**Yor next class
can be anywhere**

www.outcom.io

outcom

About us

Outcom is a mobile solution that connects language learners with local speakers for having casual classes. Students will be able to enhance their skills while dealing with everyday situations like doing groceries, visiting a touristic place or even meeting at a cafe. Classes will be focused on the context of the places they are visiting.

⊙ outcom

Market analisys

According to the 2016 census conducted by Statistics Canada, almost 650,000 people living in Canada do not speak the Country's official languages. Out of those almost 154,000 live in British Columbia, with the caveat that 136,320 live in Vancouver (meaning that the city harbors 88% of the inhabitants of the province, who do not speak Canada's official languages). In 2018, according to Canada Departmental Plan between 2,900,000 to 3,300,000 immigrants moved to Canada. All these people are potential customers who would benefit from learning the country's official languages. In addition, these people have the knowledge of a language that is not the official language, which is an asset when teaching.

We are focusing on Canada's market due to the incentive of the government to attract the skilled immigrant to have Permanent Residence here, as every year the number of international immigrants moving to Canada is increasing.

According to Statistics Canada, around 4.7 million (14.2% of the population) reported speaking a language other than English or French, so to remove the language barrier we have come up with the app Outcom.

There are web, mobile and native apps like Duolinguo and iTalki which provide teaching mechanisms to learn other languages. Duolinguo has over 100,000,000 downloads on Google Play Store, being evaluated with a score of 4.5 out of 5. It focuses on gamified automated teaching lessons. iTalki has over 500,000 downloads on Google play store with an average score of 3.7 out of 5. It focuses on 1-on-1 online teaching lessons with language teachers.

To conclude, we are very confident that Outcom can help the learners to have 1-on-1 outdoor language lessons with native speakers and thus gives them the opportunity to learn and improve their language skills in Canada.

Problem

The traditional method of teaching languages in a classroom or online classes does not really prepare the learner for day-to-day situations. So Outcom gives you the opportunity to have language classes outside at different environments and thus helps you learn and improve your language skills with native speakers.

Competitors

Outcom implements the best features (emphasized in bold) of each one of our competitors without any of the additional, "non-crucial" functionalities those applications have.

Outcom is focusing on delivering a simple and enjoyable experience to the user. Our app will implement most of the major features offered by the three direct competitors.

We consider features like searching, in-app messaging and payment systems essential to this kind of app/service. More important than the number of features we are targeting, our app will focus on delivering a simple and enjoyable experience to the user.

	WE ARE TEACHERS	takelessons	tutoroo
DIRECT COMPETITORS			
PENETRATION IN CANADA	Medium	High	Low
MAIN FEATURES	**In-App Messaging**	**In-App Messaging**	Searching
	Online Lessons	**In-App Payment**	Flexible Rates
	Screening	**In-App Scheduling**	
		Searching	
		Flexible Rates	
		Online Lessons	
		Screening	

Objectives

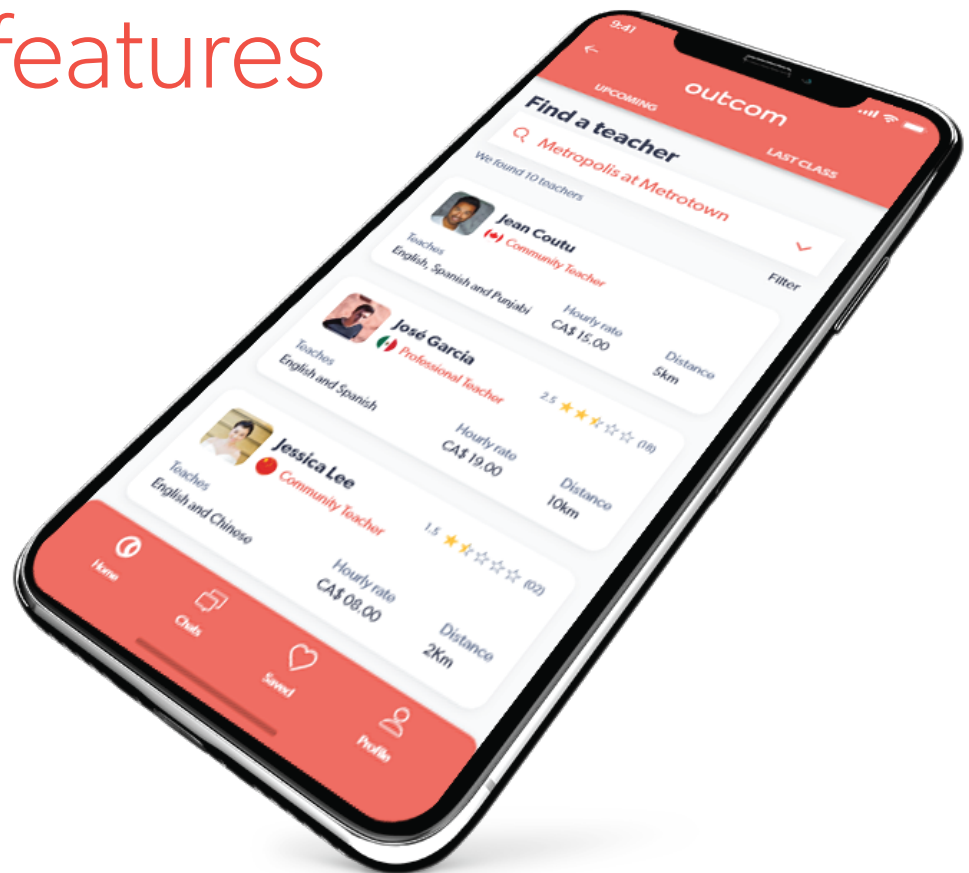1-on-1 outdoor language lessons.

