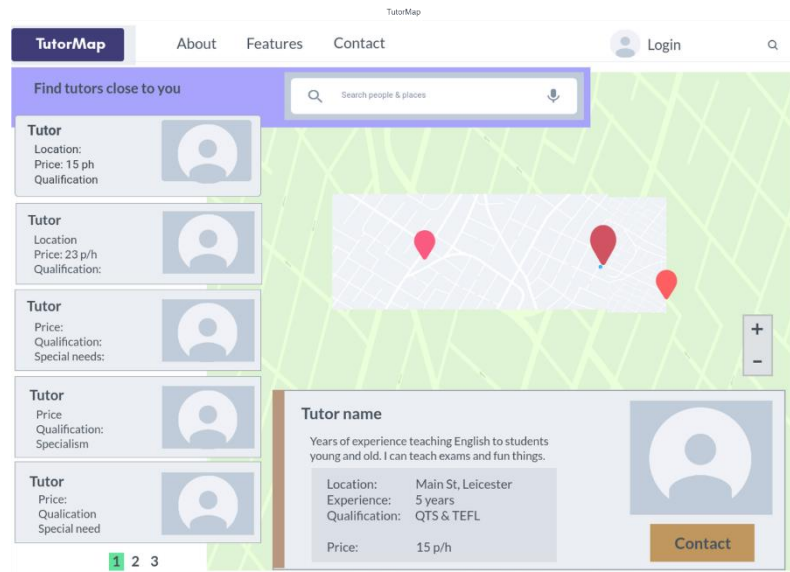


# TutorMap

## Goal

To create a geo-localised website to allow students to find language teachers in their local area.

The key reason to use our app is to save time travelling to the teacher's or student's home or a café. The time saving for the teacher can mean a lower price for the student. Quicker search, reduced tutor commute time, and cheaper prices to students mean increased Customer value.



## Functional Requirements

So that development is given the correct prioritisation I have defined the core functionality separately and optional functionality to be developed later.

Core Functionality	Other functionality:
<p><i>Defined in this case as being the functionality required to achieve the transaction of student and teacher getting in contact</i></p> <p>Map Filters (menu or buttons). Tutor registration form Tutors profiles A means of contact (email, phone or via messaging system) Tutor login area Top menu (same all pages). Insert internal URLs in top menu</p>	<p>Student profiles Email verification Filters for experience, price, location</p> <p><b>Optional functionality:</b> Payments through our site.</p>

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## User story map



## User Stories

*The next thing is translating the requirements & prototype into user stories/PBIs to go into a product backlog*

