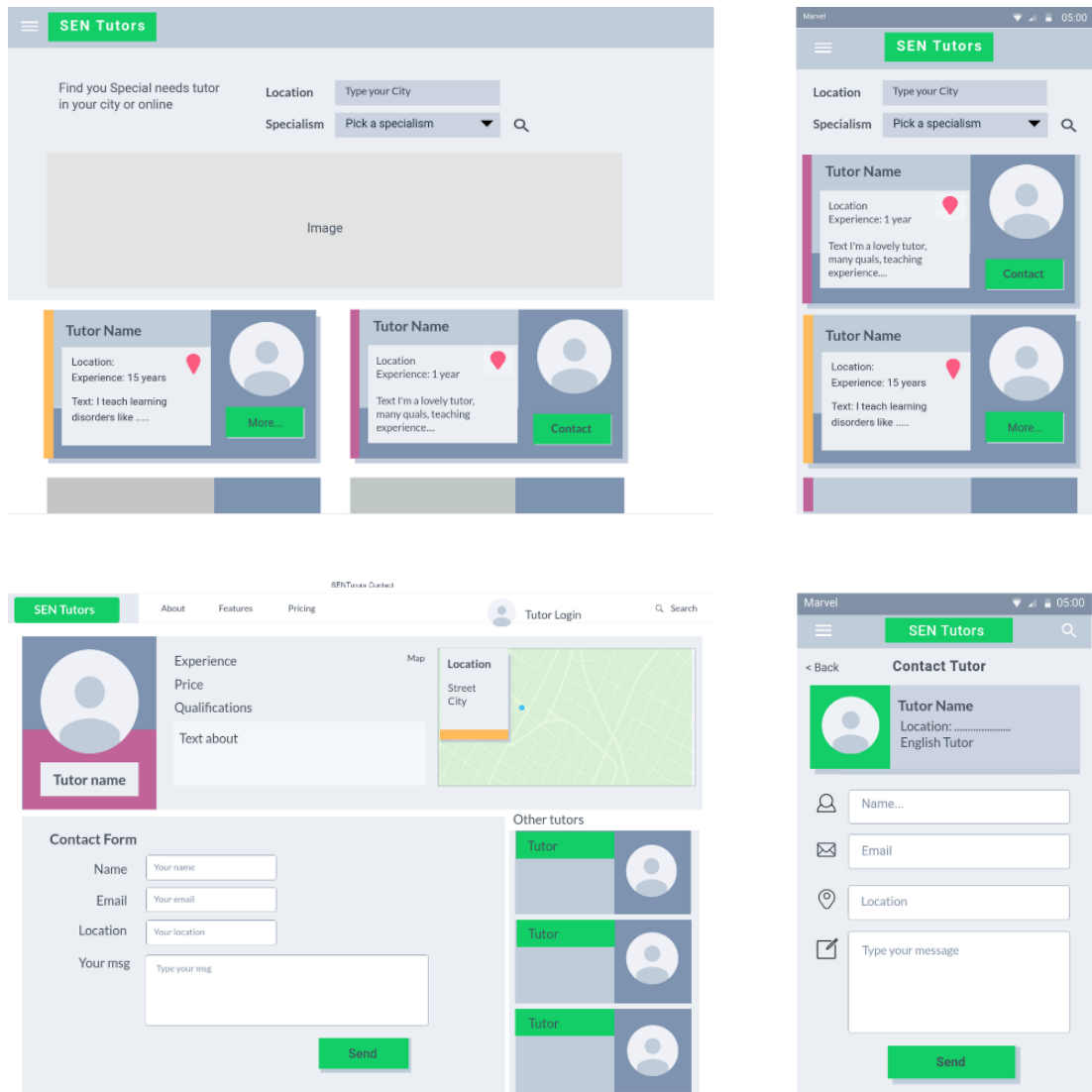# Tutorsearch

Goal: To create an app/ site to find special needs tutors for parents of children requiring learning support for special needs and learning difficulties to find tutors in their city or those tutors giving online tuition.

APPROACH

The procedure below is an overview of the methods we used to develop the product incorporating Lean Startup concepts, User Centred Design and SCRUM to achieve quickest Time to Market. This case study will go through each phase in some detail.

