

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.

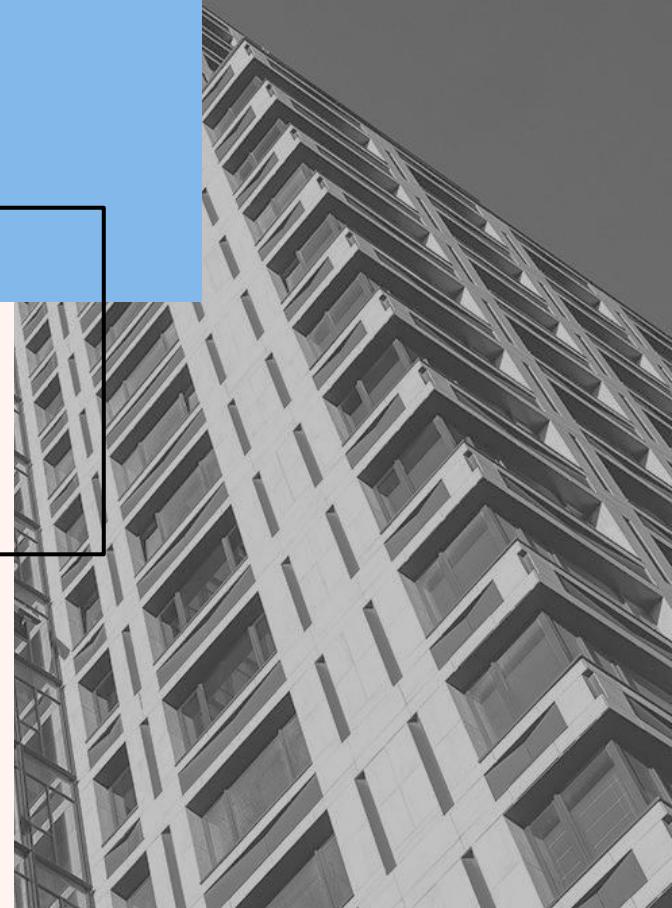
Most importantly, we take our time to understand your business, so your site communicates the real human behind it.

