

# Smart Tuition Powerpoint Report

Ren Wei, Zeng Yao, Marcus, Amari



# Content

---

01

## Research

- Target audience
- Persona behavior

03

## Web Design Planning

- Web design planning
- User mapping journey and navigation

02

## Content Strategy

- Goals & KPI
- Process to meet KPI

04

## Final Website

# 01

## Research

Target Audience  
Persona behavior

# Target Audience



Based on our research and discussion, we strongly believe that the target audience for tuition website are **parents**

- Kids rarely search for tuition themselves, they ask their parents
- Parents felt responsible for their child's learning

# Persona behavior

---

Parents will

- Browse through different tuition website, see reviews
- Forum for comments
- Referral/review websites (e.g. Reader Digest)
- Listen to gossips friends and neighbours
- See credibility, wants the best for their child
- Match their budget, affordable



# 02

## Content Strategy —

Goals & KPI  
Process to meet KPI



---

# Goals

## Goal 1

To improve new students  
to **sign rate** within the  
next **3 months** by **20%**

## Goal 2

To improve the brand to  
become **thought leaders** and  
**relationship with parents**

# KPIs

1

**Goal**  
**Conversion rate**

Student sign rate increase  
20% by 3 months

2

**Bounce Rate**

Reduce average bounce rate  
to 30%

3

**Number of  
sessions**

Increase average number of  
sessions by 30%

4

**Sentiment  
Analysis**

30% improvement(Goal 2) of  
consumer sentiments to the  
brand at the end of the month



# Process to meet KPI

Google analytics  
to track Goal  
Conversion rate!

## Goal Conversion rate

Student sign rate  
increase 20% by 3  
months



Provide convenience to parents by having

- Shuttle bus to diff mrt station
- A branch at CBD for easier travelling
- Daycare for Preschool

Provide credibility to parents by having

- Authority, run by award-winning tutors
- Social Proof, celebrity reviews
- 10 years best tuition centre rated by parents, Reader's Digest award

Provide reward to parents by having

- Reciprocation, no-strings-attached free trial
- Scarcity, free stuff for first 300 newly enrolled

# Process to meet KPI

## Bounce Rate

Reduce average  
bounce rate to 30%



Improvements made to reduce bounce rate

- Nicely layout for easier to read
- Optimize for Mobile
- Fast loading page speed
- Persuasive copywriting and high quality content (promote interest)
- Many "CLICK to know more" buttons linking to another page
- All pages leads to one clear Call to Action (CTA) form
- Review pages with the highest exit volumes in google analytics, change them
- Review bounce and exit problems in google analytics, change them
- Use SEO to improve bounce rate

Google analytics  
to track Bounce  
Rate!

# Process to meet KPI

## Number of sessions

Increase average number of sessions by 30%

Session Count

85,000  54.55%

Improvements made to increase session count

Google analytics to track session count!

- Introduce events to Smart Tuition
- Event page constantly updated with new events for parents to check
- Random new promotions updated every now and then
- Refer to a friend PROMO
  - 25% enrolment discount for your subsequent child monthly lesson
  - refer to a friend if you like our tuition, both get 5 classes free
- Build external links (referral/review websites)
- Optimizing for specific keywords on-page SEO
- Create a vibrant brand focus on parents first & proven results, parents spread word of mouth
- Advertise

# Process to meet KPI

## Sentiment Analysis

30% improvement of  
consumer sentiments  
(Goal 2)



Send out surveys to review site, forums, talk to customers and non-customers of our target audience (**Parents**) monthly

Get a **percentage** score derived from the above **social listening** that compares

%

**Favourable** conversations of brand being thought leaders with strong relationship with parents

vs

**Unfavourable** conversations of brand being thought leaders with strong relationship with parents

Improvements made to **increase consumer sentiment (branding)**

- 24 hours live customer support/feedback
- Events to build rapport with parents
- Ensure 2-way close communication between tutor and parents
- Engage constant feedback with parents about child's performance
- Paying attention to what's being said about Smart Tuition and other competitors on other websites/forum, get suggestions and make improvements constantly
- Celebrity and brand influencer's reviews



# 03

## Web Design Planning

Web Design Planning  
User Mapping Journey &  
Navigation

# Web Design Planning

## Step 1

## Step 2

## Step 3

## Step 4

### Research

- User persona
- Competitor

### Draft

- Wireframe
- Business plan

### Work

- Code layout
- Copy deck

### Final website

- Review & Improve
- Final changes

## — Draft: Business Plan (1) —

- Award-winning Tutors, Proven method, Proven results
- Rated by parents as best tuition centre for 10 consecutive years!  
Reader's digest most trusted brand
- Teaching team only consists of teachers who are either recipients of the prestigious ECDA Awards for Excellence in Early Childhood Development or recipients of the President's Award for Teacher.
- From this month on, we are giving out 2 free lessons + \$35 Popular gift voucher for the first 300 newly enrolled students! (christmas promo)
- New branch at Guoco Tower with daycare for preschoolers and studying spots catered for your child! (convenience)
- Free trial for 2 month overing up to 8 lessons! Materials for lessons will be provided for free upon successful enrolment after Free Trial period



