

My French Tutor

IN REACT

coded by

CARAMBA
DESIGNS

Anna Benari | Apechhya Gurung | Beata Zacharska | Ben McElroy | Tony Croft



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Elevator pitch

How can a small business get noticed online?

A beautifully designed, intuitive and responsive website can make a difference when a potential customer makes a split second decision whether to engage or not.

We design high-converting websites by applying well-researched UX principles, and continuously measuring engagement to optimise our sites for conversions.

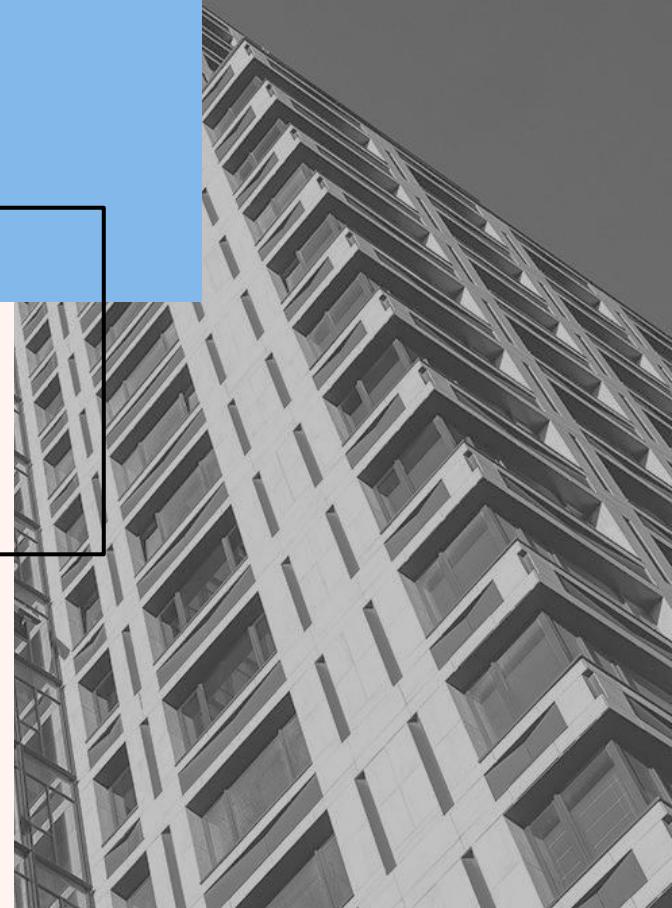
Most importantly, we take our time to understand your business, so your site communicates the real human behind it.

01



02

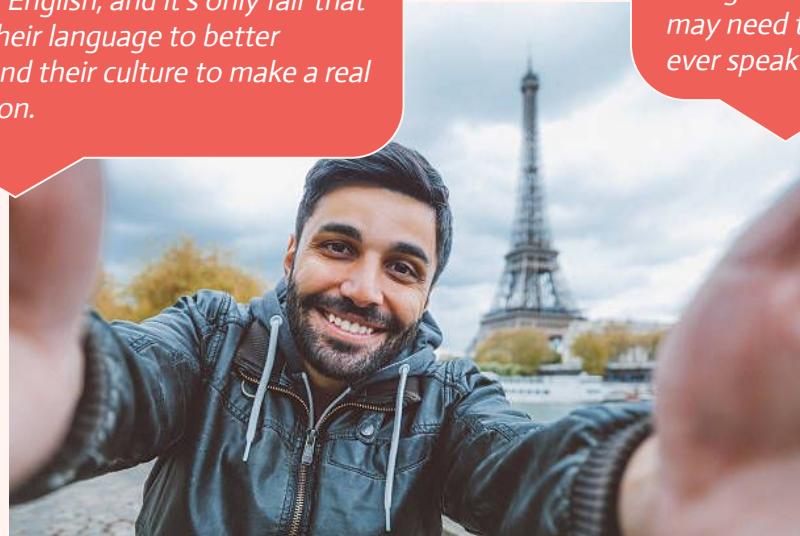
Where students meet tutors



Meet Sam, looking for a French tutor

I often travel to France, and I'd like to be able to have a chat with the locals. French people often feel awkward speaking English, and it's only fair that I speak their language to better understand their culture to make a real connection.

I actually studied French at school, and tried some classes for adult learners, but I lost motivation quickly. It also doesn't help that I'm often out of town, so cannot commit to regular weekly courses. I guess I may need to give up on my dream of ever speaking French?



Where can Sam find a tutor?

Classified Ad

Kleinanzeigen Essen > Unterricht & Kurse > Nachhilfe



Französisch Unterricht Nachhilfe
25 €

45219 Essen - Essen-Kettwig
12.08.2022 ⚡ 170

Beschreibung

Bonjour, je m'appelle Bertrand, parisien exilé en Allemagne depuis 3 ans.

Haben Sie den vorherigen Satz nicht verstanden? Dann bin ich hier, um Ihnen zu helfen.

Ich wohne in Essen-Kettwig und wurde von Alliance Française ausgebildet um Französisch als Fremdsprache zu unterrichten.

Ich biete sowohl Nachhilfe für Schüler als auch Sprachunterricht für Erwachsene an.

