Goldsmiths
UNIVERSITY OF LONDON

re:coded

Improving Digital Mentorship

Insights and Recommendations from Re:Coded Community Platform Case Study

Huda Najm Alabbas

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Supervisor: Dr Yoram Chisik

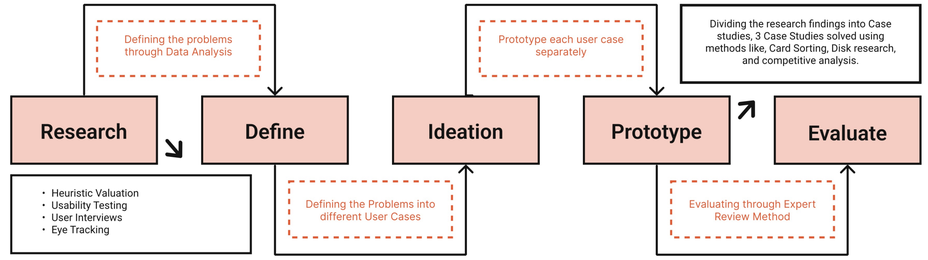
1 Abstract

As technology expands, new IT professionals need mentorship to succeed. Recognizing this, Re:Coded created a digital mentorship platform to support its expanded Bootcamps. This thesis examines the user experience of volunteer mentors on Re:Coded's platform powered by StellarUp. It identifies UX challenges via interviews, tests, and eye tracking with 23 mentors. Three core issues emerged - navigation, onboarding, and integrating tools.

To address navigation, card sorting informed an intuitive sitemap. Formal onboarding was proposed using educational resources. Competitive analysis guided the integration of mentors' existing tools. All suggested solutions evaluated through Expert Review. These targeted, user-eccentric solutions were designed to improve the mentor platform experience directly. While focusing on one case study, the research provides a model for optimizing mentor UX on any digital platform. Enhanced experience promises greater mentor satisfaction, loyalty and advocacy.

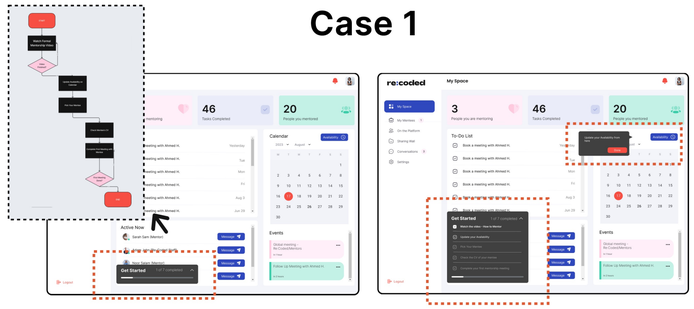
2 Methodology

In the pursuit of enhancing the user experience of the community platform, this research study strategically employed a User-Centered Design (UCD) approach. Adopting Stanford University's design thinking process. the research journey was meticulously divided into five stages.
beginning with an in-depth understanding of user behaviors, needs, and challenges.



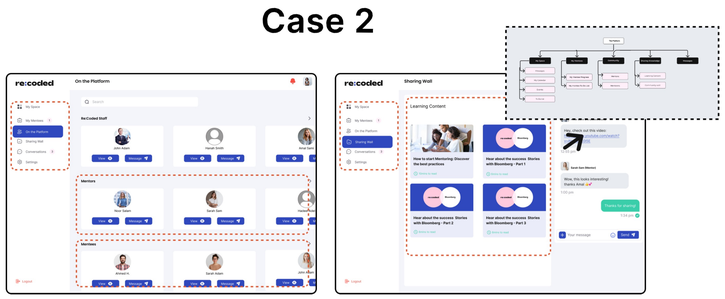
4 Case Studies and Prototypes

Case 1



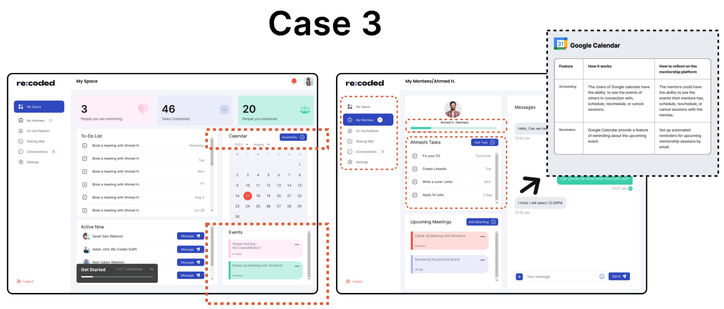
The Prototype highlights the 'Onboarding' feature on the platform. The diagram explains the user journey of the mentor when they get onboarded to the system.

Case 2



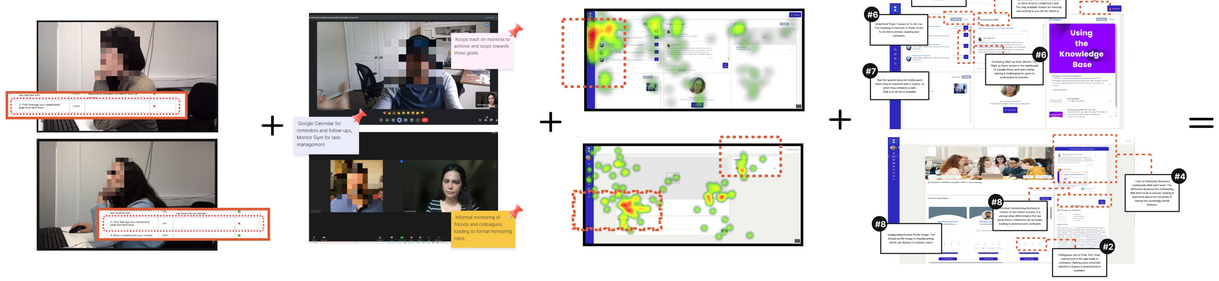
The prototype highlights the hierarchy of the platform. The diagram explains the app map of the system.

Case 3



The prototype highlights the implementation of the trend tools. The table presents the competitive analysis of one of the competitors.

3 Testing, Findings, and Hypothesis



8 Usability Testings | 8 User Interviews | Eye Tracking: Heatmaps | Heuristics Evaluation

#1: Users have confusion with the navigation system.

How Might we enhance the navigation of mentorship platforms?

#2: Supported by evidence, users require an onboarding system.

How Might we build a useful onboarding system for mentors?

#3: Users require the integration of digital tools in mentorship platforms.

How might we integrate the digital tools that mentors use into mentorship platforms?

5 Evaluation, Future Steps, and Conclusion

In conclusion, this thesis conducted an in-depth investigation into optimizing the user experience for mentors on digital mentorship platforms, using the Re:Coded Community Platform as a case study. Key pain points were identified around navigation, onboarding, and tool integration through UX research methods, including interviews, usability testing, and eye tracking. Targeted solutions were proposed and prototyped to address each issue, emphasizing simplicity in navigation structure, formal onboarding processes, and integration with existing productivity tools. The output has been tested by an expert, who confirmed that the solutions would likely achieve the desired improvements.

While focused on one platform, the insights and recommendations generated here may inform the UX design of any mentorship platform seeking to boost mentor engagement and loyalty. Further research can expand on assessing additional facets of the mentor experience. However, this thesis provides a model for placing users at the centre of the design process - an approach that significantly enhances mentor satisfaction.