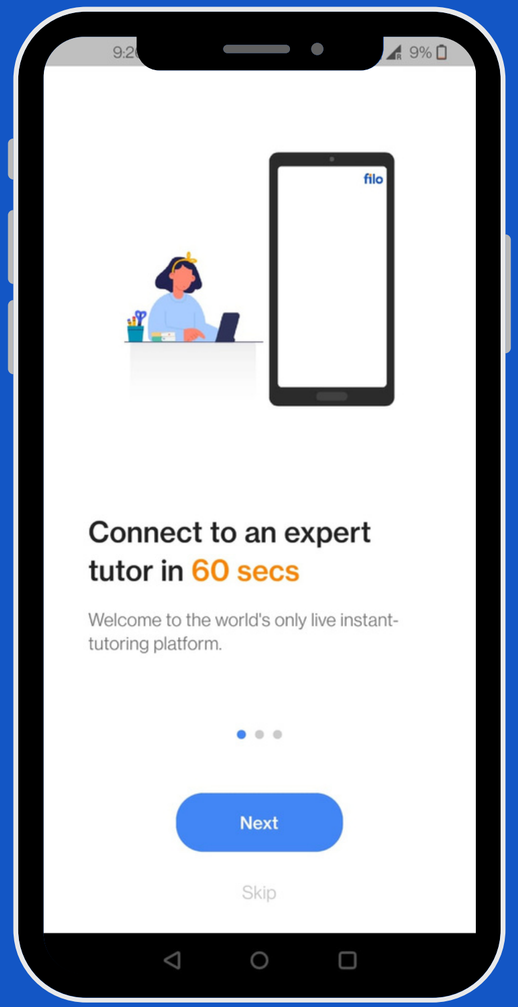
filo

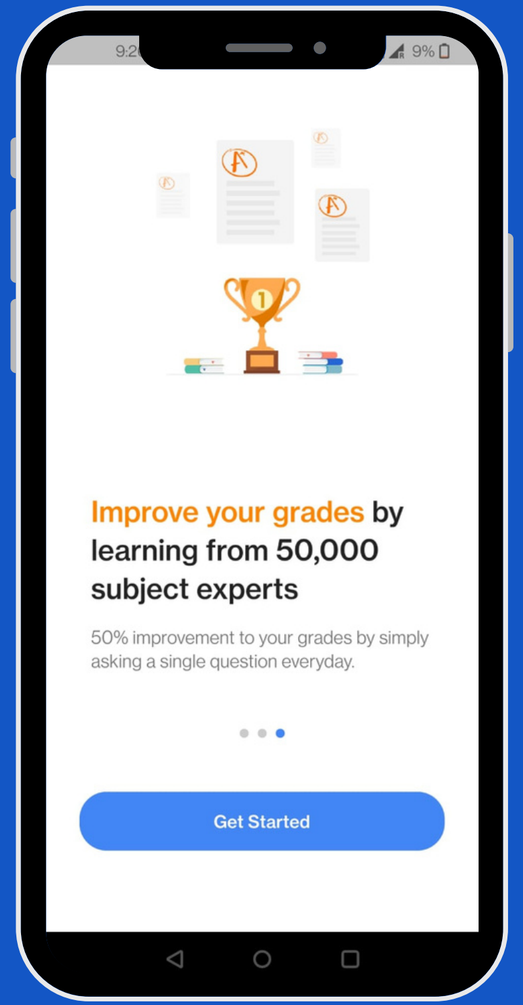
Instant 1-to-1 tutoring

Live Instant tutoring app

Education Startup of the Year
Entrepreneur Awards 2022

Product Teardown:
Onboarding and booking a live session





About Filo

Filo is the world's first Online Tutoring app which provides students with **one on one live sessions within a minute** at any time of the day or night. It connects students starting from 8th standard to even Government Job Aspirants with a tutor according to the preferences selected by the student. Whether it be the subjects they need help with, specific examinations, or even private tuitions.

