

instruct.me

FINAL REPORT

OCI - WINTER
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Going into this project, our team had no idea what to expect. When we were introduced to the idea behind the product, we all immediately bought in and got to work. Before we joined the team, research was already previously done so it was up to us to focus more on the product itself than the research. Instruct.me solves many of the problems that arise with virtual lessons and online learning. As humans, we believe that we can learn better when we are together in-person, and Instruct.me does exactly that. It gives individuals the chance to join in-person, hands-on classes and learn with others that have the same interests as them. It focuses on the idea of being local and interacting with those in your community to build something great. With this in mind, we got to work. We first created user stories to help us find what problems the site will solve. With these user stories in mind, we then began thinking of the many different screen ideas that would be available on the site. We wanted to make sure that all the problems encountered in our user stories could be solved within one of the pages of our site. Through this process of gathering information about how the site would be used, we were able to come up with a full overview of how the site will be used by different users. This then helped us to come up with a flow of how everything will run together. Getting through the process of how everything would flow allowed us to finally get to work on the design of the site. We first finished the desktop designs and followed by converting those designs to mobile. Throughout the design process it was a lot of trial and error about finding what works and what doesn't. Throughout this whole process we also pulled many ideas from other popular platforms and put our own instruct.me finish onto them. In the end, we were left with multiple fully designed pages that would allow someone to see what Instruct.me is capable of achieving. Through this design process we were able to learn what Instruct.me is able to do and the many problems that it can solve for its users. Following the completion of our design, we had the opportunity to pitch the idea to Neal Harmon, founder of Vidangel and current CEO of Angel Studios. For the demo, we altered our design to cater to Neal's specific needs and interests. Through this demo we received some valuable insight about how Instruct.me can be used and who it can impact the most. All in all, this project continues to move forward, and we hope that as it continues to grow, we will be a part of it.

Our sponsor had already done research before our project began. The research that was conducted was from COVID and it found a pain point that most people experienced. This pain point is that most people learn better in an in person environment. There was also research done with homeschool moms. This research showed that mothers wanted a better way for their children to meet with other children in their community. Also during this time, retired professors from the same community were getting together to share the extensive knowledge they had with other retired professors.

Instruct.me came from a combination of these key pieces of information. We wanted to create an easy way to meet in person and to learn from people in the community. The thought was that if people could meet in person and learn from others in the community, it would bring communities closer together, help the general population learn, and increase personal connections. With this in mind, we also wanted this to be extremely easy to use because of the wide age ranges that could potentially use this application.

Once we knew what we wanted out of the project, we needed to determine deliverables. We concluded that we would create user stories based on users that would benefit from our product. Next, we collaborated on the amount of screens needed for the entire website/app. We then created a user flow for each page. This would show how a user would flow from page to page. The final deliverable was to create a few different designs of the entire website using Figma. We had designs for web view or for the phone view. Any additional deliverable would be to go above and beyond what our sponsor expected. The rest of this report will go into additional details about the deliverables not covered here.

USER STORIES

Creating user stories was the very first step of our project. To begin we thought about all the different types of people that could become users on our site. We then wrote stories for each of these people that solved a specific problem or need. Each story followed a specific pattern. The user has a specific need, and the site has a way to solve it. While creating each of these user stories we thought of possible situations that a user could be in then wrote them down. Many of these situations included situations for users that are students and users that are teachers on the site. Between the four of us, we each created ten user stories with ten unique situations. We then used the stories we created to help us determine what type of tasks would be done on the site, which then lead to the creation of screens

<p>Structure. As a [] I want to [] so that []</p> <p>Examples:</p> <p>As a student I want to see which classes I have next so that attend them on time.</p> <p>As a student I want to see what is required to attend a class so I can know if I am qualified to join.</p>	<p>Cade's Ideas</p> <p>As a poor college student I want to be able to find affordable classes so that I can be involved in my community while still being able to pay for my other needs.</p> <p>As a busy person I want to filter for quick short classes so that I can fit new classes in my busy schedule.</p> <p>As an elderly person I want to be able to navigate and use the website/technology with ease so that I don't get confused or end up not knowing how to start or take a class.</p> <p>As a mom I want to see if other adults are supervising a class or see if the class is in a public location so that I know my child is safe.</p> <p>As a student I want to read a short bio about the teacher so that I can see their credentials and determine whether or not I think the class is worth signing up for.</p> <p>As a student I want to see a map of where the classes are so that I don't have to keep googling every single address for the different classes</p> <p>As a teacher I want to promote my class and advertise so that I can grow my student base</p> <p>As a student I want to see suggested or top rated classes near me so that I don't miss out on the community's favorite classes.</p> <p>As a teacher I want to have a way to communicate with the class so that if any plans change I can efficiently reach out and update them.</p> <p>As a teacher I want to be in touch with other teachers or have access to suggestions for teachers so that I can ensure that I am being the best teacher I can be and satisfying the students' expectations.</p>	<p>Bryson's Ideas</p> <p>As a mom I want to view which other moms are taking what classes so that I can take them with them.</p> <p>As a mom I want to see what classes my kids friends are taking so that I can put my kids in those classes.</p> <p>As a mom I want to view what classes are available so that I can sign my kids up for valuable courses to help them learn.</p> <p>As a mom I want to know the difficulty of every course so that I can know if my child is able to take a specific course.</p> <p>As a student I want to be able to sort the courses by price so that I can see what I can afford.</p> <p>As a student I want to be able to sort the courses by category so that I can view courses that fit my interests levels.</p> <p>As a retiree I want to teach my profession to my neighbors so that I can help them learn the skills that I have learned.</p> <p>As a student I want to view ratings for each class so that I can see what classes are the best to take.</p> <p>As a teacher I want to receive ratings at the end of every course so that I can improve my teachings for future courses.</p> <p>As a teacher I want to see guides on how to better teach so that I can truly help people learn.</p>	<p>Brandon's Ideas</p> <p>As a teacher I want a messaging system that is easy to use so I can use my time planning a lesson instead of figuring out how to use the messaging system.</p> <p>As a teacher I want a survey that can be sent to students who attend my class so that I can know what to improve on.</p> <p>As a teacher I want assurance that people will actually come to my class so that I can be excited to teach.</p> <p>As someone planning a neighborhood event, I want to be able to invite the people I want to invite so that I don't get random people showing up to my house for no reason other than to eat my free food.</p> <p>As someone planning a neighborhood event, I want to be able to assign people things to bring so I can run an organized event and save money.</p> <p>As a student I want to see a rating system of the teachers and classes so I can feel like I am getting the best deal for what I'm paying for.</p> <p>As a student I want to have a streamlined payment process (kinda like venmo) so that I don't get unmotivated going to a class because of the difficulty of paying for it.</p> <p>As a student I want to find a class in less than 5 minutes so I don't get unmotivated spending an unnecessary amount of time on my phone</p> <p>As a student I want a brief summary or video of what I would learn in a class so I can have a good expectation of what I will be learning.</p> <p>As a mom I want to see a background check of the teacher my child is going to so I can feel at ease with my child going to a stranger's house</p>	<p>Brigham's Ideas</p> <p>MAIN TWO NEEDS - Class Details & Notifications</p> <p>As a teacher I want to see how many students will be attending my class so I can gauge how personalized my lesson will be. (for a retired professor, they can get a feel ahead of time if it will be more similar to a lecture or office hours).</p> <p>As a teacher I want to see the ages of my students about to attend class so I know how advanced I should make my teaching.</p> <p>As a teacher I would like to see a calendar view (maybe linked directly with my personal calendar) of when I teach classes so that I can plan my schedule around my teaching.</p> <p>As a mom for my student I would like to see a calendar view (maybe linked directly with my personal calendar) of when I teach classes so that I can keep track of when I need to take my kids to their lessons and know when they'll be gone.</p> <p>As a mom for my student I want my kid to be able to mark that they'll be absent a head of time so that if they're sick or there's scheduling conflicts, I don't have to pay for a lesson they didn't receive (also to be courteous to the teacher).</p> <p>As a mom for my student I want to be notified for upcoming lessons so that I nor my student forgets about them and pays for a lesson that went unattended.</p> <p>As a teacher I want to be notified of or quickly see the changes to those planning on attending my classes so that I can adjust my teaching style accordingly.</p> <p>As a student I would like the ability to withdraw from a class entirely so that if by taking the course I come to find out that I have no interest in it, I don't have to keep wasting my time and the teacher's by attending the class.</p> <p>As a mom I want to see a list of my child's classmates so that I can see who else in the neighborhood is taking the class and talk with the other moms about the kids' experiences.</p> <p>As a young teenager sharing my skills (like Michael from example 2), I want to see statistics about how many attendees of my introductory course went on to sign up for my extended course, so that I can test different intro lessons and find the one with optimal conversion rates (make more money).</p>
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Figure 3.1

Based off the user stories that we created, we began to brainstorm different screen ideas that could potentially be implemented into the final product. Every user story needed a solution on our site, therefore the next step in creating the product was figuring out which screens would be necessary to fulfill the user needs. In order to keep the results relevant and useful, we went through the process of developing use cases for each of the screens we initially came up with. This was accomplished by thinking of all of the possible users that will likely access the software. We narrowed the user types down to three specific categories: students, teachers, and visitors. With a clear idea of who would be visiting the site and for what purposes, we then went through the process of looking through each users' point of view in accessing the website and determining what web pages and functionality we would need to accomplish the things we set out to do as those users.

Potential Screens (Individual Brainstorms)

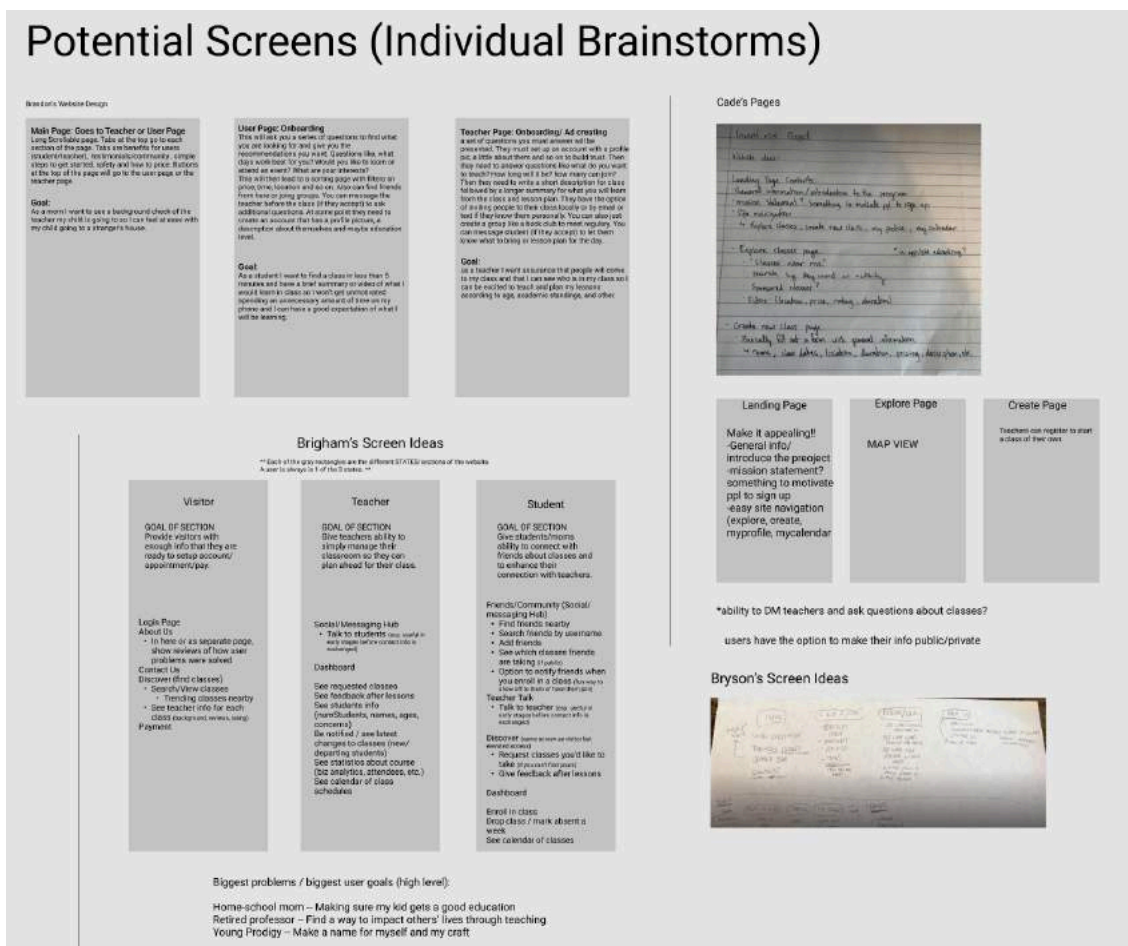


Figure 4.1

FINAL SCREEN VIEWS

6

After several meetings with our sponsor and hours of brainstorming, we were able to decide on the final screens we wanted to be included in the application. We settled on eleven different pages:

