

# TUTOR SELECTION ON ENGOO WEBSITE

UX methods



03

## DEFINING THE KEY UX PROBLEM

- Project Brief
- Whats the Issue?
- Why address this Issue?

## UX METHODS USED TO INVESTIGATE ISSUE

My Strategy  
Why This Method

04

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- Ideas Board
- Identify UX Problem and Design outcome
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# Defining the Key UX Problem

## WHATS THE ISSUE?

Currently, Engoo fails to ensure there's a smooth and user-friendly interaction when selecting a tutor. Due to information deficiency, users often find it challenging to make informed decisions about their tutors and where to begin. Leading to confusion and an overwhelming experience for the student and their academic learning. The platform lacks personalised profiles, making the system ineffective and difficult to match users with tutors based on personality, preferences and learning needs. As a result, students must conduct research manual research for each session, creating further confusion for tutors who are left uncertain about what to expect without a profile to guide their lesson preparation. Additionally making the website feel one-sided and less engaging for users.

If users are unable to book and manage the system, the service has failed to meet students' needs, meaning there will be less engagement and could potentially shut down the site, due to complications.

## PROJECT TOPIC:

Engoo is an Online language interface that allows students to connect with online professional tutors, offering personalised private English lessons from all around the world. It specialises in one-on-one lessons via video call, catering to learners on all levels, from beginning to advanced speakers. Their platform covers various aspects such as conversation practices, grammar and pronunciation.

## WHY ADDRESS THIS ISSUE?

The definition of a user experience refers to a user's journey and perspective of an interaction. This approach enables us to identify user needs by creating the best solution for them. By applying this perspective to Engoo's 'Our Tutor' page from a student's logged-in perspective. We can improve the tutor selection process with the users' needs, wants, and expectations.

This issue is crucial to address as tutors have a significant responsibility to understand students' motives and needs to effectively tailor their teaching. Students also need to feel as if their profile authentically represents them and fosters a sense of connection to the server, allowing them to feel part of a community. This approach will also make it more easier for them to interact on a platform, without any challenges getting in the way.

03

# 04.

## User Flow

*Visualise how users navigate website on their own.*

**My Strategy:** Observe the user through the user flow, capturing thoughts and actions.

**Why this Method:** Allows me to gain users perspective and painpoints.

## “Try it yourself” Method

*Allows the researcher to pose as the user and experience the design first-hand.*

**My Strategy:** Using my iPhone as a tool to record my thoughts and actions throughout the process

Documenting each painpoint and ways to improve the system and functionality

**Why this Method:** Allows me to become familiar with the user flow and structure of website.

## Annotated Screenshots + Cognitive walkthrough

*Allows the researcher to identify usability issues*

**My Strategy:** Screenshot the process and evaluate + linking concepts to ethical requirements.

## Secondary Research

*Allows researcher to discover familiar websites or components and reflect*

**My Strategy:** Research websites based on online teaching or the factors involved

**Why this Method:** Allows me to gain further research and insights of data that already exists. This provides me with insight on how to better support students learning a new language, particularly focusing on improving booking a tutor and creating a simple and smoother transition.

## Goal Mapping - User's Goal

*Allows the research to identify user's goals on Engoo*

**My Strategy:** Map out students and tutors goals to figure out where they align.

**Why this Method:** Allows me to pinpoint common goals and understand what both users want

## Journey Map: Current and Ideal

*Allows designers to visualise end goal and how users might engage with choosing a tutor.*

**My Strategy:** Demonstrate a visual representation of an end-to-end experience of a users process and their goal. Illustrate actions, thoughts and feelings.

# Goal Mapping: Students and Teachers

## TUTOR GOAL

“Ensure students have fun while learning new skills.”  
Prevent students from feeling overwhelmed.  
Acknowledge that each student has different needs and wants; aim to accommodate these as much as possible.  
Recognize that it may not be possible to address every issue, but aim to alleviate some pressure.

## STUDENT GOAL

“Learn a new skill comfortably and effectively”  
Personal Growth: Build confidence  
Finding joy and satisfaction in the process of learning and using the new skill.  
Staying organised among tasks  
An easy and streamlined communication process

## SIMILARITIES

### Learning New Skills Comfortably and Effectively

**Students:** Learn a new skill comfortably and effectively.  
**Tutors:** Ensure students have fun while learning new skills.

### Personal Growth and Confidence

**Students:** Build confidence through personal growth.  
**Tutors:** Prevent students from feeling overwhelmed, contributing to confidence building.

### Enjoyment and Satisfaction

**Students:** Find joy and satisfaction in the process of learning and using the new skill.  
**Tutors:** Ensure students have fun while learning.

### Accommodating Individual Needs

**Students:** Stay organized among tasks; appreciate a streamlined communication process.  
**Tutors:** Acknowledge each student's different needs and wants; aim to accommodate these as much as possible.



Name: Liv  
Occupation: University Student



Name: Oriana  
Occupation: University Tutor

\* Image: AI is being employed

# RESEARCH OBSERVATION



## Testing Usability One:

Strange layout	Confused where to start and what to put in	Doesn't like the layout	Free word search? doesn't know what to say in search bar when finding a tutor	Doesnt know where to put her details
Finds photos uncomfortable	Finds a bit weird she had to login and did nothing else for profile	questions where her profile is	Doesn't like the way you need to go into a tutors tab to read their intro	scrolling part feels exhausting when finding tutors
wonders if there's an option to choose another day further in the future rather than 7 days	had no luck on first lesson search, needs to redo	frustrated, doesn't know which filter is giving her no result	There's no guidance or information on some filters	Feels annoyed
chat bot doesn't get straight to the point	wish you could turn premium tabs off, finds it distracting	likes the clear button - makes it easy to restart findings	no key factors to explain some symbols	what do the numbers mean in the brackets?
suggesting profile create a profile to help filter wants and needs	video of tutor introduction is too small for phone screen	Site feels like a scam a little?	contact us feels quite forward in the bottom centre	

## Observation with User:

Searches Engoo into google	scroll down to button	scrolls back up and selects "starts with up to 50% off" button	browses content	Registers
Go to conformation email	Sign in	Clicks "book a lesson"	Puts details into filters	Searches
No luck, change filters and search again	Scrolls through tutors	Selects tutor	watches video introduction	books time with tutor



Name: Liv  
Occupation: University Student

## Testing Usability Two:

Confused where to start	Didn't understand if he put his details into search or the tutors?	didn't know what native meant	Just realised there was an information button for key words	Wished information key button was more bigger or easy to see
searched for tutor	Selected first tutor that was available	Read profile and wasn't impressed	Wished there was more similarity or common interest when conducting the search	Suggest having a filter button that allows you to type interest and what your seeking for in a tutor
Searches for another tutor	reads profile and books appointment	thought the site didn't look safe	Language barriers with some tutors	No limit in session duration?
Limited availability of preferred tutors	Difficulty in finding a suitable time slot	Complicated booking process	Lack of personalized feedback	Limited options for specific subjects
Poor user interface on the booking platform				

## Observation with User:

Searches Engoo into google	browses content	Registers	Go to conformation email	Sign in
Clicks "book a lesson"	Puts details into filters	Searches	Doesn't like first tutors traits	Searches again
Scrolls through tutors	Selects a tutor	Reads information and ratings	Books tutor	



