Focus is on the Home market (parent subscriptions), rather than the School subscriptions

Primary -Business to school – most important, buy licences and then distribute to students

Second – e-commence model, parents buy the product. Home business has great potential

Adobe Flash - HTML 5.

Monday – Thursday in Whizz, 3 days a week at least

Two types of users: Monthly users, annual users

Cost effective for annual subscription, 150 per year, 20 per month

Events table – attempt of taking lessons

(complete lesson table & incomplete lesson tables)

stactDepth: measure of extent of struggling

outcome: pass (move forward), fail (regression), static (will come back after some other topics)

lesson\_type: tutor\_ex (exercies), tutor\_pb (test)

Subscription table –

Pupilid – student id

Each row represents one subscription

Lesson consists of exercise and test, exercise contains the teaching session

**Potential predicators:**

Too easy? Too hard? 🡪 measured by the number of pass or fail

Record of incomplete lessons and complete lessons