

Learn French with Bertrand

French tutoring website

coded by

CARAMBA
DESIGNS

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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 our sites for conversions.

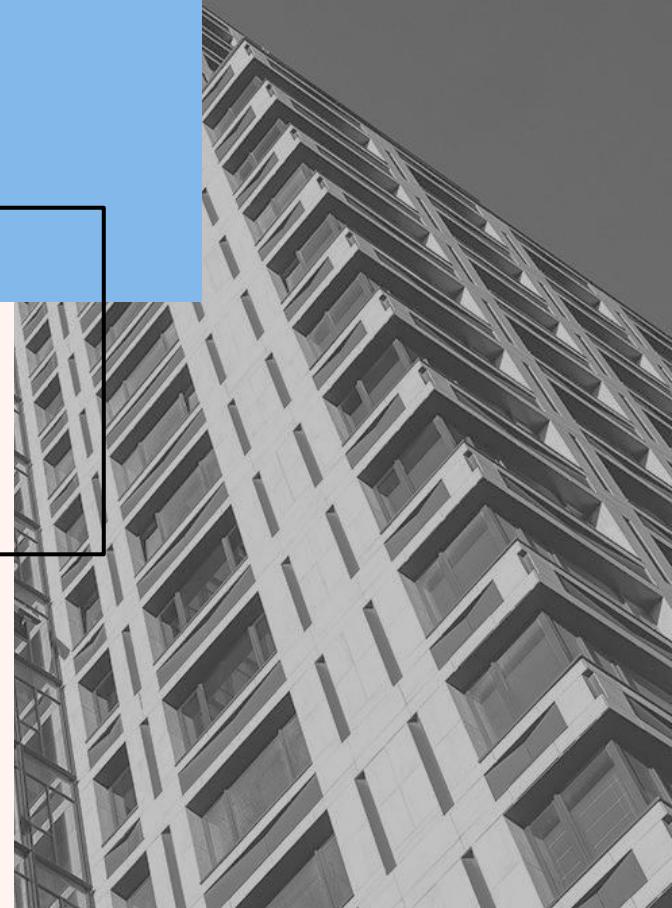
Most importantly, we take our time to understand your business, so your site communicates the real human behind it.

01



02

Planning



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.

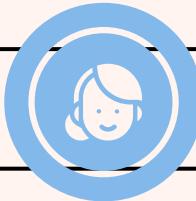
WHAT ARE THE ACCEPTANCE CRITERIA FOR THE PROJECT?

- 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

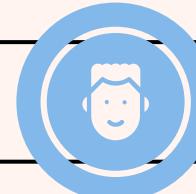
HOW WILL WE MEASURE SUCCESS?

Beta: usability testing with a sample of users, web analytics

Post-launch: conversion rate (number of enquiries coming from the website forms), bounce rate



User Story



WHO IS THE WEBSITE USER?

- People of all ages looking to learn French online: for fun, for business, or searching for a tutor for their child.
- 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

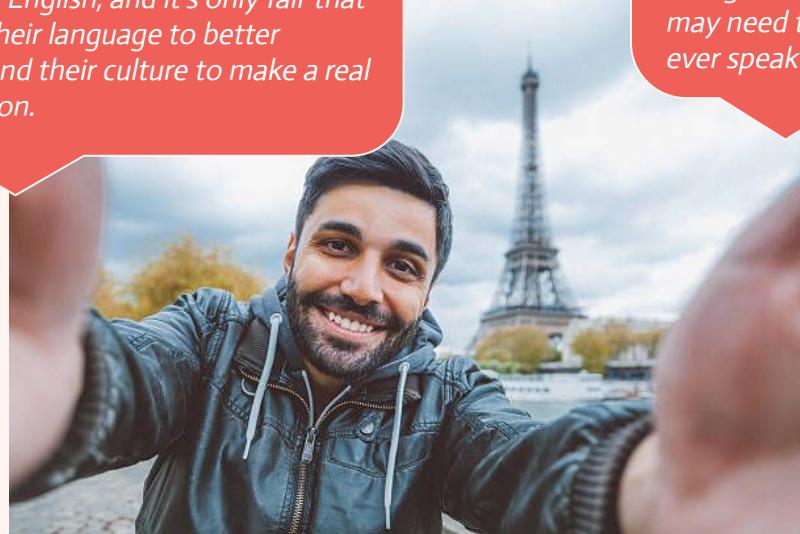
HOW DO WE MEASURE SUCCESS?

- Technical criteria: fully functional website, etc.
- Functional criteria: bounce rate, number of bookings/conversions

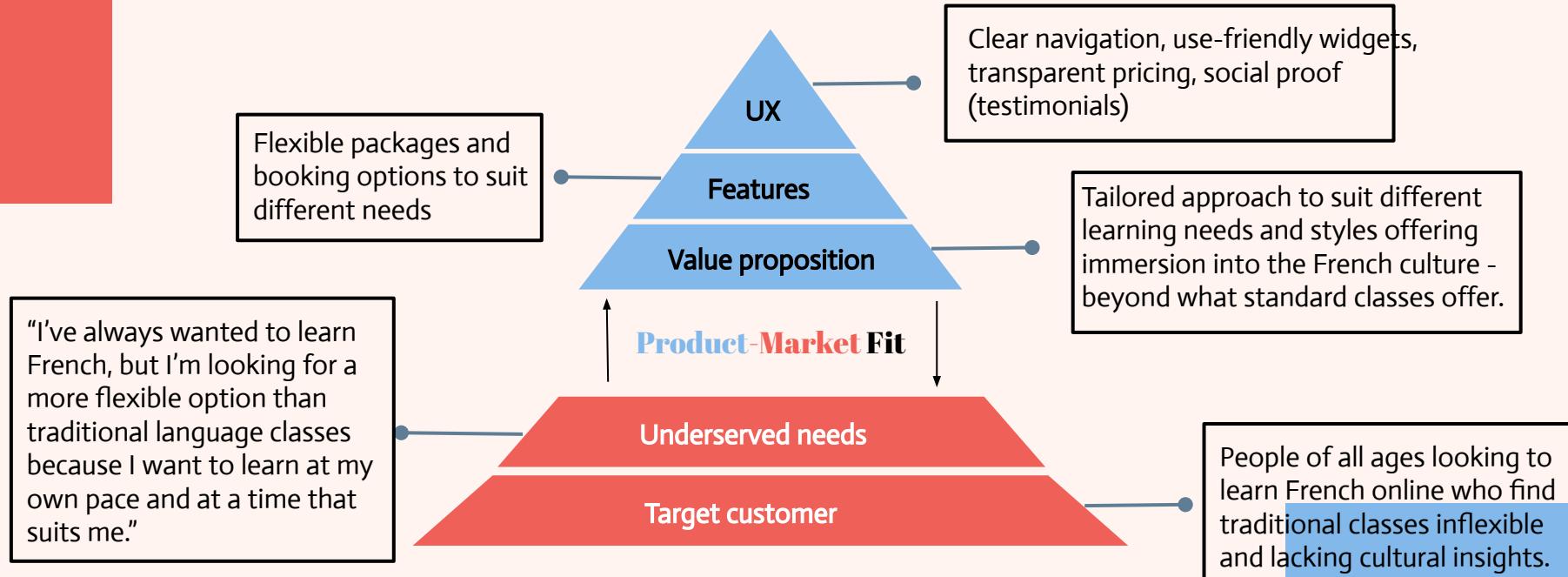
Meet Sam

I often travel to France, and I'd like to be able to have a chat with the locals. French people often feel awkward speaking English, and it's only fair that I speak their language to better understand their culture to make a real connection.

I actually studied French at school, and tried some classes for adult learners, but I lost motivation quickly. It also doesn't help that I'm often out of town, so cannot commit to regular weekly courses. I guess I may need to give up on my dream of ever speaking French?



