

# RFP Document

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## NDA

In compliance with the Non-Disclosure Agreement, Writalk acknowledges that the enclosed scope and features are strictly confidential and customized for this specific project. This information has been developed and obtained by great efforts and shall be treated as trade secrets, henceforth.

You are, thereby, advised to keep all the enclosed information in this project proposal as confidential and limit disclosure to any officers, employees, third party agents or individuals who are not directly connected to this project.

## Overview:

**Writalk** is an English learning educational tool where we target people who are willing to improve their English language with tutors via an App on their smartphones, we try to improve students conversational English skills starting with a public speaking product in an innovative unique platform.

## Core

Platforms needed:

<b>IOS App for Students (Writalk)</b>
<b>Writalk Website that gives access for Admins and Tutors</b>

\*\*IOS App only for student access Only

\*\*Writalk Website that gives access for admin/tutors

URL Samples:

\*\* writalk.com/students

\*\* writalk.com/admin

\*\* writalk.com/tutors

## IOS APP Functionalities

### Sign-up Page

- Registration page with Email and password
- No integration to other platforms (such as facebook)
- Registration info for new users
  1. First name or Full name
  2. Email
  3. Phone
  4. Country
  5. Level of English (beginner or intermediate or advanced)

\*\*All details are required

Once they click next, the system generates an auto verification code that is sent to the phone number.

- Allow access to location (asking user, optional)
- Allow Notification (optional)
- Generate an id number for each new user (like italki app)
- Legal agreement tick

Product page (for now we have only public speaking product {We call it LEARN})

**Includes:**

- **Sessions profile:**

1. Tutor name,
2. picture,
3. country with a flag.
4. Tutor category: (International tutor or Native tutor or International speaker or Native speaker)
5. English lesson topic.
6. Public speaking topic.
7. Time of session.

- The page has 6 session profiles per day (we might start with 2 or 3 only)

Student Profile (we call it **Me**)

**Includes:**

- **My profile**

\*\*If you click on the pic or my profile, it directs you to my profile page, and from there you can edit and change your personal information:

1. Name,
2. ID,
3. Country and
4. level of English

- **My Wallet**

example:

My Wallet	
Subscription:	(?)
Public speaking	1 Month
Start	Expiry
01/02/2020	01/03/2020

- **Buy Subscription**

There are two types:

- 1 months XXX SR
- 3 months XXX SR

\*\* A spot for a gift cards redeems

\*\* Auto renewal option like a tick on/off (it should be on as default)

\*\* Payment method design like italki (//add Apple Pay)

*\*\*Please note if the user in Saudi Arabia can view the subscription cost in SR otherwise in USD*

- **Refer a friend**

- Generates a general link (invite code) with branded picture (//without giveaway)

- **Settings**

- General (like italki) includes only
  1. email, (verify your email)
  2. phone,

3. *password only,*
  4. *currency {USD and SR only}*
- Get Help (we will provide Q&As)
  - Contact us : like italki (automatic creation of email message to [info@writalk.com](mailto:info@writalk.com))  
this includes/
    1. system version,
    2. app version,
    3. name and
    4. user id.
  - About: short description and Legal Agreement (legal statement copy)
  - Log out

*\*\*please note this idea was driven from italki  
You may refer for a clearer picture*

#### Below Bar

Includes: Learn page icon, Me Icon, buy subscription and my wallet

- A designed icon for Learn
- A designed icon for Me
- A designed icon for buy subscription (ex. Money sign)
- A designed icon for my wallet (ex. Wallet sign)

## Website

Writalk Logo			login	Sign up	Become a tutor
Summary includes:					
<ul style="list-style-type: none"><li>• What is it? //Download the app.</li><li>• Why Writalk?</li><li>• How does it work?</li><li>• Tutors testimonials overview then (Become a tutor icon)</li></ul>					
Footer:					
<ul style="list-style-type: none"><li>• Jobs</li><li>• Privacy</li><li>• Term &amp; Conditions</li><li>• Contact us</li><li>• Social Media Platforms</li></ul>					

## Web for Admin Dashboard

Login
<ul style="list-style-type: none"><li>• Email and Password</li></ul>
Metrics
This includes:
<ul style="list-style-type: none"><li>• Subscribers,</li></ul>

- Tutors, (tutors who are sent applications and are accepted)
- Users, (Users who have given email and mobile).
- Sessions.
- Attendees.
- Churn Rate, (Subscribers who did not re-subscribe, Auto Renewal).