1. Welcome
2. Onboarding
3. Login
4. Dashboard
5. Discover
6. Class
7. Group
8. Payment
9. Profile
10. Messaging
11. Social

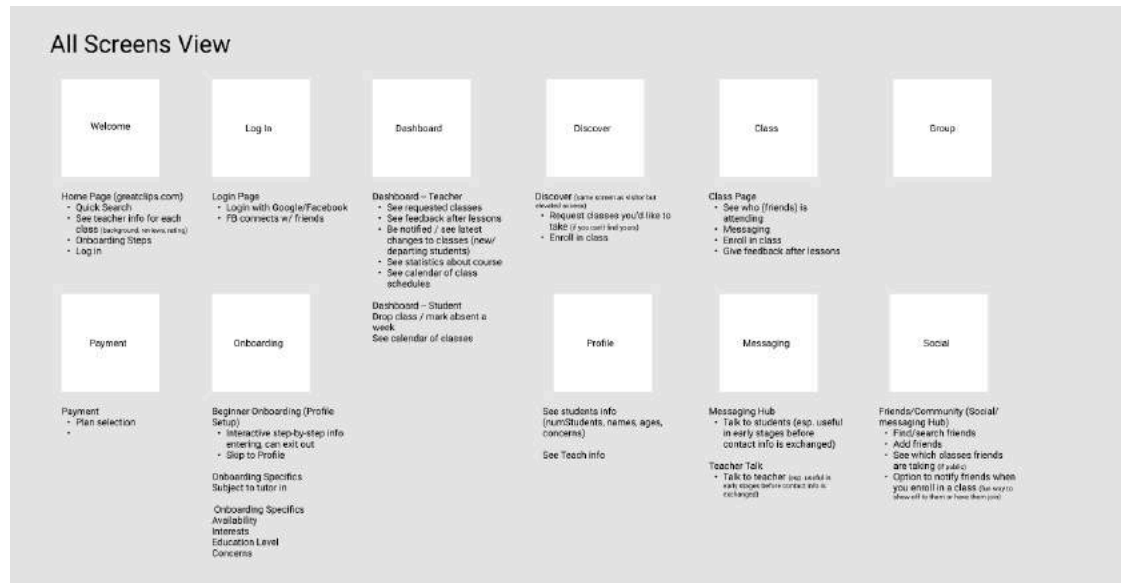


Figure 5.1

At the time, we decided that these eleven pages would be sufficient for containing the functionality of our application. From gaining new users, helping them find groups and classes, paying for them, getting in contact with students and instructors, and getting latest content, we believed we had captured all of that. Down the road as we fleshed out the different pages with content and tested our user tasks, we realized that we actually didn't need the Social page, since the ability to interact with others was covered by means of the Dashboard, Class, Group, and Messaging. Even though the original eleven pages we decided on didn't make it to production, this exercise of deciding on final screens proved extremely helpful in helping our team gain a clearer perspective on the bigger picture of the application. We were able to mostly decide on which pages each bit of functionality would be contained.

After we determined the pages and features that would be needed for our site, we moved on to creating an intuitive user flow. In order for us to figure out a user flow, we needed to think of ourselves as new users using the website for the first time. The easiest place to start is from the welcome page. From there, we knew we wanted first time users to see or “Discover” classes in a fun way. We also knew users needed to be able to log in from the welcome page. We decided to have two different pages breaking off from the welcome page. One for new users, and one for existing users. We also concluded that users needed a dashboard to get to all of the places they wanted to in the website. The dashboard became a central hub to get to the messaging page, social page, profile page, class page, group page, and discover page. We knew this would be intuitive because this flow follows closely to other user flows on extremely popular websites such as Canvas, Instagram, and others. To see the entire flow and how every page connects, please refer to the image below.

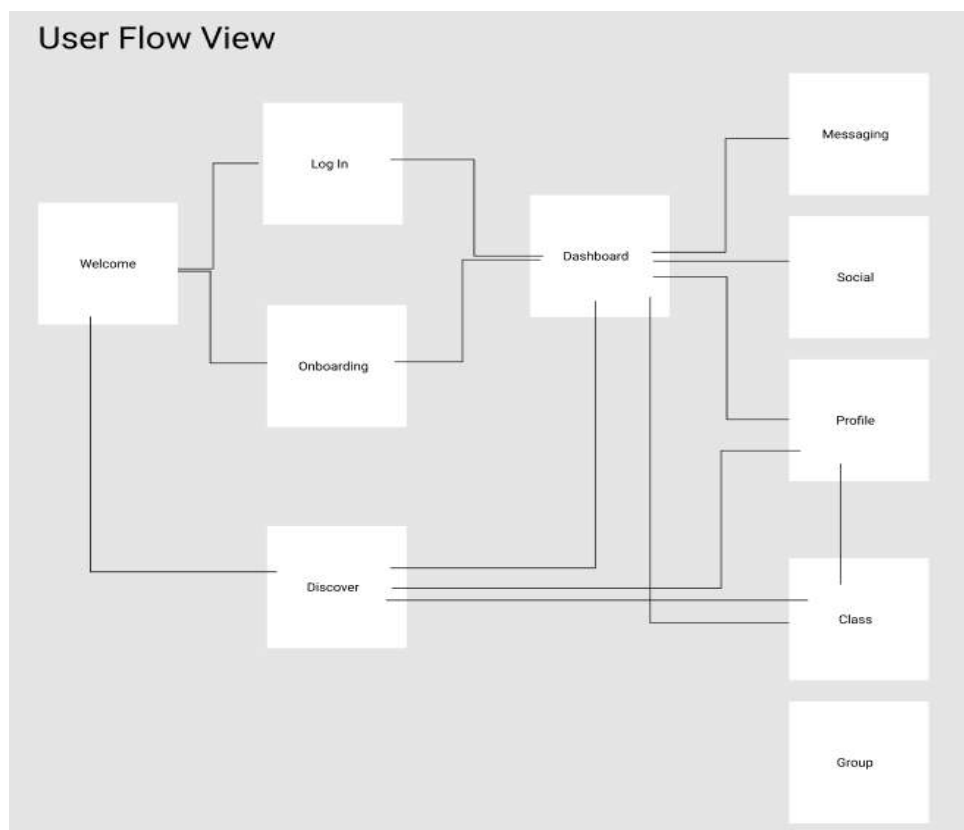


Figure 6.1

Once we determined the user flow we decided to go to popular websites and platforms to get inspiration for each individual screen. Some notable websites we took inspiration from were Superprof, Great Clips, AirBnB, Wyzant, Divvy, LinkedIn, Masterclass, Apple Maps, and Facebook. From the big list of inspiration, we took mostly ideas from AirBnB, LinkedIn, Facebook, and Wyzant. From AirBnB we liked the way they utilized a map so you can see where the different homes are and their prices. We also loved how Facebook handles groups. We took a lot of our inspiration for our groups from Facebook. Wyzant also handles the teacher and student experience very well. We decided to use a lot of the functionality of Wyzant for our website/app.

While we were taking inspiration for our different screens, we needed to determine four to six core pages to spend most of our time building. Below is an image of the screens we decided on. We chose these screens because these screens would require the most creativity and design to get right. We decided later on to combine the Social screen with the Dashboard screen to have as much functionality as possible on the Dashboard.

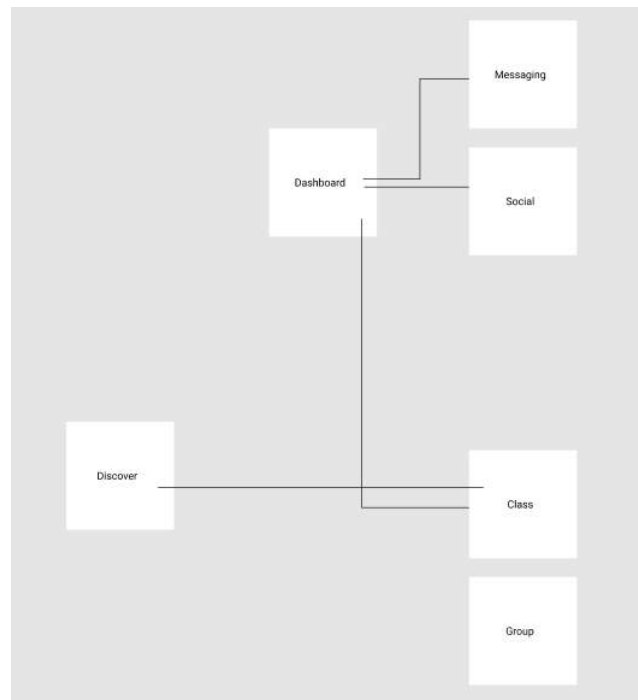


Figure 7.2

ORIGINAL DESIGNS

For our original designs, we decided that to enhance creativity and be extremely effective with our time, each team member was assigned 3 core pages to create in any way they saw fit. That meant that each core page was designed twice, each time by a different team member. Once we completed the original designs, we collaborated as a team on features we liked, designs that were clean and modern, and functionality of the design. We then assigned a team member to build the final version of a specific core page with a combination of the features, designs, and functionality we all agreed on. We also established a standardized style for the website. This allowed us to make all the core pages with a specific style so that all pages seemed to belong to the website. We made sure to assign each team member to a page they hadn't already worked on so there wasn't any bias towards a specific design and that each core page could be viewed from a different perspective. Below is a collage of web pages from the original design.