Name: Oliver  
Occupation: University Student

## Testing Usability Three:

book lesson should be at the top, eye lesson when you first open the site	Clicked tutors button, easy to find	Calendar is helpful	Calendar could be improved - make it bigger	Have slots that indicate no availability on a day - using colours or shades
Fonts aren't the best, could be more clear	everything looks the same, crowded information	Wants information button on tutors profile picture	Went straight to the booking button, didn't click profile	wants there to be more visible information instead of a tutors name and rating
Concept is there, but execution is not good	"if I didn't speak English well, it would become quite overwhelming"	This should be an easy process	Suggest spreading out information in the filter area	Suggest adding more information when searching for a tutor - not much to go off
Suggest adding a accessibility option	Wants to be able to set up their own profile after signing in	Date and time could be in a different area, but age, gender, level and learning capabilities could be part of your profile	Tutor section feels chaotic	Suggests sign up with email, then set up profile needs and preferences
Needs improving on profile management and rearrange	Good indication of warning notifications at the top of screen			

## Observation with User:

Searches Engoo into google	Registers	Go to conformation email	Sign in	Clicks "book a lesson"
Puts details into filters	Searches	Scrolls through tutors	books time with tutor	



Name: Tayla  
Occupation: University Student

## Testing Usability Four:

Slow loading times	Unintuitive navigation	Poor mobile responsiveness	Limited language options	Confused
Outdated design	Difficult booking system - not directful	Lack of customer support	Inconsistent tutor quality	Doesn't know what language it's for
Doesn't know if the site is real	Stares at screen for a while	Doesn't know what filter to click	Didn't click tutor profile, just clicked book appointment	Limited view of days in the week
Sessions too long, need time limits	Suggest adding a calendar and time slots	Didn't work first try	Had to search more than once to get a tutor	Interaction felt one-sided
Desire for users with similar interests with him when searching	Fees are reasonable	Lack of information	Easy to interact with in some areas	No profile setup felt weird
More languages would be nice				

## Observation with User:

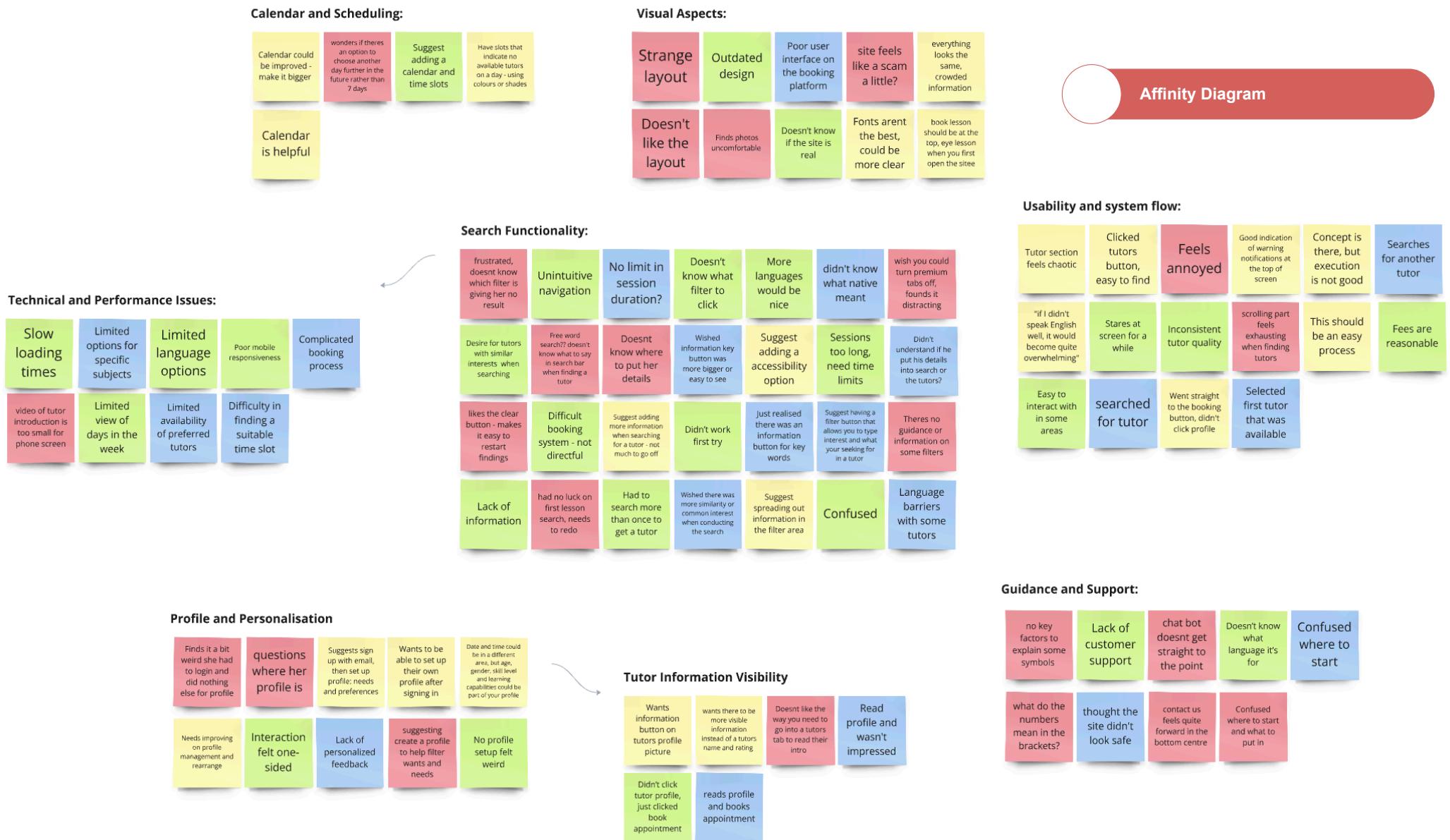
Searches Engoo into google	browses content	Registers	Go to conformation email	Sign in
Clicks "book a lesson"	Puts details into filters	Searches	No luck, change filters and search again	Scrolls through tutors
books time with tutor				

