WIP

Learn French with Bertrand

French tutoring website

coded by Team caramba

Table of contents

01
Elevator Pitch
Vous pouvez décrire ici le sujet de la section

02
Project Planning
Vous pouvez décrire ici le sujet de la section

03
Design & Prototype
Vous pouvez décrire ici le sujet de la section

04
Management
Vous pouvez décrire ici le sujet de la section

05
Plan d'exploitation
Vous pouvez décrire ici le sujet de la section

06
Plan financier
Vous pouvez décrire ici le sujet de la section

Team caramba

Elevator pitch

How can a small business get noticed online?

A beautifully designed, intuitive and responsive website can make a difference when a potential customer makes a split second decision whether to engage or not.

We design high-converting websites by applying well-researched UX principles, and continuously measuring engagement to optimise the site for conversion.

Most importantly, we take our time to understand your business, so your site communicates the real human behind it.

02

Project Planning

Vous pouvez entrer un sous-titre ici si vous en avez besoin

Team Caramba: Our Goal

	What we're good at now	What we want to improve on
Anna	Design, Photoshop	Understand and use all front-end languages
Apechhya	Art, Design, Photoshop	Understand and use all front-end languages
Ben	JavaScript General code logic and front-end languages	Deepen my knowledge of front-end languages
Beata	SEO, UX, project management	Understand and use all front-end languages

What we want to achieve with this project

Combine everything we learned so far in the bootcamp to build an application that:

- Solves a real-world problem
- Is intuitive and easy to use
- Is built to last by using the code that allows for quick updates and minimum maintenance
- Looks beautiful

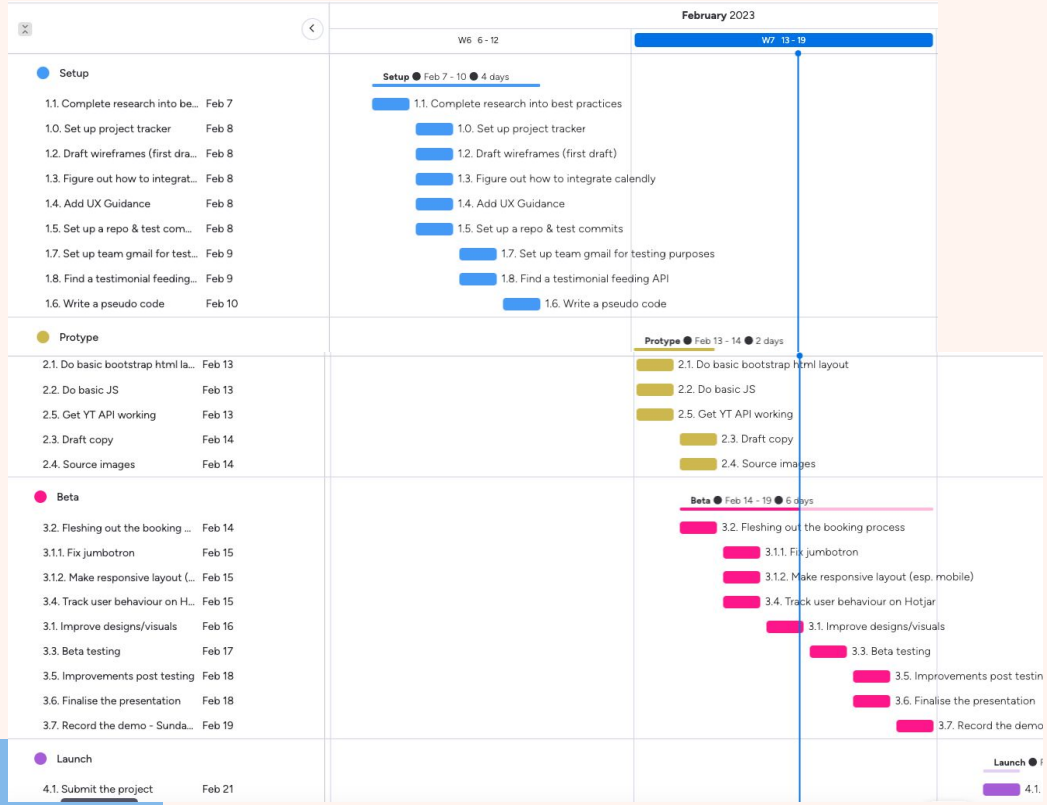
Application description

WHO IS OUR USER?	1. Website users: people of all ages looking to learn French online 2. Website owner: French teacher looking to grow his customer base online
WHAT PROBLEM ARE WE SOLVING?	As a small business owner, I would like to have a website to promote my tutorials and allow students to book sessions online, but I don't have the technical know-how to build a website myself.
HOW ARE WE GOING TO SOLVE IT?	Using bootstrap and JavaScript, we are going to build an interactive website where prospective students can book a French lesson, learn more about the tutor or contact him directly.
WHAT ARE THE ACCEPTANCE CRITERIA FOR THE PROJECT?	- A website that highlights the experience of the teacher, offers clear description of available classes, pricing and an option to book a trial class. - The website needs to offer superb user experience, highlighting the quality of the service through impeccable design and eye-catching visuals, while nudging users to book the class through clever placement of key elements and CTAs to guide users to perform desired actions. - Includes a submission form that captures key information about language needs of prospective students, so the teacher can build profiles of his student before the class and tailor his approach. - Is SEO-optimised to appear in organic searches
HOW WILL WE MEASURE SUCCESS?	Beta: usability testing with a sample of users Post-launch: number of enquiries coming from the site, bounce rate

User Story

WHO IS THE WEBSITE USER?	- People of all ages looking to learn French online. - Discovering the website through organic search or social media - Taking <5 seconds to decide if they trust the site and want to learn more
WHAT PROBLEM ARE WE SOLVING FOR WEBSITE USERS?	- I've always wanted to learn French, but I'm looking for a more flexible option than traditional language classes because I want to learn at my own pace and at a time that suits me. - There are lots of French tutors online, but how can I tell who is a good one?
WHAT ARE THE KEY UX ELEMENTS TO CONSIDER?	- Build trust immediately (professional design, quality copy and images, reviews, accreditations) - Core CTAs & booking form above the fold
HOW DO WE MEASURE SUCCESS?	- Technical criteria: fully functional website, etc. - Functional criteria: bounce rate, number of bookings/conversions

