



MyTutor User Research

Group 1

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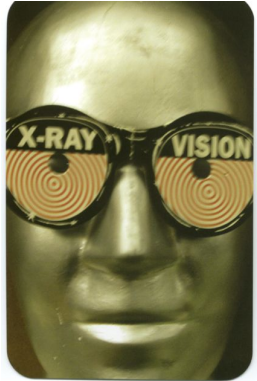
Jesse Hooper

Users/Stakeholders

- Students
- Tutors
- Parents (For under-18 students)



IDEO Methods Used



Broad View of Environment

Learn

Look

Ask

Try

Secondary Research

HOW: Review published articles, papers, and other pertinent documents to develop an informed point of view on the design issues.

WHY: This is a useful way to ground observations and to develop a point of view on the state of the art.

Understanding emergent social and technological trends helped an IDEO team to produce more relevant PDA concepts.

[Chris]



"I wouldn't be caught dead using moisturizer"

"I never buy after shave...I get it for Christmas"

"I read men's magazines sometimes, but I'd never buy one"

"I only really take vitamin C when I've got a cold"

"keeping fit isn't that important to me"

Personal View of Users

Learn

Look

Ask

Try

Character Profiles

HOW: Based on observations of real people, develop character profiles to represent archetypes and the details of their behavior or lifestyles.

WHY: This is a useful way to bring a typical customer to life and to communicate the value of different concepts to various target groups.

In order to understand different types of customers and how to target them, IDEO developed four characters for a pharmacy wanting to reach the male beauty-product market.

Secondary Research

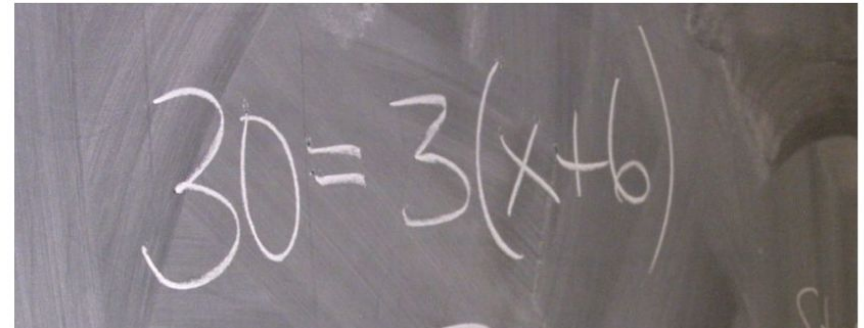
Methods:

- Online news articles
- Getting information by calling Private Tutoring Institutions
- Gather users feedback from websites like Glassdoor
- Assessing current Private Tutoring services



More than 40 per cent of Grade 9 CBE students failed math PAT

EVA FERGUSON Updated: November 6, 2018



Personas

- Ideated from in-school experiences
- Each persona represents a key stakeholder
- Realizing these personas formed a focused view





Results

User's Problems:

- “Administration fees” take up too much of the tutor’s wage
- Cost of tutoring is high.
- Tutors do not receive support from employers.
- Not always easy to contact tutor.

Context of Use:

- Tutors only see a portion of what they charge, which leads to expensive costs for students.
- Tutors can be paid late, not always provided T4 forms.
- It can be challenging to find a tutor that works well with a student.

What they’d like to do:

- Online service to reduce admin costs(3-5%).
- Allow for easy communication between all parties via online services.
- Rating system to see how tutors compare to each other.



Expected Tasks

Tutors:

1. Find students
2. Set up tutoring session
3. Receive payment
4. Rate and review clients
5. Set preferred cost/rate

Students/Parents:

1. Find Tutors
2. Set up tutoring session
3. Give payment
4. Rate and review tutors

Summary

Users:

- Students
- Tutors
- Parents

Methods:

- Secondary Research
- Personas

Main Result:

- Tutors need an easier-to-use system

