Research Plan

Ba'yen application

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PROJECT CONTEXT

Industry Overview:

Between students and teachers, our app acts as a third party. In which students may quickly locate an appropriate teacher for any subject in which they are having difficulty. The teachers, on the other hand, will outline the subjects they are competent to teach as well as any other benefits they may provide. Furthermore, the app will include a variety of services, which will be our competitive advantage, such as offering offers for low-income students, the opportunity to select whether the student requires assistance with homework, lectures, or test explanations, and so on. Furthermore, both students and teachers will have the option of meeting on-site or online.

Competitors:

➤ **Direct competitors:**
1. Noon academy
2. Droos school
3. algooru

➤ **Indirect competitors:**
1. iEN Ethraia platform
2. Attaa Digital
3. Satr platform

Goals of Research:

1. Bring people easier and faster ways to find teachers.
2. Help students break records.
3. Enhance the quality of learning and teaching.
4. Improve the efficiency and effectiveness.
5. Improve user-accessibility and time flexibility to engage learners in the learning.

Assumptions:

1. Would I trust this teacher?
2. Would the teacher follow up with me along the course?
3. Is the payment method secure?
4. Will this app be useful for both teachers and students?

AUDIENCE

Overview:

Students from three levels, elementary, intermediate, and high school, as well as teachers from various majors, will be our audience.

Audience Structure:

Audience Type	Characteristics/Demographic	Environment
Students	• Age: From 6-18 years old • Profession: Students • Exposure to product: YouTube/Instagram/ads/Friends/Telegram • Other general knowledge of the user: Elementary, intermediate, and high school	When, how and where are they using the product? When they require a private teacher to further clarify the teachings, and it may be utilized both on-site and online.
Teachers	• Age: +25 years old • Profession: teacher in any major • Exposure to product: YouTube/Instagram/ads/Friends/ career channel/ other teachers/Telegram	When, how and where are they using the product? If they want to increase their income, they can teach during their free time.

User Interviews:

We produced a sample survey to find out how many students might benefit from the app and to learn more about their previous experiences with comparable apps. These sample questions include the following:

1. Demographics:
   o Your name?
   o How old are you?
   o What is your education level?
   o What are the technologies you use?
   o Your income Level?
2. User experience:
   o Have you ever needed a private tutor for any of your subjects?

- Have you faced any difficulty in finding the suitable teacher?
- In case of "No", clarify how did you find the suitable teacher?

Sample Script Structure:

➢ **Experience with the Domain:**

- ***Familiarity with the product or industry?***
  Ba'yen's mission is to easily match-make students and tutors, creating a community of dedicated professionals and enthusiastic learners to benefit from shared experiences.

  Ba'yen's plan to capitalize on market insights, access to supply, and know-hows to better cater to the needs of the 10M student market in Saudi. This will anchor our foreseeable expansion in the region, which will align with our mission to build GCC's one-stop private tutoring shop. Ba'yen's offers a section for urgent assignment help for the students" the student enters the assignment request and the requirements then the tutors.

- ***Familiarity with competitors:***
  Because we want to know what we are going against before we invest time and capital. It's important to keep a close eye on what competition is doing. We are familiar with some of the direct competitors such as Algooru, Noon Ac, And Doroos. We did study and analyze these competitors to find our strengths that distinguish us from them and we found some weaknesses that we can use as an advantage for our website. In Algooru we found weakness in how the student can communicate with tutors . And the web page does not show important information like the price and the fees.

➢ **Experience with the Product:**
- ***Most recent purchase/experience with the product?***
  1- when every student finds the suitable teacher after viewing a brief short video of the teacher they immediately pay and start the course which include all the material they.
  2- when the teacher is fully free and ready to give courses, they turn on the available button.

- ***When they accessed the product / the users?***

  All the users should be accessed after signing up and confirm their accounts.

- ***Where they accessed the product?***

  Students and instructors may access the product and learn more about it via YouTube, Instagram, Telegram, and the road app, in addition to career channels.

- ***Why, and for what reasons did they use it?***

  Students utilize the app to find a suitable teacher for any topic in which they are suffering. In addition, they'll be able to choose if the student needs help with homework, lectures, or exam explanations. Teachers, on the other hand, would utilize this program if they wish to supplement their income and work during their free time.

- ***Who they might have involved in the process as well?***

  Students can complete the process on their own or can seek help from their parents. As for teachers, they can complete the process with proof of their teaching competence.

- ***How long they may have used the product?***

  Students can use the application throughout the school year when they need a tutor to help them complete their studies.

- ***Feelings and opinions about the product or experience?***

  This software will assist a large number of students in quickly locating a teacher. Also, the flexibility to choose whether or not to get help with homework, classes, or explaining tests is the most crucial benefit any student can have, since it eliminates the need to pay more money on a teacher for the whole course. It will also be useful for many teachers since they will be able to indicate whether they can teach online or onsite, as well as the services they will provide.