## — Draft: Business Plan (2) —

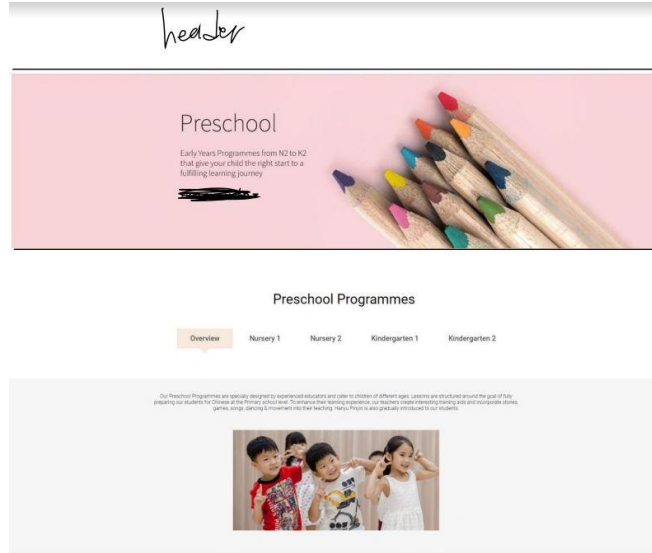
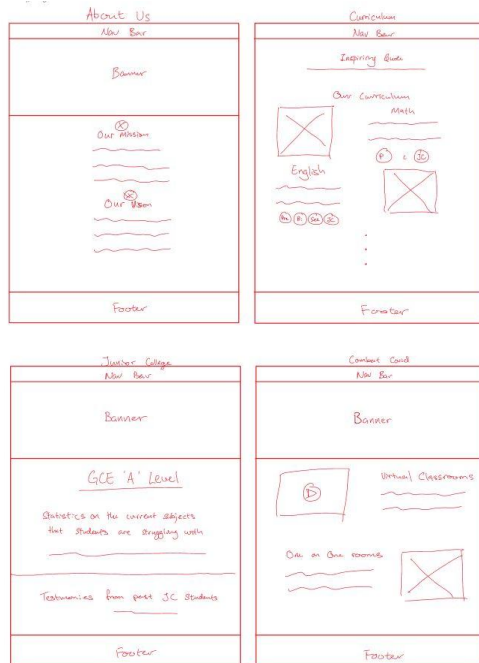
- 1-to-1 lessons, 1-to-10 lessons, Virtual Lesson, weekly review of the syllabus taught in school in order to design new questions
- 15 centres islandwide
- Introduce Events to build rapport with parents
- Key Effectiveness of our Learning Structure (curriculum)
- Celebrity + parent reviews
- Long list of student's achievement
- 24-hours Live Customer Support
- White, pastel colours minimalist theme with human touch
- Specially hand-picked photos that shows emotion





# Draft: WireFrame

Individual Drafts based  
on business plan



## Course Fees

Refer to: <https://www.thelearninglab.com.sg/programme/course-fees/>

### 1<sup>st</sup> Section – Promo Banner & Free Trial:

- Add bundle deal for parents getting 2 subjects++ in this page (use bigger image & info side by side)



### 2<sup>nd</sup> Section - Physical Lessons (presch/pri/sec/jc):

- One time register fees (Might not be needed – Give promotion to void the fees)
- "Register Now" & "Find out more" button (Register linked to Contact Us in example)

## Preschool

Cultivate your child's love for learning from an early age with our preschool programmes.

### Course fees for N2 - K2 Programmes

Applicable to English and Maths programmes

Per lesson: \$102.19 - \$107.00

Weekday (per month): \$408.74

Weekend (per month): \$428.00

\*per month refers to 4 lessons. One term has 12 to 14 lessons.

One-time registration fee (per student): \$45.00

One-time deposit (per subject): \$100, refundable subject to T&Cs

Course fees and registration fees are inclusive of GST.

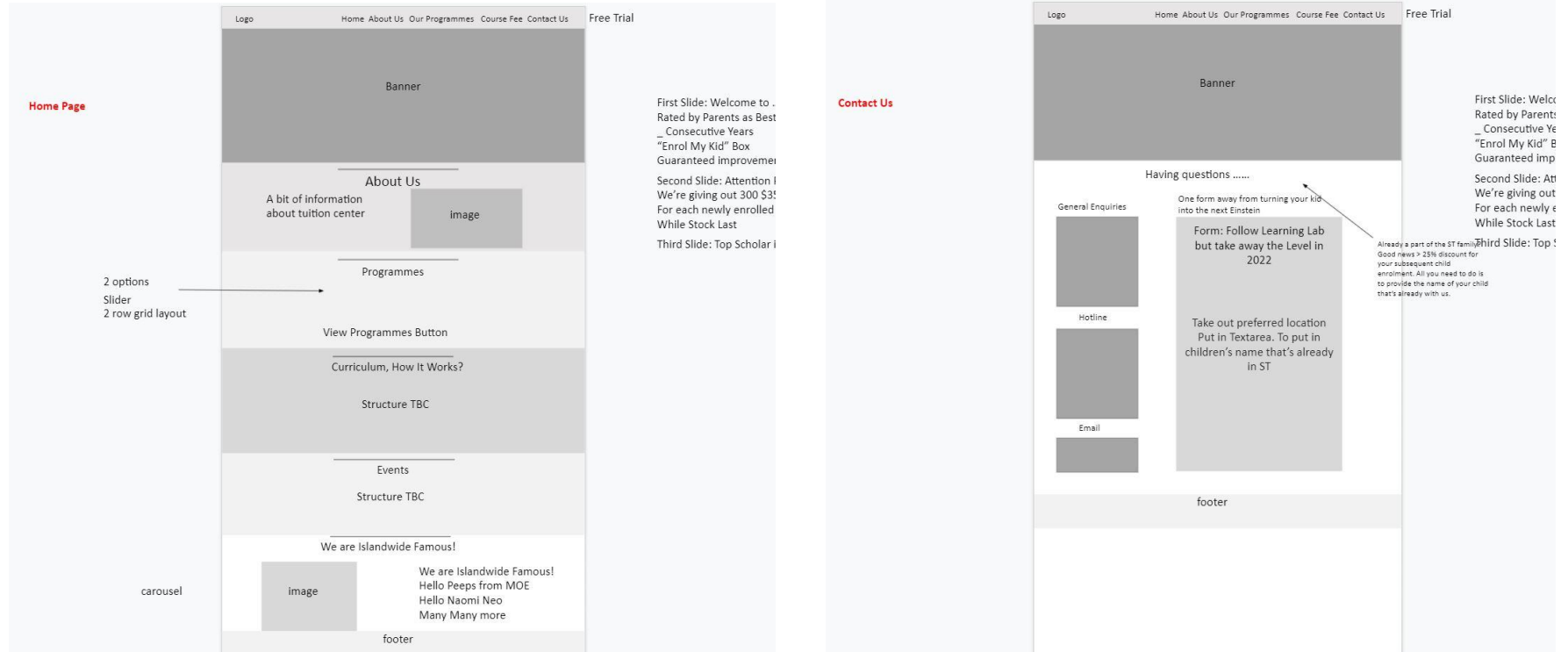


[CLASS SCHEDULES](#) [REGISTER NOW](#)

pri ... sec ... jc ...