Research (Opportunity/Problem/Need) – Ideation – Spec – Persona – Requirements – User Story Map – User Stories – Wireframe – Hi-Fidelity Mock up – Clickable Prototype – Backlog creation – Developer hand-off – Coding – User Testing – Feedback – Review – Iteration.

RESEARCH

Method: Talking to tutors 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%

SPEC/ REQUIREMENTS

The homepage should feature the tutor search prominently as the main function. From experience, the best search based websites have the main functionality on the homepage, so there is minimal need to explain it in text, so the user goes almost immediately into the search function. Good design should be intuitive. The reason I took this immediate design decision is based on comparing the brief to other similar website products for tutors and also based on the design of major ecommerce sites.

Menu microcopy should feature both options for tutors and students/parents, mostly for internal linking reasons. "Resources" can be an area for tools relating to learning difficulties.

Users need to be given the option to create a profile, especially the case for tutors. Students that need to contact tutors also might need a profile and inbox. Therefore there needs to be a tutor login button from the top of the homepage.

The search box should be the most visible above the fold element on the site. There should be optional filters for price, years of experience, and learning difficulty types.

Mobile/tablet version

On the mobile/tablet version, there should be more buttons to input into the search box as users are more likely to prefer to tap than to type. These should be large for those users with vision or motor impairments. Users of the site probably have disabilities and/or learning difficulties.

Good design should consider responsive websites for each type of device and both the arrangement of the website elements and the type i.e. button instead of (or as well as) a text input search box.
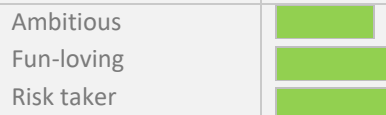
When tutors create profiles, details like learning specialism and price are mandatory so that the results look of expected quality.
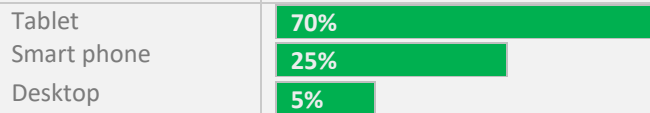
USER PERSONA

	Name:	**L Smith**
	Location:	Large town in England
	Job:	Office
	Segment:	Young Parent of 7 year old & learning disorder
	Marital Status:	Married

Qualities /Personality	Ambitious	
	Fun-loving	
	Risk taker	
Devices:	Tablet	**70%**
	Smart phone	**25%**
	Desktop	**5%**
Internet experience level:	(1 to 5)	
	3/5	
Goals	To get tuition to try to overcome child's learning disorder	
	To improve her child's prospects	
Frustrations	Short of time to arrange & find tutor locally	
	Getting an experienced tutor	
Motivations **(to use online tutor search)**	Recommendations	
	Useful	
	Quick	
User Needs	Intuitive	
	Quick	
	Eye catching images	

