

Case study: Tutor Matching App

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Project overview



The product:

A mobile app that matches tutors and students based on compatibility, similar to how dating apps work.



Project duration:

During the first month of study in the Google UX Design Certificate program

Tutor Puzzle



Find the **TUTOR** or
STUDENT who fits you
like a puzzle!



Project overview



The problem:

1. There is no tutor matching app in Germany that is simple and easy to use without being tied to a learning platform that forces users to pay for subscriptions or learning materials.
2. Finding the right tutor or student quickly and easily remains a challenge.



The goal:

A tutor matching app that helps users find the most compatible student or tutor, optimizing time efficiency for both sides. Effectiveness will be measured by analyzing match success rates and the commission fees spent.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



Secondary Research(Google, ChatGPT)

Initial Questions:

- Is tutoring common in Germany?
- Who uses it, and for which subjects?
- Do university students need to earn money? How?

Key Findings:

- ~30% of German students have received tutoring; most are aged 12–18.
- Top subjects: Math (50%+), English (~25%), German (~15%).
- ~75% of university students work part-time (Minijob/Werkstudent).
- Tutoring is a common job among STEM/language students.

User research: summary

Click to see
the survey!



Primary Research: Interview and [Survey](#)

Interview & Survey Topics

- Have you ever received or given private tutoring?
- How did you find a tutor/student? Was it easy or difficult?
- What platforms or methods did you use?
- What are important factors when looking for tutor/student?
- Do you prefer online or offline tutoring?
- As a student, do you work part-time (Minijob/Werkstudent)? (Interview)
- What do you mainly need money for?

Participants

- **1 interviewee** (30 min, in-depth)
- **4 survey participants** (Google Forms, short/multiple choice)

Key Findings

- Participants preferred **online tutoring**
- Interview gave richer insights than survey
- Most participants used tutoring services **in their home countries**, not Germany

User research: pain points

1

Pain point

It is often difficult to find the right tutor or student who truly matches one's needs.

2

Pain point

On many tutoring apps, tutors are left waiting indefinitely because it's unclear whether students are still actively searching. This lack of transparency wastes time and creates frustration.

3

Pain point

Many tutors also want to minimize upfront costs before getting matched with students.

4

Pain point

Since many tutors especially international students in Germany often have limited offline networks, they would benefit greatly from a platform that helps them quickly and easily connect with students, ideally in a more efficient and transparent way.

Persona: Philip

Problem statement:

Philip is a master international student in Germany studying Chemistry and needs money to pay bills. He is currently doing tutor at the university, but that's not enough. So, he wants to find other students for 1:1 tutoring.



Name

Age: [insert]
Education: [insert]
Hometown: [insert]
Family: [insert]
Occupation: [insert]

As an **international student in Germany**, he needs to earn money in order to pay all the bills. But, he **doesn't want to spend too much time** on it so that it won't affect my studying.

Goals

Find a student **quickly and easily** nearby him and earn money enough to pay all bills during his studium.

Frustrations

It takes long time to get reply from students via app or doesn't have enough **offline network** to find student in person.

"I want to share my fresh knowledge to **help students**, while easing my **financial burden** through tutoring so I can stay focused on my studies in Germany. It also reminds me of why I chose to study here and helps me stay true to my original goals. "

User journey map

ACTION	Determine the need to earn money	Search for apps or websites to find students who need tutoring or ask friends	Sign up to an app and fill out your profile and verify you are enrolled	Look for student near you/online	Send message or contact students you found
TASK LIST	A. Check bank account how much money you have and accept you need money B. Check you much money you need and how much time you can spend on it	A. Google or use generative AI to find possible apps or websites	A. Decide on one or two apps to use B. Sign up C. Fill out the online form for your profile as a tutor	A. Look through the list of students B. Filter(location, price, etc) C. Read through student profiles if they fit you	A. Determine students you want to contact B. Send a message to students
FEELING ADJECTIVE	Worried, frustrated, doesn't want to ask parents for money	Annoyed by searching for many since you need to sign up and explore multiple apps (takes time)	A bit tired but filling out your profile is important to appeal to students	A bit annoyed by a long list of students but shorten it by filtering out and feels better	A bit nervous when sending messages to students, excited with hope that you get reply soon Frustrated by writing down message for each student
IMPROVEMENT OPPORTUNITIES	Use an app to find students if there isn't offline network you can directly find students from	If there is an app where you can directly and quickly filter out based on your needs(location..etc) that would save so much time	Sign up - Google account/ LinkedIn that helps you automatically fill out part of your profile and ease users writing down all the infos	Filtering is really important to save time for tutors	Maybe with the help of AI or automatic messages with tutor's info would be easier and faster for tutors