01



02

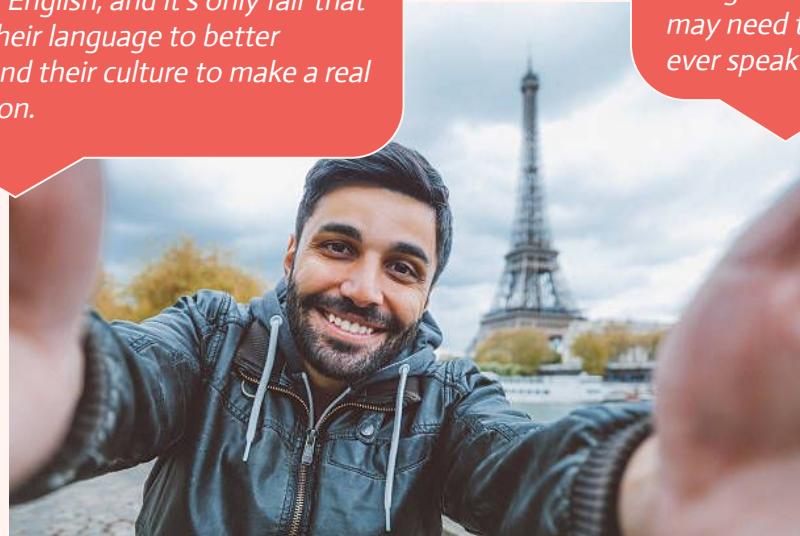
Where students meet tutors



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

Online French lessons with private tutors			
I WANT TO LEARN	PRICE FOR LESSON	COUNTRY OF BIRTH	Sort
French	1€ - 50€	France (0)	
Specialties	Also speaks		
156 French teachers that match your needs			
 Leontina D.  	33 active students • 288 lessons Specializes French • Native English • Upper-intermediate • +1 I am a native French teacher with 10 years of experience. I am a teacher, a day-care preschooler, I am a native of France. I have been teaching English since I was 18. I have learned through Auto, Europa and now I speak French.	13 reviews • 50-min lesson	Book trial lesson Message
 Philippe D.  	25 active students • 1023 lessons Specializes French • Native English • Upper-intermediate • +1 My name is Philippe. I like to teach and make people discover the French language through my classes.	25 reviews • 50-min lesson	Book trial lesson Message
 Agnieszka M.  	14 active students • 447 lessons Specializes French • Native English • Upper-intermediate • +1 Hello everyone! My name is Agnieszka. I have received French native confirmed teacher with 10 years of experience — My motto is: I like to teach and make people discover the French language through my classes.	44 reviews • 50-min lesson	Book trial lesson Message
 Corinna L.  	37 active students • 234 lessons Specializes French • Native English • Upper-intermediate • +1 Hello everyone! My name is Corinna. I have received French native confirmed teacher with 10 years of experience in the USA or + GUARANTEED RESULTS + ! I have 10 years of experience in private lesson with children, adults and business needs.	15 reviews • 50-min lesson	Book trial lesson Message
 Sergio G.  	15 active students • 324 lessons Specializes French • Native English • Upper-intermediate • +1 Hello everyone! My name is Sergio. I have received French native confirmed teacher with 10 years of experience to teach in France — I have 10 years of experience in private lesson with children, adults and business needs.	15 reviews • 50-min lesson	Book trial lesson Message
 Timo L.  	12 active students • 431 lessons Specializes French • Native English • Upper-intermediate • +1 Hello everyone! My name is Timo. I have received French native confirmed teacher with 10 years of experience to teach in France — I have 10 years of experience in private lesson with children, adults and business needs.	56 reviews • 50-min lesson	Book trial lesson Message

Tutor's website

- + 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?

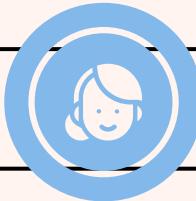
Using React.js, we are going to build an interactive website where prospective students can book a French lesson, learn more about the tutor or contact him directly.

WHAT ARE THE ACCEPTANCE CRITERIA FOR THE PROJECT?

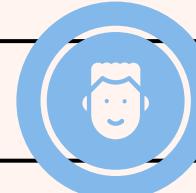
- A website that highlights the experience of the teacher, offers clear description of available classes, pricing and an option to book a trial class.
- The website needs to offer superb user experience, highlighting the quality of the service through impeccable design and eye-catching visuals, while 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?

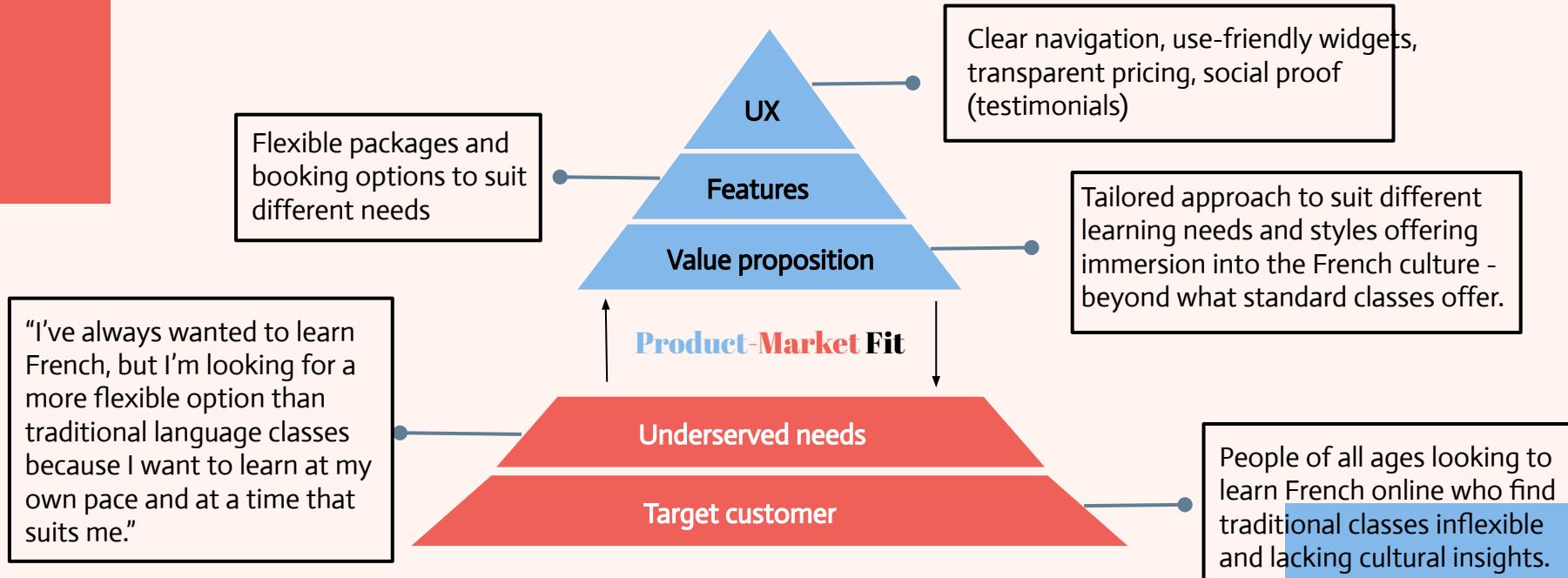
WHAT ARE THE KEY UX ELEMENTS TO CONSIDER?