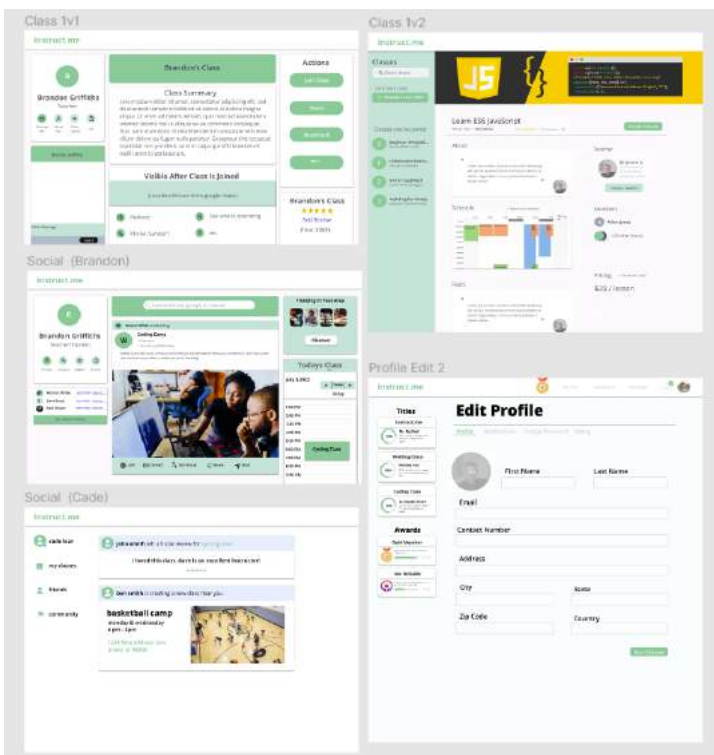


Figure 8.1

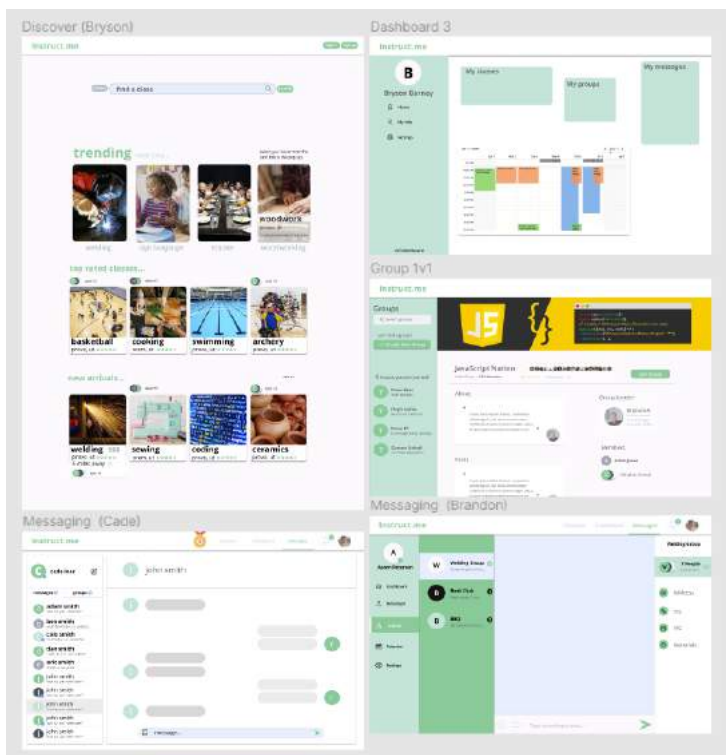


Figure 8.2

FINAL DESIGNS

After several changes, updates, and additions, we were able to develop final prototypes of each core page. As stated before, we each took one page that we had not previously worked on and developed the final product in order to eliminate bias in previous design. Creating the final desktop pages took a lot of refining, and we made sure to include our sponsors in the process. The most notable change made during this process was the achievements aspect, which gamifies the whole site and allows users to earn awards and titles based on their involvement in the site and participation in classes. After adding in this last minute addition and finalizing the layout of our pages, we went through each page one last time to make them all uniform in font, font size, color, etc.

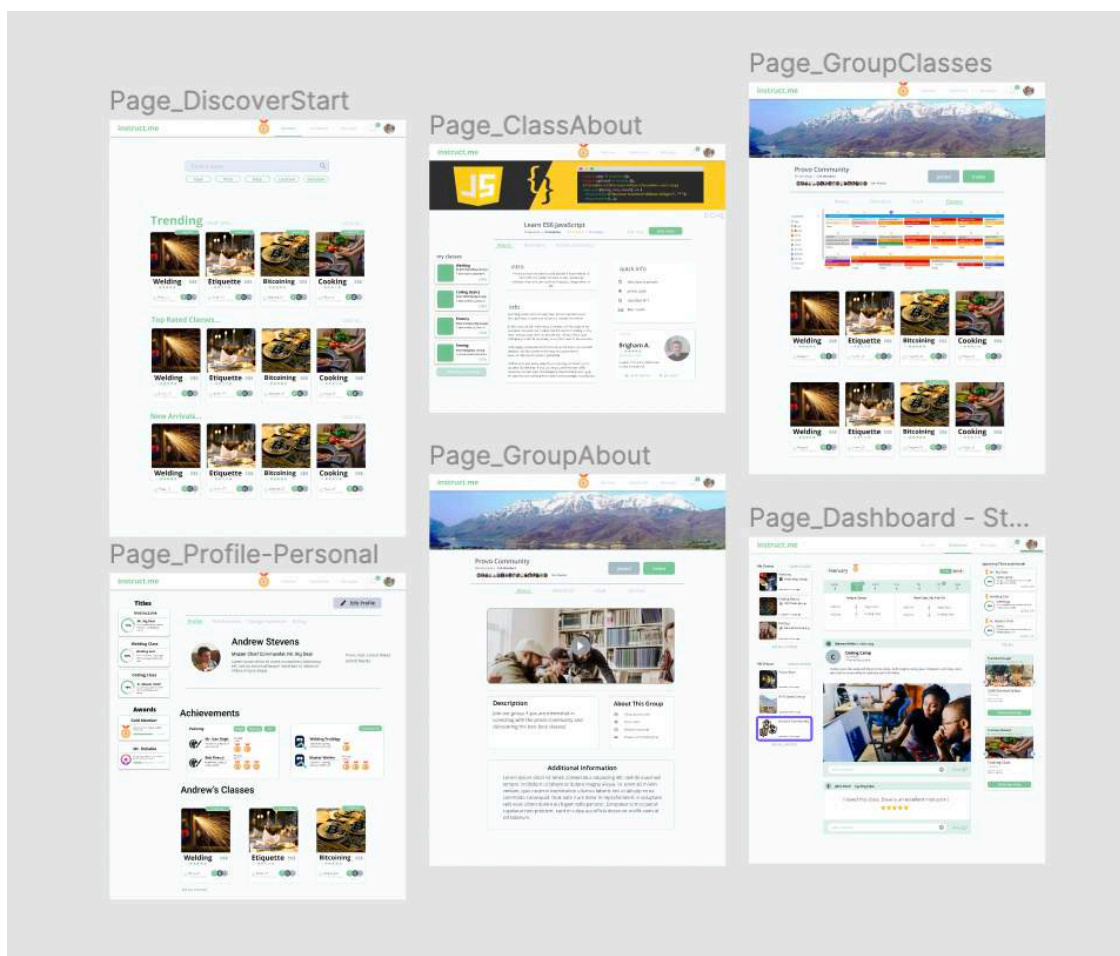


Figure 9.1

MOBILE DESIGNS

After completing the desktop designs, we moved on to mobile versions of the website pages. A challenge that we encountered was recreating each of the pages on a screen significantly smaller. We had to redesign many of the components of the desktop version to make the mobile version look good and readable. Following the same iterative processes used to create the desktop design, we were able to develop all the necessary mobile pages. With our finalized designs, we were able to use Figma to add functionality to the prototype. In order to ensure we had all the features and functionality necessary, we created a list of user tasks that the app should be able to fulfill. After adding any missing functionality, we went through each task with our sponsor and determined the mobile designs were finally finished.

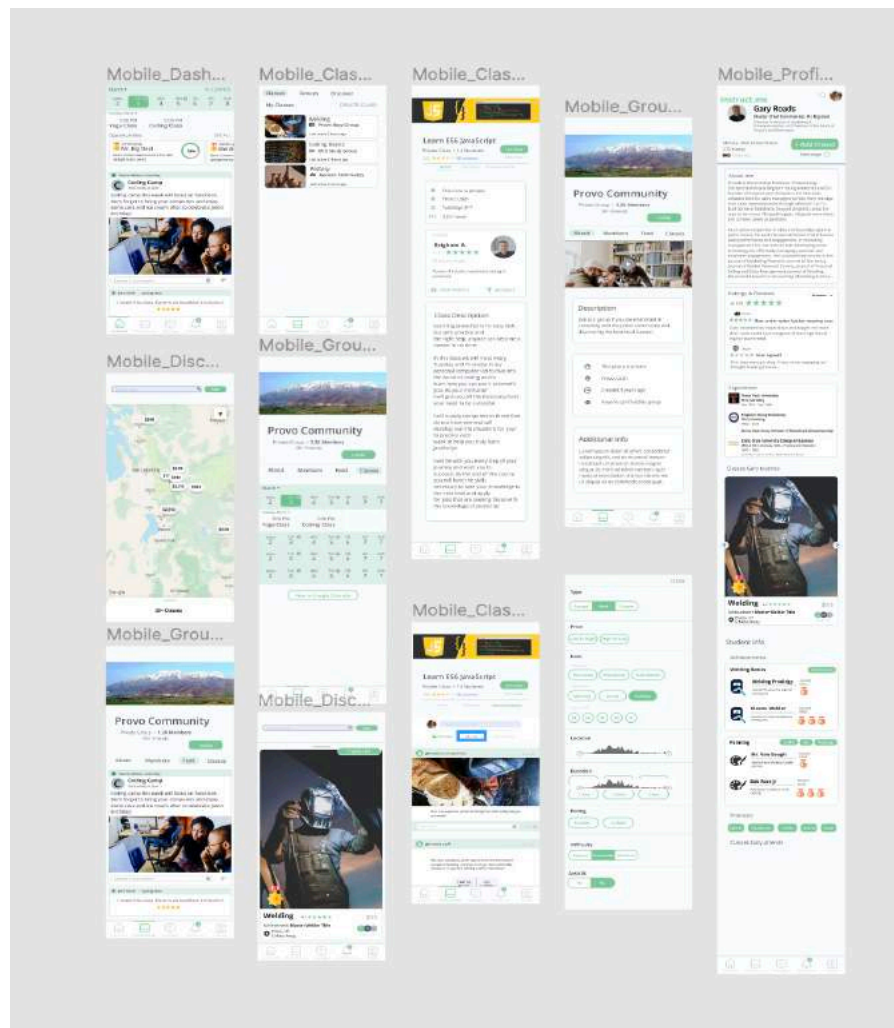


Figure 10.1

After finalizing our mobile design, we started to code the project out in Flutter Flow. Flutter Flow is a program that focuses on the creation of mobile app designs. It was perfect for us to use because we wanted to code out the app first. The main deliverable for us was to design the site and working on the code was just a bonus. We began working on the code but did not end up getting very far because of the semester ending and the opportunity to meet with Angel Studios. We decided to put all our efforts towards making a great demo and having a good presentation. Below is an example of one of the pages we created in FlutterFlow.

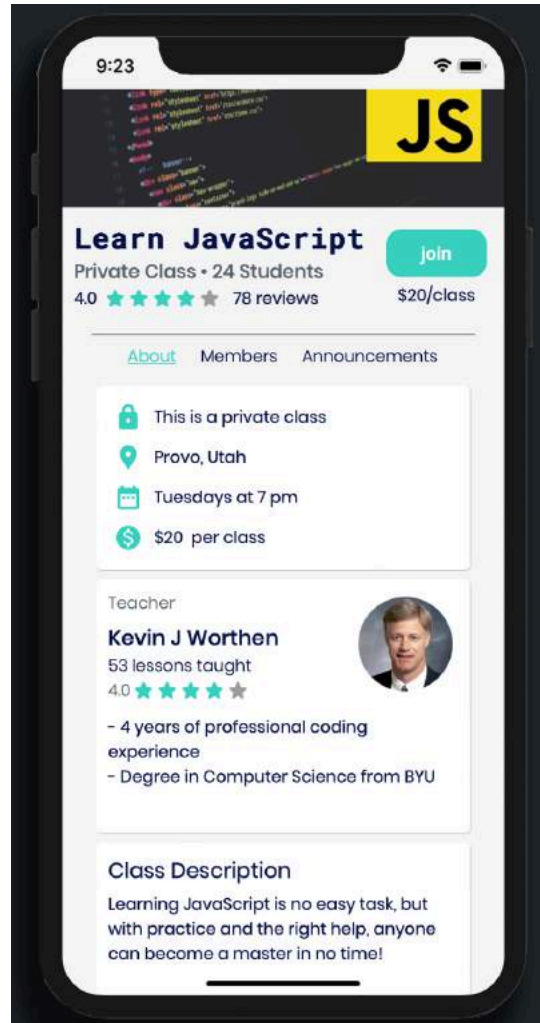


Figure 11.1

After we completed the mobile designs, we worked on a sales pitch to deliver to Angel Studios to see if we could strike interest with the CEO there. Our intentions were to help Neal (the CEO of Angel Studios) to see the benefits of Instruct.me and to see how it could potentially benefit his company. We wanted to see if Neal would like it enough to sponsor our efforts in building this new software. We created mobile designs of our site that were specifically tailored to Angel Studios. These designs were meant to showcase a man named Nolan who just wanted to get into the film industry but didn't know how. We explained, in the sales pitch, how difficult it is for aspiring filmmakers to get noticed and make money. Through our software, Nolan was able to find a class that taught about red cameras, meet people interested in filmmaking, create lasting connections, find out about film education week, and eventually make a movie with the connections he was able to create. At the end of the presentation, we showed Nolan's new movie on Angel Studios website. Our intention was to have Nolan be the hero in the story and make this sales pitch more engaging and entertaining.

