

WIP

Learn French with Bertrand

French tutoring website

coded by Team **caramba**



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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 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	What we want to achieve with this project
Anna	Design, Photoshop	Understand and use all front-end languages	<p>Combine everything we learned so far in the bootcamp to build an application that:</p> <ul style="list-style-type: none">- 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
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	

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?

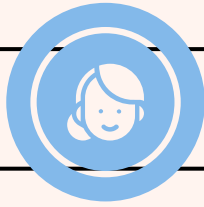
Using bootstrap and JavaScript, we are going to build an interactive website where prospective students can book a French lesson, learn more about the tutor or contact him directly.

WHAT ARE THE ACCEPTANCE CRITERIA FOR THE PROJECT?

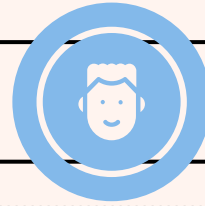
- A website that highlights the experience of the teacher, offers clear description of available classes, pricing and an option to book a trial class.
- The website needs to offer superb user experience, highlighting the quality of the service through impeccable design and eye-catching visuals, while 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?

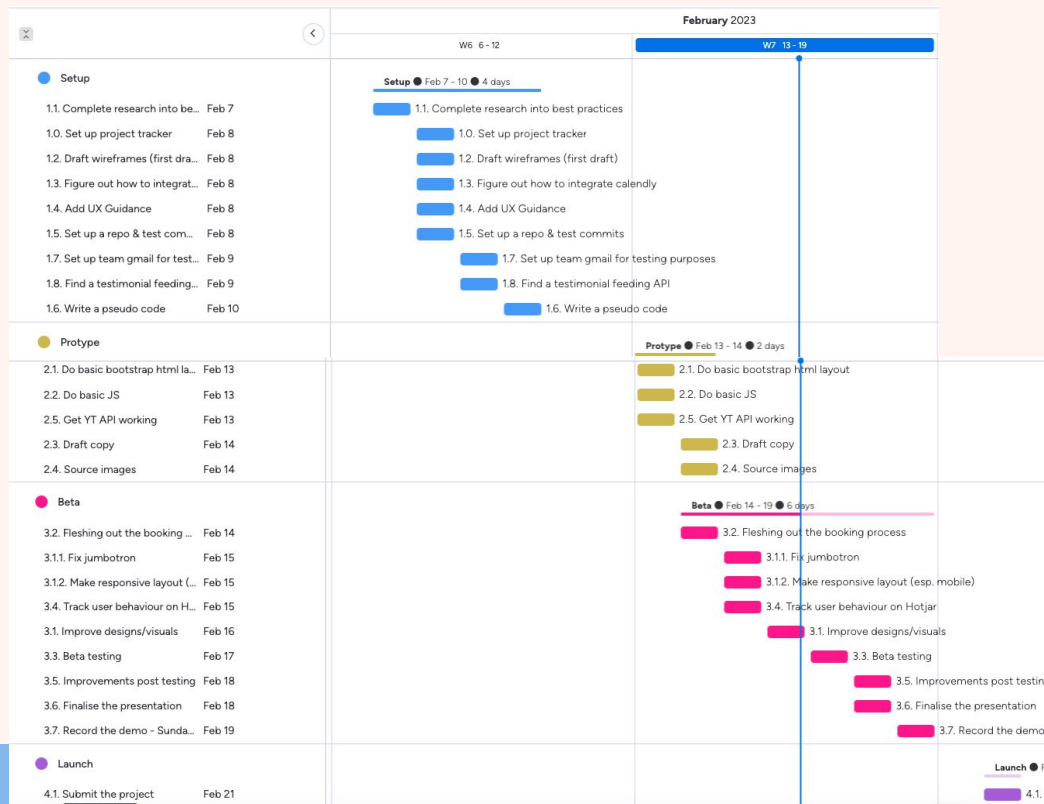
WHAT ARE THE KEY UX ELEMENTS TO CONSIDER?

