

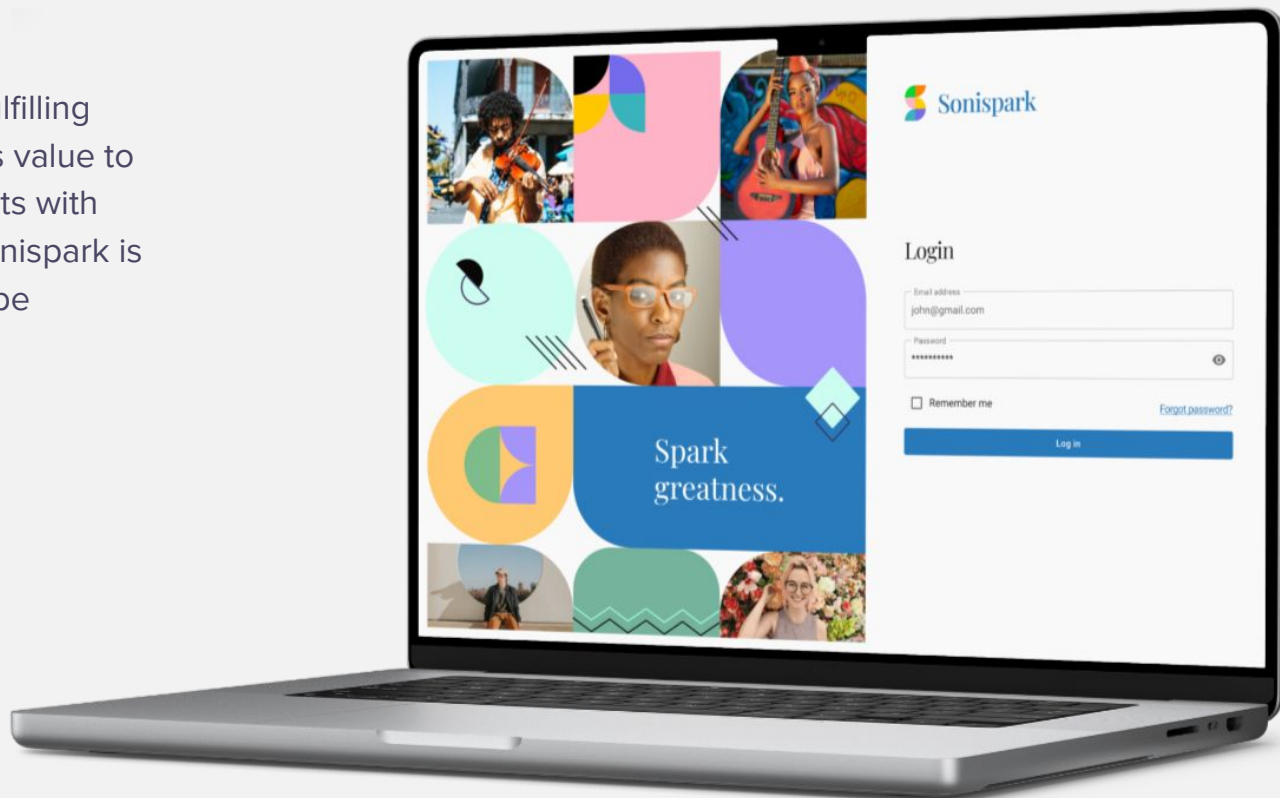


Sonispark

creating seamless and empowering
mentorship experiences for students

summary

Sonispark delivers a seamless, fulfilling mentoring experience that brings value to institutions by connecting students with industry leaders and mentors. Sonispark is where people go to mentor and be mentored.

