

Team Iced Tea Pioneers

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Overview:

Tutoring is by far one of the most important routines to a person. Especially when they need to pass an exam, to join their dream universities, or to improve academically. Back in the 2010s, it's hard to find such services as you either search for offices that have such services, or to find someone you know who might be able to provide such services. However, with the introduction of social media during the late 2010s, people are able to advertise their tutoring services informally. Though it showed initial success, such importance of the service made it grow to the point it requires online attention. Due to the social media and commerce listing sites having to experience the same fate, the tutoring service listing gets lost in the saturation of service listings. It's ever more difficult if the listing does not match the location of potential customers.

Essentially, the customers of the market exist, but the connection of the market between customers and service providers are almost non-existent. It wasn't a problem back then, but ever since the post-pandemic era, the need for tutor grew. It's difficult for the service providers to find such customers. Which results to some services dying out of obscurity. Or not lasting that long, especially to freelancing tutors. It's a good market that's not catered well by the software industry. Hence, the idea to create an app for this kind of market come to fruition.

StudyMatch is a tutor service listing that uses an algorithm to match you with a tutoring service based on your specific needs. Not only that, but such services are also local to your area and can provide data on the quality of such service. The service listing is generated and you, the user, is able to choose which service is much more convenient to use. This is based on apps like Tinder and Fiverr, where both of their major gimmick are combined together to make this app catered for tutoring. The app is also able to cater business owners and freelancers looking to make a living off tutoring. Their view makes it convenient to look for potential customers and have an easier time to handle payments.

Solving the Problem: Nowadays, with oversaturation of content on every commerce or merchant-based website, it makes it harder to find tutoring services. It's ever more difficult to find certain services that might be able to help you with more complicated topics. Not only that, if you did find a service, it might not be local. What StudyMatch does is to provide a centralized platform for tutoring services. For students trying to find such services, and for small businesses and freelancers looking for customers to provide such services that's also local. This app connects both users into one platform while also

providing convenient features like centralized payment and user tracking. With such features, it can solve a problem of saturated market that's hard-to-find certain service.

The Application:

- **Application Name:** StudyMatch
- **What is it:** StudyMatch is a tutor service finder based on apps like Tinder and Dating Apps (for local connection of tutor services to clients) and Fiverr (for the description of services itself). The app finds you a certain tutoring service that you need help with. Such services are in local locations that are easy to navigate to and great to work in. For example, you might be needing some help with college algebra, this app will help you find small businesses that provide such tutoring for college algebra or will help you find freelancers who might be able to cater such needs. And as a service-provider for tutoring services, this app will become a platform as a means of getting customers for your services.

- **Features:**

The team will implement the following features for the app:

1. **Client-Service Matching System** – An intuitive system for both the client and the service to be paired with each other based on certain needs from the client and certain services that the business or freelancer can provide. The client user will be able to set the data needed for the algorithm to choose a good business. And then, the algorithm will provide a list that the client user can choose from. Swipe left if interested, swipe right if not. For business user, they will be able to set the data that might help the algorithm find the client users they need. They are also able to provide geolocation data in order for local client users to be targeted.
2. **Centralized Payment System** – Once a business and a client 'matches', the app will also provide a payment platform to have a fair transactional exchange. This is to reduce the excess steps of user to use alternate and decentralized payment platforms just to pay the service. The user just has to connect their account details to the app to automatically handle the transaction.
3. **Business Statistics** – This is for business users only. This feature can provide a gist of the current financial and market status of the tutoring business that the business user has. The business user will see the

statistics for people interested in their service, the average income, and the ratings for the business.

4. **Navigation & Scheduling System** – Once a user has accepted a service and paid the necessary fees, the user is able to provide a schedule on when to come to the business and where to go. The scheduling system ensures that a business user knows when to tutor a certain person and is able to find the correct material on time for a certain material. The navigation system ensures that the client is able to arrive at the location safely with no issues possible.

- **Questions about the Application:**

Who are the potential users?

- The potential users are students who are academically struggling, students who are excelling academically but needs more improvements, part-time tutors, full-time tutors, parents, business owners with tutoring businesses. Essentially, people who are on the receiving and giving end of the education industry. With such people coming from diverse backgrounds, the UI is designed to be simple and intuitive to use to achieve such complex tasks.

What tasks do they seek to perform?

- There are two major users: client users and business users. The client users' tasks that need seek to perform are tutoring services that they require to academically improve. The business users' tasks are getting potential customers to a centralized platform.

What functionality should any system provide to these users?

- The app attempts to make the client users' have an easier time to find their preferred tutoring services towards certain subjects. While the app for the business users attempts to have centralized platform for customers with means of convenient access to local skills.

What constraints will be placed on your eventual design?

- The design is platform dependent for smart phones (Android and iOS) and tablets. Any other platform, or outdated versions of the smart phone shouldn't be able to run the app.
- The language used for this app will be simplified English to cater for international means.
- The colors used must be differentiable between each other. This is to cater the color blindness not having to see colors in the same range. If a differentiable color is used, objects can properly distinguishable despite the missing information.

What criteria should be used to judge if your design is a success or not?

- Both the business and client users should be able to navigate through all views with no confusion, and the flow of navigation must be simple.
- The design of the UI shouldn't be too distracting in terms of the amount of element present in one view.
- The users are able to do their tasks without any confusion as much as possible.

• **Approach:**