- 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



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)		AB AG
<input type="checkbox"/>	> 1.3. Figure out how to integrate cale... 1		BM
<input type="checkbox"/>	1.4. Add UX Guidance		
<input type="checkbox"/>	1.5. Set up a repo & test commits		+3
<input type="checkbox"/>	1.6. Write a pseudo code		BM
<input type="checkbox"/>	1.7. Set up team gmail for testing purp...		BM
<input type="checkbox"/>	1.8. Find a testimonial feeding API		BM



03

Design & Prototype

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

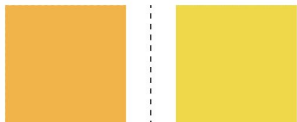
UX Considerations

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.

BALANCE

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



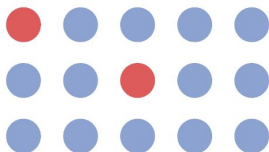
SCALE

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



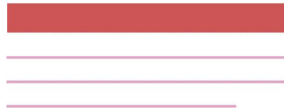
CONTRAST

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



#0055A4

#FFFFFF



#EF4135

Fonts



Basic Structure & Wireframes

UI

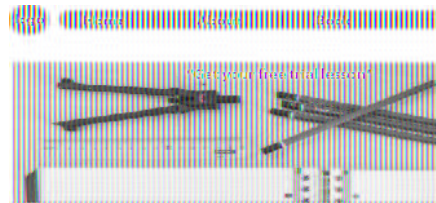
Header (CTA + Image + booking form)

Body (Bio + Video, Pricing)

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

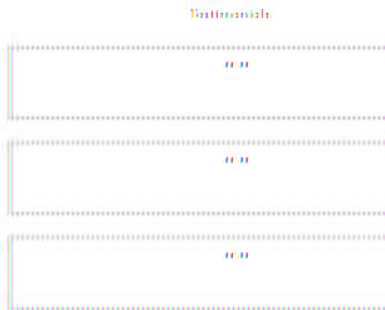
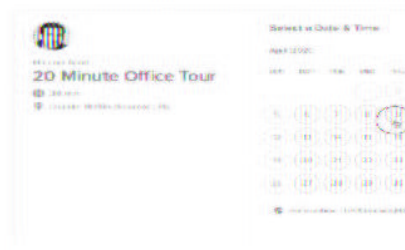
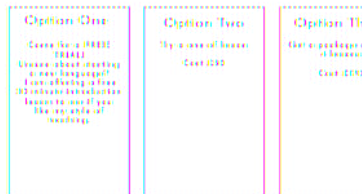
TECHNICAL REQUIREMENTS

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



My name is... and I teach french. I have been doing this for... for all sort, consequenter, edipisci velit, and quia non nerrsequa elus modi temporis incidunt ut labore et dolore magnam aliquam quoniam volupabatur. Ut enim ad minimus veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum, expundebar, edipisci velit, and quia non nerrsequa elus modi temporis incidunt ut labore et dolore magnam aliquam quoniam volupabatur. Ut enim ad

Book a Class



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

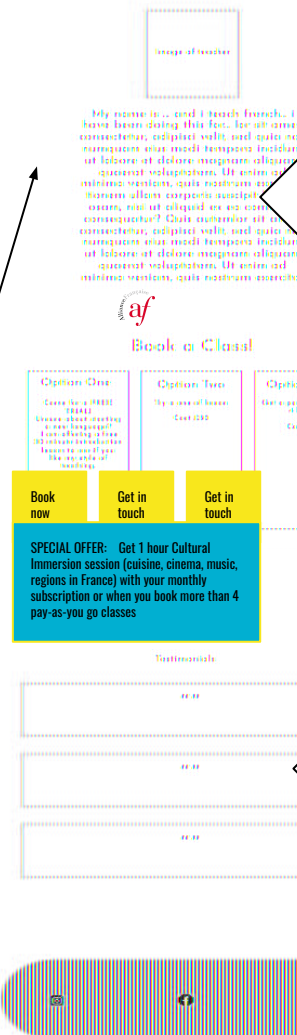
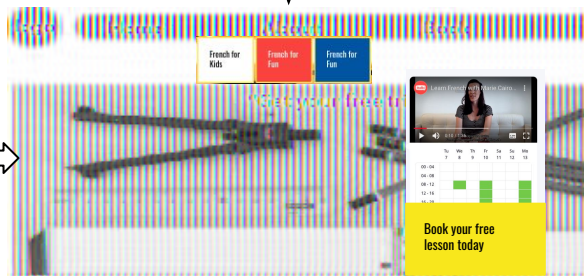
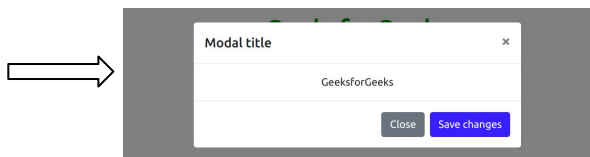
NEW!