Product-Market fit



Project Timeline

Days 1-6



Setup

Prototype



Days 9-12



Beta + testing



Optimisations

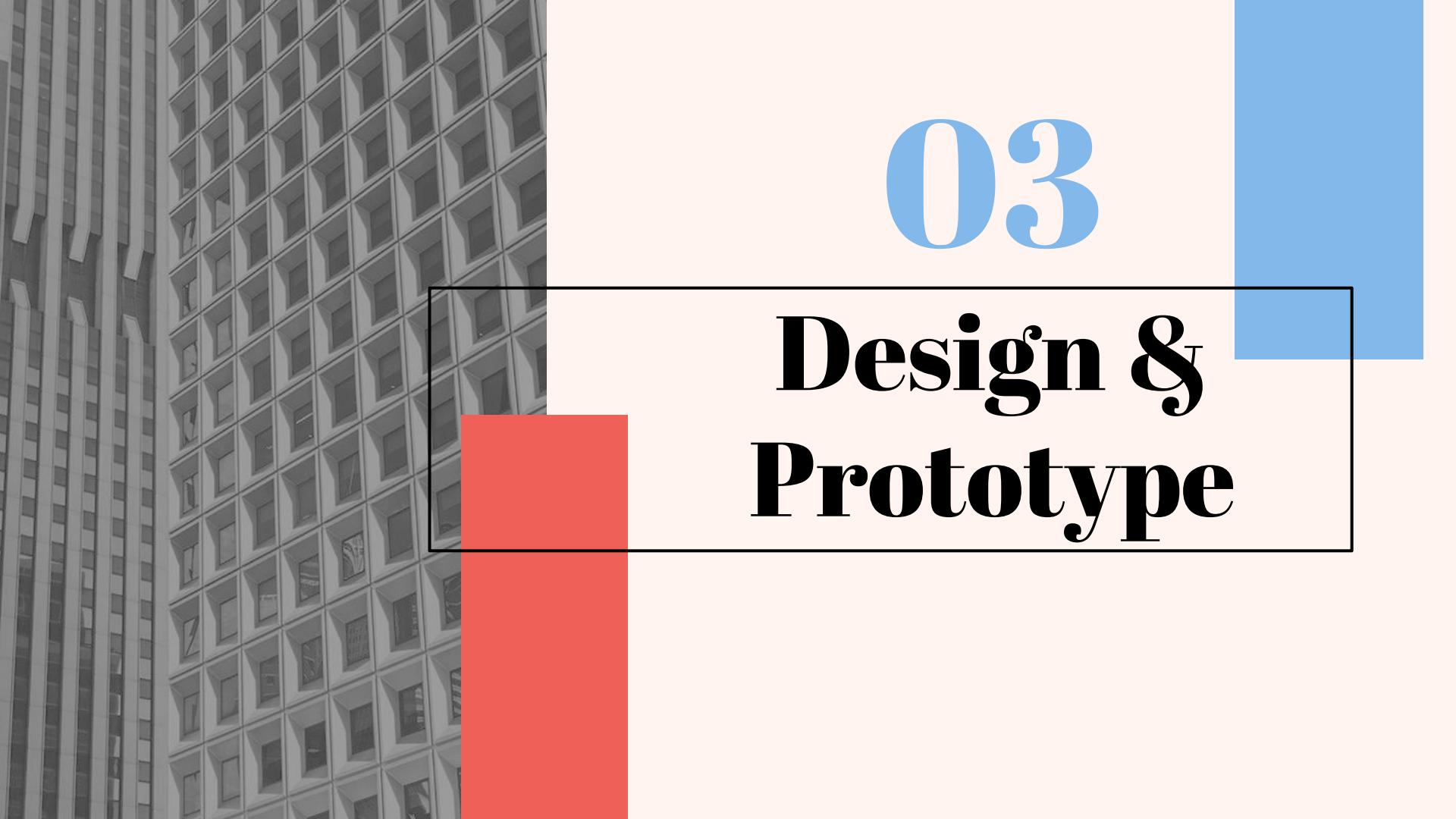


Days 13-14

Day 15



Launch



03

Design & Prototype

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.

BALANCE

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



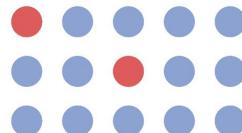
SCALE

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



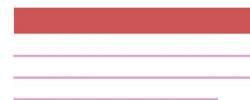
CONTRAST

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



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.



GESTALT PRINCIPLES

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



Principles of high-converting landing pages

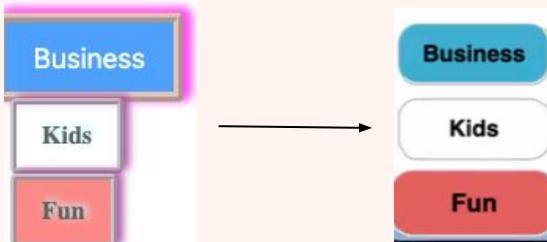
- Highlight the Benefits
- Use Relevant Images
- Test Your CTAs
- Make It Mobile-friendly
- Include Social Proof
- Don't Make Landing Pages Do More Than One Job
- Don't Ask for More Information Than Required
- Don't Include a Navigation Bar
- Don't Clutter the Page
- Don't Stray From Established Patterns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



Graphics

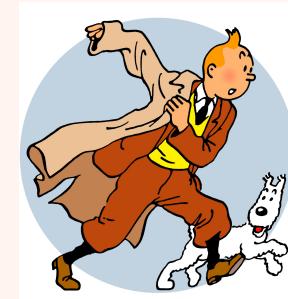


Fonts

Helvetica

Bootstrap preset CSS fonts
(inherited from body)

Images of the day with
francophone cultural
references

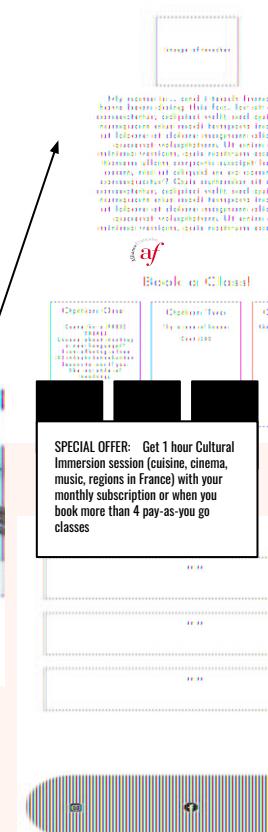
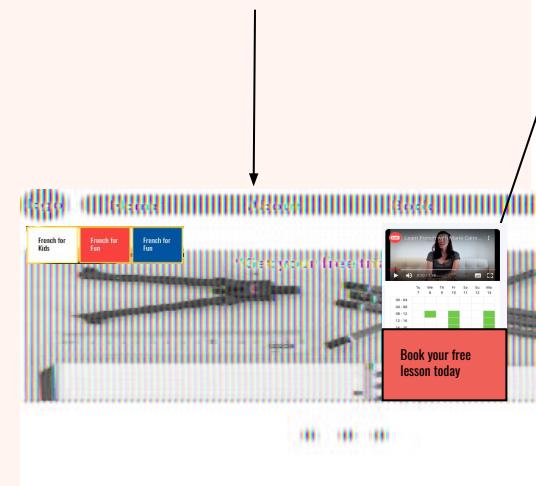
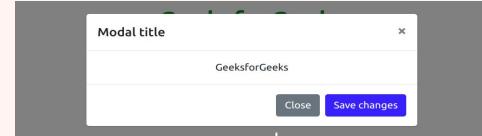


Wireframes & Pseudocode

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:
French for Fun
French for Business
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.
Option 1: 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

+ Optional 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

Pros & Cons of proposed features

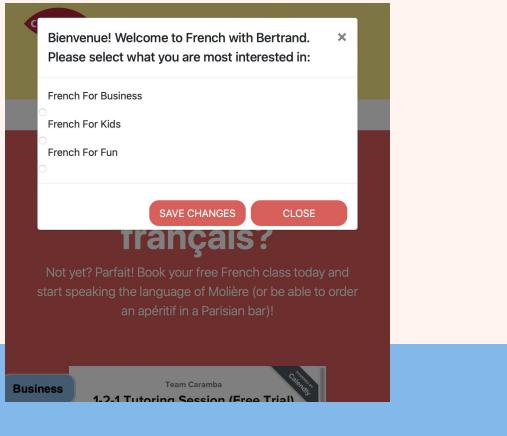
Pop-up window with questions upon opening the page

CONS

- Likely to increase bounce rate

PROS

- Offers customised experience based on the 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



Offering different booking flows for free trial vs. paid lessons

CONS

- By not offering a direct calendar booking for paid lessons we make the booking process longer - as the visitors need to fill out the form and wait to be contacted by the teacher to book their class

PROS

- By not allowing direct booking, we bypass the problem of online payment (which would normally be required upfront for a paid lesson). We also "weed out" visitors who may casually book a lesson if the process is 1-click only.
- By making the process a bit longer, we grant the teacher more control over the schedule and allow him to establish more rapport with students.