Project Timeline

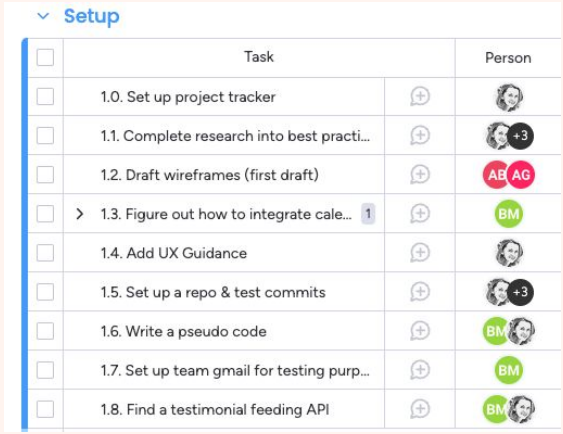


Link

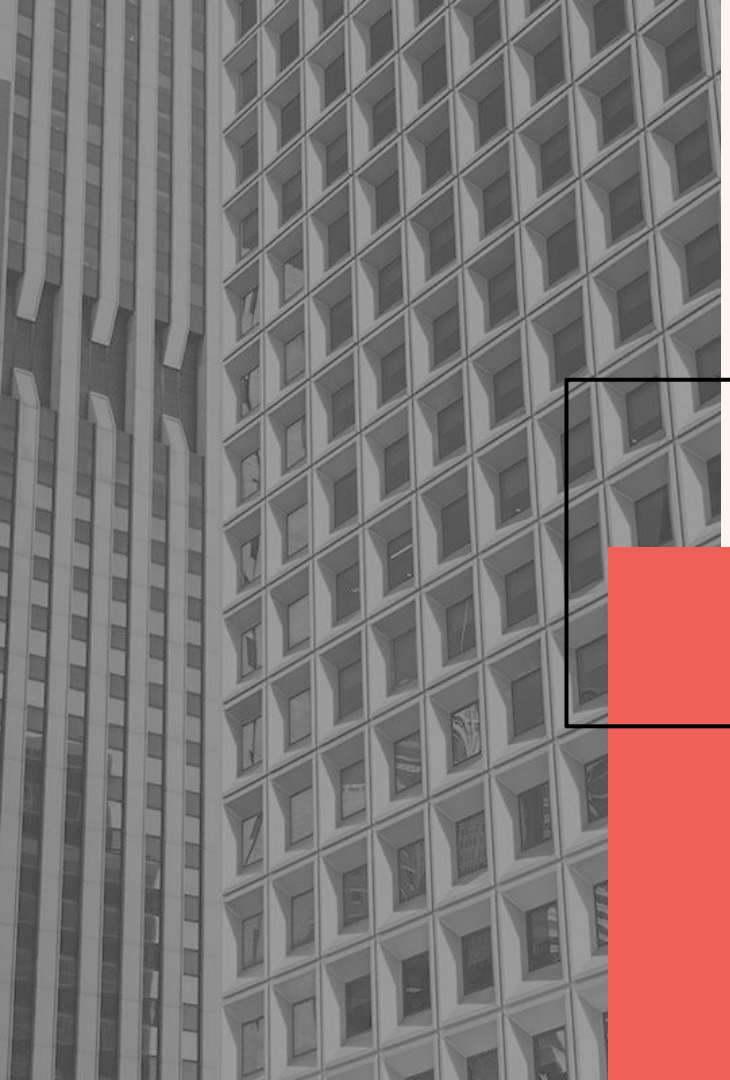
Team workload & task allocation

Our Approach

- Working in pairs on larger tasks, and solo on small fixes.
- Daily updates on Slack
- Co-coding via Zoom and Live Share



Link



03

Design & Prototype

Vous pouvez entrer un sous-titre ici si vous en avez besoin

UX Considerations

5 Visual-Design Principles in UX

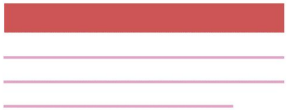
Visual-design principles inform us how design elements go together to create well-rounded and thoughtful visuals. Graphics that take advantage of the principles of good visual design can drive engagement and increase usability.

SCALE

The principle of scale refers to using relative size to signal importance and rank in a composition.

VISUAL HIERARCHY

The principle of visual hierarchy refers to guiding the eye on the page so that it attends to design elements in the order of their importance.

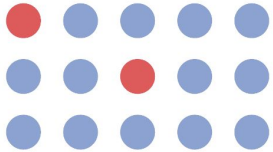


BALANCE

Balance occurs when there is an equally distributed amount of visual signal on both sides of an imaginary axis.

CONTRAST

The principle of contrast refers to the juxtaposition of visually dissimilar elements in order to convey the fact that these elements are different.



GESTALT PRINCIPLES

Gestalt principles capture our tendency to perceive the whole as opposed to the individual elements.

Principles of high-converting landing pages

- Highlight the Benefits
- Use Relevant Images
- Test Your CTAs
- Make It Mobile-friendly
- Include Social Proof
- Don't Make Landing Pages Do More Than One Job
- Don't Ask for More Information Than Required
- Don't Include a Navigation Bar
- Don't Clutter the Page
- Don't Stray From Established Patterns
- But Don't Be Generic

Link 1 and Link 2

Design Elements

Colour scheme: "tricolore"

- White: French for Kids
- Red: French for Fun
- Blue: French for Business

#0055A4

#FFFFFF

#EF4135

Fonts

Basic Structure & Wireframes

UI

Header (CTA + Image + booking form)

Body (Bio + Video, Pricing)

Footer (social media links, email contact, accreditation logo)

TECHNICAL REQUIREMENTS

- **Store data in local storage**
- **Use two server APIs (calendly widget, embedded YT video)**

Pseudo Code

HTML

- **Create sections**
- **Header (CTA + Image + booking form)**
- **Body (Bio + Video, Pricing)**
- **Footer (social media links, email contact, accreditation logo)**

CSS

JS

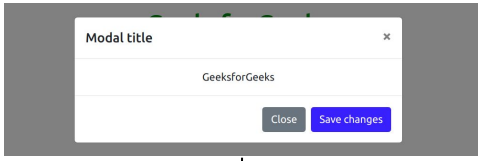
Wireframes + Pseudo Code

NEW!

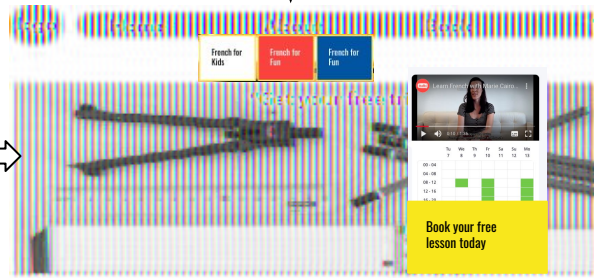
Opening pop-up window showing 3 questions to customise the page for the user (selection to be stored in Local Storage so upon subsequent visits the user will not see the pop-up and will go straight to his customised page).

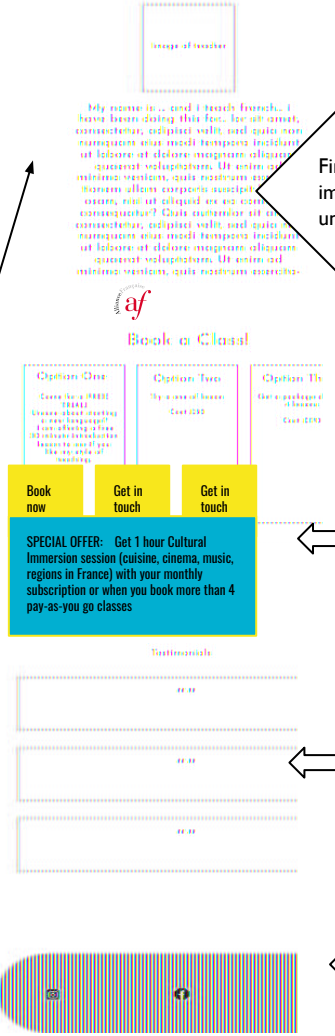
I'm looking for:

1. French for Fun
2. French for Business
3. French for Kids



Navigation bar leading to sections on the landing page, a toggle to switch between different versions of the page (French for Fun/Business/Kids), banner with a full-bleed image, an embedded YT video (FR for Fun/Business/Kids) and a booking calendar with a CTA.





