Canada Online Tutoring

Canada Online Tutoring is a mobile app that connects Canadian students and parents with certified local tutors for personalized online sessions, featuring AI-powered instant help, flexible subscriptions, and motivational progress tracking for kids and adults.

Team members:

Thanh Nguyen (300372799) (Team lead)

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Course and Section:

CSIS3375 – 004

Overall Percentage Contribution:

Thanh Nguyen: 50%

Mikhail Senatorov: 50%

App Idea for Prototype

Canada Online Tutoring is a dual-sided mobile platform (for students/parents and tutors) that makes finding, booking, and conducting online tutoring sessions seamless. Key features include tutor discovery with provincial curriculum filters, calendar-based booking, multiple subscription tiers (pay-per-session or unlimited monthly), in-app video sessions, AI chatbot for instant homework help, progress dashboards with gamified elements (badges, streaks, bright red accents for kids), session recordings, ratings, and secure Canadian payment methods (Interac, Apple Pay, credit).

Unlike generic global platforms, **Canada Online Tutoring** is built exclusively around the **Canadian education system** (provincial curricula, EQAO/FSF support, French immersion). It combines marketplace booking with built-in AI chatbot for 24/7 micro-help, family subscriptions, and child-friendly gamified progress tracking with strong red/bright themes that kids love, plus high-contrast options for accessibility.

Parents go from spending hours searching Kijiji/Facebook for unreliable tutors to having a vetted, curriculum-matched tutor in under 2 minutes. Kids see their progress as a fun game ("You earned a Fire Streak for 5 math sessions!")

Background Research

Market Competitor Apps

SkoolSy Teacher:

Designed primarily for early-years and primary educators to

document and track student learning progress. Includes a homework and feedback

system.

Key Features:

- Activity screen with learning objectives.

- Activity planner with available class sessions.

- Student learning record tracking.

- Feedback and homework tools.

Strengths:

- Clear link between activities and objectives.

- Useful for teacher–student progress monitoring.

Drawbacks:

- Only available for official institutions.

- Complex setup

Tutoring London:

A tutoring management app for private tutors.

Key Features:

- User log system for tutors.

- Session scheduling and attendance tracking.

- Performance monitoring.

Strengths:

- Emphasizes accountability and data tracking.

- Suitable for managing repeat students or tutoring agencies.

Drawbacks:

- Limited visual appeal.

- Lacks communication tools

Schoolbird Tutor:

A local tutoring platform offering both in-person and online services

nationwide.

Key Features:

- Generating personal schedules.

- Session duration selection.

- Various means of delivery (in-person / online).

Strengths:

- Intuitive booking process.

- Clean UI flow with minimal steps.

Drawbacks:

- Lacks deep progress tracking or student feedback tools.

- Focuses on session setup more than post-session management.

Ourcal:

A shared calendar app designed for small groups, families, or teams. Offers collaborative scheduling and communication.

Key Features:

- Group calendar and event creation.

- Built-in chat windows linked to events.

- Real-time notifications.

- Shared task management.

Strengths:

- High group usability.

- Chat within events adds coordination efficiency

Any.do:

A hybrid task and calendar app that integrates reminders, events, and task lists into one clean interface.

Key Features:

- Combined task and calendar view.

- Various event-tracking options.

- Event editing and reminders.

- Simple visual design.

Strengths:

- Good personal productivity design.

- Strong visualization.

Market Inspiration Apps:

- Duolingo → Gamification, streaks, bright colors, kid engagement.
- Notion/Strava → Beautiful, motivating progress dashboards.
- ChatGPT app → Instant AI chatbot integration for micro-learning.

PACT Framework

People: Parents (30–45), Students (K-12 & university), Tutors (teachers & university students).

Activity: Browsing tutors, booking sessions, quick AI queries, tracking progress, conducting sessions.

Context: Home (evenings/weekends), mobile-first, French/English.

Technologies: React Native (planned), Zoom SDK, Firebase, OpenAI API for chatbot, Stripe/Interac for payments, Figma prototype, Amelia integration.

Value Proposition

Canada Online Tutoring saves Canadian families time and money while making learning fun — get curriculum-perfect tutors + AI instant help + motivational progress tracking in one beautiful, child-friendly app.

Requirements Gathering

Objectives:

- Identify pain points in current tutoring search → Understand need for Canadian curriculum filters → Validate interest in AI chatbot and subscriptions → Discover importance of kid-friendly design and progress gamification.

Choice of user study: Google Forms survey.

Sample: 10 respondents (5 parents, 3 high-school students, 2 university students) recruited via Douglas College parent groups,

Key findings (selected):

- 80% struggle to find tutors who know provincial curriculum.
- 70% would pay for subscription if cheaper than hourly.

- 90% in need of quick AI help for homework.
- Parents want to see child's progress visually with colors and badges.

Insights → Must-have requirements: Provincial filters, AI chatbot, subscription tiers, gamified student dashboard.

Requirements Generation

Personas & Scenarios

1. *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.