Design Journey

Wireframes



“Containers”

This is a modified jumbotron that occupies the entire horizontal space of its parent.

This is a modified jumbotron that occupies the entire horizontal space of its parent.

This is a modified jumbotron that occupies the entire horizontal space of its parent.

This is a modified jumbotron that occupies the entire horizontal space of its parent.

Beta

Parlez-vous français?

French à la carte with Bertrand

Testimonials

2.0

Parlez-vous français?

French à la carte with Bertrand

Plat du jour

04

Technologies & Tools



Technologies & tools used

Coding



APIs



Project Management



User Behaviour & Web Analytics



Testing



Booking



Testimonials



+ Legal



APIs - Youtube Data API

Youtube Data API

Purpose:

To populate the page with a relevant video pulled from Youtube.

Question: What is a relevant video?

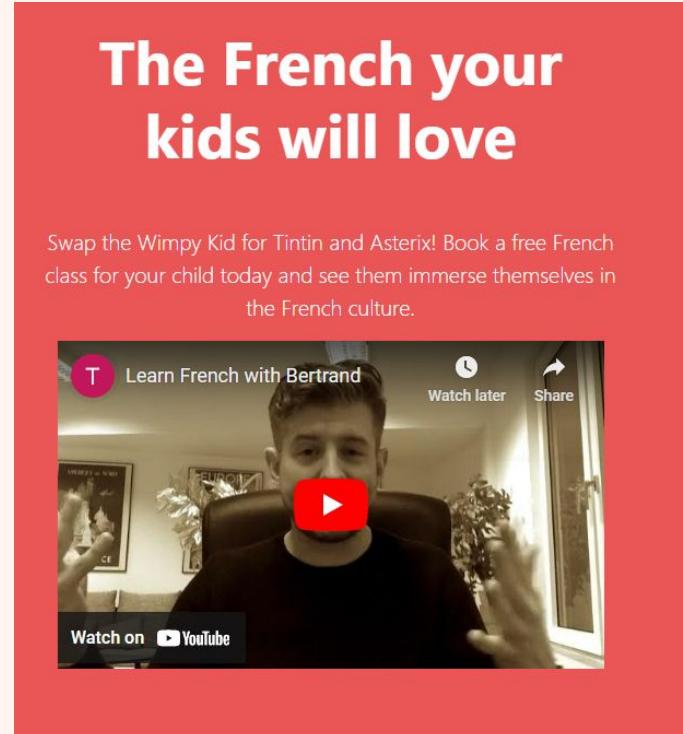
First draft: Based on our three themes, we grab a different video from three pre-selected playlists using the API, and populate it to our respective pages.

Final version: All three pages show same video.

First Draft



Final version



Unsplash API

Unsplash API

Purpose:

To populate the page with a relevant video pulled from a free photo site (Unsplash).

Question: What is a relevant photo?

First draft: All three pages have a different “Plat du jour”, an image of french cuisine.

Final version: Fun is still “Plat du jour”, business page has a business meeting, kids page has Tintin.

First draft



Plat du jour



Plat du jour



Final version

Réunion d'affaires



Tintin



Plat du jour



APIs - Futureproofing

Reducing waste

Currently, each time the page is loaded or refreshed, there will be API calls taking place, to grab the Youtube data and the Unsplash data.

The next stage of development with the code would be to store certain values as the default videos/images, and limit the API calls so that the page only makes an API call once per new user, to check whether the image/video is the same as the default, or if there is a new image/video to populate.

Using specific collections

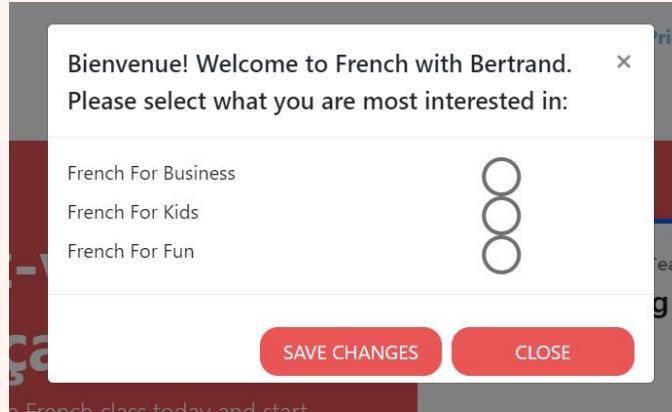
The ideal scenario is that Bertrand will be able to have his own Unsplash collection of images for the website, and then we would be able to search through those using the API and therefore reliably grab images we want, similar to our Youtube Data API method.

Modal and Themesetting

On first-time page load, this modal box appears. User selects theme. Redirects to relevant **html** page.

The theme value is saved in **localStorage**, and this popup should only re-appear if the user uses a different browser/clears cookies etc.

This **localStorage** theme value is updated each time the user clicks the theme toggling buttons.



```
// this section of code carries over the redirect from the previous time, so whatever is the current
// stored value of theme, which could have been
// updated by the user with the theme-switching buttons, this will carry over to when the browser window
// is reopened.
var checkingTheme = localStorage.getItem('theme');

if(checkingTheme == "1") {
    window.location = "business.html";
}
if(checkingTheme == "2") {
    window.location = "kids.html";
}
```

Infinite loop issues

Final version of code has a separate script embedded only in the **index.html** page, prior to the **script.js** file. Prior to this, when the switching was occurring in **script.js**, the page kept redirecting infinitely.

05

Beta testing

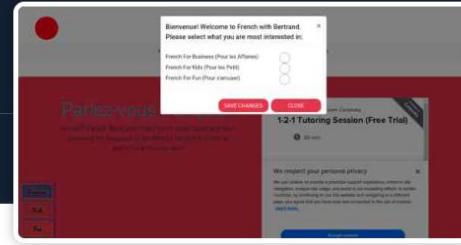
Web testing 1.0

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

Webpage Performance Test Result

SETTINGS: DESKTOP   London, UK More Share

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



Opportunities & Experiments

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  12

Is it Usable?  Needs Improvement.

 3  3  3

Is it Resilient?  Not bad...

 3  3  9

Observed Metrics (Based on Median Run by: Speed.Index)

 Note: Metrics offered will vary

FIRST VIEW (RUN 2)

First Byte

Start Render

FCP

Speed Index

LCP

CLS

TBT

.147s

.700s

.610s

2.215s

.610s

0

≥ 2.359s

Total Bytes

3,618KB

Results

Web testing 2.0

URL: <https://beazach.github.io/french-tutoring-website/>
 DATE: 18/02/2023, 16:33:24

Webpage Performance Test Result

SETTINGS: DESKTOP   London, UK More Share

View: [Performance Summary](#) ▾
 Tools: Export 

Performance Summary

Opportunities & Experiments NEW [Explore All](#)

Is it Quick?	⚠ Not bad...
This site was quick to connect and deliver initial code. It began rendering content very quickly. The largest contentful paint time was good.	 9  9  Pro 12

Is it Usable?	⚠ Not bad...
This site took a long time to become interactive. It had accessibility issues, none serious.	 2  2  Pro 2

Is it Resilient?	⚠ Not bad...
This site had no security issues detected.	 3  3  Pro 9

Observed Metrics (Based on Median Run by: ▶ Speed.Index)

FIRST VIEW [RUN 1](#)

