

## tutorNOW

### **Value Proposition**

On-demand, student-to-student tutoring within the same college campus

### **Team Members**

*Ryan*: Team manager and documentation

*Josephine*: User testing

*Asli*: Design

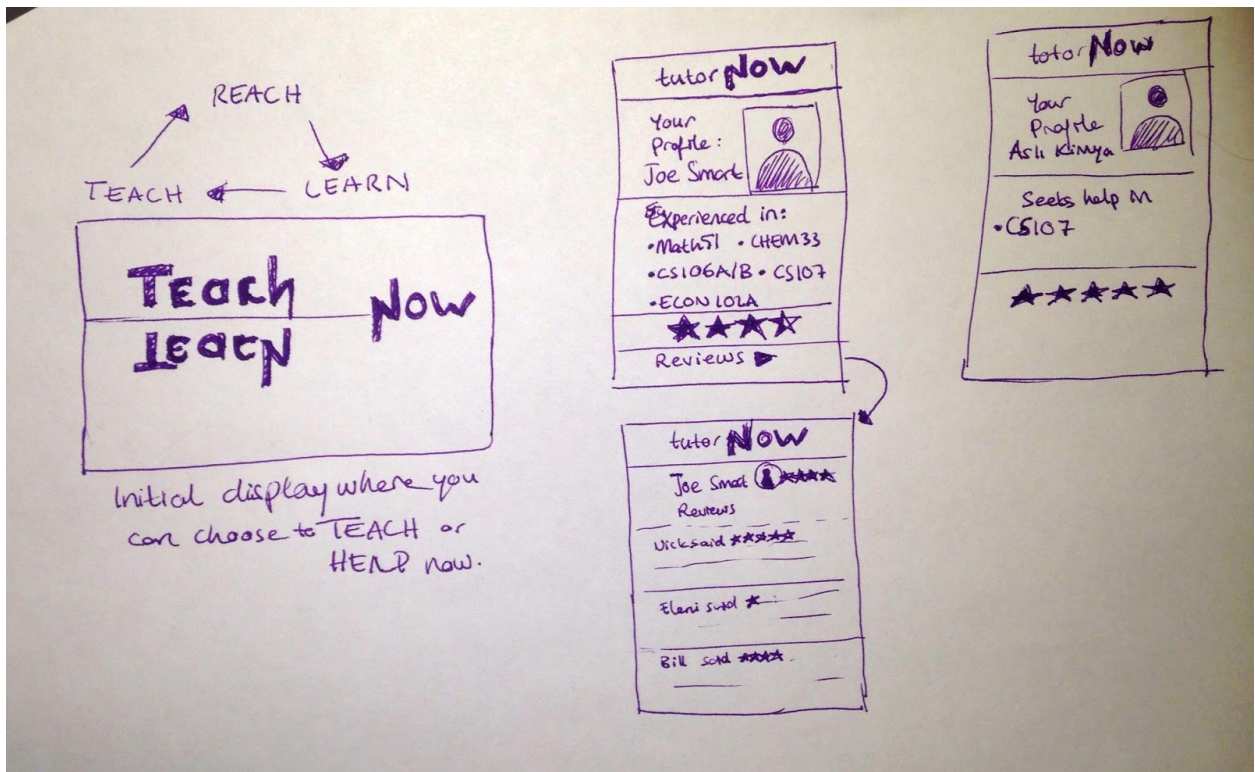
*Louis*: Developer

### **Problem and Solution Overview**

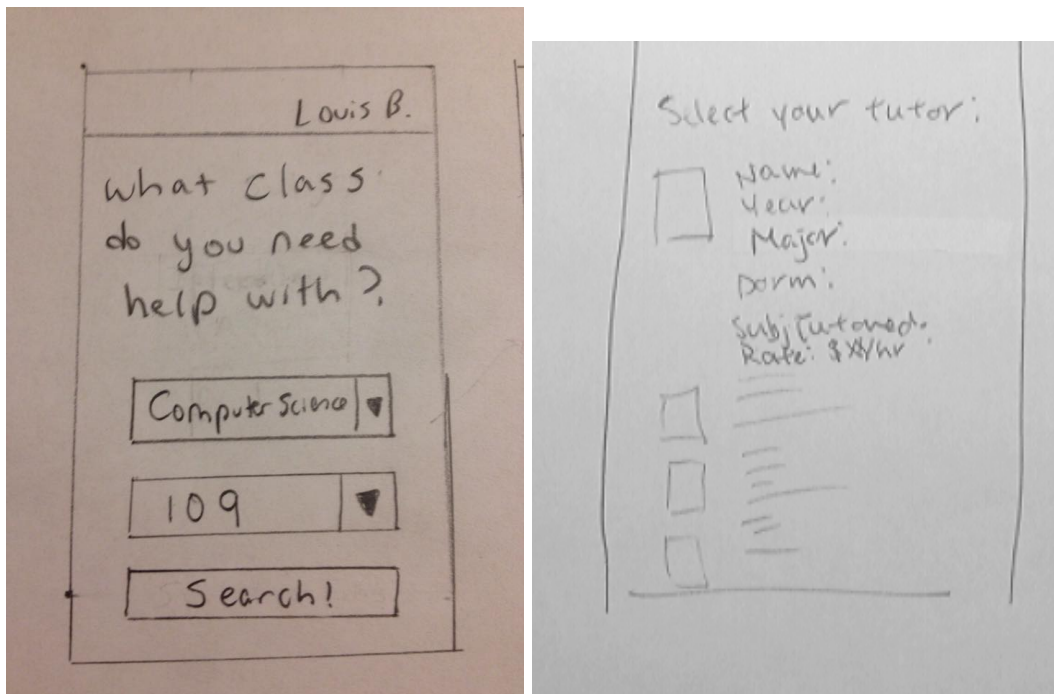
A major emerging market in entrepreneurship is education. One problem in particular we will focus on is the lack of adequate homework help services on college campuses. While college students currently use resources like office hours, Piazza, and dormitory resident tutors, these services can often be inadequate: office hours are crowded, resident tutors can be busy, and one-on-one tutoring can be expensive. There is a clear need for an on-demand tutoring service that is reliable, fast, and user-friendly. Students often need help with hard classes that none of their friends have taken, and they may need help when office hours and TAs are unavailable. Because college campuses have thousands of students who take similar classes (even though the students themselves may not know each other), our solution leverages web/mobile technology to connect these students for an on demand peer-to-peer tutoring application. College students can be both tutors and tutees, exchanging credits for help. Students can either search for tutors manually or press an “I need help now” button to be matched with a tutor in a process similar to Uber’s driver requests. Ultimately, we hope disrupt the education industry by empowering college students to learn from each other in a collaborative environment.