After we finished presenting, Neal expressed to us that Instruct.me wasn't something that would benefit Angel Studios at the moment. Since we only had a week to prepare the presentation and only knew high-level about their business, we didn't realize how well they're doing in idea generation. They get 2-3 torches (potential movies to crowd fund) a day, and they have to turn most down. Instead, they have a problem with creating a community within their pool of users. He did graciously give us important advice on how we make a splash in the industry. He told us the story of Uber and how they started on just one street in Los Angeles and waited until there was a tipping point before Uber moved on to bigger areas. The tipping point of Uber was when a person could get on the Uber app and have an Uber driver on that street in less than 15 minutes. He related that story to Instruct.me. He told us to start extremely small and only grow when we hit the tipping point. Neal was also able to give us leads to other potential sponsors. From this we determined that Instruct.me needed to start with a small group of homeschool moms and work our way up from there.

(See Appendix for a look at the presentation content)

CONCLUSION

Great strides have been made since our team has first set out on helping Instruct.me develop an industry-standard platform for discovering and facilitating localized learning. We had to shift our focus a good amount before we found the right direction. Originally, we were under the impression that we would jump straight into coding the project. However, we realized our time would be better spent designing first in a lower fidelity environment such as Figma where testing and iterating over different designs would be faster. Once we made the shift to Figma, we decided to make all the desktop designs. We later found out when we started to shift towards coding in flutter that the app would be catered to mobile, so we went back to Figma and made mobile designs. After creating those, we then found out that we'd be able to meet with Angel Studios to try to make a partnership or generate funding, so we re-customized our mobile designs to fit the Angel Studios branding. Finally, we've reached the point where we are extremely confident with our current mobile designs. They've been refined from countless desktop iterations, slimmed down to fit on the mobile screen, and been critiqued by ourselves and test users.

We look forward to continued involvement even after this on-campus internship ends so we can see this project through till we can have the app completely coded out. The road ahead is unsure for Instruct.me, though we're confident that we are headed in the right direction. If we keep our target market small for now (homeschool mothers) and truly cater to them and their needs, we're confident that we can create a minimally viable product that they'll truly enjoy. Over time we can expand back out to a platform that facilitates all kinds of localized learning.

1

Navigate between classes, groups, and discover pages (3 related pages all dealing with access your current classes/groups and finding new ones)

Search for classes/groups by name or local (narrow your search results)

Demo_DiscoverSearch



Filter search results to:

- Just show classes or just show groups
- Sort by rating
- Sort by distance
- Only see days/times that work with your schedule
- Difficulty level

Swipe left/right to see other classes (inspired by Mutal to make the app more fun).
Swipe up to bookmark/save the class, swipe down to expand open a map view in place of the card view (see next screenshot)

Bottom navigation bar -
Navigate between main pages in site (Dashboard, Classes/Groups, Messages, Notifications, and Profile)

2

Swipe up to return to
previous card view

Demo_DiscoverMap



With the visual reference of
location, see pins of the
different classes and their
associated costs (can
customize what is being
shown on the pin -- could be
rating/time)

3

Snapshot of week's schedule
for classes joined

See which awards I currently
have and am working to
upgrade or ones I'm looking
to get in the first place.

Leave comments on or
share a post

Demo_Dashboard



Universal search bar -- if you
want to quickly find a class/
group you're in or want to
join without navigating to
another page, just search
for it.

Can also be used to find
people you'd like to add as
friends (so you can see their
classes and get their
updates in your feed).

User's dashboard feed --
Shows relevant posts for
them that they've
subscribed to (posts from a
class or group or friends).
Can be used to make
announcements of
upcoming classes, do polls
so teacher's can gauge how
to prepare, ratings so users
can find how their friends
are liking their classes, etc.

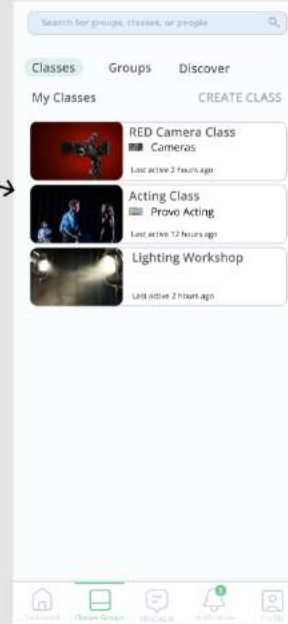
Clicking on a post's main
area will take you to the
page of whoever made the
post (the class/group/profile
page).

4

List of current classes.

Clicking on a card will take you to its respective class page for more details.

Demo_Classes



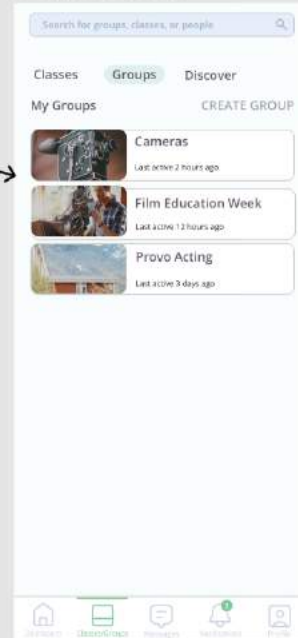
Create a new class (you'll become the instructor by default of this new class unless you otherwise specify)

5

List of current groups.

Clicking on a card will take you to its respective group page for more details.

Demo_Groups



Create a new group (you'll become the admin by default of this new class unless you otherwise specify)

6

Demo_ClassAbout

Search for groups, classes, or people

RED Camera Class
Private Class • 14 Students
3.5 ★★★★★ 98 reviews
\$20 / class

Quick info for the class.

- This class is private
- Provo, Utah
- Tuesdays @ 7
- 155 \$20 / week

Teacher
Scott Cook
★★★★★
10 classes taught
Decades of industry experience in film production, along with a PhD from BYU in Media Arts
[VIEW PROFILE](#) [MESSAGE](#)

This is the teacher profile. You can message them directly or view their profile.

Class Description
Students will learn how to affectively operate RED cameras, and develop all the necessary skills to create high quality footage.
This course will allow you to become familiar with new and helpful ways of receiving films. Students will be able to evaluate and analyze films in a variety of contexts.

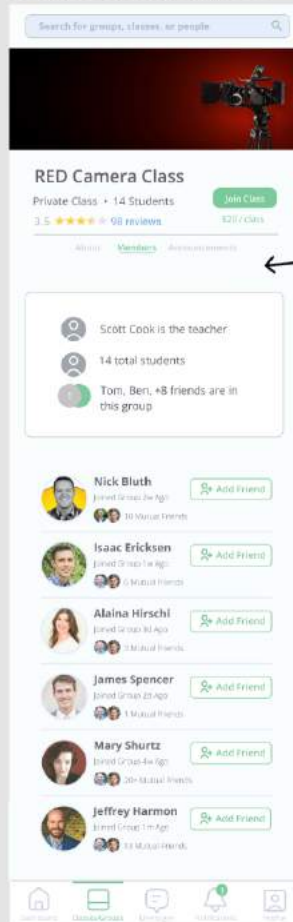
Objectives
In small teams, students will film a 10-minute short-film throughout the course using RED cameras.

Here you will find a quick class description and the objectives for the class.

Home Dashboard Groups Messages Notifications Profile

7

Demo_ClassMembers



This page shows you friends that are in this class and others who are attending.

8

Demo_ClassAnnounc...



Here is the feed for the class.

Post an announcement to the announcement page here. Once you type it out and post it, it will be sent to your teacher to be approved.

You can also post a poll as a teacher to get real time feedback from students.

9

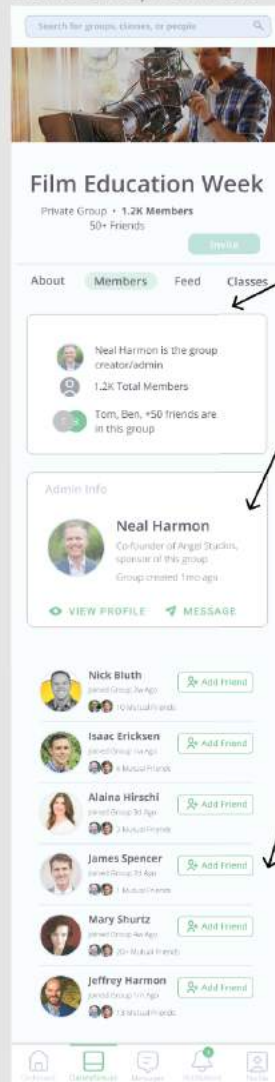
Here you will find a brief description, quick info, and additional information about the group.



As a Group Leader, you can post a video to showcase your group.

10

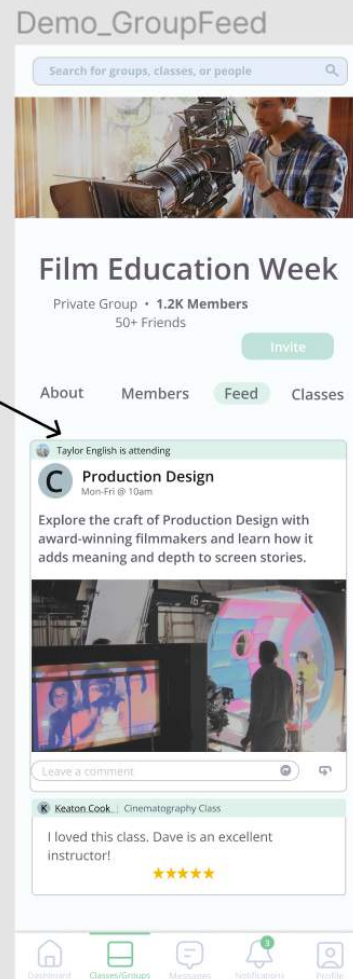
Demo_GroupMembers



The members page will show users quick info about the group, who the admin is (Group Leader), and it will show the other members in the group.

11

Here is the feed for the group. Members can post information here for other group members to see (with approval from Group Leader). You can also post polls to see if group members would like a specific class to be taught or other things you would like feedback on.



12

Demo_GroupClasses

Search for groups, classes, or people



Film Education Week

Private Group • 1.2K Members
50+ Friends

Invite

About Members Feed **Classes**

March

MON	TUE	WED	THU	FRI	SAT	SUN
2	3	4	5	6	7	8
Tuesday, March 3						
10:00 AM Prod. Design		2:00 PM Acting		5:00 PM Cinematography		
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

[View in Google Calendar](#)



Production Design
Last active 2 hours ago



Acting
Last active 12 hours ago



Lighting Workshop
Last active 2 hours ago

Home My Groups Messages Notifications Profile

Classes can be associated with groups. This calendar shows classes that the group has.

13

Demo_ProfileView

This is where you can add information about yourself

Here you can add your experiences.

Ratings for your classes can be found.

This is where viewers can find the classes you teach.

Here will be achievements that can be won by participating in classes or using the website.

Search for private classes or people

Scott Cook
Camera Master, Big Deal
Investment Consultant & Engagement
Specialist in USA, UK, Australia, Canada,
Portugal and many more

Winnipeg, United States
178 friends
Add Friend
Message

About me
I'm a multi-disciplinary professional with over 10 years of experience in the field of photography, videography, and social media marketing. I have worked with a variety of clients, including small businesses, non-profits, and large corporations. My passion for photography and video has led me to create a successful business that allows me to share my talent and creativity with the world. I am currently looking for new challenges and opportunities to grow my business and serve my clients better.

Ratings & Reviews
4.5/5
Best class I've had
I've taken many classes and this one was the best. The instructor was very knowledgeable and the class was well organized. I highly recommend this class to anyone interested in photography.

Education
Texas Tech University
BS in Marketing
2010 - 2014
Baylor University
MBA in Marketing
2014 - 2016
Texas State University College of Business
MS in Marketing
2016 - 2018

Classes Scott teaches
2 Available
RED Camera Class \$55
Achievements: Rising Star
Photo, US
Camera, Any

Student info
Achievements
Welding Basics Completed
Welding Prodigy
Master Welder
Painting Completed
Mr. Van Dijk
Bob Ross Jr.

