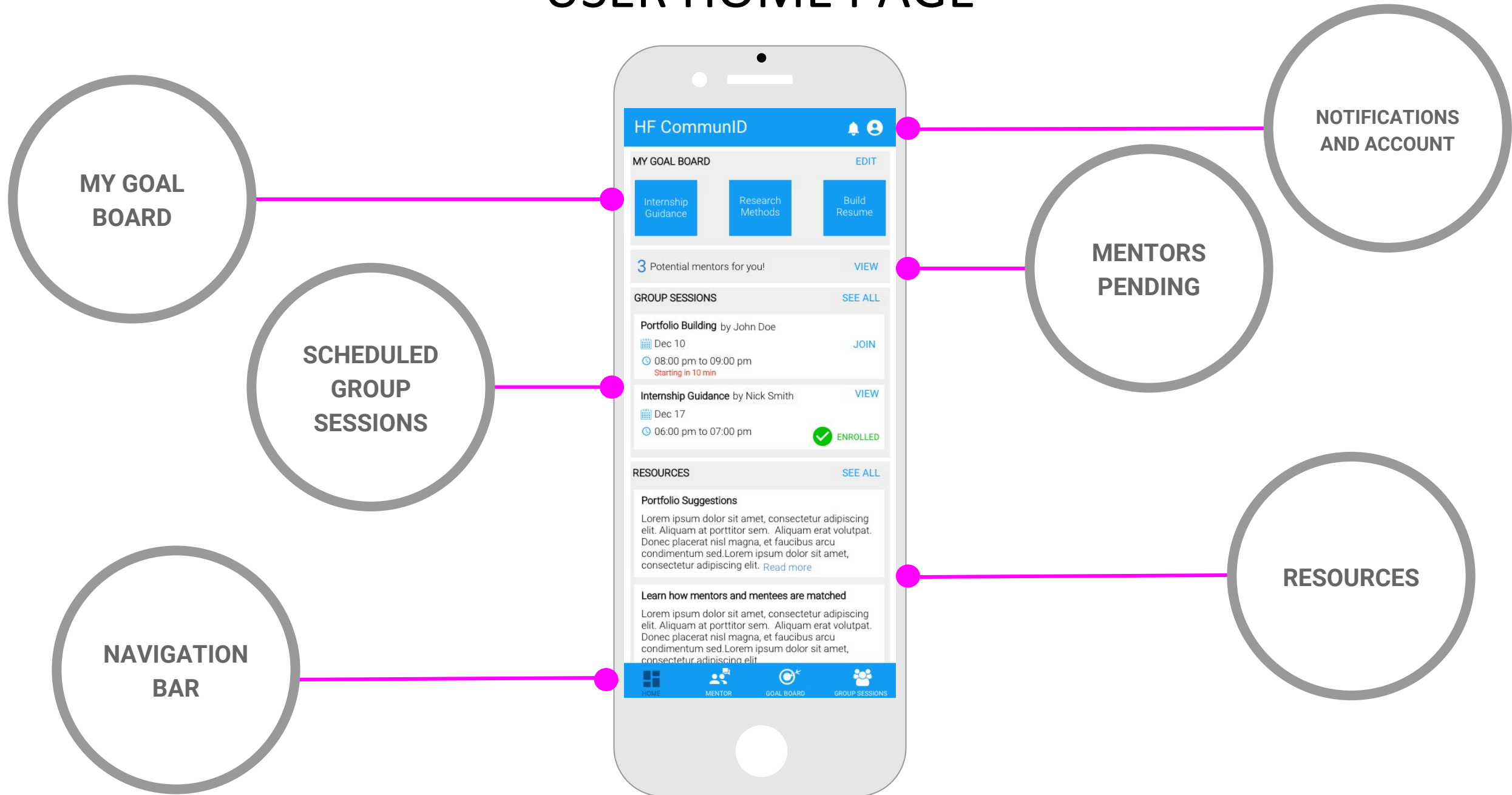
# MENTOR-MENTEE MATCHING

Meaningful  
Matches

Cyclical  