Improve language skills at any time.

Learn a new language with native speakers Expand vocabulary connecting with local teachers.

Opportunity to have language classes outside at different environments.

Developing a secure platform where learners can pay for their classes through the app.

Generating an extra income for teachers who are willing to teach language classes along with their actual work.

Main features

Learn with locals anywhere

Outsom connects students with the most skilled local teachers for 1-on-1 outdoor language lessons.

Chat with your Teacher anytime

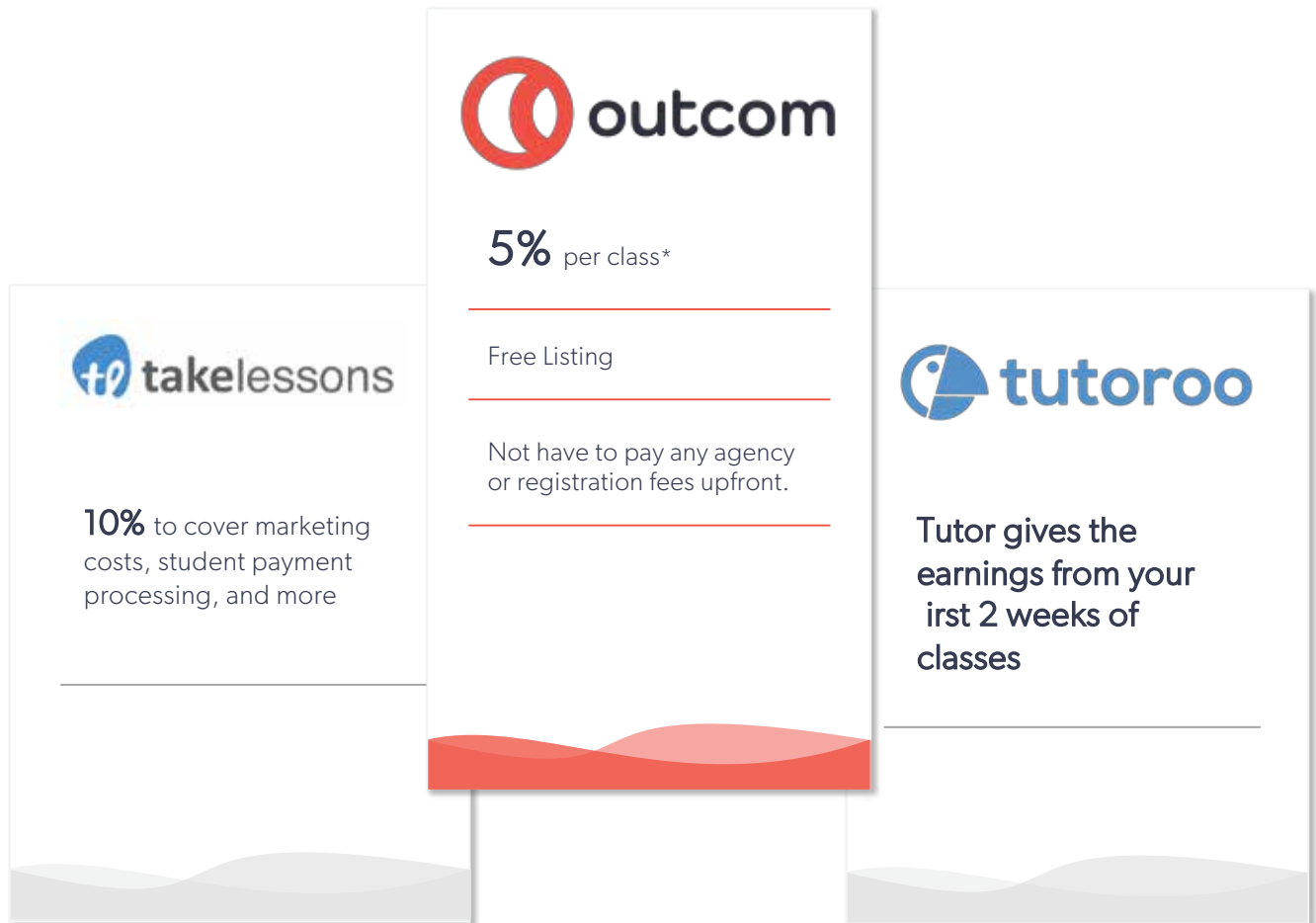Stay in touch with your Teacher through Outcom chat to continue improving your language skills.