Interests
Sports, Technology, Music, Film, Food

APPENDIX

1. Links/References to websites of competitors or inspirations

1.1. [Facebook](#)

1.2. [Airbnb](#)

1.3. [Instagram](#)

1.4. [MasterClass](#)

1.5. [Wyzant](#)

1.6. [Superprof](#)

2. Links to Figma Designs

2.1. [Figma Decisions Page](#)

2.2. [Figma Screen Research Page](#)

2.3. [Figma Designs Page \(Main Area for Designs\)](#)

2.4. [Figma User Guide Page](#)

3. User Stories

3.1. Screenshot of User Stories

Structure	Cade's Ideas	Bryson's Ideas	Brandon's Ideas	Brigham's Ideas
As a [] I want to [] so that []				
Examples:				MAIN TWO NEEDS – Class Details & Notifications
As a student I want to see which classes I have next so that attend them on time.	As a poor college student I want to be able to find affordable classes so that I can be involved in my community while still being able to pay for my other needs.	As a mom I want to view which other moms are taking what classes so that I can take them with them.	As a teacher I want a messaging system that is easy to use so I can use my time planning a lesson instead of figuring out how to use the messaging system.	As a teacher I want to see how many students will be attending my class so I can gauge how personalized my lesson will be. (for a retired professor, they can get a feel ahead of time if it will be more similar to a lecture or office hours).
As a student I want to see what is required to attend a class so I can know if I am qualified to join.	As a busy person I want to filter for quick short classes so that I can fit new classes in my busy schedule.	As a mom I want to see what classes my kids friends are taking so that I can put my kids in those classes.	As a teacher I want a survey that can be sent to students who attend my class so that I can know what to improve on.	As a teacher I want to see the ages of my students about to attend class so I know how advanced I should make my teaching.
	As an elderly person I want to be able to navigate and use the website/technology with ease so that I don't get confused or end up not knowing how to start or take a class.	As a mom I want to know the difficulty of every course so that I can sign my kids up for valuable courses to help them learn.	As a teacher I want assurance that people will actually come to my class so that I can be excited to teach.	As a teacher I would like to see a calendar view (maybe linked directly with my personal calendar) of when I teach classes so that I can plan my schedule around my teaching.
	As a mom I want to see if other adults are supervising a class or see if the class is in a public location so that I know my child is safe.	As a mom I want to know the difficulty of every course so that I can know if my child is able to take a specific course.	As someone planning a neighborhood event, I want to be able to invite the people I want to invite so that I don't get random people showing up to my house for no reason other than to eat my free food.	As a mom for my student I would like to see a calendar view (maybe linked directly with my personal calendar) of when I teach classes so that I can keep track of when I need to take my kids to their lessons and know when they'll be gone.
	As a student I want to read a short bio about the teacher so that I can see their credentials and determine whether or not I think the class is worth signing up for.	As a student I want to be able to sort the courses by price so that I can see what I can afford.	As a student I want to see a rating system of the teachers and classes so I can feel like I am getting the best deal for what I'm paying for.	As a mom for my student I want my kid to be able to mark that they'll be absent a head of time so that if they're sick or there's scheduling conflicts, I don't have to pay for a lesson they didn't receive (also to be courteous to the teacher).
	As a student I want to see a map of where the classes are so that I don't have to keep googling every single address for the different classes	As a student I want to view ratings for each class so that I can see what classes are the best to take.	As someone planning a neighborhood event, I want to be able to assign people things to bring so I can run an organized event and save money.	As a mom for my student I want to be notified for upcoming lessons so that I nor my student forgets about them and pays for a lesson that went unattended.
	As a teacher I want to promote my class and advertise so that I can grow my student base	As a student I want to see what classes are available so that I can sign my kids up for valuable courses to help them learn.	As a student I want to have a streamlined payment process (kinda like venmo) so that I don't get unmotivated going to a class because of the difficulty of paying for it.	As a teacher I want to be notified of or quickly see the changes to these planning on attending my classes so that I can adjust my teaching style accordingly.
	As a student I want to see suggested or top rated classes near me so that I don't miss out on the community's favorite classes	As a student I want to be able to sort the courses by category so that I can view courses that fit my interests levels.	As a student I want to find a class in less than 5 minutes so I don't get unmotivated spending an unnecessary amount of time on my phone	As a student I would like the ability to withdraw from a class entirely so that if by taking the course I come to find out that I have no interest in it, I don't have to keep wasting my time and the teacher's by attending the class.
	As a teacher I want to have a way to communicate with the class so that if any plans change I can efficiently reach out and update them.	As a teacher I want to see guides on how to better teach so that I can truly help people learn.	As a student I want a brief summary or video of what I would learn in a class so I can have a good expectation of what I will be learning.	As a mom I want to see a list of my child's classmates so that I can see who else in the neighborhood is taking the class and talk with the other moms about the kids' experiences.
	As a teacher I want to be in touch with other teachers or have access to suggestions for teachers so that I can ensure that I am being the best teacher I can be and satisfying the students' expectations.	As a teacher I want to see guides on how to better teach so that I can truly help people learn.	As a mom I want to see a background check of the teacher my child is going to so I can feel at ease with my child going to a stranger's house	As a young teenager sharing my skills (like Michael from example 2), I want to see statistics about how many attendees of my introductory course went on to sign up for my extended course, so that I can test different intro lessons and find the one with optimal conversion rates (make more money).

4. Screen Ideas

4.1. Potential Screens (Individual Brainstorms)

Potential Screens (Individual Brainstorms)

Brigam's Screen Ideas

Each of the grey rectangles are the different SSAT/IS/sections of the website. A user is always in 1 of the 3 states.

Visitor	Teacher	Student
<p>GOAL OF SECTION: Provide visitor with enough info that they are ready to setup account/ sign up for class</p> <p>Login Page: About 2x</p> <ul style="list-style-type: none"> In here or as a separate page, allow visitors of how user problems were solved Connect to... Search/View classes Search/View classes nearby See teacher info for each class (display name, age, payment) 	<p>GOAL OF SECTION: Give teachers ability to track/manage their classroom as they can plan ahead for their class.</p> <p>Sorter/Messaging Hub</p> <ul style="list-style-type: none"> Talk to students one-on-one or group messages in a comment <p>Dashboard</p> <ul style="list-style-type: none"> See requested classes See feedback after lessons See students info (name, address, names, ages, concerns) Be notified / see latest changes to classes (new/ departing students) See this in about course (see analytics, attendance, etc.) See calendar of class schedules <p>See students info (numStudents, names, ages, concerns)</p>	<p>GOAL OF SECTION: Give students ability to connect with friends about classes and to enhance their connection with teachers.</p> <p>Friends/Community (Social/ Messaging Hub)</p> <ul style="list-style-type: none"> Find friends nearby Search friends by location Add friends See which classes friends are taking / want Option to notify friends when you enroll in a class / leave a class Teacher Talk Talk to teacher one-on-one or group messages in a comment Discover new classes or teachers nearby Request classes you'd like to take / leave comments Give feedback after lessons <p>Enroll in class (Drop class / mark absent a week / See calendar of classes)</p>

Biggest problems / biggest user goals (high level):

- Home-school mom - Making sure my kid gets a good education
- Retired professor - Find a way to impact others' lives through teaching
- Young Holiday - Make a name for myself and my craft

Cad's Pages

Make it appealing! General intro, introduce the project mission statement, something to encourage ppl to sign up, easy info navigation (explore, create, myprofile, mycalendar)

Explore Page MAP VIEW

Create Page Teachers can register to start a class of their own

***ability to DM teachers and ask questions about classes?**

users have the option to make their info public/private

Bryson's Screen Ideas

4.2. Potential Screens (Sponsor Brainstorm 1/12)

Potential Screens (Sponsor Brainstorm 1/12)

Swim Lane View

Each of the grey rectangles are the different SSAT/IS/sections of the website. A user is always in 1 of the 3 states.

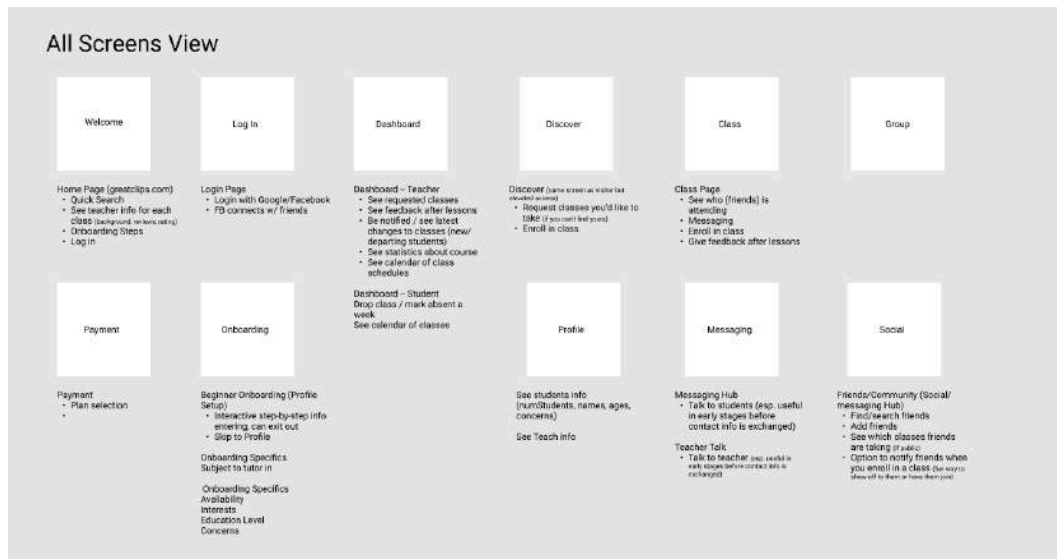
Visitor	Teacher	Student
<p>Home Page (greatclips.com)</p> <ul style="list-style-type: none"> Quick Search See teacher info for each class (experience, reviews, rating) Onboarding Steps Log in <p>Login Page</p> <ul style="list-style-type: none"> Login with Google/Facebook FB connects w/ Friends 	<p>Beginner Onboarding (Profile Setup)</p> <ul style="list-style-type: none"> Interactive step-by-step info entering, can exit out Skip to Profile <p>Onboarding Specifics</p> <ul style="list-style-type: none"> Subject to tutor in <p>Messaging Hub</p> <ul style="list-style-type: none"> Talk to students (step: available early stages before connections is exchanged) <p>Dashboard</p> <ul style="list-style-type: none"> See requested classes Be notified / see latest changes to classes (new/ departing students) See statistics about course See calendar of class schedules <p>See students info (numStudents, names, ages, concerns)</p>	<p>Onboarding Specifics</p> <ul style="list-style-type: none"> Availability Interests Education Level Concerns <p>Discover (same as above but filtered by filters)</p> <ul style="list-style-type: none"> Request classes you'd like to take (if you can't find more) Give feedback after lessons Enroll in class <p>Class Page</p> <ul style="list-style-type: none"> See who (friends) is attending Messaging Enroll in class <p>Friends/Community (Social/ Messaging Hub)</p> <ul style="list-style-type: none"> Find/ Search friends Add friends See which classes friends are taking / want Option to notify friends when you enroll in a class (this way is done after the class has started) <p>Teacher Talk</p> <ul style="list-style-type: none"> Talk to teacher one-on-one or group messages in a comment <p>Dashboard</p> <ul style="list-style-type: none"> Drop class / mark absent a week See calendar of classes

Main things:

- Messaging platform
- Dashboard for student and teacher
- Good details for homepage (trending classes via zip code)
- Not signing up till you find a class
- Calendar in dashboard
- Search for classes page by filters
- Onboarding for teacher and user
- Easy to create a class or sign up for class
- Can see locations for events (map view)
- Have one account so you can be a student or teacher (Student)