Schreiben Sie mir gerne für weitere Informationen. (Kontaktaufnahme per Nachricht oder Email)

Rechtliche Angaben

Nachricht schreiben

[Nachricht schreiben](#)

Language learning platform

preply

Find tutors Corporate training Become a tutor

Online French lessons with private tutors

I WANT TO LEARN French PROG. PER LESSON 1€ - 50€ COUNTRY OF BIRTH France

Specifics Also speaks Sort by

156 French teachers that match your needs

Léonie d. 11+ French A 20 active students • 281 lessons Book trial lesson Message

Philippe D. 11+ French A 20 active students • 1205 lessons Book trial lesson Message

Arouad M. 11+ French A 20 active students • 4679 lessons Book trial lesson Message

Caroline L. 11+ French A 27 active students • 434 lessons Book trial lesson Message

Sophie S. 11+ French A 20 active students • 304 lessons Book trial lesson Message

Tina L. 11+ French A 20 active students • 47 lessons Book trial lesson Message

Tutor's website

franceanglais.pl

HOME SKŁPY UCZ SIE ZE MNA O MNIE KONTAKT BLOG f

Ucz się ze mną!

szukaj... alerty rozwijanie swoich umiejętności, to zapraszam Cię do zapoznania się z aktualną ofertą moich zajęć. Zanim jednak napiszesz do mnie, aby umówić się na pierwsze spotkanie sprawdź, czym się zajmuję i jakie moje specjalizacje:

- jestem zmotywowany, a nauka angielskiego jest dla mnie obecnie najwyższy priorytet
- prowadzę grupowe i indywidualne lekcje poza regularną naukę poza szkołą zajęć
- proponuję zrealizowanie konkretnej cel i nie boję się tążej pracy, aby go osiągnąć
- nie szukaj drogi na łatwiejsze

Zdjęcie pusty opisuję Twoje nastawienie – wspólnie!

Z ogromną przyjemnością pokazuję Ci, jak możesz osiągnąć swój językowy cel szybciej i bez tracenia czasu na nieskuteczne działania.

standard
10 lekcji (60 min) koszt: 2000 zł

premium
20 lekcji (60 min) koszt: 3600 zł

KONSULTACJA JĘZYKOWA
1 spotkanie (60 min) koszt: 400 zł

Co zawiera pakiet?

- 10 lekcji indywidualnych online
- pierwsze spotkanie z formie konsultacji językowej o wartości 400 zł
- materiały na każde zajęcia
- regularny feedback w trakcie treningu
- zakład much 3 bezpłatnych e-booków „Moją angielską, ucz się skutecznie”, „Mój angielski, ucz się skutecznie” oraz „Mój angielski, Mów swobodnie” z wartością 169 zł
- kontakt i współpraca metodyczna pomiędzy zajęciami

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- kontakt i współpraca metodyczna pomiędzy zajęciami

Co zawiera konsultacja?

- 10 spotkanie indywidualnych online (60 minut)
- ocenie poziomu i kluczowych kompetencji językowych
- ustalenie celu i planu mówienia w przyszłym użyczeniu (wymysły)
- wyszczególnienie obszarów wymagających poprawy oraz celów na najbliższe miesiące
- pomoc w ustaleniu celów językowych i ulotnego planu nauki
- pomoc w dostosowaniu metod i strategii nauki do indywidualnych i narzuconego na naukę
- gromowy feedback po zakończeniu zajęć obejmujący wszystkie poważne punkty
- kontakt możliwość 7 dni po konsultacji

- + Full control of content
- + Stand out from the crowd
- + Convey premiumness & escape commoditisation
- + Build your brand and attract quality traffic over time

Application description

WHO IS OUR USER?

1. Website users: people of all ages looking to learn French online
2. Website owner: French teacher looking to grow his customer base online

WHAT PROBLEM ARE WE SOLVING?

As a small business owner, I would like to have a website to promote my tutorials and allow students to book sessions online, but I don't have the technical know-how to build a website myself.

HOW ARE WE GOING TO SOLVE IT?

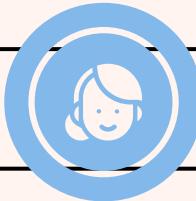
Using React.js, we are going to build an interactive website where prospective students can book a French lesson, learn more about the tutor or contact him directly.

WHAT ARE THE ACCEPTANCE CRITERIA FOR THE PROJECT?

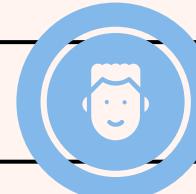
- A website that highlights the experience of the teacher, offers clear description of available classes, pricing and an option to book a trial class.
- The website needs to offer superb user experience, highlighting the quality of the service through impeccable design and eye-catching visuals, while nudging users to book the class through clever placement of key elements and CTAs to guide users to perform desired actions.
- Includes a submission form that captures key information about language needs of prospective students, so the teacher can build profiles of his student before the class and tailor his approach.
- Is SEO-optimised to appear in organic searches

HOW WILL WE MEASURE SUCCESS?

Post-launch: conversion rate (number of enquiries coming from the website forms), bounce rate



User Story



WHO IS THE WEBSITE USER?

- People of all ages looking to learn French online: for fun, for business, or searching for a tutor for their child.
- Discovering the website through organic search or social media
- Taking <5 seconds to decide if they trust the site and want to learn more

WHAT PROBLEM ARE WE SOLVING FOR WEBSITE USERS?

- I've always wanted to learn French, but I'm looking for a more flexible option than traditional language classes because I want to learn at my own pace and at a time that suits me.
- There are lots of French tutors online, but how can I tell who is a good one?