**Tutor profile:** As a teacher, I need a teacher profile page to show availability, location and prices.

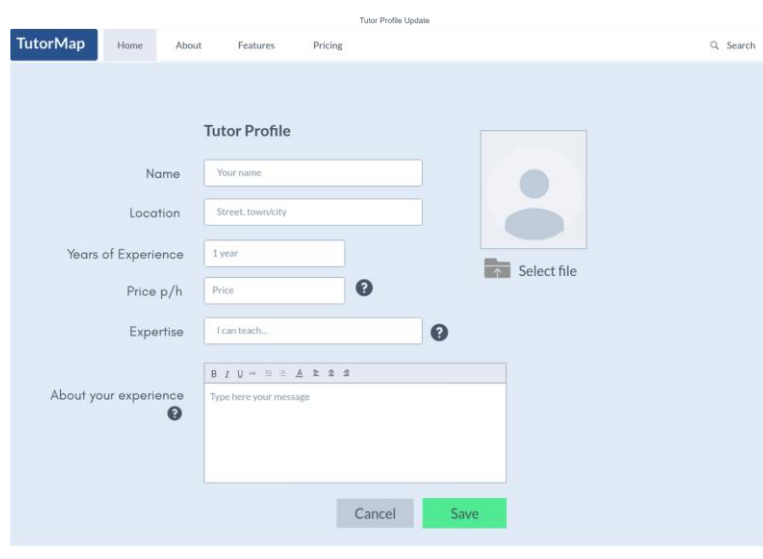
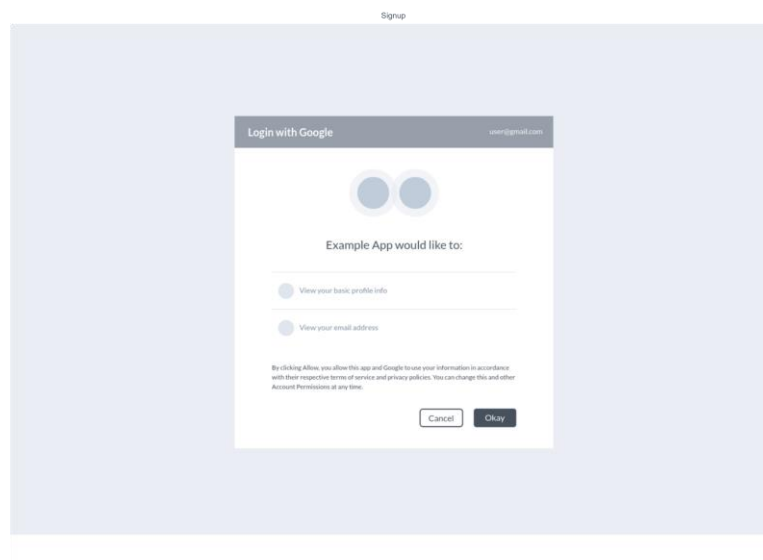
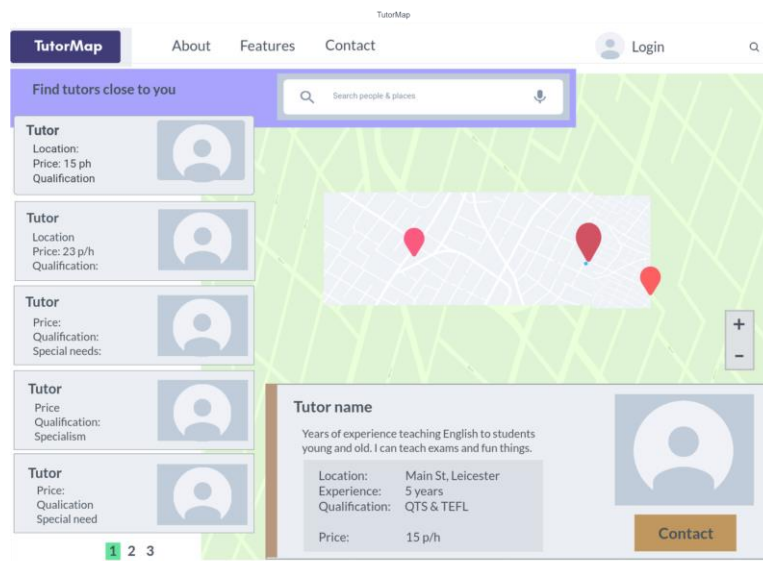
**Tutor Location Mapping:** As a student user, I need to be able to see the location of the tutor so I can decide if they are close enough to travel to.

**Price range:** As a teacher, I'd like to see the price a student can pay so I can decide if I should offer teaching services.

**Location Mapping:** As a tutor user, I need to be able to see the location of the student so I can decide if they are close enough to travel to.

(Optional) **Student profile:** As a student, I need a profile page to show availability & location

# Prototype



Modal file select

? This is to show mouseover text boxes.

## Research

**Method:** Talking to tutors in expat pubs teaching privately in students' homes or cafes rather than through academies. These are the aggregated responses:

Tutors	29
Interest in online promotion	90%
Find digital confusing	15%
Too time consuming to promote service.	52%
Need more students/customers	90%
Rely on local repeat clients	57%
Would like to find students close to their daily commute routes.	90%

## Usability Testing

Questions	User Responses
Device type	Mobile: 49% Tablet: 23.5% Desktop: 27.5%
Easy to sign up?	Yes 76%
<b>User Goals:</b> What are you trying to achieve on the site/app?	<i>"Search for local tutor to teach me/ child English"</i> <i>"Find students to teach"</i>
<b>Blockers:</b> Did anything stop you achieving your goal?	<i>Mostly OK.</i> <i>Took months to get student enquiry.</i>
<b>Time taken:</b> How many minutes did it take to complete?	<i>15 mins to fill in tutor form.</i> <i>10 mins to browse local tutors</i>
<b>Difficulty:</b> Anything slow/ unobvious/ unintuitive?	<i>Do students need to login?</i> <i>Does the tutor find out students' emails?</i> <i>Can I trust tutors? Any verification for reputable tutors?</i>
<b>Frequency of use:</b> Would you use this again and often?	<i>Yes, especially if there are more tutors available and larger range of expertise.</i>
<b>Improvements:</b> Can anything be done better? Any other features you might want?	<i>Options for tutors also search for students?</i> <i>Tutor paid options (promos, qualification verification)</i>

**Pivot**

It then evolved into a special offers website that allows users to find promotions and offers from local shops.