Teacher to Teacher 1.11 Portfolio Review

By: Jazmin Jensen

User Centered Design Approach for a New App to Connect Teachers

Understand the Problem → Competitive Analysis → Business Requirements → User Stories

Understanding the Problem

Understanding the Problem

Possible Problems

- Confusing user interface
- Experts not available when users need them
- Experts not available in a specific content/grade
- User may have trouble selecting an expert
- User may be uncomfortable talking to a stranger
- Problems qualifying experts
- User may not know charge of video call/chat upfront, detering user use
- Inappropriate chatting could occur between expert and user or user unhappy with conversation

Problem Statements

"Our expert seekers (users) need a way to speak with available and knowledgeable professionals from various content areas/grade levels because they have questions they would like answered or want to learn more information about career progress in education."

We will know this to be true when we see successful reviews of video calls occurring between users and experts through our site and a growing amount of users/experts."

Understanding the Problem

Potential Solutions

An app that allows users to converse with knowledgeable professionals (experts) from a variety of content areas/grade levels in a timely manner.

The app will be free to download and use, however, a charge will be applied once a conversation with an expert occurs. The experts will be available for chat or video calls in real-time or by scheduling in advance and will display their costs upfront.

The interface will be simple and hyper-focused on supporting users in getting certified expert advice quickly, removing any distractions and extra information. The experts will be categorized by multiple characteristics (content area, grade levels, years experience, location, etc) and users will be able to filter through in a way that suits them. Users will have the ability to provide feedback and rate each expert.
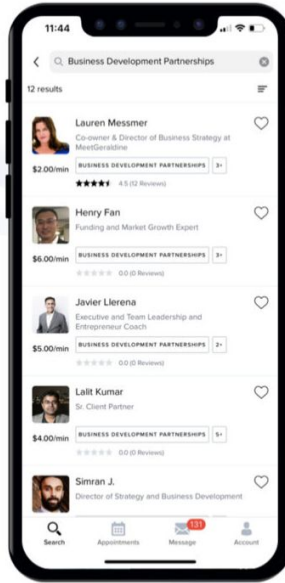
Competitive Analysis

Competitor: Common Genius

A young and growing app thats mission is to connect young professionals with highly qualified experts from various industries.
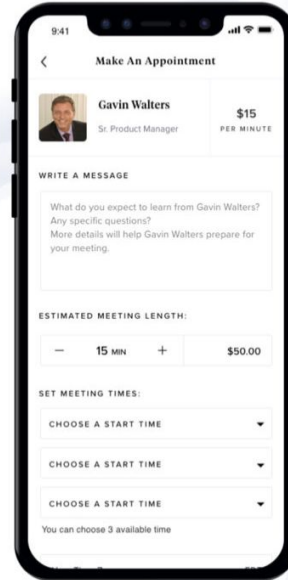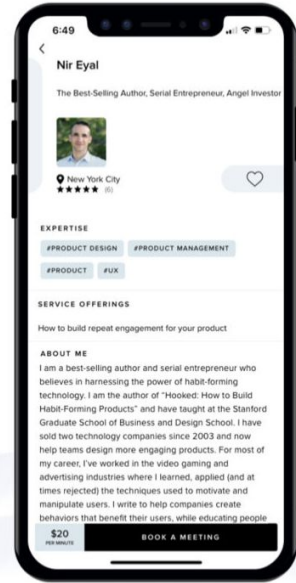
Common Genius User Interface

Common Genius

Overview

Common Genius (CG) is a potential competitor with a relatively new website and app that connects users to experts from multiple industries. CG helps the user "discover, schedule, and pay for advice and coaching from world-renown experts and executives via 'their' beautiful 1-on-1 video conference technology."

