

User Survey Analysis

- 14 Participants thus far
 - 11 (78.6% currently working) vs. 3 (21.4% not currently working)
 - Out of that 11 currently working, only 6 are working in the field they graduated in. (54.55%)
 - 13 out of 14 participants
 - had some form of career advice (**Note: 10/14 had mentors**)
 - were comfortable with in-person meetups.
 - were willing to pay a small price for in-person career advice. Although not directly compared within survey, my branding goal for ExpertMe was focused on “a transfer of goods and knowledge” model. Bringing a humanist/moral aspect to a could-be business transaction with currency exchange. E.g. a tutoring service or business advice.
 - 12 out of 14 have given advice in the past: career, relationship, personal ambition.
 - Even though all participants have at least a Bachelor’s degree, majority with a Master’s or Doctorate, there are some individuals who would not want to be a mentor. **This is a topic I’m curious to pursue.**
 - Out of the 7 people who were past mentors, 2 of them are not in contact with their mentee anymore. Why is that? Was it a disagreement between the two parties, mutual separation, and/or if the mentor had nothing left to offer.
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Possible Users to Contact and Why:

Names have been removed to respect participant's privacy.

Participant 1 - Currently employed outside her university major. Has received advice from family member and mentor. She has never been a mentor, but has interest in doing so. “I have enough experience in corporate America to give impactful advice.” Female, Master’s Degree, from Orlando, Florida.

Participant 2 - Currently not working (is a student), but has been a mentor in the past. Meeting their mentee, once every two weeks. They are not currently in touch. Curious at what capacity was the mentorship, and what type of dynamic they had. Still wants to be a mentor in the future. Bachelor’s degree, living in Alhambra, CA.

Participant 3 - A bloc mentor. Would a working mentor, who has current mentees, be interested in this type of app?

Participant 4 - Someone who has received a lot of advice from every aspect I suggested, yet person is not currently working, but working within the field (Freelancer). Even with all the advice, went from Navy pilot to UX designer...early advice did not help him to become a UX designer? What aspects of his life changed? Has a Master's degree, has been a mentor before. Has a current dynamic where people would contact him via Facebook messenger for advice. Interested on his thoughts about ExpertMe, could possibly give good advice on product development.

Participant 5 - Currently working within her degree. Brand strategist from Massachusetts who has experience being a mentor, but learned mostly through own experiences. Only willing to travel up to 5 miles and wouldn't pay for coffee or lunch. **Has a reluctance to receiving advice?** "Depends who it is and what the field is. *Advice is cheap.* I'd have to meet the person (if im either the mentor or mentored) to **see if we were 'right' for each other.**" "Depends on the person giving me career advice." Possible reasoning, since she figured out her path himself, advice isn't necessary? Since she needs to meet the mentor in person first, what is she looking for in a mentor? What would be missing in an online profile that would be dismissable. Would testimonials from other mentee's work. **A possible "free first meetup" where ExpertMe would pay for the first time you use (front the lunch cost)**

Participant 6 - From London, Ontario, Canada. a grad student/teacher who doesn't "have anything to offer" to be a mentor, but is a teacher. Maybe too busy with school to pursue a constant relationship with someone? Could be good to discuss this dilemma, see if there is a silver lining. I.e. someone who is looking to get into grad school, but would like to hear the advice from someone currently doing it. Also, advice received from a family member was also very direct: "Get into tech, that's where the money is." Would like to know where his priorities are.