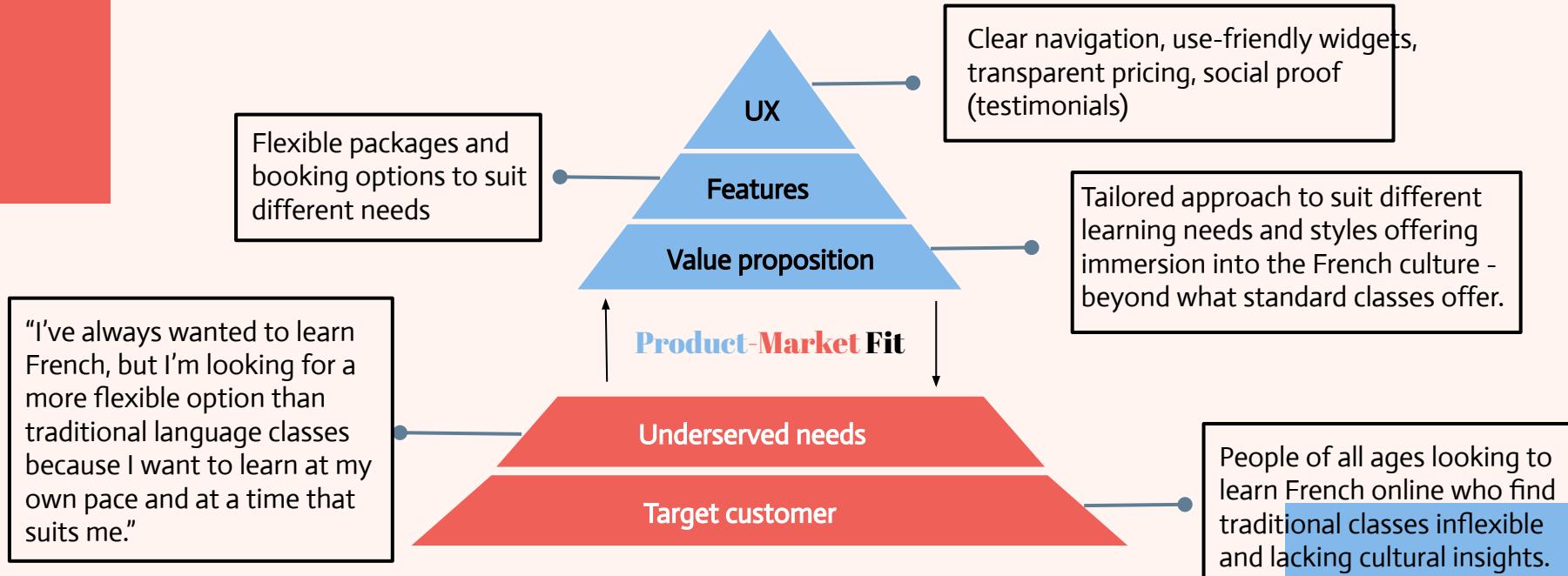
WHAT ARE THE KEY UX ELEMENTS TO CONSIDER?

- Build trust immediately (professional design, quality copy and images, reviews, accreditations)
- Core CTAs & booking form above the fold

HOW DO WE MEASURE SUCCESS?

- Technical criteria: fully functional website, etc.
- Functional criteria: bounce rate, number of bookings/conversions