*Note: Regarding metrics, we need to be able to get the info per hour, per day, per week, per month and yearly. And also per country.*

*All metrics are in Graph not tables*

## Customer Support

This includes:

- User Search



- Via user Id, or
- Via email or
- Via name



Result includes:

- Name
- Id
- Phone
- Country
- Level of English
- Email
- Purchase history (date, type, period and amount)
- Valid Subscription (started date, ending date, remaining)
- System version
- App version

*Then, these are the following options for now:*

- Unblock or block the user. (tutors action from live sessions)

- Add paid subscription

1. subscription type ,
2. number of months (drop icon)

- Session History (*archived sessions*) including

- *tutor name,*
- *date and time,*
- *duration,*
- *students rate,*
- *video icon that lead me to view the session,*
- *total number of attendees*

*Switch to the Aqura system to support slow speeds. (this is a suggested solution used by Cambly) //We need a suggestion for slow speed/low connection issues*

### Internal Marketing for marketers

- In-app notifications (from my DB)
- Email marketing (from my DB)
- SMS marketing (from my DB)
- Using external statistical APIs for (Marketing purposes) Suggestions?

**//Onesignal is highly recommended**

We will have another page inside internal marketing for {Sales Codes}

- Influencers Page ( shows how much users, subscribers & earnings)
- Discount ( team can create a code for special offers, limited by time & percentage)
- Add Free Trial subscriptions (team can create a code for give away subscriptions)
- Add free sessions. (enable 1 to 10 sessions)

Note:



- Marketers should be able to choose a template, segmentation and time for each message. (Whether it is automotive or manual)

### Notes:

- Condition: there are two types of admin (Super Admin and admins with limited access)

	View All	Edit
Super Admin	Yes	Yes
Admin	Yes (excluding subscribers and sales)	Yes

- All payments for tutors going to be through paypal MANUALLY

### Web for Tutors Functionalities

- Please have a look at this URL (this is a Cambly tutor web guide)  
<http://www.teacherkittygoeslive.com/the-cambly-lowdown-my-experience-so-far/>

### Upper Bar

<p>Cambly</p> <ul style="list-style-type: none"> <li>• Dashboard</li> <li>• Priority Hours</li> <li>• Reservations</li> <li>• History</li> <li>• Library</li> <li>• Referral</li> <li>• Tutor Guide</li> <li>• Support</li> </ul>	<p>Writalk</p> <ul style="list-style-type: none"> <li>• Dashboard</li> <li>• Guaranteed Sessions</li> <li>• Me</li> <li>• Live Stream</li> <li>• Tutor Guide</li> <li>• Support</li> </ul>
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## Dashboard

Tutor Pic  
Tutor ID  
Tutor Full name  
Country Flag

### Insights:

- Current Balance, 2. Rating, 3. Total payments and 4. Sessions completed (digit number).5. Number of cancellation

### Personal Calendar for

- Current week showing tutors personal schedule with day and time according their own time zone

Current Week

Upcoming Week

Week date: 04-10-2020 to 11-10-2020

Day	Time	Lesson topic	Discussion topic	Status	Want to Cancel?
Monday	2pm	XXX	XXX	Cofimed	Click
Tuesday	6pm	XXX	XXX	Cofimed	Click