First section below the fold - bio with tutor's image and professional accreditation logo underneath the text, centred.

Pricing section with CTA buttons.

- Option1: Free 30-minute trial. "Book now" button directing to the calendar booking widget.
- Option 2: Pay as you go, starting from £35/lesson. "Get in touch" button leading to a pre-populated form that is submitted to the website owner and ends with a confirmation "Merci" screen.
- Option 3: Monthly subscription (8 lessons (1h)) - £200/month

\+ SPECIAL OFFER SECTION section (can be switched on/off and updated with seasonal offers)

Students' testimonials coming from 3rd party API. Google reviews widget Link AND/OR
Plat du jour (dish of the day) - a recipe that is updated daily thought a feed from Bertrand's food blog, pinterest, twitter

Footer with social media links, legal disclaimer & copyright teamCaramba

Image API - theme variations

Add different image keywords for each version of the page:

- French for Fun - cusine (stays as is)
- French for Business - Mot du jour (word of the day)
- French for Kids - famous French comics (bande dessinée)

Plat du jour

Mot du jour

Journée ensoleillée

Sunny day

https://twitter.com/frenchwords/status/1123694220437590019

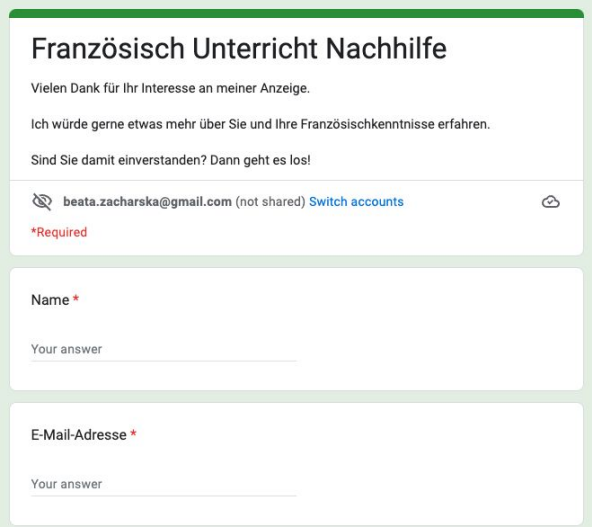
[no caption?]

Keywords: tintin, asterix

NEW!

Booking Forms

+ Current sign-up form Bertrand is using (too many fields)



Französisch Unterricht Nachhilfe

Vielen Dank für Ihr Interesse an meiner Anzeige.

Ich würde gerne etwas mehr über Sie und Ihre Französischkenntnisse erfahren.

Sind Sie damit einverstanden? Dann geht es los!

beata.zacharska@gmail.com (not shared) Switch accounts

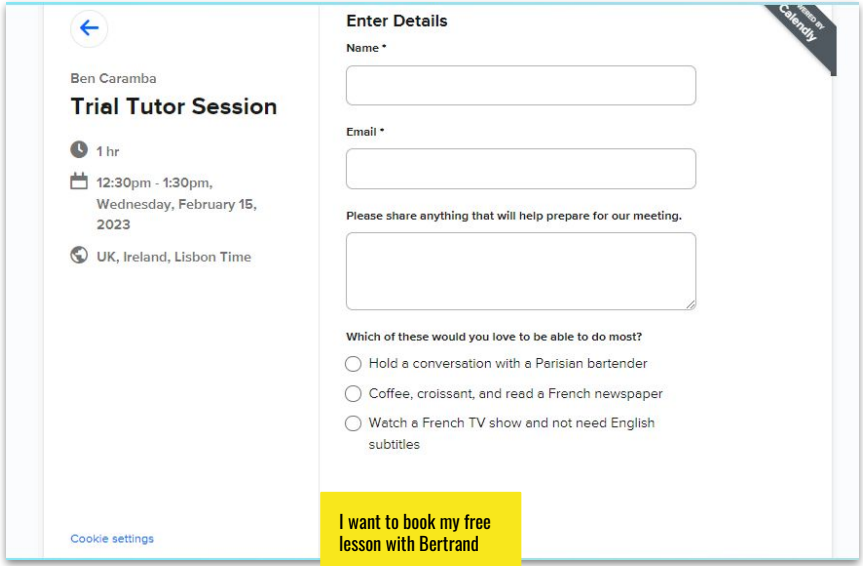
*Required

Name *

Your answer

E-Mail-Adresse *

Your answer



Ben Caramba

Trial Tutor Session

1 hr

12:30pm - 1:30pm, Wednesday, February 15, 2023

UK, Ireland, Lisbon Time

Cookie settings

Enter Details

Name *

Email *

Please share anything that will help prepare for our meeting.

Which of these would you love to be able to do most?

- Hold a conversation with a Parisian bertender
- Coffee, croissant, and read a French newspaper
- Watch a French TV show and not need English subtitles

I want to book my free lesson with Bertrand

Free trial

Ben Caramba

Trial Tutor Session

1 hr

12:30pm - 1:30pm,

Enter Details

Name *

Email *

Get in touch to book your tailored package

Pay-as-you-go & Monthly subscription

Merci- thank you page

NEW!

Pros & Cons of features

Pop-up window with questions upon clicking on the page:

CONS
- Likely to increase bounce rate
-

PROS
- Offers customised experience based on learning goal
- Attracts relevant traffic/not casual browsers

Showing video above the calendar booking widget

CONS
- May distract some users from immediate action

PROS
- Draws visitors in and creates immediate connection with the tutor
- Makes the experience more personal, experiential and informative

Using Calendaly only for trial lessons, directing booking of paid lessons to the owner's email so we don't need to add payment options to the page (yet).

Technologies & Tools used

Coding:

APIs:

Project Management: Monday

Website Analytics: mouseflow

Testimonials:

Booking: Calendly & Jotform

Testing: & Survey Monkey

Product-Market Fit

Challenges

Successes

Demo

Directions for Future Development

- Test with users
- Track user behaviour on Hotjar

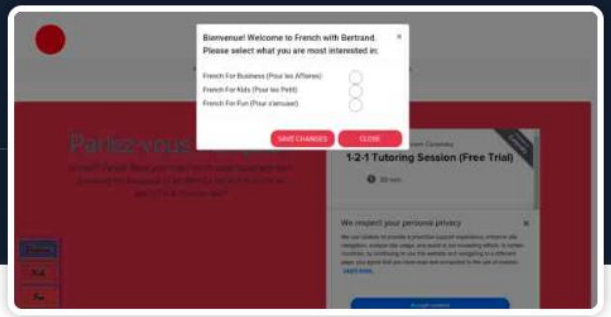
    - Translate text when hovered over

Web Testing 1.0

URL: https://beazach.github.io/french-tutoring-website/ DATE: 15/02/2023, 20:20:17

Webpage Performance Test Result

SETTINGS: DESKTOP v110 Cable London, UK More Share



View: Opportunities & Experiments Tools: Export Re-Run Test

Opportunities & Experiments NEW

WebPageTest helps identify opportunities to improve a site's experience. Select one or more No-Code Experiments below and submit to test their impact.