### **UI Sketches for 2 different interface designs**

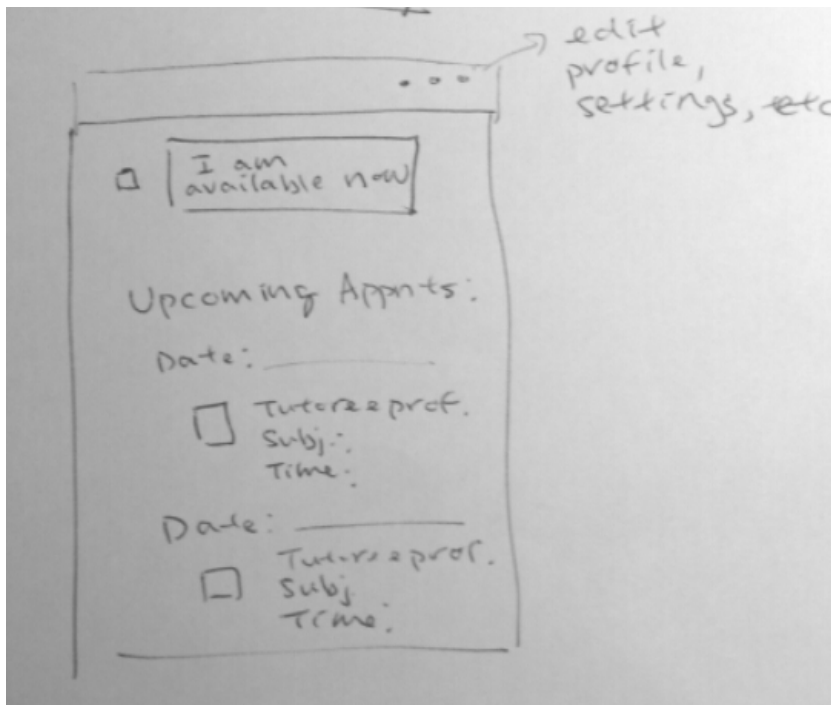
Option 1: Uber-like matching service



Option 2: Craigslist-like UI in searching for tutors



The image above demonstrates, on the tutee's end, the ability to search for a list of relevant tutors and see a list of tutors teaching the class you need help in and what their availabilities are in order to schedule an appointment at a later date.



The image above shows, on the tutor's end, the ability to see the upcoming appointments scheduled by the tutee.

### Selected Interface Design

We chose the design that really pared down the complexity of the user interface to a simple, one-button call for help. We chose this design, as, having spoken to many potential target customers, we recognized the frazzled and desperate state of mind of the consumers when they hope to use our app. In order to not create further stress and confusion (and add to the list of problems they are unable to solve), we sought to create the simplest design possible that would address the problem at hand.

While there are already several different applications available for students to search for tutors in their area (such as Craigslist), we feel that a design that allows a student to find help **immediately** can be a tremendous asset to the education industry. This is our defining feature: the fact that no matter where you are on campus and what time it is, you can find help immediately using tutorNOW.

Feature	Description
Profile	<ul style="list-style-type: none"> <li>Tutors have the ability to specify which subjects they feel comfortable</li> </ul>

	<p>teaching others or what skills (e.g. C++ or Java) they have and what times they are available to tutor (tutors can also check a “available now” option whenever they are free even if it’s not within their specified hours)</p> <ul style="list-style-type: none"> <li>● Both tutors and tutees start off with a base of ten karma points</li> <li>● Tutees can specify what classes they are taking now and need help with</li> </ul>
<p>Immediate request for help</p>	<ul style="list-style-type: none"> <li>● On tutee’s end, ability to ask for help and be matched with the nearest tutor in your vicinity who is available and able to help you with your specified subject</li> <li>● Ability to attach the assignment description to the help request so tutors can better gauge whether they can help on the subject</li> <li>● Tutors who specify that they are available at the time and who have the appropriate class on their subjects’ list will see a tutee’s request for help immediately and can choose whether they wish to accept the request</li> </ul>
<p>Feedback</p>	<ul style="list-style-type: none"> <li>● The number of karma points that a session will cost is determined by its duration</li> <li>● The tutee is able to leave feedback in terms of rating, comments, and also endorsements of the tutors’ various areas of expertise (much like LinkedIn). In addition, in order to encourage greater collaboration and teamwork, tutees are encouraged to join as a tutor to offer help as well if he/she does not yet have a tutor profile</li> <li>● Similarly, the tutor is able to rate his/her experience with the tutee and leave comments</li> <li>● Both the tutee and tutor are able to see how many karma points they</li> </ul>



	have left
Karma points	<ul style="list-style-type: none"> <li>• Currency for tutorNOW community</li> <li>• Each hour of tutoring costs the tutee 1 karma point and gives the tutor 1 point.</li> <li>• Karma points are earned by tutoring others or by adding cash (\$15=1 karma point)</li> <li>• Tutors are able to cash out of the system and exchange their karma points for cash whenever they want</li> </ul>

