

My Digital Prof

Color scheme:



Notes:

#383838 -> This type of black will be used for all generic text on the website.

#F2F7F8 -> Slight shade of grey that can be used for some backgrounds (see figma – section 1 – community)

Extra color: #787878 -> Another shade of grey, used to style certain part of text (for example: subtitles -> see section 10 – figma – home page)

Site language -> Italian

Font type for all text on the website -> Nunito

Project short description

My Digital Prof offers three main products/services:

1. Ripetizioni Online -> The most important service right now. It allows users to pick their tutor for online 1to1 private sessions. The selection process starts with a page where users pick their study level and subject (see figma – home page – section 10).

To see other steps of the process, see figma – community – sections 4 to 6.

2. Community -> a free telegram group where students can ask questions regarding the most important subjects that we offer.

3. Courses -> pre-recorded video-courses. Free Users will be able to access a preview video for free (for example, first 15 minutes of the first lesson) and other information (course description, reviews, comments).

Users who buy the course will access the entire course, along with other resources (Pdf and other documents related to each lesson and that can be viewed on the website, but not downloaded, just like the videos)

Menu items

Ripetizioni -> “find a tutor” page (see section 10 of figma – home page file)

Corsi -> “Courses” page (section 12 – figma Community file)

Risorse gratuite -> “Free resources”. There will be a dropdown submenu with two items: 1. Community page and -> 2. Educational blog (see section 14 of figma Community file)

Blog -> There will be a dropdown submenu with two items corresponding to two different categories from the informational blog (High school and University categories)

Home page

See Figma – home page -> sections 1 to 9

Community page

See Figma – Community -> sections 1 to 3

Find a tutor functioning (ripetizioni online service)

We'll set a price for each hour of lesson that we sell. According to the selected duration, user will pay the per-hour cost multiplied by the amount of hours selected.

We expect a system that automatically applies a discount, depending on how many hours the user selected. The exact percentages for these discounts will be decided later.

-> Users need to have the chance to add multiple sessions to their cart. Once they are finished adding the first session, we need to show them a button, within the cart popup, to return to tutors's list page and start the process again (section 4 of figma Community file)

This will be useful because if the user somehow needs to buy another session with another subject and another tutor, he should have the chance to add more sessions to the cart and then proceed to pay them all in one order.

Blog's functionalities

We need to allow certain users to register as blog editors. They will have 3 types of access:

1. Blog contributor can add and edit his own posts. Can't edit other contributors' posts.
2. Can create and edit his own and others' blog posts.
3. Can edit everyone's posts (this should be allowed only to admins)

- each one of these blog profiles will be able to access every blog's category and contribute to them.

- We have to be able to customize every blog post's URL address and add every type of SEO meta information such as H1,H2 meta titles, meta description and links to the post.

- Only Admins can officially publish a blog post on the website.

- The blog will be divided into 2 sections:

1. Informational blog -> divided into 2 subcategories:

- High school
- University.

2. Educational blog -> with 2 subcategories:

- Math
- Physics

The educational blog will help students showing them many exercises with step-by-step solutions.

This specific educational blog post requires a tool that allows math formulas to be written in a specific Latex language, as we did in this post:

<https://www.mydigitalprof.com/didattica/forma-implicita-ed-esplicita/>

Screenshot from the post:

$$y = f(x)$$

Isoliamo dunque la y da tutto il resto:

$$2xy = x^2 + 1$$

For more details, go to section 14-15 of figma Community file.

Course functioning

For details -> see section 11 of figma Community file)

Initially, the courses will be purchasable separately, at a certain price. In the future we could think of allowing subscription to access all courses and other resources on the website.

Tutors won't be allowed to publish a course by themselves. Admins will personally and privately select which course is to be published.

All lessons and documents, except for the free video preview, won't be downloadable by the user, including all PDFs. They will all be embedded on the website.

It would be useful for us to prevent users from taking screenshots or recording videos from the website. But initially, this functionality is not that urgent.