Community



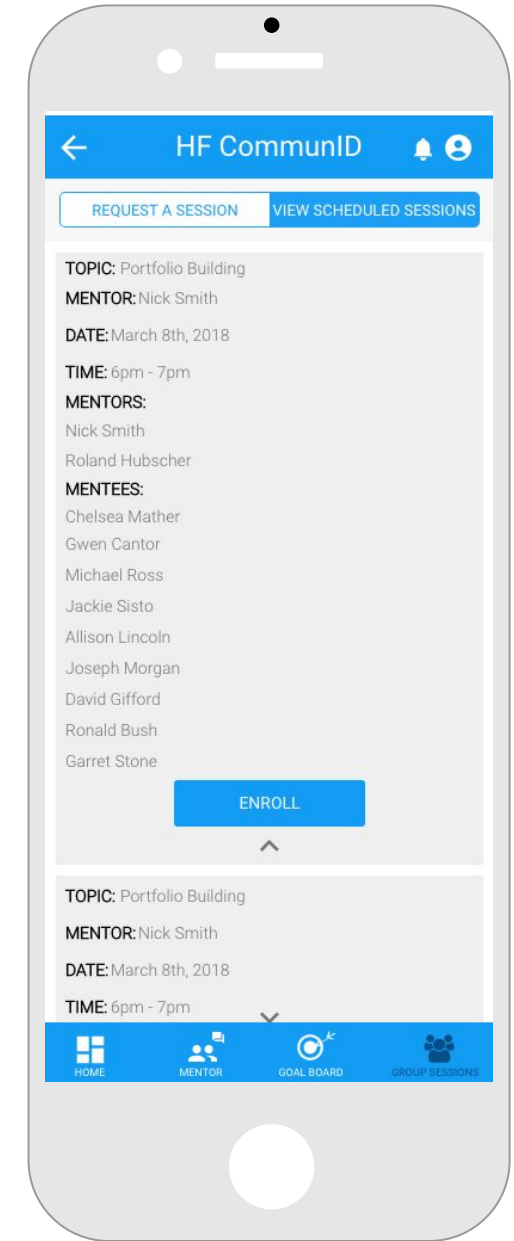
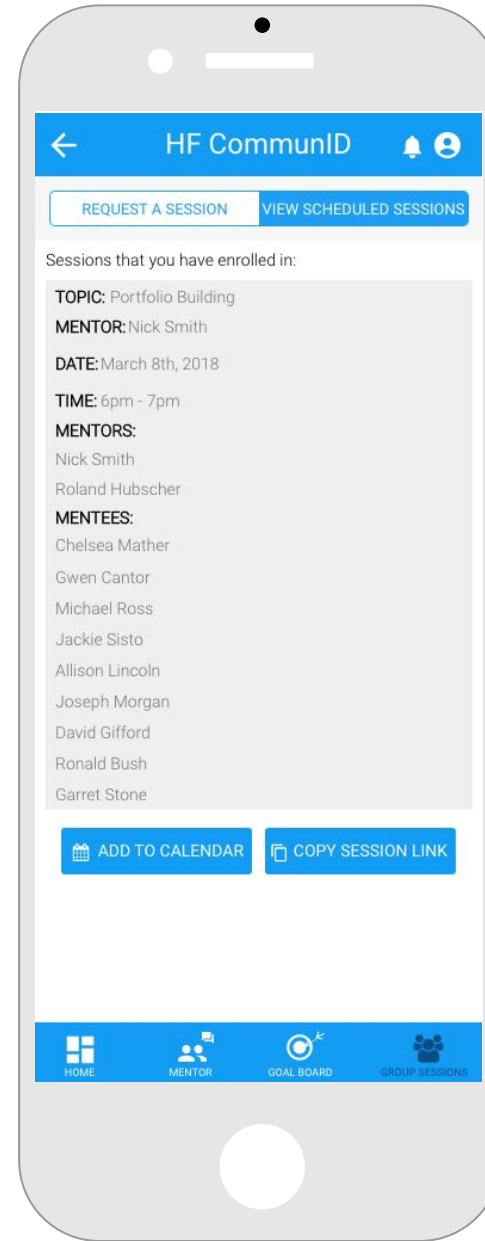