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.

- 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
- + 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 - cuisine (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

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 bartender

☐ 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



Ben Caramba

Trial Tutor Session


 1 hr

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

Enter Details

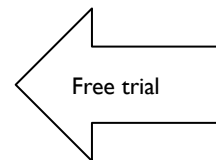
Name *

Email *



Get in touch to book your tailored package

NEW!



Merci- thank you page

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 Calendly 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

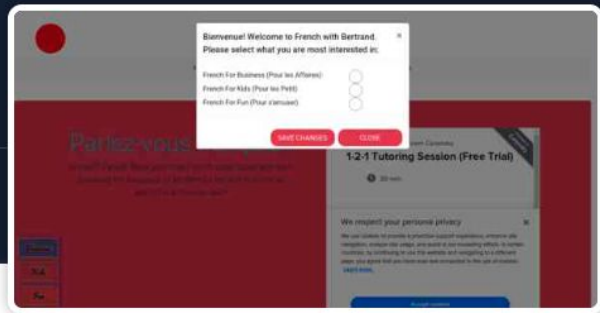
Webpage Performance Test Result

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)

Web Analytics (mouseflow)

Links

Research

Best Practices

<https://trenerangielskiego.com/>

<https://preply.com/>

Basic language tutoring site:

<https://www.lingoda.com>

Simple Start

Start your business

€15⁰⁰ €7.5⁰⁰ /mo

[Buy now](#)

[Free 30-Day Trial](#)

- ✓ Track income & expenses
- ✓ Send custom invoices & quotes
- ✓ Connect your bank
- ✓ Track VAT
- ✓ For one user, plus your accountant

Essentials

Run your business

€22⁰⁰ €11.5⁰⁰ /mo

[Buy now](#)

[Free 30-Day Trial](#)

- ✓ Track income & expenses
- ✓ Send custom invoices & quotes
- ✓ Connect your bank
- ✓ Track VAT
- ✓ Insights & reports
- ✓ Manage employees
- ✓ Multi-currency
- ✓ For three users, plus your accountant

Plus

Grow your business

€30⁰⁰ €15.5⁰⁰ /mo

[Buy now](#)

[Free 30-Day Trial](#)

- ✓ Track income & expenses
- ✓ Send custom invoices & quotes
- ✓ Connect your bank
- ✓ Track VAT
- ✓ Insights & reports
- ✓ Manage employees
- ✓ Multi-currency
- ✓ Recurring transactions
- ✓ Track inventory



Based on your timezone: Europe/London (UTC +00:00)

[View full schedule](#)

About Schedule **Reviews (16)** Resume Subjects

< > Feb 7-13, 2023 Europe/London GMT +0:00

Tue 7	Wed 8	Thu 9	Fri 10	Sat 11	Sun 12	Mon 13
			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

[View full schedule](#)

and obtain quick results.
y conseguir resultados en poco tiempo.

★ 4.8 32 £
16 reviews 50-min lesson

[Book trial lesson](#)

[Send message](#)

[Save to my list](#)

📈 11 lessons booked in the last 48 hours
🕒 Usually responds in 1 hour

< 5 / 6 [Skip](#)

When would you like to take lessons?