Jump to Opportunities by Category:

Is it Quick? Not bad... 9 9 Pro 12

Is it Usable? Needs Improvement. 3 3 Pro 3

Is it Resilient? Not bad... 3 3 Pro 9

Results

User Testing 1.0

Team Caramba

Write a description of your survey here. Select any question below to change it. Then add questions as needed.

1. Were you able to find the buttons on the website?

- ◯ yes
- ◯ no
- ◯ Other (please specify)

2. Do you like the colors on the website?

- ◯ yes
- ◯ no
- ◯ Other (please specify)

3. Do the images on the website help you understand the content?

- ◯ no
- ◯ yes
- ◯ Other (please specify)

4. Did you like the placement of the menu on the website?

- ◯ Yes
- ◯ No
- ◯ Other (please specify)

5. Was the content easy to understand at a glance?

- ◯ Yes
- ◯ No
- ◯ Other (please specify)

6. Did we present the content in the right format (text, video, images)?

- ◯ Yes
- ◯ No
- ◯ Other (please specify)

7. Was the size of the call-to-action buttons appropriate for your smartphone?

- ◯ Yes
- ◯ No
- ◯ Other (please specify)

8. Were you able to see all of the text, design, and images on the website?

- ◯ Yes
- ◯ No
- ◯ Other (please specify)

9. How would you rate the performance of the website?

- ◯ Very easy
- ◯ Easy
- ◯ Neither easy nor difficult
- ◯ Difficult
- ◯ Very difficult
- ◯ Other (please specify)

Survey

Web Analytics (mouseflow)

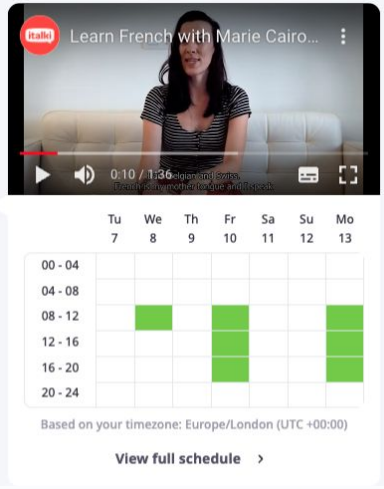
Results

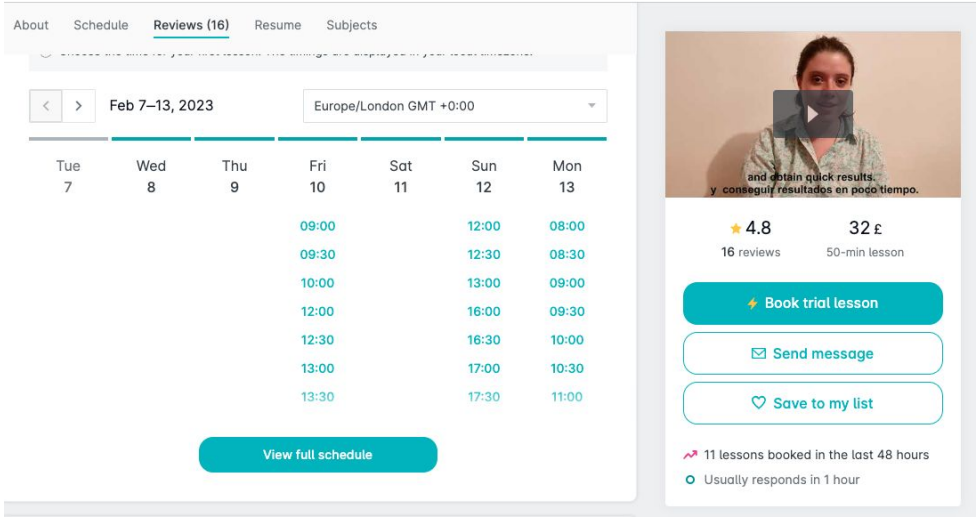
Links

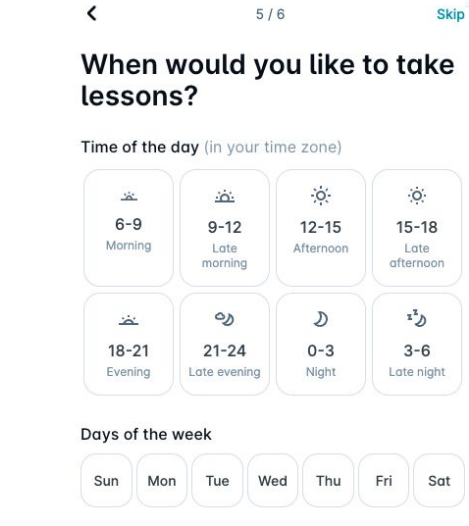
Research

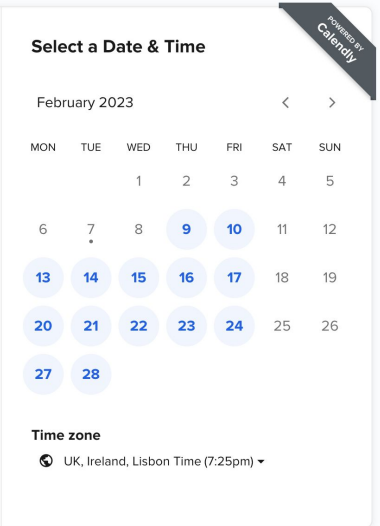
Best Practices

https://trenerangielskiego.com/
https://preply.com/
Basic language tutoring site:
https://www.lingoda.com









Bad Practices - websites we dread

https://www.ryanair.com/gb/en

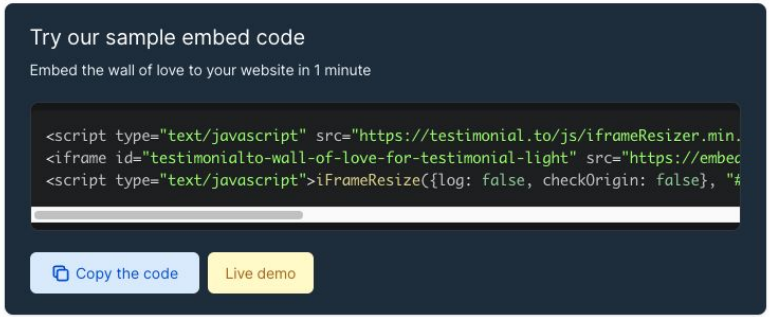
Resources - APIs/Widgets

Calendar bookings: https://calendly.com

Our client/small business owner:
https://www.ebay-kleinanzeigen.de/s-anzeige/franzoesisch-unterricht-nachhilfe/2180776916-268-2040