First Byte	Start Render	FCP	Speed Index	LCP	CLS	TBT	Total Bytes
.147s	.700s	.631s	2.161s	.631s	0	≥ .190s	2,532KB

ⓘ Note: Metrics offered will vary



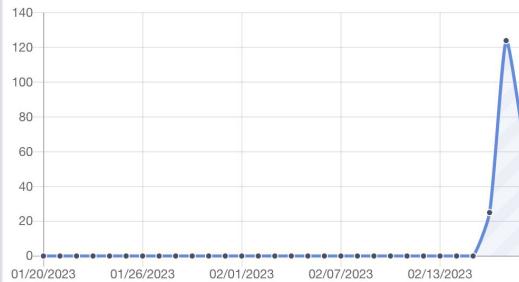
Site performance improved since testing 1.0: TBT $\geq .190s$ (vs. $\geq 2.359s$)

Results

User behaviour analytics

Dashboard ▶ Learn French with Bertrand ➔

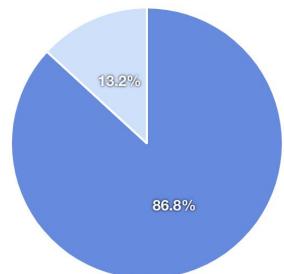
Traffic overview



Visitor stats

Recordings	220
Users	220
Pageviews	220
Benchmarks	
Avg. Pages Per Visit	1.00 ▼
Avg. Visit Duration	1m 15s ▼
Avg. Friction Score	0.31 ▲

Devices



Recordings

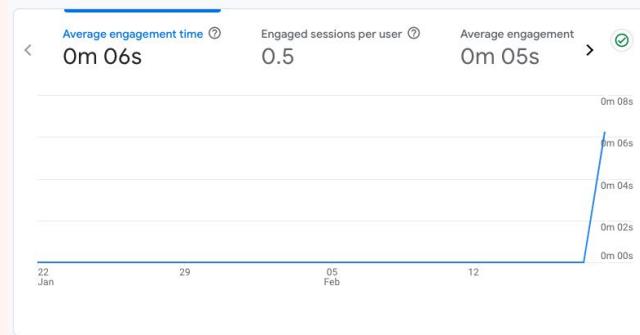
191	(86.8%)
29	(13.2%)
220	(100.0%)

- Currently not enough external users to gauge on-site behaviour

[Dashboard](#)

Site analytics

Engagement overview



- Google tag active but requires setting up the right parameters

Landing page	+	↓ Sessions		Users		New users		Average engagement time per session	
		9 100% of total	8 100% of total	8 100% of total	8 100% of total	0m 05s Avg 0%			
1 /french-tutoring-website		5	5	5	5	0m 06s			
2 /french-tutoring-website/index.html		2	1	1	1	0m 02s			
3 /french-tutoring-website/business.html		1	1	1	1	0m 14s			
4 /french-tutoring-website/kids.html		1	1	1	1	0m 00s			

[Dashboard](#)

UX testing: survey

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)
[]

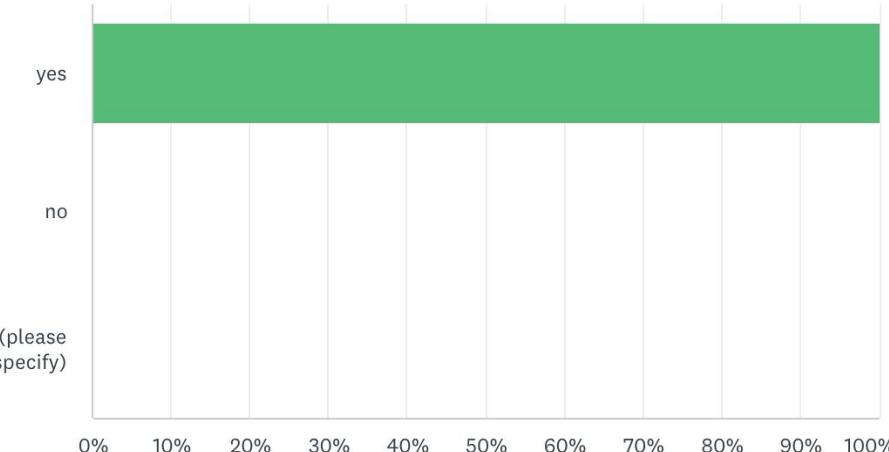
9. How would you rate the performance of the website?

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

UX testing: results

Were you able to find the buttons on the website?

Answered: 6 Skipped: 0



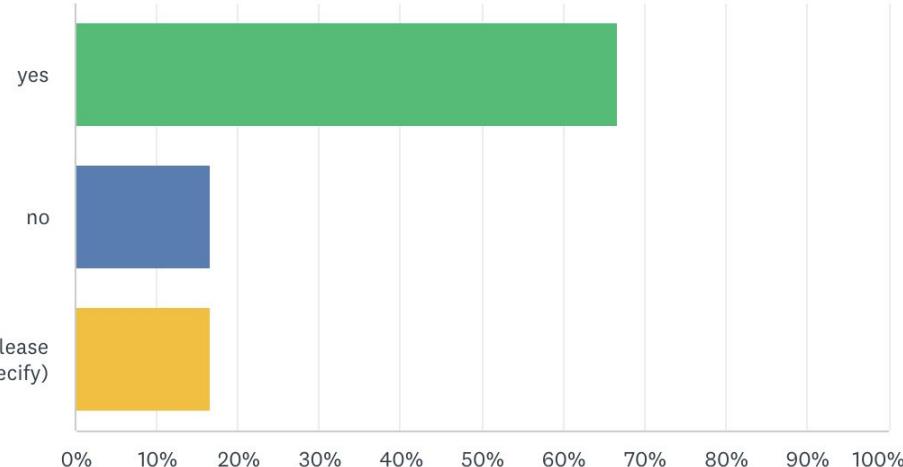
Using Survey Monkey, we asked some basic design question to our viewers.

This is how we analysed our results.

UX testing: results

Do you like the colors on the website?

