

# CanadaOnlineTutoring

Mobile-first platform to discover, book, and attend verified online tutoring sessions aligned to Canadian curricula.

**Team Members:**

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**Course:** CSIS 3375 — Section 004

**Group:** 03

**Team Lead:** Thanh Nguyen - 300372799

## Requirements Gathering

### Purpose / Objectives for User Study

- Understand how Canadian students and parents discover and choose tutors (channels, frequency, device preferences).
- Identify key takeaways in onboarding, booking, payment, and calendar synchronization that cause drop-offs.
- Determine trust requirements (tutor verification, reviews, credentials) and information needed for confident booking.
- Measure pricing sensitivity and preferred payment models (per-session, packages, subscriptions, credits).
- Assess demand for live vs. recorded sessions and integrations (Zoom, calendar reminders).

### Choice of User Study & Target Sample

Selected approach: mixed-methods.

- Quantitative: Online survey targeted at Canadian high-school and college students and parents (Target: 80–120 responses).
- Qualitative: Semi-structured interviews with tutors and parents (6–10 participants) for deeper context and requirements.

Dual-perspective: students/parents (users) and tutors (providers) to capture supply and demand requirements.

### Draft Survey (Questions)

- 1) What is your role? (Student / Parent / Tutor)
- 2) What grade or level are you interested in? (K-12 / College / Post-secondary / Adult)
- 3) How do you currently find tutors? (Search / School / Social / Recommendation)
- 4) Which devices do you use to attend sessions? (Smartphone / Tablet / Laptop / Desktop) — choose all that apply
- 5) How important is calendar sync for bookings? (1-5 Likert)
- 6) Preferred payment model? (Per session / Subscription / Package / Free / Credits)
- 7) Preferred payment methods? (Credit/Debit, Apple Pay, Google Pay, PayPal, E-transfer)
- 8) How important is tutor verification and transparent reviews? (1-5 Likert)
- 9) How likely are you to use guest checkout vs full registration? (1-5 Likert)
- 10) Open: Biggest inconvenience when booking tutoring sessions? (free text)

11) Open: Features you'd like in a tutoring app? (free text)

### **Interview Script (short)**

- Intro & consent: Purpose, duration, recording permission.
- Warm-up: Background, subject focus, and device usage.
- Task: 'Find and book a tutor for subject X at time Y' (think-aloud).
- Probe: Payment preferences, cancellation/rescheduling policy expectations, filtering criteria.
- Closing: Retrieve the user's overall shortcomings and desired features for a good booking system (personal views).

### **Data Visualization & Analysis (plan)**

Analysis plan: Use descriptive statistics (mean, median) for Likert and numeric responses. Visualize categorical responses with bar charts and time/device distributions with histograms, pie chart to indicate the proportion of users. Perform thematic coding on open-ended responses to extract recurring problems and feature requests. Report sample size and response rates; compute tendency and basic dispersion measures where applicable.

### **Insights (expected / to be updated after data collection)**

- Quick onboarding (guest + social login) will likely increase conversion.
- Calendar sync and automated reminders will reduce no-shows.
- Transparent tutor profiles and verified credentials increase trust and willingness to pay.
- Mobile-optimized checkout reduces abandonment on smartphones.

## **Requirements Generation**

### **Personas & Scenarios**

#### **Alex — High-school Student**

Bio: 17-year-old student using smartphone for revision

Goals: Find an affordable verified tutor quickly

Problems: Complex sign-ups and missed reminders

Scenario: Searches for a math tutor, books trial via guest checkout, syncs session to calendar.

### **Joshua – College Student**

Bio: 23-year-old (third year) student using both pc and mobile to access course materials.

Goals: Seeks for a tutor that could help him with his course materials with flexible schedule.

Problem: Struggles to remember his appointments and tasks because of the heavy course loads.

Scenario: Booking sections (in advance), filtering sessions.

### **Priya — Parent**

Bio: Parent of middle-school student

Goals: Book reliable tutors and obtain receipts for reimbursement

Problems: Unclear tutor qualifications and refund policy

Scenario: Reviews tutor profiles, purchases a package, receives invoice.