Product-Market fit





03

Translating into React

Technologies & tools used

Coding

APIs

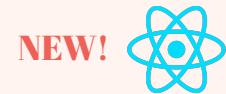
Project Management

User Behaviour & Web Analytics

Testing

Booking

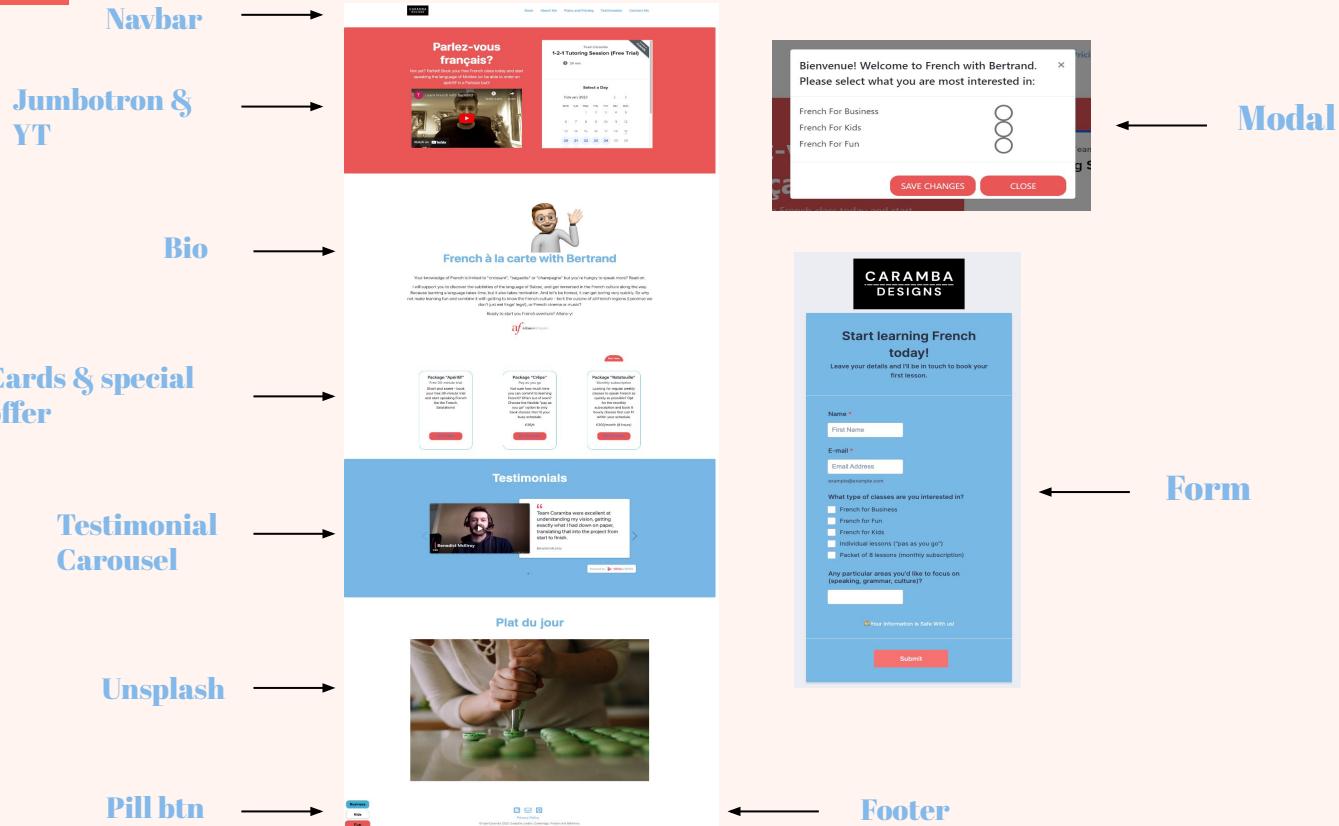
Testimonials



+ Legal



From HTML to React: identifying components

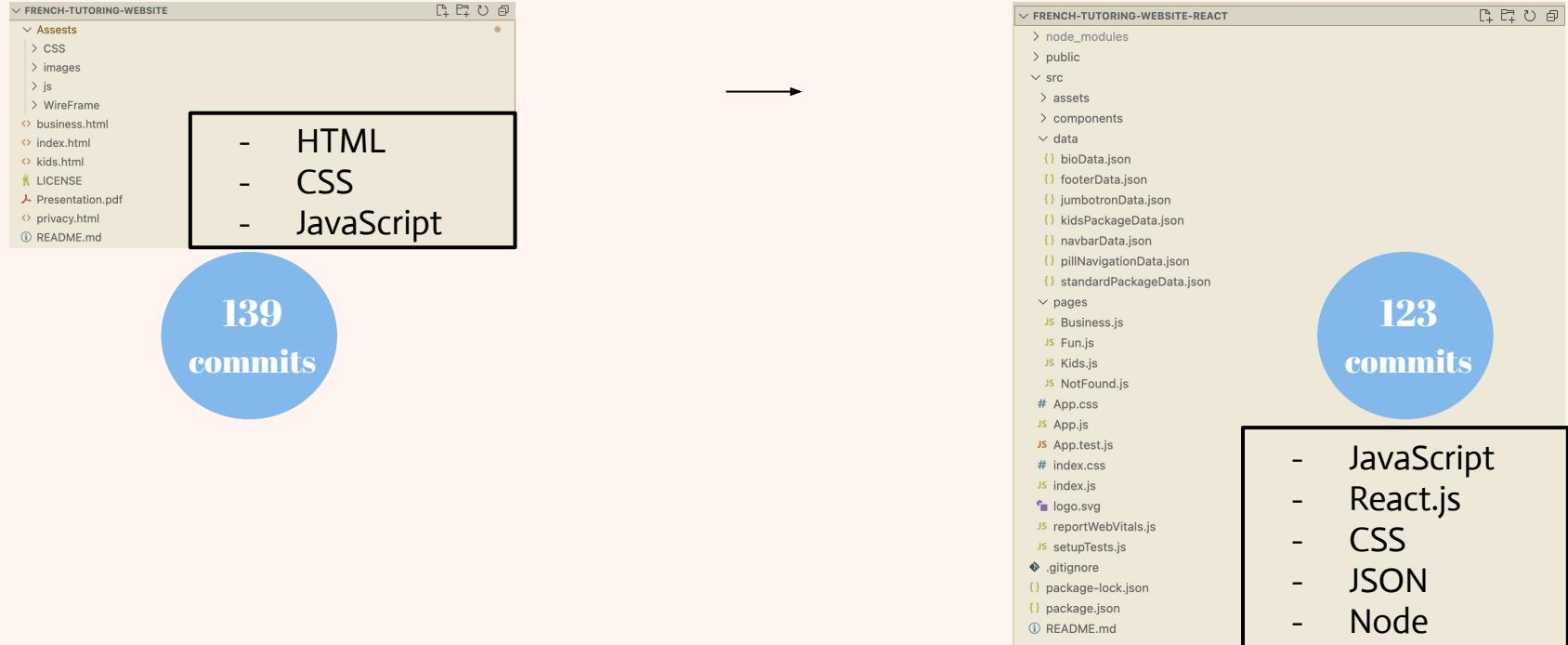


From HTML to React: identifying components

Principles guiding refactoring of the original site to a React-based application.

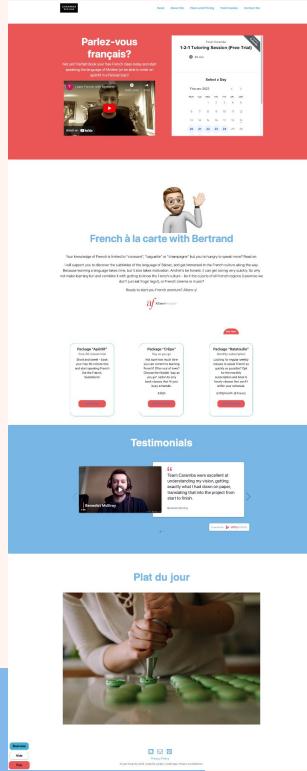
- ❑ Bootstrap was used through the project for layout and styling. The Bootstrap components e.g. jumbotron, card and navbar; were transitioned to React components by separating out the data and some styling classes into separate data and css files to leave a core dynamic reusable React module.
- ❑ In addition to the imported Bootstrap components, the SoundClip was built from the ground up as a React module.
- ❑ An Imported 3rd party widget called Calendly (a calendar tool) was encapsulated into a React component.
- ❑ Data applied to components was placed in separate JSON files.
- ❑ CSS was mostly placed in a central App.css file, but in some cases a component-specific css file was used e.g. where the styling needed to be differentiated.
- ❑ The pages of the previous non-React site became the logical page components for the new site. These contained the core functional components with, in some cases, HTML wrappers containing the required Bootstrap classes/containers to fulfil the final layout/styling requirements of the page.