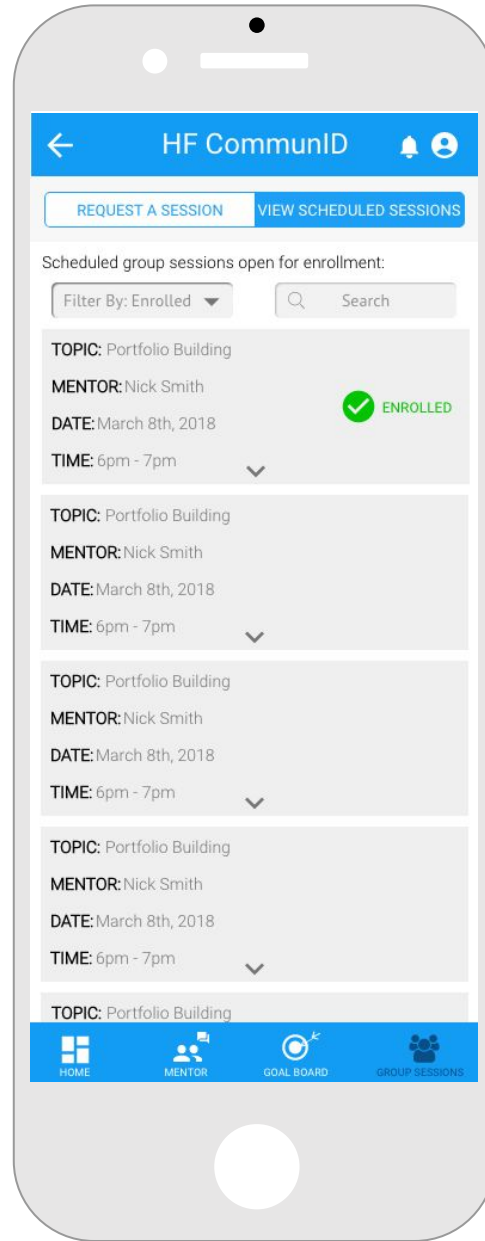
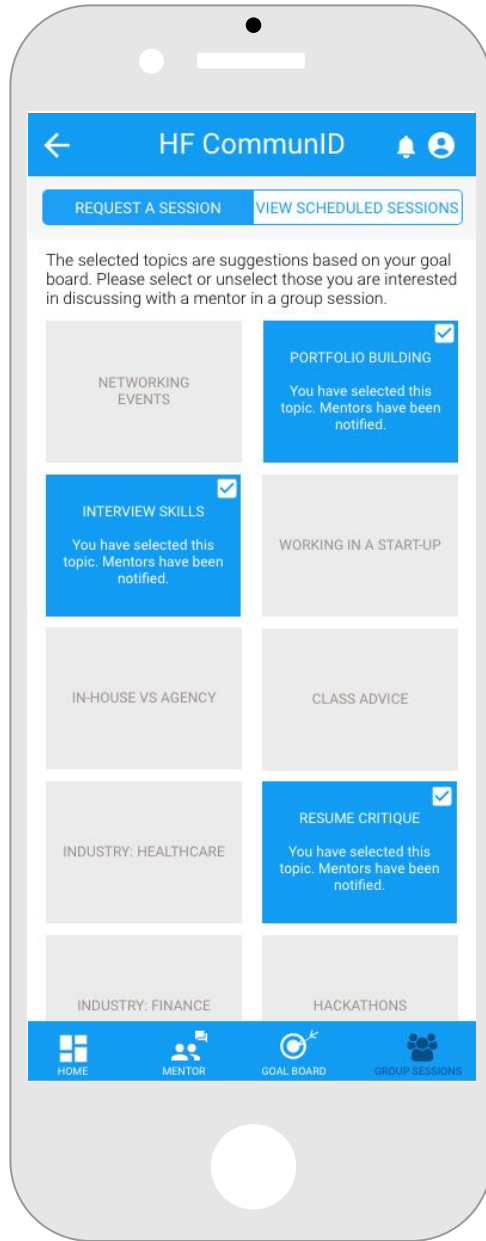
# USER HOME PAGE