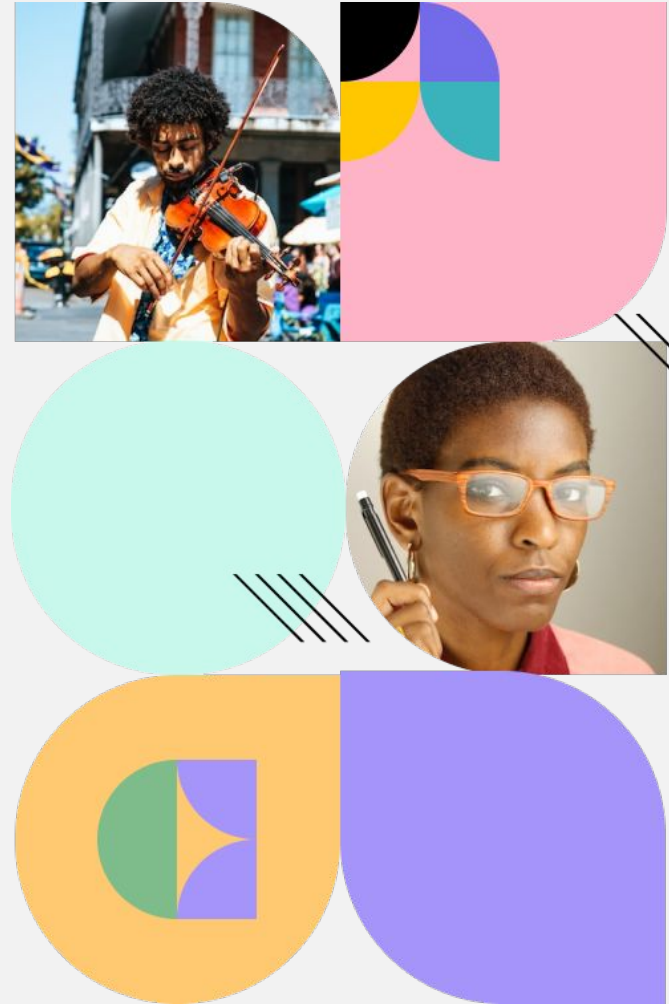


project overview

Sonispark is a mentoring platform that connects mentors and students in the music industry. The mission of the project is to help students gain real world experience by connecting them with industry experts who can offer industry insights beyond the college classroom.

The focus of this engagement was to create a robust and user-friendly dashboard that allows mentors and students to connect, schedule calls and keep track of the conversations.

The dashboard provides a comprehensive overview of each user's mentoring activities, including their progress, goals, and feedback. It also enables students to schedule mentoring sessions, track their progress, and access valuable resources to support their learning.





project overview

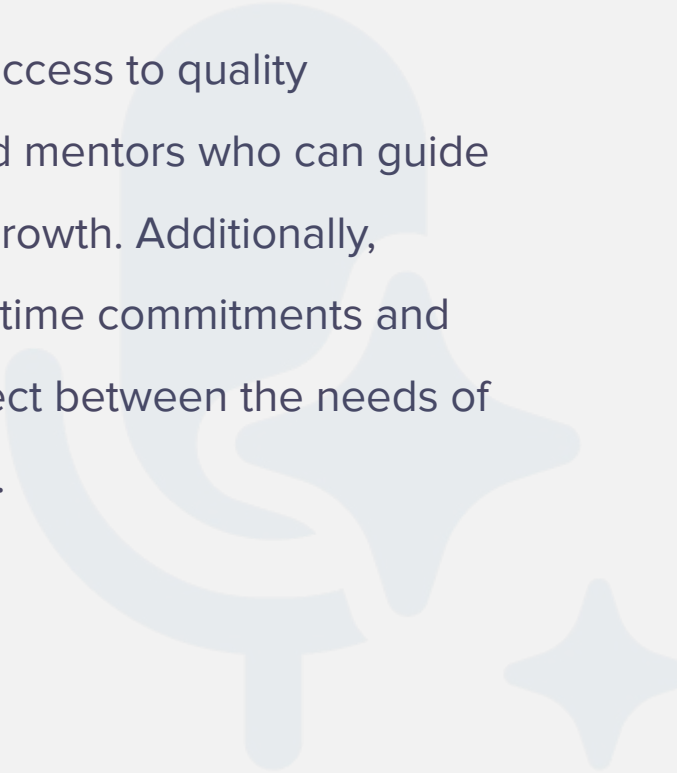
Sonispark is the go-to platform for mentorship where music students can connect with mentors and industry experts to prepare for the career in the music industry. Sonispark aims to create a community of lifelong learners who are committed to personal and professional growth and are eager to share their knowledge and experiences with others.

The platform enriches the lives of students by providing a seamless, fulfilling, and empowering mentoring experience.

With its comprehensive dashboard and commitment to creating a thriving community of learners, Sonispark is on its way to become a go-to resource for schools and students in the music industry.

the challenge

The problem that Sonispark addresses is the lack of access to quality mentoring for students. Many students struggle to find mentors who can guide and support them in their personal and professional growth. Additionally, traditional mentoring models often require significant time commitments and can be difficult to coordinate. This leads to a disconnect between the needs of students and the resources available to support them.



the process

By following a user-centered design approach, Forcoda's product manager and designer conducted a comprehensive market study to create a platform design that would meet the needs of Sonispark's target audience. The process began with customer and market research, which helped us identify Ideal Customer Profiles (ICP) and create user personas.

The market research played a crucial role in understanding the target audience's goals, frustrations, and behaviors. It provided insights into what the end users say, do, feel, and think, allowing the design team to develop a deep understanding of their needs and pain points. This knowledge served as a foundation for the design decisions and guided the team throughout the process.



As a college student, I want to have a platform where I can find mentors, so that I can receive guidance and advice from experienced professionals in my field.

Name: Emily

Age: 22

Occupation: College student

Goal:

Sarah is looking for a mentor who can guide her through the career decision-making process and provide her with industry-specific advice to help her achieve her career aspirations. She also wants to network with professionals in her field and gain exposure to real-world job experiences.

Frustration:

Sarah feels overwhelmed by the plethora of online resources and advice available and is unsure where to start. She also finds it difficult to connect with professionals in her field who are willing to provide mentorship.