Key Value propositions : Filo

- Instant 1-on-1 live tutoring
- Academic Counselling
- Design your own course
- Private classes
- Flexible Pace of studying
- Subject matter experts
- Special foundation programmes
  - Boards
  - Score improvement
  - JEE

Launched in Nov 2020

Records 10,000+ mins of live sessions within a month with zero marketing budget

Since then.....

- **15 Countries**
- **40,000+ Tutors**
- **10,00,000+ Students**
- **1,50,00,000+ Questions**

User persona

Aditi Sinha

Age: 16
Education: 9th standard
High school student
Location: Agra, India

“I want to improve my score and understand the concepts properly”

Bio

Aditi is a high school student in Agra. She is a single child. Her parents are mostly busy due to work. She is an introvert and doesn’t like to engage with a lot of people. She wants to improve her performance and target for competitive exams

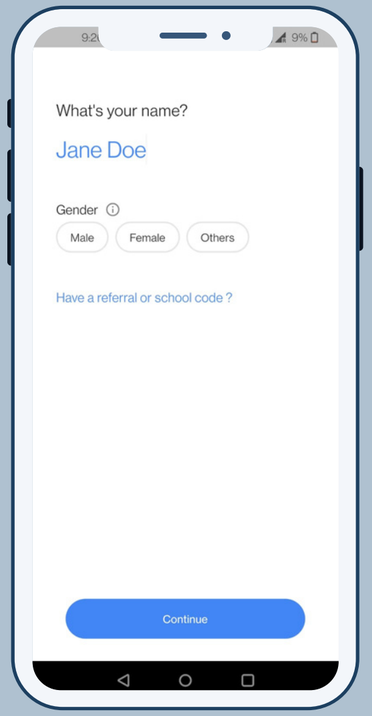
Goals/Needs

- Complete assignments on time.
- To be able to get answers to the questions easily when not in school.
- Want to learn at her own pace.
- Need help in specific subjects.

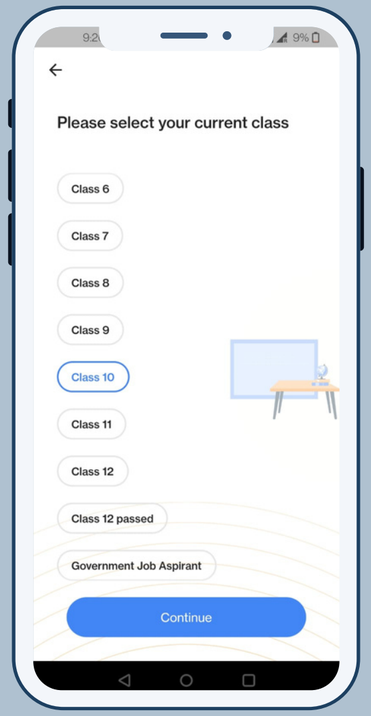
Pain Points

- Parents are not available to help with homework every day.
- The pace of studying at school is fast.
- Questions and doubts get piled up.
- Not able to perform.

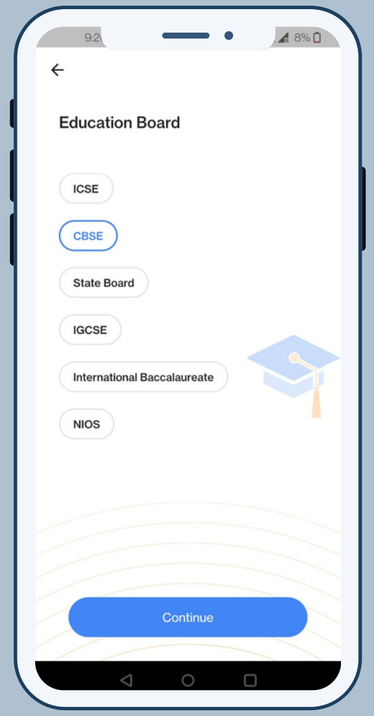
Onboarding screens after signing up by phone number



