

instruct.me

Midterm Presentation

Brandon Griffiths

Brigham Andersen

Bryson Barney

Cade Loar

Competitors

The Coursera logo is the word 'coursera' in a white lowercase sans-serif font, centered within a solid blue square.

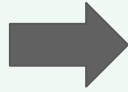
coursera



Intro to instruct.me

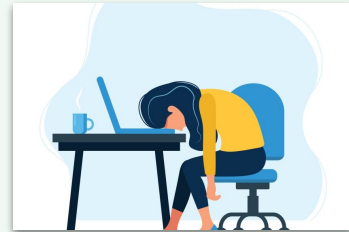
Our Observations

1. Localized learning > globalized
2. In-person interaction > virtual
3. Apprenticeships > formal classes



Our Solution

A decentralized educational platform for hosting groups of in-person micro-classes for neighborhood children, teenagers and adults



User Stories

Structure

As a [] I want to [] so that []

Examples:

As a student I want to see which classes I have next so that attend them on time,

As a student I want to see what is required to attend a class so I can know if I am qualified to join.

Cade's Ideas

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 busy person I want to filter for quick short classes so that I can fit new classes in my busy schedule.

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 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 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 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 teacher I want to promote my class and advertise so that I can grow my student base

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 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 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.

Bryson's Ideas

As a mom I want to view which other moms are taking what classes so that I can take them with them.

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 mom I want to view what classes are available so that I can sign my kids up for valuable courses to help them learn.

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 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 be able to sort the courses by category so that I can view courses that fit my interests levels.

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.

As a student I want to view ratings for each class so that I can see what classes are the best to take.

As a teacher I want to receive ratings at the end of every course so that I can improve my teachings for future courses.

As a teacher I want to see guides on how to better teach so that I can truly help people learn.

Brandon's Ideas

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 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 assurance that people will actually come to my class so that I can be excited to teach.

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 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 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 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 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 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 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

Brigham's Ideas

MAIN TWO NEEDS -- Class Details & Notifications

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 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 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 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 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 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 be notified of or quickly see the changes to those planning on attending my classes so that I can adjust my teaching style accordingly.

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 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 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).

Swim Lanes / Site Features

Swim Lane View

** Each of the gray rectangles are the different STATES/sections of the website.
A user is always in 1 of the 3 states. **

Visitor

Home Page (greatclips.com)

- Quick Search
- See teacher info for each class (background, reviews, rating)
- Onboarding Steps
- Log in

Login Page

- Login with Google/Facebook
- FB connects w/ friends

Teacher

Beginner Onboarding (Profile Setup)

- Interactive step-by-step info entering, can exit out
- Skip to Profile

Onboarding Specifics

- Subject to tutor in

Messaging Hub

- Talk to students (exp. useful in early stages before contact info is exchanged)

Dashboard

- See requested classes
- See feedback after lessons
- Be notified / see latest changes to classes (new/ departing students)
- See statistics about course
- See calendar of class schedules

See students info

(numStudents, names, ages, concerns)

Student

Onboarding Specifics

- Availability
- Interests
- Education Level
- Concerns

Discover (same screen as visitor but elevated access)

- Request classes you'd like to take (if you can't find yours)
- Give feedback after lessons
- Enroll in class

Class Page

- See who (friends) is attending
- Messaging
- Enroll in class

Friends/Community (Social/ messaging Hub)

- Find/search friends
- Add friends
- See which classes friends are taking (if public)
- Option to notify friends when you enroll in a class (fun way to show off to them or have them join)

Teacher Talk

- Talk to teacher (exp. useful in early stages before contact info is exchanged)

Dashboard

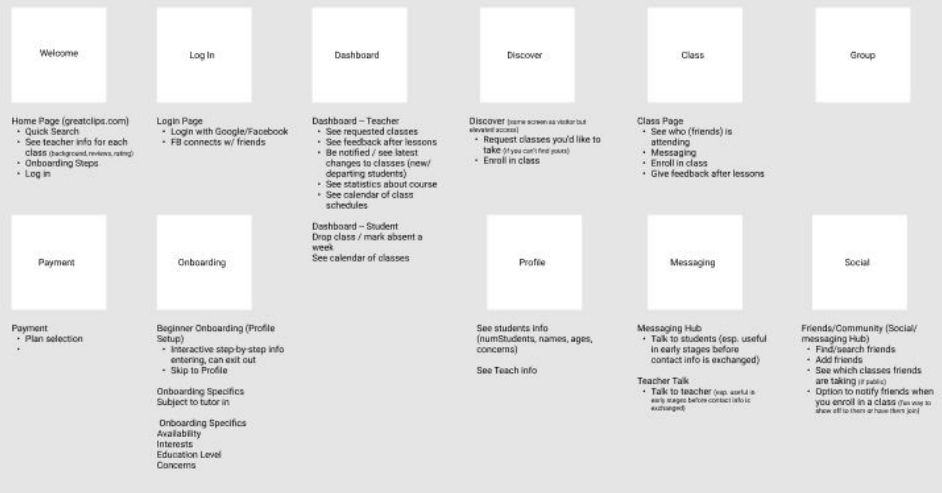
- Drop class / mark absent a week
- See calendar of classes

