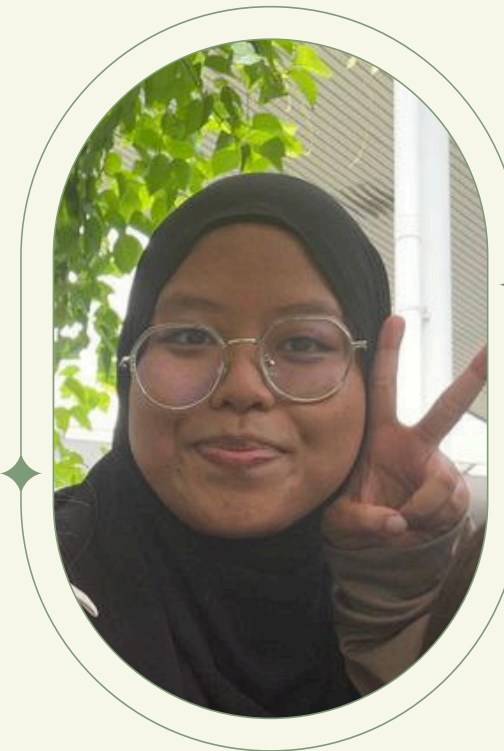




TUTORIFIC

Brand Presentation

OUR TEAM



Nur Iman



Xin Yuen



Enn Xin



Maab Abdalla



Nurul
Syahafiza



INDEX

1. INTRODUCTION

2. BRAND OVERVIEW

3. COLOR SCHEMES

4. OUR PLATFORM

5. WEBSITE

6. MOBILE APP
PROTOTYPE

7. USER MANUAL


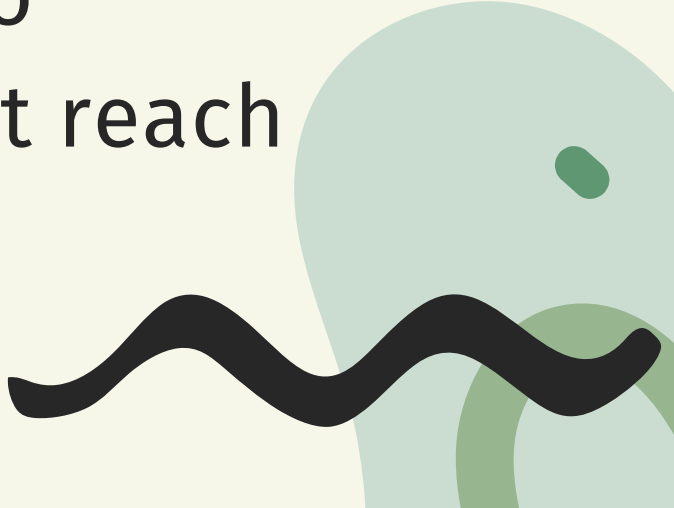




INTRODUCTION

Tutoriffic Online Academy – is a go-to platform for personalized tutoring and academic resources! Whether we need expert help or high-quality study materials, the app makes learning easy and convenient. Connect with professional tutors for one-on-one lessons that fit Malaysia student schedule and needs. We can also purchase comprehensive study notes from top educators to boost our learning anytime, anywhere.

Whether we're preparing for exams, improving grades, or just want to understand a subject better, Tutoriffic Online Academy helps student reach their academic goals. Start the learning journey with us today!





BRAND OVERVIEW


Mission:

To provide personalized, high-quality education that is accessible to students nationwide, empowering them to achieve academic success and build confidence in their learning abilities.

Vision:

To dominates online tutoring in Malaysia, breaking down physical barriers and offering tailored learning experiences to students of all backgrounds.

Core Values:

- Accessibility: Ensuring every student has access to expert tutors, regardless of location.
 - Quality: Delivering exceptional tutoring through skilled educators and innovative teaching methods.
 - Flexibility: Offering convenient, on-demand learning that fits into students' busy lives.
 - Personalization: Tailoring each session to the unique needs and learning style of the student.
 - Empowerment: Helping students build confidence and achieve academic success through supportive, engaging tutoring experiences.
- 