Secure Payment

Pay as you go! Easy and secure payment options through the App.

System requirements

ID	TYPE	CATEGORY	DESCRIPTION	PRIORITY
F-01	Functional	User account	The user must be able to create a new account	High
F-02	Functional	User account	The user must be able to login to the account	High
F-03	Functional	Search the user	The user must be able to search for teachers	High
F-04	Functional	Messaging	The user must be able to message teachers	Medium
F-05	Functional	Booking	The user must be able to schedule a booking	High
F-06	Functional	Privacy the user	The user must be able to block other users	Medium
F-07	Functional	Payment	The user must be able to send/receive money via credit card or other payment apps	High
F-08	Functional	Localization	The user must be able to switch between different language while using the platform	High
F-09	Functional	Search the user	The user must be able to use filters in order to refine their results	High
F-10	Functional	Payment	The user must be able to make a secure money transaction	High
NF-01	Non-Functional	Review the user	The user must be able to review the tutors	Medium
NF-02	Non-Functional	Review the user	The user must be able to rate the tutors	High
NF-03	Non-Functional	Cancellation	The user must be able to cancel the booking	High
NF-04	Non-Functional	Privacy the user	The user must be able to report an unacceptable behaviour	High
NF-05	Non-Functional	Preferences	The user must be able to add a tutor to favourites	Medium
NF-06	Non-Functional	Payment	The user must be able to check his transaction history	Medium
NF-07	Non-Functional	Booking	The user must be able to receive a confirmation code to counter-check his/her tutor	Medium
NF-08	Non-Functional	Privacy the user	The user must be able to background check the tutor	Medium
NF-09	Non-Functional	Geo-location	The user must be able to check the location of tutor and vice-versa	High
NF-10	Non-Functional	Booking	The user must be able to re-schedule a booking	High

Business model

outcom

5% per class*

Free Listing

Not have to pay any agency or registration fees upfront.

takelessons

10% to cover marketing costs, student payment processing, and more

tutoroo

Tutor gives the earnings from your irst 2 weeks of classes

User Personas

"Only a life lived for others is a life wothwhile."

JOHN SIMPSON
60, DELTA, BC

REGULAR USER

COMMANDER, RN(retd.)

- **STATUS**
  MARRIED
- **TIER**
  MID-LEVEL
- **SALARY**
  $50K
- **ARCHETYPE**
  EASYGOING

BIO

John Simpson is a retired Commander in Police. He is living happily with his wife in Delta. He is very concern for his health, so everyday he meditates and go for running to stay fit.

While working in Police, he used to meet with lots of people of different country, so now he is very frequent in four languages he knows which are English, Chinese, Punjabi and Portuguese. Thus during his job, he gave the test in all those languages to get certified in them.

His main aim is to help people and make them learn the languages who face difficulty while interacting with someone in their real life.

PERSONALITY

- Helpful
- Positive
- Optimistic
- Organized

LIKE: FAST INTERNET
DISLIKE: BAD CONNECTION

LIKE: AFFECTIVE
DISLIKE: IMPOLITENESS

LIKE: WATCHING AN AMAZING TRAILER
DISLIKE: WATCHING FOR RELEASE DATE

LIKE: GAINING WEIGHT
DISLIKE: BAD EATING HABITS

MOTIVATIONS

- FRIENDLY UX
- LOVE & CONNECTION
- LEARNING
- CURIOSITY

HARDWARE

- GALAXY S10
- TABLET
- NOTEBOOK
- IPOD

TECH

- GOOGLE NEST
- SATTVA
- CORTANA
- YOUTUBE

FREQUENTLY USED BRANDS

GOALS
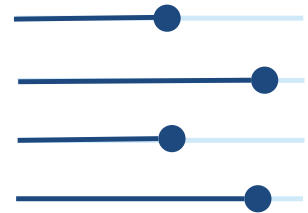
- To help the people as much as he can.
- Finding an app that could make people's life more practical and easier by simple searching the tutor and book him/her online.
- To make people aware of more that their own native languages.

FRUSTRATIONS

- When people can't explain themselves due to language barrier.
- Slow Internet connections in emergency.
- Expert in only four languages

BIO

Sophia is a professional photographer who travels around the world to catch amazing pictures of different cultures, nature, food, people, etc. Her husband is also a traveler like her and almost accompany her while traveling. They both love talking to new people and understanding new cultures.

In order to perform well in her profession and get popularized in market she wants to visit different regions of world and get stunning photographs for which she travels to different places and she is willing to learn new languages
because it helps her convey her message and communicate. Her interests outside workplace are Yoga, Hiking, Sports & Entertainment.

