Proof of concept

EDUCRATE

🎯 GOALS - What we are trying to achieve with this POC

Validate the concept of our online tutoring platform and demonstrate its potential to address the needs of students and educators.	Assess the feasibility of key features and functionalities that will enhance the tutoring experience and differentiate our platform in the market	Attract potential users, investors, and partners by showcasing the value proposition and unique offerings of our platform

⊘ CHALLENGES - The problems we are trying to solve

Lack of existing online tutoring platforms tailored to the specific requirements and preferences of our target audience.	Tutors are unable to reach a large number of students on their own, as well as high commission charges from other institutions on the market	Navigating the tutoring landscape presents challenges due to information asymmetry, limited tutor options, and uncertainty regarding tutor qualifications.
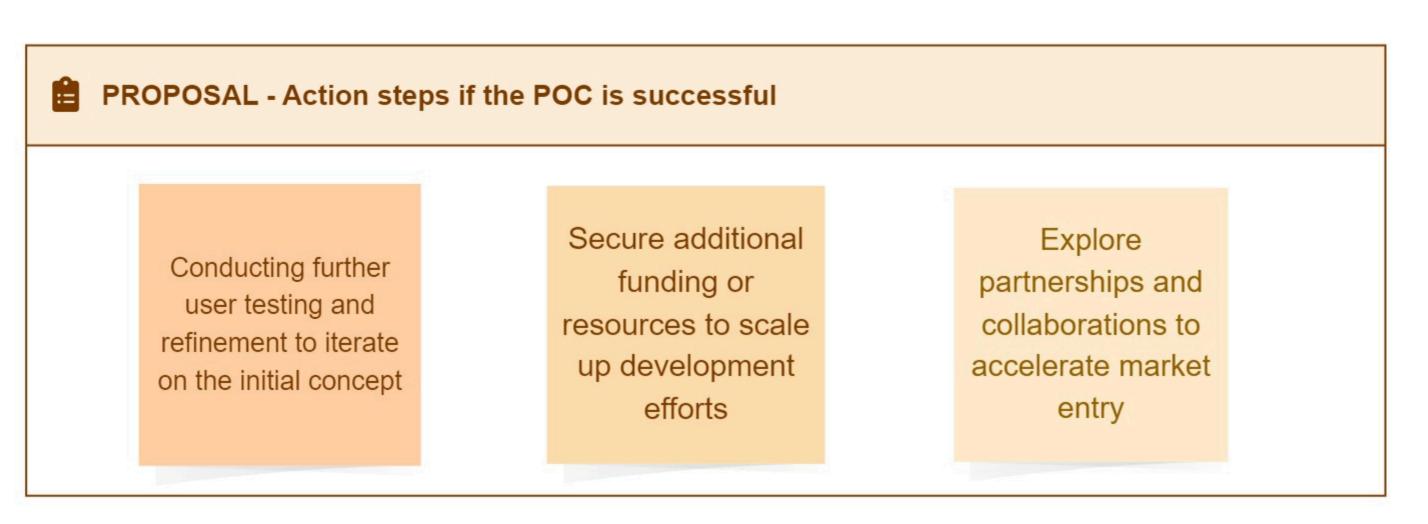
🖧 TEAM

- Sunny Fung, CEO & Co-Founder
- Sally Lo, COO & Co-Founder
- Hamed Mousavi, CIO
- Jerry Leung, CTO

🖧 CONCEPT

Identify feasible solutions by brainstorming features, determining effort, and defining constraints.

Feature	Effort	Constraints		
Message Board	0 ——— 10	Moderation and Monitoring	Limited interaction by users	
Course setting by tutors	0 ——— 10	Balancing the need for flexibility and customization with simplicity	Ensuring the security and integrity of course settings data	Provide adequate training and support resources for tutors
Course searching by students	0 ——— 10	Implementing robust search and filtering functionality	Ensuring all courses are categorized correctly and tagged	Integrating the Courses page seamlessly with external systems

✓ SUCCESS CRITERIA

Successful demonstration of key features outlined in the concept phase	Positive feedback from students, tutors, and parents	Achievement of possible performance metrics, such as user engagement or session completion

📋 PROPOSAL - Action steps if the POC is successful

Conducting further user testing and refinement to iterate on the initial concept	Secure additional funding or resources to scale up development efforts	Explore partnerships and collaborations to accelerate market entry

EDUCRATE Customer Journey Map

	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTION	Register Account	Setup profile details, look for courses/setup courses	Sign up for classes	Attending the class	Leave a review or complaint
TOUCHPOINTS	Email, newsletter, Instagram, LinkedIn, Word-of-mouth, careers fair, school promotion	Account Setting	Classes search page, Stripe payment	Zoom, Google Meet, Discord etc.	Customer Service
EMOTIONS	Interested, curious, apprehensive, doubt, hesitant	Anticipation, excitement, possibly disappointed if they can't find what they're looking for	Trepidation, anxious, nervous	Relief, satisfaction	Happy or disappointed
PAIN POINTS	Lack of trust and credibility as a new platform	Tutors don't know what they should charge. Students don't know which tutors are a good fit for them	Want good tutors but don't know how much/who is worth it. Does cost = quality?	Class quality not up to expectations, tutor not a good fit for their learning style	Customer might want a refund
SOLUTIONS	Encourage existing users to give comments and reviews, share with friends, perhaps a referral scheme	Create a recommended pricing structure for tutors. Ask students to leave review of tutors after class	Review function, site recommendations based on profile settings		Offer a discount on their next class, offer to find them a more suitable tutor