Main things

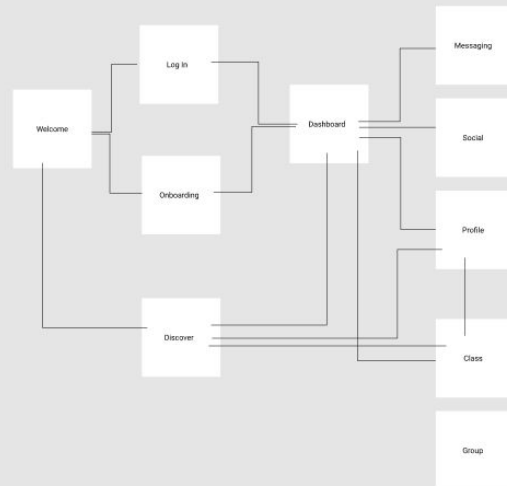
- Messaging platform
- Dashboard for student and teacher
- Good details for homepage (trending classes via zip code)
- Not signing up till you find a class
- Calendar in dashboard
- Search for classes page by filters
- Onboarding for teacher and user
- Easy to create a class or sign up for class
- Can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

Site Map / Flow

All Screens View



User Flow View



R&D

To Add:

- Class
- Group
- Messaging

1. As a student I want to sign up for a class...
2. As a student I want to find a class...
3. As a student I want to review my schedule
4. As a group leader I want to create a group...
5. As a teacher I want to review my class page...
6. As a teacher I want to respond to questions...