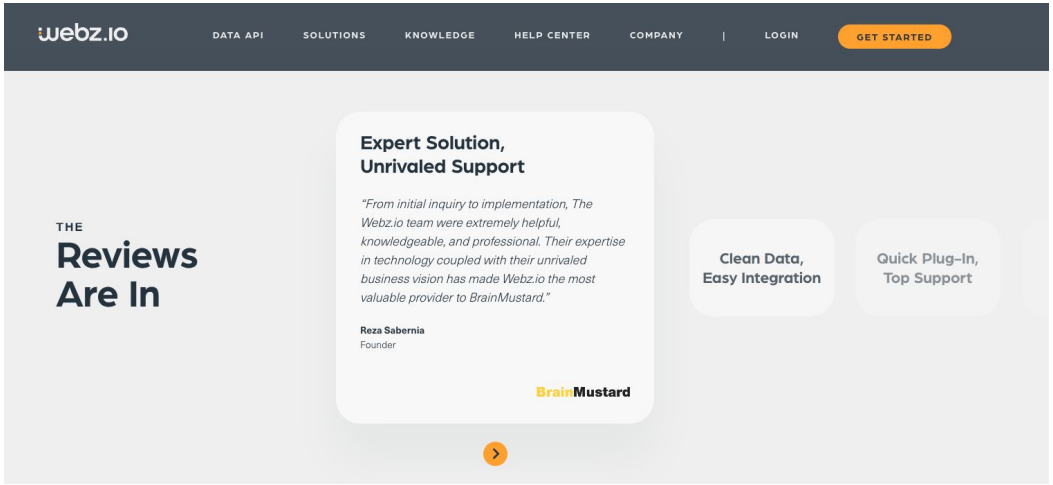
Video testimonial:
https://vocalvideo.com
https://senja.io/
https://testimonial.to/

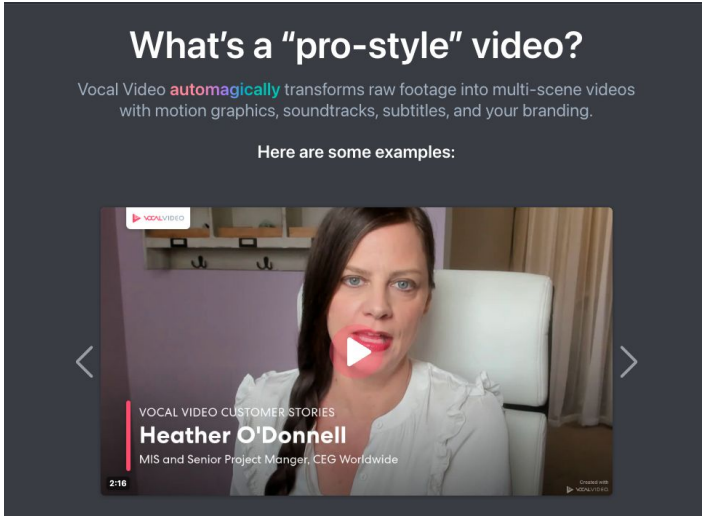
API solution:
https://www.youtube.com/watch?v=4KTxmkumqgM&ab_channel=Typeform (looks like this one is more about creating a long testimonial video)



Look more like proper APIs, but not sure if they're all right for testimonials (webz. look more suitable for e.g. more reviews)
https://webz.io/data-apis/reviews-api
https://rapidapi.com/collection/review-apis

Reviews carousels





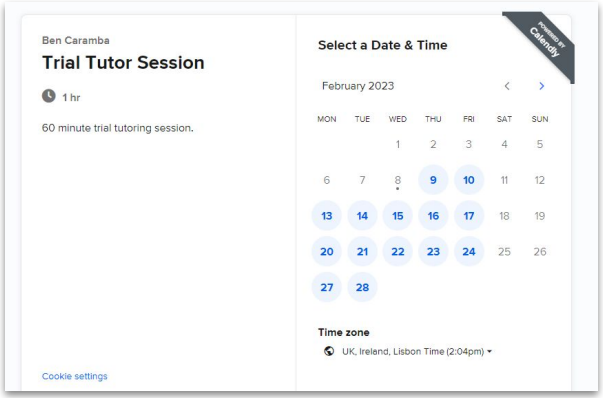
Look more like proper APIs:
https://webz.io/data-apis/reviews-api

https://rapidapi.com/collection/review-apis

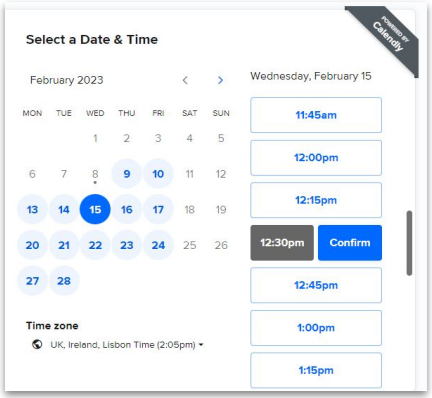
Calendly

Embeddable widget. Using inline embed option.