# Draft: WireFrame

## 2 pages of Final Wireframe example (meeting 1)

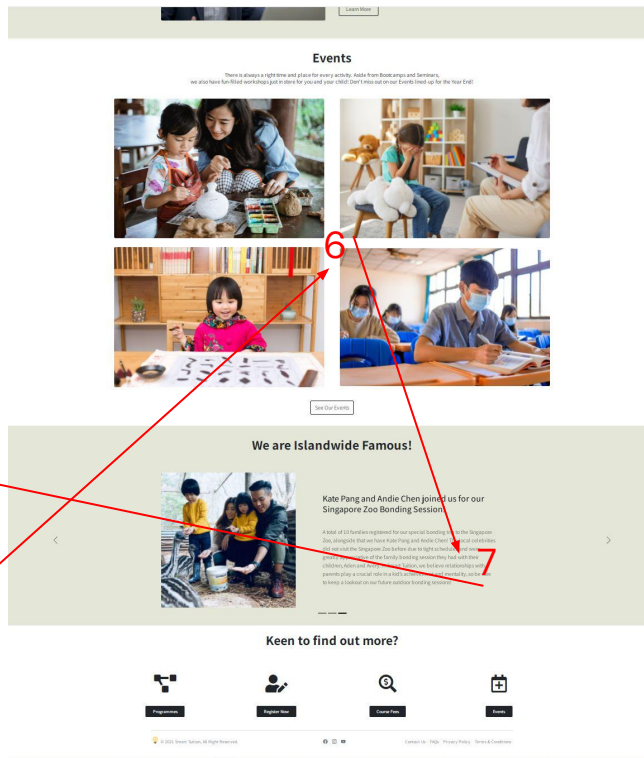
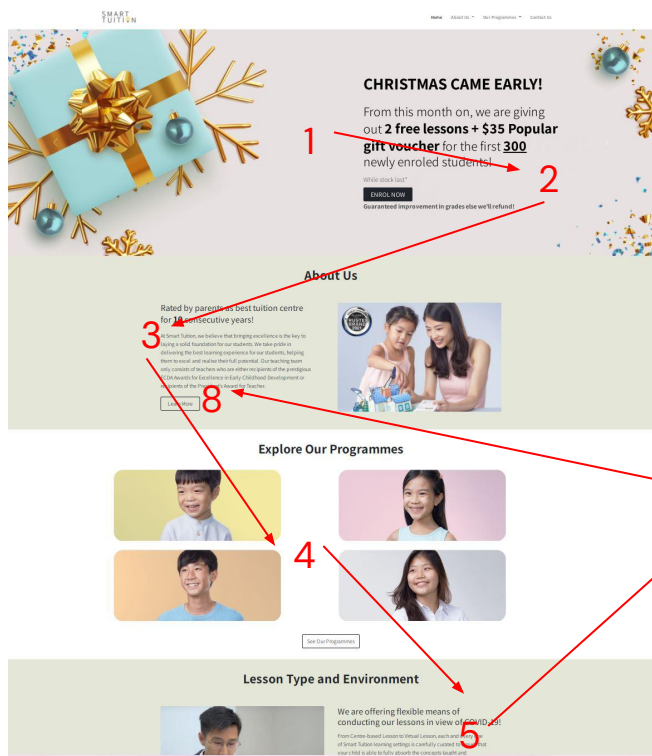


# User mapping journey

1. Scope
2. User persona
3. Define scenario & user expectations
  - End-to-end experience
  - Parent finding primary school tuition for child
  - Parent got recommended to smart tuition, enter website first time.  
Expectation: Got persuaded and enrolled their child
4. Touch points
  - Homepage ➡ About Us Page ➡ Lesson Structure Page ➡ Our Programmes Page ➡ Primary Programmes Page ➡ Download brochure(popout deadlink) ➡ Achievement Page ➡ Events Page ➡ Course Fee Page ➡ Contact Us Page (FORM CTA) ➡ Privacy Policy Page ➡ Contact Us Page (FORM CTA)

# User mapping journey (1)

Homepage ➔ About Us Page



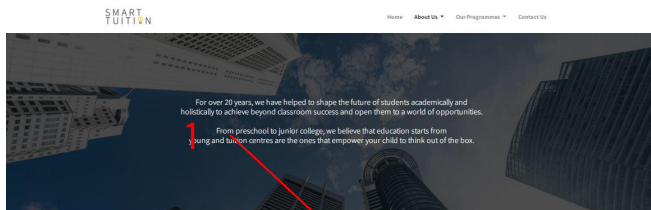
User Intention:  
See what Smart Tuition is about

Flow:  
Go through 3 banners, promotions, about us, programmes, lesson type, events, reviews, scroll back up & click **about us learn more button**

User's emotional state:  
Curious, want to know more especially seeing "best tuition 10consect years"

# User mapping journey (2)

## About Us Page → Lesson Structure Page



### About Us

#### Our Founder

Dr Lee Guang Shi

Having obtained a PhD in Education from Harvard Graduate School of Education in the recent years, Dr Lee is a leading expert in educational sector with more than 30 years of experience in teaching and consultancy projects. He was actively engaged in high-level planning school leadership, assessment of performance, student learning and teachers' professional development.