User Details

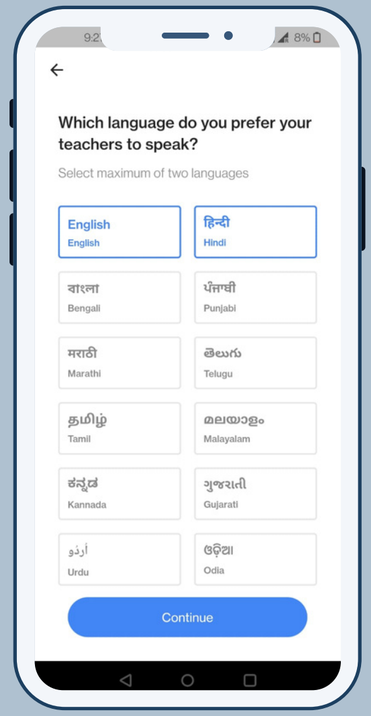


Information about current curriculum

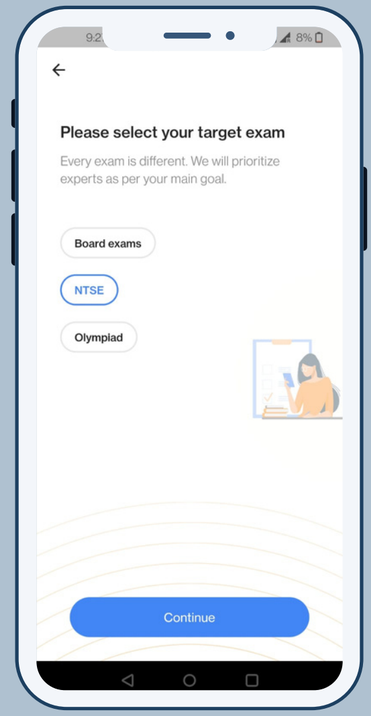


Information about Board of Education

Language of curriculum



Language preference for Tutor

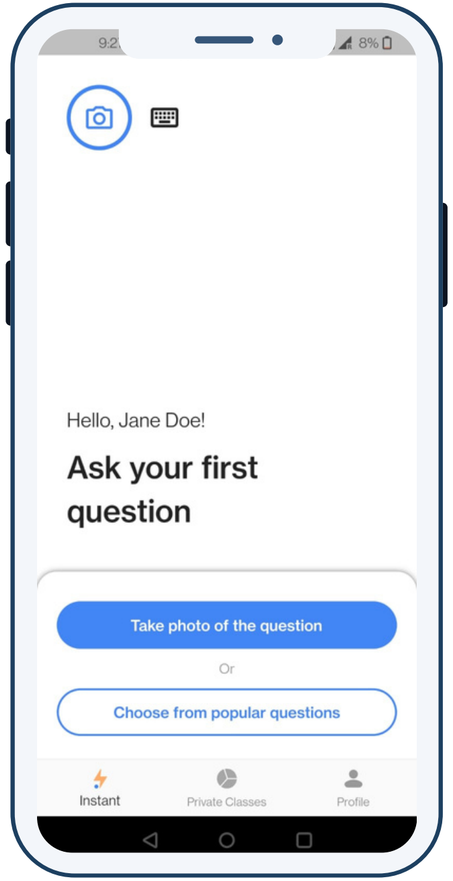


Target Exam preferences

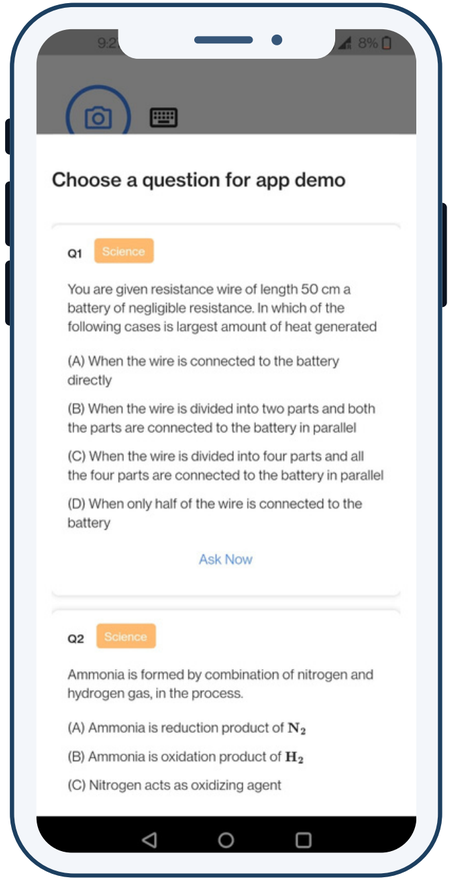
Student profile Building

Booking a live session (1/2)