### **Jordan — Tutor**

Bio: Certified tutor offering online lessons

Goals: Manage availability and payments, deliver live sessions

Problems: Manual admin for scheduling and attendance

Scenario: Publishes availability, integrates Zoom for live sessions, views registrations and earnings.

### **Requirements Generated (from personas & scenarios)**

- Must: Guest access + social login (Google, Apple).
- Must: Mobile-optimized booking and checkout with receipts/invoices.
- Must: Calendar integration with reminders, filters and timezone handling.
- Must: Tutor verification, detailed profiles, and reviews.
- Should: Zoom integration for live sessions and recording access.
- Should: In-app chatbot or support channel for booking/payment issues.
- Could: Recommendation/matching engine for tutors and students.
- Could: Tutor dashboard with attendee export and analytics.

## **Synthesis of Requirements Gathering and Generation**

Prioritized Requirements (Must → Should → Could):

### **Must-haves:**

- Simple onboarding (guest + third party quick login).
- Robust mobile booking + payment (receipts & invoices).
- Calendar sync and reminder system.
- Booking filtering system.
- Tutor verification and informative profiles.
- Reliable live-session integration (Zoom).

### **Should-haves:**

- In-app chatbot/support.
- Tutor dashboard and reporting tools.
- Push notifications for session reminders and changes.

### **Could-haves:**

- Personalized recommendations and matching algorithms.
- Subscription/package models and promo codes.
- Analytics dashboard for tutors.

### **Other Conclusions**

Design trade-offs: prioritize conversion by minimizing onboarding friction and streamlining payment flows. Privacy considerations: obtain explicit consent for calendar and social integrations and store only required data. Testing plan: run A/B tests for guest vs registered onboarding and perform cross-device payment checkout tests.

## AI Use Section

Table of AI Tools and Specific Use:

| AI Tool Name (Version, Account Type) | Specific Use   | Value Added / Notes  |
|--------------------------------------|--|--|
| ChatGPT (GPT-5 Thinking mini, free)  | Drafting requirements, editing, summarization          | Accelerated drafting and consistent structure; outputs reviewed by team. |
| Figma AI Plugin (v1.2, trial)        | Refined user flow layout and accessibility suggestions | Improved early UX wireframes and flow clarity.                           |
| Grok (v4, free)                      | Competitive research and UX suggestions                | Provided benchmarking and feature ideas.                                 |

Value Addition: AI tools were used to speed up drafting, generate structure, and assist in UX suggestions. The team reviewed and adjusted all AI outputs.

Appendix: Full prompt history and AI-assisted drafts are stored in the project repository and will be included in the appendix folder for submission.

## Work Date / Hours Logs (Each Student)

**Mikhail Senatorov**

| Date       | Number of Hours | Description of work done   |
|------------|-----------------|--|
| 2025-10-10 | 2.5             | Initial project setup and scope definition; drafted project outline. |
| 2025-10-17 | 3.0             | Drafted survey and interview script; competitive scan.               |
| 2025-10-21 | 2.0             | Created personas and synthesized requirements.                       |
| 2025-10-24 | 1.5             | Validated third-party integration options (Shopify/Amelia/Zoom).     |
| 2025-10-26 | 2.0             | Compiled requirements document draft and internal review.            |

## Quang Thanh Nguyen

| Date       | Number of Hours | Description of work done  |
|------------|-----------------|---|
| 2025-10-17 | 2.0             | Worked on the project report and research about Amelia plugin   |
| 2025-10-21 | 2.0             | Collaborated to determine the best personas (the best 4 has been chosen)  |
| 2025-10-24 | 3.5             | Finishing up researches about Amelia and other plugin, provided a draft of the third party integration options. |
| 2025-10-28 | 1.5             | Final touches to the documents, and merge our parts.  |

## Closing & References

Henry, M., & Writer, C. X. (2024, March 4). *Likert Scale Best Practices & Use Cases* | *InMoment*. Inmoment.com. <https://inmoment.com/blog/likert-scale/>

George, T. (2021, August 13). *Mixed methods research* | *Definition, guide & examples*. Scribbr. Retrieved October 31, 2025, from <https://www.scribbr.com/methodology/mixed-methods-research/>

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