- 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

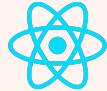
User Behaviour & Web Analytics

Testing

Booking

Testimonials

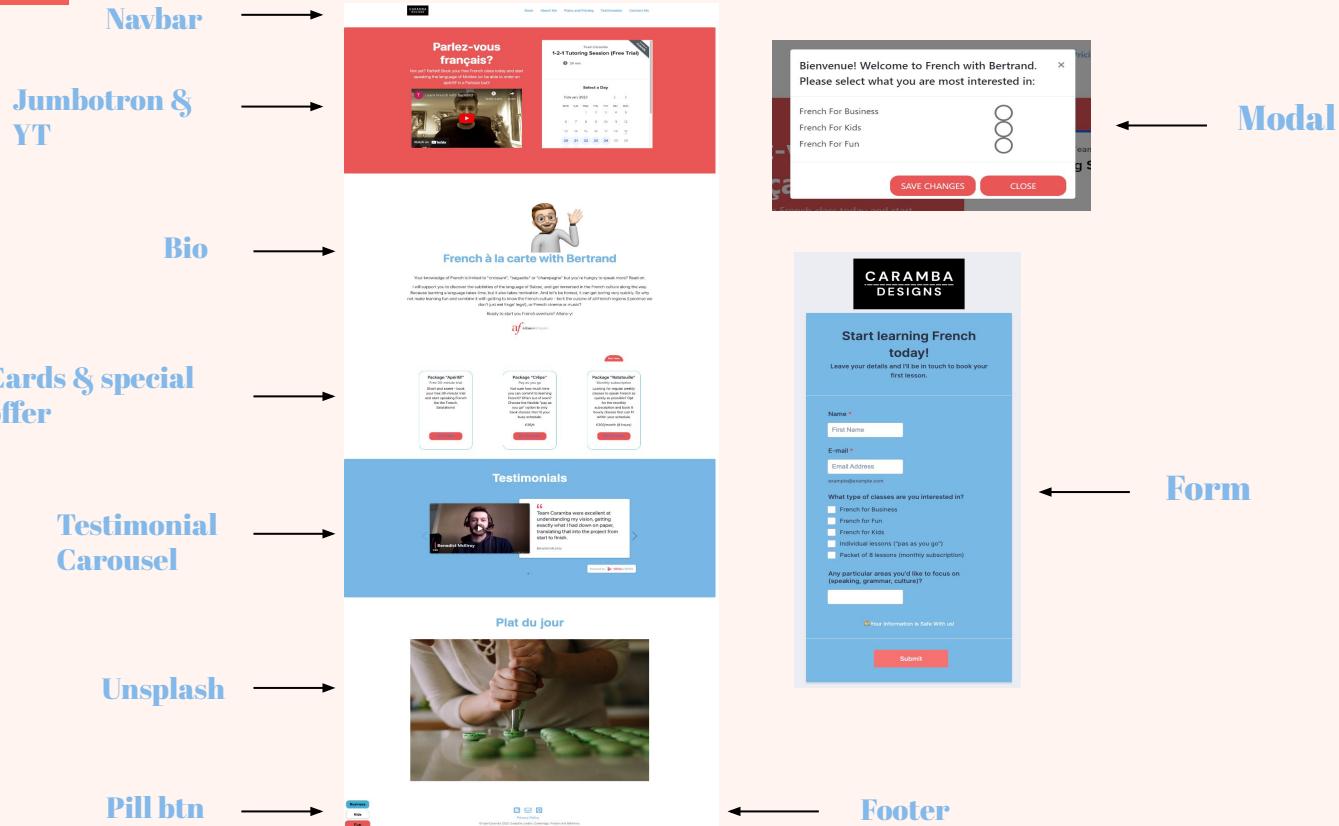
NEW!



