# TutorMap

PRODUCT VISION

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.
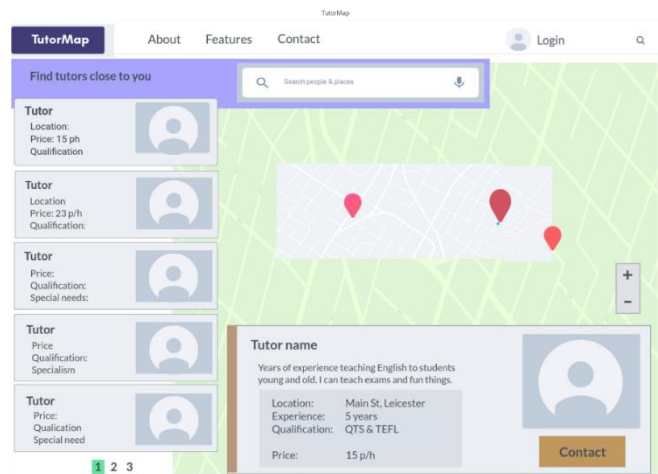
BACKGROUND

Length: Approx 5 months (7 sprints).

Roles: 3 man start up… 2 Developers (1 CTO/Backend Developer, 1 Frontend Developer), and
                     1 Product Designer / Product Owner (me) all based in a tech start up incubator.

Requirements: As a start-up, we defined the spec and functionality ourselves (rather than given by a client).

Location: Madrid Tetuan Valley Incubator

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.

In terms of involvement, I identified the opportunity and market need via research talking to tutors, then defined the product vision. I found co-founders through the incubator management, and put together a spec and requirements then, in liaison with developers, put together a User Story Map & User Stories. I created wireframes & mock ups. The team reviewed these for technical feasibility then I turned them into a clickable prototype. Then together we created a backlog of features, tech tasks and technical debt /bugs.

Throughout the coding phase over several months of sprints, the team demoed feature releases in sprint review meetings. After most of the backlog was done we put it front of customers to get feedback early on to check if it would deliver 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.

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

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 Location	About pg	Tutor specialism /Disability menu	Form (name, email, msg)
Send email verification	Tutor Picture	Creation of Resources pg	Location box	Email validation code & text
Confirmed sign up & Tutor login page	Drop down experience (yrs)	Links/ optimised URLs	Show	Insert tutors email & send

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

PROTOTYPES

Homepage
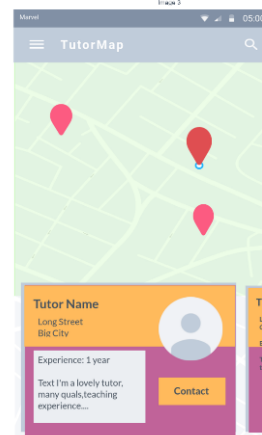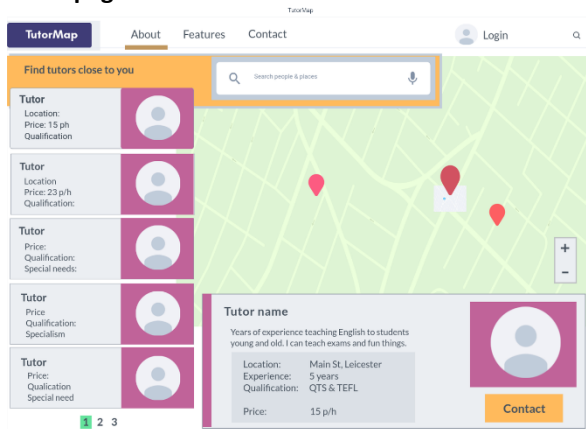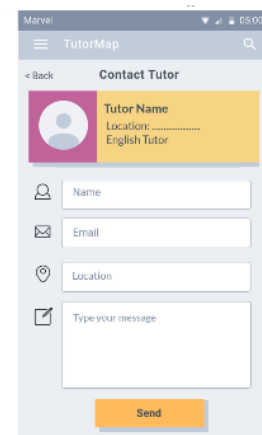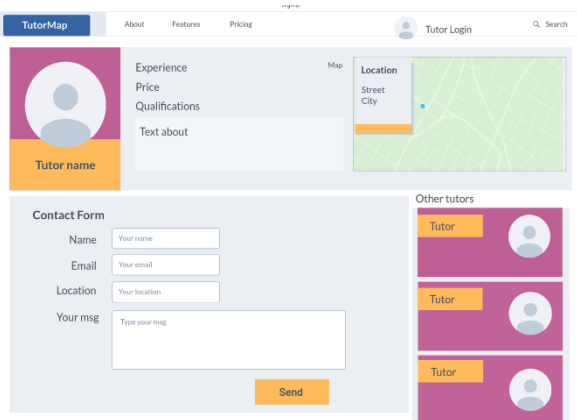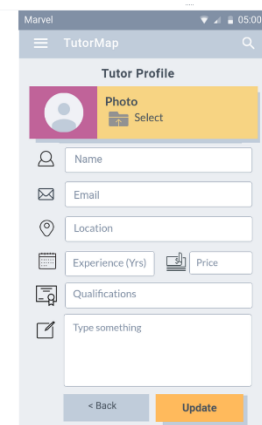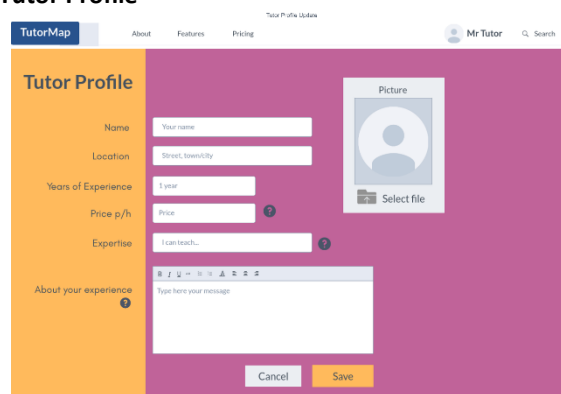
Responsive design.