SOPHIA WEST
26, White Rock

POWER USER

PROFESSIONAL PHOTOGRAPHER

! **STATUS**
MARRIED

! **SALARY**
$54K

! **TIER** HIGH-LEVEL

! **ARCHETYPE**
PERFECTIONIST

PERSONALITY

! Extrovert

! Enthusiastic

! Loyal

! Active

LIKE: YOGA
DISLIKE: EATING JUNK FOODS

LIKE: TRAVELLING TO DIFFERENT PLACES
DISLIKE: LESSER TRANSIT OPTIONS AVAILABLE

LIKE: WORKING FOR A BETTER WORLD
DISLIKE: EXPECTING A BETTER WORLD

LIKE: SEEING A FILM AT THEATRES
DISLIKE: HEARING NOISES FROM PEOPLE SITTING NEAR YOU

MOTIVATIONS

FAMILY

PHOTOGRAPHY

FOOD

VACATIONS

HARDWARE

^ MACBOOK PRO

^ CANON DSLR

^ IPHONE

^ IPOD

TECH

^ GOOGLE MAPS

^ SPOTIFY

^ ADOBE LIGHTROOM

^ YOUTUBE

FREQUENTLY USED BRANDS

GOALS

! Learn different languages with intermediate levels

! Start taking part-time language learning classes

! Save money for language classes

FRUSTRATIONS

! Problems while communicating with people speaking different language, while traveling around the world for photography

! Spend too much time on taking help from translating softwares/apps and still getting inaccurate results

! Slow internet connections

USER RESEARCH
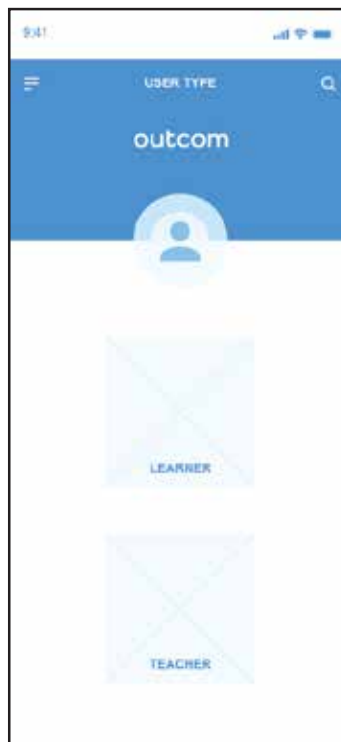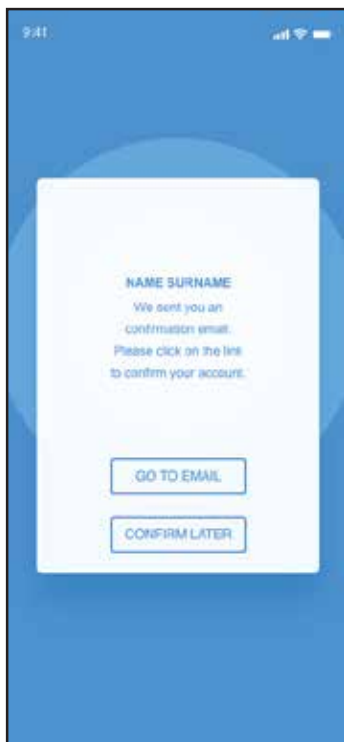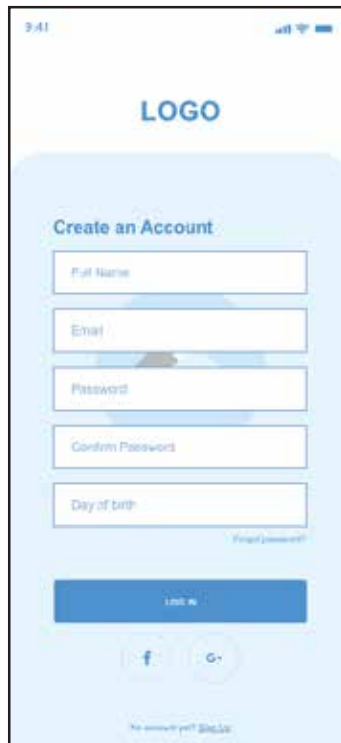# User stories
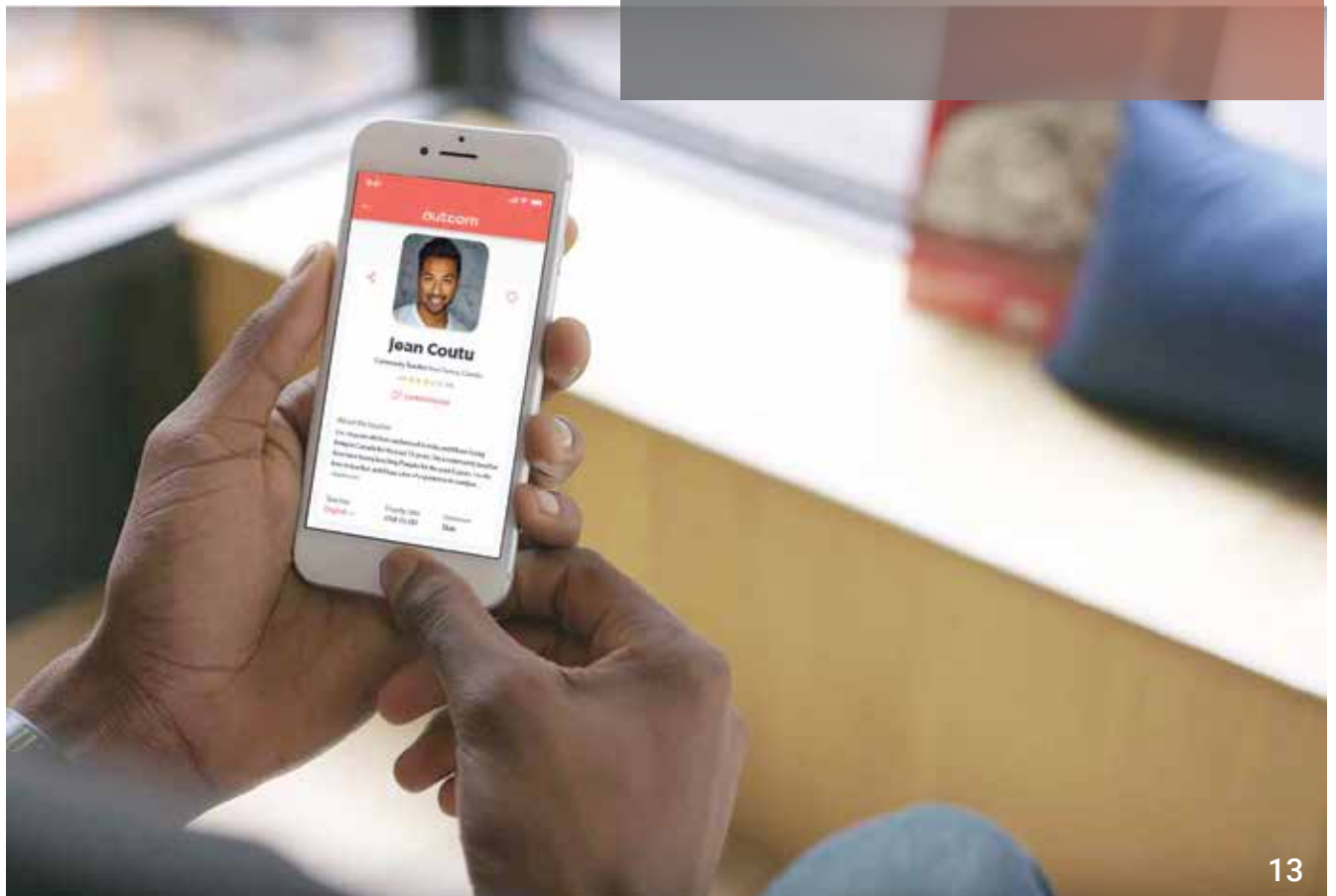
USER STORIES - STUDENTS