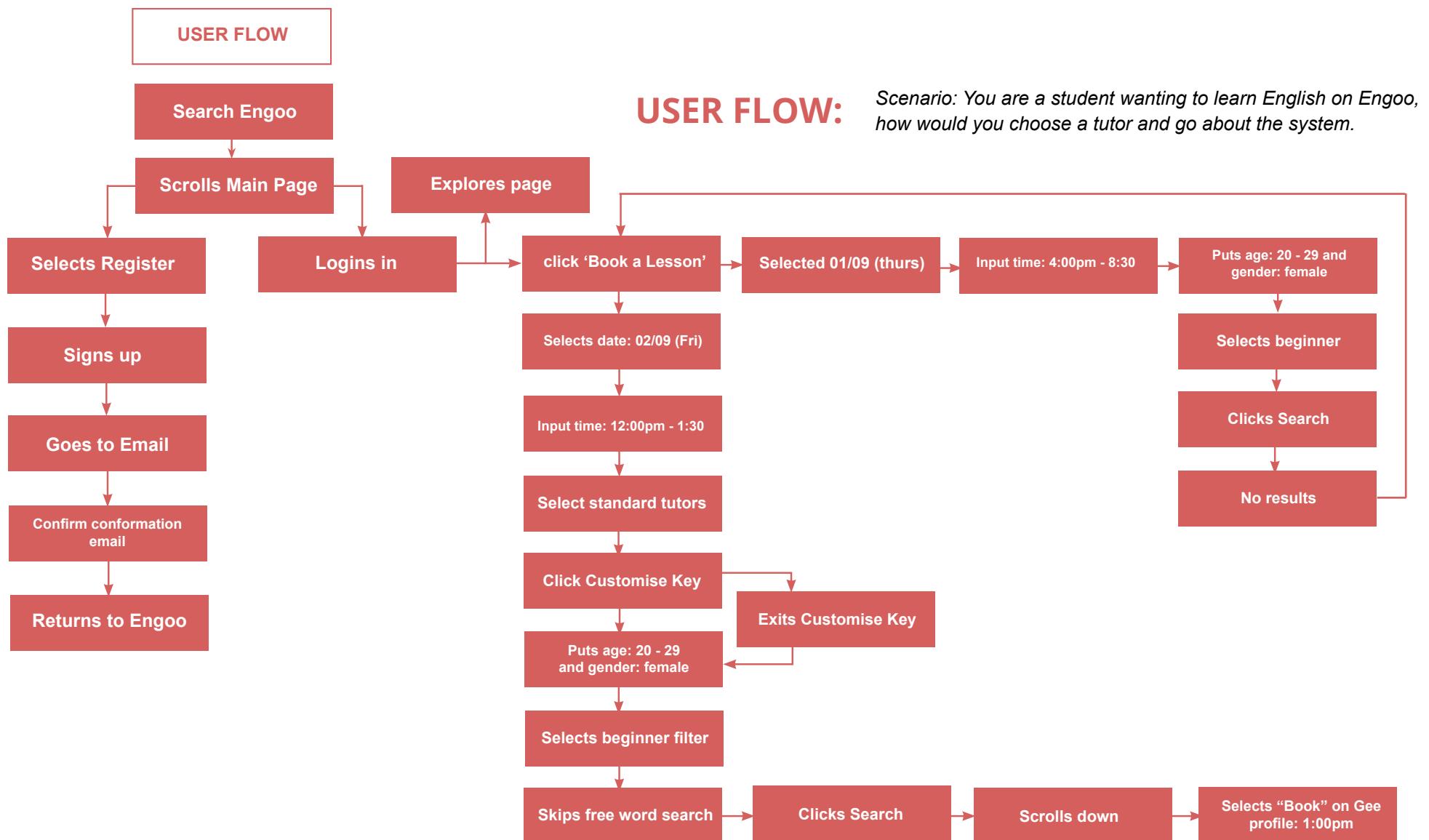


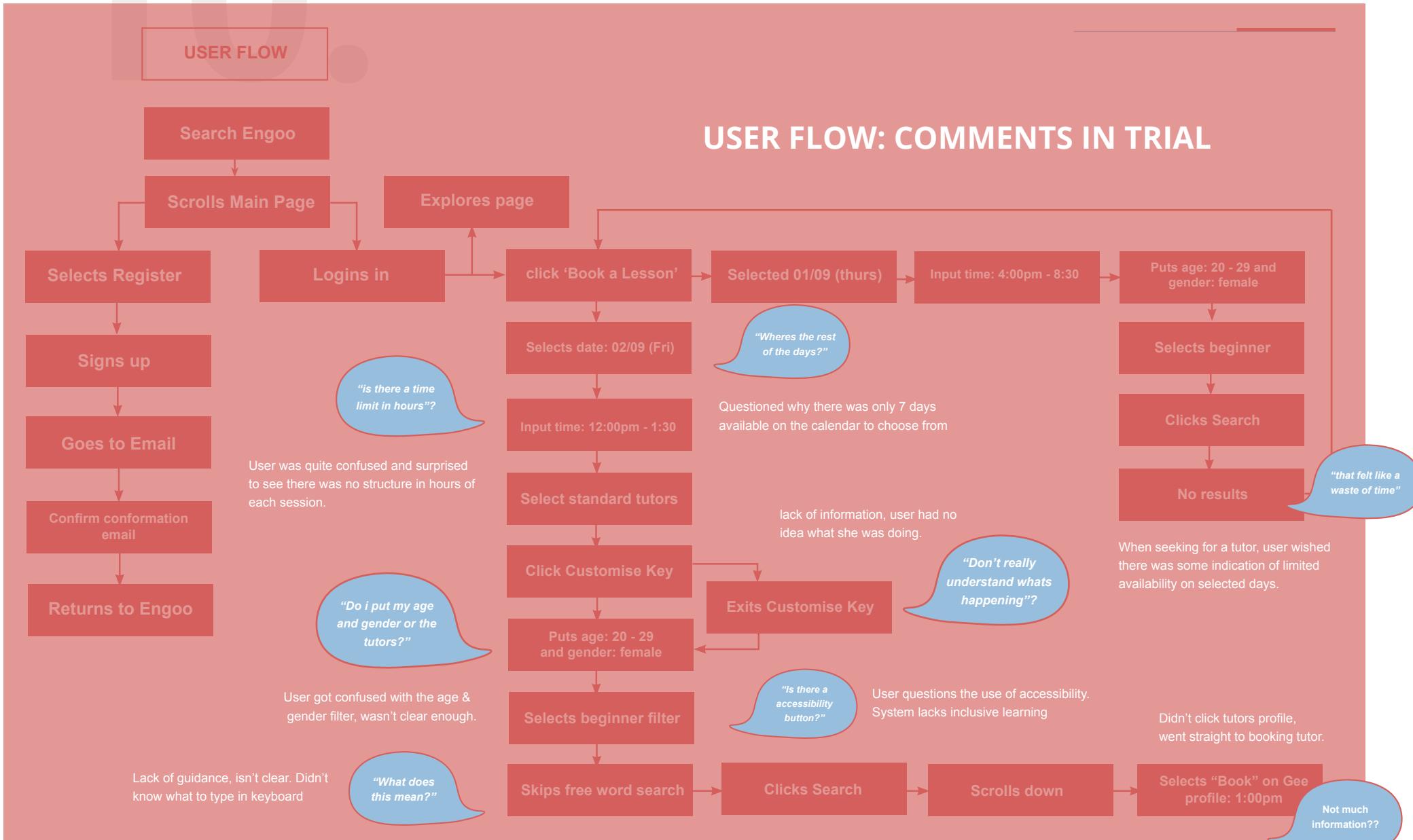
Name: George  
Occupation: University Student

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## Affinity Diagram







## Unobtrusive Observation



Observing users as they interact with a system or product without intervening or influencing their behavior. This allows us to notice certain expressions, mood changes, and actions. This technique provided me with accurate information about the students natural behaviour when approaching a new system.

**Silent Observation:** Watch users as they use the system without making any comments or suggestions.

**Taking Notes:** Write down observations, focusing on specific user actions, reactions, and any issues or painpoints encountered

\* Image: AI is being employed



# VISUAL JOURNEY MAP

# Current Student Journey Map:

**Scenario:** You are a student wanting to learn English on Engoo, how would you choose a tutor and go about the system.



## "Book a Lesson"

Student clicks "book a lesson" button and becomes overwhelmed with the filters, amount of tutors and time slots on screen

*"Where do I start?! theres so many tutors to choose from, also where do I put my personal details?"*



## Questions: Profile

Student begins to question where their profile is and to personalise search needs

*"This is weird? why can't I personalise my profile"*

## Goals and Expectations:

**Quick Booking:** Booking a tutor should be fast.

**Availability Information:** Show tutor availability before searching.

**User-Friendly Calendar:** Easy-to-use calendar for booking sessions.

**Efficient Search:** Allow students to filter tutors by personality, teaching style, and preferences for a better match.