- ***What they could see as bettering the product or experience?***

  Adding a university level to the software, where we may add other majors and disciplines, will be a huge step forward. Furthermore, there are professional lecturers that are capable of clearly explaining the college courses.

Summary of Findings:

We created a sample survey to determine the number of students who would benefit from the app and to learn more about their experience with similar products. According to the findings, 51.9 percent of students are between the ages of 16 and 18, indicating that the majority of kids who are experiencing deficiency from high school. Furthermore, we discovered that 59.3 percent of students use their mobile phone for online courses, indicating that our application would be built on a mobile phone rather than a website. However, because 70.4 percent of students are from a middle-income family, the offers we will make on our application will be appropriate for them. Furthermore, 59.3 percent of students at all levels expressed difficulty in finding a suitable teacher, demonstrating the necessity for our application.

Sample User Interview Script:

1. Introduction:
   - ***To start off, can you tell me a little bit about yourself and what you do for a living?***
     sure
   - ***What is your name?***
     Asala
     What do you do?
     A full-time student
     What does your school entail?
     I got to study for exams and do homework's
     Where is your school located?
     Tabuk, SA
     Can you tell me what city/neighborhood do you live in?
     Tabuk, Alssalam
   - ***How do you get to your job/class?***
     By my own car
   - ***What type of studying method do you use ?***
     Making a schedule
   - ***Do you visit a tutor to help you with studying ?***
     Yes
     If yes, how often do you do ?
     Weekly
   - ***Did your grades increase after making it to your tutor?***
     Yes indeed it does
     If yes, How long do you commit with him?
     The whole semester

2. Experience Habits:

- ***How often do you take the product per week?***
  During the week, I would use the application anytime I had a difficulty with the course.
- ***How long have you been using the product?***
  I was using the product since 2020
- ***What do you use the product for? I.e Work, errands, school, leisure***
  I used the application for school purposes, like having help with homeworks, explaining the exams, and clarifying the lessons.
- ***What made you decide to take the product?***
  I choose to use this app because it is the most appropriate app for me, considering the offers and services it provides.

3. Product Experiences:
- ***How do you plan your (daily/weekend/etc.) classes?***
  Daily I take a lesson that helps me to solve my homeworks.
- ***What factors into this plan? (exams, home works, lessons)***
  The most factors are clarifying educational subjects and helping me to solve my homework.
- ***When do you take extra classes from your usual class?***
  When I have an exam or when I have a question that I can't solve.
- ***How do you feel in that situation?***
  That is not a big problem for me because I have ba'yen application.
- ***How often does this happen to you?***
  Sometimes once a week and other times bi-weekly.
- ***How do you find the extra classes?***
  It helps me a lot, especially in final exams.
- ***Can you tell me about your most recent product experience?***
  It was great, when our teacher asked us a question and put it as a bonus.
- ***Where did you get help?***
  The tutor helps me to solve it in a professional way.
- ***Did you share the application with your friends? why?***
  Yes, when my friends asked me how I could solve the question, I talked a lot about the Ba'yen application.
- ***Tell us about a time when you had a good experience using the product?***
  Most of my experiences were good, especially because I am comfortable with applications rather than websites.
- ***Tell us about a time when you had a bad experience using the product?***
  The bad experience I faced when all of the tutors were busy.

- ***You said that you take the application to help you in (exams/homeworks/etc), can you tell me a time do encounter a problem?***
  When all of the tutors were busy, and I needed help.
- ***What did you do?***
  I tried to take help from my friend
- ***How did it make you feel?***
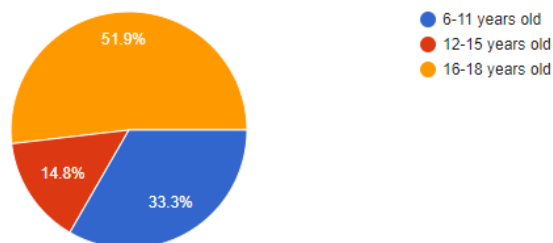 I hope more tutors register in Ba'yen application