From HTML to React: refactoring the code



From HTML to React: deployment

HTML: GitHub Pages



React: Netlify



React - is it worth it?

Pros

- + Each component maintains all the code needed for both display and updates to the UI, thus reducing complexity in larger projects.
- + By not relying on the DOM to store the current application state, React makes it easier to use 'user data' e.g. input values
- + React abstracts and simplifies code. The automatic updating aspect of React means you don't have to go into the DOM and find where you need to append or remove elements. It happens automatically.
- + Components developed in one project can be used in others; saving time.
- + Dynamically rendered pages

Cons

- + Learning curve is steeper than using vanilla javascript, as REACT is as much a conceptual approach to design/development as it is an extension to the javascript syntax.
- + Building out new JSX components can take longer than a more traditional approach based on HTML/CSS/JS.
- + Lack of SEO awareness

From HTML to React: what has changed

HTML: GitHub Pages

Bienvenue! Welcome to French with Bertrand.
Please select what you are most interested in:

- French For Business
- French For Kids
- French For Fun

SAVE CHANGES CLOSE

Parlez-vous français?

French à la carte with Bertrand

Testimonials

Plat du jour

React: Netlify

Parlez-vous français?

French à la carte with Bertrand

Testimonials

La Tour Eiffel

- + No modal (smoother UX)
- + New music functionality (more immersive experience)
- + More image options (again more immersive experience)

Youtube Embed

Youtube Data API

In our vanilla Javascript project, we pulled data from the Youtube Data API, and then populated the video to the page.

This we deemed unnecessary to use in this project, as the video we were pulling in across all pages was the same.

Instead, we simply linked the video with a `src` attribute on the iframe element.

React Project

The French your kids will love

Swap the Wimpy Kid for Tintin and Asterix! Book a free French class for your child today and see them immerse themselves in the French culture.



Unsplash API

Unsplash API

Vanilla JavaScript Project:
We had a single image being populated via the API per page.

React Project: Pulling in fifteen different images through the Unsplash API, five per page.

The button click updates the query being passed to the image component.

Vanilla JS



Tintin



Plat du jour



React

Screenshot of a React application displaying a grid of images. At the top, there is a blue header bar with the text "Powered by ". Below the header, the title "L'Arc De Triomphe" is displayed. Underneath the title, there are five small circular buttons labeled "La Vieille", "Cage Musee", "La Hippodrome", "Musee", and "Le Louvre". To the right of these buttons is a large, high-resolution photograph of the Arc de Triomphe in Paris. Below the photograph, there are three small social media icons (Twitter, Email, and Instagram). At the bottom of the screen, there is a footer bar with the text "teamCambridge 2023. Coded in Cambridge, Healey Down, London, Preston and Watford." and a small video camera icon.

APIs - Futureproofing

Pulling in relevant data

We want to be able to make the images that we pull in more relevant to the tutor's artistic expression and personalised to them.

We would aim to pull in data via their Pinterest, Instagram, or perhaps encourage the tutor to set up an Unsplash image account, where they can add their own collections, from which we can pull data.

Placeholder images

While the API call is taking place, and while the image is waiting to load, we would want to have a placeholder/loading image, so that there is less chance of flicker on component re-render.

04

Design Journey



Design Journey

Wireframes



Prototype

The prototype stage shows the visual design of the wireframes. The 'French tutoring' section includes a video player and a 'Book Now' button. The 'About Me' section features a profile picture and a 'Book Now' button. The 'Testimonials' section displays a video testimonial and a 'Book Now' button. The overall design uses a clean, modern aesthetic with a white background and light gray cards for content.

HTML

The HTML version of the page is a static representation of the prototype. It includes a video player, a profile picture, and a testimonial video. The 'Book Now' buttons are now standard buttons. The layout is identical to the prototype but lacks interactivity.

React

The React version of the page is fully interactive. It includes a video player, a profile picture, and a testimonial video. The 'Book Now' buttons are now standard buttons. The layout is identical to the static HTML version but includes the dynamic behavior of a real web application.

Design Elements

Colour scheme: “tricolore”

- White: French for Kids
- Red: French for Fun
- Blue: French for Business

#ffffff

#ea5555

#78b8e5

Fonts

Helvetica

Bootstrap preset CSS fonts (inherited from body)

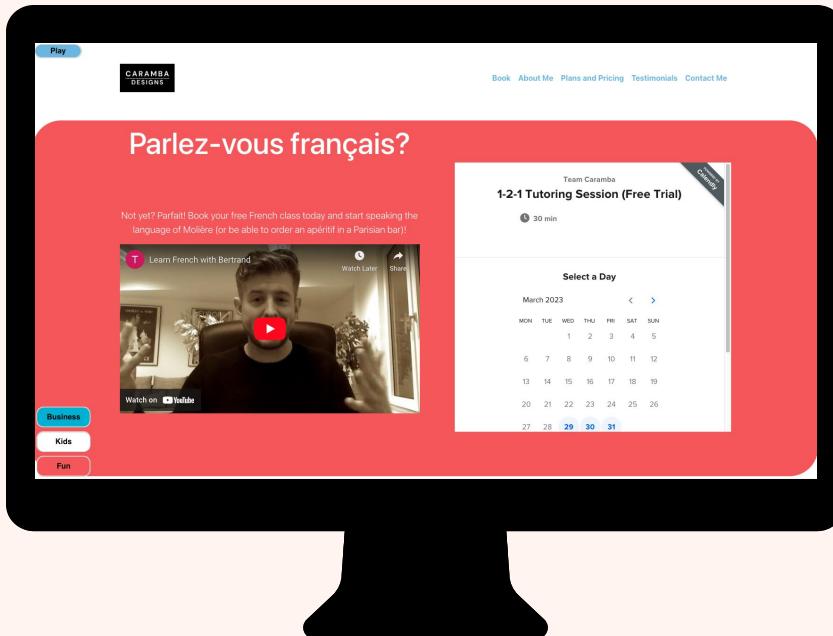
Graphics



NEW! Pill-shape as a recurring design element

The website features a consistent use of the pill-shaped button for calls to action, such as 'Play' and 'Business'. It also uses the shape for section headers like 'Kids' and 'Fun', and for decorative elements like the 'CARAMBA DESIGNS' logo.