Time of the day (in your time zone)

6-9 Morning	9-12 Late morning	12-15 Afternoon	15-18 Late afternoon
18-21 Evening	21-24 Late evening	0-3 Night	3-6 Late night

Days of the week

[Sun](#) [Mon](#) [Tue](#) [Wed](#) [Thu](#) [Fri](#) [Sat](#)

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 (7:25pm) ▼

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:

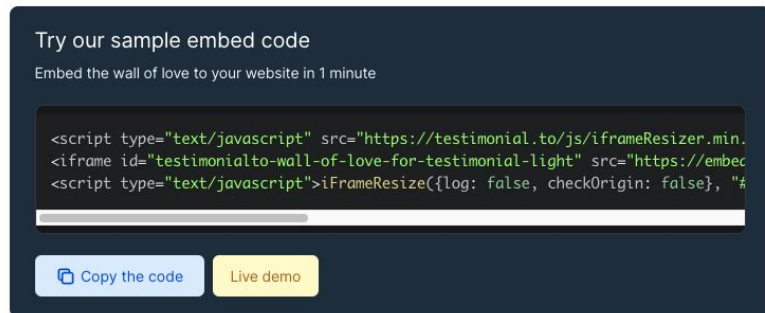
<https://vocalvideo.com>

<https://senja.io/>

<https://testimonial.to/>

API solution:

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

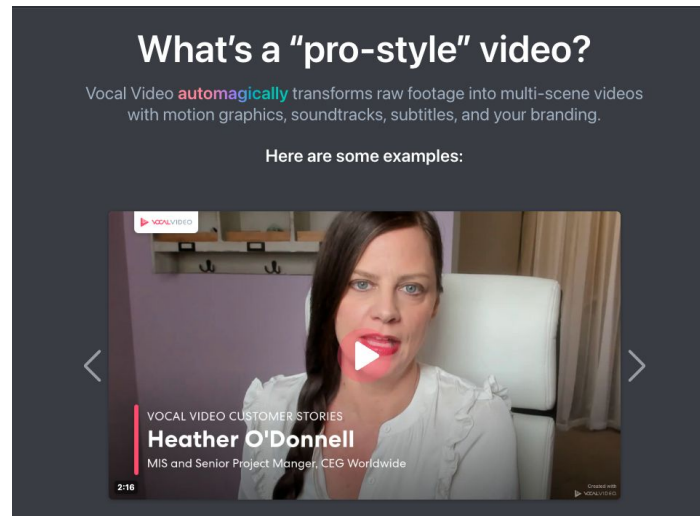
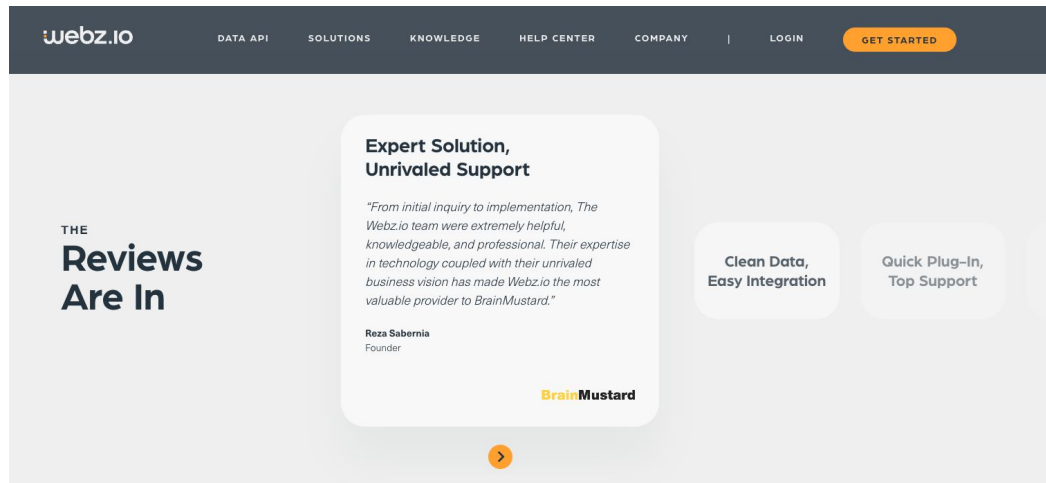


Look more like proper APIs, but not sure if they're all right for testimonials (webz. look more suitable for e.g. more reviews)

<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>



Embeddable widget. Using inline embed option.