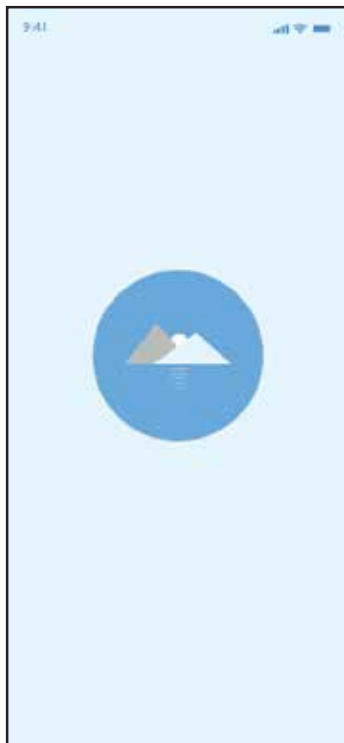| ID	CATEGORY	AS A/AN (ROLE/USER)	I WANT TO (FUNCTIONALITY OR FEATURE)	SO THAT (BENEFIT)	ACCEPTANCE CRITERIA	PRIORITY
US-S-01	Booking a class	As a student,	I want to book a class with a nearby teacher anytime online	so that I can learn the things in real life more easily comparing with in-class or online classes.	Students can learn more from real life experiences	High
US-S-02	In-app messaging	As a student,	I want to talk with the teacher in advance.	so that I will be more comfortable before I meet him.	More like e-mails within the app.	Medium
US-S-03	Rating	As a student,	I want to rate the teacher after his class	so that it will help other students to book that teacher accordingly.	Selecting a rating score in a form.	High
US-S-04	Booking a class	As a student,	I want to go to Chinese Cultural Centre Museum	so that I can learn more about Chinese culture.	Student can learn more from real life experience	Medium
US-S-05	In-app messaging	As a student,	I want to ask the teacher that what items I should bring before coming to that place.	so that I will not have to face any problems with-out that items.	Fast reply witin the app.	High
US-S-06	Booking a class	As a student,	I want to be able to schedule a language class acconding to my availability	so I don't have to be worried about any school schedule change that will make me lose my language class.	Booking a class	High
US-S-07	In-app messaging	As a student,	I want to be able to talk to my teacher from anywhere at anytime	so that I can use my free time inside the bus and book my classes.	Chat	High