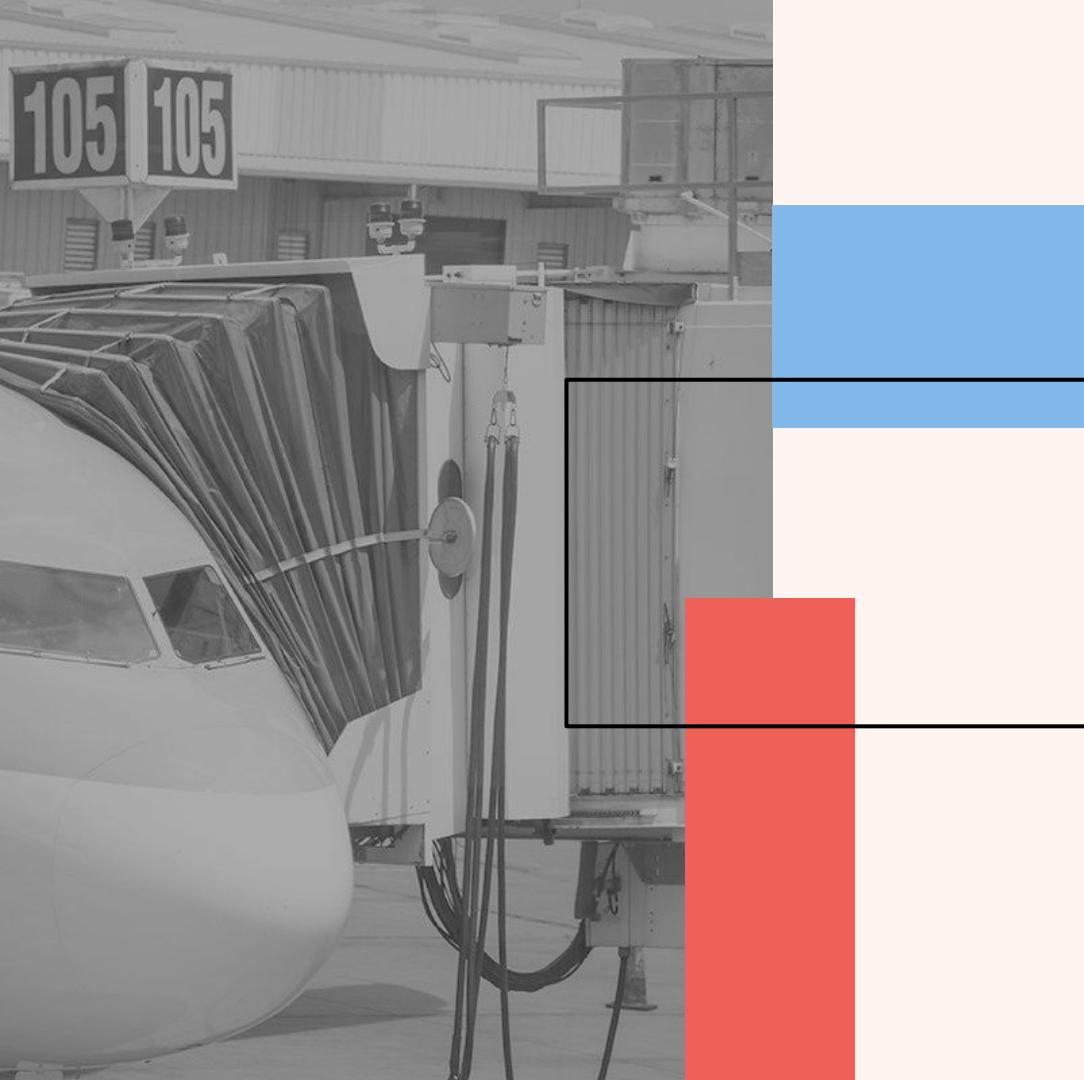
Answered: 6 Skipped: 0



If i have to be "picky/french" i would say i don't like the yellow in the header

In a few questions we left space for feedback.

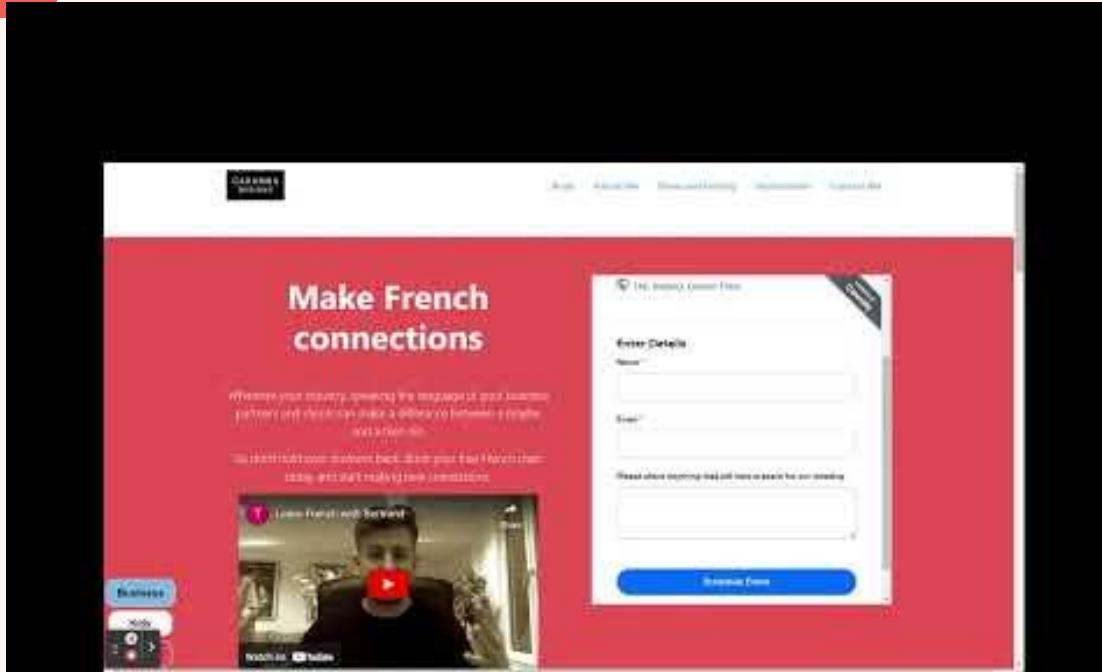
With this feedback we altered and adapted our website.



06

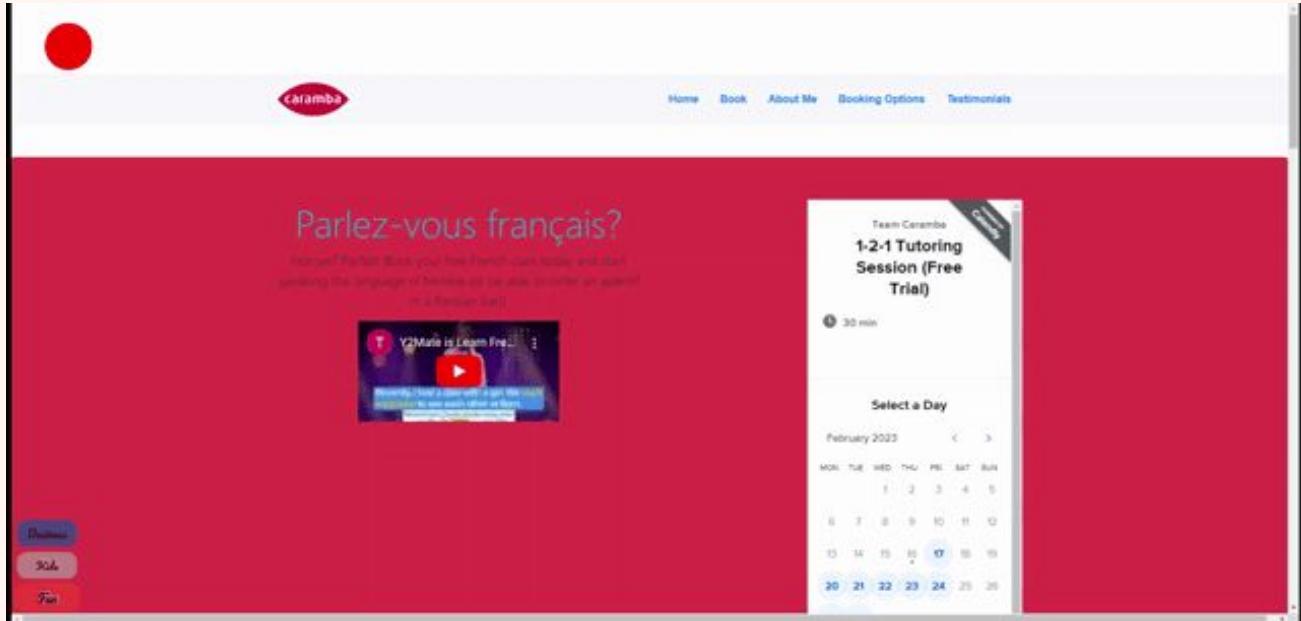
Launch

Website in action



Booking functionality: free trial

- 1) Booking form
(Calendly)



- 2) Client email

- 3) Owner email

Booking functionality: lesson enquiry

CARAMBA DESIGNS

Start learning French today!

Leave your details and I'll be in touch to book your first lesson.

Name *
First Name

E-mail *
Email Address
example@example.com

What type of classes are you interested in?

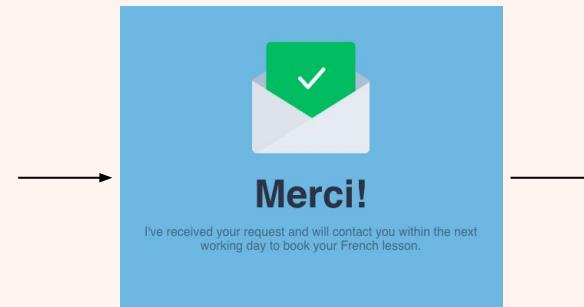
- French for Business
- French for Fun
- French for Kids
- Individual lessons ("pas as you go")
- Packet of 8 lessons (monthly subscription)

Any particular areas you'd like to focus on (speaking, grammar, culture)?