User journey map

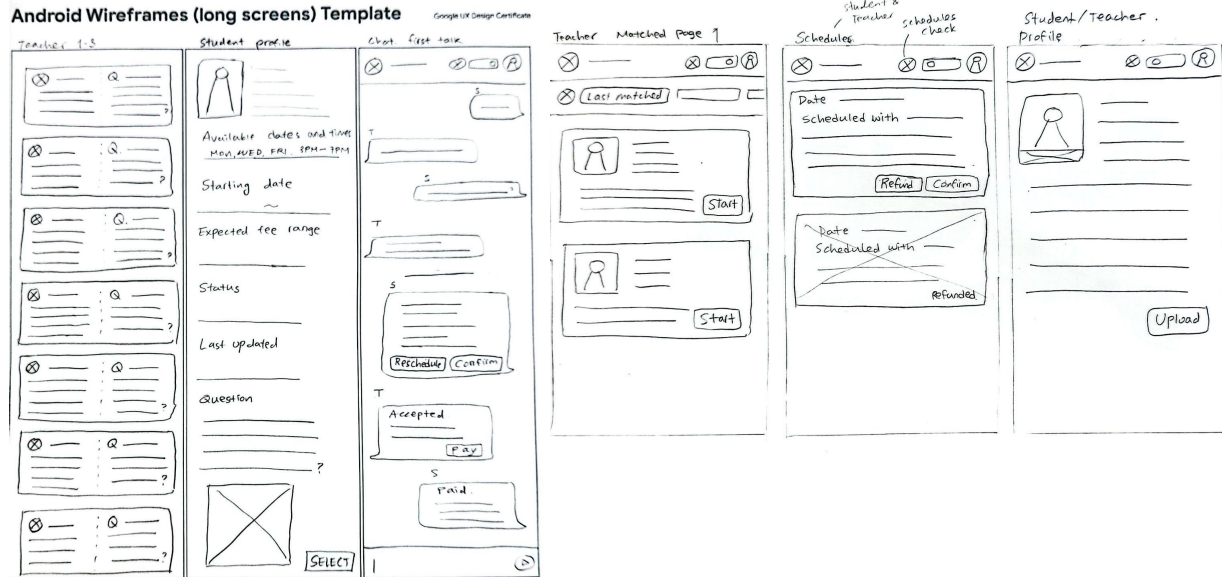
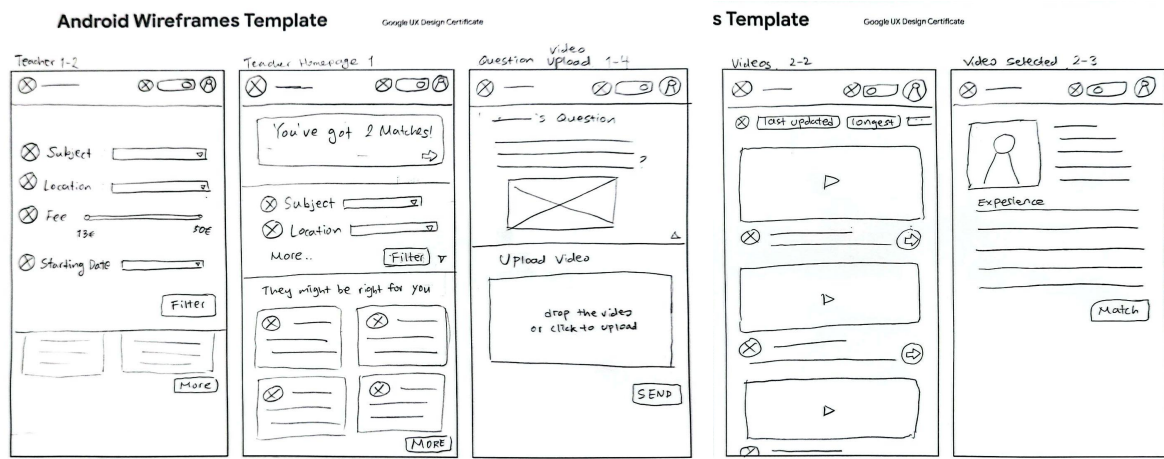
Insights from User Journey Mapping

- As a **tutor**, speed is key — the process of finding and starting with a student should be fast and smooth.
- Idea: Let **students upload a question** they don't understand → tutor picks the question and replies with an **explanation video**.
 - This acts as a **first interaction**:
 - Student sees tutor's teaching style
 - Tutor gauges student's level
 - No need for time-consuming intro sessions.
- **Filtering & status visibility** are critical:
 - Show whether users are still **actively searching**.
 - Avoids the issue of tutors waiting indefinitely without knowing if students will respond.
- This approach helps **match faster**, save time, and reduce frustration — addressing a key pain point from the tutor's side.

