

MyTutor



Group 1

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The Idea

The connection point for tutors and students.

3 Main Features:

- Discover Tutors/Students
- Schedule Sessions
- Integrated Payment Transactions



User Research

Secondary Research:

- Environmental, broad view
- Overall focus



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.

Personas:

- Personal, in-depth view
- Specific needs/considerations



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.

"I wouldn't be caught dead using moisturiser"
"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"

User Research Results

Users:

- Students
- Tutors
- Parents of Students

Tasks:

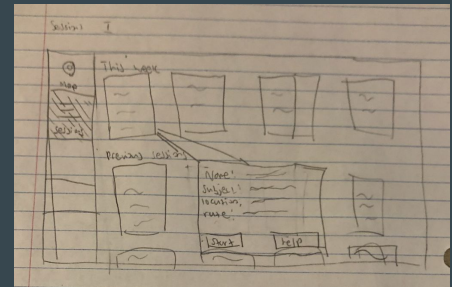
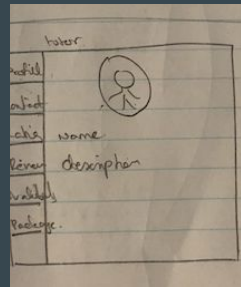
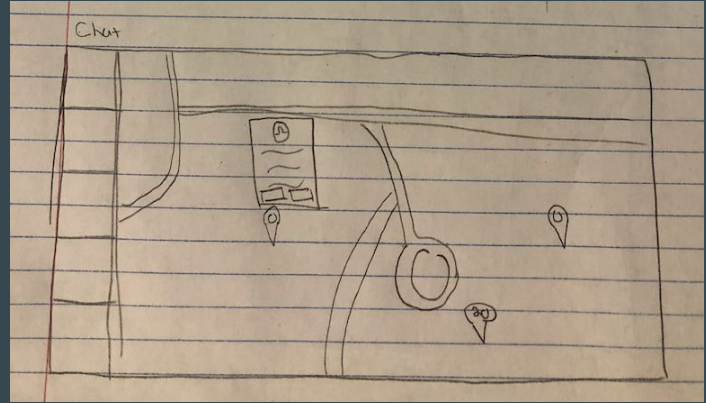
1. Search for tutors
2. Schedule sessions
3. Chat with students/tutors
4. *Rate tutors/students

*Did not have time to complete implementation



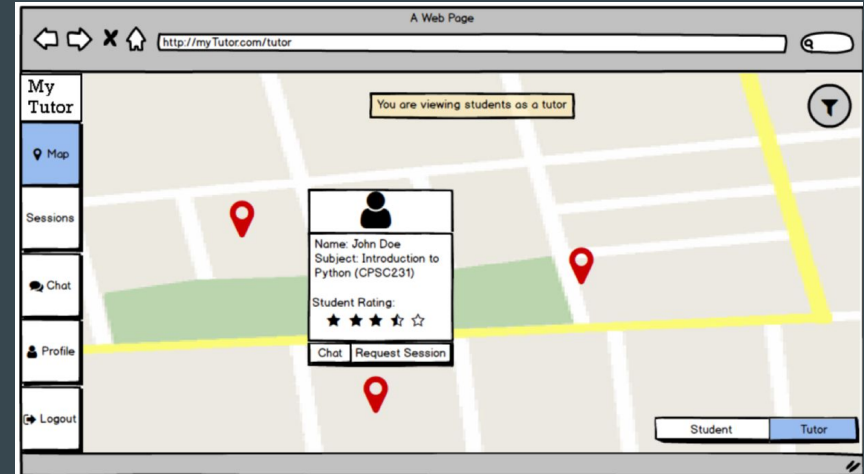
Design Decisions

- 1) Build a website
- 2) Use conventions found in common software:
 - a) Base home page off of Google Maps
 - b) Base tutoring sessions page off of calendar software (iCal, Google Calendar)
 - c) Base chat page off of messaging software (iMessage, Facebook)



Justification of Design

- Intuitive/Conventional
- Efficient task completion (tried-and-true designs)
- Effective translation of information



Heuristic Evaluation

Used the template given in the slides

Findings:

- Need to add “About Us” page
- Need to add help menus/pop-ups throughout
- Need to add a title for chat

Navigation	
Checkpoint	
The home page looks like a home page; pages lower in the site will not be confused with it	1
The home page contains a search input box	1
The home page will create a positive first impression	1
Useful content is presented on the home page or within one click of the home page	1
By just looking at the home page, the first time user will understand where to start	1
Comments	
it looks nice, Good job - Mr. Jacob	
Its in the top right where you expect search bars to be.	
logo on the bottom left, location centered, available tutors visible right away	
same as above, search, tutors, and hamburger menu contains relevant info such as scheduling and contacts	
the map icons are our first attempt at using the application and it was clickable with information that was expected. The hamburger menu was on the top left and search making things accessible.	
No about us page found	
The hamburger menu allows for this to be achieved	
The hamburger menu allows users to return to a menu, or another page. Could include a back button if needed.	
Yes	