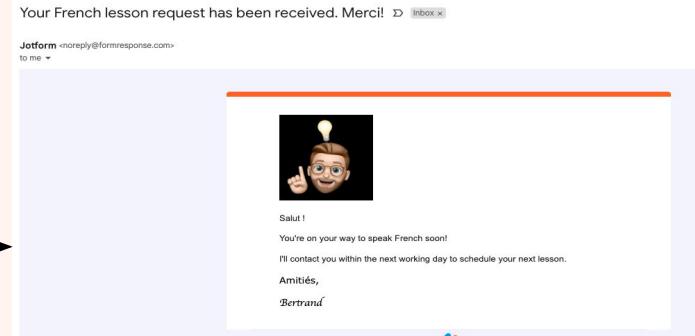
Your Information is Safe With us!

Submit

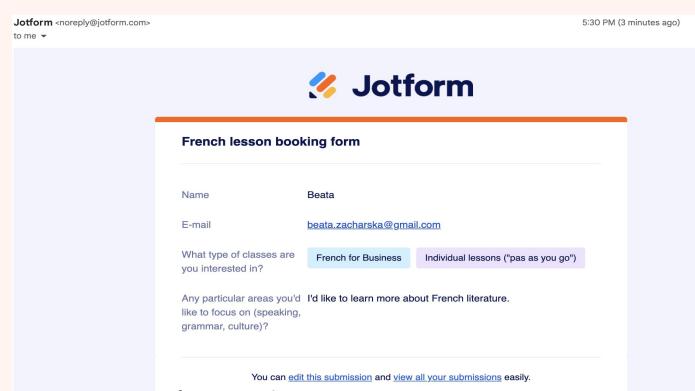
Booking form



Thank you page

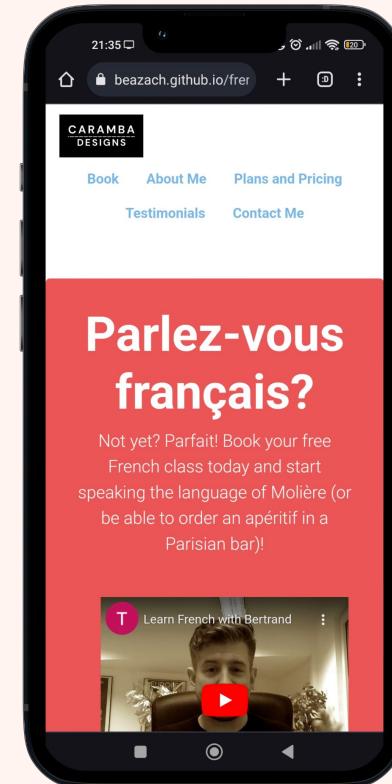
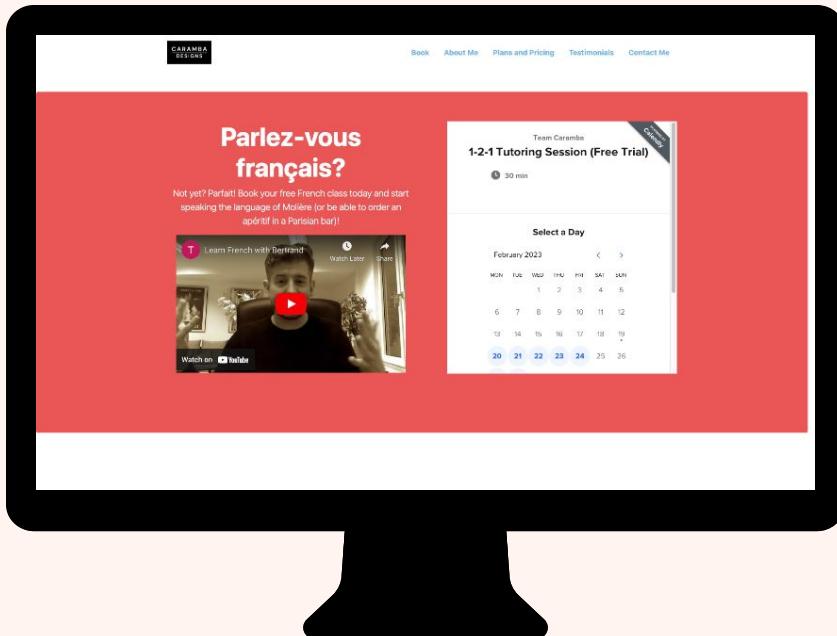


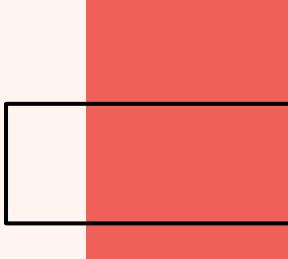
Client email



Site owner's email

Responsive Design





Accessibility & SEO

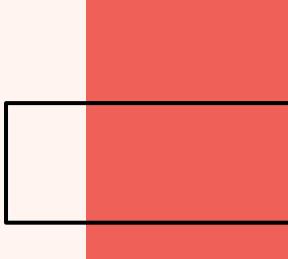
Semantic HTML

The HTML code includes semantic tags to give the page a logical structure and improve SEO.

Visual elements have accessible alt attributes to improve page accessibility.

Accessible UX

Our design choice was to use only three highlight/contrast colours, however, we juxtaposed these for maximum contrast and text legibility.



Challenges

Design

Using Bootstrap design and combining it with CSS was difficult as some design aspects of bootstrap would override the personalised design.

Making the website responsive, especially with the youtube video trying to make it fit into the jumbotron.

Getting spacing between the headings and the body of text.

APIs

General setup (e.g. Google Business Review API, Pinterest API, Privacy policy requirement)

What is the purpose of our API calls? Why can we not instead just use static links? Challenge of cost/benefit

Unsplash API not always showing images relevant for selected keywords

Project Management

Coordinating four collaborators working on the same code remotely and in different time zones

Producing 3 customised versions of the tutoring page, without an extra time to test the master version first

Fitting testing and feedback in a very tight schedule

Successes



We succeeded in creating a website that includes design elements and functionalities we set out at the beginning of the project, as well as UX best practices identified at the setup stage.



The project was shipped according to the schedule, and we managed to run multiple tests (website testing, on-site behaviour analytics, qualitative UX survey) and subsequently implemented relevant optimisation in time for the launch.

130+
commits

100%
collaboration

Directions for future iterations

Optimisation & Measurement

- Implement some of the experiments that came up during site testing
- Continue gathering feedback on user behaviour on site to further optimise the page
- Set up goals in Google Analytics for different booking scenarios to measure performance
- Create tracking URLs to track performance across different channels (once promos start)

Features

- Add a customisable special offer banner to highlight seasonal promotions
- Add different videos for each version of the page (when available from Bertrand)
- Translate text into French when hovered over

Merci

Do you have questions? Would you like to work with us?
teamcarambatesting@gmail.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**



Bonus

Behind the scenes

Get to know us and our processes

Our Team

Anna Benari



Apechhya Gurung



Beata Zacharska



Benedict McElroy



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

Project Timeline (7-21 Feb)



[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



▼ Setup

	Task	Person
<input type="checkbox"/>	1.0. Set up project tracker	
<input type="checkbox"/>	1.1. Complete research into best practi...	+3
<input type="checkbox"/>	1.2. Draft wireframes (first draft)	
<input type="checkbox"/>	➤ 1.3. Figure out how to integrate cale... 1	
<input type="checkbox"/>	1.4. Add UX Guidance	
<input type="checkbox"/>	1.5. Set up a repo & test commits	
<input type="checkbox"/>	1.6. Write a pseudo code	
<input type="checkbox"/>	1.7. Set up team gmail for testing purp...	
<input type="checkbox"/>	1.8. Find a testimonial feeding API	

Link

Research

Best Practices: language sites

A screenshot of a language booking platform. At the top, there are tabs for 'About', 'Schedule', 'Reviews (16)', 'Resume', and 'Subjects'. Below this is a date range selector for 'Feb 7–13, 2023' and a time zone dropdown set to 'Europe/London GMT +0:00'. The main area shows a weekly calendar from Tuesday to Monday. Each day has a list of available times: 09:00, 12:00, 08:00; 09:30, 12:30, 08:30; 10:00, 13:00, 09:00; 12:00, 16:00, 09:30; 12:30, 16:30, 10:00; 13:00, 17:00, 10:30; 13:30, 17:30, 11:00. A 'View full schedule' button is at the bottom.