He is skilled in structuring syllabus and planning effective curriculum for learning prior to appointments to schools by the Ministry of Education (MOE), working closely with school principals to evaluate performance of teachers on practicum, providing guidance to teachers and soon-to-be potential school leaders. Dr Lee, having a full understanding of how the education system in Singapore is, plans the curriculum and learning structure in such a way that your child will be able to achieve stellar grades and enroll into any school of your choice.

[View Our Learning Structure](#)

#### Head of Preschool Department

Ms Huang Chunjie

A passionate and enthusiastic early childhood professional with more than 22 years of experience. Ms Huang obtained her Master of Science in Early Childhood Education from Wheelock College, a Bachelor of Arts/Childhood and Family Education from Edith Cowan University and a Diploma in Preschool Education.

Having worked in MOE, as well as in charge of overseeing the operations when she was in ECDA, she has a wonderful rapport with children and treat every child as if he/she were her own. She believes that every child is unique and is willing to go an extra mile to cater her teaching in order to **realise every child's full potential**.



#### Head of Preschool Department

Ms Huang Chunjie  
A passionate and enthusiastic early childhood professional with more than 22 years of experience. Ms Huang obtained her Master of Science in Early Childhood Education from Wheelock College, a Bachelor of Arts/Childhood and Family Education from Edith Cowan University and a Diploma in Preschool Education.

Having worked in MOE, as well as in charge of overseeing the operations when she was in ECDA, she has a wonderful rapport with children and treat every child as if he/she were her own. She believes that every child is unique and is willing to go an extra mile to cater her teaching in order to **realise every child's full potential**.



#### Head of Primary School Department

Ms Nellie Ho  
Ms Nellie Ho is a graduate from the Ministry of Education in Curriculum and Teaching, Bachelor of Education (Primary Education) from Singapore University of Education. She has over 10 years of experience in teaching and curriculum development.

As a dedicated and experienced teacher, she is committed to providing quality education for all students. She is also a member of the Singapore Teachers' Association and the Singapore Education Association.



#### Head of Secondary School Department

Mr Siu Kai Ming  
Mr Siu Kai Ming is a graduate from the Ministry of Education in Curriculum and Teaching, Bachelor of Education (Secondary Education) from Singapore University of Education. He has over 10 years of experience in teaching and curriculum development.

As a dedicated and experienced teacher, he is committed to providing quality education for all students. He is also a member of the Singapore Teachers' Association and the Singapore Education Association.



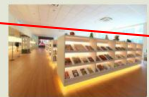
#### Head of Junior College Department

Ms Loh Wei Feng  
Ms Loh Wei Feng is a graduate from the Ministry of Education in Curriculum and Teaching, Bachelor of Education (Junior College Education) from Singapore University of Education. She has over 10 years of experience in teaching and curriculum development.

As a dedicated and experienced teacher, she is committed to providing quality education for all students. She is also a member of the Singapore Teachers' Association and the Singapore Education Association.



### INTRODUCING OUR NEW BRANCH AT GUOCO TOWER



Our new Tuition Centre + DayCare for Preschool Branch at CBD  
At Guoco Tower, we have a new branch of our Tuition Centre + DayCare for Preschool. This branch is located in a prime location, close to the MRT station and shopping centre. We are excited to welcome new students and provide them with the best quality education and care.

Guoco Tower is a modern building with high ceilings and glass walls. It is a perfect place for your child to learn and play. We are excited to welcome new students and provide them with the best quality education and care.

Learn More

Keen to find out more?



Facebook



Telegram



Search



Calendar

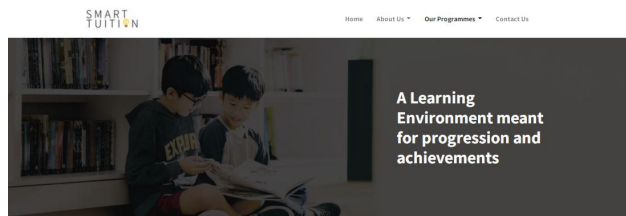
User Intention:  
Want to know more about Smart Tuition

Flow:  
Read banner, founder, head of primary school, new branch at guoco, scroll back up & click **view learning structure button**

User's emotional state:  
Impressed at CBD branch, want to know more about how are they going to teach their child

# User mapping journey (3)

## Lesson Structure Page → Our Programmes Page



### Lesson Structure

#### Key Effectiveness of our Learning Structure



##### Maximize class time

Our curriculum is carefully structured with appropriate pacing, which includes a series of clear steps, bite-sized information for an easier understanding. Effective lesson planning with our unique proven methods will optimize the time spent on each task to ensure the highest maximize class time.



##### Maintain engagement

Our curriculum is planned with a variety of teaching methods and learning activities to ensure engagement by unifying lesson and unit learning. We promote class engagement as it keeps the student focused, and strongly encourages them to ask the tutors during the class to clarify any doubts they might have.



##### Achieve outcome

Our curriculum is planned with a clear structure and road map to help students achieve the highest grade attainable. Lessons are exam focused and well-contructed with adequate practice questions. Repeatable for our teaching methods, it's guaranteed that your child will reach his or her maximum capabilities within.

### Class Settings



#### 1-to-1 Lessons

Looking for a 1-to-1 tutor due to the parents' of preparing for an important examination? We have a team of experienced home tutors that specialize in helping your



#### 8-10 Lessons

Enter a warm and nurturing environment! Each classroom will have up to 10 students to ensure your child gets noticed and never gets left



#### Online Lessons

Unable to attend physical lessons? Don't worry because we still have ways of delivering our lesson to your child! Stay indoors and learn with us. Our tutors provide world-



#### 1-to-1 Lessons

Looking for a 1-to-1 tutor due to the parents' of preparing for an important examination? We have a team of experienced home tutors that specialize in helping your child prepare for examinations, ranging from preschool to junior college. Feel free to contact us for more information!



#### 8-10 Lessons

Enter a warm and nurturing environment! Each classroom will have up to 10 students to ensure your child gets noticed and never gets left behind. Smaller class size ensures that the tutors have more opportunities to observe and assess each student with ease!