Nudging the user to ask a question

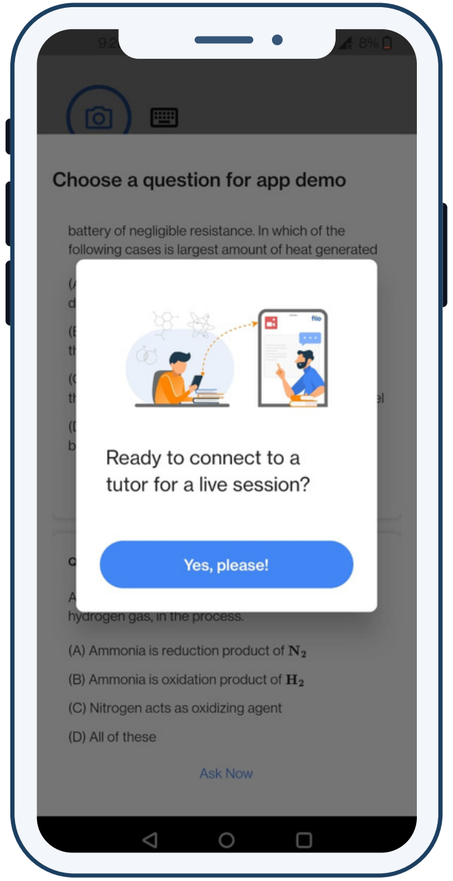


Learner asks a question by Taking a photo, typing or Selecting question from the Question bank

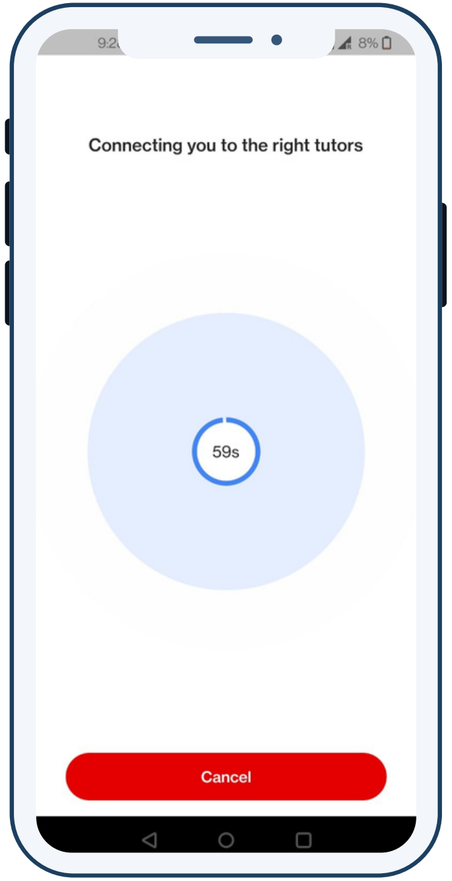


Goes ahead by selecting a question from the Question bank for a demo.

