

My Tutor

P2: Lo-Fi Prototype
Group 1

P1 Recap: The Idea

My Tutor

The connection point for tutors and students.

3 Main Features:

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



P1 Recap: Research Methods

My Tutor

Secondary Research:

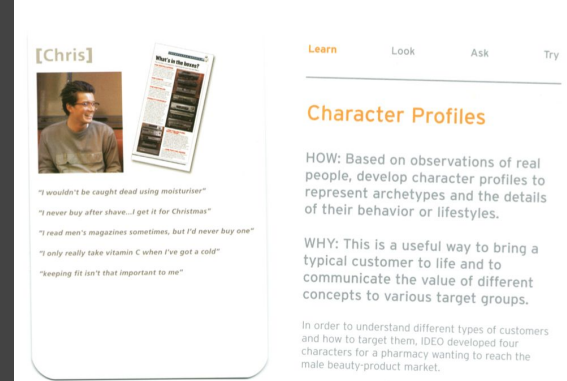
- Environmental, broad view
- Overall focus



The screenshot shows the 'Learn' tab of a digital interface. On the left is a stylized illustration of a person's face wearing large, round glasses. The left lens is labeled 'X-RAY' and the right lens is labeled 'VISION'. The lenses have a spiral pattern. To the right of the illustration, the title 'Secondary Research' is displayed in orange. Below the title, the text reads: 'HOW: Review published articles, papers, and other pertinent documents to develop an informed point of view on the design issues.' and 'WHY: This is a useful way to ground observations and to develop a point of view on the state of the art.' At the bottom, a smaller line of text states: 'Understanding emergent social and technological trends helped an IDEO team to produce more relevant PDA concepts.'

Personas:

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



The screenshot shows the 'Learn' tab of a digital interface. On the left, there is a small photo of a man labeled '[Chris]' next to a smartphone displaying a news article. Below the photo, several quotes are listed: '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', and 'Keeping fit isn't that important to me'. To the right of the quotes, the title 'Character Profiles' is displayed in orange. Below the title, the text reads: 'HOW: Based on observations of real people, develop character profiles to represent archetypes and the details of their behavior or lifestyles.' and '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.' At the bottom, a smaller line of text states: '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.'

P1 Recap: Tasks

My Tutor

Tutors:

