Part 2: Design Alternatives
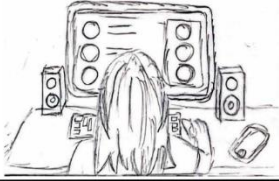
Scenario:

Scenario 1: Sophia, a high school junior, needs a calculus tutor to improve her grades for college entrance exams. She finds it overwhelming to search online due to numerous listings, many of which are not local or lack detailed tutor information.
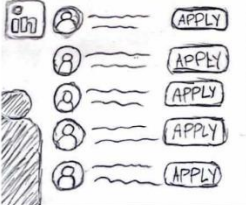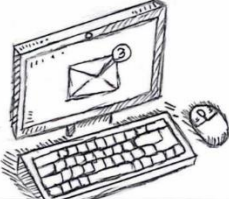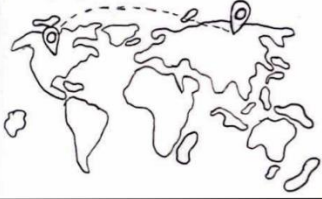
Scenario 2: Steven, a freelance chemistry tutor with a master's degree, is struggling to find students in his new city. Traditional advertising and social media have been ineffective, and he faces competition from numerous tutoring ads, often receiving inquiries from outside his commuting range.

Scenario 3: Laura is searching for a specialized tutor for her dyslexic daughter, Ella. Finding a local tutor with expertise in learning disabilities is challenging, as most options are either too far away or lack the necessary experience.

Storyboard (Based on Scenarios):

Narrator: This is Sophia and she is currently struggling with getting into a top university. She is currently struggling with calculus.

Sophia: Maybe I should look for a tutor online.

Narrator: But Sophia got overwhelm with the amount of tutors and it was all disorganized about the topic they taught.

Sophia: This tutor is really good but I want the learning to be more hands on than through online chat and calls only

Sophia: Can you teach me about chain rule?

Person: I haven't touched on that topic

Narrator: At the end of the day, Sophia gave up and tried to do it herself but it wasn't enough

Scenario 1: Sophia

Narrator: Steven is a freelance chemistry tutor with a master's degree in chemistry.	Steven: New city, new job. I can't wait to find to start my career as a tutor before anything else	Narrator: But with overwhelming advertising methods and social media posts, Steven don't know where to begin to find a career to a new city.
Steven: I think linkedin is a perfect platform to start finding a job. But the amount of application form to submit can be exhausting and I just want to be a tutor.	Steven: Aha! I finally got a proper job that suits my needs.	Narrator: Nevertheless, he finds it difficult to distinguish out because to the overabundance of tutoring ads on public platforms, and a large portion of the queries he gets come from residents outside of his commute.

Scenario 2: Steven

Narrator: Laura is searching for a specialized tutor for her dyslexic daughter, Ella.	Narrator: Finding a local tutor with expertise in learning disabilities is challenging, as most options are either too far away or lack the necessary experience.	Ella: I mx up ltteers. Raeding is hrad. Tutor: Just keep practicing. Ella: It's not that esay. Ltteers jmuble in my haed
Elle: I tihnk I shuold seacrh on the itnrenet for tutros to hlpe me tceah.	Laura: I found the best tutor for my daughter but why does it have to cost this much?	Narrator: Most of the specialized tutors she finds online are either too far away or lack the necessary experience.

Scenario 3: Laura and Ella

Problem Statement:

- It is hard to find tutoring services at a local distance.
- It is difficult to advertise tutoring services at a broad platform.
- It is extremely difficult to find tutors that teach certain subjects.

Application Icon Size Comparison

| 36x36 | 48x48 | 72x72 | 144x144 | 192x192 |

The figure above shows the different sizes of icons for the application. Its aspect ratio is constant. This is to show how the icon would look at different screen ratios.

Design

The StudyMatch application attempts to have a professional, friendly, and minimalist. The following subsections further explain the methodology of the application with means to achieve the said design objectives:

Color Palette

| #f0caa4 | #ed8772 | #eeecdd | #87bcc7 | #23596d |

Figure 1. Main Color Palette

The color palette provided is the final palette used for the StudyMatch application. This palette aims to give a warm and professional impression to the users, while leaning on a more "educational" aesthetic to it. For the uses of generic UI components, there will be a variation of this palette in shade to indicate different state of the component.

Font Style

Figure 2. Quicksand Font by Andrew Paglinawan

The designers have chosen *Quicksand* that was created by Andrew Paglinawan. This font is part of the Google Fonts archive, and it's one of the most popular fonts used for open-source projects. The reason why this font was used are because of its simple and minimalistic design while incorporating rounded elements to be easier on the eyes while attaining the aesthetic.

Base GUI Components

The designers will use custom UI components for both generic and niche uses for the app. This will have a "branded" and unique feel to it which associates the identity of the app. The designers will be incorporating the custom UI components to both the Figma and the main Application.

Systematic Flow of Features

Design Sketches and Alternatives

The following designs are design alternatives to certain sections of the application. This was the result during the sketching stage of the application, and it came down into two options that will be shown below.

Mock-up/Prototype

The following figures are the mock-up/prototype of the application. This is in no way the final design of the application but acts as the base design and foundation of the application. This section does not include the final features (with known additional features), but rather the base features of the application.

LOGO	**SIGN IN** Email Password ✕ REMEMBER PASSWORD FORGOT PASSWORD REGISTER LOGIN	BACK Tutor Name Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec massa est. Duis in velit mi. In pulvinar orci velit, eget vestibulum velit aliquet ut. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec massa est. Lorem ipsum dolor sit amet ▶
Splash View	**Sign-in View**	**Chat View**
The splash view, otherwise known as the splash screen, is a loading screen for launching an application. This will be displayed for 1-2 seconds.	This view is responsible for user authentication for a personalized experience. And also, a launching site for the registration view and the menu view.	This view is responsible for client-business communication. It's a standardized view that will be used for both the client and tutors.

Table 1. General View

Registration – Client View

This view enables the client to create their own account classified as a student in order to access the student-based features with personalized experience.

Menu – Client View

This is the general view of the clients. They will essentially see any past or previous interactions with tutors that have been deemed interesting by the client.

Client – Setup View

This is the view to cater to the configuration settings of the search algorithm responsible for finding tutors in the local area. This settings exist in order to further cater the personalized experience of the user.

Client Find View - Setup View

This is the client view for finding their preferred tutor based on the search algorithm of the app. The client either rejects or take an interest to a tutor's services.

Table 2. Client View

Registration - Business View	Menu – Business View	Business – Setup View
This view enables the tutor to create their own account classified as a business account in order to access the business-based features.	This is the general view of the tutor. They will see their current and past interactions with their clients, especially good for future arrangements.	This is the view to the configuration settings of the business account in aid of the search algorithm in order to be found by potential clients.

Table 3. Business View

Additional Features

The additional feature of this app pertains to the user experience of making their endeavors more simple. The first is a simple navigation system that shows where they are and where's their chosen tutor is. The second is a centralized payment system where both the tutor and student can pay within the app. And the third is a simple rating system. The following table shows how these features are integrated to the app.
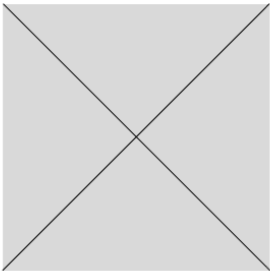

Table 4. Additional Features