Key Objectives

- Multitude of "hand-selected" experts from different industries

- Service offered: 1-on-1 video conferences with an expert that user pays for by the minute

- Intuitive, concise scheduling process

- Caters to users who want to grow their career or business

Market Advantage

- High quality experts from companies such as Amazon, Apple, Facebook, etc. markets site as reliable and valuable

- Growing social media presence

- Target users are obtainable through online marketing plan

- Simple, easy-to-use user interface

9

Common Genius

- Consistent company mission

- Intelligent social media marketing across multiple platforms to attract target users (young professionals)

- Presence at high-end tech events such as SXSW in Austin, TX

- Promotion through Google Ads, however, SEO could be improved

- Rating on the App Store of 5.0, but from only 6 users

- Blog is a helpful tool, but can only be found once already on the website and is not mentioned in the app

- User interface while scheduling a video conference in the app is more intuitive and informative than competitor apps

commongenius

Get the advice you need from the world's most trusted experts
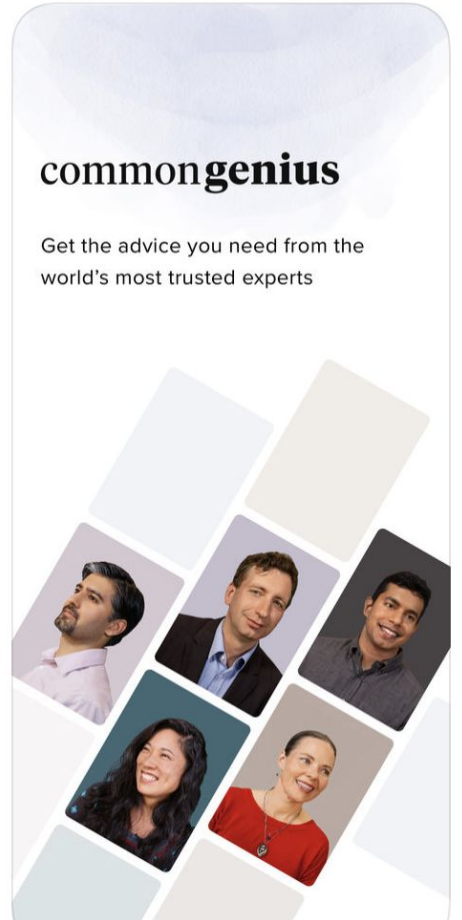
SWOT Analysis Common Genius

- Highly accredited mentors & consultants
- Users are able to rate expert after conference
- Experts have detailed profiles
- Simple, intuitive design on website and app
- Strong social media presence - used for marketing
- Easy to schedule video conferences, prices clear

STRENGTHS

- SEO needs to be improved
- Not a lot of online presence in review forums or App Store reviews
- Small typo on website
- Slim amount of experts in some industries

WEAKNESSES

OPPORTUNITIES

- Better SEO marketing strategy to increase app awareness
- At least 5 experts in an industry before listing on the app or more broad industry titles to begin with until more experts are accumulated to differentiate within
- Ability for experts to provide feedback/rating to the user as well

THREATS

- More well-known expert advice apps with a distinguished following
- An advice app with more experts in each industry

UX Analysis Common Genius

Usability

The UX of Common Genius is overall a positive one. The design is simple, the menu is easy to access and understand.

Scheduling a video conference is intuitive, with all necessary information clearly listed and even provides an estimate cost.

The user profile can be updated as desired but not required for use.

Navigation

The menu consisting of 4 options (search, appointments, inbox, account) is provided on every page, except when a user begins to book a video conference.

It is clear what steps the user needs to take to complete a task.

Differentiation

CG sets themself apart by showcasing their high-end, knowledgeable mentors and consultants and promoting a mentor relationship with its users.

Calls to Action

Sign up features are straightforward and easy to access across all platforms. User remains logged in after initial use.

There is no place to sign up for additional information on the app. Through the website a user can sign up for newsletters and to follow the CG blog.

Common Genius currently supports iOS (iPhone and iPad) and Android.
A Common Genius website is also available to users on all browsers.

Business Requirements
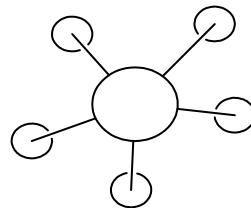
Executive Summary

Target Audience

The minimum age demographic for this app is 18 since they could be taking courses centered around becoming a teacher and may need support. The upper age range is around 35-40 as anyone older than this would be considered a veteran teacher and more on the "expert" side. However, this age range can vary depending on when the user has entered education and what expert advice they are trying to find, whether it is content related or how to move up positions in a school district.