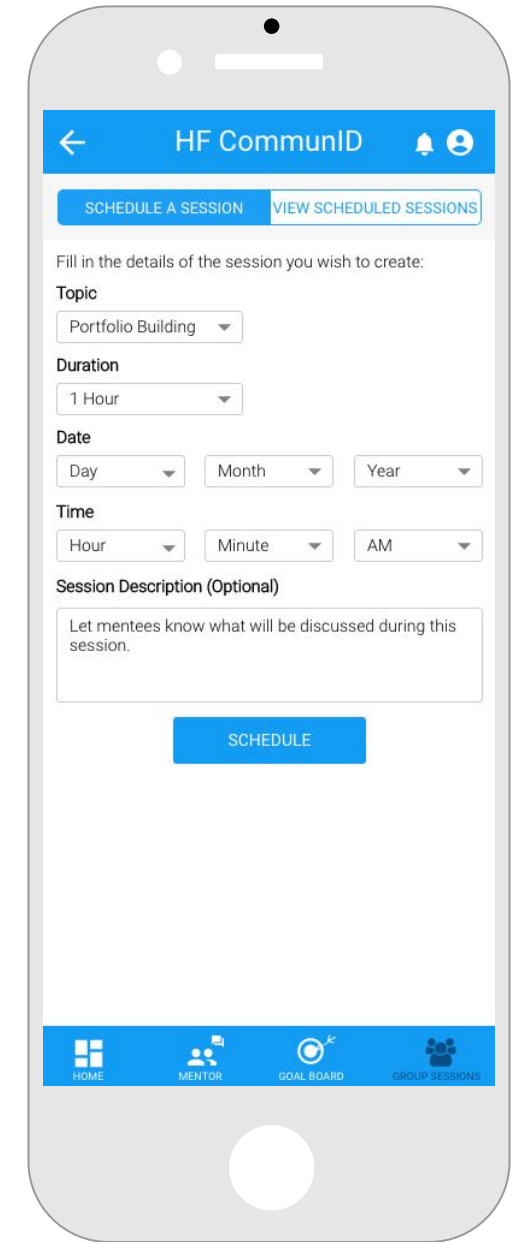
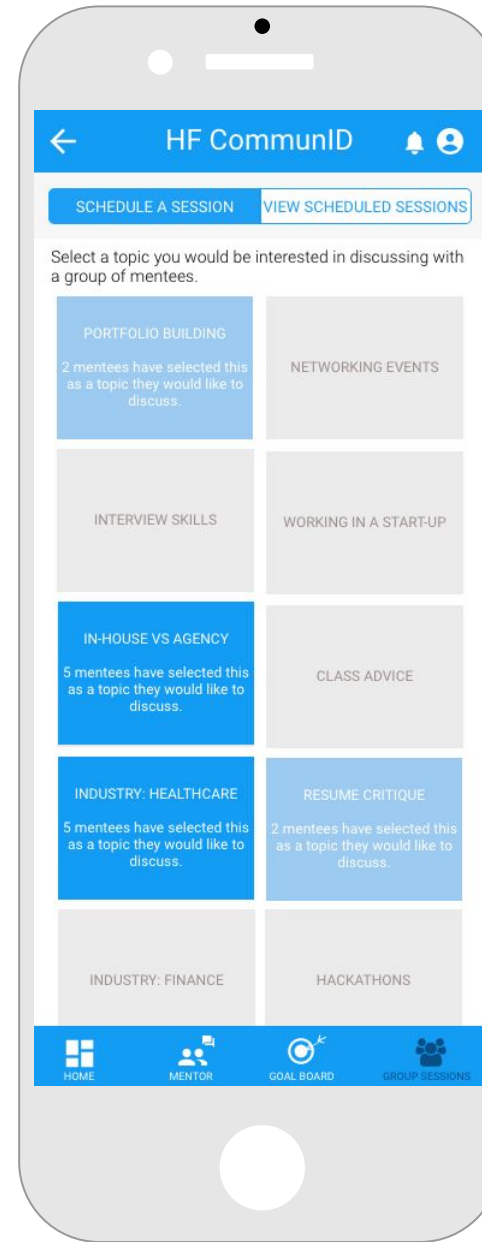