Responsive Design



Design Enhancements

Soft-edged pill design across the page (jumbotron, page toggle)

Hamburger menu on mobile

Hover effect on social media icons

The screenshots illustrate several design enhancements:

- Top Navigation:** A black header bar with the Caramba Designs logo and a search icon.
- Hero Section:** A large red button with white text asking "Parlez-vous français?". Above it is a video thumbnail of a person speaking French.
- Content Area:** Features a cartoon character, Bertrand, and a section titled "French à la carte with Bertrand". It includes a calendar and two "Package" options: "Package 'Apprenti'" and "Package 'Or'".
- Testimonials:** A blue box containing a video testimonial from a user named "Bertrand" and a quote from "Caramba were excellent at understanding what we were going exactly what they wanted on paper, translating that into a project plan and then starting to work."
- Footer:** A navigation bar with links like "HOME", "ABOUT US", "OUR SERVICES", "CONTACT", and "TERMS & CONDITIONS". Below this is a social media section with icons for YouTube, Instagram, Facebook, and Twitter, each with a small "hover" effect arrow pointing to it.



Design Challenges

- To create an interface with the same design but a sleeker feel, we made small, detailed tweaks that would make a big difference.
 - Changing the information and stylistic elements was a challenge because we wanted to keep the interface interactive and engaging, encouraging users to book a lesson.
 - Adding charts and analytical parts was not an option, so we opted to keep the sleek rectangles with curved angles for the cards.
 - Standing out in a sea of designs can be a challenge, but we should aim to build on the design we created last time while maintaining our uniqueness.
 - We had to account for user diversity, behavior, and evolving expectations when creating interfaces.
 - Technological constraints can also impact the user experience, making it a challenge to balance user needs with design requirements.
- 

Design Ideas

1.



Having this design in mind, we decided to try something similar to keep it modern and exciting.

3.

Testimonials

However did not fit into the style of the other jumbotron headers.

2.

Parlez-vous français?

Therefore we changed the heading which looked great on one of the jumbotrons...

Jumbotron Designs

Business

Kids

Fun

Parlez-vous
français?

Not yet? Parfait! Book your free French class today and start speaking the language of Molière (or be able to order an apéritif in a Parisian bar)!

We decided to keep the theme of the rounded edges throughout the webpage. It started from the cards and continued to design the jumbotrons the same way.

Package "Apéritif"

Free 30-minute trial

Short and sweet - book your free 30-minute trial and start speaking French like the French. Salutations!

Free

BOOK NOW

Package "Crêpe"

Pay as you go

Not sure how much time you can commit to learning French? Often out of town? Choose the flexible "pay as you go" option to only book classes that fit your busy schedule.

£35/hour

GET IN TOUCH

Best Value

Package "Ratatouille"

Looking for regular weekly classes to speak French as quickly as possible? Opt for the monthly subscription and book 8 hourly classes that fit within your schedule.

£200/mth (8 hrs)

GET IN TOUCH

05

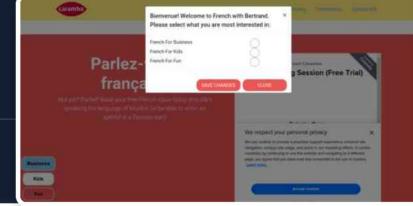
React testing

HTML testing

URL: <https://beazach.github.io/french-tutoring-website/>
DATE: 18/02/2023, 16:33:24

Webpage Performance Test Result

SETTINGS: DESKTOP Google v110 Cable London, UK More Share



View: Performance Summary

Tools: Export Re-Run Test

Performance Summary

Opportunities & Experiments NEW Explore All

Is it Quick? 🚨 Not bad...
This site was quick to connect and deliver initial code. It began rendering content very quickly. The largest contentful paint time was good.

Is it Usable? 🚨 Not bad...
This site took a long time to become interactive. It had accessibility issues, none serious.

Is it Resilient? 🚨 Not bad...
This site had no security issues detected.

Metrics: 1 9 2 9 2 12

Metrics: 1 2 2 2 2 2 2 9

Observed Metrics

(Based on Median Run by: ▶ Speed.Index)

FIRST VIEW (RUN 1)

First Byte	Start Render	FCP	Speed Index	LCP	CLS	TBT	Total Bytes
.147s	.700s	.631s	2.161s	.631s	0	≥ .190s	2,532KB



Site performance improved since testing
1.0: TBT .190s (vs. 2.359s)

Results

React Testing

URL: <https://myfrenchtutor.netlify.app> DATE: 28/03/2023, 12:11:32

Webpage Performance Test Result

SETTINGS: MOTO G4 4G More

View: **Performance Summary** ▾ Tools: Export ▾ Re-Run Test

Performance Summary

Is it Quick?

⚠ Not bad... This site was quick to connect and deliver initial code. It began rendering content with little delay. There were 6 render-blocking requests. The largest content rendered a little late.

Opportunities 10 Tips 10 Pro Experiments 13

Is it Usable?

⚠ Needs Improvement. This site had good layout stability. It took a long time to become interactive. It had 4 accessibility issues, none serious. Some HTML was generated after delivery, potentially delaying usability.

Opportunities 3 Tips 3 Pro Experiments 3

Is it Resilient?