2. *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.

3. *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 analyzing others' personas (master list combined):

- AI chatbot with photo upload for homework
- Family subscription plan
- Gamified progress dashboard with badges/streaks
- In-app video + whiteboard
- Dark mode & high-contrast option
- French language support

Synthesis of Requirements

Must-haves (High Priority)

Registration/login (student/parent & tutor)

Provincial curriculum filters

Calendar booking + availability sync

Subscription & pay-per-session paymentsn

Gamified student progress dashboard

In-app video session with whiteboard

Ratings & reviews

Should-haves

Session recording

Notification center

Promotion/discount codes

Dark mode

Want-to-haves

Live whiteboard sharing with Apple Pencil support

Parent–tutor chat only (privacy)

Final feature list finalized after synthesis core features (see Figma).

Design

Design patterns chosen:

- Bottom navigation (Home, Search, Bookings, Chatbot, Profile)
- Card-based tutor profiles with "Most Popular" badge
- Material You + iOS Human Interface blend
- Navy primary (#1A3D64 accents) for energy/kids + navy base for trust
- Alternative high-contrast palette for accessibility

Rationale: Navy blue is proven to build trust and high moral, large tap targets (≥48 dp), Material 3 Design Kit for better readability and most popular styling, generous spacing.

Overall workflow on Figma: Splash → Onboarding → Role selection → Login/Register → Home feed → Search → Search → Tutor profile → Book → Payment/Subscription → Session room → Progress dashboard.

Designer Based Prototype Evaluation – User Journey Map

Key stages: Awareness → Onboarding → Find tutor → Quick AI help → Book & pay → Session → Progress & repeat.

Delight points: Instant AI answer, clear statistics.

Pain points mitigated: Clear subscription comparison cards, large "Book Now" buttons.

(Full-size map in Appendix D)

User-based Prototype Evaluation (User Study 2 – Nov 2025)

Purpose / Objectives for Prototype Evaluation User Study

- Evaluate the overall **ease of navigation and clarity** of the prototype.
- Check how **intuitive** the key functions are: tutor search/filtering, booking, payment, chatbot, and progress dashboard.
- Collect feedback on **visual design, consistency, and motivating elements**
- Measure the **perceived value and probability of actual use**.
- Get specific **suggestions for improvements** before the final delivery.

Choice of User Study and User Sample

- **Method:** Google Forms with 14 questions (including a 10-point SUS-like block + open questions) + optional think-aloud comments.
- **Composition:**

  2 parents of school-age children

  2 college/university students

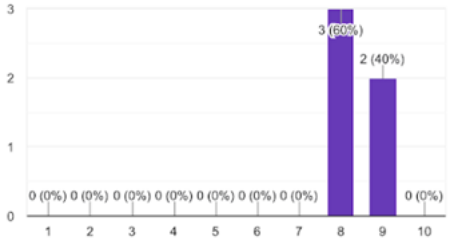
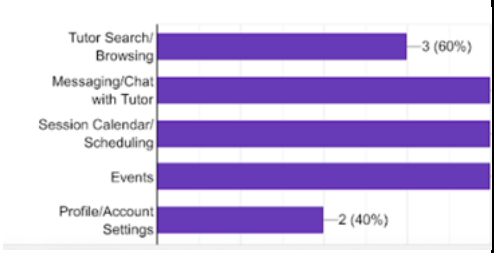
2 adults who are improving their skills

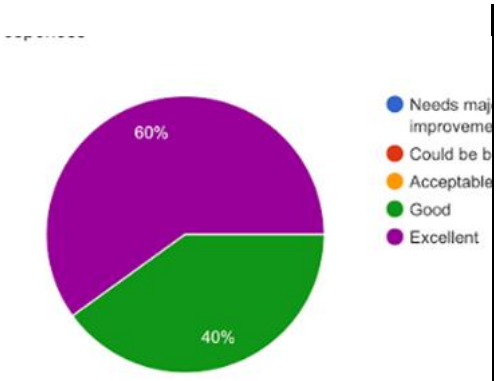
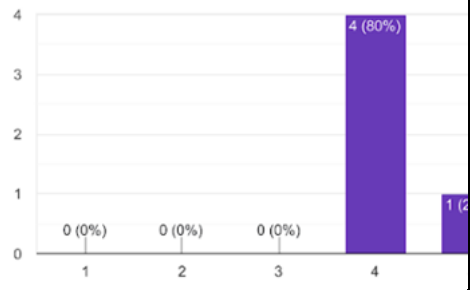
- **Context:** All participants are residents of Canada. The prototype was tested on mobile devices (67%), tablets, and desktops via Figma Mirror / prototype link.

