- ★ UX research skills allow us to empathize with the user without assumptions.
  - ★ To know their needs understand how they feela a& think about using the product ur deigning => interview ;ask questions
  - ★ Goal of interview is : why they prefer a digital solution , what existing solutions arent they are using ? what makes them stop to go for that solution.
  - ★ Create representative participant sampel.
  - ★ Find potential participants via groups and in contacts .
  - ★ **Reaching via email :** should include. Start with a greeting that introduces yourself and the project, then briefly explain why you are reaching out to them. Include logistics for the interview, like location, date, and time. any parts of the interview that you'll need their consent for, like recording audio or video.Begin wrapping up your email by letting the participant know how they should confirm their interview time if they are interested. This can either be through a link to schedule their interview or through an email reply. If you have the budget, add an incentive like a gift card. This always helps sweeten the deal and makes participants excited to interview. Finally, close the email with a salutation and your name.After you confirm people to interview, it's a good idea to send email reminders the week before the interview and the night before the interview. This will help ensure that the people you've found actually show up for their interview.

UX Research Interview Plan: Tutor-Booking App

that enable tutors to list their services and parents to search for and book time with tutors.

Interview Goals:

1. Understand Tutors' Experience:

   – Explore the processes and challenges tutors face when listing their services on the app.

   – Identify the motivations and goals of tutors in offering their services through the platform.

2. Explore Parents' Needs and Pain Points:

   – Understand parents' experiences in searching for and booking tutors.

   – Identify any frustrations or challenges parents encounter during the tutor selection and booking process.

3. Evaluate User Interface Preferences:
   – Gather insights into both tutors' and parents' preferences regarding the user interface, layout, and overall design of the app.
   – Identify elements that enhance or hinder usability and user satisfaction.

Target Participant Characteristics:
1. **Tutors:**
   – Individuals offering tutoring services in various subjects.
   – Age range: 22–60.
   – Diverse academic backgrounds and teaching experiences.
   – Tech-savvy individuals comfortable with app-based platforms.

2. **Parents:**
   – Parents seeking tutoring services for their children.
   – Age range: 25–55.
   – Represent different demographics and educational preferences.
   – Include parents with varying levels of tech proficiency.

Interview Questions:

For Tutors:

1. **Listing Services:**
   – What motivated you to offer tutoring services through this app?
   – Can you describe your experience when listing your tutoring services on the app?

2. **Challenges and Pain Points:**
   – What challenges, if any, did you face while navigating the process of listing your services?
   – Are there any specific features or information you found lacking during the listing process?

3. **Communication Preferences:**
   – How do you prefer to communicate with potential clients through the app?
   – What features would enhance your communication and interaction with parents?

For Parents:

1. **Search and Booking Process:**

– Walk me through the process you follow when searching for a tutor on the app.
   – What factors are most important to you when selecting a tutor for your child?
Parents konsi parameters sy tutor ko search krty hai. Konsi bais spr tutor ko book krty hai

2. **Challenges and Frustrations:**
   – Have you encountered any challenges while using the app to find and book a tutor? Please describe.
   – Are there specific difficulties in navigating the app that you would like to highlight?

3. **Trust and Safety Concerns:**
   – How do you currently assess the credibility and reliability of tutors on the app?
   – Are there any safety or trust-related features you would like to see implemented?

For Both Tutors and Parents:

1. **User Interface and Design:**
   – What aspects of the app's design do you find most appealing or intuitive?
   – Are there any elements of the app's interface that you find confusing or would like to see improved?

2. **Additional Features:**
   – Are there any additional features or functionalities you believe would enhance the overall user experience for tutors and parents alike?
   – How would you prioritize features such as reviews, ratings, or background checks?

3. **Suggestions for Improvement:**
   – If you could change one thing about the app to better meet your needs, what would it be?
   – Do you have any suggestions for improving the overall user experience of the app?

Tutor booking process parents k liye smooth hoat hai ya phir incomplete hota
Booking a tutor and rejecting it will affect both time. So parents ki bhi profile honi chahiye jisse tecaher apni booking appoitnemt k hisab sy pany apko ready krlein.

I want to understand the challenges and process parents experience when looking for tutor.
usefulness of app features

I want to identify feelings (frustrations , satisfaction or security,time consumption ,worth of effort ,trust on the platform) parents experience during the process of booking Tutor from an App.. to the naviagtional flow pattern.

Empathy map

Empathy Map: Parents Seeking Tutors

What They Say:
- "I want to find the best tutor for my child's needs."
- "It's crucial that the app is easy to use and helps me quickly connect with a qualified tutor."
- "I worry about the safety and credibility of the tutors available on the platform."