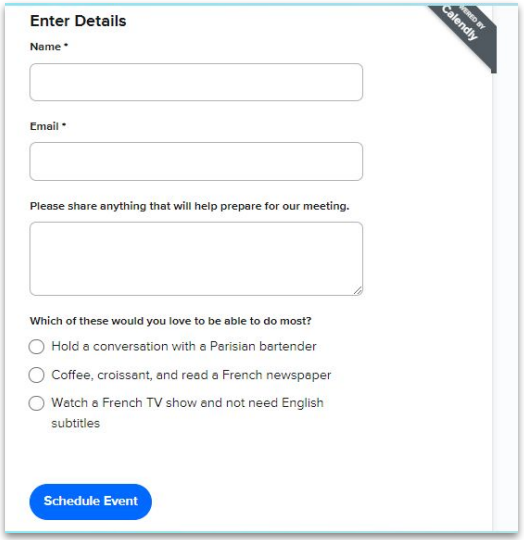
Widget Landing page



Select Timeslot

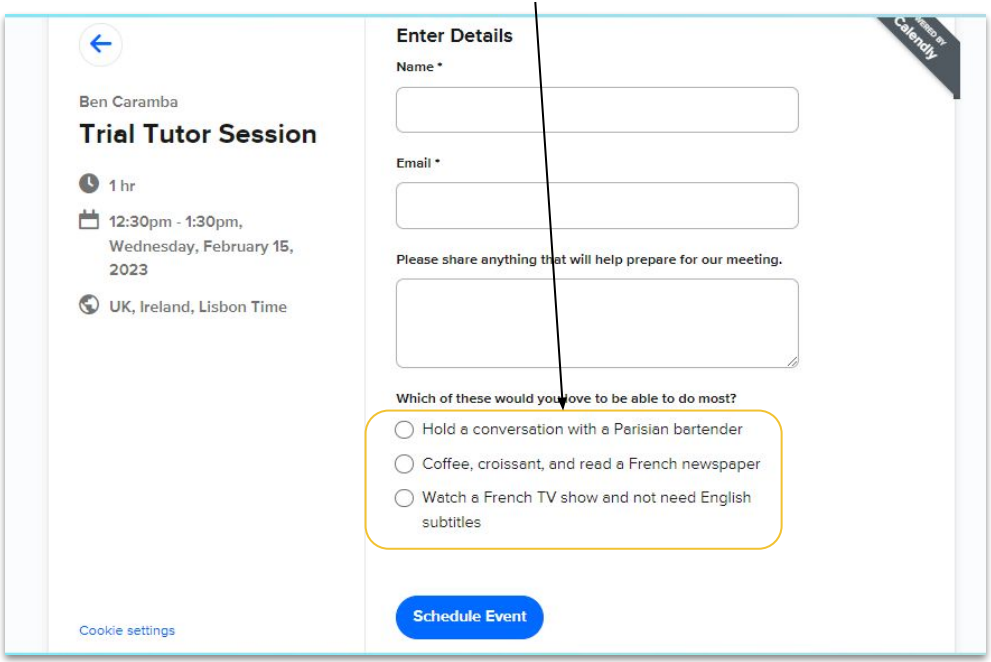


Name, email, custom questions

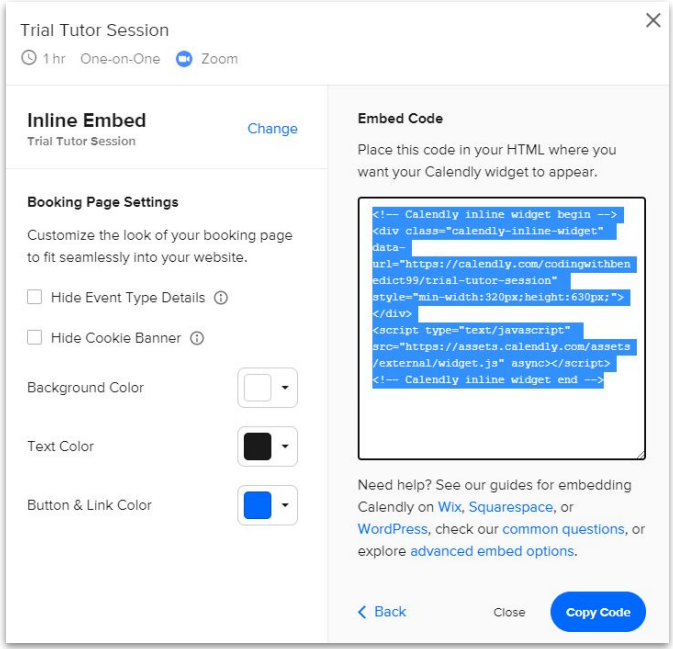


Calendly - Pros

Tailored follow-up questions

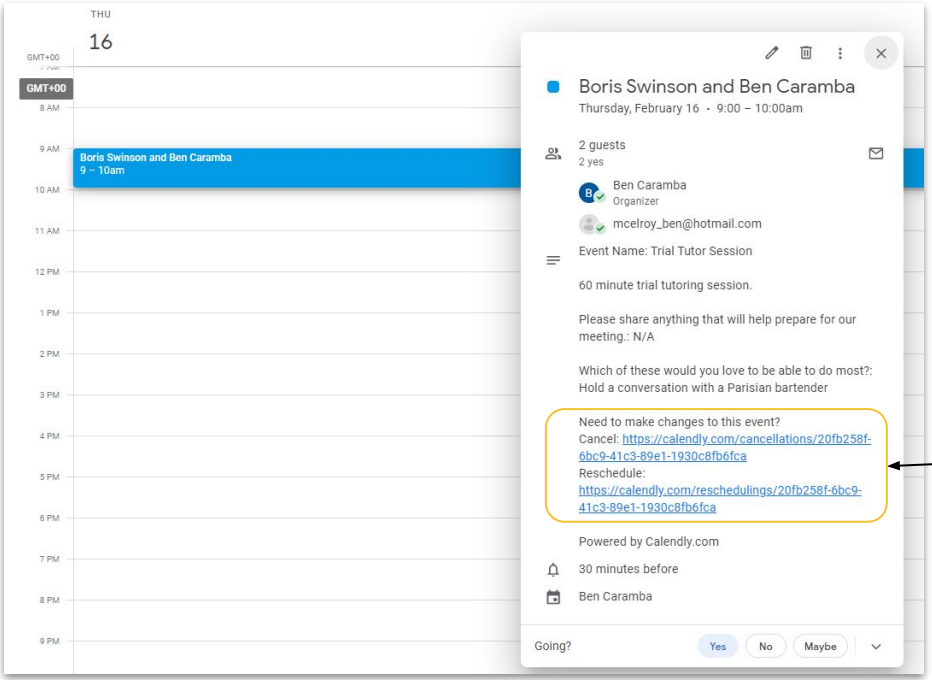


Ease of customisation/embedding



Calendly - Pros

Updates Google Calendar (or whatever calendar associated with owner's email address) with the relevant appointment



Easy to change event/reschedule

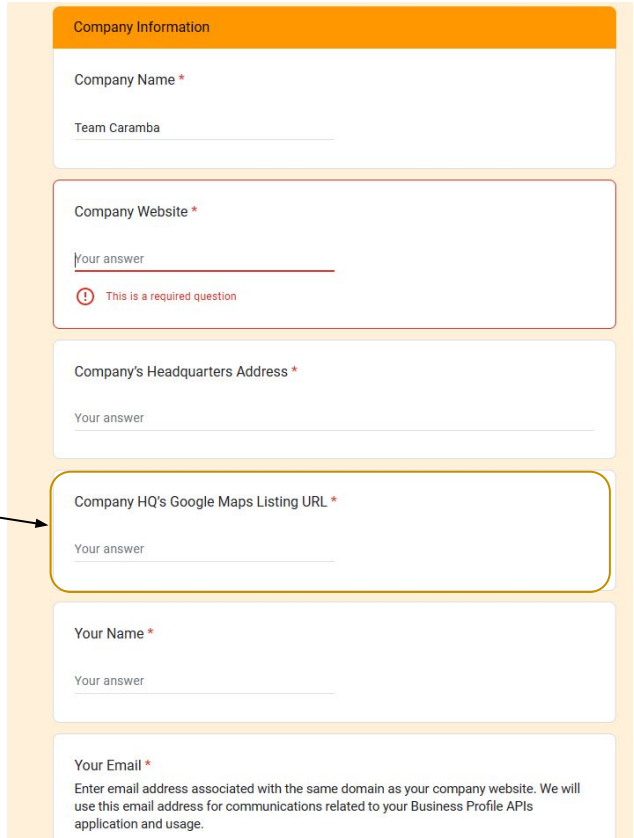
NEW!