+ 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, other functionally separate code units e.g. the audio clips were built from the ground up as React modules.
- ❑ 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

FRENCH-TUTORING-WEBSITE

- Assets
 - CSS
 - images
 - js
 - WireFrame
- business.html
- index.html
- kids.html
- LICENSE
- Presentation.pdf
- privacy.html
- README.md

- HTML
- CSS
- JavaScript

139
commits



FRENCH-TUTORING-WEBSITE-REACT

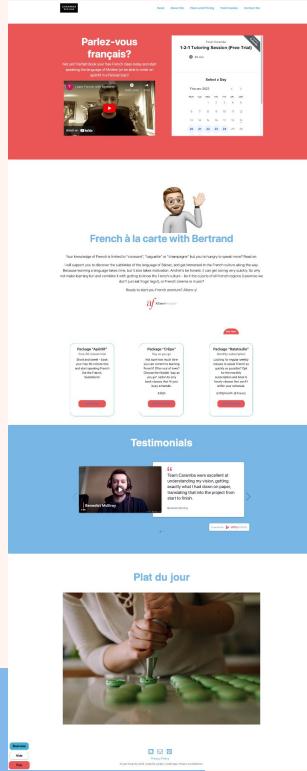
- node_modules
- public
- src
 - assets
 - components
 - data
 - bioData.json
 - footerData.json
 - jumbotronData.json
 - kidsPackageData.json
 - navbarData.json
 - pillNavigationData.json
 - standardPackageData.json
 - pages
 - Business.js
 - Fun.js
 - Kids.js
 - NotFound.js
 - # App.css
 - App.js
 - App.test.js
 - # index.css
 - index.js
 - logo.svg
 - reportWebVitals.js
 - setupTests.js
- .gitignore
- package-lock.json
- package.json
- README.md

119
commits

- JavaScript
- React.js
- CSS
- JSON
- Node

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

A screenshot of a React application interface. 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 circular buttons with labels: "La Vieille", "Cage Musee", "La Hippodrome", "Musee", and "Le Louvre". In the center, there is a large image of the Arc de Triomphe at sunset. Below the image, there are three small icons: a person icon, an envelope icon, and a camera icon. At the bottom of the screen, there is a footer 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.

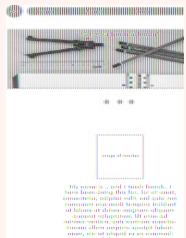
04

Design Journey

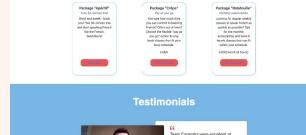
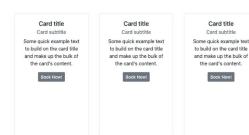
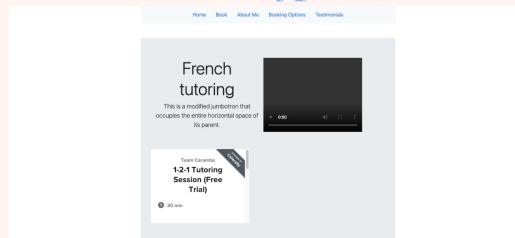


Design Journey

Wireframes



Prototype



React



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

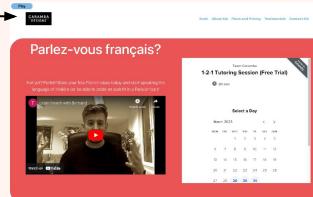


NEW! Pill-shape as a recurring design element

The collage illustrates the 'pill-shape' design element's application across different sections of a website, including interactive buttons, section headers, and decorative elements.