⚠ Needs Improvement. This site had many render-blocking 3rd party requests that could be a single point of failure. It had 3 security issues, 3 low-priority. Some HTML was generated after delivery, which can cause fragility.

Opportunities 3 Tips 3 Pro Experiments 9

Page Performance Metrics (Based on Median Run by: ▾ Speed Index)

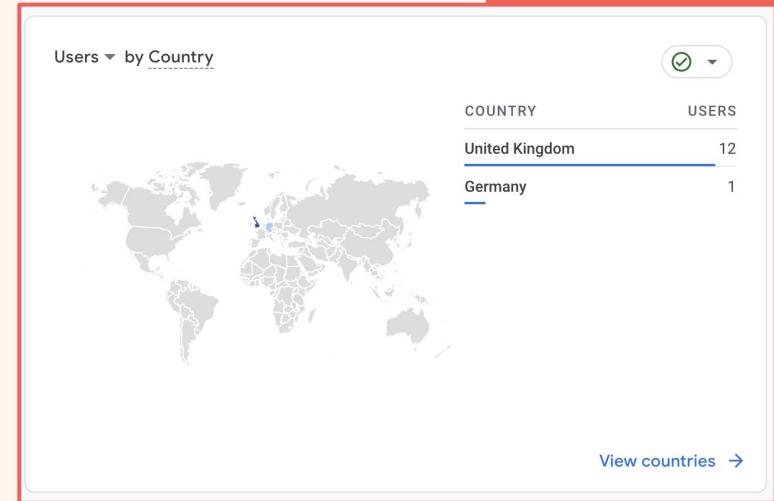
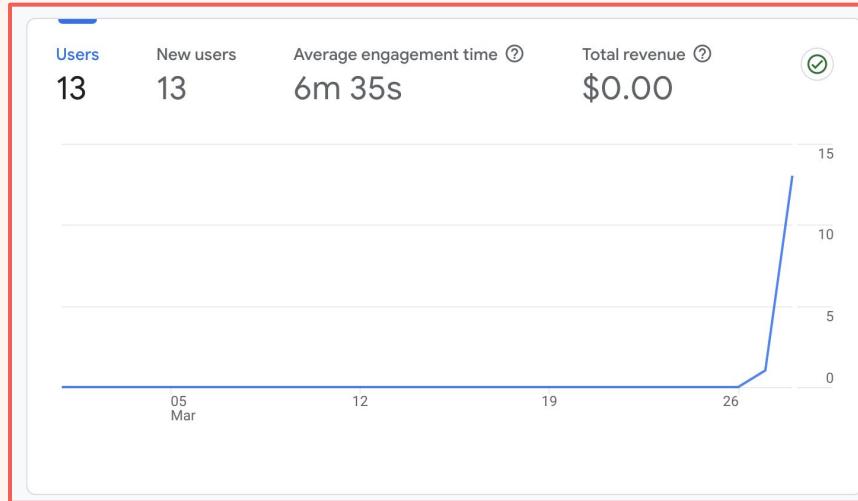
First View (Run 1)	Time to First Byte	Start Render	First Contentful Paint	Speed Index	Largest Contentful Paint	Cumulative Layout Shift	Total Blocking Time	Page Weight
	.726s	2.800s	2.743s	3.543s	2.743s	0	6.020s	8,155 KB
<i>When did the content start downloading?</i>	<i>When did pixels first start to appear?</i>	<i>How soon did text and images start to appear?</i>	<i>How soon did the page appear usable?</i>	<i>When did the largest visible content finish loading?</i>	<i>How much did the design shift while loading?</i>	<i>How long was content blocked from user input?</i>	<i>How many bytes were downloaded?</i>	



TBT significantly increased vs. HTML site (6.020s vs 0.190s), and reported some rendering issues.