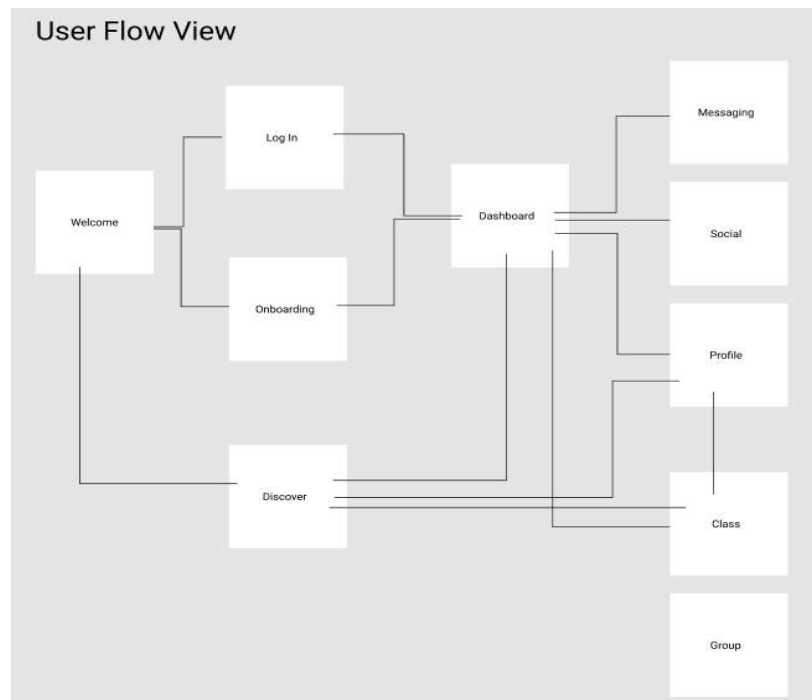
5. Final Screen Views

5.1. All Screens View



6. User Flow

6.1. User Flow View

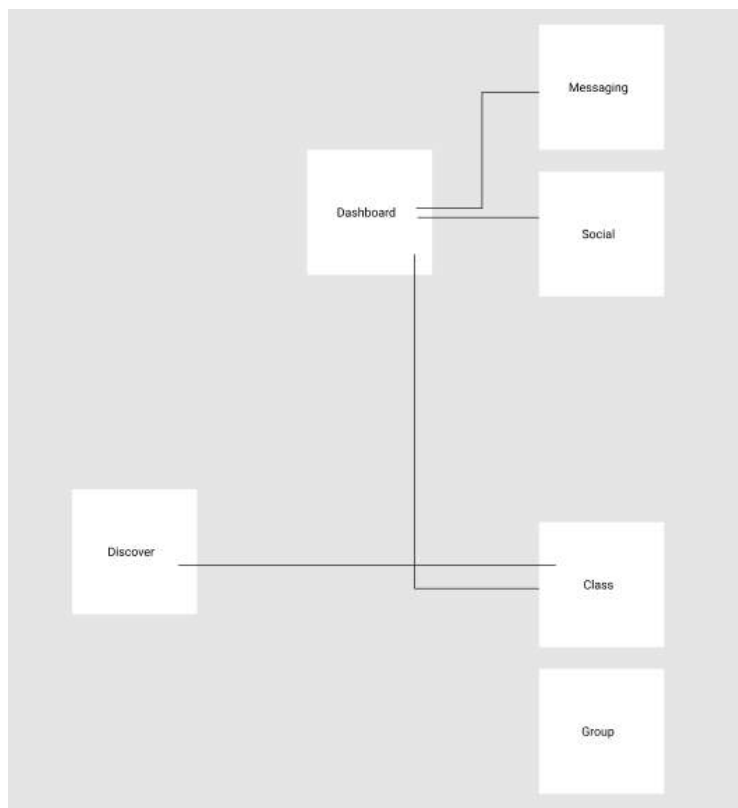


7. Screen Inspiration and Core Page

7.1. Screen Inspiration

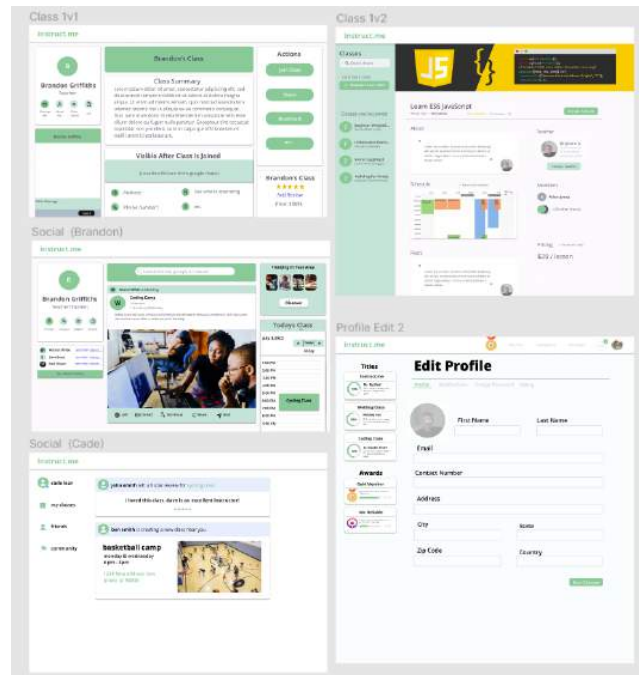
Page	Screen Shot	Link	Description	Page	Screen Shot	Link	Description	Page	Screen Shot	Link	Description
Home Page			Home Page	Home Page			Home Page	Home Page			Home Page
Discover			Discover	Discover			Discover	Discover			Discover
Class			Class	Class			Class	Class			Class
Group			Group	Group			Group	Group			Group
Messaging			Messaging	Messaging			Messaging	Messaging			Messaging
Social			Social	Social			Social	Social			Social
Dashboard			Dashboard	Dashboard			Dashboard	Dashboard			Dashboard
Profile			Profile	Profile			Profile	Profile			Profile
Settings			Settings	Settings			Settings	Settings			Settings
Help			Help	Help			Help	Help			Help
Privacy			Privacy	Privacy			Privacy	Privacy			Privacy
Terms			Terms	Terms			Terms	Terms			Terms
Feedback			Feedback	Feedback			Feedback	Feedback			Feedback