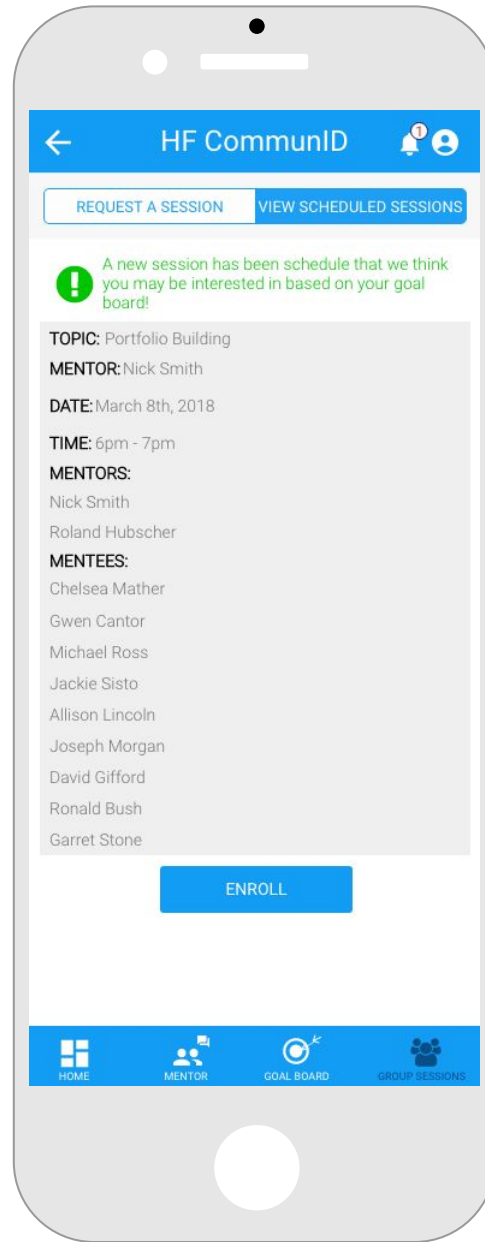
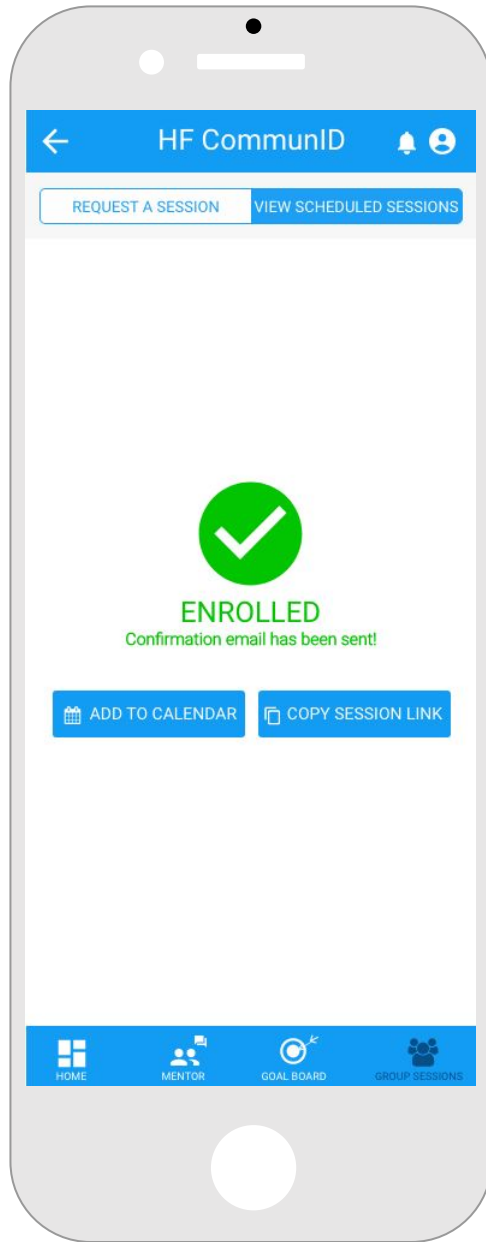
# VIRTUAL GROUP SESSIONS

