SNAP-2-ASK

WHO ARE WE?

We are SNAP-2-ASK, and our group members are: Raymond Martin, Raz Friman, Roman Stolyarov, Vipul Kohli, and Elena Villamil. Raymond, who is in databases and GUI, will be mainly focus in the design of the web page interface and the android application. Raz, who is also in databases and GUI, will be focus on the implementation of the Android application. Vipul, who is in GUI, will mainly focus in the implementation of the Web Application. Roman, who is in both databases and GUI, and Elena, who is in databases, will focus mainly on the implementation of the database. Each member of the team, despite any individual role, will help the other members when needed.

PRODUCT IDEA

SNAP-2-ASK is an image-based, academic question and answer software application. We want to make asking a specific question, and receiving a good answer, faster and easier than ever. Why is it going to be easier? Especially when dealing with math and science questions, lot of times there are graph, formulas or some other symbols hard to type with a regular computer keyboard. With our software the students won't have to worry about this, they will just need two clicks to get an answer. The first to take a picture of the question they are trying to understand and the second is to upload it to our website. Tutors can answer questions from anywhere and any time. Therefore, this product isn't convenient only for students, but also for tutors.

As far as design goes, on one hand, the Android application will be designed for the students to upload questions. In fact, our current idea is to start the application (once the student has logged in), with the camera view; students will can also view and rate answer from the Android application. On the other hand, we will the design the Web application more towards the tutors by making answering questions extremely simple and intuitive. When logging in, a tutor will see all the questions pending an answer in their specialized field. A few rough sketches of a possible design were provided with the PowerPoint during the presentation.

This software will also have to deal with a lot of data. We will need to effectively store the questions, images, and answers, as well as sort them by category. We will also have to properly store all of the information for user accounts and their related data.

MARKETING ANALYSIS

Online tutoring is a rapidly growing industry, and it will keep growing as the budget cuts in public schools and the cost of higher education keep increasing. Parents want their kids to do the best they can in high school so they can get some kind of scholarship when going to college. At the

moment, the top five online tutoring companies are: Tutor.com, Growing starts, TutorVista, eTutorWorld, and Steps. They typically pay the tutors somewhere in between 8 to 12 dollars per tutoring hour, and they charge the student somewhere between 20 to 40 dollars per tutoring hour.

Why will be our idea appealing?

Students can ask questions without paying hefty per-hour fees, yet still quickly get answers to particular questions. We will charge students on a per-questions basis. We have been considering a couple of options for the pricing. The pricing mode that we like best so far is, as follows. Each question will have only one answer; the student will pay $1.00 to view the answer. If the student accepts the answer, the answerer will receive $0.90. However, if the student is unsatisfied with his/her answer, they may reject the answer, and let other tutors answer the question. In this case, the original answerer will not receive any compensation. This could lead to students rejecting answers just to get more information. For this reason, we are thinking that the student will have to pay at least $0.20 when rejecting a question and 10 of these 20 cents will go to the tutor.

PRODUCT FEATURES

Version 1.0:

- Students and tutors will have individual accounts.
- Students will be able to ask a question by uploading picture, entering a category to which the question belongs and optionally adding a description of the question.
- Answerers will be able to respond questions through text.
- Students will be able to rate the answers.
- Answerers will have a publicly viewable rating. That will be calculate from some sort of average of all their questions ratings and the total number of questions they answered.
- Students will be able to search for tutors who live nearby. This also makes this page a good way for tutors to publicity their selves; especially if their responses are good.
- Students will have access to their own questions/answers history.

Version 2.0:

- If a student forgets their password they will receive a new password to their email address.
- We will implement a credit/debit payment method. Our knowledge of security isn't advance enough to actually implement any kind of billing involving real credit/debit cards, so we will implement some similar functionality.

- Answerers will be able to retrieve money form their accounts at any times.
- Answerers will have to get validated (show some kind of certification or pass some kind of test) before being able to get their accounts.

INTENDED USER GROUPS

SNAP-2-ASK is intended mainly for middle and high school students, being really useful for college students too. As far as answerers goes, teachers, and college students or anyone who can prove their knowledge in the areas of interest will get a chance to be a tutor as well.