A screenshot of a tutor profile. It features a video thumbnail of a woman, a rating of 4.8 stars from 16 reviews, and a price of 32 £ for a 50-min lesson. Below this are three buttons: 'Book trial lesson', 'Send message', and 'Save to my list'. A note indicates 11 lessons booked in the last 48 hours and that the tutor usually responds in 1 hour.

A screenshot comparing three business plans: 'Simple Start', 'Essentials', and 'Plus'. Each plan includes a price per month, a 'Buy now' button, and a 'Free 30-Day Trial' link. 'Simple Start' costs 7.50 £/mo and includes tracking income/expenses, VAT, and one user plus accountant. 'Essentials' costs 11.50 £/mo and adds insights/reports, multi-currency, recurring transactions, and track inventory. 'Plus' costs 15.50 £/mo and adds custom invoices, VAT, insights/reports, manage employees, multi-currency, recurring transactions, and track inventory.

A screenshot of a video player for a French course with Marie Cairo. The video shows a woman speaking. The interface includes a play button, volume control, and a progress bar showing 0:10 / 1:16. Below the video is a weekly calendar from Tuesday to Monday, with green bars indicating availability for specific dates. A note says 'Based on your timezone: Europe/London (UTC +0:00)'. A 'View full schedule' button is at the bottom.

What we like:

- Clear navigation
- Clean design with lots of white space
- Easy to use booking forms
- Videos introducing tutors

A screenshot of a booking form. It starts with a question 'When would you like to take lessons?'. Below it is a grid for 'Time of the day (in your time zone)' with options: Morning (6-9), Late morning (9-12), Afternoon (12-15), Late afternoon (15-18), Evening (18-21), Late evening (21-24), Night (0-3), and Late night (3-6). Below this is a grid for 'Days of the week' with days from Sunday to Saturday. At the bottom, there's a 'Time zone' dropdown set to 'UK, Ireland, Lisbon Time (7:25pm)'.

<https://trenerangielskiego.com/>
<https://preply.com/>
<https://www.lingoda.com>

Bad Practices: sites we dread

What we don't like:

- Cluttered design
- Pushy promos
- Too many colours
- Overuse of capital case

The screenshot shows the homepage of the Ryanair website. At the top, there's a dark blue header with the Ryanair logo, navigation links for Plan, My Bookings, Sign Up, Log In, Help, and a language selector (UK). Below the header is a search bar with fields for 'From' (London Gatwick) and 'To' (Destination), and a yellow 'Search' button. The main content area features a large banner for 'MAKING MEMORIES IN MADEIRA' with a price of 'FLIGHTS FROM £24.99'. The banner includes a 'LIMITED TIME OFFER' badge and a photo of a coastal town. Below this is another banner for 'PUT A SPRING IN YOUR STEP' with a price of 'CITY BREAKS FROM £24.99', featuring a man jumping with a backpack. The page also includes sections for 'SPRING INTO SUMMER' and 'SUMMER TO BELFAST', along with a sign-up form for 10% off.

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

Research into APIs & Widgets

Calendar bookings: <https://calendly.com>

Video testimonial:

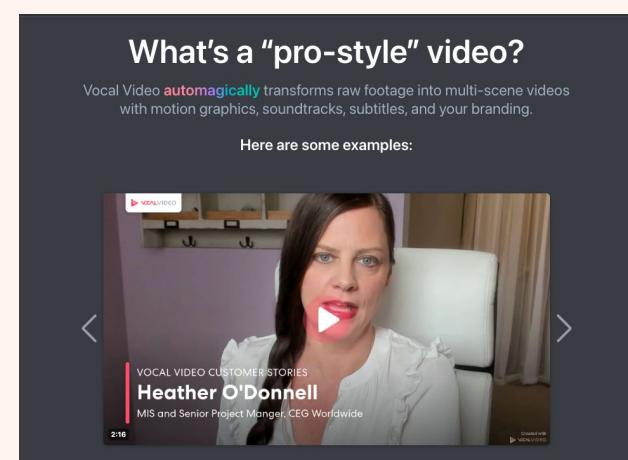
<https://vocalvideo.com>

<https://senja.io/>

<https://testimonial.to/>

<https://webz.io/data-apis/reviews-api>

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



A screenshot of the Webz.io homepage. The top navigation bar includes links for DATA API, SOLUTIONS, KNOWLEDGE, HELP CENTER, COMPANY, LOGIN, and GET STARTED. The main headline is "THE Reviews Are In". To the right, there is a testimonial box for "Expert Solution, Unrivaled Support" from Reza Sabernia, Founder of BrainMustard, with a quote about the Webz.io team being extremely helpful, knowledgeable, and professional. Below this are two circular callout boxes: one for "Clean Data, Easy Integration" and another for "Quick Plug-In, Top Support".

Calendly: booking flow

Embeddable widget. Using inline embed option.

Name, email, custom questions

Widget Landing page

Ben Caramba

Trial Tutor Session

1 hr

60 minute trial tutoring session.

Select a Date & Time

February 2023

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5		
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

Time zone
 UK, Ireland, Lisbon Time (2:04pm) ▾

Cookie settings

Select Timeslot

Select a Date & Time

February 2023

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5		
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

Wednesday, February 15

11:45am
12:00pm
12:15pm
12:30pm
Confirm
12:45pm
1:00pm
1:15pm

Time zone
 UK, Ireland, Lisbon Time (2:05pm) ▾

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 bartender
 Coffee, croissant, and read a French newspaper
 Watch a French TV show and not need English subtitles

Schedule Event

Calendly: pros

Tailored follow-up questions

The screenshot shows a booking page for a 'Trial Tutor Session'. On the left, event details are listed: 'Ben Caramba', '1 hr', '12:30pm - 1:30pm, Wednesday, February 15, 2023', and 'UK, Ireland, Lisbon Time'. The main area is titled 'Enter Details' and contains fields for 'Name *' and 'Email *'. Below these is a text area for 'Please share anything that will help prepare for our meeting.' At the bottom, there's a question: 'Which of these would you love to be able to do most?' followed by three options: 'Hold a conversation with a Parisian bartender', 'Coffee, croissant, and read a French newspaper', and 'Watch a French TV show and not need English subtitles'. A yellow box highlights the third option. At the very bottom is a blue 'Schedule Event' button.