API for testimonials

Issues with the Google Business reviews API:

- Requires a submission of prerequisites, some of which our “business” may not have,

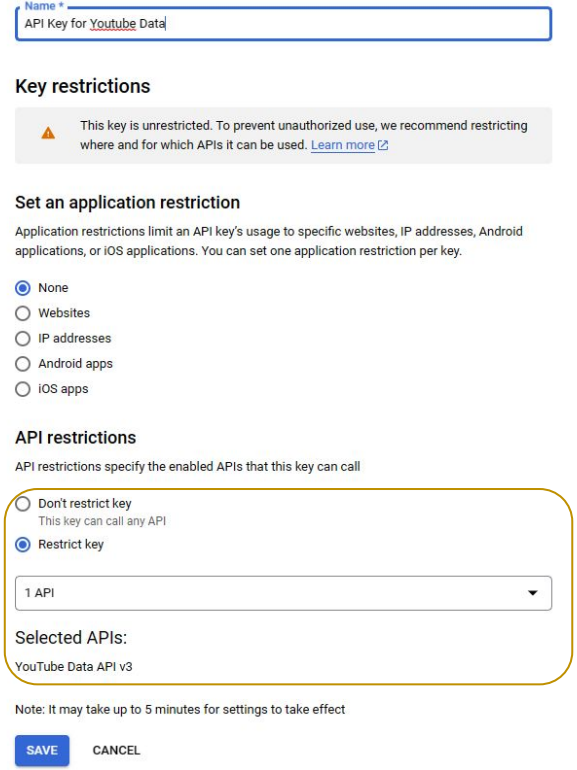
E.g. “Company HQ’s Google Maps Listing URL”



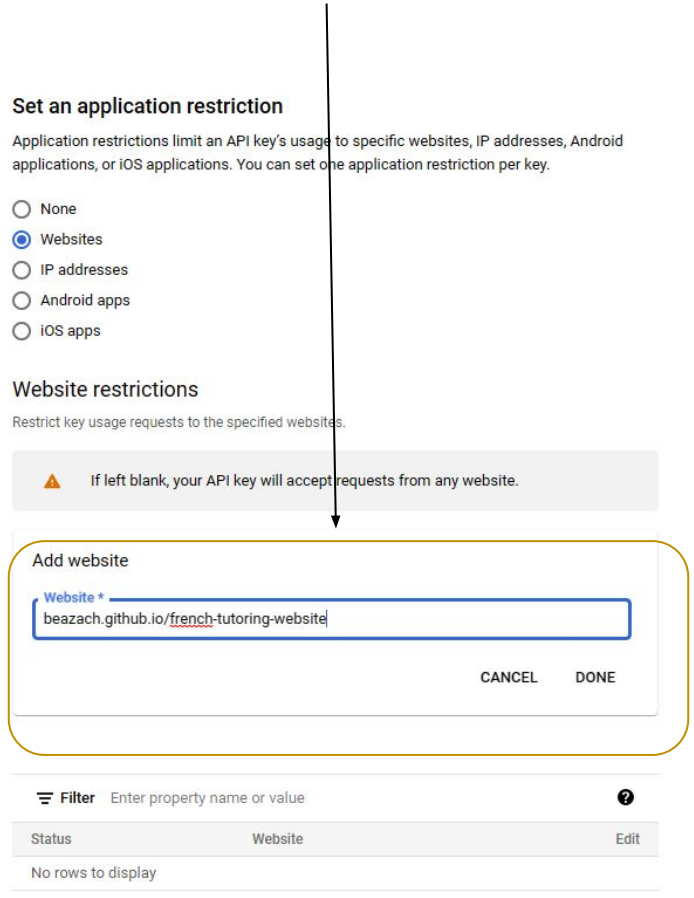
Youtube Data API

Set up the API key.

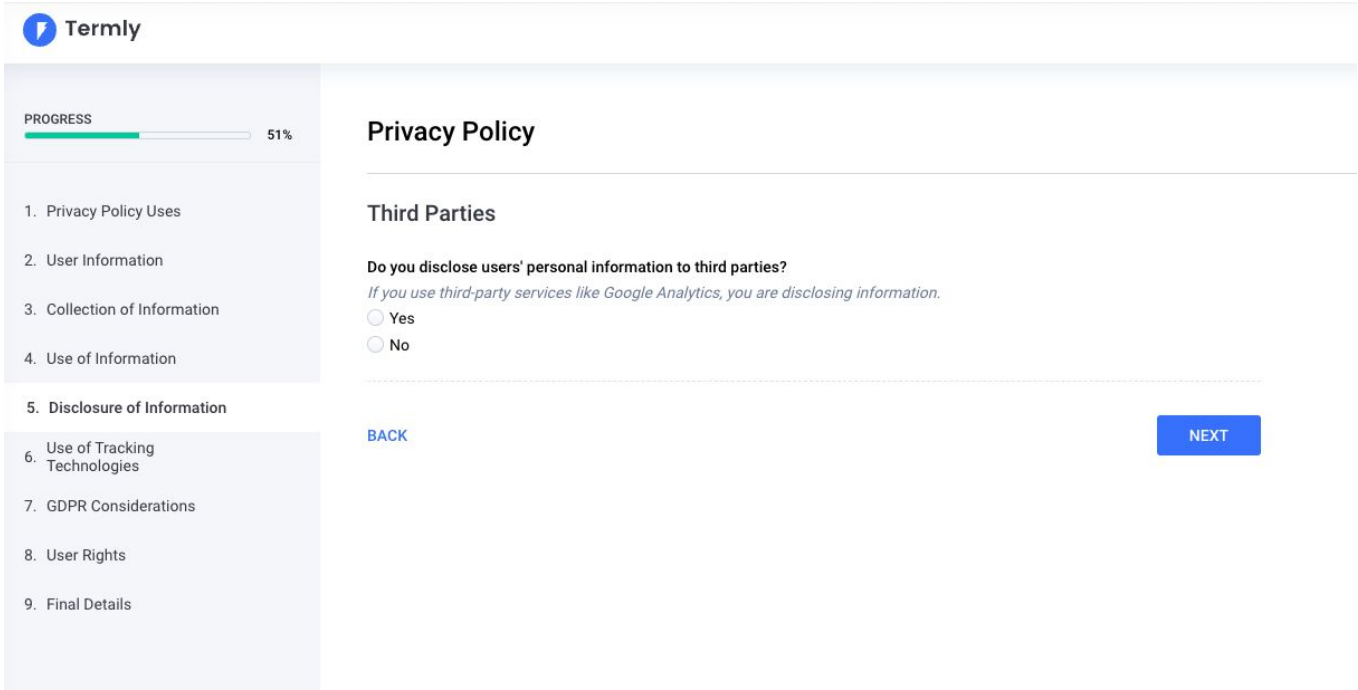
Restricted key to work only with Youtube Data API.



On deployment, will add website restriction so API key only works for the deployed page.