FUNCTIONAL REQUIREMENTS

So that development is given the correct prioritisation I have defined the core functionality separately and optional functionality to be developed later.
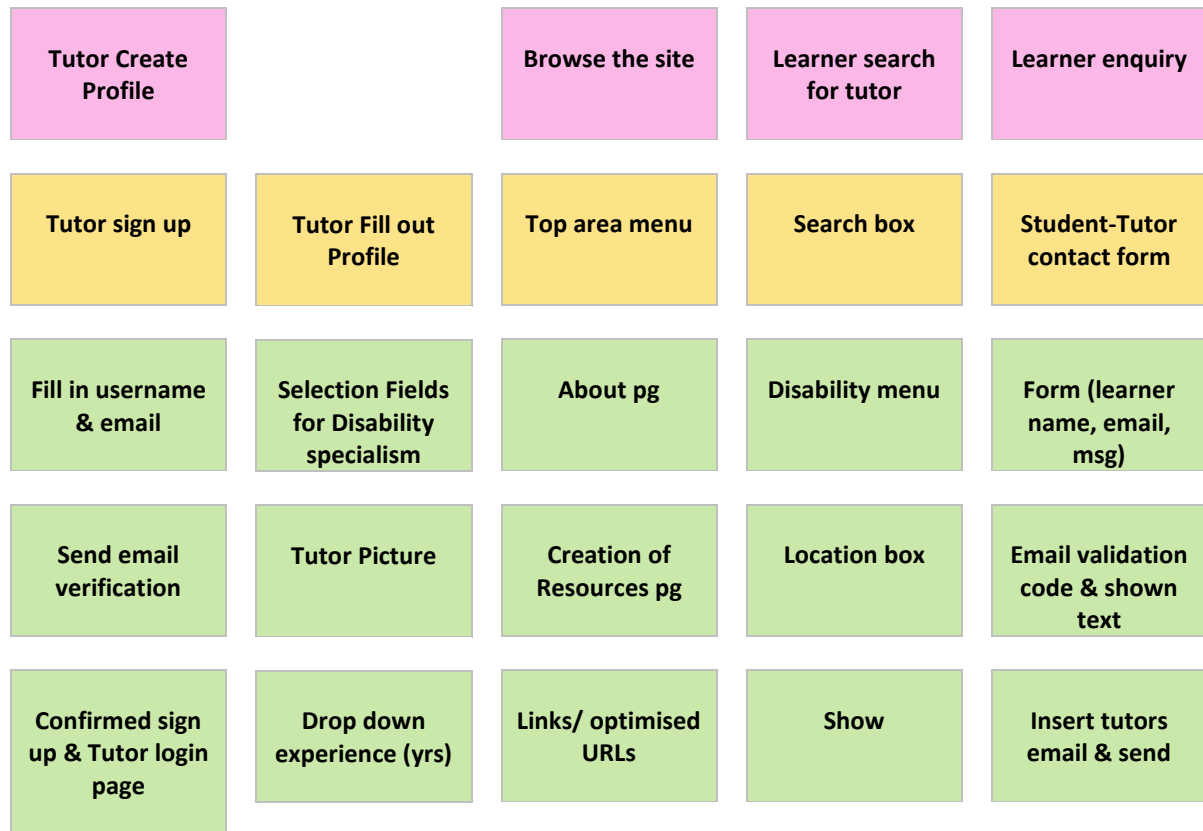
Main Features
(Defined in this case as being the minimum functionality required to find then contact a tutor & introduce the site/product)

Search:	Tutor search top area (location (text), learning disability (menu)). Tutor profiles boxes in search results (Picture, Name, Location, Bio /intro text, Cost per hour, more info link)
Tutor profile pages.	(As above + longer text, qualification, years of experience, specialism, their email),
Tutor sign up (Username, email)	Tutor verification email Page to confirm "Verified user email"
Tutor Create Profile	(Picture, Name, Location, Bio/text, qualification, years of experience, learning disability specialism, Cost per hour, more info). Store tutor profile in database (relational fields or XML) Retrieve tutor profiles (through PHP request) based on searched "location".
Tutor login area	
Top menu (same all pages).	Insert internal URLs in top menu

Optional features

Learning resources	Link to download fonts, install "screen reader" tools.
Tutor inbox	Only if **Tutor contact box**
Tutor contact box	Student-Tutor contact box (Student name, empty text)) on Tutor profile full page
UI components	UI component system
Multi-device	Versions for desktop, tablet, & mobile.
Filters	Filters for price, years of experience, and learning difficulty types
Price Sort	Sort Prices of results

USER STORY MAP

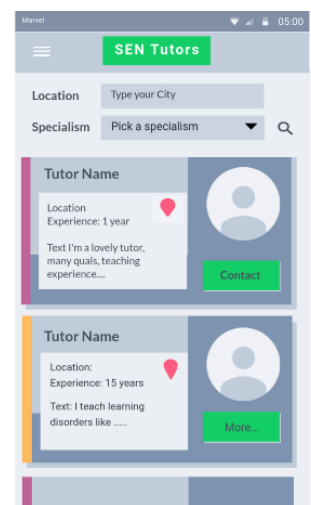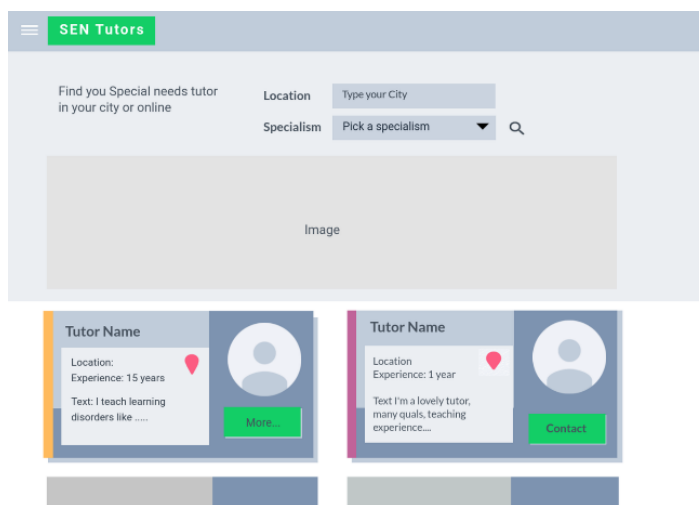| Tutor Create Profile		Browse the site	Learner search for tutor	Learner enquiry
Tutor sign up	Tutor Fill out Profile	Top area menu	Search box	Student-Tutor contact form
Fill in username & email	Selection Fields for Disability specialism	About pg	Disability menu	Form (learner name, email, msg)
Send email verification	Tutor Picture	Creation of Resources pg	Location box	Email validation code & shown text
Confirmed sign up & Tutor login page	Drop down experience (yrs)	Links/ optimised URLs	Show	Insert tutors email & send