#### Online Lessons

Unable to attend physical lessons? Don't worry because we still have ways of delivering our lesson to your child! Stay indoors and learn with us. Our tutors provide world-class online tuition at your convenience. Through electronic gadgets, your child will have an interactive learning experience. Get access to a more flexible lesson plan now!

### Our Learning Environment



#### Effective Learning

We believe our students' success is measured by their ability to develop and improve as innovative thinkers. Every aspect of learning experience in Smart Tuition is thoughtfully designed to encourage students to be proactive and engage in hands-on learning.

Studying in well-designed classrooms and learning spaces boost children's learning progress and allow them to participate more fully in activities planned by the tutors. Each of our centres houses more than 50,000 books to encourage students to extend their learning beyond academic success.

### Keen to find out more?



#### Programmes



#### Register Now



#### Course Fees



#### Events

User Intention:  
See if compatible for their child, how they teach

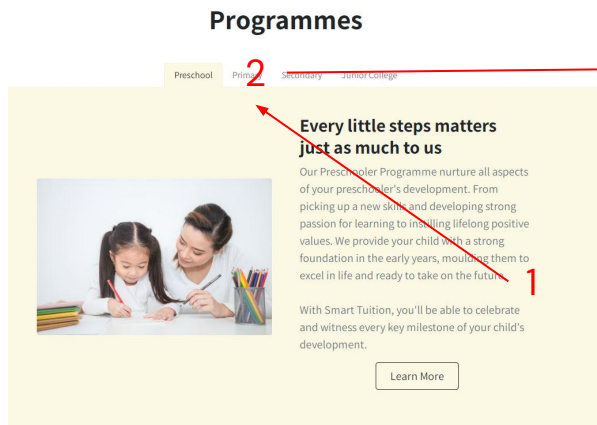
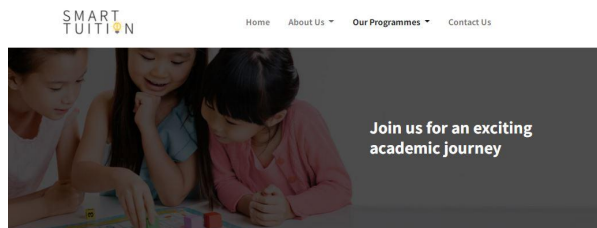
Flow:  
Key effectiveness, class setting, learning environment, click programmes button

User's emotional state:  
This tuition know their stuff, variety of class setting, lets see their programmes for primary school

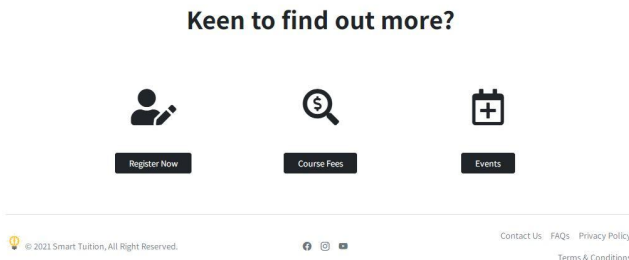
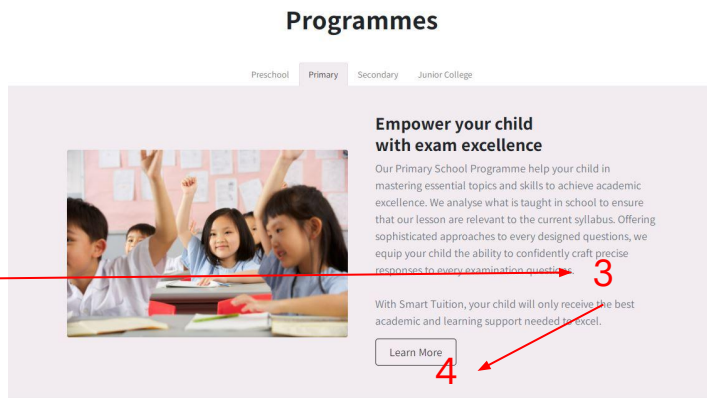


# User mapping journey (4)

Our Programmes Page ➡ Primary Programmes Page



Keen to find out more?



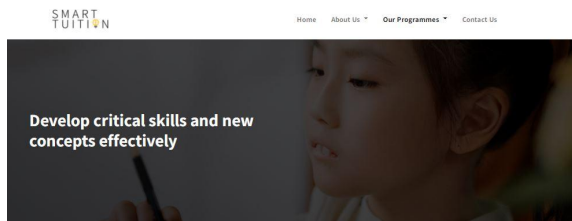
User Intention:  
See programmes for primary school

Flow:  
Enter into preschool preview, read a bit before pressing primary tab, click **primary learn more button**

User's emotional state:  
Curious after reading primary summary, want to know more about primary programmes for their child

# User mapping journey (5)

Primary Programmes Page ➡ Download brochure(popout deadlink) ➡ Achievement Page



## Primary School Programmes

**English**  
Lesson Duration: 1 hr 45 mins  
Class size: 8-10 Students  
[Download Brochure](#)

**Mathematics**  
Lesson Duration: 2 hr 45 mins  
Class size: 8-10 Students  
[Download Brochure](#)

**Science**  
Lesson Duration: 2 hr 45 mins

**Science**  
Lesson Duration: 1 hr 45 mins  
Class size: 8-10 Students  
[Download Brochure](#)

**Parent Review**

"Smart Tuition is truly one of the best in Singapore, where my daughter found her passion for learning!"  
Mrs Tan, Parent of Leila, P5

[See Our Achievements!](#)

**Keen to find out more?**

[Programmes](#) [Register Now](#) [Course Fees](#) [Events](#)

© 2021 Smart Tuition. All Right Reserved.