User's personal area (user's panel)

This is the place for the user to consult all the purchased sessions and the status of such sessions (completed or in progress) as well as to contact the tutor with chat messages.

See section 9 of figma Community file

We could also provide a zoom link to let them (both user and tutor) launch a private meeting directly from their chat window. This link will be valid for every meeting between them.

Maybe a shared panel between the user and the tutor would be very powerful because it would allow them to share messages, schedule meetings (with Google meet's links), share documents. (see section 11 of figma Home page file)

Before the purchase users will be able to contact the tutor via simple chat window with basic features. In this basic chat, they won't be able to share any contact info each other.

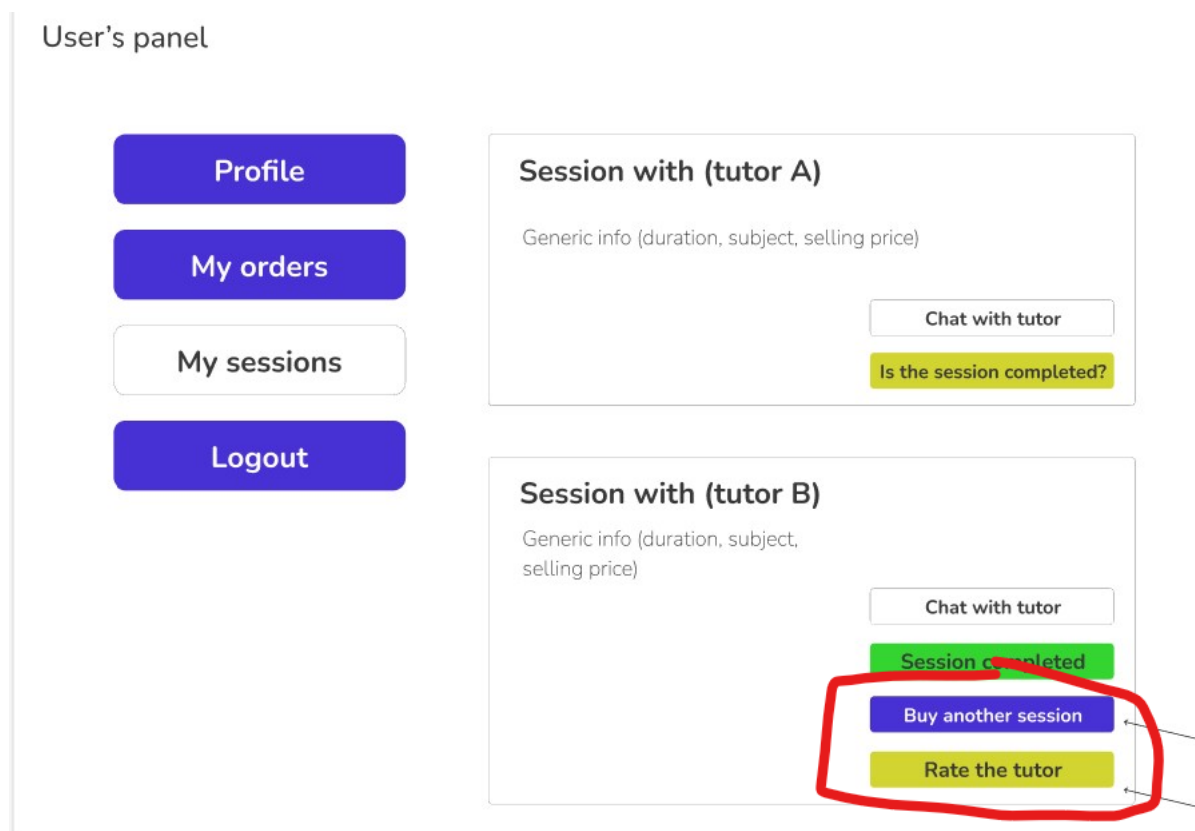
After the purchase they will join the tutor in this "upgraded" **shared panel**, that will also have the features described before (upgraded chat, scheduled meetings, shared documents etc.) -> **see section 11 of figma file Home Page**

In this upgraded version of the chat, user and tutor will be allowed to share contact information.