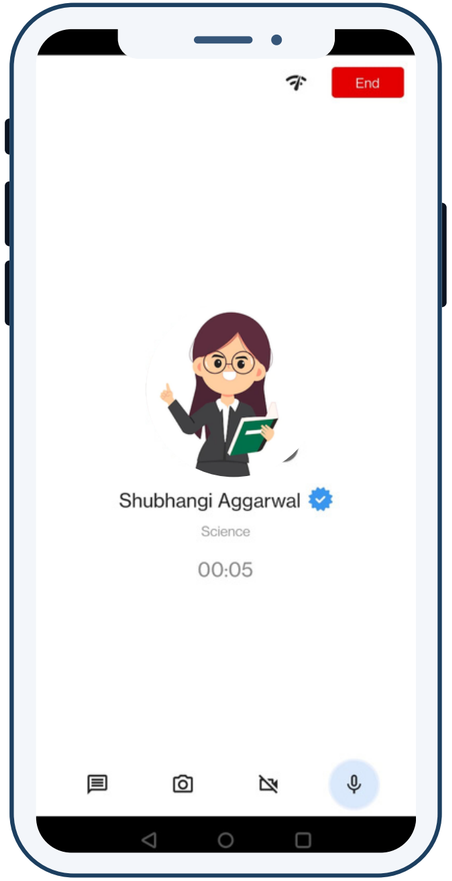
Matching a Tutor



Getting ready for Tutor Matching



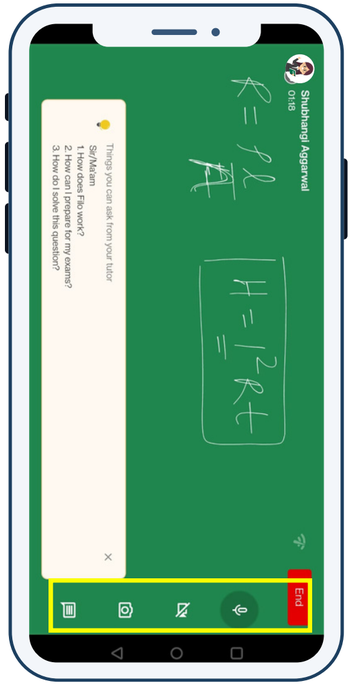
A tutor gets matched within 10 seconds



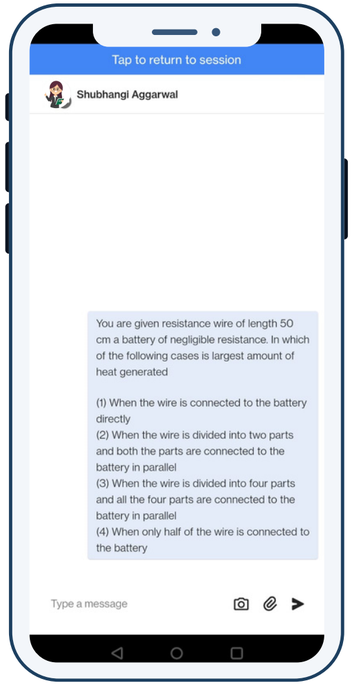
Live session starts

Booking a live session (2/2)

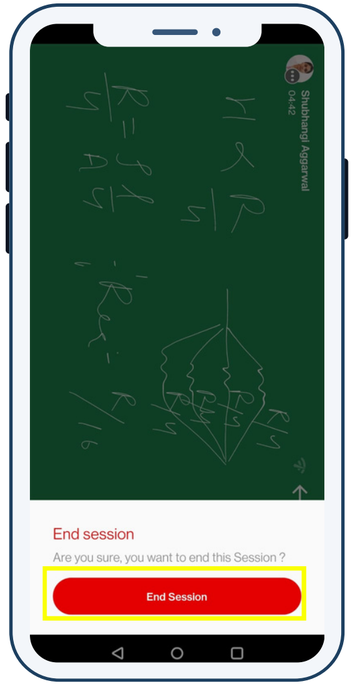
Live session in progress



Live session starts with the tutor. Menu contains adding photos with a camera, chat icon, audio/video access and exit icon