Contact Tutor

Map becomes a link on mobile version.

Tutor Profile

Modal to select image file

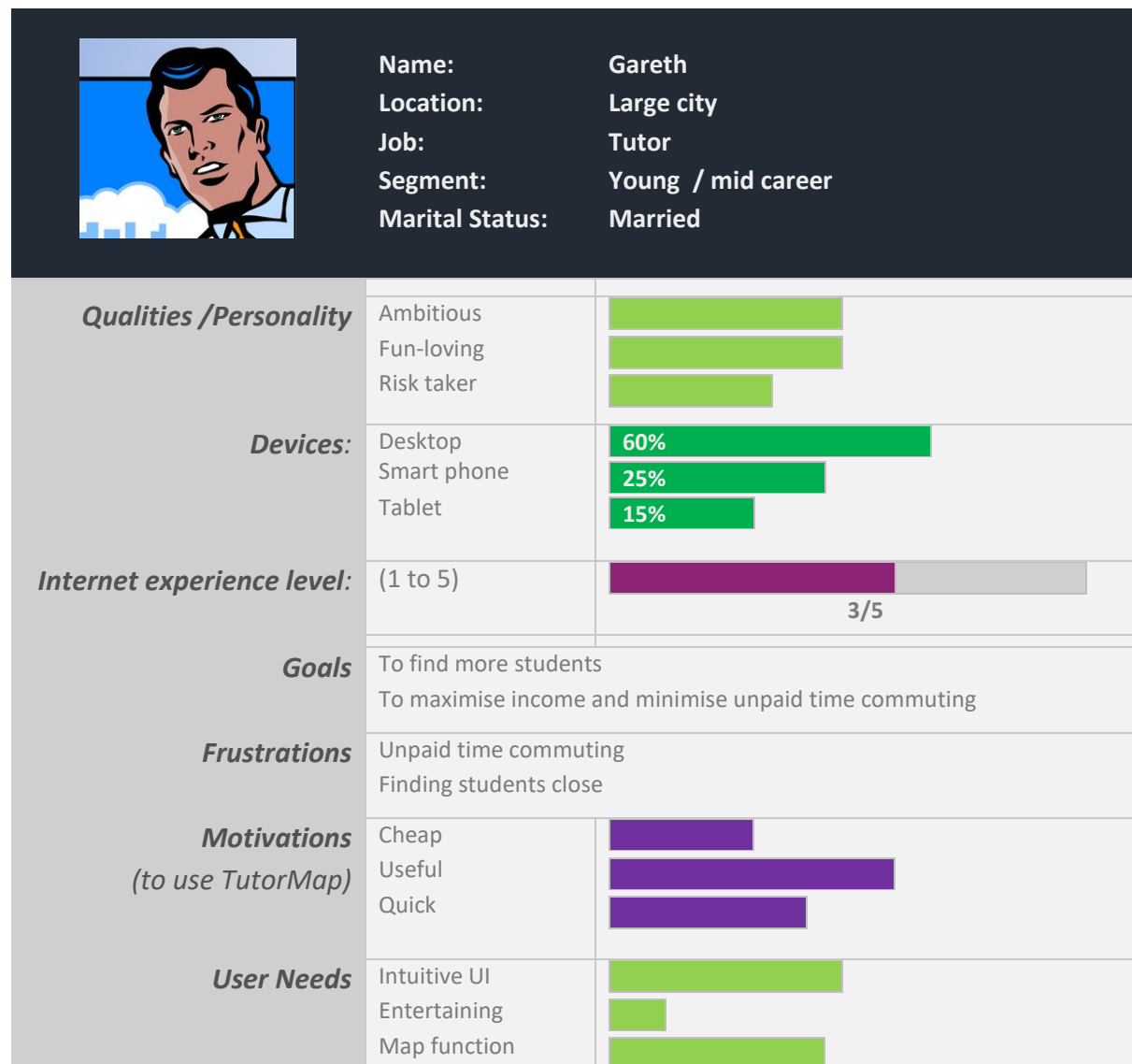? This is to show mouse over text boxes.

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%*
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)*

USER PERSONA

Name:	Gareth	
Location:	Large city	
Job:	Tutor	
Segment:	Young / mid career	
Marital Status:	Married	

Qualities /Personality	Ambitious	
	Fun-loving	
	Risk taker	
Devices:	Desktop	**60%**
	Smart phone	**25%**
	Tablet	**15%**
Internet experience level:	(1 to 5)	**3/5**
Goals	To find more students	
	To maximise income and minimise unpaid time commuting	
Frustrations	Unpaid time commuting	
	Finding students close	
Motivations (to use TutorMap)	Cheap	
	Useful	
	Quick	
User Needs	Intuitive UI	
	Entertaining	
	Map function	

OUTCOME

Pivot

After some research of internet search volumes for keywords tutors might use to find us and via using a biz model canvas, we found demand to be too low to get the fully scalable growth we needed. So TutorMap then did a pivot into a special offers website that allows users to find promotions and offers from local shops. We called the project 'Clasifigo'.