User Intention:  
Know more about primary school programmes offered

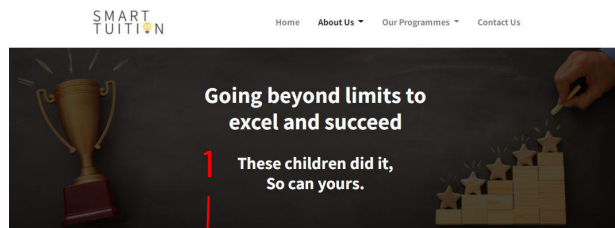
Flow:  
Read subjects offered, click on brochure (deadlink), read review, click see our achievement button

User's emotional state:  
Got subject wanted, after reading review got interested. Want to see achievements



# User mapping journey (6)

## Achievement Page → Events Page



### Our Student's Achievement in 2020

PSLE GCE 'N' LEVELS GCE 'O' LEVELS A-LEVELS

Rank	Results	Student	School
1	281, 4A*	Huang Zi Qi	Red Swastika School
2	270, 3A*/1A	Tan Jit Hao Jason	East Spring Primary School
3	267, 4A*	Misha Ghosh	Mayflower Primary School
4	265, 3A*/1A	Atiqah Zahra	Damai Primary School
5	263, 3A*/1A	Hilman Faiz	Bedok Green Primary School
6	262, 2A*/2A	Hilma Nurul Azzahra	East Coast Primary School
7	258, 1A*/3A	Ayesha Aliah	Guangyang Primary School
8	256, 2A*/2A	Meenakshi	Bukit View Primary School
9	255, 2A*/2A	Ihsan Nuruddin	Alexandra Primary School
10	254, 2A*/2A	Ammar Abdul Jabar	Temasek Primary School
11	252, 1A*/3A	Muhammad Hariz Ardianto	Greenridge Primary School
12	251,	Muhammad Danial	Nanyang Primary



Coming from a family with no academic background, studies have always been a struggling issue for me. Despite working on multiple assessment books and numerous consultations with my teachers to understand the subjects better, I often find myself lagging in class.

My constant effort in trying to improve my grades have led my mom to the discovery of Smart Tuition. Under the guidance of the tutors in Smart Tuition, I've made tremendous improvement in my studies. In

8	L1R5 - 7, 5A1/2A2	Chan Heng Chee	St. Patrick's School
9	L1R5 - 7, 5A1/2A2	Chan Chun Sing	Temasek Secondary School/td>
10	L1R5 - 8, 6A1/1A2	Kit Chan	Guangyang Secondary School
11	L1R5 - 8, 5A1/1A2/1B3	Chan Sek Keong	Bukit Batok Secondary School
12	L1R5 - 8, 4A1/3A2	Felicia Chin	Fajar Secondary School
13	L1R5 - 8, 4A1/3A2	Annabel Chong	Bukit Merah Secondary School
14	L1R5 - 8, 4A1/3A2	Steven Chong	West Spring Secondary School
15	L1R5 - 9, 4A1/2A2/1B3	Simon Chua	Unity Secondary School
16	L1R5 - 9, 3A1/3A2	Tanya Chua	Hougang Secondary School
17	L1R5 - 9, 3A1/3A2	Han Sai Por	Serangoon Secondary School
18	L1R5 - 10, 4A1/3B3	Hazlina Halim	Boon Lay Secondary School
19	L1R5 - 10, 1A1/6A2/1B3	Mavis Hee	Jurong Secondary School
20	L1R5 - 10, 1A1/6A2/1B3	Heng Swee Keat	Greendale Secondary School

It has been an obstacle for my goal in becoming the top in my cohort. But with Smart Tuition, my grades improved tremendously as I was able to understand the key formulas and concepts better under the tutor's guidance. I would never expect going from a constant C6 for Science and Additional Math to 2 A1s in such a short period of time.

This was all possible thanks to the patient tutors with undying effort in teaching me throughout each lesson. Understanding how to tackle tricky exam questions kept me motivated and helped me in my final push for O levels.

Baey Yam Geng, 'O' Level Science Physics - A1 / A Math - A1, Top in Cohort, Ang Mo Kio Secondary School

### Keen to find out more?



Programmes



Register Now



Course Fees



Events

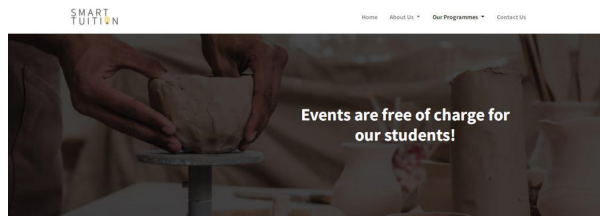
User Intention:  
See achievements

Flow:  
See banner, read primary achievements, press into other tabs to look around other level achievements, click **events button**

User's emotional state:  
Impressed at the good student grades. Scrolled down wanting to see more and curious about Events.

# User mapping journey (7)

## Events Page → Course Fee Page



### Events

November



#### Zoo Bonding Session Excursion

Enjoy a fun-filled activities at the Zoo with your child. There are more than 100 species, we are specially pre-book Splash Safari Show for this event to be go and your child witness the spectacular show put up by the amazing Sea Lions.

REGISTER NOW



#### Pottery Making Workshop

Explore your creative side by participating in our Pottery Workshop with your child. Experience the therapeutic effects of creating pottery. We are holding a contest for the best pottery made, so give it your best shot.

REGISTER NOW



#### Creative Writing Contest

Our Creative Writing Contest provides a platform for students to understand and create meaningful English, while encouraging them to think and create their own amazing stories. Every participant will get to walk away with a Certificate Voucher!

REGISTER NOW



#### Basic Programming Workshop

Calling all children who have a strong interest in programming! Our 5-day Programming Workshop offers an introductory course that covers the basics of C++, Java and Python. You'll have a chance to meet with the TikTok Developer!

REGISTER NOW



#### Tackling Anxiety Seminar

Suffering from anxiety attacks or nervous about fear not for our Tackling Anxiety Seminar are here provide you the support and help to overcome them for the first time, we're inviting all parents to this workshop.