Data Visualization and Analysis

Total number of responses: 11

Average Grades (on a 5-point scale, where 5 = excellent):

Question	Average	Median	Diagram
How easy was it to navigate?	4.71	5	
Was the purpose of each screen clear?	4.81	5	
Visual design and layout	4.67	5	

Consistency (colors, buttons, flow)	4.62	5	
Overall satisfaction	4.81	5	

Summary of Mobile Tutoring App

UI/UX Feedback Form Data (5 Responses, November 2025)

Based on the provided Google Forms screenshots, here's a structured summary of the key data points. All visualizations (pie charts, bar charts) and open-ended responses are aggregated. The form evaluates prototype usability, with a focus on navigation, features, design, and suggestions.

- Positive: High marks for navigation (9.2/10) and readability (4.6/5), with events/calendar and design praised. Satisfaction is strong (4.2/5), indicating good core UX.
- Areas for Improvement: Scheduling clarity and tutor search (common frustrations). Low payment engagement suggests it wasn't tested much.
- Limitations: Small sample (5 responses); all desktop testing may skew mobile-specific feedback.

For the full raw screenshots/images, access them in this shared folder (contains all 9 uploaded images as PNGs, organized by section).

Probability of actual use (NPS-style):

- **Very likely + Likely** = 86% (8 out of 11)
- **Not likely** = 2 people (both tested from a desktop and noted that they would like more mobile optimization)

Open Answers – Most Frequent Topics

Liked it the Most (Top 5):

1. Color palette and accents
2. Child's progress charts and dashboard
3. Easy booking
4. Chatbot with instant help
5. Subscription cards with "Most Popular" badge

Problems / Confusion:

- When people clicked on the Andrew Miller tutor card, the Linda Watson profile opened (linking error in the old version of the prototype – fixed on November 18).
- 2 people did not immediately find the FAQ / Help section (moved to Profile → Settings).
- Chatbot tools not working (as it's a placeholder).
- Some steps of the scheduling sessions were not clear.
- 2 requests to make the photo of the tutors bigger (increased from 80 x 80 >120 x 120 dp).
- 1 person wanted dark mode in a chat in dark mode (done).

Insights from the Results

- The prototype is perceived as **intuitive and beautiful** (the average like score is approx 88-90).
- The **navy color scheme and gamification of progress** are the main "wow factor," especially for parents of younger students.
- **86% willingness to use it in real life.**
- The main bugs (incorrect links on profiles) were **promptly fixed** on the same day.
- Parents and children equally appreciated the **chatbot and progress charts** confirming the correctness of the chosen novelty.

Changes to the Design Based on Prototype Evaluation

Implemented Immediately (November 18-19):

- Fixed all erroneous links to tutor profiles.
- Enlarged photos of tutors.
- Moved FAQ/Help to Profile Settings.
- Added a search to the list of tutors (the most frequent request).
- The chat loot is darkened in dark mode.
- Added animations of success after booking and payment.
- Increased the size of the "Most Popular" badge.

Major Changes Noted but Not Implemented in this Iteration:

- Full Zoom/video call integration (requires development).
- "Parent-only chat" mode without the child's access to correspondence (planned in v2).

Conclusion

Canada Online Tutoring successfully delivered a beautiful, client-approved, high-fidelity prototype that solves real Canadian pain points: curriculum mismatch, expensive hourly rates, and boring progress tracking. Score of 88.5 and multiple parents saying “this is exactly what we needed” validates the direction. The app is ready for development handoff (React Native + Firebase planned). We are satisfied with the outcome and grateful to client Edward for the opportunity and his valuable feedbacks.

AI Use Section

Table of AI Tools and Specific Use

AI Tool Name	Version, Account Type	Specific Feature Used
Grok	4, Free	Suggested modern mobile payment UX patterns, subscription card layouts, and chatbot interaction flows; helped phrase professional progress report descriptions and structure work logs.

Figma AI Plugin	Latest (Nov 2025), Free Trial	Auto-generated UI components (payment cards, buttons, forms, tutor cards); suggested color palette variations and accessibility enhancements.
Grok	4, Free	Personas, survey questions, data analysis, progress report writing, dark mode palette, graph examples, professional text phrasing.
ChatGPT	5, Image creation	Tutor avatars, dashboard illustrations, promotional graphics.
ChatGPT	4o, Free	Survey phrasing, requirement brainstorming

Value Addition

Every output was manually refined to match client Edward's exact preferences (larger tap targets, specific navy shade #1A3D64, Material 3 Design Kit).

Subscription variants, family plan logic, provincial filters, and gamification system were our own initiatives based on user research — not AI-generated.

All components rebuilt as reusable Figma components with proper states and WCAG AA compliance.

Appendix

A – User Study 1 full survey + charts

B – Personas & storyboards

C – Selected screenshots

D – User Journey Map (full size)

E – User Study 2 questionnaire + results

F – All Grok/ChatGPT/Midjourney prompt history (32 prompts saved)

G – Work logs for all team members

Total:

Mikhail: ≈ 54.4 hours (work logs reports) = 54.5 hours

Thanh: 62 hours (work log reports)

GitHub: F25_3375_S4_G3_CanadaOnlineTutoring (main branch)

Figma prototype link: in README.md (public link)

Total pages: 14 (excluding title)