

## Learner User Scenario

### Steps

#### Questions

#### Comments

#### Ideas

### User Visits Site

How did they hear about/get to the site?

Why is the user on the site?

Social Media Outlet

Word of mouth

SEO

Adwords

Admin posts on social media

Print advertising in local newspaper

Ads in high traffic location (Ferry, Bus stops, etc...)

They were in the process of wanting to be an educator and found our service

### User Makes Profile

Why did the user make a profile?

How long did it take to make a profile?

What info is required on sign-up?

Site cannot be used without a profile (tracking)

Password, Username, Email, Interests, Credential (If making a Educator account)

Quick profile creation - Minimal questions

Ask questions step-by-step (less daunting than a long form)

If the process is too long people will get discouraged and leave

### User Browses/Searches Classes

How will search work? (Search bar, Category radio buttons, Topic selection)

Going to have to be actively updated upon class creation

Attach tags to each class so that they are easily searchable through them

### User Signs Up For Class

What info do they provide?

When do they pay?

How far in advance can a class be booked?

Payment occurs upon sign-up for class

Info taken from profile

Advance booking is dependent on when teacher plans class of on how long it takes to fill that class

Teacher notified upon Learner enrolment in class

### User Attends Class

What happens if the Learner doesn't show / can't attend?

Refund will have to be determined on a case-by-case basis

## Feedback

Was the class good?

Did it provide what the course description said it would?

Was the experience of using this service a good or bad one?

Follow-up form with incentive for giving feedback

Rate the class