BRAND LOGO

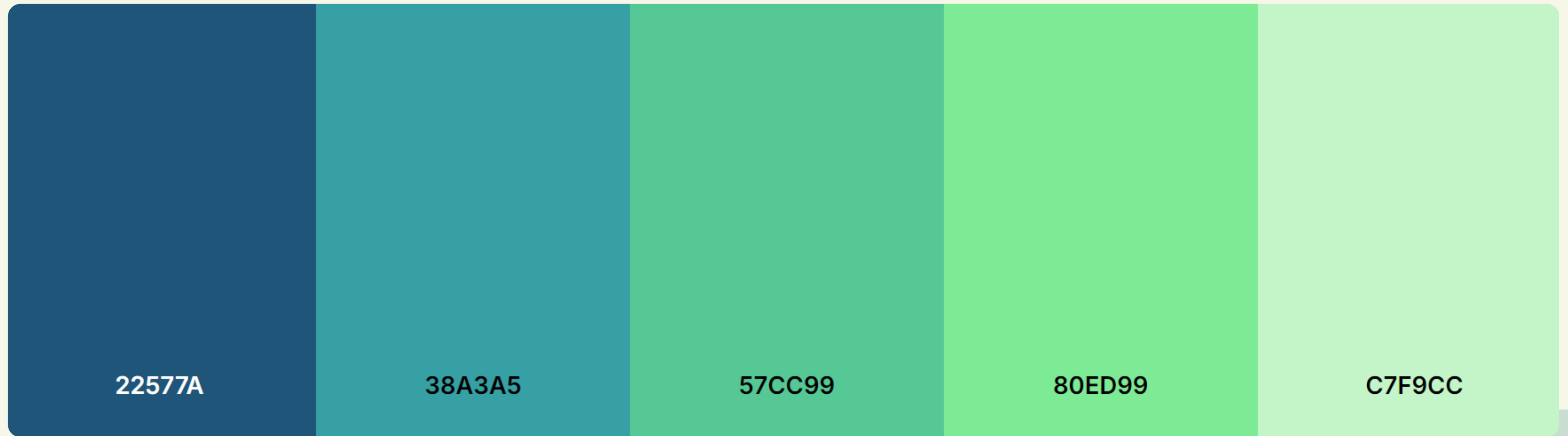


Symbolism: The logo combines elements such as a book and connected nodes, symbolizing both knowledge and digital connectivity. This visually communicates the core idea of the app—offering online learning resources and tutoring.

Typography: The use of a modern and clean font in "Tutoriffic Online Academy" projects professionalism and clarity, which aligns with the app's educational goals.

Shape: The circular design of the logo represents completeness and inclusivity, indicating that Tutoriffic offers a well-rounded learning experience for everyone.

COLOR SCHEMES



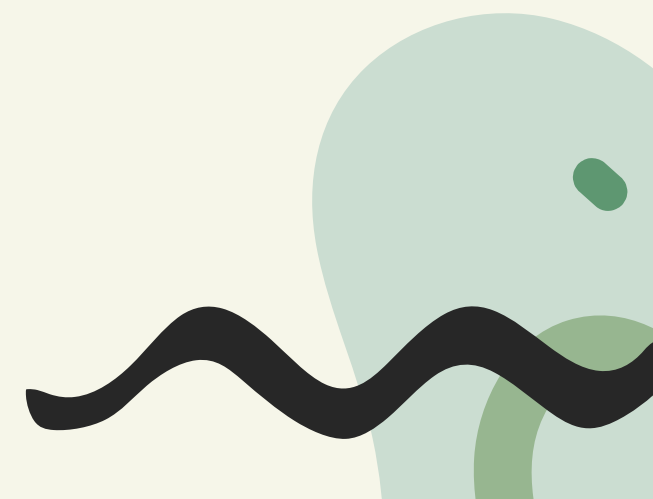


COLOR SCHEMES

Blue:

- Using blue can help convey that our platform is reliable, calming, and a place where students can learn and grow in a secure and trustworthy environment.

Green :

- Using green can emphasize growth, balance, and a nurturing learning experience, helping students feel supported as they develop academically.
- 