USER STORIES - TEACHERS

ID	CATEGORY	AS A/AN (ROLE/USER)	I WANT TO (FUNCTIONALITY OR FEATURE)	SO THAT (BENEFIT)	ACCEPTANCE CRITERIA	PRIORITY
US-T-01	Communication	As a teacher,	I want to talk to the student	so that I can know about what he/she want to learn at what time	in-app chat messaging and/or e-mails	Medium
US-T-02	Payment	As a teacher	I want to receive payments from the students	so that I can provide them with my services accordingly	option to accept payments done through credit cards or third-party payment gateways.	High
US-T-03	Preferences	As a teacher,	I want to display my information	so that other users/students can reach out to me	form to display information in profile	High
US-T-04	Scheduling	As a teacher,	I want to cancel or re-schedule my meeting	in case I am unavailable at a certain point of time	option to cancel or re-schedule present bookings due to some issues.	High
US-T-05	Privacy	As a teacher,	I want to block another user	so that he/she cannot contact me again	toggle button to block someone	High
US-T-06	Preferences	As a teacher,	I want to restringe the area that I would be available to go to	so that I don't waste much time going to the according place	Search for nearby locations	High

USER RESEARCH

Wireframes

Screen 1

9:41

Screen 2

9:41

LOGO

Create an Account

Full Name

Email

Password

Confirm Password

Day of birth

Forgot password?

LOG IN

f   G+

No account yet? Sign Up

Screen 3

9:41

LOGO

Log in

Email

Password

Forgot password?

LOG IN

f   G+

No account yet? Sign Up

Screen 4

9:41

NAME SURNAME

We sent you an
confirmation email.
Please click on the link
to confirm your account.

GO TO EMAIL

CONFIRM LATER

Screen 5

9:41

USER TYPE

outcom

LEARNER

TEACHER

Screen 6

9:41

Profile

Say something about you

John Doe   Full Name

johndoe@mail.com   Email

•••••••   Password

Personal information

09/09/1987   Date of Birth

United States   Country/Region

California   State

WIREFRAMES - **TEACHER**

John Doe
Student

- ⌂ Profile
- 📖 History
- 5 Payouts
- ⊘ Availability
- 🛒 Price

About Us
Privacy Policy
Contact us

- ⤶ Sign out

outcom

TEACHER TYPE

PROFESSIONAL
Lorem ipsum dolor Lorem
ipsum dolor Lorem ipsum
dolor Lorem ipsum dolor.

COMMUNITY
Lorem ipsum dolor Lorem
ipsum dolor Lorem ipsum
dolor Lorem ipsum dolor

SAVE
You can always edit it.

outcom

TEACHER: PROFESSIONAL

JOHN DOE
Lorem ipsum dolor Lorem ipsum
dolor Lorem ipsum dolor Lorem

○ BANK   ○ GROCERY SHOP
○ DRUGSTORE   ○ MALL
○ MARKET   ○ RESTAURANT

RICHARD GIBSON
Lorem ipsum dolor Lorem ipsum
dolor Lorem ipsum dolor Lorem

○ BANK   ○ GROCERY SHOP
○ DRUGSTORE   ○ MALL
○ MARKET   ○ RESTAURANT

JENNIFER MICHAELS
Lorem ipsum dolor Lorem ipsum
dolor Lorem ipsum dolor Lorem

SAVE
You can always edit it.

outcom

Upcoming   Last class

FIND A TEACHER

🔍 Location   ⌄

JEAN COUTU
Lorem ipsum dolor Lorem
ipsum dolor Lorem ipsum
dolor Lorem ipsum dolor.

outcom

SET AVAILABILITY

○ MONDAY
start 9:00am ⌄   end 9:00am ⌄

○ TUESDAY
start 9:00am ⌄   end 9:00am ⌄

○ WEDNESDAY
start 9:00am ⌄   end 9:00am ⌄

○ THURSDAY
start 9:00am ⌄   end 9:00am ⌄

○ FRIDAY
start 9:00am ⌄   end 9:00am ⌄

○ SATURDAY
start 9:00am ⌄   end 9:00am ⌄

○ SUNDAY
start 9:00am ⌄   end 9:00am ⌄

SAVE
You can always edit it.

outcom

SET PRICING

$ 17
PER HOUR

SAVE
You can always edit it.