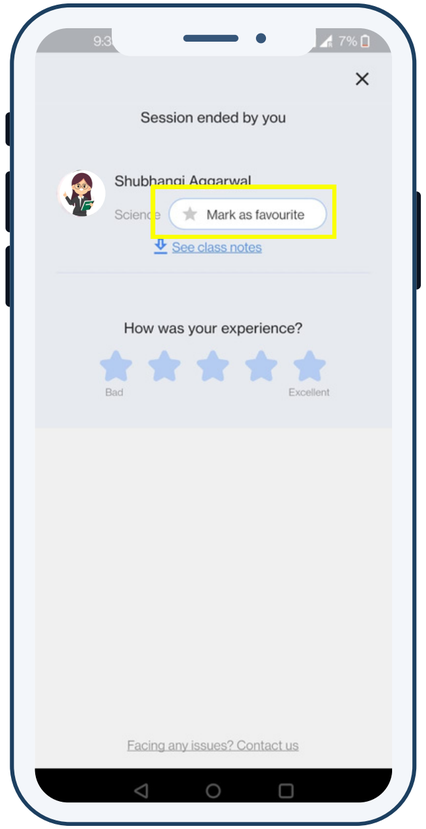


The learner can send messages through the messaging option. The learner is confused as to where he/she can look at the question. Later realizes it is in the messaging section

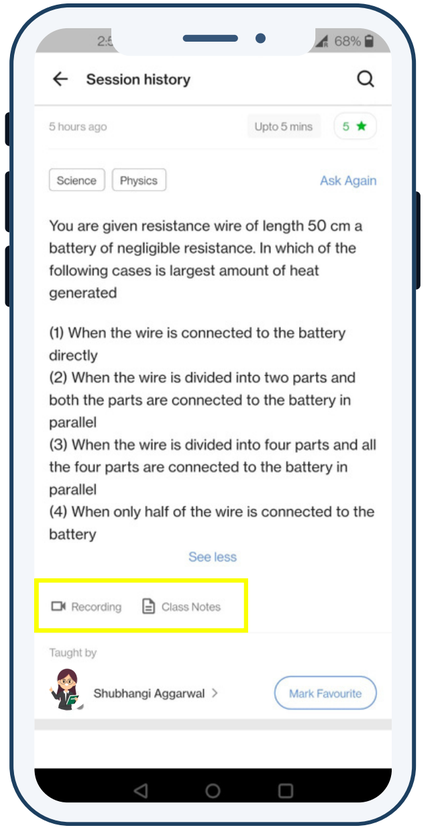


Ends the session after discussion

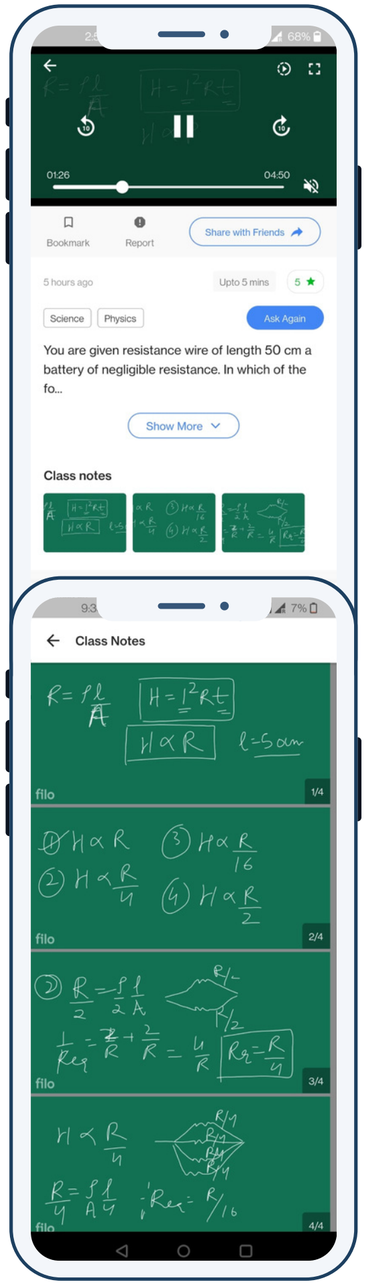
Post session



Option of reviewing the tutor after the session and mark as favorite comes up.



In the session history the learner can see the question along with recording and class notes.