## Opportunities for Improvement:

**Profile Personalization:** Let students personalize profiles for easier tutor search.

**Clear Availability:** Show available tutors and time slots upfront.

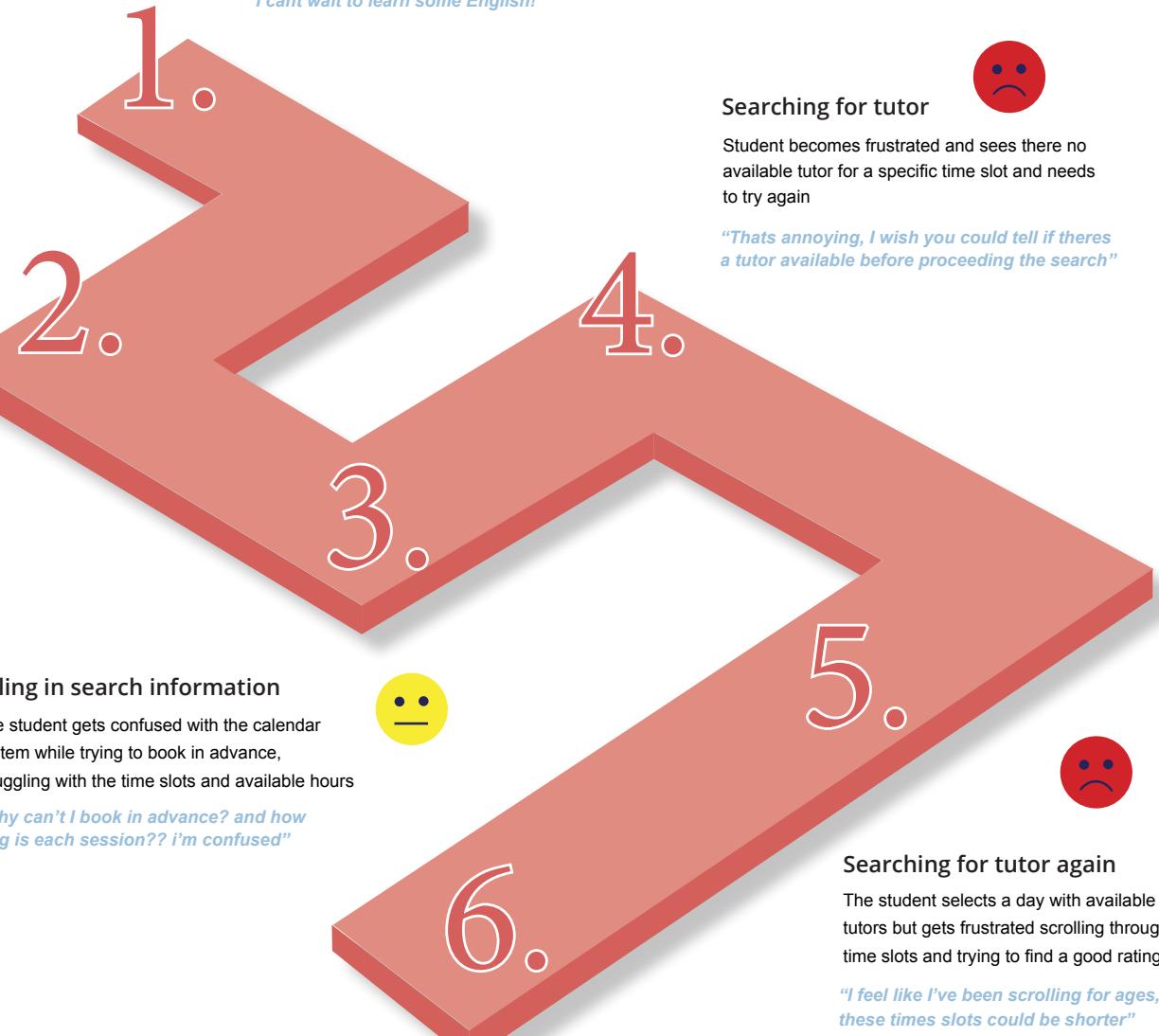
**Feedback Visibility:** Display tutor profiles and ratings clearly.

**Simplified Filters:** Simplify filters and guide students step-by-step.

## Open Engoo and Registers

The Student is excited to enhance their English skills and expand their knowledge.

*"I cant wait to learn some English!"*



## Searching for tutor

Student becomes frustrated and sees there no available tutor for a specific time slot and needs to try again

*"Thats annoying, I wish you could tell if theres a tutor available before proceeding the search"*



## Finalises Booking

Student books tutor for a specific time, after reading their profile and is happy the process is over.

*"Glad thats over! i hope my tutor is nice and we get along."*



## Searching for tutor again

The student selects a day with available tutors but gets frustrated scrolling through time slots and trying to find a good ratings.

*"I feel like I've been scrolling for ages, these times slots could be shorter"*

# Ideal Student Journey Map:

How the Journey should be for a Student picking a tutor, and what could happen as a painpoint.



## Personal Profile

The student inputs information about their preferred learning techniques, specific needs, and interests.

*"This is great! I feel so heard and understood, as the platform takes my specific learning techniques, needs, and interests into account"*

## Goals and Expectations:

**Quick Booking:** Booking a tutor should be fast.

**Availability Information:** Show tutor availability before searching.

**User-Friendly Calendar:** Easy-to-use calendar for booking sessions.

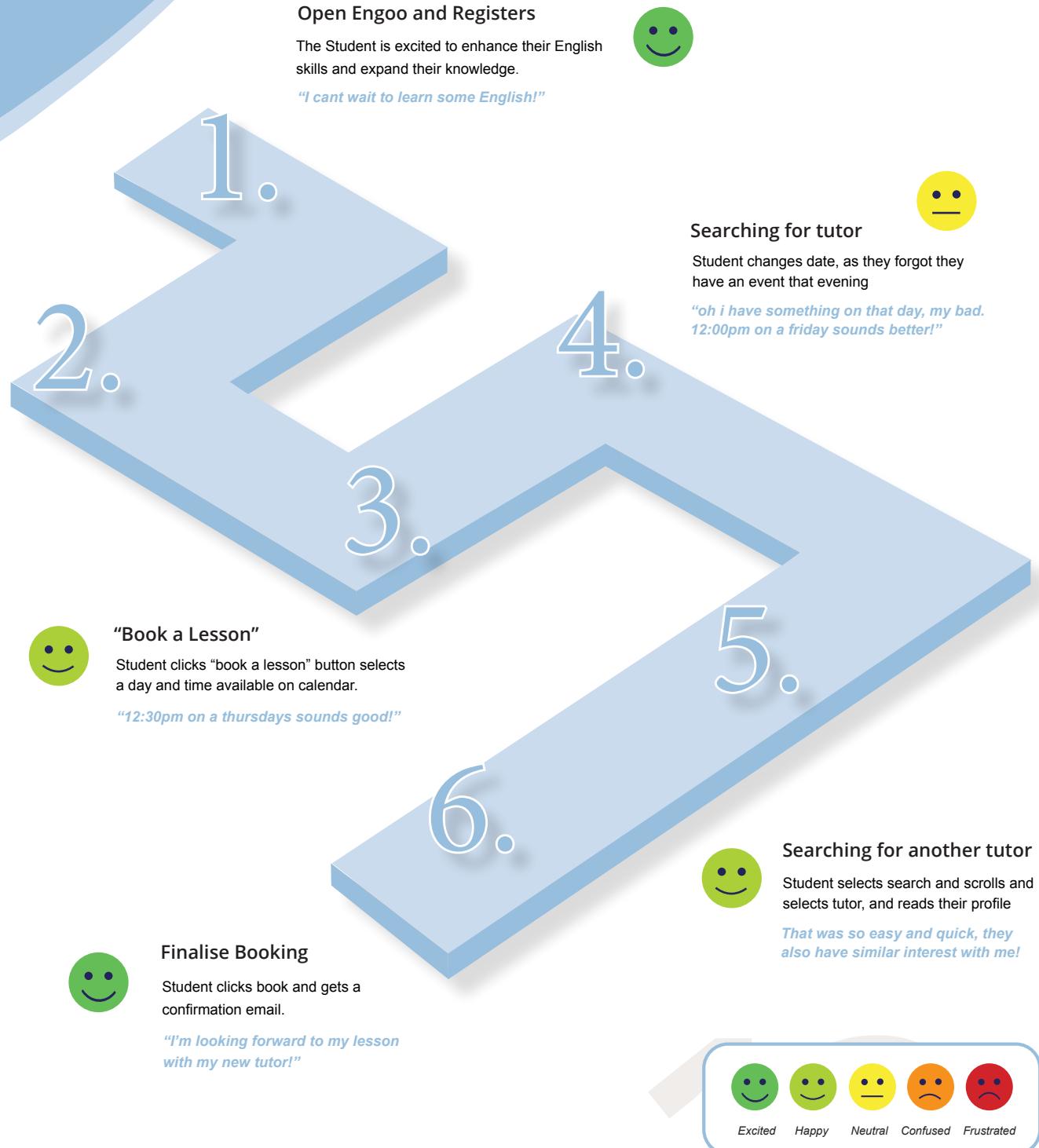
**Efficient Search:** Allow students to filter tutors by personality, teaching style, and preferences for a better match.