WIREFRAMES - **STUDENT**

Screen 1

9:41

← outcom

John Doe
Vancouver, BC
★ ★ ★ ★ ★

HI! My name is John, I'm a creative geek from San Francisco, CA. I enjoy creating eye candy solutions for web and mobile apps. Contact me at john@mail.com

$17/hour   English   5Km

Activities

SCHEDULE

< Month/Year >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
16	17	18	19	20	21	22

60 minutes class duration

TIME	TIME	TIME
TIME	TIME	TIME
TIME	TIME	TIME

Book Class

Reviews ★ ★ ★ ★ ★

Maxime Barbosa
8 Nov ★ ★ ☆ ☆ ☆
When one door of happiness closes, another opens, but often we look so long at the closed door that we do not see the one
+Read more

Maxime Barbosa
8 Nov ★ ★ ☆ ☆ ☆
When one door of happiness closes, another opens, but often we look so long at the closed door that we do not see the one
+Read more

Screen 2

9:41

← outcom

Find a teacher

🔍 ... ○

VANCOUVER   LANGUAGE   JUNE 14TH

John Doe $17/hour
San Francisco, CA
HI! My name is John, I'm a creative geek from San Francisco, CA. I enjoy creating eye candy solutions for web and mobile apps. Contact me

John Doe $17/hour
San Francisco, CA
HI! My name is John, I'm a creative geek from San Francisco, CA. I enjoy creating eye candy solutions for web and mobile apps. Contact me

John Doe $17/hour
San Francisco, CA
HI! My name is John, I'm a creative geek from San Francisco, CA. I enjoy creating eye candy solutions for web and mobile apps. Contact me

Screen 3

9:41

← outcom

John Doe
Vancouver, BC
★ ★ ★ ★ ★

CLASS	LANGUAGE	TOTAL
7:00PM - 8:00PM Sun, Jun 4	English	$35

Location
Define location of your class.

🔍 Stanley Park, Vancouver BC

Message
Tell your teacher more about your objectives.