The good and Bad (These are based on Playstore reviews)

Filo

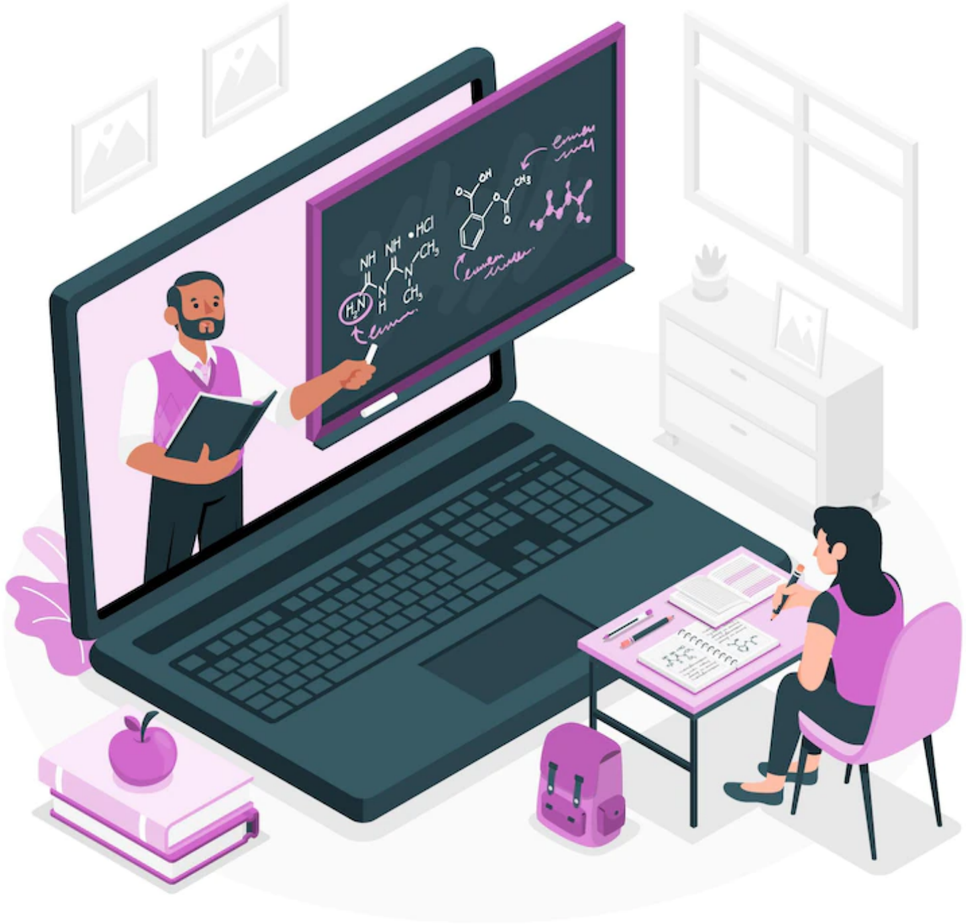
- Easy-to-use app.
- Doubts get cleared on the spot.
- Searching on sites is a waste of time.
- Helped with the school curriculum.
- Very helpful during exams.
- Some tutors are really nice and explain really well.

- There is only a limited time (15 mins) free for each day without premium which sometimes doesn't get recharged the next day.
- Sometimes the tutors are stuck and it takes up our time. They should ask us to move to another tutor.
- Unexperienced teachers getting matched.
- Once the conversation with a teacher is completed, they get lost in the pool of teachers. There is no option to have a chat with them.
- Customer care issues.

Filo : Tutor app

- Good use of extra hours and for a part-time job.
- Students are nice and sincere
- A good use of teaching skills, giving back to students who need help.
- can teach from the comfort of our homes and time

- Less remuneration.
- UI glitches.
- Inaccurate feedback system.
- Technical support issues.
- Students misbehave and give negative ratings without any reason



Metrics to Gauge performance

No. of daily active users — L2

No. of minutes of live sessions being conducted — L1

No. of students taking pemium plans/private classes — NSM

Sources:
The Startup Lab
https://www.moneycontrol.com/news/business/
https://inc42.com/buzz/

Thank You for Reading!