REGISTER NOW



#### Calligraphy with Us Workshop

Join us as we discover the origin of Calligraphy! We're exciting this event to all parents! Every parent has a chance to write their Chinese characters using the calligraphy brush provided. You can stand a chance to bring home one of the brushes!

REGISTER NOW

offer an introductory course that covers the basics of C++, Java and Python. You'll have a chance to meet with the TikTok Developer!

REGISTER NOW

here provide you the ways to manage and overcome them for the first time, we're inviting all parents to this workshop!

REGISTER NOW

Everyone is given a chance to write a few Chinese characters using the calligraphy brush provided. You can stand a chance to bring home one of the brushes!

REGISTER NOW

December



#### Effective Reading Workshop

Reading Workshop allows student to engage in authentic reading experience. Every student will get the chance to present what they have read. Parents are encourage to attend and watch your child present his/her favourite story!

REGISTER NOW



#### K2-P1 Bridging Programme

Designed to bridge the gap between kindergarten and primary one, this workshop emphasises on fun activities for speaking, reading and writing, which are the key to build self-confidence and independent learning.

REGISTER NOW



#### Bake-a-cookie Workshop

BACK BY POPULAR DEMAND! This is the second time we are hosting Bake-a-cookie workshop for the year! Join your child and learn how to bake delicious cookies for the upcoming Christmas celebration!

REGISTER NOW



#### PSLE 2022 Jumpstart Bootcamp

Prepare your child for PSLE by signing up for our PSLE 2022 Jumpstart Bootcamp! Revisiting thousands of positive feedback about how students have benefited and achieved stellar grades, this is something you don't want to miss!

REGISTER NOW

Keen to find out more?



Programmes



Register Now



Course Fee

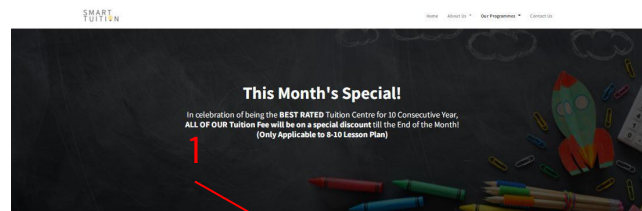
User Intention:  
See what events they have

Flow:  
Browse through and read event descriptions, click **course fee button**

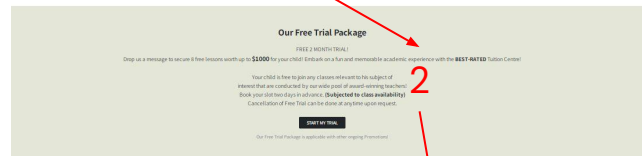
User's emotional state:  
Tuition very engaging, a lot of events for me and my child. Saw some promo at homepage. Let's look at the course fee if it's affordable

# User mapping journey (8)

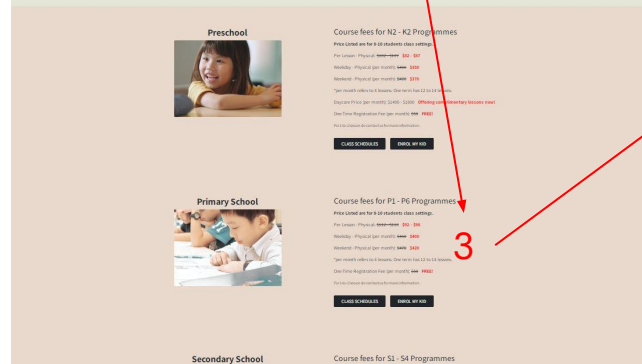
## Course Fee Page → Contact Us Page



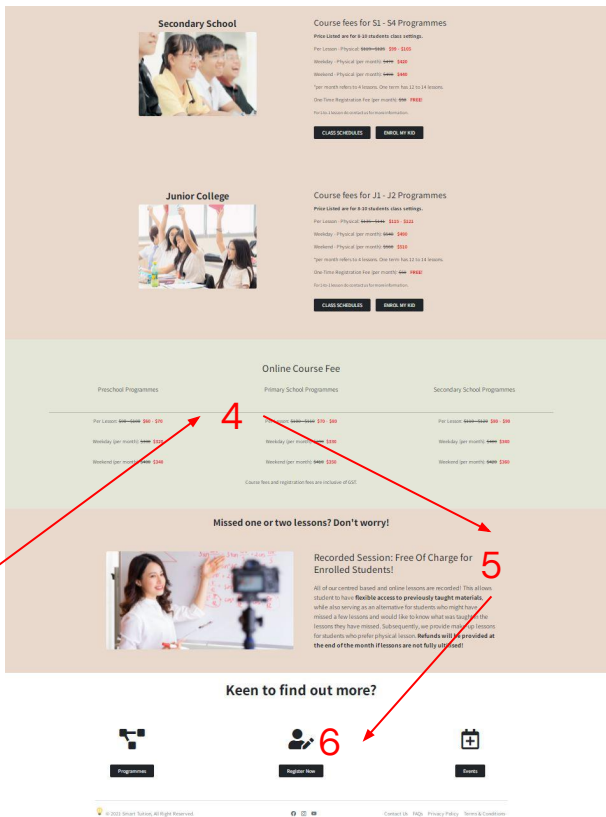
Course Fees



2



3



Keen to find out more?

6

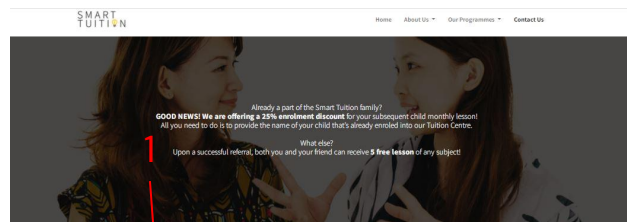
User Intention: See current promotions, course fee if affordable

Flow:  
See banner, free trial package, primary fee, online fee, recorded session, click **register now button**

User's emotional state:  
No-strings-attached 2 months free trial quit anytime?! Course fee affordable?! Want to enroll immediately

# User mapping journey (9)

Contact Us Page (FORM CTA) ➡ Privacy Policy Page ➡ Contact Us Page (FORM CTA)



Having questions? Reach out to us!