Cyclical  
Community



# VIRTUAL GROUP SESSIONS

Cyclical  
Community



## Meaningful Matches

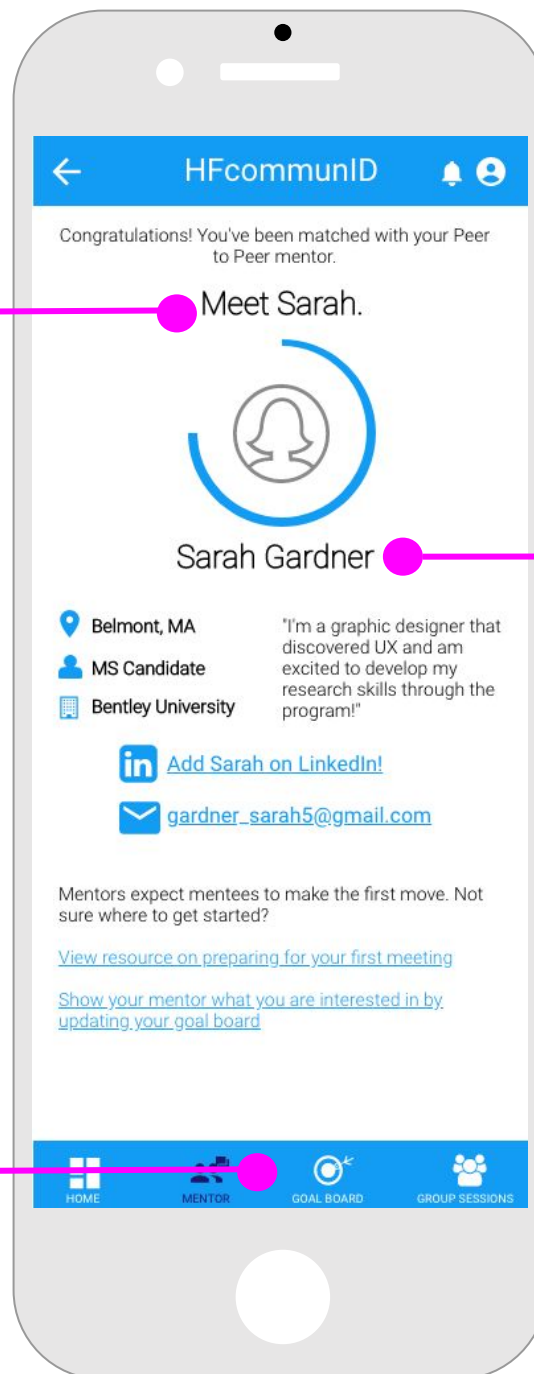
### Match Criteria

With our purposeful match criteria, mentees are guided during the exploration phase, and provided a 1:1 mentor as they develop their own personal goals.

## Shared Expectations

### Goal Board

Using the goal board, mentees can explore new ways their mentor might help them, while sharing their needs directly with their mentor.



## Cyclical Community

### P2P Mentorship

By having more senior students serve as peer mentors, we can establish a community of resources that will stay engaged in the program beyond graduation.



## Meaningful Matches

### Match Criteria

W  
exp  
n

“You are not here for 2 years or 1 year and then you are gone. This mentorship is really a part of our community... When you come to us, you become a part of that community.”

- Roland Hübscher

Use  
exp  
help them, while sharing their needs  
directly with their mentor.

