



Title: Affordable Tutoring Platform

Conducted by: Dr. Zubair Ahmed Shaikh

Presented by: Zakir Raza

Affordable Tutoring Platform – Design Thinking Report

1. Introduction

In Pakistan, access to quality education remains a privilege. Tuition centers charge high fees, many parents worry about the safety of their children, and students struggle to find trusted tutors in their local area. On the other hand, there are university students willing to teach but lack a platform to begin. This project aims to bridge that gap using a digital-first, user-centered approach.

2. Problem Statement

How might we connect underprivileged students with affordable or volunteer tutors in their vicinity through a safe digital platform?

The current private tutoring system is inaccessible to many due to:

- High tuition costs.
 - Lack of safety and transparency in tutor verification.
 - Unavailability of local, trusted tutors.
 - No opportunities for student-teachers to gain experience or earn income.
-

3. Motivation behind the Idea

This idea was selected because of the following reasons:

1. **To support students** who cannot afford expensive tuition fees.
 2. **To assist parents** concerned about the safety and quality of home-based tuition.
 3. **To help parents** who are tired of searching endlessly for trustworthy and competent tutors.
 4. **To empower college and university students** who want to gain teaching experience.
 5. **To provide part-time income opportunities** to students without technical job skills.
 6. **To make home-based tuition** accessible and safer for everyone.
-

4. Proposed Solution – TaleemLink

TaleemLink is a digital platform that connects students and tutors in the same locality. The system is designed with simplicity, security, and affordability in mind.

Key Features

- **Student & Tutor Sign-Up:** Basic info, location, and subjects.
 - **Tutor Discovery:** Students can filter tutors by subject, distance, rating, and cost.
 - **Booking System:** Request sessions with time and location preferences.
 - **Ratings & Reviews:** Builds trust and improves tutor quality.
 - **In-App Messaging:** Secure messaging for parents/students and tutors.
 - **Volunteer Option:** Tutors can offer free sessions or discounted rates.
 - **Parent Dashboard:** Oversight for underage students.
-

5. Design Thinking Approach

Stage	What We Did
Empathize	Conducted informal interviews with students, parents, and university students to understand pain points.
Define	Refined the problem into a clear statement focusing on affordability, safety, and trust.
Ideate	Explored multiple solutions like in-person, video, and hybrid tutoring platforms.
Prototype	Designed a clickable prototype (via Figma) with 6 core user flows.
Test	Early-stage feedback from 5 users helped refine the user journey and interface simplicity

6. Expected Impact

- Increase accessibility to affordable education.
 - Encourage students to contribute to their community through teaching.
 - Support parents by providing safe, transparent tutoring services.
 - Build local communities of learners and educators.
-

7. Next Steps

- Finalize prototype interactions
- Conduct real-user testing with both parents and student tutors
- Create a pitch presentation and storytelling video
- Present with empathy, data, and a working prototype