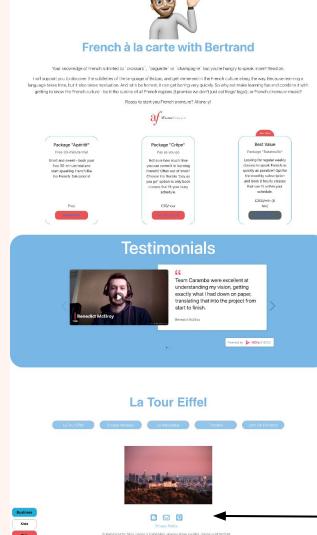
Design Enhancements

More prominent headlines, sitting outside our distinct pill-shaped jumbotron.



Hamburger menu on mobile

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



Hover effect on social media icons



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.

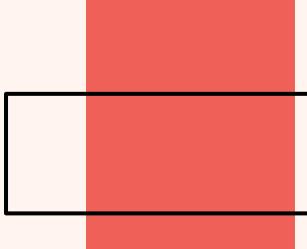
Testimonials

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

2.



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)!

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

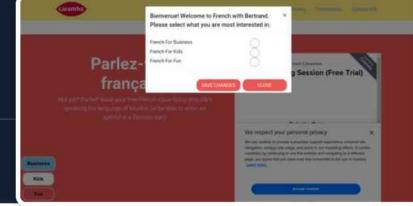
React testing

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 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 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 Experiments 9

⚠ Note: Metric availability will vary

(Based on Median Run by: ▾ Speed Index)

Page Performance Metrics

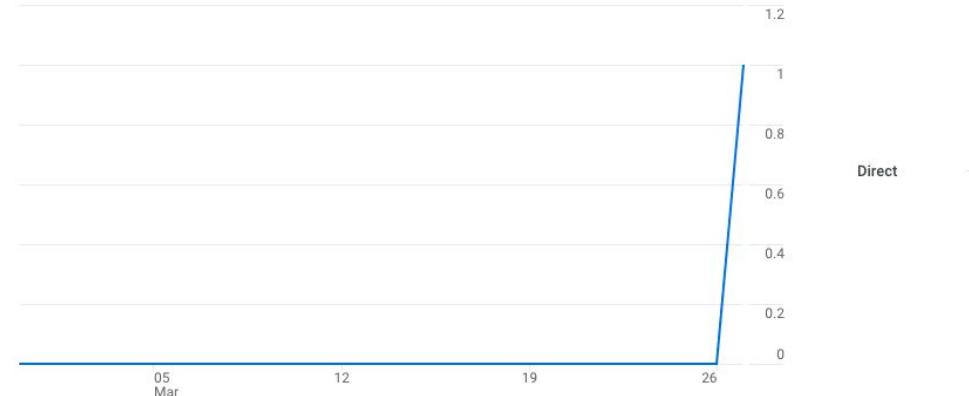
First View (Run 1)	Time to First Byte .726s	Start Render 2.800s	First Contentful Paint 2.743s	Speed Index 3.543s	Largest Contentful Paint 2.743s	Cumulative Layout Shift 0	Total Blocking Time 6.020s	Page Weight 8,155 KB
<i>When did the content start downloading?</i>	<i>When did pixels first start to appear?</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.