OUR PLATFORM

1. Website - wix

2. Mobile app prototype -
figma mobile app



REASON FOR CHOOSING

1. Accessibility and Flexibility

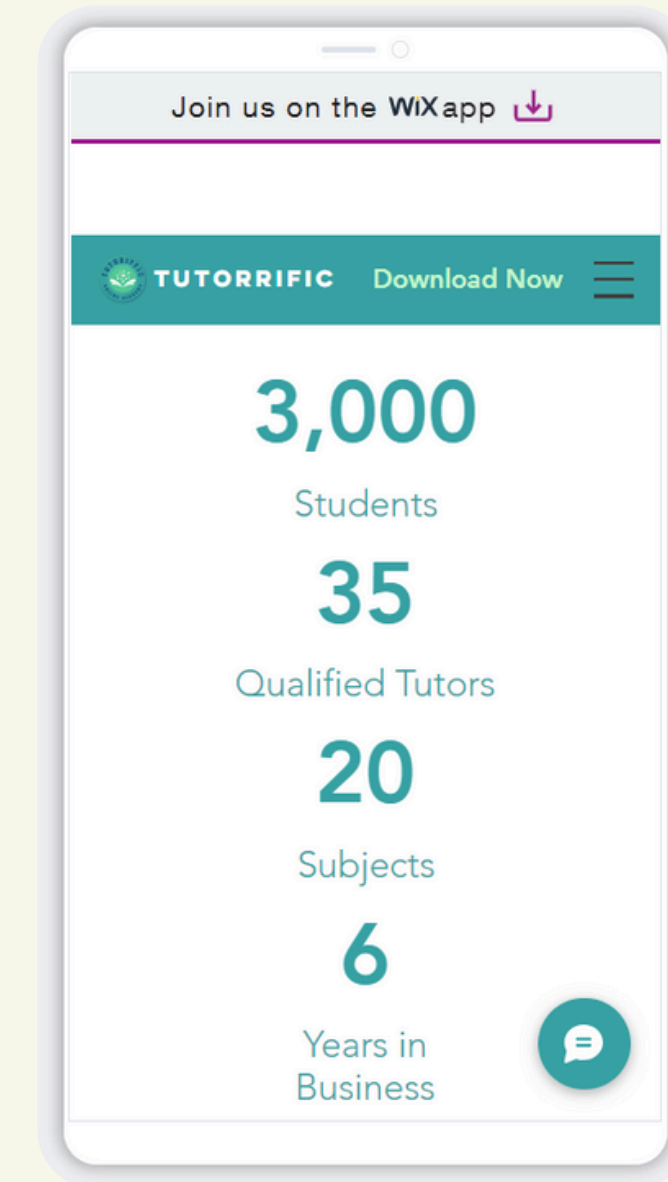