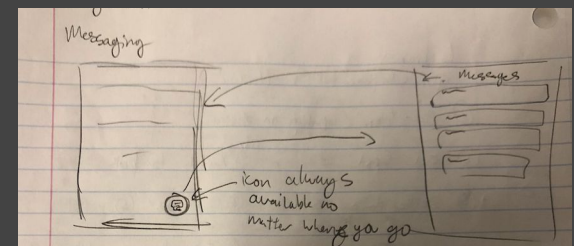
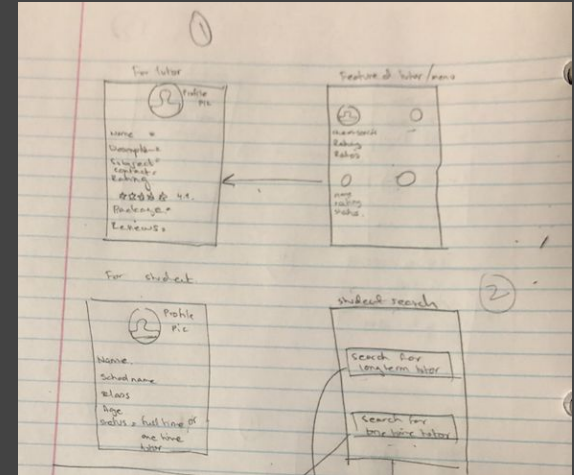
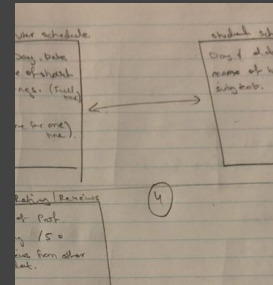
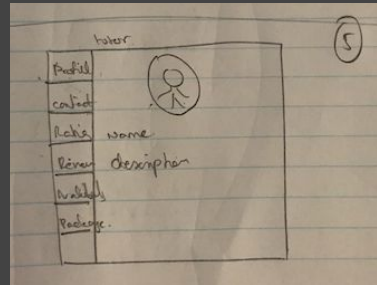
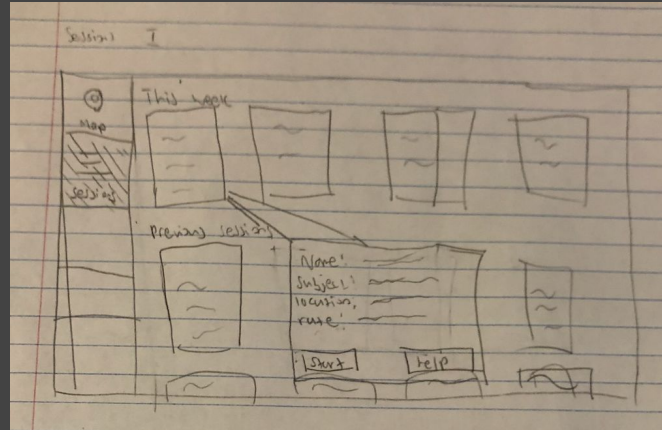
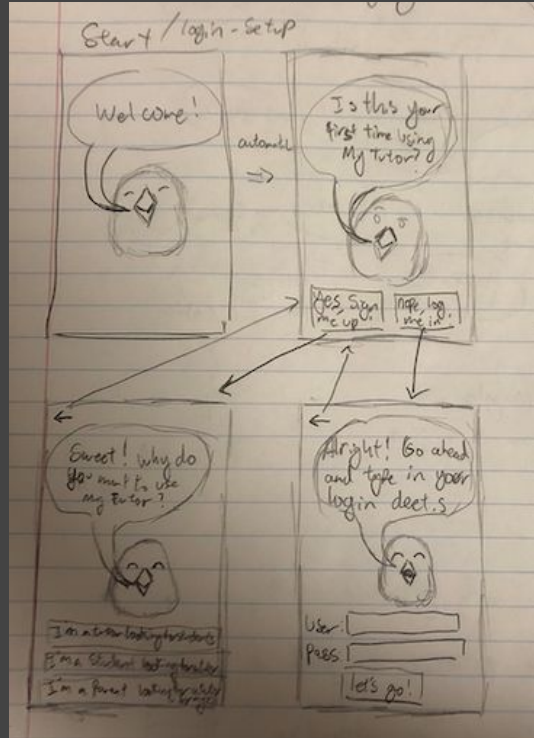
- Find Students
- Set up a Tutoring Session
- Receive Payment
- Rate and Review Clients
- Set/Change Profile

Students/Parents:

- Find Tutors
- Set up a Tutoring Session
- Start/End the Tutoring Session
- Give Payment
- Rate and Review Tutors