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					

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

Wednesday, February 15

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

Confirm

Name, email, custom questions

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 Calendly booking page for a 'Trial Tutor Session' with Ben Caramba. The event is 1 hour long, scheduled for Wednesday, February 15, 2023, at 12:30pm - 1:30pm, in UK, Ireland, Lisbon Time. The 'Enter Details' section includes fields for Name and Email, and a text area for additional information. A yellow box highlights a follow-up question: 'Which of these would you love to be able to do most?' with three radio button 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 'Schedule Event' button is at the bottom right.

Ben Caramba
Trial Tutor Session
1 hr
12:30pm - 1:30pm,
Wednesday, February 15,
2023
UK, Ireland, Lisbon Time

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](#)

Ease of customisation/embedding

The screenshot shows the 'Trial Tutor Session' page with embedding options. The 'Inline Embed' section is selected, showing a 'Change' link. The 'Booking Page Settings' section allows customizing the look of the booking page to fit seamlessly into the website, with options to hide event type details and the cookie banner. The 'Embed Code' section provides a code snippet to place in the HTML where the widget should appear. The code is:

```
<!-- Calendly inline widget begin -->  
<div class="calendly-inline-widget"  
  data-url="https://calendly.com/codingwithben  
edict99/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 -->
```

 The 'Background Color' is set to white, 'Text Color' is black, and 'Button & Link Color' is blue. A 'Copy Code' button is at the bottom right.

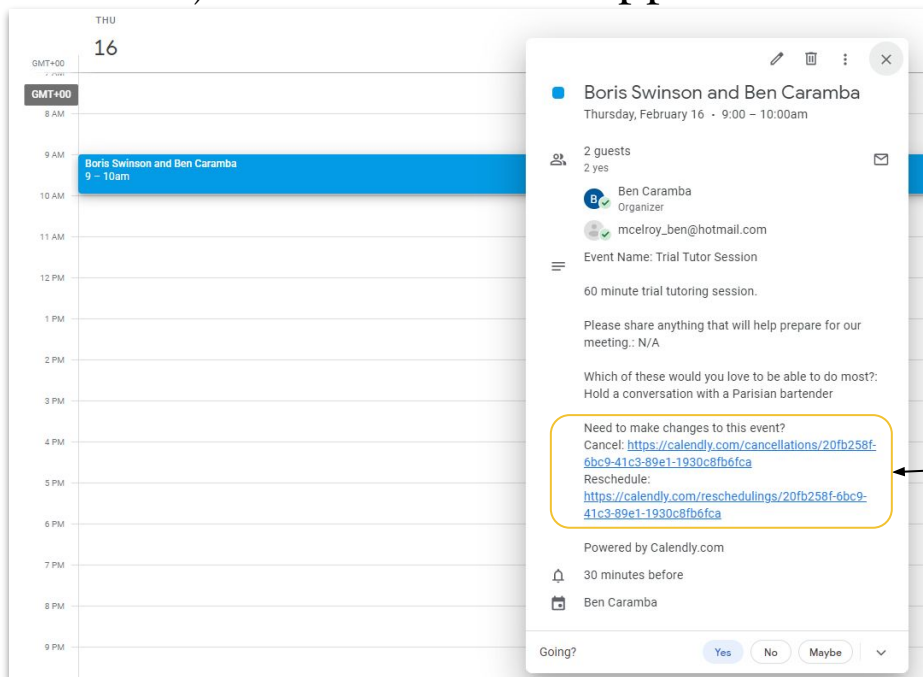
Trial Tutor Session
1 hr One-on-One Zoom
Inline Embed [Change](#)
Trial Tutor Session
Booking Page Settings
Customize the look of your booking page to fit seamlessly into your website.
☐ Hide Event Type Details ⓘ
☐ Hide Cookie Banner ⓘ
Background Color
Text Color
Button & Link Color
Embed Code
Place this code in your HTML where you want your Calendly widget to appear.

```
<!-- Calendly inline widget begin -->  
<div class="calendly-inline-widget"  
  data-url="https://calendly.com/codingwithben  
edict99/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 -->
```