Day*

message

Iterative Design Process

Group

Group 1v1



Group 1v2



Group 1v1

Group 1v2

Group 2v1



Group 2v2



GroupAbout



GroupMembers



GroupFeed



GroupClasses



Class

Class 1v1



Class 1v2



Class 1v1

Class 1v2

Class 2v1



CLASS 2v2



Class 2v1

CLASS 2v2

ClassAbout



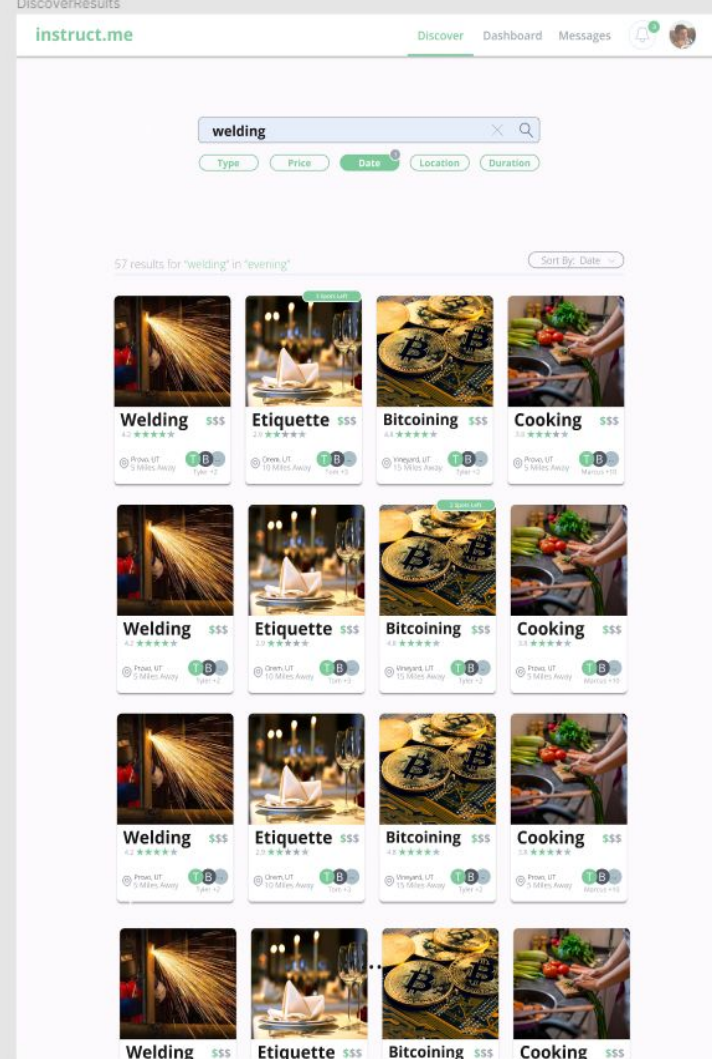
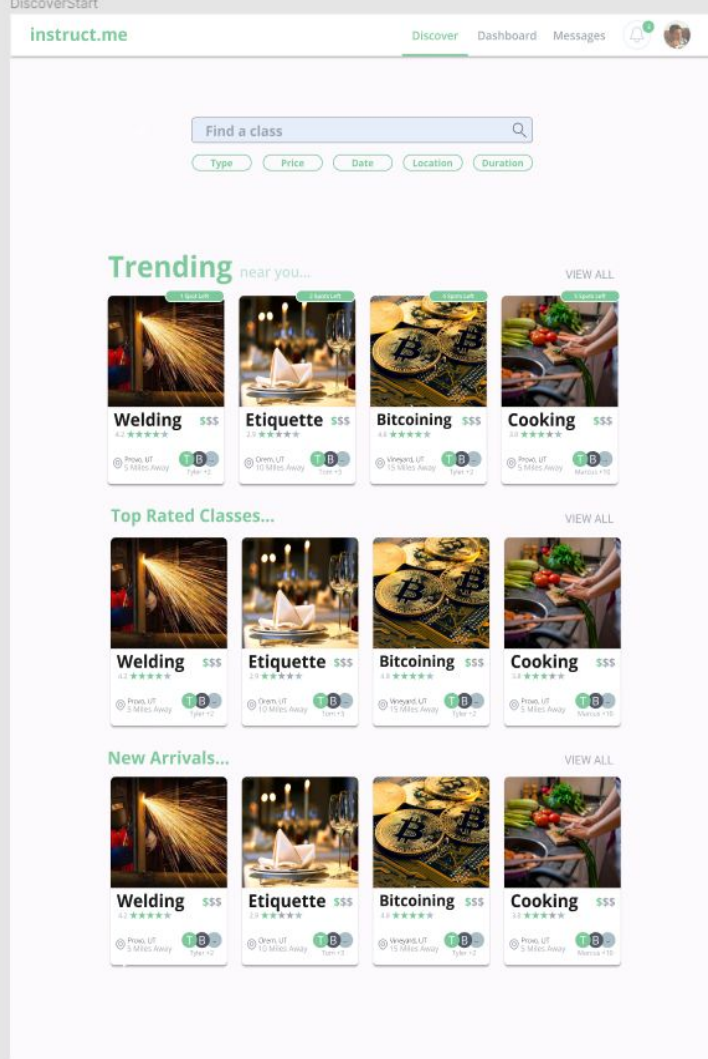
ClassAnnounc...