## How it has been improved:

**Profile Personalization:** Students can create their profile based on preferences and needs.

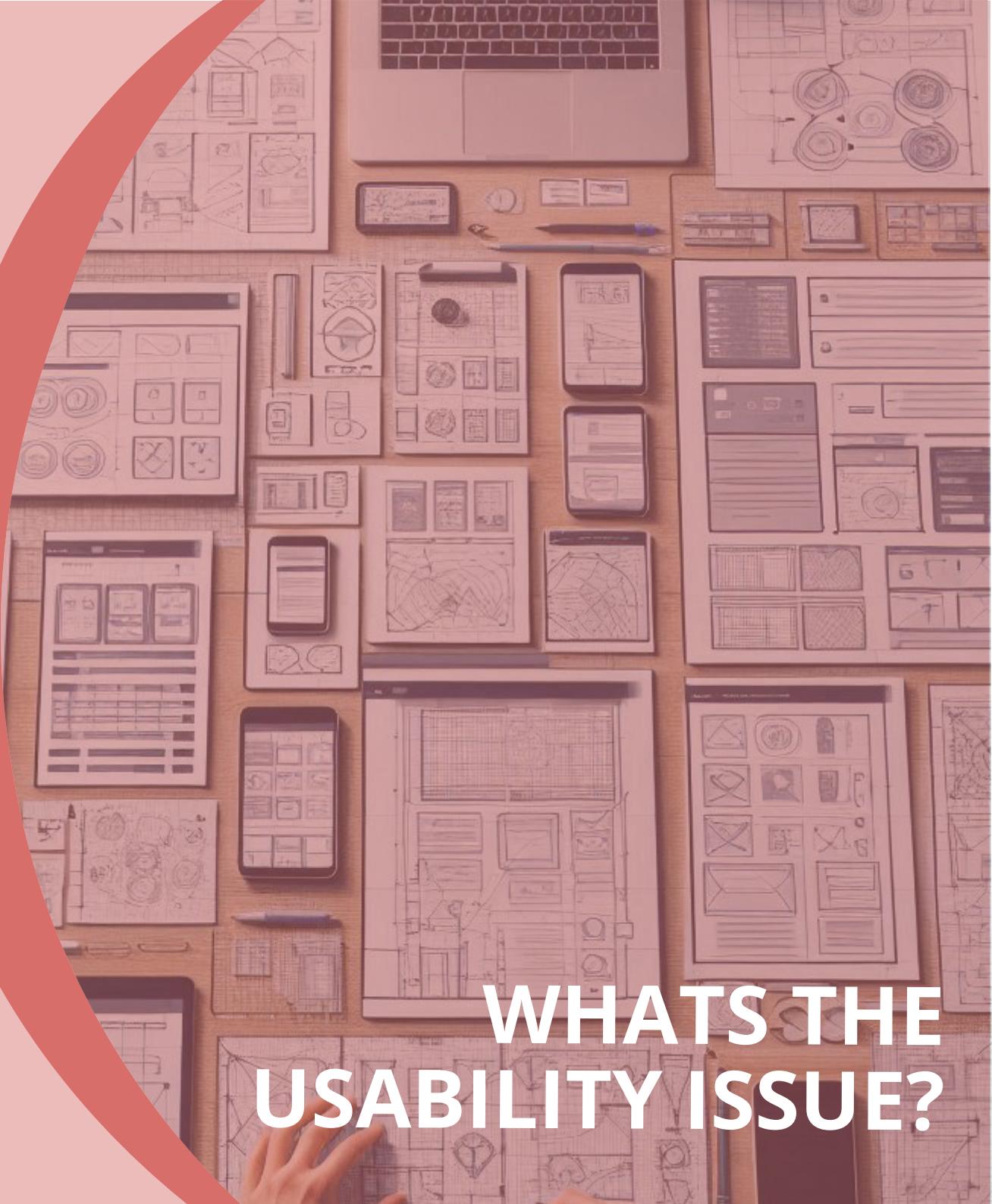
**Clear Availability:** Calendar is clear and easy for students to book

**Simplified Filters:** Creating profile, booking a session and using calendar then pressing search.



\* Image: AI is being employed

# WHATS THE USABILITY ISSUE?



# Annotating Engoo: Screenshots

## Selecting a Tutor Page:

This is the **opening screen** for students when booking a lesson with a tutor. This screen is presented with search filters to help students narrow down their choices with profiles of available tutors.

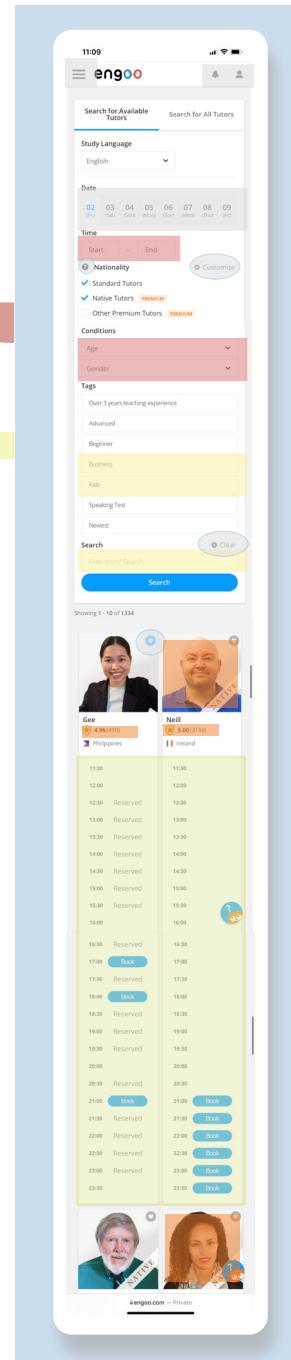
Annotated Screenshots + Cognitive walkthrough

**Choosing a Time:** When selecting a time session with tutors. The time slots are **unclear regarding the duration of each session** and whether the times are based in the users local time or the tutor's time zone. This creates confusion and can lead to scheduling errors.