What They Do:
- Spend time exploring different tutor profiles to understand their qualifications and teaching styles.
- Prioritize tutors with positive reviews and ratings.
- Experience frustration when encountering challenges in the app navigation.

What They Think and Feel:
- **Frustrations:** Feel frustrated when the app's interface is not intuitive or when there are difficulties in the booking process.
- **Satisfaction:** Experience satisfaction when finding a tutor who aligns with their child's educational needs.
- **Security:** Seek reassurance regarding the safety and reliability of tutors on the platform.
- **Time Consumption:** Value efficiency in the app, wanting a quick and straightforward process.

Pains:
- Difficulty in navigating the app and finding suitable tutors.
- Concerns about the safety and trustworthiness of tutors.
- Time-consuming process in searching for and booking tutors.

Gains:
- Satisfaction from successfully finding a qualified tutor for their child.
- Confidence in the platform's credibility and safety features.
- Appreciation for a user-friendly and efficient app interface.

Pain points

Write one to two sentences reflecting
on the pain point listed above and how it

Persona

Persona: Parent User - Sarah

Demographics:
- Age: 35
- Occupation: Marketing Professional
- Location: Suburban area
- Tech Proficiency: Moderate

Background:
- Two children in middle school requiring extra help in math and science.
- Busy work schedule, seeking convenient and efficient solutions for their children's education.

Goals:
- Find qualified tutors for her children's specific needs.
- Ensure a safe and trustworthy learning environment for her children.
- Use an intuitive and time-efficient app for tutor search and booking.

Pain Points:
- Frustration with a confusing app interface.
- Concerns about the credibility and safety of tutors.
- Time constraints in the process of searching for and booking tutors.

Behaviors:
- Prioritizes tutors with positive reviews and ratings.
- Prefers an app with clear navigation and user-friendly design.
- Seeks reassurance through safety features such as background checks and verified profiles.
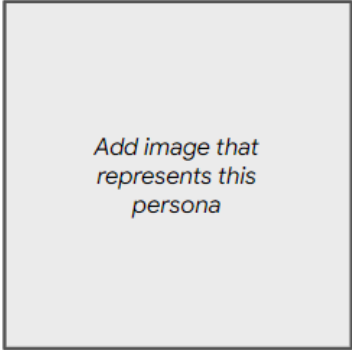
Context-specific Considerations:
- Balancing work and family responsibilities.
- Limited time for extensive tutor searches.
- Values the safety and educational well-being of her children.

Quotations:
- "I just want a straightforward process to find a good tutor for my kids."
- "Safety is my top priority; I need to trust the platform and the tutors."
- "A user-friendly app will make my life so much easier in finding the right support for my children's education."

PERSONA 1 : SARAH(parent)

"I just want a easy to follow process to find a good tutor for my kids."
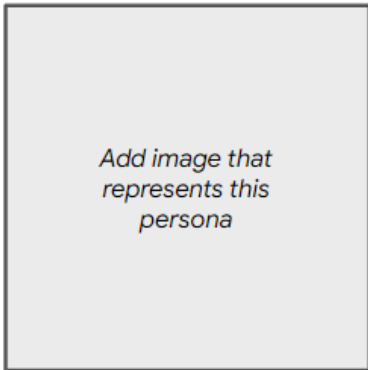
Goals
- Find qualified tutors for her children's specific needs.
- Ensure a safe and trustworthy learning environment for her children.

Frustrations
- Concerns about the credibility and safety of tutors.
- Time constraints in the process of searching for and booking tutors.

Name

Age: 35
Education:
Hometown: Suburban Area
Family:
Occupation:Marketing

Sarah, a marketing professional with moderate tech proficiency, faces challenges balancing work and family responsibilities. She seeks a straightforward and efficient app to find a tutor for her children, prioritizing safety and credibility.

Persona 2: Alex(Tutor)

"I love helping parents raising their kids grades , but finding the right platform to connect with parents and showcase my expertise can be challenging."

Goals
- List services on the app to reach a broader audience.
- Increase the number of students and subjects for tutoring.

Frustrations
- Managing a flexible schedule for tutoring sessions.
- Balancing academic commitments with tutoring availability.

Name

Age: 28
Occupation: Graduate Student and Private Tutor
Location: Urban area
Tech Proficiency: High

Alex, a graduate student passionate about tutoring, faces the challenge of expanding his tutoring services. He wants to connect with parents looking for qualified tutors but struggles with the visibility on the app due to competition. Alex navigates through the app, trying to list his services effectively and showcase his qualifications. The complexity of the app interface and scheduling challenges add to his frustrations. He aims to build credibility through positive reviews and efficient communication with parents.