Site analytics

Users by Session default channel group over time



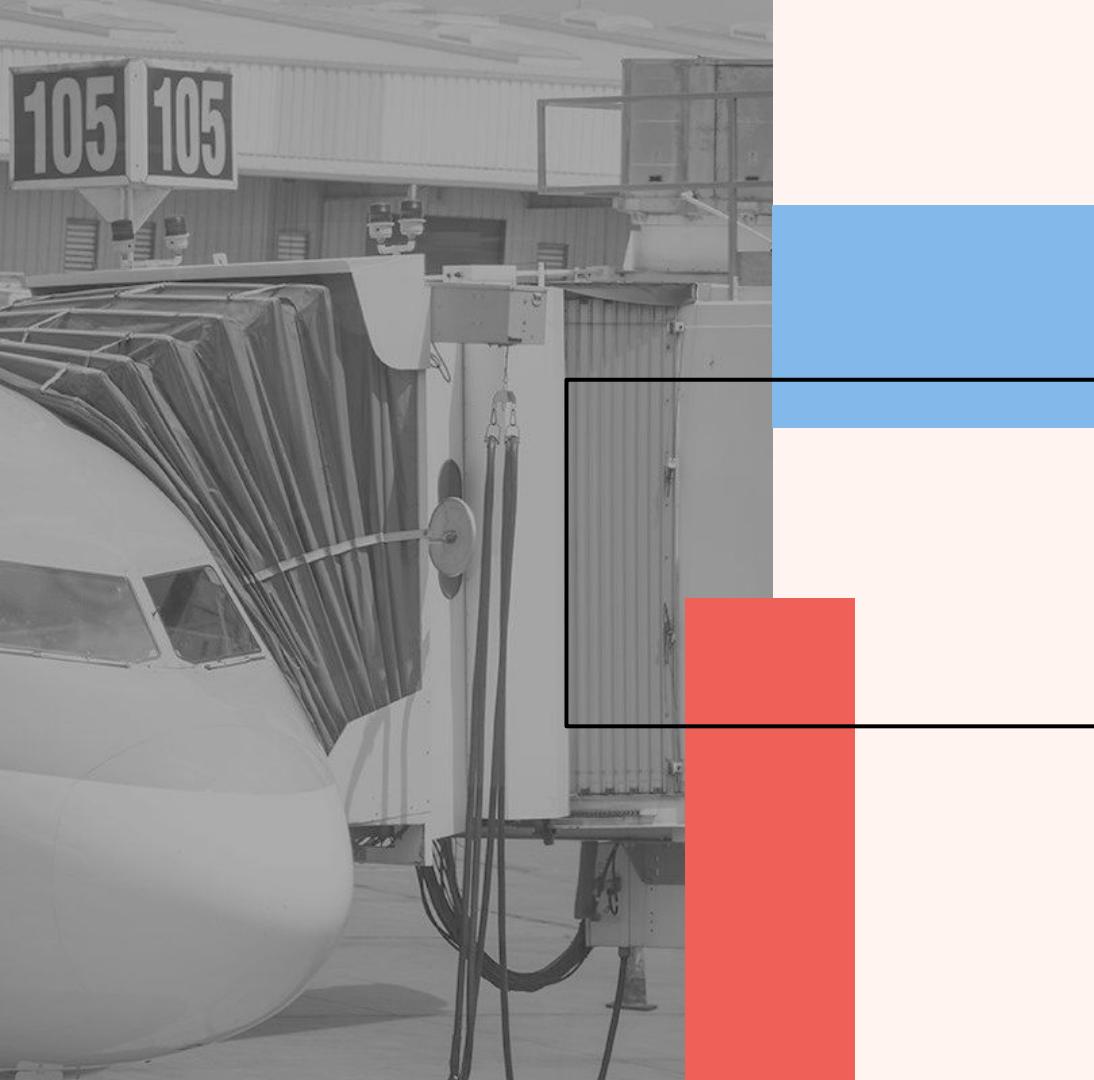
Users by Session default channel group

 Search...

Rows per page: 10

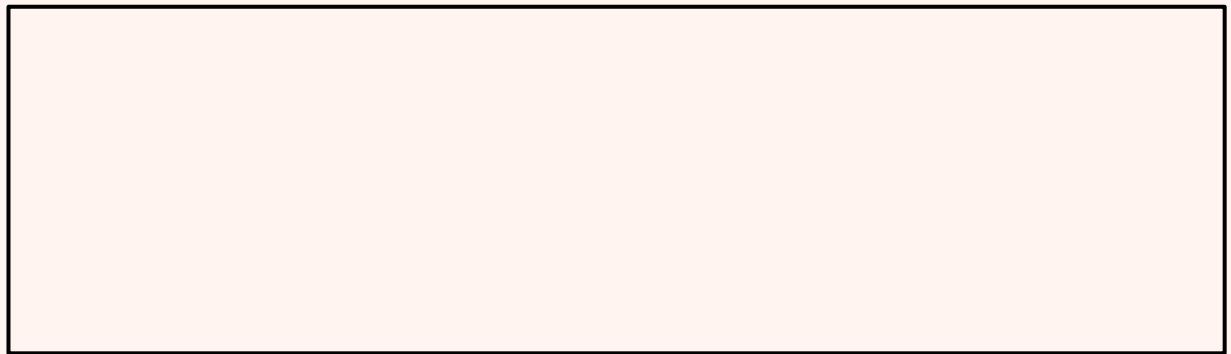
Session default channel group	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
100% of total	1	0	0m 00s	0.00	4.00	0%
1 Direct	1	0	0m 00s	0.00	4.00	0%