### UI Storyboards for Three Scenarios

Scenario 1: Tutee Requests help with the “I need help now” button

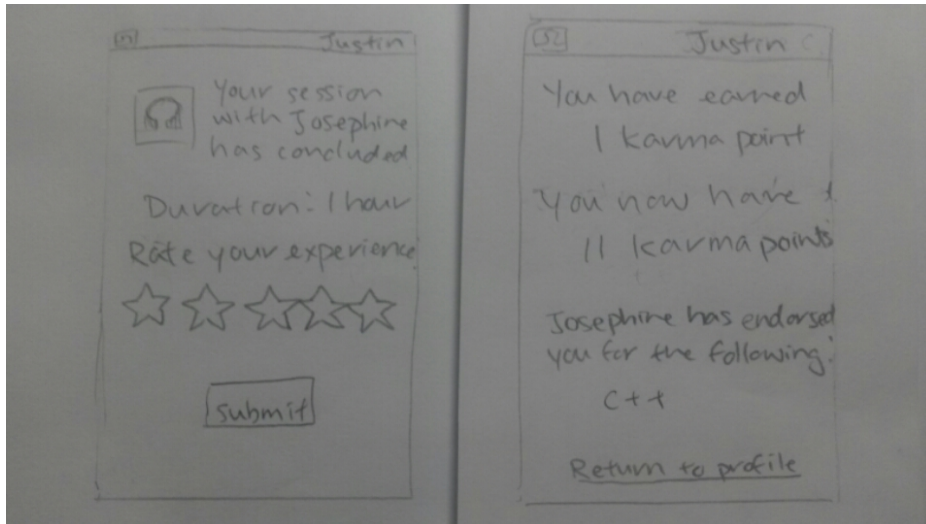
Scenario 2: Tutor responds to the “I need help now” request by accepting the request

\*\*\* Both scenarios are depicted in the screenshot of our sketches below. The bottom flow represents the tutee’s process of requesting help immediately and setting up a tutoring meetup (scenario 1). The top flow represents the tutor’s process of selecting subjects to tutor and responding to a request from a tutee (scenario 2).

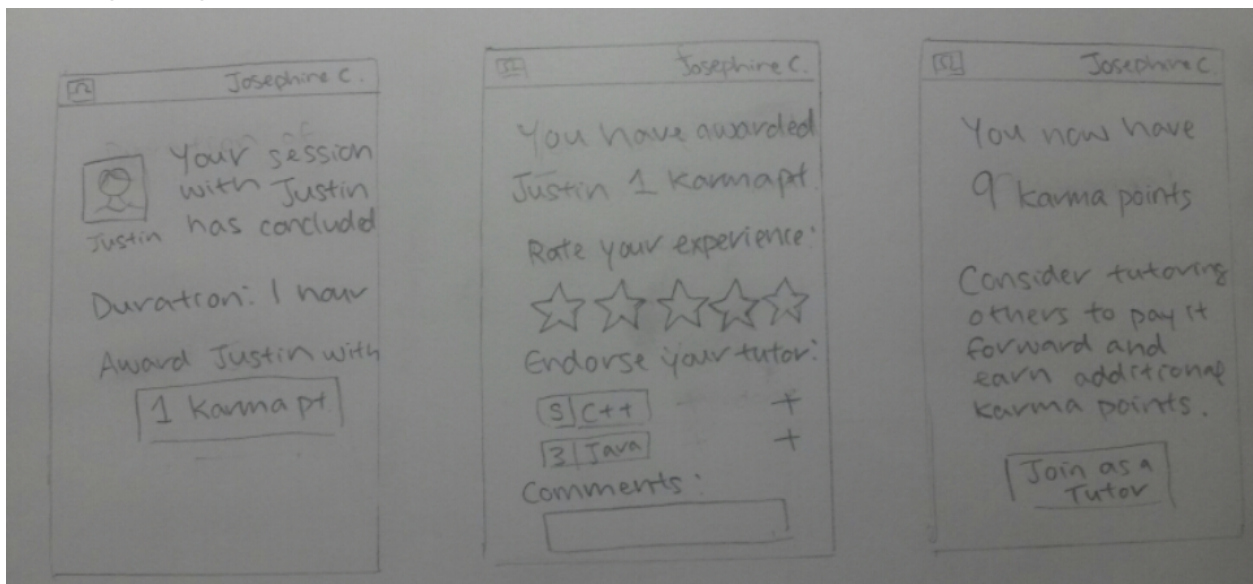


Scenario 3: The tutoring session ends, and the tutor and tutee both leave reviews and rate each other.