Says:

- "I wish I had someone to guide me as I navigate the transition from college to my career."
- "I'm not sure where to find a mentor or how to approach them."
- "I'm worried that I won't be able to afford mentorship programs."

Does:

- Scours the internet for mentorship programs and resources.
- Attends networking events and workshops in hopes of finding a mentor.
- Reaches out to professors and alumni for advice and guidance.

Feels:

- Anxious about her future and unsure of what steps to take.
- Frustrated with the lack of resources available to her as a student.
- Hopeful that she'll be able to find a mentor who can help her succeed.

Thinks:

- "I need someone to help me navigate the complexities of the workforce."
- "I don't want to miss out on opportunities because I didn't have a mentor."
- "I wish there was an affordable and accessible platform that connects me with mentors in my field."

Example of user persona deliverables



the process

Additionally, a detailed SWOT analysis was conducted for the project. This analysis helped identify the strengths, weaknesses, opportunities, and threats related to the mentoring platform. It provided valuable insights into the current market landscape and allowed the team to identify areas for improvement and innovation, and make informed design choices that would set Sonispark apart from its competitors.

The UX/UI design process followed an iterative approach. After the initial research and creation of the user persona profile, the designer conducted

multiple rounds of feedback and testing to refine and improve the platform design.

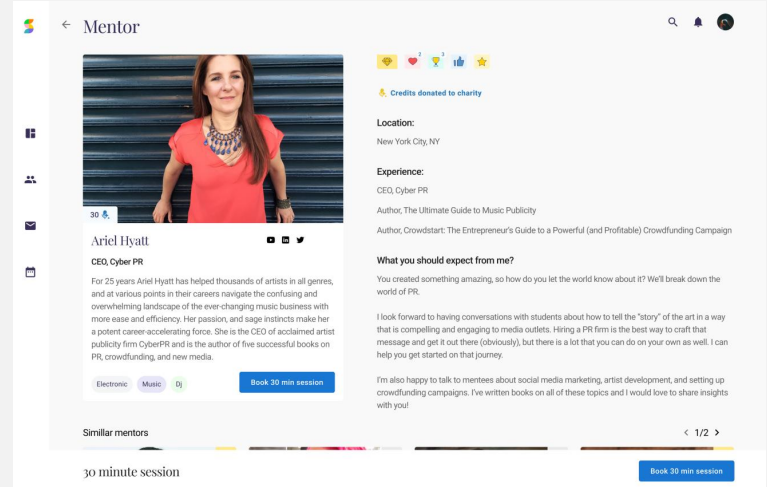
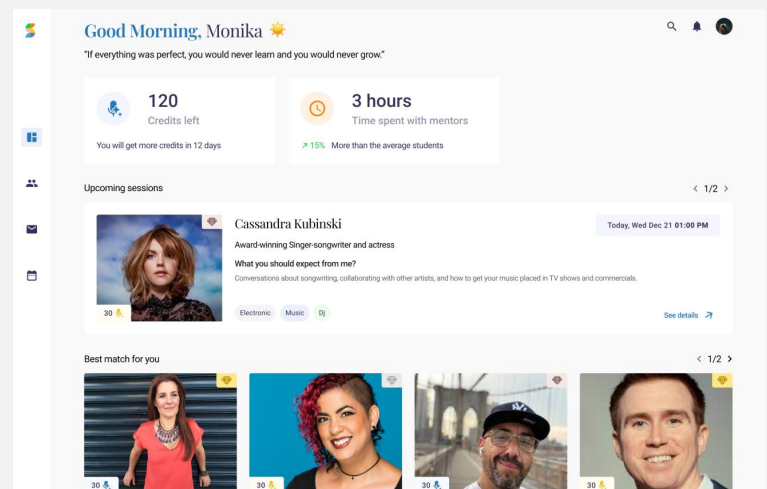
Throughout the iterative design process, the team gathered feedback from various stakeholders, including the client, potential users, and industry experts. This feedback was invaluable in identifying areas for improvement and validating design decisions.

By incorporating user feedback and iterating on the design, the team ensured that the platform would meet the needs and expectations of its target audience.

outcome

The outcome of the design process was a meticulously crafted platform design that successfully addressed the needs and frustrations of Sonispark's target users. The design team leveraged the insights gained from the user persona profile and the SWOT analysis to create a user-centric experience.

The platform design focused on providing a seamless and intuitive user experience. It incorporated features that allowed users to easily connect with mentors, schedule mentoring sessions, track their progress, and access valuable resources. By streamlining these processes, the design aimed to eliminate any barriers that could hinder the overall mentoring experience.



Home Page and Mentor page design

outcome

The outcome of the design process was a user-centric platform design that aligned perfectly with Sonispark's mission of providing a seamless and fulfilling mentoring experience for both mentors and mentees. By incorporating the goals and frustrations of the target audience, the platform design successfully addressed the specific needs and pain points of users, ensuring an empowering and enriching experience for all.