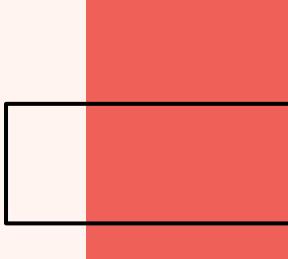
[Dashboard](#)



05

Launch

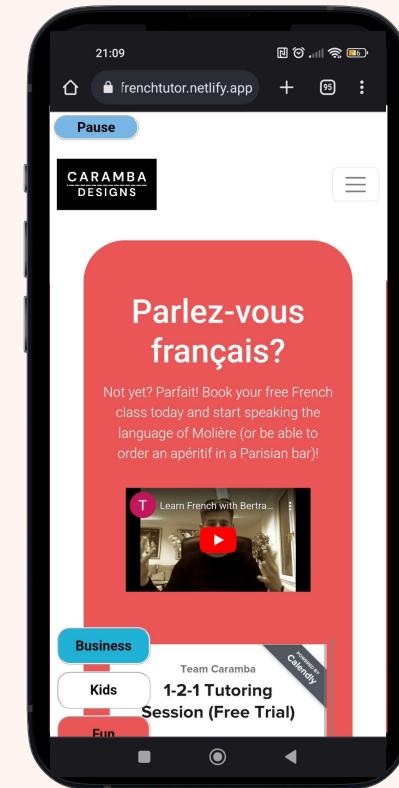
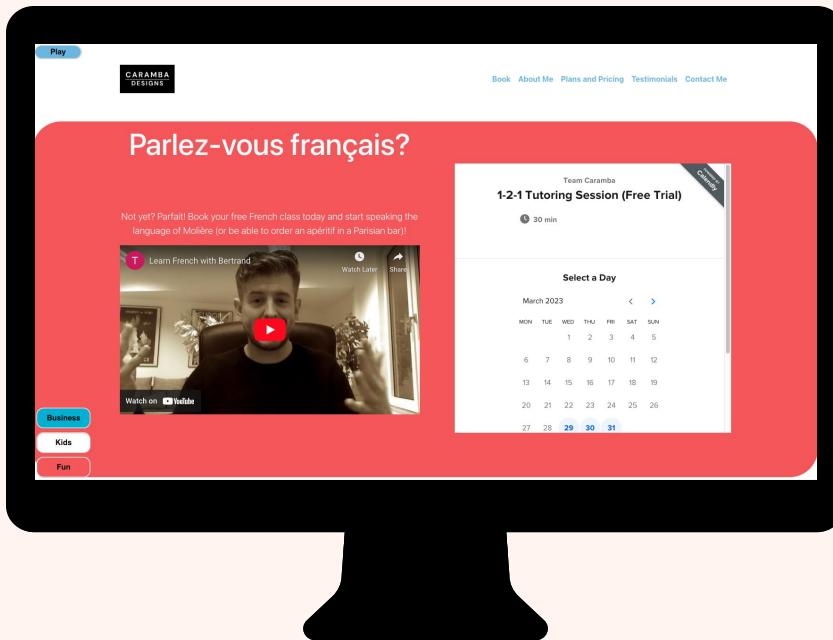




React in action

[Link](#)

Responsive Design - TO BE UPDATED



Challenges translating HTML into React

Design

APIs

React.js

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

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. Lorem ipsum - TO BE UPDATED



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

Features

- Lorem Ipsum

Merci

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



CRÉDITS: Ce modèle de présentation a été créé par **Slidesgo**, comprenant des icônes de **Flaticon**, des infographies et des images de **Freepik** et des illustrations de **Storyset**

Meet our team

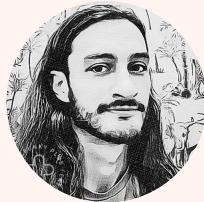
Anna Benari



Beata Zacharska



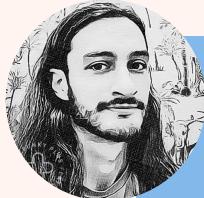
Tony Croft



Apechhya Gurung



Benedict McElroy



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DESIGNS