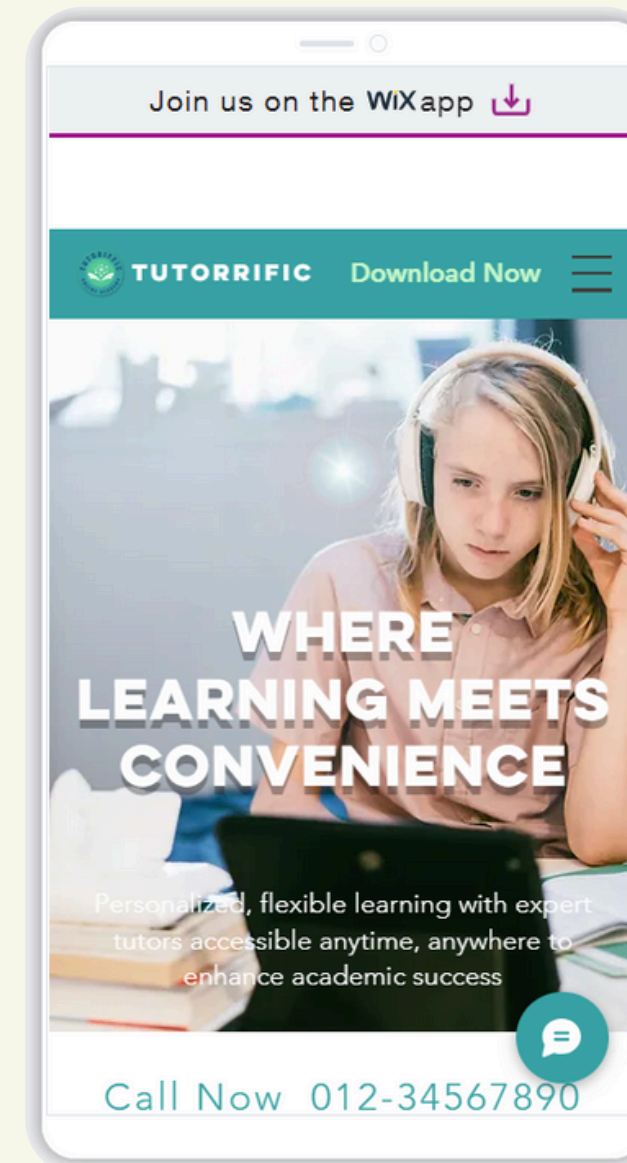
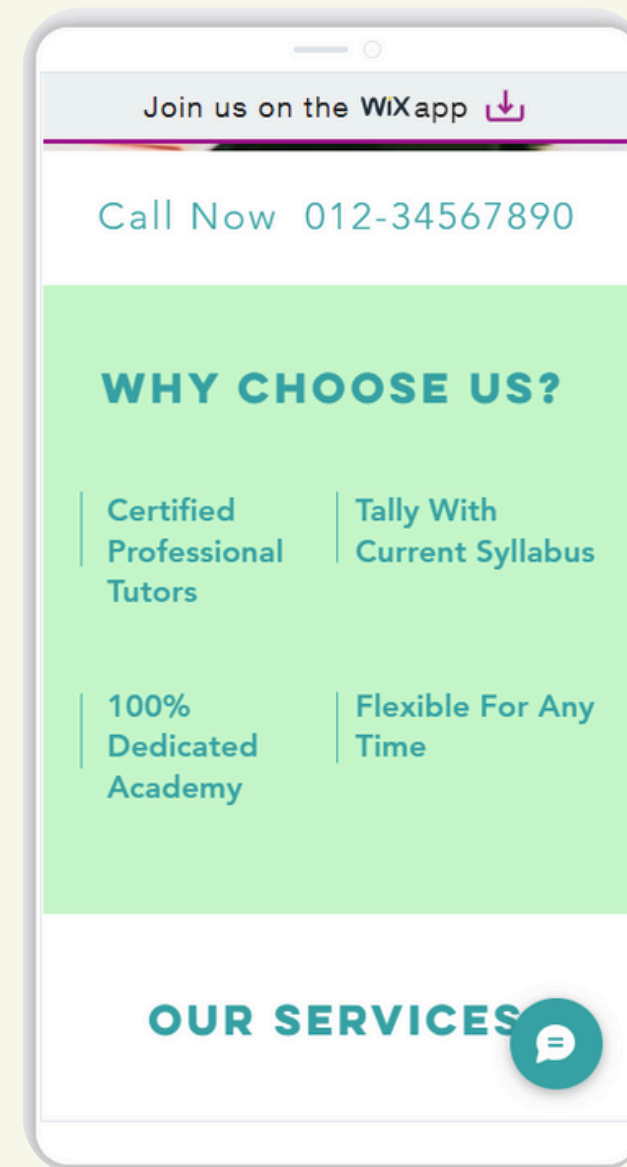
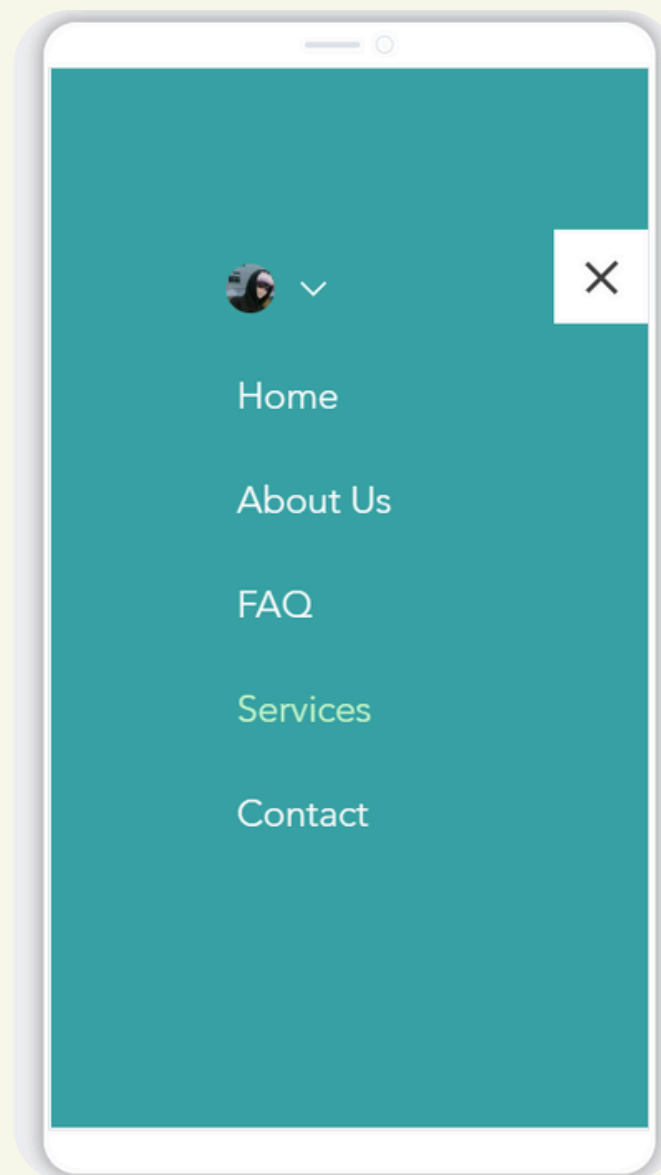
2. Broader Reach and Engagement