**Conditions:** This section is **useful but also misleading**, as users might think it is a personalized system - since theres no profile step before choosing tutor. It **doesn't clarify whether the information pertains to the tutor or to the user**, leading to potential confusion. Some individuals through user testing had the same issue.

**Tags in Search:** tagged filters help users track their English skill level and focus area. Specialising in users needs, making the search process efficient and personalised. However, some of these **filters seem unreasonable and limited**, for example: Business and Kids

**Search Key:** Concept is not clear - what does “free word mean search” mean? **Students are left with no guidance on what to search** and often end up skipping it, giving it no real purpose.



Engoo incorporates some elements that are easy to understand, making it user-friendly, especially for a diverse range of users who may not be familiar with technology. This approach aligns with **Jakob's Law, which states that users respond better to new apps when they incorporate familiar elements** from the apps they already use (Yablonski, 2018).

**Tutor profile display:** The profile is very simple, perhaps too simple, the information provided doesn't identify how they match your specific search.

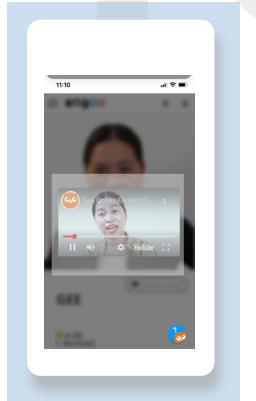
The **ratings are also unclear**, users may not understand the number in brackets at first

The profile pictures for some tutors appear unrealistic and may seem AI-generated, which can make users feel vulnerable, leading them to suspect that the site could be a scam.

**Tutor Selection:** The list of tutors appears way too long for users to scroll through and select from. **The combination of booking times and profiles together can create exhaustion**, making the task more complex than necessary. This aligns with the **Hicks Law**, which states that increasing the number of options can lead to increase decision-making time and cognitive load (Yablonski, 2018).

Although these pages have incorporated pagination, it still feels quite overwhelming for a user and complicated at first glance.

# 16 Tutors Profile:



**Video Introduction:** Video is helpful, however users have found that the screen is too small on phone. Although there is an option to expand the video, it currently sits awkwardly, making it difficult to view comfortably.

**GEE**

4.96  
1 REVIEWS

256

Over 3 years teaching experience

Beginner

INTRODUCTION

REVIEWS

You haven't taken lesson with this tutor yet.

Country: Philippines

Age: 28

Gender: Female

School: Eastern Visayas State University Carigara Campus

Hobby: Reading books, cooking, watching videos, surfing the net, travelling

Favorite Movies: Your Name (Kimi No Nawa)

**Calendar slots on Personal Profile:** The layout is extremely long, with many unnecessary slots displayed despite the tutor not being available. This makes it difficult for users to navigate and find suitable time slots.

Students aren't interested in these unavailable times.

The scroll on the dates is also unreasonable and hard to interact with. This issue aligns with the Fiits law, 'which states the time to acquire a target is a function of the distance to and size of the target' (Yablonski, 2018). By showing only available slots and placing a calendar design, this would be easier to navigate and use.

**Favourite Button:** Good interactive button, so students can favourite tutors for future sessions. This feature helps users easily revisit and book their preferred tutors.

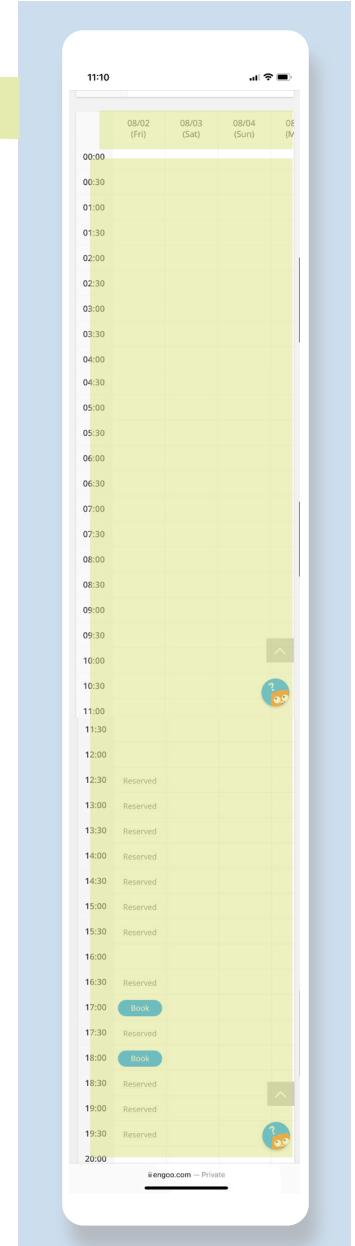
**Aesthetic and appeal:** The excessive white space is unnecessary and forces users to scroll more when selecting a time slot. It also makes the writing sit awkwardly on the page.

**Search tags:** Though this feature is helpful and creates an interactive connection from search to tutor, the hover effect is unnecessary and misleading, users may believe it takes you to another page.



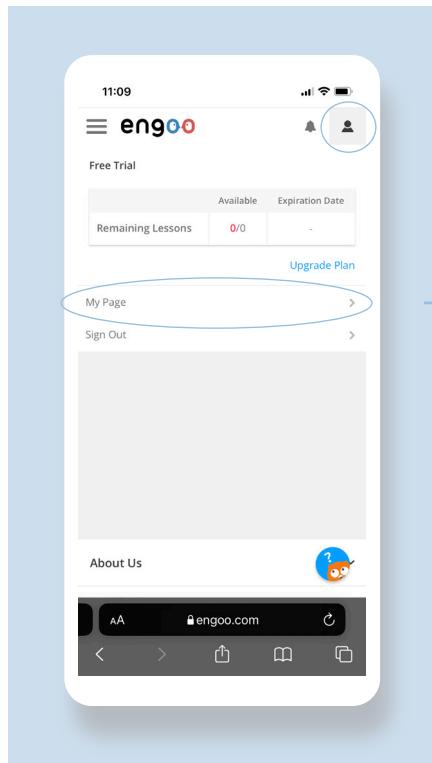
**Personal Information:** The layout is nice and simple, having a simple introduction section is beneficial for students as it provides insight into the tutor's personality and interests, fostering a better connection.

The rating gives students insight into others' experiences with the tutor, but having multiple review comments would be more helpful than just one, or making them more noticeable.



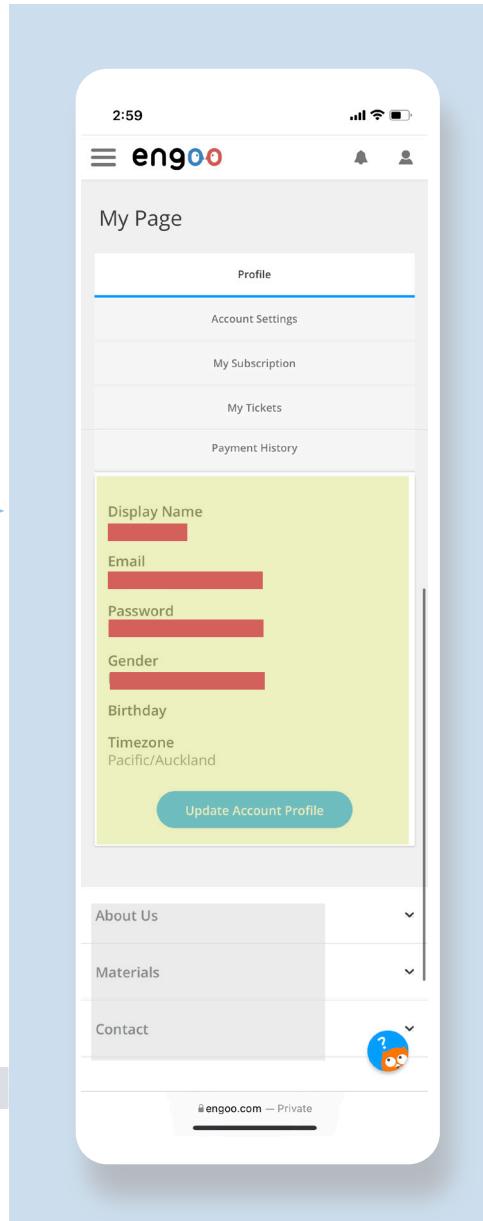
## Students Profile:

Students currently **lack an existing profile**, unlike the tutors' page. This may lead to issues over time, **potentially affecting user experience and functionality**.