Need help? See our guides for embedding Calendly on [Wix](#), [Squarespace](#), or [WordPress](#), check our [common questions](#), or explore [advanced embed options](#).
[Back](#) [Close](#) [Copy Code](#)

Calendly - Pros

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



Easy to change event/reschedule

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”

A screenshot of the Google Business profile setup form. The form is titled 'Company Information' and contains several fields. The fields 'Company Name', 'Company Website', 'Company's Headquarters Address', 'Company HQ's Google Maps Listing URL', 'Your Name', and 'Your Email' are all highlighted with orange borders. The 'Company Website' field has a red error message: 'This is a required question'. The 'Your Email' field has a note: '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.'

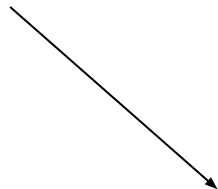
Youtube Data API

Set up the API key.

Restricted key to


work only with

Youtube Data API.



Name *
API Key for Youtube Data

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 *
beazach.github.io/french-tutoring-website

CANCEL **DONE**

 **Filter** Enter property name or value

Status	Website	Edit
No rows to display		

Privacy Policy



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](#)

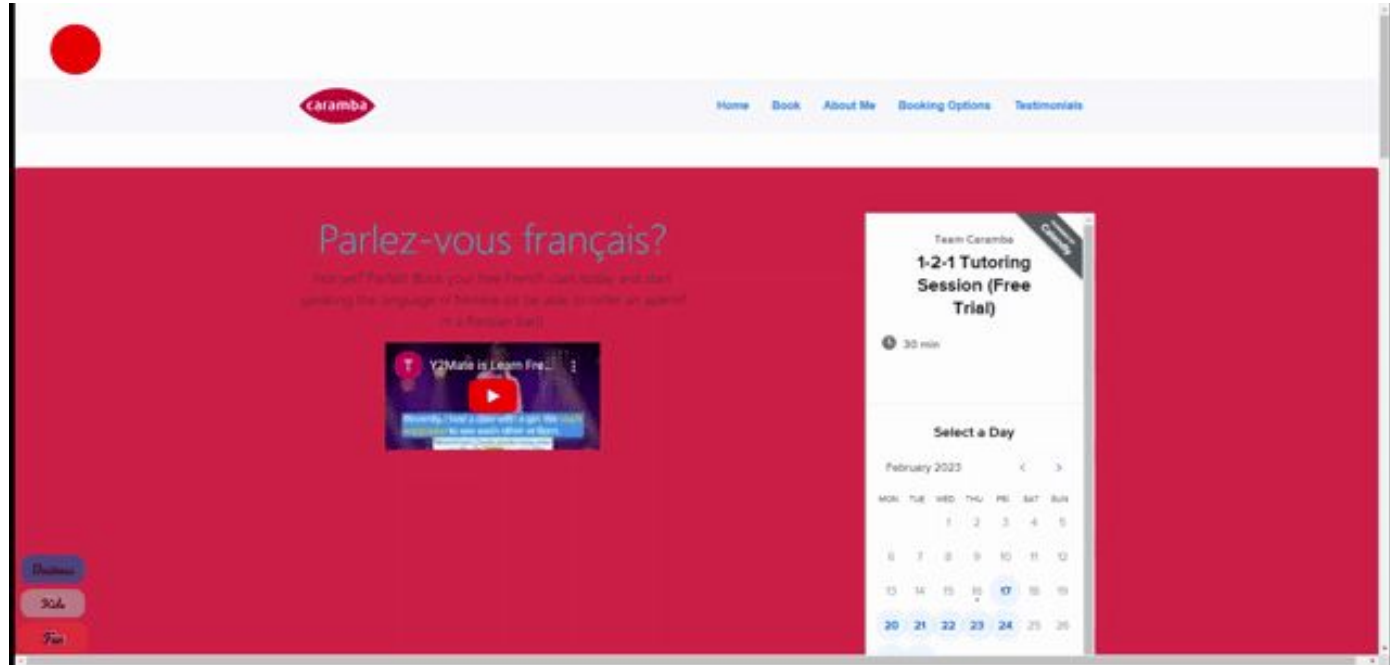
[NEXT](#)