Paper wireframes

Insights from Wireframing

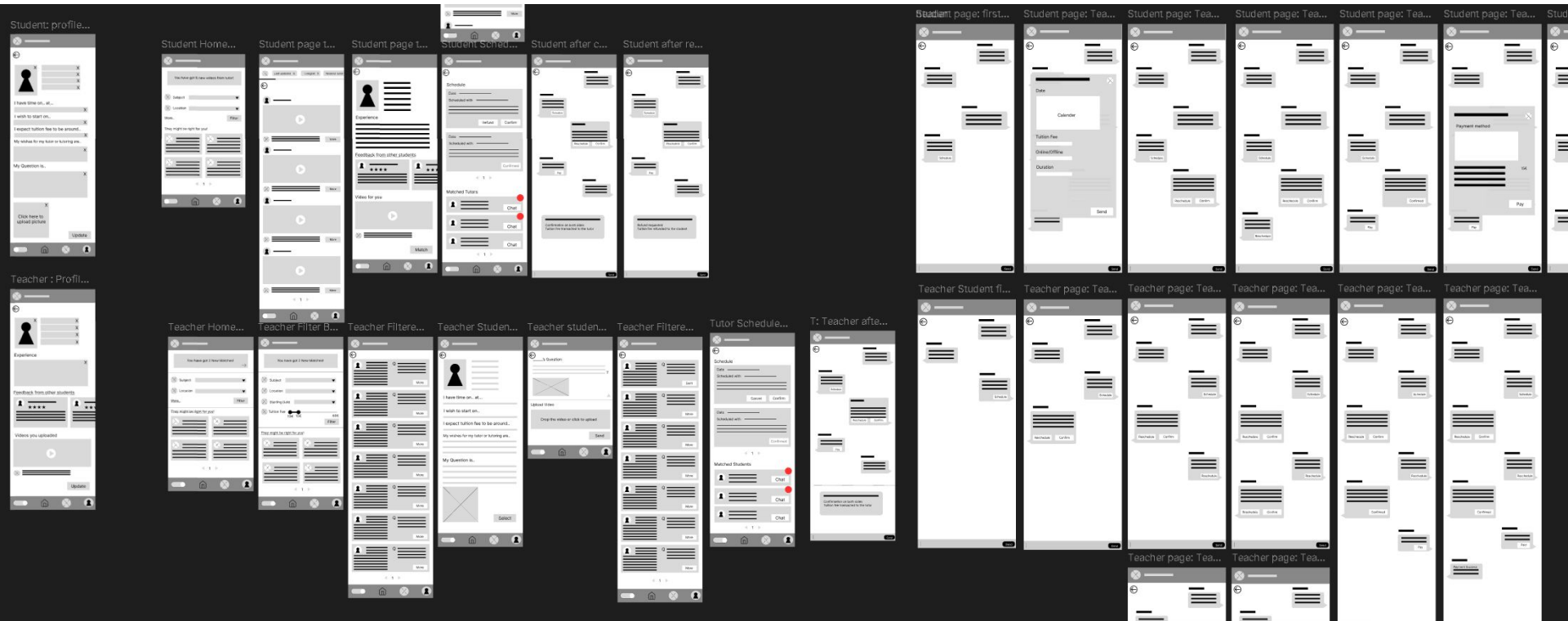
- Realized the need to show **two user flows: Tutor mode** and **Student mode**.
- Switched from paper to **digital wireframing** using Figma for faster iteration and easier duplication of screens.
- Wanted to clearly visualize and compare both flows side by side for better UX decisions.



Low-fidelity prototype

Prototype Link

<https://www.figma.com/proto/8rvpjP8W2t0vHwpNo3Jkgc/Tutor-Matching-App?node-id=0-1&t=GFIQrcL5cl6n0DVM-m-1>



Next Steps & App Concept

I've created a lo-fi prototype and am planning to move forward while completing the Google UX Design Certificate Program. My next steps include conducting a usability test, refining the design based on the feedback, building a hi-fi prototype, running another round of usability testing, and making final refinements. While working on the hi-fi prototype, I also plan to study broader design principles such as typography and color theory. Once everything is finalized, my friends and I are planning to actually develop the app together.

App Concept to Solve Key Pain Points

- A **built-in chat**, scheduling, and payment system for seamless user experience.
- **Payment** is held by the app until both parties confirm the session took place — increasing trust and accountability.
- Tutors can upload videos to students and earn points simply by getting matched (**gamified**). Points can be used for benefits like reduced service fees or increased visibility in tutor listings.
- Students must indicate whether they are actively looking for a tutor, and the app shows the student's last active time. Tutors can avoid wasting time by checking student **activity status** before sending videos.

Thank you!