Privacy Policy

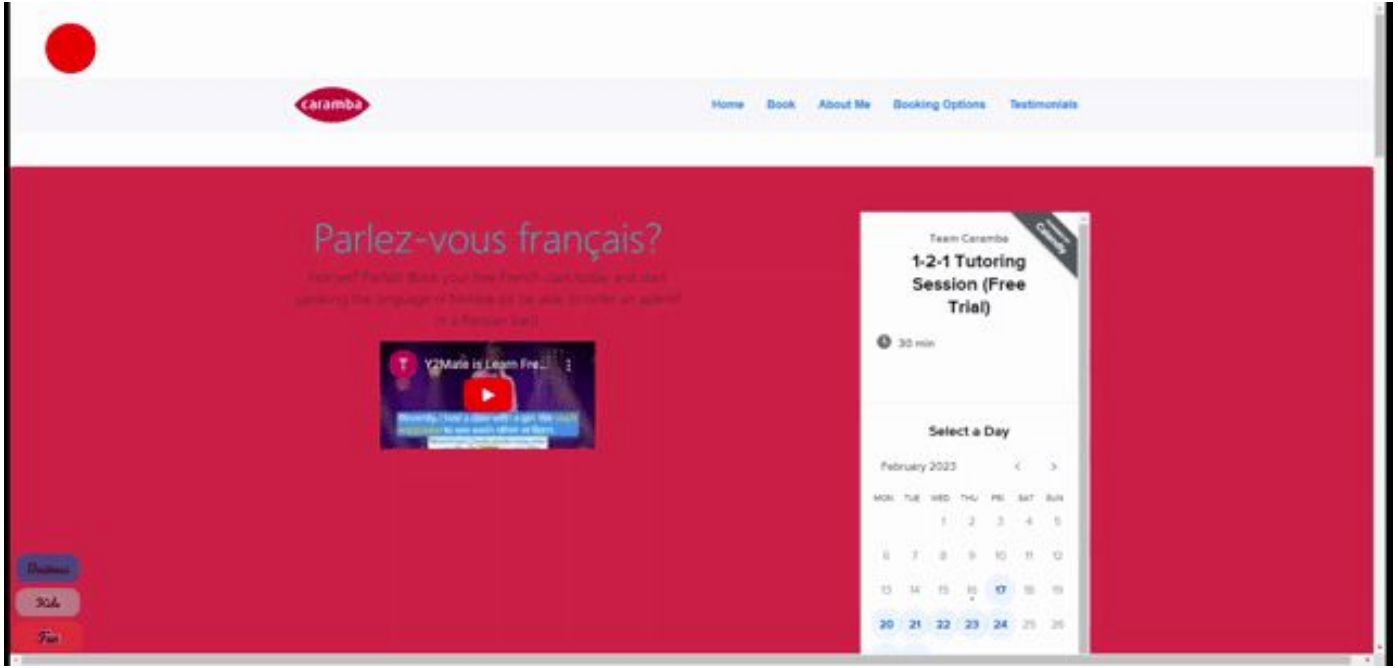


Calendly Booking Process - step-by-step

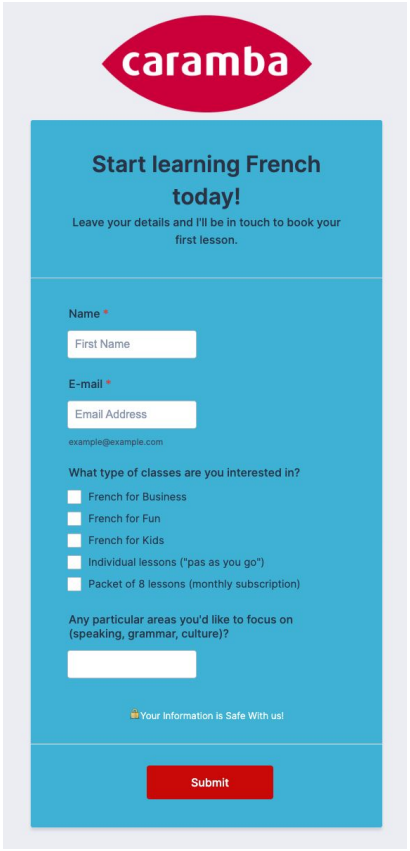
1) Booking form

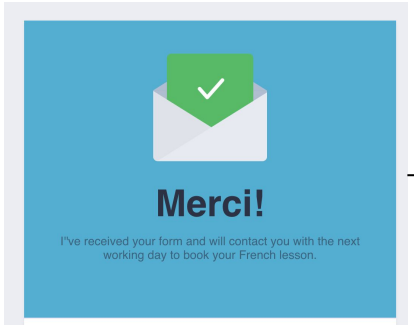
2) Client email

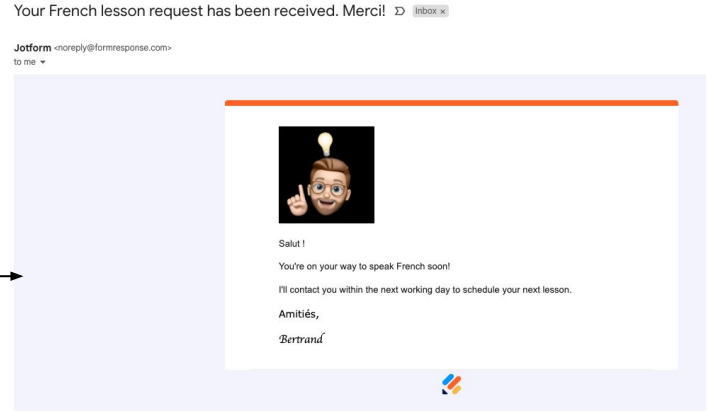
3) Owner email

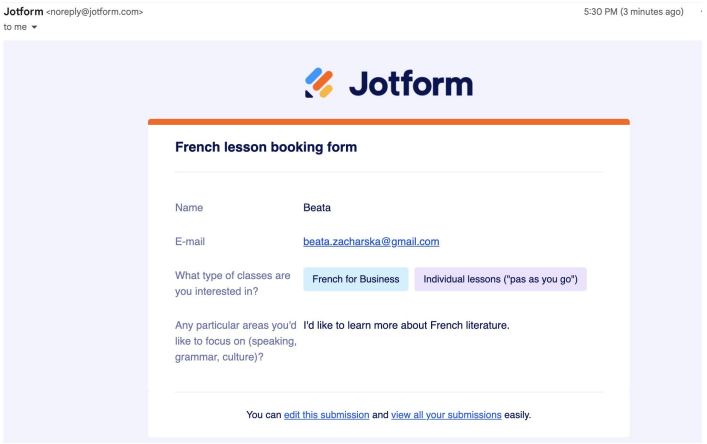


Lesson Enquiry - Booking Process



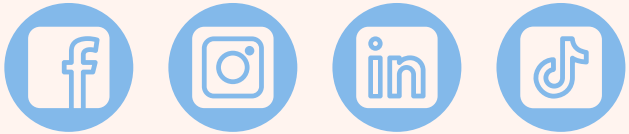






Merci

Avez-vous des questions ?
youremail@freepik.com | +91 620 421 838
yourcompany.com



CRÉDITS: Ce modèle de présentation a été créé par **Slidesgo**, comprenant des icônes de **Flaticon**, des infographies et des images de **Freepik** et des illustrations de **Storyset**

Veuillez conserver cette diapositive pour l'attribution