WEBSITE

The Tutorrific website provides a clear and insightful look into our company through reviews, statistical data, and an in-depth company overview. Designed with a minimalist yet comprehensive layout, it ensures smooth and intuitive user navigation. With straightforward placement of content and features, the site makes it easy for visitors to explore everything that Tutorrific has to offer.


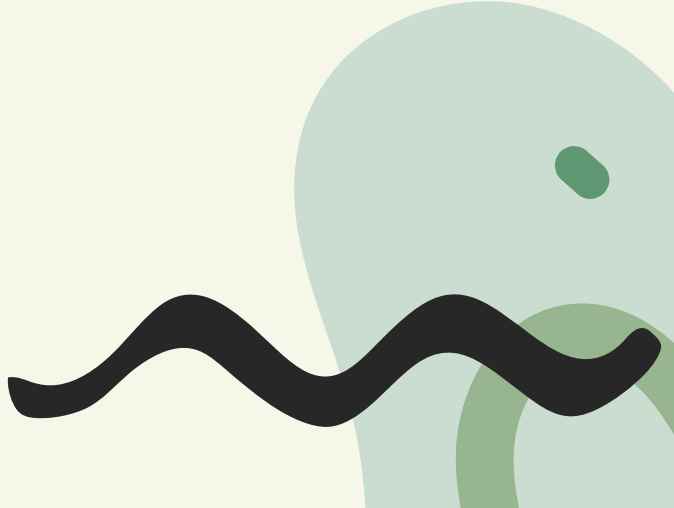
WEBSITE DESIGN



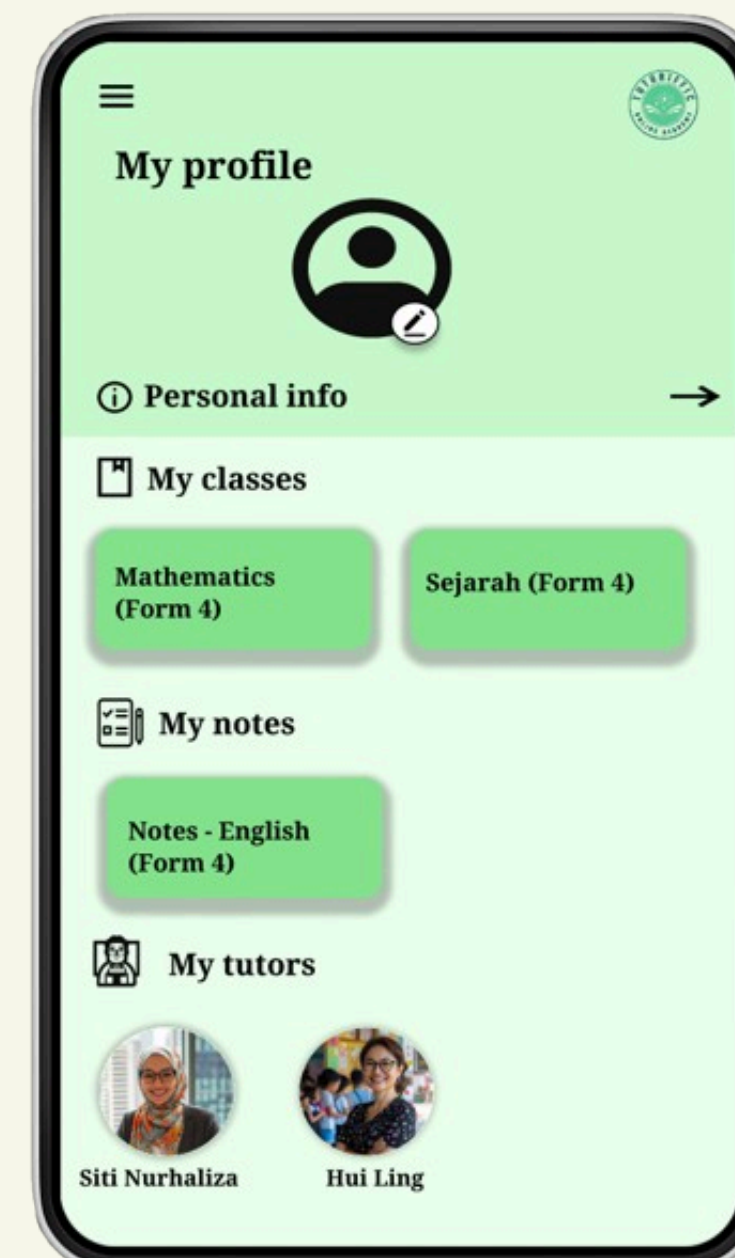
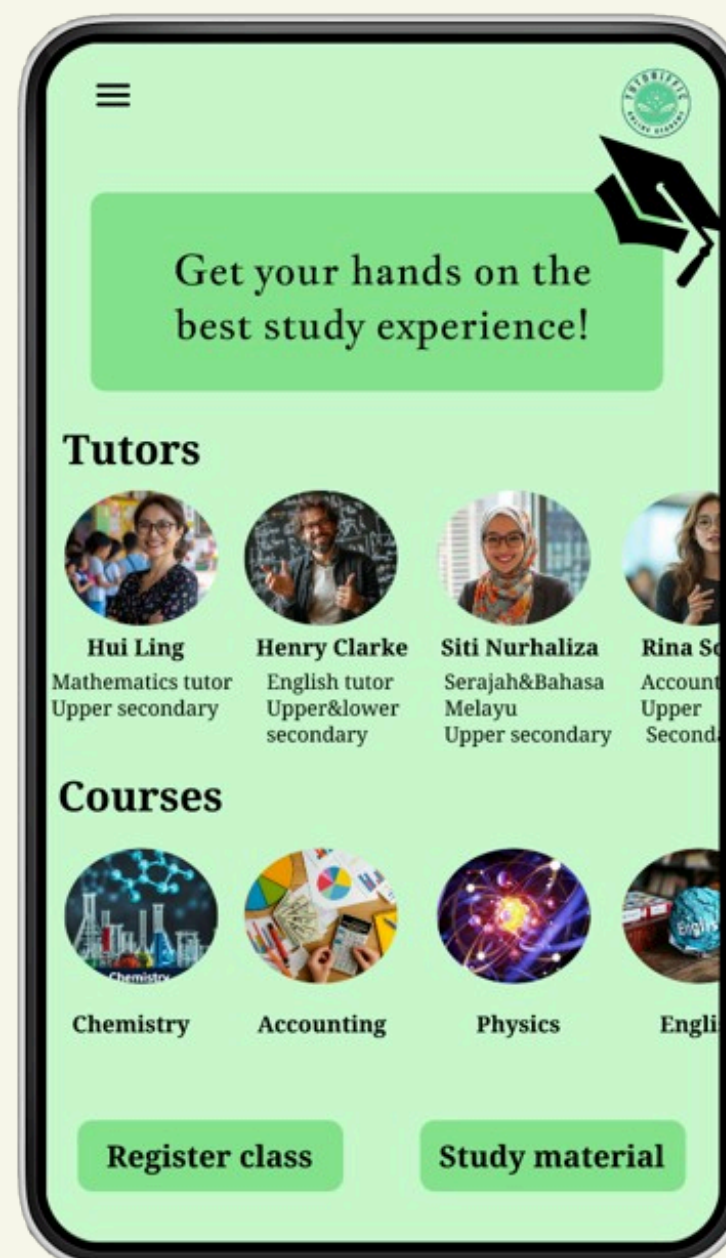
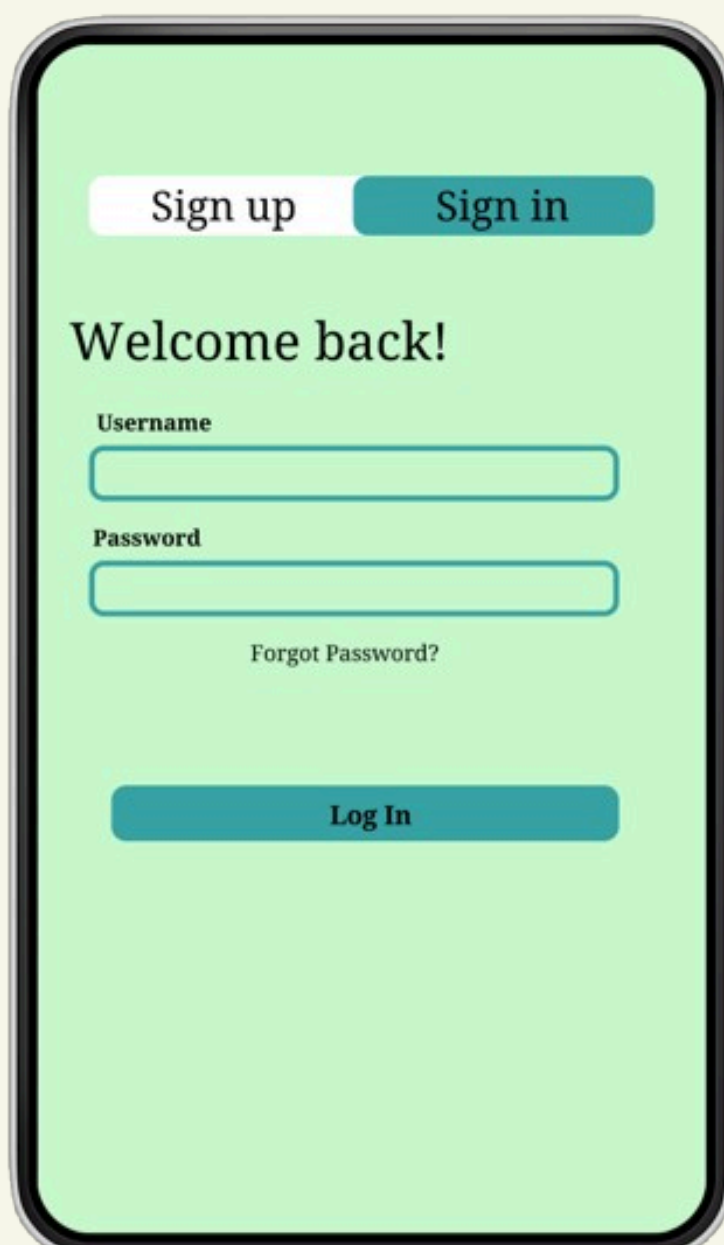
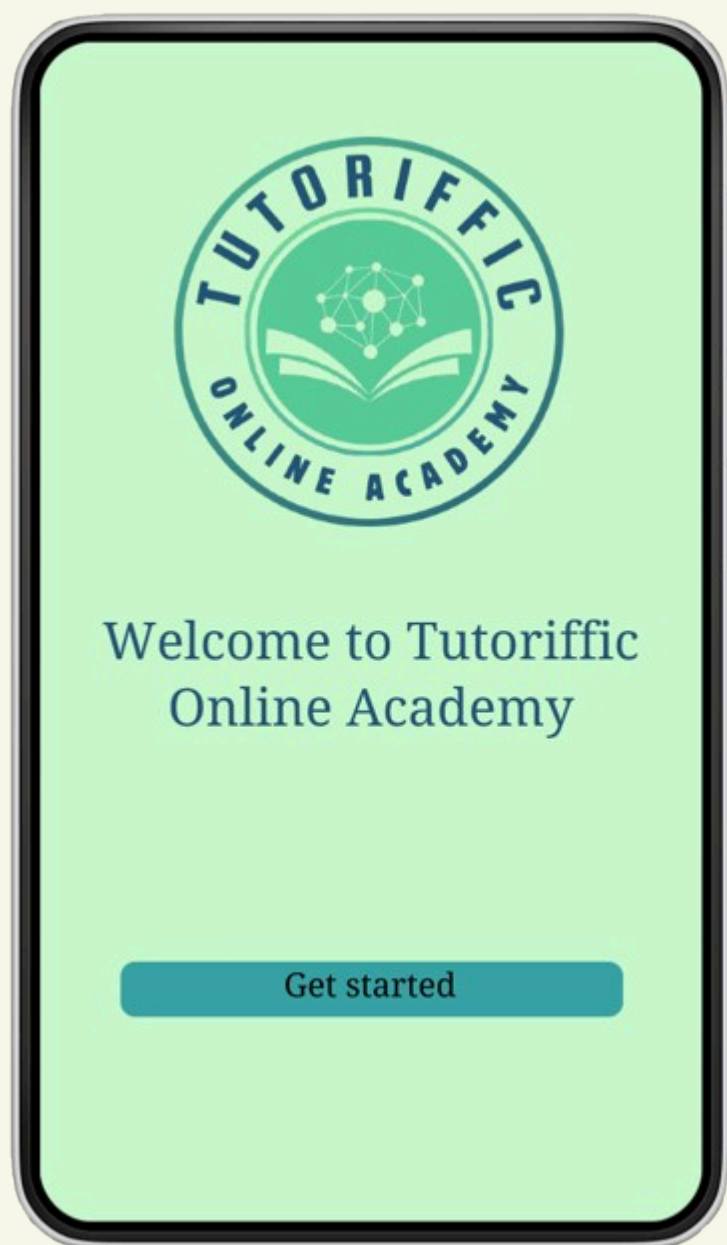