## Guaranteed Sessions

- Operational manager will open new sessions every week at a fixed time (let's say Thursday 3pm).
- Operations manager will also assign
  1. Public speaking discussion topic ( Monday Corvid19, Tuesday Ramadan)
  2. English lesson topic (present simple, grammer, etc)

Calendar (for session selections) like this

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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12pm	Available	Occupied	Occupied	Available	Occupied	Available	Available
2pm	Occupied	Occupied	Available	Occupied	Occupied	Available	Available
4pm	Occupied	Available	Occupied	Occupied	Available	Available	Available
6pm	Occupied	Occupied	Occupied	Available	Available	Occupied	Occupied
8pm	Available	Occupied	Occupied	Available	Available	Available	Occupied
10pm	Occupied	Available	Available	Occupied	Occupied	Available	Occupied

*This is a sample random distribution*

- The spots will show (Available) or (occupied) which means unavailable with name of tutor who occupies when I place the mouse on
- Once a tutor reserves an available session, it automatically goes into Dashboard where the tutor can view their own personal calendar. Eventually, it becomes occupied.
- There will be a detailed cancellation policy provided

Conditions:

1. Max of 5 sessions weekly.
2. Max of 1 class per day.

Me

Includes:

- Personal Details: Tutor pic, Tutor Full name, Tutor Id, Tutor Category and country flag.
- Personal Introduction Video (max 1min)
- Teaching Qualification
- Teaching Experience
- Teaching Certification
- Location (Country, City)

Live Stream

- This is the page where it takes a tutor from the dashboard bottom.
- This page includes table of upcoming live streams of the week:

Week date: 04-10-2020 to 11-10-2020

Time countdown Starts in 00:30:34	Lesson topic: XXX Discussion topic: XXX	Go live
Time countdown Starts in 17:18:34	Lesson topic: XXX Discussion topic: XXX	Go live

- **Features needed:**

1. Share Screen for tutor (tutor face appears somewhere down the page or so)
2. The Screen should be unique to fit upto 3 students at the time excluding the tutor
3. Ban/Mute student
4. Accept or Ignore request for video/voice participation
5. Students can react with icons such as heart, or thumbs up or ... etc (please refer to periscope to get the idea)
6. Students can comment only in ENGLISH (this is a strict condition) Also the student can not copy and paste other comments at any how.
7. For the free trial users. They only can comment. They can not participate.

Where:

- Subscribers: Can Comment. Can Participate in Voice and Video.
- Free Trial users: ONLY chat comment is enabled.
- Regarding the design. We need a unique design for a live stream session. We have been inspired with live Integam & Periscope and we need a similar or a better unique idea.

### Tutor Guide

- User Guide Manual will be provided (you should provide us)

### Support

- An email generator (linked with Email or Outlook API) to generate an automatic message to [tutorsupport@writalk.com](mailto:tutorsupport@writalk.com) (this is sample)

## General notes

- Italki is our reference at stage of conflict
- Our main competitors: Italki, Cambly, Verbling, English Ninjas, EF English Live.
- E
- Phone verification only happens during registration. All other notifications for all users should be through email

Session Cancellation policy:

**\*\*note: Cancellation policy starts once the operation manager sets the weekly schedule. Once he sets the schedule.. Cancellation policy starts:**

**Flexible cancellation:**

In the first 24hrs	Acceptable
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**Early cancellation:**

Cancellation > 12hrs before class	Only 2 strikes are acceptable. the 3rd ones penalty is BAN and needs 1on1 review.
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**Late cancellation:**

12hrs > Cancellation	<ol style="list-style-type: none"> <li>1. Only 1 strike is acceptable. 2nd one penalty is BAN and needs 1on1 review.</li> <li>2. An automatic email is sent to all tutors (from our DB) to notify for the available becoming session</li> </ol>
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Non functional requirements:

- A student can click (willing to join session) icon before session. This will automatically make a push notification to allow students to be notified 15 mins before class and a Thank you! After the class
- Only English language that is supported in the app

# Thank you!