The mindset of our target user is a teacher who is in need of expert advice, whether they are new to education and have questions/concerns about how to teach the state curriculum or further along in their career and are looking for ways to progress into higher positions or are curious about a specific grade/subject they might want to switch to. The user is curious and would like to reach out to veteran teacher(s) that are outside their everyday environment and pick their brain.

Risk & Opportunity

The primary risk is that our app will not be utilized as much as competitors with brand recognition already. There are a lot of online digital resources for teachers to share stories, experience, advice, etc.

However, there is no app offered that connects teachers to other teachers from specific content areas, grade levels, demographics, and more, which means our app could meet a need for teachers to effortlessly connect to veterans in the field without having to scour the internet for resources.

Executive Summary

Competition

Some general expert advice app competitors would be Ask Experts, CommonGenius, and JustAnswer as they all offer a service of connecting users to a pool of experts from different industries.

More specific competitors include websites with information for teachers and some chat boards such as TeachersConnect, Teachers.net, Education World, Discovery Education, and Teaching Heart. From my research, I did not find an app designed around teacher to teacher expert advice.

Conclusion

With a detailed marketing plan it is possible to create a competitive application that offers teachers a way to connect with one another for advice.

A simple user interface and ability to connect teachers based on multiple filters will be key to retain users and create an online community.
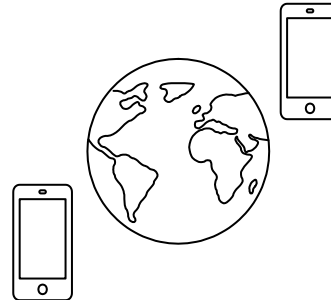
Business Objectives

1

Create a competitive application that has the ability to support teachers and fill a need for teacher to teacher communication in the educational market.
- ○ Measured by: Initial user tests and market size estimates.
- ○ Deliverable by: 2-3 months from start date.

2

Gain 500 users/experts combined within the first 6 months.
- ○ Measured by: Amount of registered expert and user accounts in 6 months.
- ○ Delivered by: 6 months after product release.

3

Host 200+ video conferences/chats in the first 6 months
- ○ Measured by: Amount of video conferences/chats in 6 months.
- ○ Delivered by: 6 months after product release.

Scope

Teacher To Teacher App

Finished product that includes all design (navigation, UI, etc.) and engineering

Marketing

Advertising (online & face-to-face) to create awareness before launch & after launch to meet objective of gaining 500+ within first 6 months

Website

The website will function similar to the app and will host more information about the mission of the company, how the product works, and why users should choose our platform

Functional Requirements

- Login/Sign up (onboarding)
- System for searching experts
  - Include ability to add filters
- Messaging system (chat)
- System for booking a video call
  - Appointments page
- Navigation Menu
- Basic admin area for managing account
  - Edit existing account
  - Modifying payment info
- System for payment

User Stories

User Stories

Login/Sign Up

"As a new user, I would like to be able to sign up for the app to save my account info and history."

"As a new user, I would like a short tutorial showing my how to use the key features of the app so that I know how to get started."

"As a returning user, I would like the ability to log in or stayed logged in so that information/preferences save."

User Stories

Search System

"As a user with a specific question, I would like to be able to search the experts by selecting different filters to apply so that I can find an expert to talk to efficiently."

Messaging System

"As a user, I would like the ability to chat with an expert to receive an answer to my question."

"As a user, I would like the option to chat with an expert before requesting a video conference."

"As an expert, I would like the option to chat with the user before approving the video conference."

User Stories

Booking a Video Call System

"As a user ready to book a video conference, I would like to see an expert's availability and book an appointment through the app so that I can easily schedule an appointment without having to message them."

"As a user/expert with an appointment, I would like a page that list my upcoming appointments so that I can stay on top of my schedule."

"As a user/expert with an appointment, I would like the option for the app to send me a push notification reminder before the video conference so that I remember."

"As a user, I would like a simple and trusted way to pay for my video conference once it concludes."

"As an expert, I would like a simple and trusted way to withdraw my profits earned."

User Stories

Navigation Menu

"As a user, I would like a navigation menu so that I can easily move throughout the application."

Basic Admin Area

"As a user, I would like the ability to edit my account info and update payment information so that my account stays current."