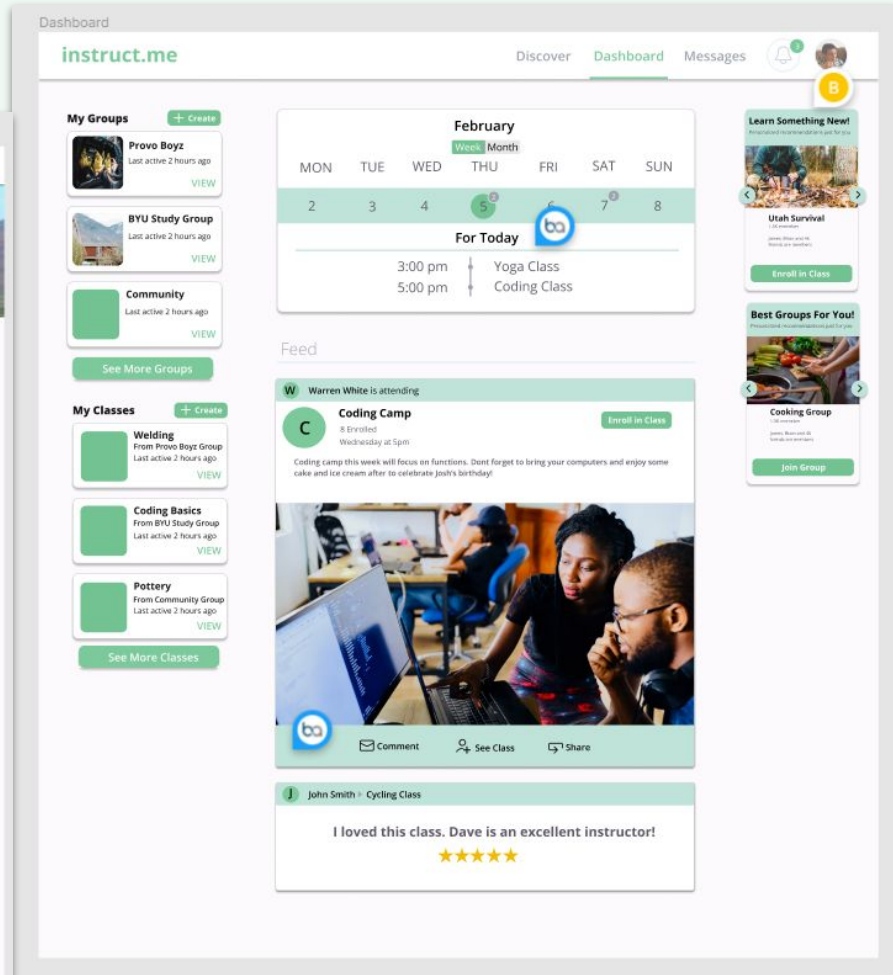
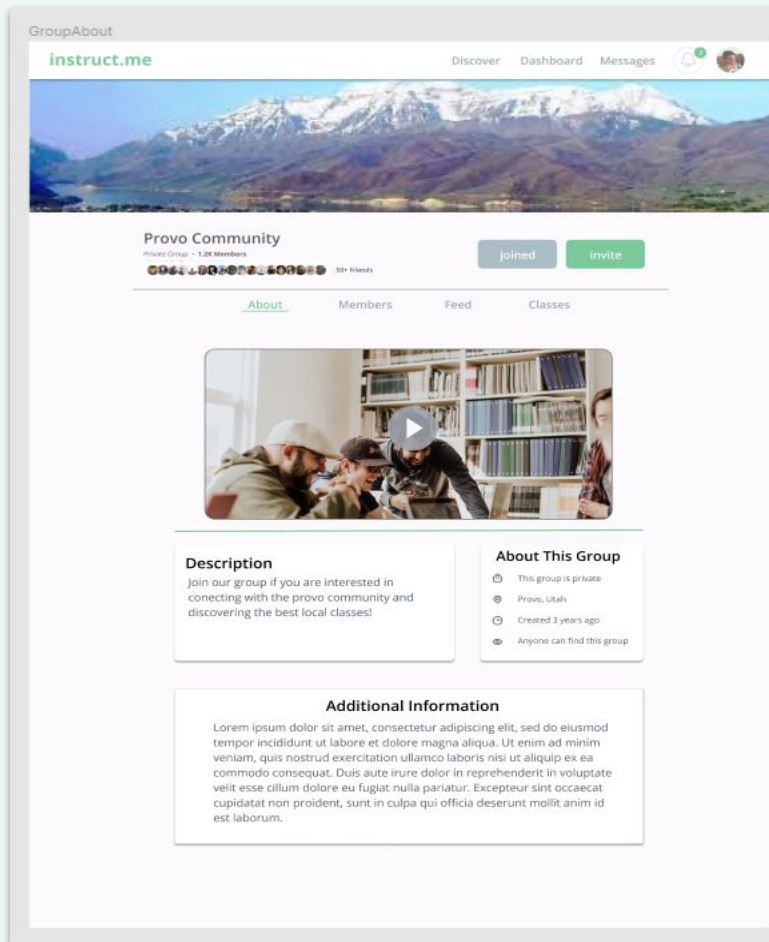
ClassAnnounc...



Current Designs



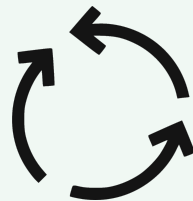
Current Designs



Prototype Demo

Plans Moving Forward

- Make mobile designs for core pages
- Start “coding” mobile designs in FlutterFlow
- Finish desktop designs for remaining pages
- Finish mobile designs for remaining pages



Discussion