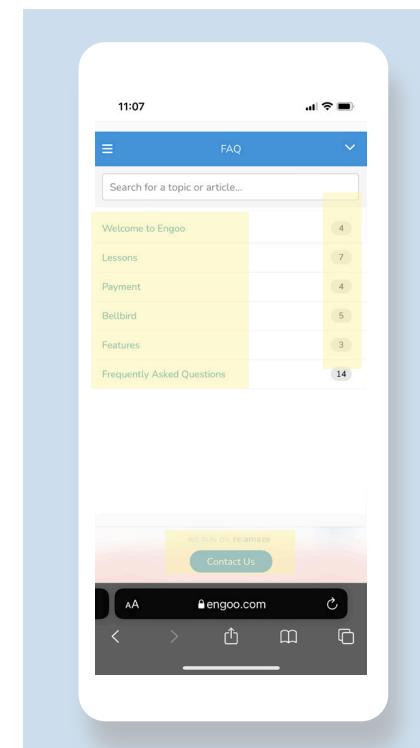
**Profile button when clicked:**

The **footer is well-designed**, making efficient use of space and presenting information in a clear layout. Users will appreciate this layout as they scroll to the bottom, **providing a clear indication that there is no additional content remaining on the page**.



**Lack of Personalisation:** Without an engaging profile, it's **harder to tailor recommendations and materials to students specific learning needs and preferences**. Hindering the ability to build a more personalised learning experience or relationship between students and tutors.

This **falls back onto tutors** as they will have to **spend more time understanding each students needs** in the process of teaching English in session.



**Chat guide:** This feature is helpful for users when they are stuck and need assistance. However, the **button currently leads to a page with limited options**.

The **contact button feels quite intimidating, and direct**, which can make users hesitant to use it.

The **numbers on the side also feels overwhelming**, as users just want to ask a question and receive an answer straight away.

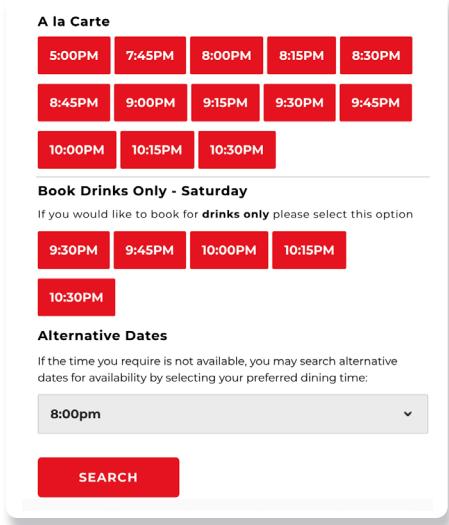


**Located at the bottom of the screen, at all times.**

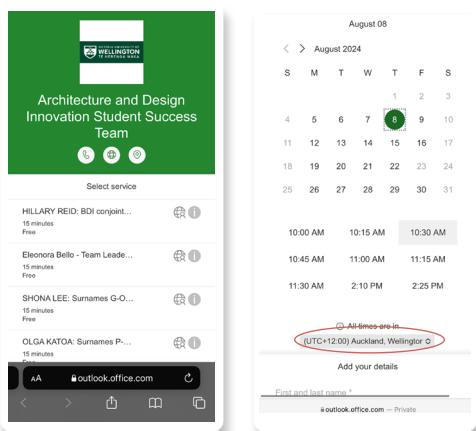
17

# Secondary Research: Calendar and Bookings

1.



2.



## Chow Bookings:

Chow is a restaurant that serves Fresh Asian Cuisine located in the Wellington. Their online booking system is efficient and easy to use as it navigates the customer effortlessly through the reservation process, making it simple and seamless. Engoo could benefit this from adopting a similar approach for scheduling tutor. By implementing an intuitive booking system, Engoo can enhance the user experience for both tutors and students.

## Course Advisor Bookings: VUW

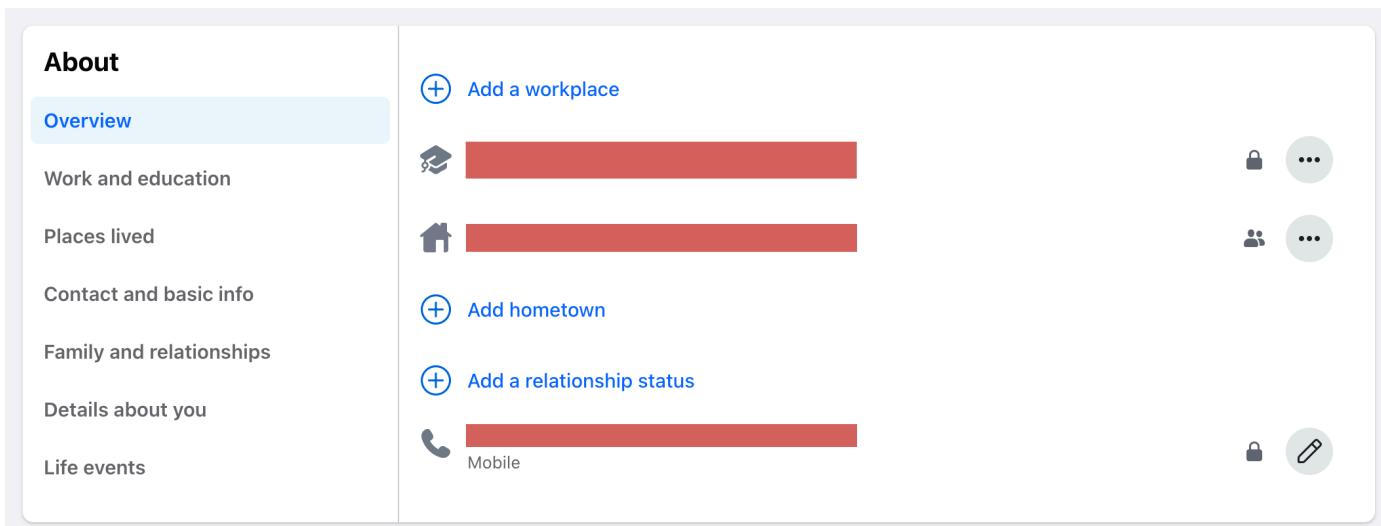
Victoria University's course advisor booking system shares similarities with Chow's approach. Providing a simple and straightforward process for students to select a date and time with advisor. Additionally, it uses colour coordination to help students easily identify their selected booking day.

Time is also **clear where it is located** so users don't get confused.

# Secondary Research: Personalised profiles

## FaceBook Profile:

Facebook is a widely known platform where users interact with friends and family while posting updates about their social lives. Each user has a personal profile that displays information about themselves, allowing them to freely share their experiences and interests with others. This personalised space encourages exploration and engagement, similar to what Engoo aim should be. Engoo's goal should be to engage students and foster positive interactions between tutors and students, allowing both parties to connect on a deeper level and create a comfortable learning environment.