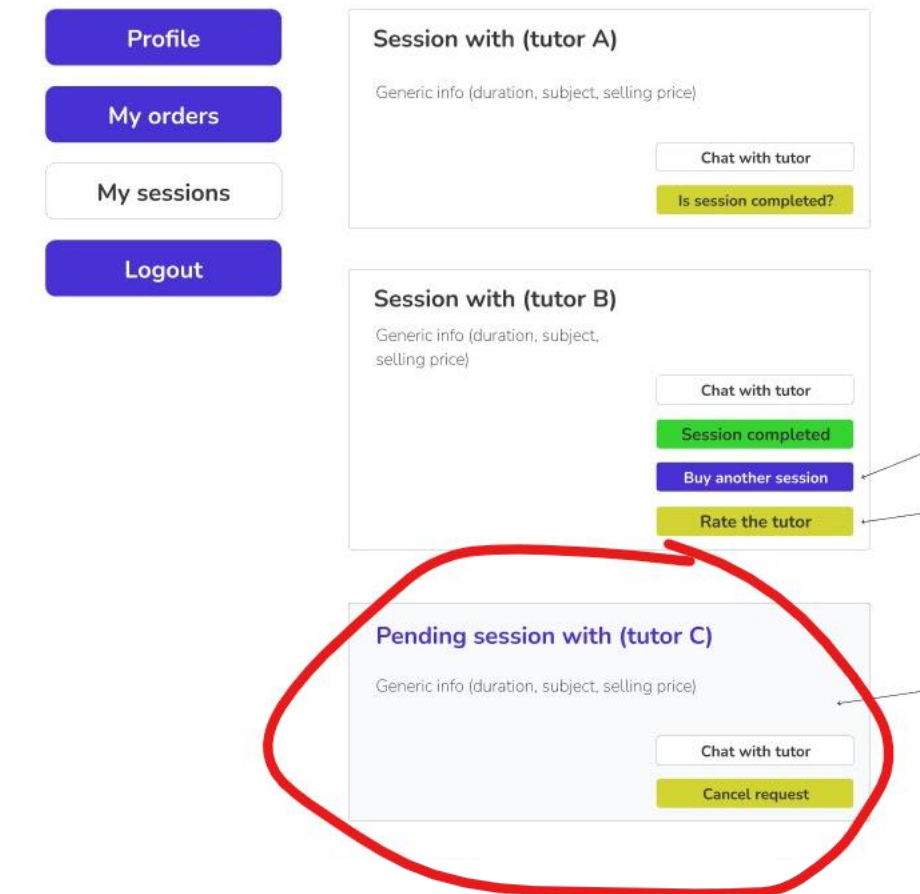
The chat will be always available, even after the conclusion of the session.

It is fundamental to monitor whose private chats are still active at any time, so that we'll be able to detect if some users are still in contact with the tutor, despite not having any current or recently active session.

- from the list of all current and completed sessions, the user will have the chance to rate and review the tutor and buy another session with him (see section 9 of figma Community file):



- they will also have the chance to view all their pending requests:



How a user's request will work:

1. User sends an official request to the tutor by clicking on the "request session" button in section 5 of figma Community file, but the session won't be created yet.

2. If the tutor accepts it, user will be able to pay the session and go to checkout.

2a. If tutor declines it, user will have to pick another tutor and send a new request.

Tutor's personal area (tutor's panel)

This is the place for the tutor to consult the sessions purchased with him by users.

For each session, the tutor needs to consult these info:

- Selling price (what the user paid for the session)
- Expected earnings from the session
- a button to chat with the customer (and access their shared dashboard)
- a button to send customer a one-time invitation to review.
- an "accept/refuse" button to accept or refuse a pending user's request -> See section 10 of Figma Community file.