7.2. Core Pages

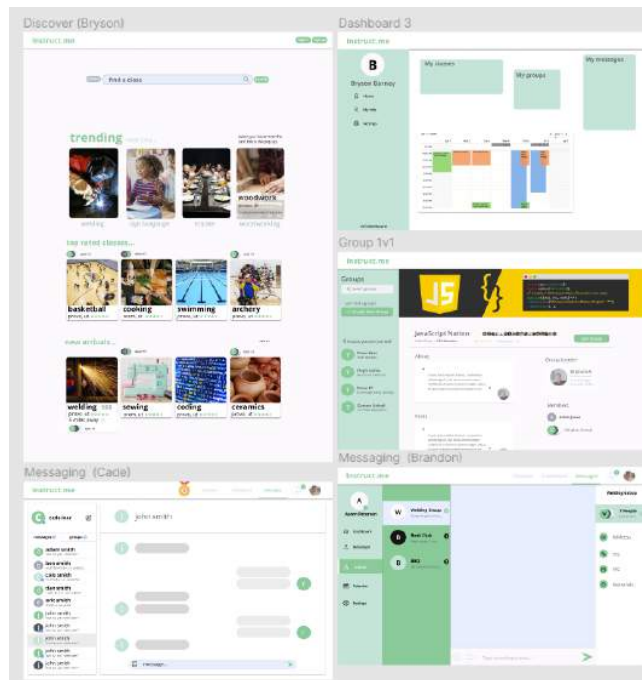


8. Original Website Designs

8.1. Original Website Designs - Screenshot 1

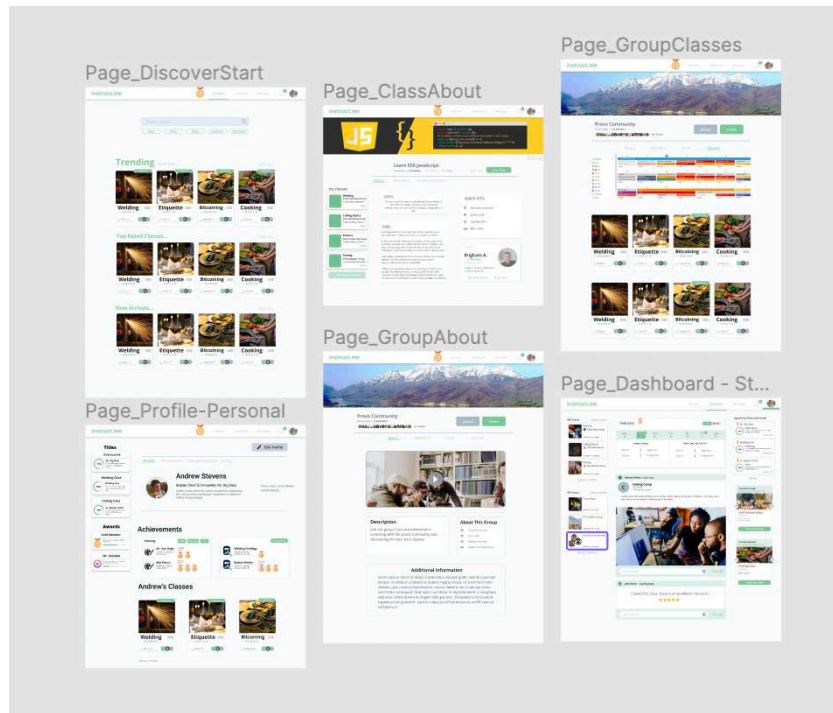


8.2. Original Website Designs – Screenshot 2



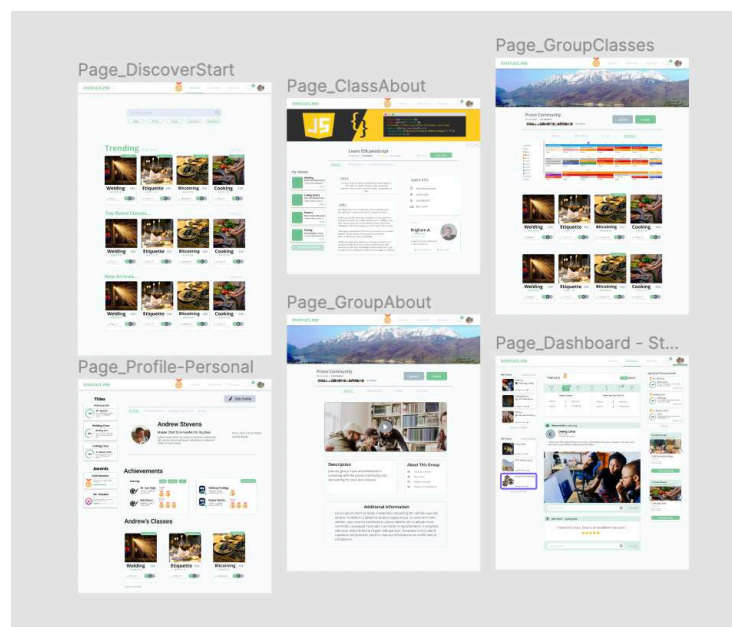
9. Updated Website Designs

9.1. Updated Website Designs Screenshot



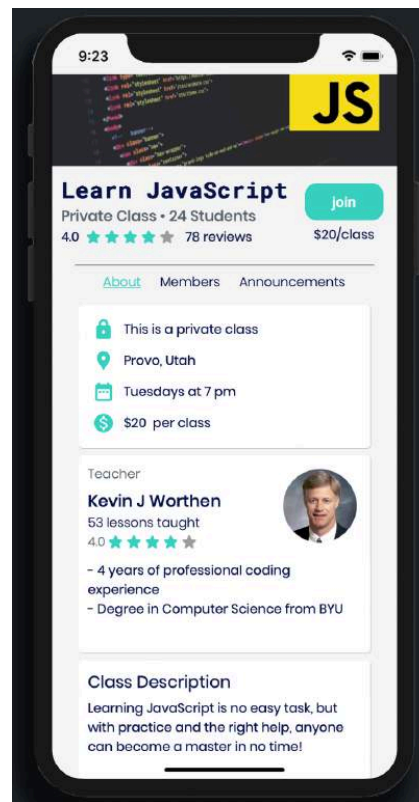
10. Mobile Designs

10.1. Mobile Designs Collage



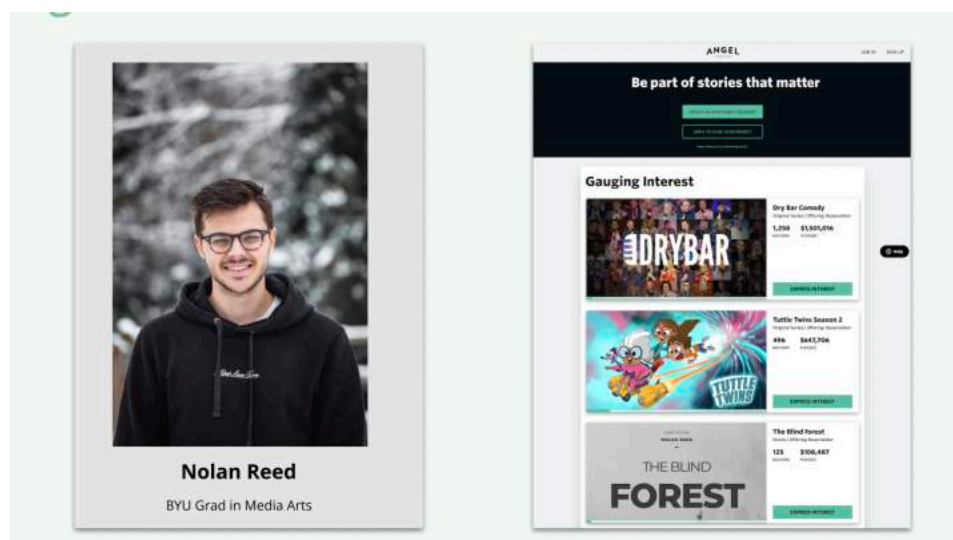
11. Flutter Flow

11.1. Flutter Flow Screenshot

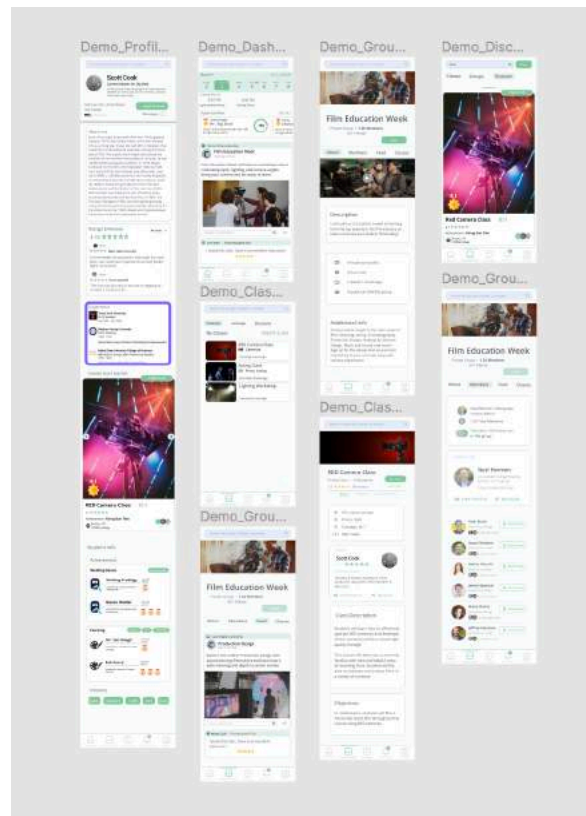


12. Angel Studios Sales Pitch

12.1. Angel Studios Demo Persona (Nolan)

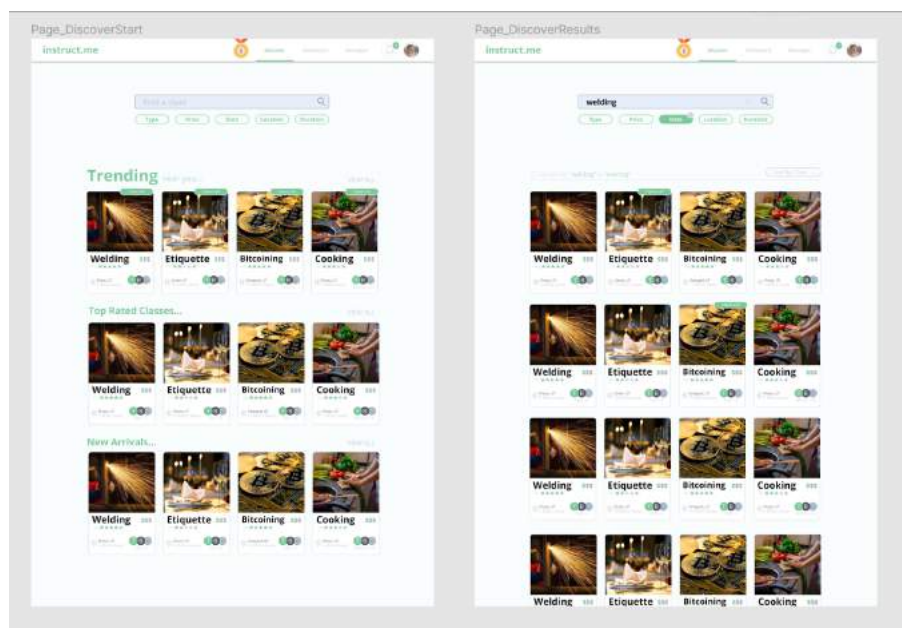


12.2. Angel Studios Demo Screen Designs



13. Desktop Screenshots

13.1. Discover Page



13.2. Dashboard Page

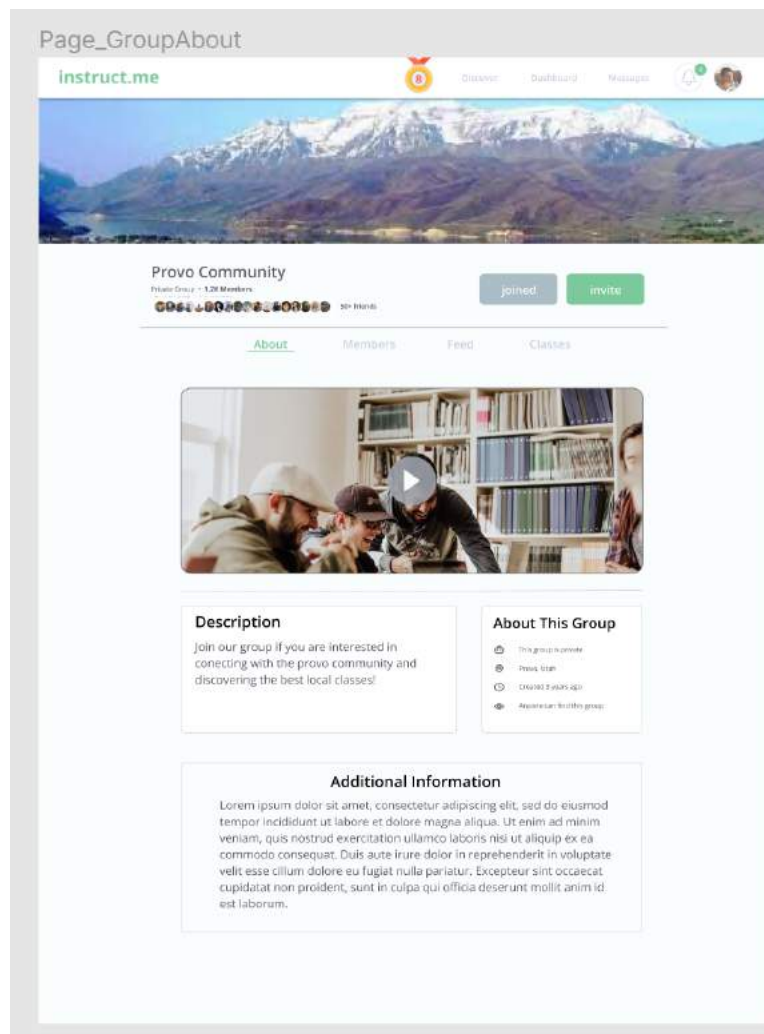
Page_Dashboard - Style Update

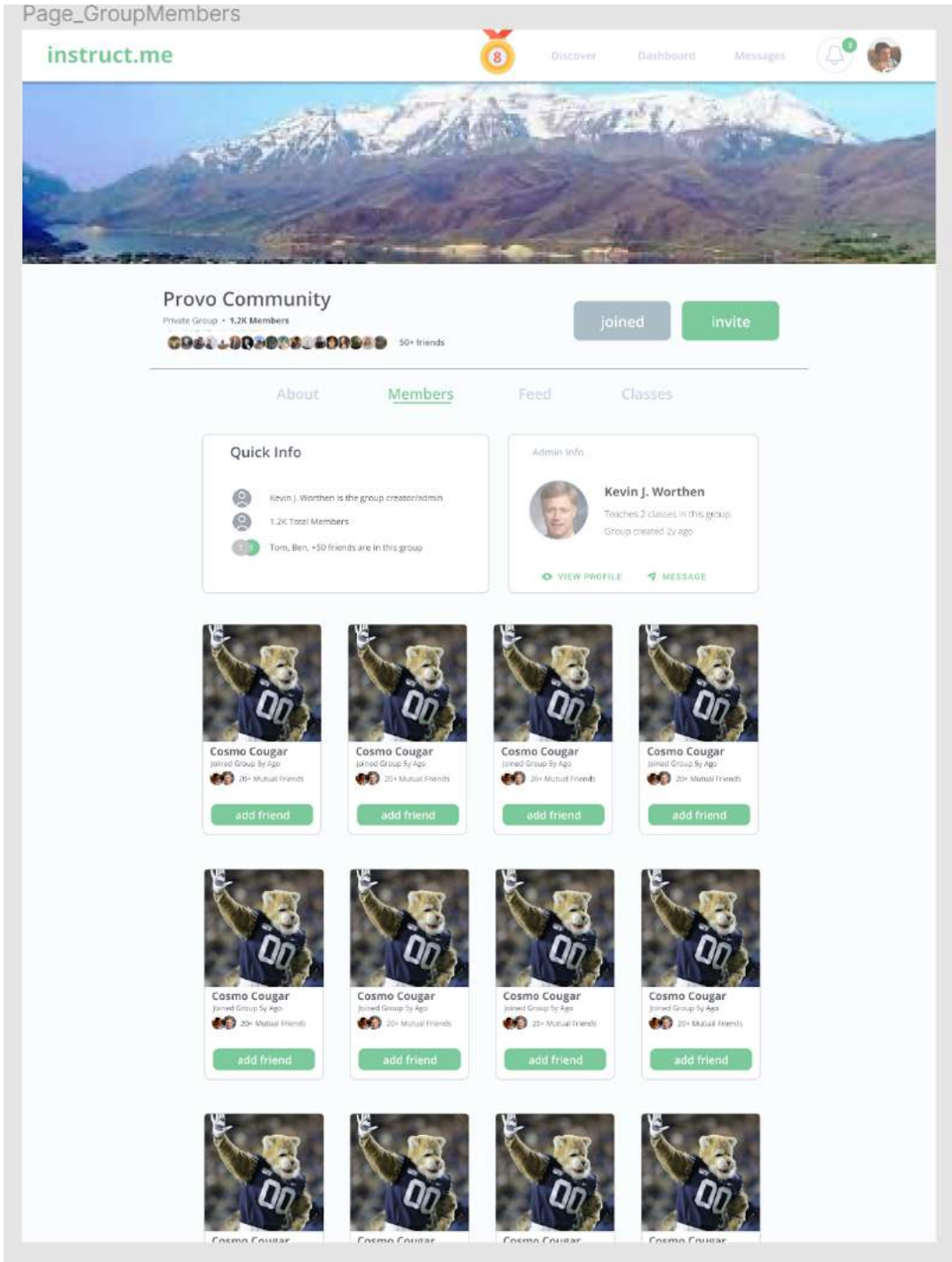
The dashboard page for instruct.me features a clean, modern design with a green and white color scheme. The header includes the 'instruct.me' logo, navigation links for 'Discover', 'Dashboard', and 'Messages', and a user profile icon. The main content area is divided into several sections:

- My Classes:** A list of classes the user is enrolled in, including 'Welding', 'Coding Basics', and 'Pottery'. Each class entry shows a thumbnail, the class name, and the last active time.
- My Groups:** A list of groups the user is part of, including 'Provo Boyz', 'BYU Study Group', and 'Generic Community'. Each group entry shows a thumbnail, the group name, and the last active time.
- February Calendar:** A calendar view for the month of February, showing the user's schedule. It includes a 'Today's Classes' section with a timeline for 'Yoga Class' and 'Coding Class', and a 'Next Class: Sat, Feb 7th' section.
- Upcoming Titles and Awards:** A section showing upcoming titles and awards, including 'Mr. Big Deal', 'Welding God', and 'Sr. Master Chief'. Each entry shows a progress bar and a 'LEVEL UP' button.
- Find New Groups!** A section with a carousel of group thumbnails, including 'Utah Survival Group' and 'Cooking Class'. Each entry shows a 'Check out Group' button.
- Find New Classes!** A section with a carousel of class thumbnails, including 'Cooking Class'. Each entry shows a 'Check out Class' button.