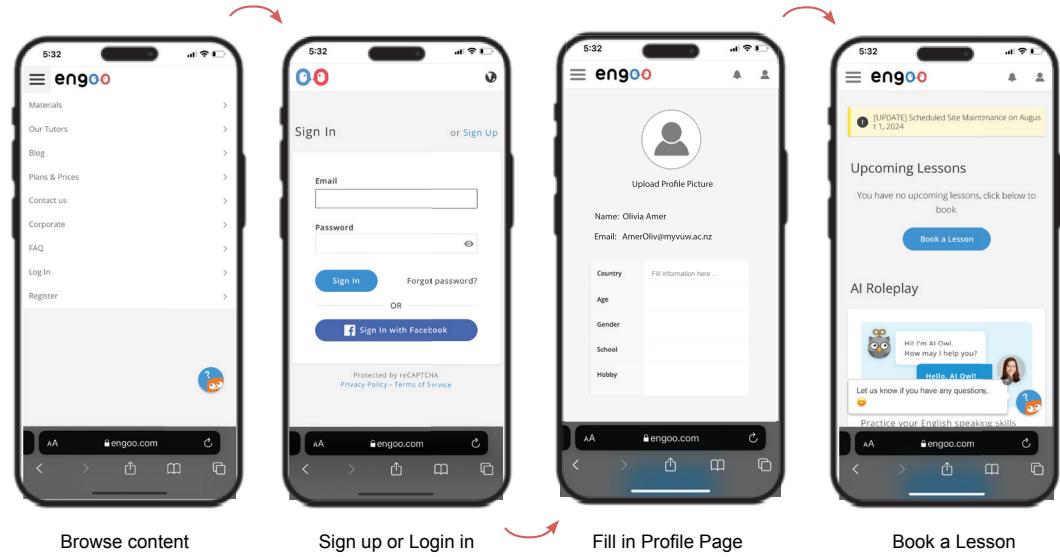
\* Image: AI is being employed

# DESIGN BRIEF:



## Student perspective:

A UX storyboard demonstrates how users might use a system . Allowing the designer to visualise the end goal and how users might engage with choosing a tutor.

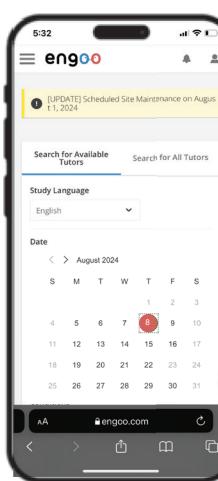


Browse content and selects side tab

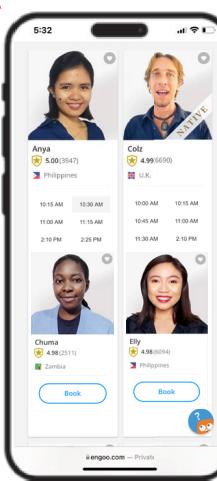
Sign up or Login in

Fill in Profile Page

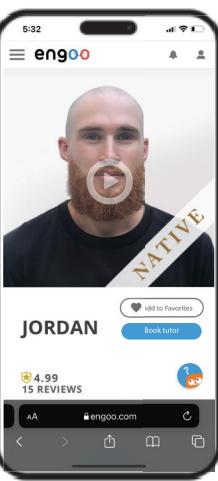
Book a Lesson



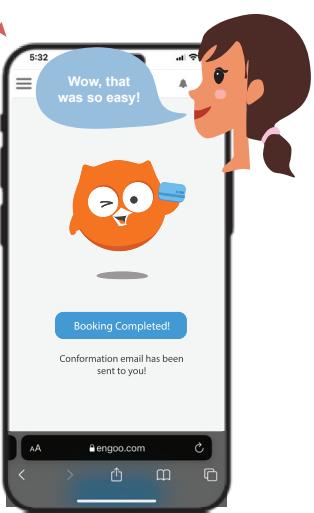
Select a time and day



Find a suitable tutor that matches your profile



Book Tutor



Look at Conformation email

## Ideal StoryBoard: Selecting a Tutor

# DESIGN BRIEF

## IDENTIFY UX PROBLEM:

Engoo fails to ensure there's a smooth and user-friendly interaction when selecting a tutor. Users often find it challenging to make informed decisions due feeling overwhelmed by the vast selection of tutors provided.

## DESIGN OUTCOME:

In response to this research, communication and organisation are the primary areas of enhancement. A design solution should aim a balance between functionality, usability, performance and scalability (Solution Design, 2024). Users should be able to navigate a straightforward system, select a date and time, and find a tutor that matches their personality, preferences and needs. Creating an interactive flow, the system should incorporate intuitive interfaces, clear visual cues, a progress bar and personalised recommendations. The user journey should be seamless, ensuring that users can easily complete their search without any unnecessary issues. Additionally, the system should be responsive and accessible for all users leading to a more effective and enjoyable learning experience for Engoo members.

## TO ACHIEVE THIS:

**Personalized Profile:** Currently, Engoo does not provide users with personal profiles, making the system ineffective and difficult to match users with tutors based on personality, preferences and learning needs. To address this, implementing a built in profile feature where users can create personalised profiles immediately after signing in, creating a smooth transition.

This profile setup will include information about their learning preferences, personality traits, and specific needs, helping the system make more accurate tutor matches.

**Calendar system:** The current system lacks an intuitive and user-friendly calendar interface. When interacting many users felt confused and frustrated with the amount of unnecessary space involved, along with the design structure. To address this, users need a clear and easy way to select available dates and time for their tutor session, implementing a straightforward built-in calendar, and time slots in a timetable order, sourced from the idea of the VUW course advisor system. This calendar should provide real-time availability updates.

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## SCHEDULE:

**Week one:** Revisit design opportunities and challenges on research, reflect and propose a storyboard - initial interaction for end users.

**Week Two:** Begin brainstorming and start sketching initial ideas, asking important questions like "what features might be used and important to include" and "how could i visualise an easy and understanding process for students when selecting a tutor?

**Week Three:** Begin creating paper prototypes and wireframes while gathering user feedback. This will involve observing participants, taking notes, and conducting interviews. Based on the feedback collected, move on to developing low-fidelity prototypes.

**Week Four:** run more usability tests and develop UX design, add aesthetics and visual aspects: choosing fonts, colours and hierarchy.

Ensure an accessibility test is conducted in the process.

**Week Five:** Test high-fidelity prototype with peers to refine the design and make adjustments if needed, based on feedback.

**HAND IN** on the 26th of September.

## IMPORTANCE:

**Building a schedule is crucial for a design project** as it ensures each phase is completed systematically and on time. It **helps structure workflow, manage resources effectively and maintains focus** throughout project.

## USER FEEDBACK:

It is important to ensure I include user testing throughout the process, this is a crucial step in the UX design, as it allows the designer to ensure the end product meets users' needs and expectations rather than their own. This process provides invaluable insight into how users might interact with your current interface, pinpointing areas that need improvement. I will conduct 5 usability tests, ensuring to mention their scenario at the beginning.

# Bibliography

Solution Design: Everything You Need to Know When Assessing Solution Design Skills. (2024). Alooba.com.  
<https://www.alooba.com/skills/concepts/systems-architecture/solution-design/#:~:text=A%20well%2Dcrafted%20solution%20design>

Yablonski, J. (2018). Laws of UX. Laws of Ux. <https://lawsofux.com/>

**Consent Forms were conducted throughout this research.**