Once a request is accepted, it will become a regular session with all the information (selling price, hours, expected earnings etc.)

Once a session is checked as completed by the customer, we'll send the money to the tutor via Stripe. Should the user "disappear", we should be able to set the session to "completed" status manually and proceed with tutor's payment.

There will be a unified login page for both user and tutor from where they can login.

Then there will be a signup page only for users.

Menu on mobile

It would be nice to have the mobile menu appearing from right to left (as in the Egamex site, where it slides into the screen from right to left)

We also need to add the "book free lesson" button in the mobile menu.

Login page

It would be nice to have the login form appearing from right to left on click by the user (just like the mobile menu), both on desktop and mobile version. Alternatively, a popup window would be good as well.

Google login could be a good addition.

Cart icon (mini cart)

From the click on the cart icon in the menu, it would be nice to have it sliding into the screen just like the mobile menu I described before.

Cart page

I can't tell what design could best fit on our website. Maybe we can test a couple of them and decide.

Paypal and Stripe payment methods need to be available.

We also need to have two specific checkboxes (one of them mandatory) to collect two specific types of user's consent in our database.

Once the payment is complete the user is redirected to user's dashboard.

Database and e-mail marketing

We need the database to be updated every time the user inserts some personal data (by either purchasing a product or filling in a form).

It would be very important to tag these users properly according to the action they do on the website. These tags will be very useful for email marketing purposes.

I'm currently using Mailchimp for email marketing purposes. It is connected to the site via API key.

Become a tutor

The application process to become a tutor will take place on a "private" page (so it won't be present as a link on the website).

We will send the URL to people who want to become tutors. The application page could be a simple form asking all essential information:

1. Tutor's short bio
2. Resume (describing his/her qualification, with the chance to upload certificates)
3. Level of study and all related subjects he/she can teach.

We will receive the application, then decide whether to accept it or not. If we accept it, the tutor will receive a notification by mail, which they can use to set the password.

Admin panel features

- View every info about purchased session and courses on the website. As for sessions, we need to know the amount of money paid by the user, what tutor gets and what admins get.
- Tutor's applications control panel (to accept/dismiss tutors' applications).
- Possibility to upload and add any lesson to any course, along with Pdfs and any other document to each lesson's folder.
- Have the chance to set the per-hour cost of lessons for customers (each tutor will have different per-hour costs depending on their reputation) and the discount rules applied to products according to the hours selected for a session.

For example:

1-2 hour session purchase -> 30€/h

3-5 hour session purchase -> 27,5€/h

5-10 hour session purchase -> 26€/h

11+ hour session purchase -> 23€/h

- the chance to modify the selling price of each course.
- the chance to check all booked free lessons via forms.
- we need to have the chance to set the specific percentage of money that is expected to go to the tutors for their job. This will be set differently for each single tutor according to their ranking on the site for example. They can earn more if they rank higher with better badges etc.

- the remaining money will get to us as a fee applied to the session. This fee (or commission) is the money that we earn from each purchase.
- the ability to set a ranking system that gives special badges to the best tutors on the website, depending on the amount of completed session, hours total, obtained reviews, public answers given on their public profile.
- the possibility to send manual emails (or automated, let's say after a week) to customers who purchased a session and invite them to rate and review the tutor.

A booked free lesson with one specific tutor ([section 8 of figma Community file](#)) should allow the tutor to get a review as if it was an actual paid lesson.

So we'll need to send a normal review invitation to the user who booked it.

Tutor payment system (with Stripe)

A payment will be sent to tutors once the session is checked as completed by the user.

Then, from stripe's panel, we will sent the payment manually by using Stripe's service called CONNECT:

<https://stripe.com/docs/connect>

All we have to do is connect website's products to tutor's personal accounts on Stripe. Their Stripe accounts and actual payments will be created and managed by Denis.

Other aspects

Google Page speed Insights optimization and special attention to website's speed.