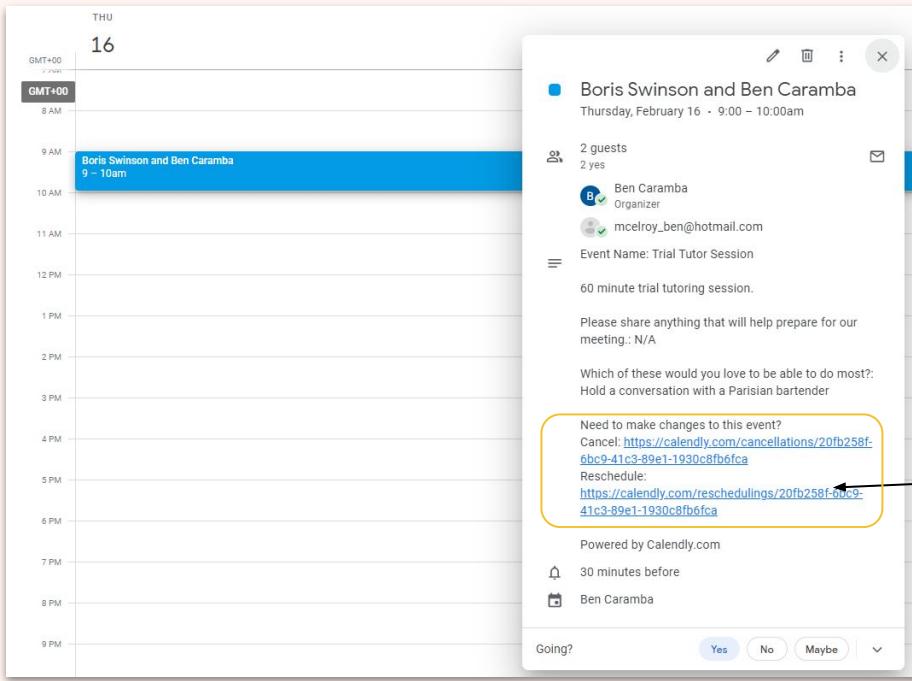
Ease of customisation/embedding

The screenshot shows the 'Trial Tutor Session' settings modal. It includes sections for 'Inline Embed' (with a 'Change' link), 'Booking Page Settings' (with options to 'Hide Event Type Details' and 'Hide Cookie Banner'), and color selection for 'Background Color', 'Text Color', and 'Button & Link Color'. On the right, the 'Embed Code' section displays a block of HTML code for embedding the widget. At the bottom, there's a note about getting help with Wix, Squarespace, or WordPress, and buttons for 'Back', 'Close', and 'Copy Code'.

```
<!-- Calendly inline widget begin -->
<div class="calendly-inline-widget"
    data-embed="99/trial-tutor-session"
    url="https://calendly.com/codingwithben/99/trial-tutor-session"
    style="min-width:320px; height:630px;">
</div>
<script type="text/javascript"
src="https://assets.calendly.com/assets/external/widget.js" async></script>
<!-- Calendly inline widget end -->
```

Calendly: pros cont.

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



Easy to change event/reschedule

Google Business Reviews API: challenges

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”

The image shows a web form with a yellow header bar labeled "Company Information". Below the header are five input fields, each marked with a red asterisk (*) indicating it is required. The fields are: "Company Name" (containing "Team Caramba"), "Company Website" (containing "Your answer" and a note "This is a required question"), "Company's Headquarters Address" (containing "Your answer"), "Company HQ's Google Maps Listing URL" (containing "Your answer" and highlighted with a yellow border), "Your Name" (containing "Your answer"), and "Your Email" (containing "Your answer" and a note about domain matching). The entire form has a light orange background.

Company Information

Company Name *

Team Caramba

Company Website *

Your answer

ⓘ This is a required question

Company's Headquarters Address *

Your answer

Company HQ's Google Maps Listing URL *

Your answer

Your Name *

Your answer

Your Email *

Enter email address associated with the same domain as your company website. We will use this email address for communications related to your Business Profile APIs application and usage.

YouTube Data API

Set up the API key.

Restricted key to
work only with
Youtube Data API.

Name *

Key restrictions

⚠ This key is unrestricted. To prevent unauthorized use, we recommend restricting where and for which APIs it can be used. [Learn more](#)

Set an application restriction

Application restrictions limit an API key's usage to specific websites, IP addresses, Android applications, or iOS applications. You can set one application restriction per key.

None
 Websites
 IP addresses
 Android apps
 iOS apps

API restrictions

API restrictions specify the enabled APIs that this key can call

Don't restrict key
This key can call any API
 Restrict key
 1 API

Selected APIs:
YouTube Data API v3

Note: It may take up to 5 minutes for settings to take effect

SAVE **CANCEL**

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

Set an application restriction

Application restrictions limit an API key's usage to specific websites, IP addresses, Android applications, or iOS applications. You can set one application restriction per key.

None
 Websites
 IP addresses
 Android apps
 iOS apps

Website restrictions

Restrict key usage requests to the specified websites.

⚠ If left blank, your API key will accept requests from any website.

Add website

Website *

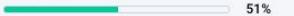
CANCEL **DONE**

Filter Enter property name or value

Status	Website	Edit
No rows to display		

Privacy Policy (without a lawyer)

 Termly

PROGRESS  51%

1. Privacy Policy Uses
2. User Information
3. Collection of Information
4. Use of Information
5. Disclosure of Information
6. Use of Tracking Technologies
7. GDPR Considerations
8. User Rights
9. Final Details

Privacy Policy

Third Parties

Do you disclose users' personal information to third parties?

If you use third-party services like Google Analytics, you are disclosing information.

Yes
 No

[BACK](#) [NEXT](#)

APIs - Initial Challenges

Unsplash API

Easier to use. Free HD stock photos.

Main problem encountered was that the search terms sometimes did not provide the kinds of images we looked for.

APIs - Initial Challenges

Finding the right APIs

We wanted some videos and images for the page.

Tried using the Pinterest API, but the setup process required OAuth at the user endpoint.

Many APIs require either a subscription or require an OAuth to be set up, neither of which seemed appropriate for this project.

Youtube Data API

Sifting through the documentation.

Finding exactly how to tailor our queries to get what we need.

Usage cap: 10,000 query points per day.

Certain searches cost 100 points per search. Early on, exhausted cap.

Changed strategy to search by playlist, costs 1 point per search.

Challenges - Youtube Data API

Interrogate the self

Does it serve a purpose?

Under the hood

```
let videoIndex =  
videoArray.length - 1;
```

Could it be simplified?

```
stickTheVideoIn(videoAr  
ray[videoIndex]);
```

Futureproofing

This code in fact will pull in whichever is the most recently added video to its respective playlist.

Any further videos added to the tutor's playlists, will be populated to the page dynamically.

If you hard-code in a static link to a video, then you can't dynamically update the page.

Challenges - Unsplash API

Interrogate the self

Does it serve a purpose?

The code is currently pulling the cover photo from three different user collections on Unsplash.

Could it be simplified?

In this instance, coding a static link to the page would make more sense. However, there are requirements to use two server-side APIs.

Issues faced

Final version - 1:
Images dynamically changing based on user uploads to Unsplash.

`GET/search/photos`

Final version:
Images are more fixed due to searching by collections. Fewer collections are created/uploaded.

`GET/search/collections`

Challenges - Unsplash API

Under the hood

```
// Array of search terms for the unSplash API.  
const imageSearchTermsBase = ["french-pastries", "french-desserts"];  
  
const imageSearchTermsCartoons = ["Tintin"]  
  
const imageSearchTermsBusiness = ["Business-meeting"]  
  
const unsplashArray = [imageSearchTermsBusiness, imageSearchTermsCartoons, imageSearchTermsBase];  
  
const arrayOfPageUrls = ["business.html", "kids.html", "index.html"];
```

Search terms (above), dependent on theme of page, will be input into the function (right), and from the JSON object retrieved, we select a relevant photo collection, and use the collection's cover image as the embedded photo.

```
// FUNCTION to get an image from the unsplash API based on the relevant  
// search term, which is selected due to the user's theme choice.  
function GetImage(arr){  
    var internalArray = Array.from(arr);  
    console.log(internalArray);  
    var selectedNumber = randomWholeNum(internalArray.length);  
    console.log(selectedNumber);  
    var drama = internalArray[selectedNumber];  
    console.log(drama);  
    var unsplashURL = `https://api.unsplash.com/search/collections/?query=$  
    ${drama}&client_id=n9E_S2EHFnLYsoG5u6jQxiQbaC0NN-KhidZTVGIH8w`;  
    console.log(unsplashURL);  
    $.ajax({  
        url: unsplashURL,  
        method: "GET"  
    }).then(function(unsplashResponse) {  
        console.log(unsplashResponse);  
        var baguetteDiv = $('.baguette-div');  
        baguetteDiv.empty();  
        var baguetteString = unsplashResponse.results[1].cover_photo.urls.  
        full;  
        var baguetteImg = $('');  
        baguetteImg.attr('alt', unsplashResponse.results[1].  
        alt_description);  
        $(baguetteImg).css({'width':'inherit', 'height':'inherit'});  
        $(baguetteImg).attr('src', baguetteString);  
        $(baguetteImg).appendTo(baguetteDiv);  
    });  
};
```

ImageAPI: theme variation

Add different image for each version of the page:

- French for Fun - "cuisine"
- French for Business - "business meetings"
- French for Kids - "tintin"

Plat du jour



Réunion d'affaires



Tintin