Calendly Booking Process - step-by-step


1) Booking form

2) Client email

3) Owner email



Lesson Enquiry - Booking Process



Start learning French today!

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

Name *

E-mail *

example@example.com

What type of classes are you interested in?

☐ French for Business


☐ French for Fun

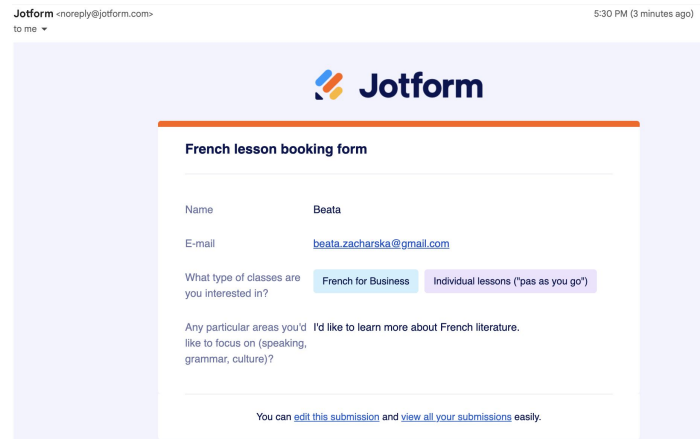
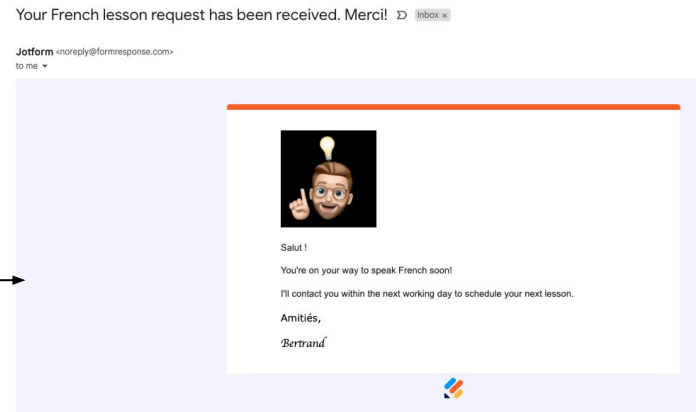
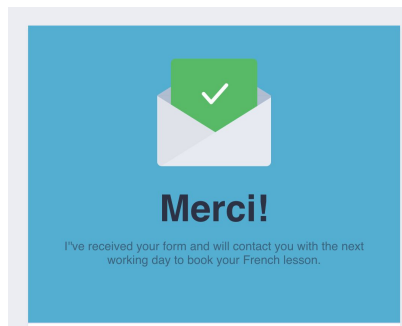
☐ French for Kids

☐ Individual lessons ("pas as you go")

☐ Packet of 8 lessons (monthly subscription)

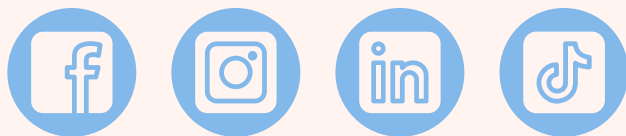
Any particular areas you'd like to focus on (speaking, grammar, culture)?

 Your information is Safe With us!



Merci

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



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