4. Commuting-App:

- ***Have you used any mobile application or other services to assist you to have a tutor?***
  No, I didn't find application, but I'm using website called Droos
- ***How often do you use Droos?***
  When I need help with my educational subjects.
- ***How did you find out about Droos?***
  By one of my friends.
- ***What are some reasons you use Droos?***
  It helps me to find some tutors.
- ***Can you tell me a positive or negative experience you had with Droos?***
  positive experience " I found a tutor, he helped me to prepare for my final exam "
- ***Is there something you wish a Ba'een app did that current Droos does not?***
  Yes, Droos was a website I wish Ba'eedn it will be an application that it will be easier to use.
- ***Do you have any final thoughts or feedback you would like us to know?***
  yes, I hope it will be there section I can add my questions and find teacher can help me to answer it.
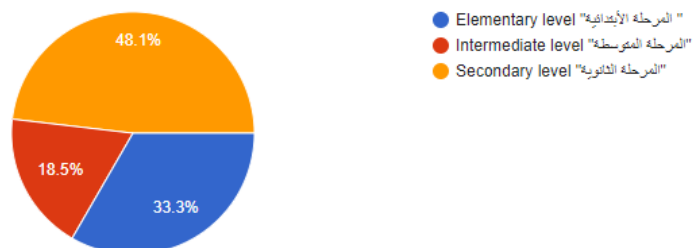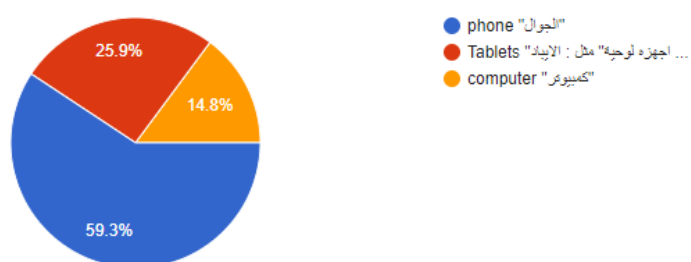
Appendixes

"How old are you? "كم عمرك"

27 ردًا

- ● 6-11 years old
- ● 12-15 years old
- ● 16-18 years old

51.9%

14.8%

33.3%

What is your education level ماهو مستواك التعليمي؟

27 ردًا

- ● Elementary level "المرحلة الأبتدائية "
- ● Intermediate level "المرحلة المتوسطة"
- ● Secondary level "المرحلة الثانوية"

48.1%

18.5%

33.3%

What are the technology you use ? ماهي التكنولوجيا التي تستخدمها ؟

27 ردًا

- ● phone "الجوال"
- ● Tablets "اجهزه لوحية" مثل : الايباد ...
- ● computer "كمبيوتر"

25.9%

14.8%

59.3%

"" Your income Level

27 ردًا

● "الدخل المنخفض" Low income
● "الدخل المتوسط" Middle income
● "الدخل العالي" High income

70.4%

29.6%
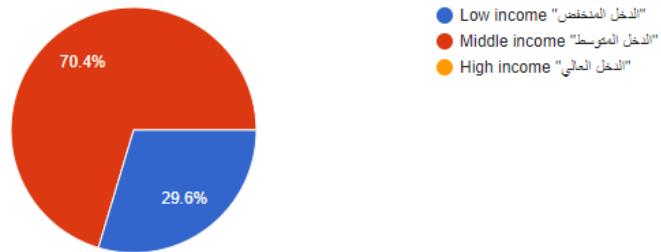
Have you ever need a private tutor for any of your subjects?" هل احتجت يومًا إلى مدرس خصوصي لأي من موادك الدراسية؟"

27 ردًا
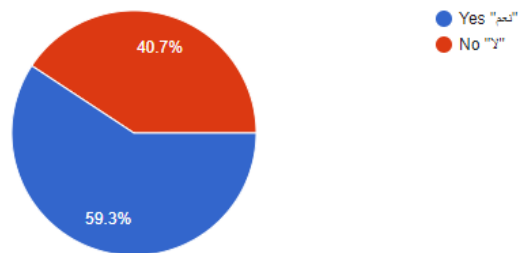
● "نعم" Yes
● "لا" No

40.7%

59.3%

Have you faced any difficulty in finding the suitable teacher?" هل واجهت أي صعوبة في العثور على المعلم المناسب؟"

27 ردًا

● "نعم"Yes
● "لا"No

51.9%

48.1%
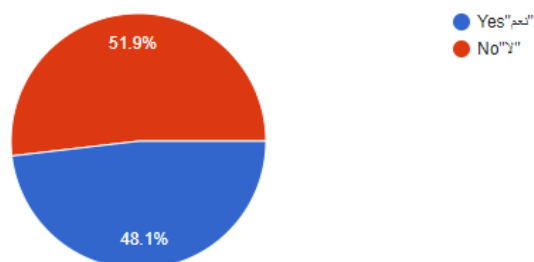
In case of "No", clarify how did you find the suitable teacher ?" اذا كانت الإجابة ب "لا" و وضح كيف عثرت على المعلم المناسب؟

21 ردًا

- 🔵 Education platform"منصة تعليمية"
- 🔴 From relative"عن طريق معارف"
- 🟠 Long time of searching

71.4%

23.8%