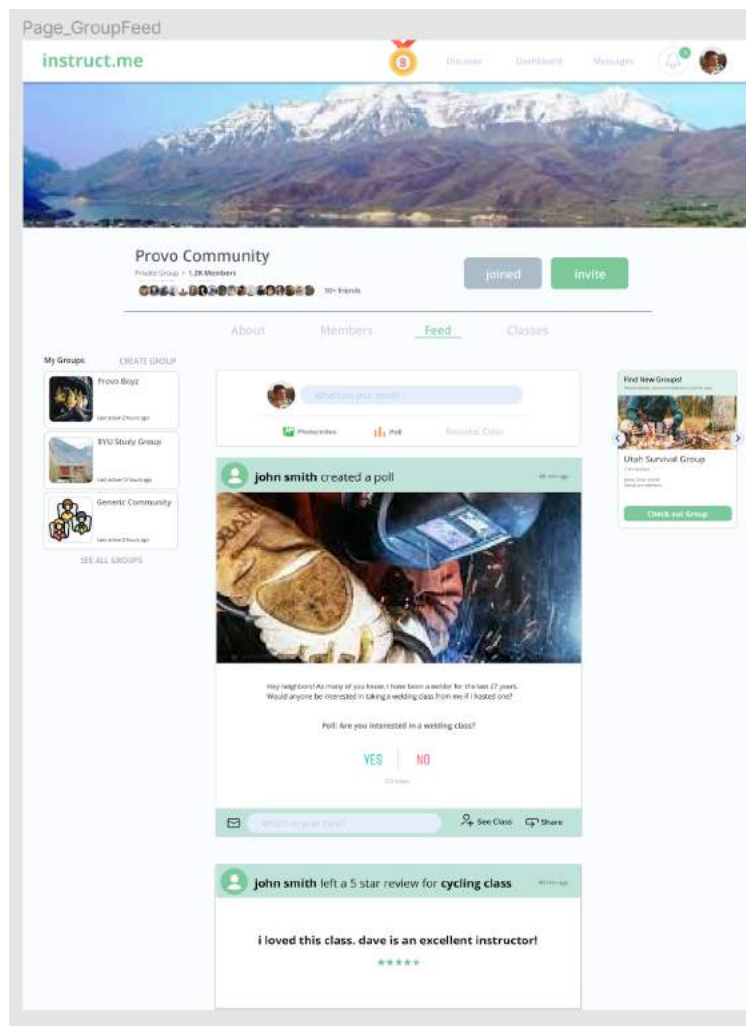
The central part of the dashboard features a large card for the 'Coding Camp' event, which is currently ongoing. The card includes a title, a description, a photo of participants, and a comment section where users can leave feedback. Below the 'Coding Camp' card, there is a section for 'John Smith - Cycling Class' with a comment and a star rating.

13.3. Group (About) Page





13.5. Group (Feed) Page



13.6. Group (Classes) Page

Page_GroupClasses

instruct.me

Discover Dashboard Messages

Provo Community
Private Group • 1.2K Members

joined invite

50+ friends

About Members Feed **Classes**

Class	13	14	15	16	17	18	19
Welding	13	14	15	16	17	18	19
Etiquette	13	14	15	16	17	18	19
Bitcoin	13	14	15	16	17	18	19
Cooking	13	14	15	16	17	18	19

Welding \$55
★★★★★
Provo, UT 5 Miles Away

Etiquette \$55
★★★★★
Orem, UT 10 Miles Away

Bitcoin \$55
★★★★★
Vineyard, UT 15 Miles Away

Cooking \$55
★★★★★
Provo, UT 5 Miles Away

Welding \$55
★★★★★
Provo, UT 5 Miles Away

Etiquette \$55
★★★★★
Orem, UT 10 Miles Away

Bitcoin \$55
★★★★★
Vineyard, UT 15 Miles Away

Cooking \$55
★★★★★
Provo, UT 5 Miles Away

13.7. Class (About) Page

Page_ClassAbout

instruct.me

JS { }

```
const app = express();
const upload = multer();
// Enable CORS (see https://enable-cors.org)
app.use((req, res, next) => {
  res.setHeader("Access-Control-Allow-Origin", "*");
  next();
});
```

Learn ES6 JavaScript

Private Class • 14 Students • 3.5 ★★★★★ • 88 reviews • \$20 / class • [Join Class](#)

About Members Announcements

my classes

- Welding**
From Provo Regt Group
3 new announcements
[VIEW](#)
- Coding Basics**
From BYU Study Group
1 new announcement
[VIEW](#)
- Pottery**
From Community Group
1 new announcement
[VIEW](#)
- Sewing**
From Neighbor Group
no new announcements
[VIEW](#)

[See More Classes](#)

intro

Have you ever wanted to code but don't know where to start? Join this hands-on class to learn JavaScript and learn how you can use it to bring your imagination to life.

info

Learning JavaScript is no easy task, but with practice and the right help, anyone can become a master in no time.

In this class we will meet every Tuesday and Thursday in my personal computer lab to dive into the world of coding and to learn how you can use it to benefit you. As your instructor, I will give you all the necessary tools you need to be successful.

I will supply computers to those that do not have one and will develop real life situations for you to practice with each week to help you truly learn JavaScript.

I will be with you every step of your journey and want you to succeed. By the end of this course you will have the skills necessary to take your knowledge to the next level and apply for jobs that are seeking those with the knowledge of JavaScript.

quick info

- this class is private
- provo, utah
- tuesdays @ 7
- \$20 / week

Brigham A.

32 lessons taught
4 years of industry experience coding in JavaScript

[VIEW PROFILE](#) [MESSAGE](#)

13.8. Class (Announcements) Page

Page_ClassAnnouncements-Unenrolled

instruct.me

JS { }

```
const app = express();
const upload = multer();
// Enable CORS (see https://enable-cors.org)
app.use((req, res, next) => {
  res.setHeader("Access-Control-Allow-Origin", "*");
  next();
});
```

Learn ES6 JavaScript

Private Class • 14 Students • 3.5 ★★★★★ • 88 reviews • \$20 / class • [Join Class](#)


About Members **Announcements**

my classes

- Welding**
From Provo Regt Group
3 new announcements
[VIEW](#)
- Coding Basics**
From BYU Study Group
1 new announcement
[VIEW](#)
- Pottery**
From Community Group
1 new announcement
[VIEW](#)
- Sewing**
From Neighbor Group
no new announcements
[VIEW](#)

[See More Classes](#)

Joe made an announcement • 41 min ago



Here is an awesome picture of Ashley from class today! See you next week!

[Comment](#)

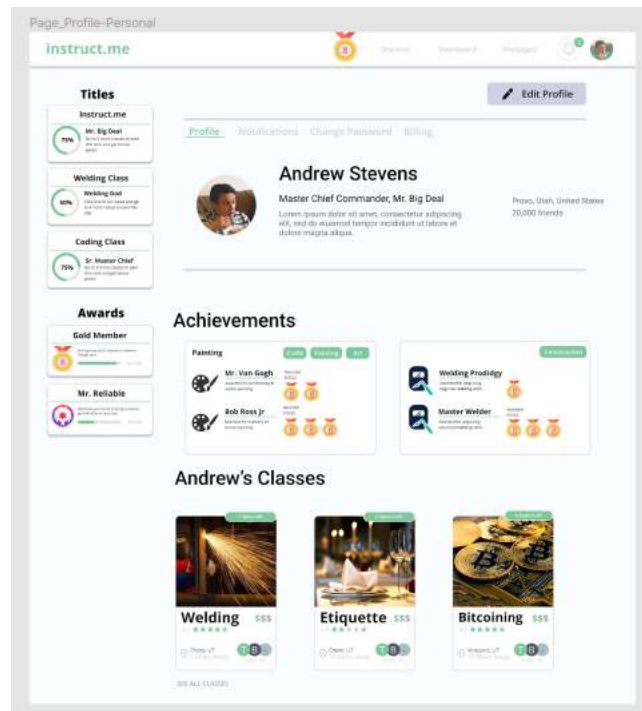
Joe created a poll • 1 day ago

Best Classes For You!

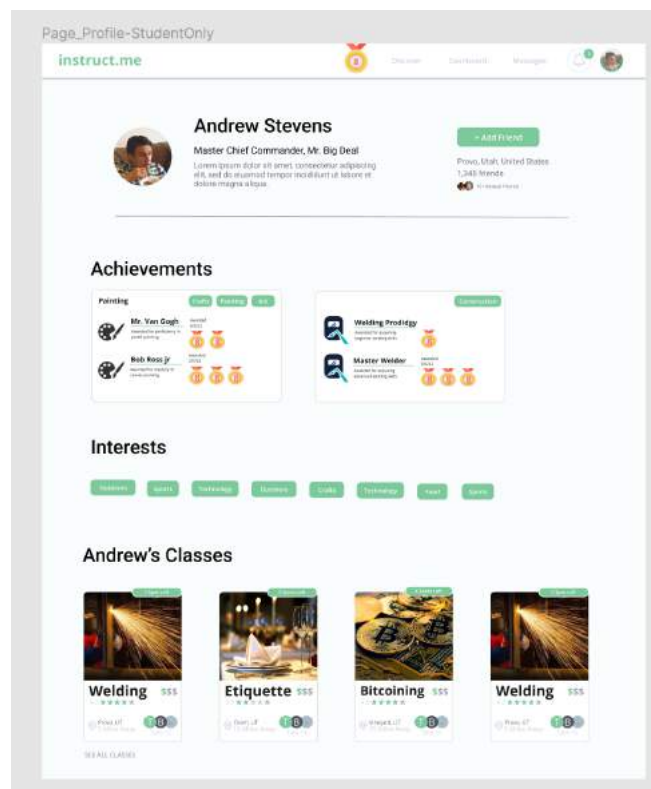
Cooking

[Enroll now](#)

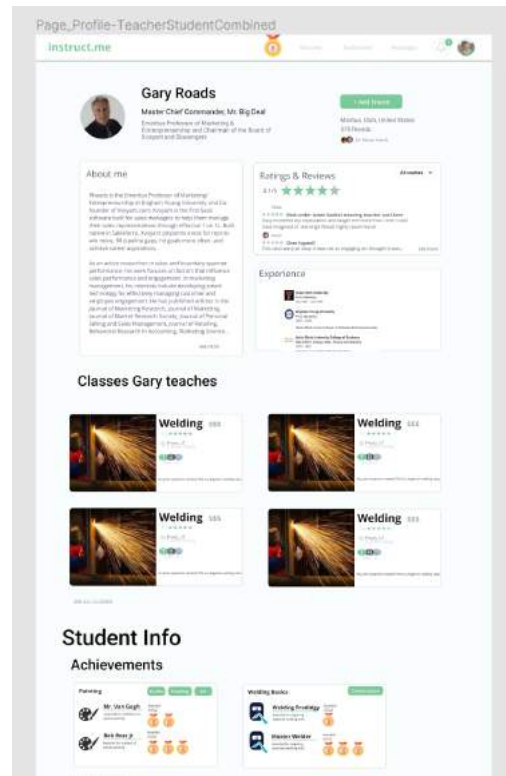
13.9. Profile (Personal) Page



13.10. Profile (Student View) Page



13.11. Profile (Teacher View) Page



13.12. Messages Page