MOBILE APP PROTOTYPE

Tutorific app enables user to explore and keep track of user study using the following functions:

- **Classes registration:** we have wide range of classes for primary, lower secondary and upper secondary students.
 - **Notes purchasing:** get access to a valuable collection of notes prepared by our expert tutors.
 - **Study progress tracking:** easy track of your courses, notes and tutors through the user profile.
- 
- 

APP DESIGN PROTOTYPE





USER MANUAL

The Tutorrific user manual is designed to help users navigate the mobile app with ease. It is accessible via email, sent to those who express interest through our website, allowing them to familiarize themselves with the app before downloading. The manual includes simple labels and screenshots to make understanding the app's features easy. It uses straightforward and clear language, ensuring that students of all backgrounds can easily follow along.

USER MANUAL



TUTORIFFIC USER MANUAL



Your Online Learning Guide



Tutoriffic Online Academy

Visual design

The visual design and branding of Tutoriffic Online Academy are carefully chosen to enhance user experience and create a lasting impression. Here's a breakdown of the design choices:

1. Logo

Symbolism: The logo combines elements such as a book and connected nodes, symbolizing both knowledge and digital connectivity. This visually communicates the core idea of the app—offering online learning resources and tutoring.

Typography: The use of a modern and clean font in "Tutoriffic Online Academy" projects professionalism and clarity, which aligns with the app's educational goals.

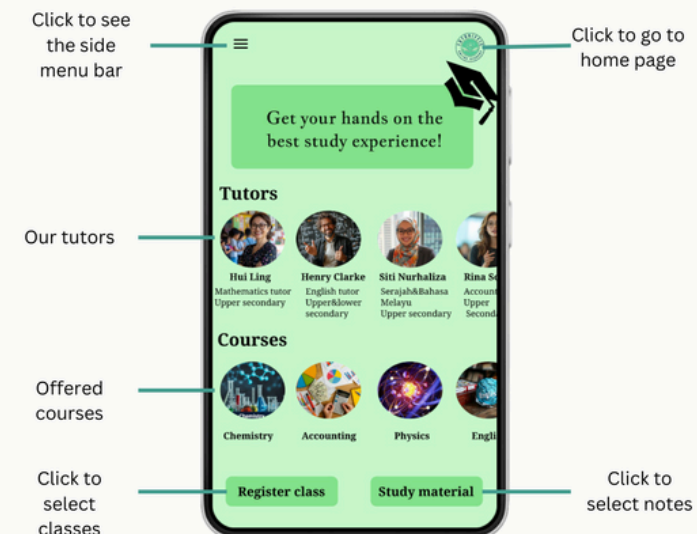
Shape: The circular design of the logo represents completeness and inclusivity, indicating that Tutoriffic offers a well-rounded learning experience for everyone.



Tutoriffic Online Academy

User Interface Guide

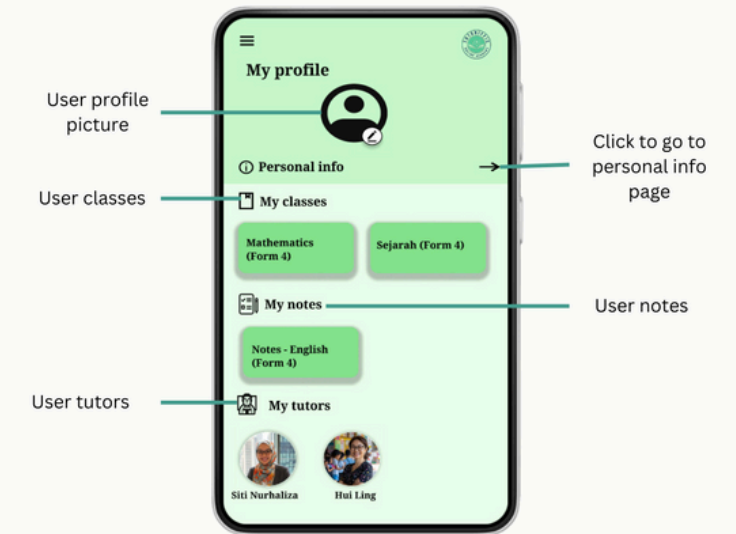
Home page



Tutoriffic Online Academy

User Interface Guide

My profile page (dashboard)



THANK YOU
SO MUCH