Results

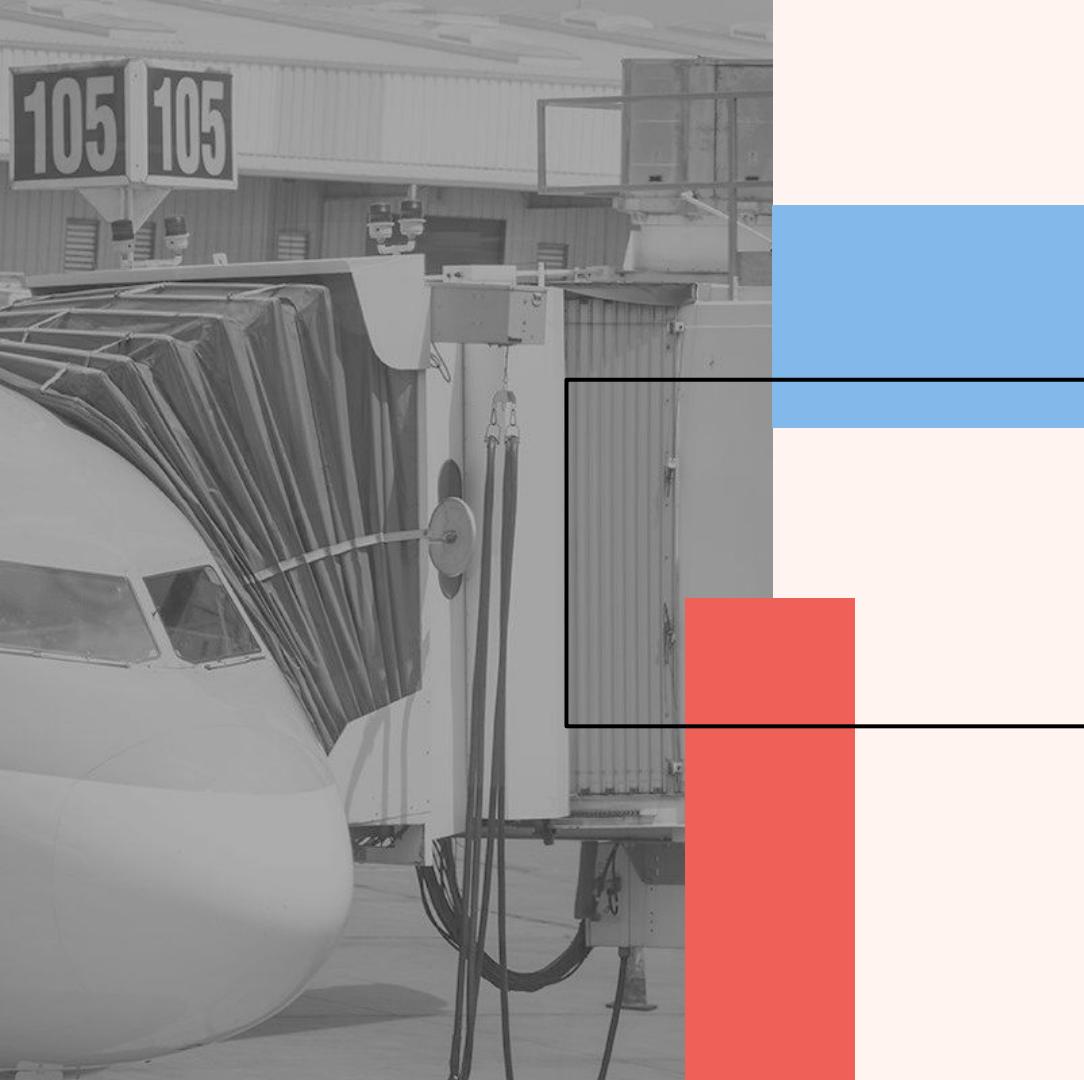
Site analytics



Session default channel group +

	↓ Users	Sessions	Engaged sessions
	13 100% of total	34 100% of total	24 100% of total
1 Direct	12	33	24
2 Referral	1	1	0

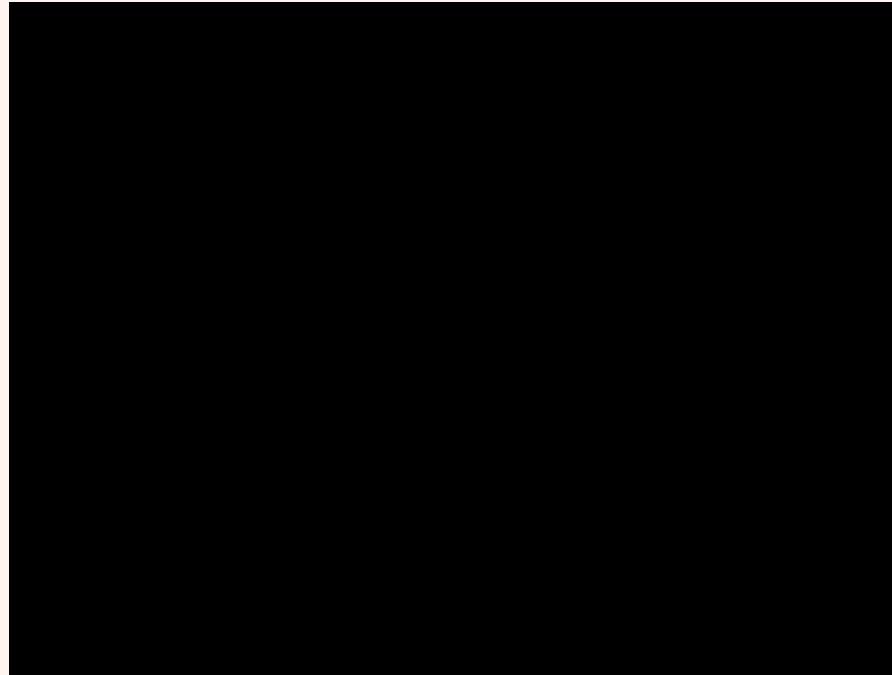
[Dashboard](#)



06

Launch

React in action (demo)



[Link](#) to deployed application

Challenges translating HTML into React

Design

When doing the responsive design, there was a lot of random empty space which we had to work out how to get rid of/ adjust.

Replicating the design of 'bio' in react, Required an understanding on structuring 'bio' components so variable data could filter through it.

APIs

Interdependence of components, passing the correct data down to the UnsplashImg component.

Utilising the useEffect hook's dependency array correctly to prevent unnecessary re-rendering.

Utilising state variables and updating the query passed to the Unsplash API based on button clicks.

React.js

Moving away from HTML/Bootstrap to React.js required some paradigm shift in how we approached coding.

Splitting the data between different React components, and fixing compilation errors.

Finding a "React-way" to embed GA tag and other scripts that could be just copied and pasted in standard HTML.

Successes



We succeeded in translating an HTML website into React - including most original design elements and functionalities.



But we didn't stop there. We improved on the design and UX.



Most importantly, we worked as a team - with more advanced coders (Tony & Ben) mentoring the team, so in the end EVERYONE managed to write their own code in React!



Directions for future iterations

Functionality & accessibility

- Address rendering delays
- React SEO: make the application SEO friendly
- Music should stop or be dipped to acceptable level on click for the Youtube video and for the video testimonials.

Features

- Expanding on the page, navbar should link to separate pages
- Pulling personalised images in from tutor's own image collections via APIs
- Real-time translation of sections of the webpage into French, likely on hover or click.
- Calendar booking to be designed and hosted not via third party but built into webpage
- Spotify/French music player widget

Merci

Do you have questions? Would you like to work with us?
teamcarambatesting@gmail.com



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Meet our team

Anna Benari



Beata Zacharska



Tony Croft



Apechhya Gurung



Benedict McElroy