Ideation

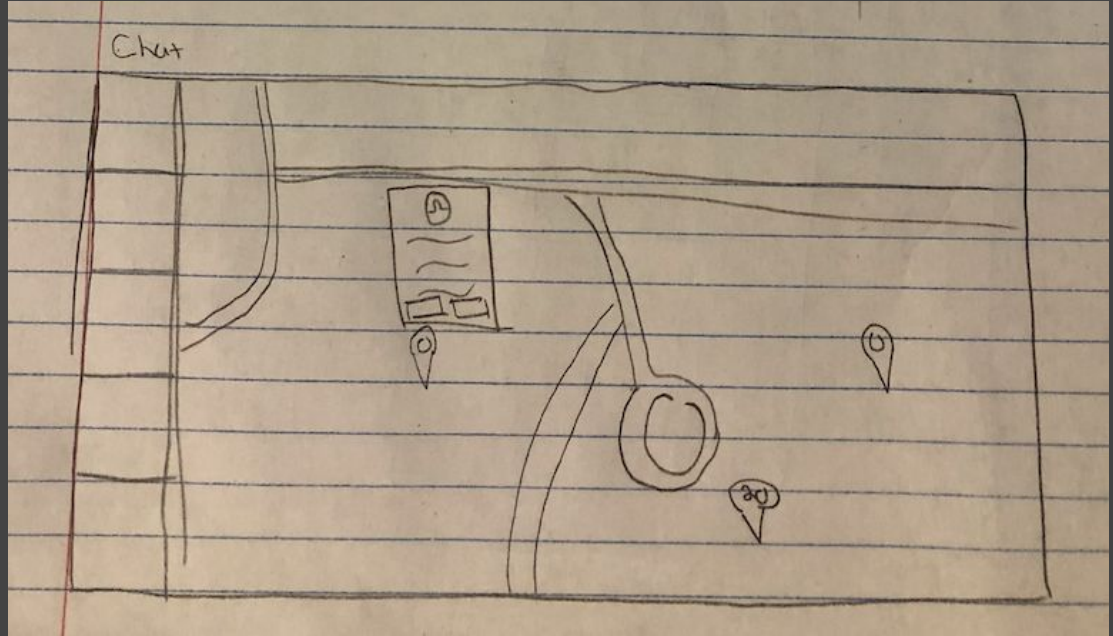
My Tutor



Ideation: Chosen Design

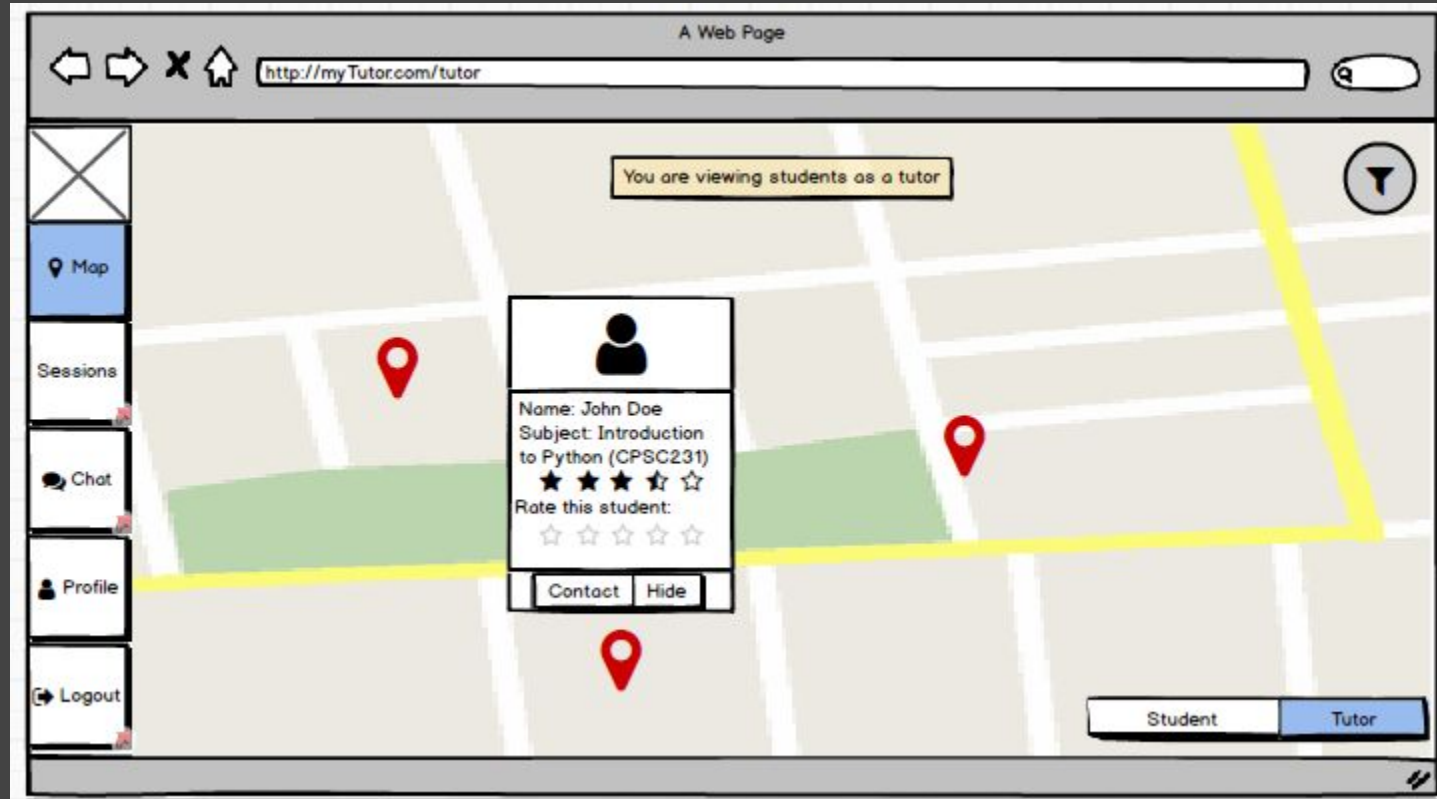
My Tutor

- Intuitive/Conventional (Google Maps)
- Efficient task completion (Few steps)
- Effective translation of information



Lo-Fi Prototype: Find Students/Tutors

My Tutor



Lo-Fi Prototype: Set up Session

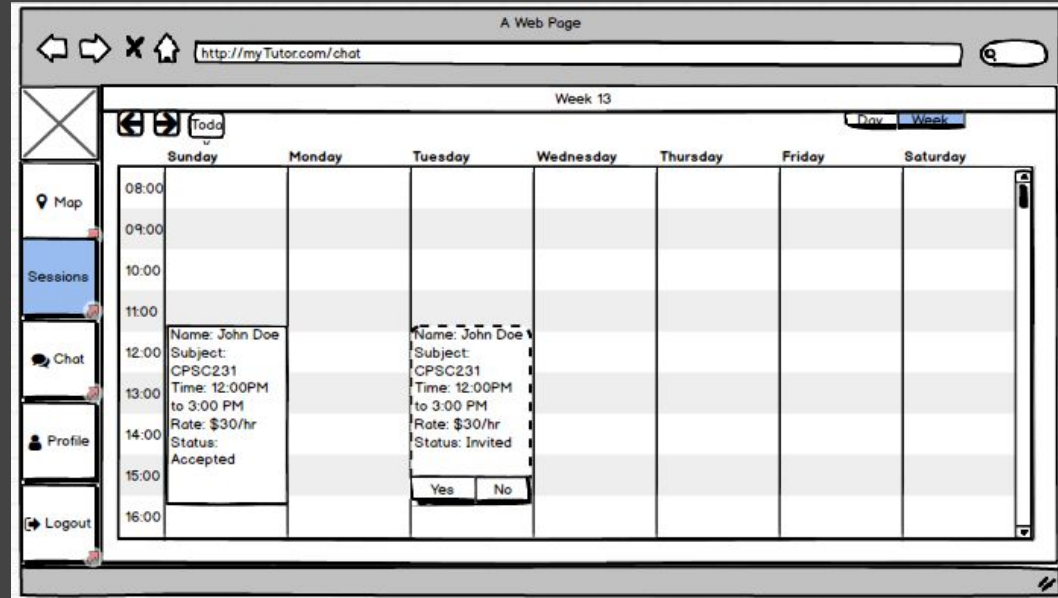
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Lo-Fi Prototype: Start/End Session

My Tutor

- Automatically starts the session
- Student's responsibility to be there on time
- Once done, student/parent will be charged for scheduled time



Lo-Fi Prototype: Give/Get Payment

My Tutor

- Automatic transaction when session is over
- Credit Card or Paypal account is required

A Web Page

http://myTutor.com/tutor

[Back](#) **Payment**

☒ New Payment Card **VISA** **PayPal**

Card Number

Please double check your Card Number

MM YY Security Code

Name on Card

Country

Canada ZIP/Postal Code

☐ Remember this Card

Save Changes **Complete Payment**

Map

Sessions

Chat

Profile

Logout

Lo-Fi Prototype: Rate/Review

My Tutor

- Integrated into the search/homepage



Questions?