WIREFRAMES & PROTOTYPES

Marvel mockup, and clickable prototype. Desktop and mobile versions.

Front Page

Contact Tutor Form

SEN Tutors
About | Features | Pricing | Tutor Login | Search

Experience
Price
Qualifications

Text about

Map

Location
Street
City

Tutor name

Contact Form

Name — Your name
Email — Your email
Location — Your location
Your msg — Type your msg

Send

Other tutors

Tutor
Tutor
Tutor

Marvel ▼ ▲ 🔋 05:00

SEN Tutors

< Back — **Contact Tutor**

Tutor Name
Location: ....
English Tutor

Name...
Email
Location
Type your message

Send

Tutor Profile

TutorMap
About | Features | Pricing | Mr Tutor | Search

Tutor Profile

Name — Your name
Location — Street, town/city
Years of Experience — 1 year
Price p/h — Price ❓
Expertise — I can teach... ❓

About your experience ❓

B I U ... ≡ ≡ A ≡ ≡ ≡

Type here your message

Picture

Select file

Cancel | Save

Marvel ▼ ▲ 🔋 05:00

SEN Tutor

Tutor Profile

Photo
Select

Name
Email
Location
Experience (Yrs) | Price
Qualifications
Type something

< Back | Update

Original lo-fi draft

SEN Tutors | Find tutors | Become a tutor | About us | Learning Resources | Contact

Tutor Search

Location — enter text | Price per hour — enter text | Search

Results

Tutor's Name
Text introducing themselves, experience,
Qualification,
Learning disabilities taught
Price: £25 p/h.

Tutor's Name
Text introducing themselves, experience,
Qualification,
Learning disabilities taught
Price: £25 p/h.

Tutor's Name
Text introducing themselves, experience,
Qualification,
Learning disabilities taught
Price: £25 p/h.

PRODUCT BACKLOG

		Feature/PBIs	User stories	Est. Size	Priority
Search		**Tutor search**	Parent/student Users would like to search for tutors using disability & location to get quotes	M	
		Tutor sign up	Tutor Users need to so they can then create a profile	M	
		Tutor Create Profile	Tutor Users need to create a profile so they can be found.	M	
		Contact	Parent/student Users would like to contact tutors to verify suitability/experience & arrange	M	
		Filters	Parent/student Users would like to sort & filter tutors (experience, price, location)	M	
				M	
				M	
User Profile		**User profile email sign up**	Users would like to create profiles, to allow them to use full functionality	M	
		User profile Google sign up	Users could be given the option to login via their Google profile.	M	
		Login via email	Users would like to be given the option to login via their email or username.	M	
		API Login:	Users need to be given the option to login using Google.	M	
		User profile "About":	Users would like to create profiles about (name, text, & avatar photo).	L	
		Update profile:	Users need to be given the option to update profiles (name, text, & avatar photo).	L	
			Users need to be given the option to monitor learning.	LL	
Front page		**Menus & URLs,**	About, Levels, Pricing	M	
		Pitch intro text and images,	a piece of text about our service	M	
		Demo video,	a max 3 min intro + instructional demo	L	
		Pricing table,	a layout of prices (1 video, 5 days, 1 month, 6 months)	L	

USABILITY TESTING

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

OUTCOME

This is an overview of the logical iterative approach I found useful to carry out and produce a user friendly product.