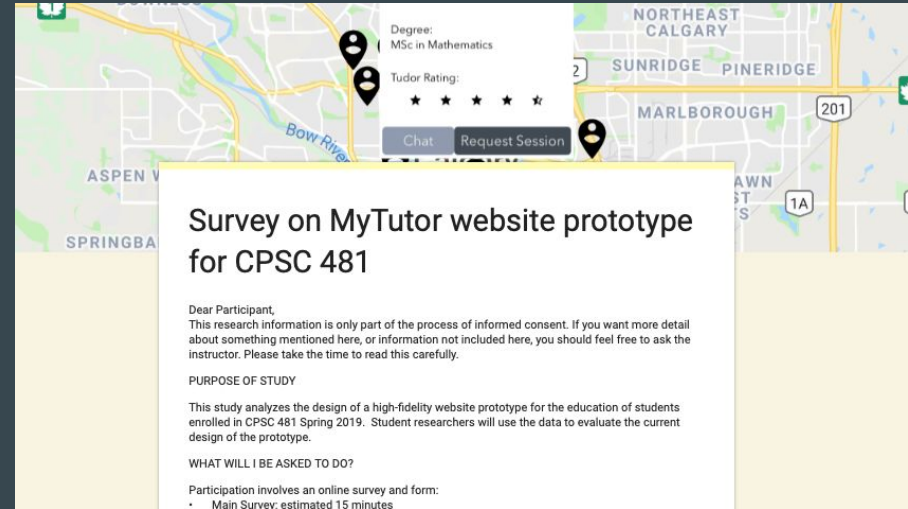
User Testing

Made an online survey with:

- Demographics data
- Tasks description
- Feedback from tasks

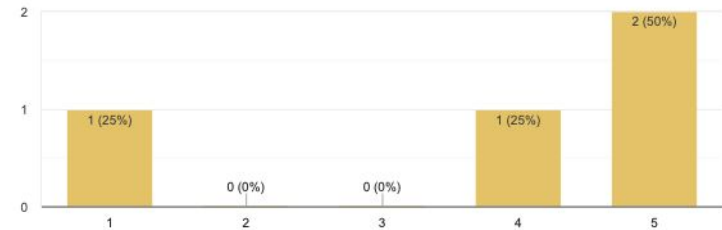
Findings:

- Make the “Options” button larger/clearer
- Add rating functionality via clicking on tutor’s names or profile pictures



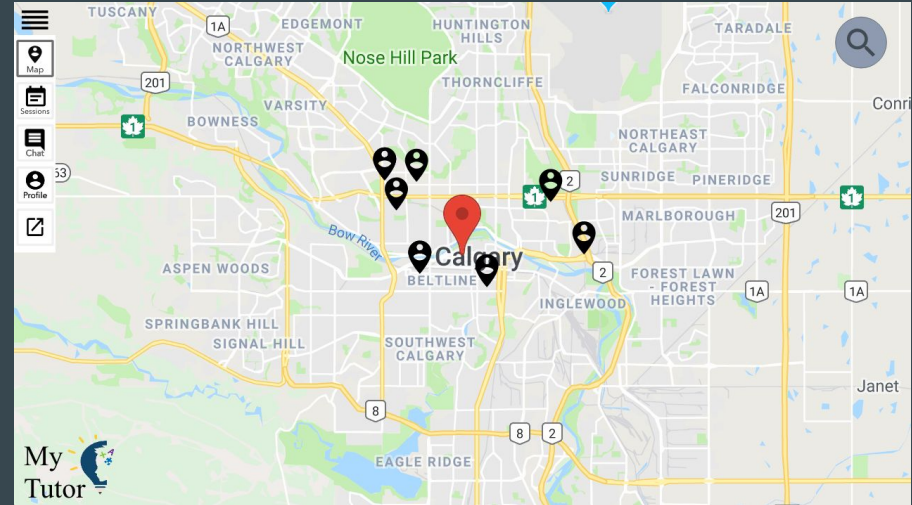
1) Q: Did you find this task difficult or easy?

4 responses



Next Iteration

- Add “About Us” page
- Add help menus/pop-ups throughout
- Change the “Options” button icon
- Add rating functionality via clicking on tutor’s names or profile pictures
- Add better clarification for sessions in calendar



Questions?