Write your message here

Cancel   Confirm

Mockups
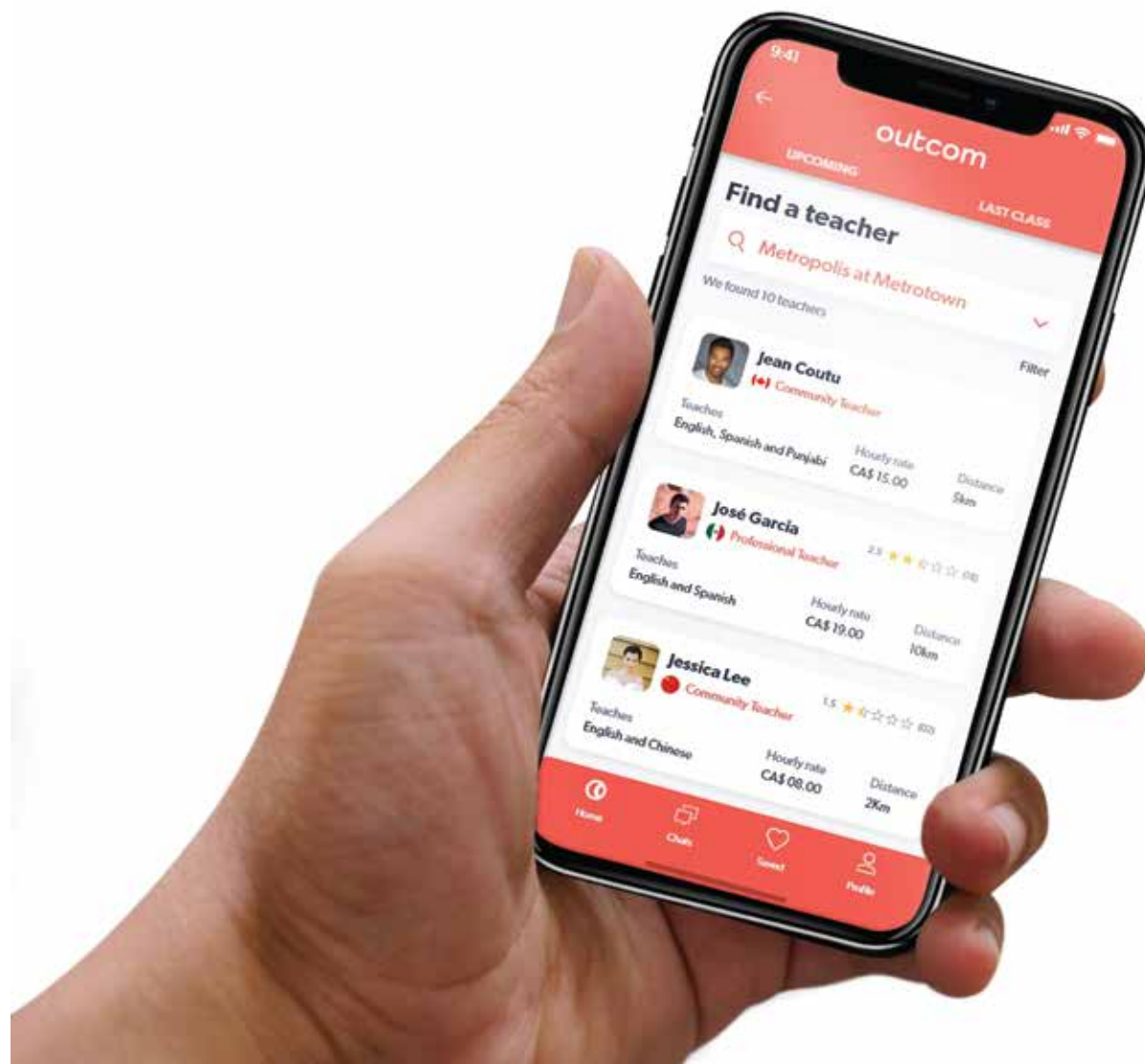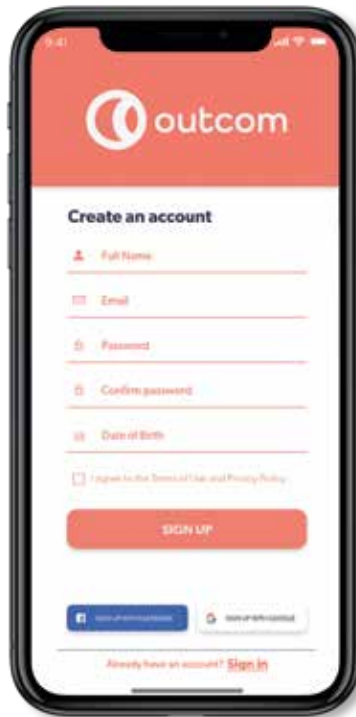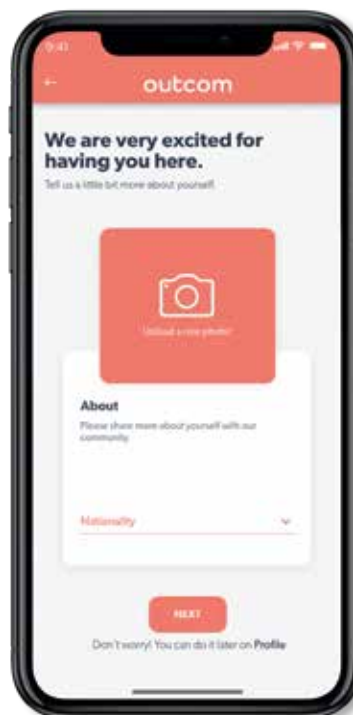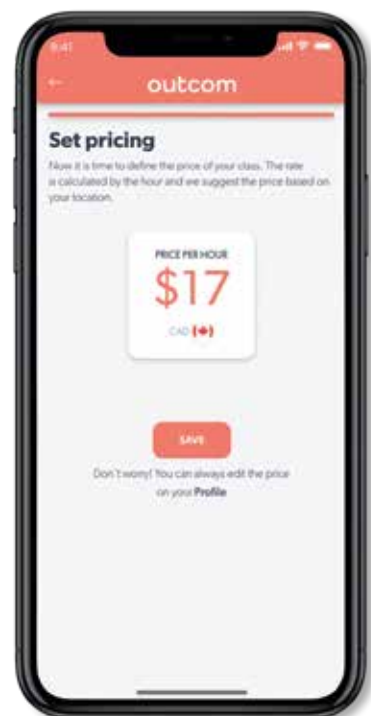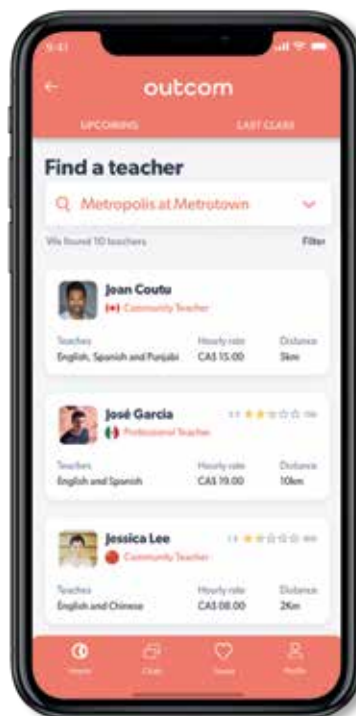
Future development

Report / Complaint (Eva)
This feature will help both teacher and student to report/complaint a file if some mishappening occurs by either of them.
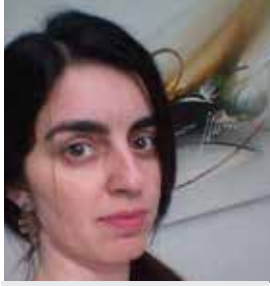
Criminal Background Check
With the help of this feature, both teacher and student will be verified first if they have any criminal background for the safety purpose.

Our team

We are international relentless designers and developers focused on delivering the best user experience.

Joao Caldas
UX/UI Designer

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✉ joao.caldas@live.com

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Cassio Montanher
Full-stack Developer
(IOS)

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References

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Census Profile, 2016 Census British Columbia [Province] and Canada [Country] - Statistics Canada (2016) - June 13, 2019	https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/Page.cfm?Lang=E&Geo1=PR&Code1=59&Geo2=&Code2=&Data=Count&SearchText=British%20Columbia&SearchType=Begins&SearchPR=01&B1=All&GeoLevel=PR&GeoCode=59
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TakeLessons - May 26, 2019	https://takelessons.com/
Teacher Finder - May 26, 2019	https://www.weareteacherfinder.com/

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