General Enquiries

Front Desk time:

Operating hours:

Mon to Fri: 1pm to 8pm

Sat & Sun: 10am to 6pm

Closed on public holidays and government public holidays

Hotline

[63424242](tel:63424242)

24-hours Live Customer Support

We want to be able to provide you and your child the help and solutions whenever needed.

Email

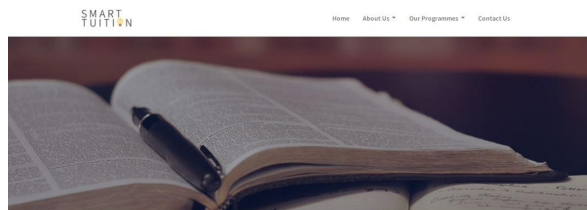
[enquiry@smartinstitution.com.sg](mailto:enquiry@smartinstitution.com.sg)

One form away to  
shaping a better future for your child!

Form fields for contact enquiry:

- Salutation\* (Dropdown menu)
- Name First Name\* (Text input)
- Name Last Name\* (Text input)
- Parent First Name\* (Text input)
- Parent Last Name\* (Text input)
- Child Contact Email\* (Text input)
- Current Study Year (Text input)
- Child Subject of Interest (Text input)
- Subject of Interest (Text input)
- Email\* (Text input)
- Enter your Email (Text input)
- Mobile Number\* (Text input)
- 8 Digit Mobile Number (Text input)
- Additional Information (Text area)
- Submit button

Keen to find out more?



## SMART TUITION PTE. LTD. PRIVACY POLICY

This Privacy Policy relates to Personal Data collected and the circumstances under which it may be used or disclosed by STPL or any other corporation related to them by way of section 6 of the Companies Act (Cap. 50) (each a "STPL Group Entity" and collectively "STPL Group").

The STPL Group is committed to respecting your privacy and we aim to maintain a high level of trust with all clients and prospective clients by adhering to the principles of applicable data protection and privacy laws in each country of operation.

For the purposes of this Privacy Policy, "Personal Data" shall carry the definition assigned to under the Personal Data Protection Act 2012, and shall include any data about you, the Parent or Student, which can be identified from that data and/or other information to which STPL has or is likely to have access to.

### > Types of Information Collected and Used

### > How we collect information

### > Purposes for which information is collected, Used and Disclosed

### > Transfer of information

### > Retention of information

### > Right of Access

### > Use of Cookies

### > Right of Access

### > Disclaimer

### > Updates to the Privacy Policy

### > Governing Law

### Contact Us

Feel free to contact us for any enquiries, requests and feedback.

### By Mail:

Personal Data Protection Officer

Smart Tuition Pte. Ltd.

#10-01 Geylang Tower

1 WILKINSON

SINGAPORE 439603

### By Email:

[dataprotection@smartinstitution.com.sg](mailto:dataprotection@smartinstitution.com.sg)

User Intention: Enrol their child

Flow:  
Banner, general enquiries, click **privacy policy word link** to see, press back to **contact us page** and **submit form**.

User's emotional state:  
Excited, saw banner subsequent child and referral promo. Try trial 1 week first if good, shall tell my friends too!! more savings if sign up together



# Final Website

Smart Tuition Pte. Ltd.

<https://glooming-modules.000webhostapp.com/>

12 pages:

- Homepage
- About us
- Achievement
- Our Programmes
- Preschool Programmes
- Primary Programmes
- Secondary Programmes
- Learning Structure
- Course Fee
- Events
- Contact us (FORM CTA)
- Privacy Policy



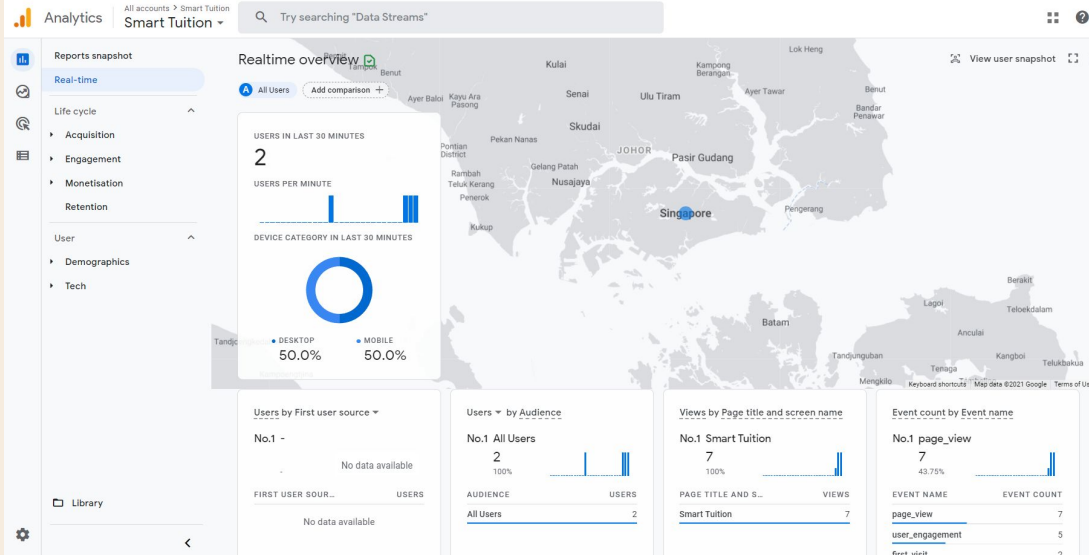


## Google Analytics

# Final Website

Smart Tuition Pte. Ltd.

<https://glooming-modules.000webhostapp.com/>



We constantly validate and refine user journey:

- Live testing with friends to be sure it resembles **real use case**, user feedback used to improve navigation design
- Use of google analytics to track, improve navigation design and website to **achieve KPI**