Tutor's profile post-session:

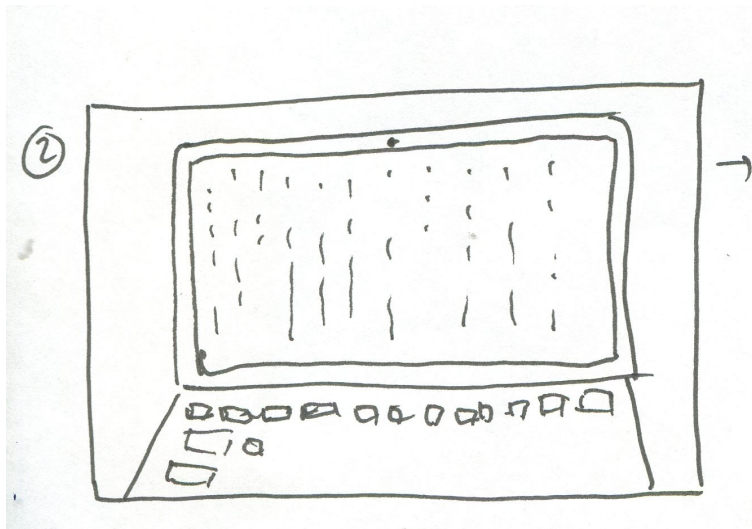


Tutee's profile post-session



### Video Planning Storyboards for 3 Scenarios for shooting video

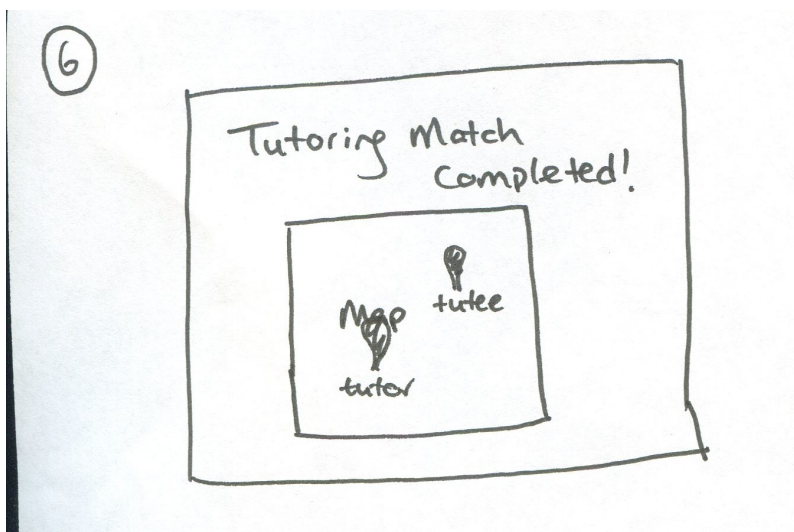
- Tutee desperately looking for help and requesting tutor at midnight
  - Lathrop tech lounge
  - Relatively dark room
  - Dramatic sad music



- Tutor being available and accepting request



- Running at the gym when s/he gets the request
- Runs from the gym to Lathrop to provide immediate help



- Post-session: Leaving a review, rating the tutor/tutee, and endorsing certain topics

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tutor rank / review screen Ⓟ Karma Points	tutee rank/ review screen Ⓟ Karma Points
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### Concept Video Description (1/2 page)

Link to concept video: <https://www.youtube.com/watch?v=M-PRFShxX9g>

Coming up with the scenarios for shooting the video worked well, as it was very clear what scenarios would work best to demonstrate our value proposition of being able to deliver help when requested. While the context and scenarios themselves were straightforward to develop, determining the balance between simply showing context and showing UI to explain that scenario further was challenging. For instance, it was difficult to explain the concept of karma points and cashing in/out without relying on the sign up or post-tutoring-session review

screens. While we had very clear ideas of what we wanted to shoot, some of the scenes proved to be more difficult to film as we considered space and tripod/camera constraints; on the other hand, as we were filming and traveling to the different locations at which we had set the scenarios, we would be inspired to add various clips that might not have been included in our original storyboard but that would allow our scenario to flow even better.

For the video, it was initially difficult to decide whether or not we wanted to use a pre-designed video framework. iMovie gave us the option of using a movie-trailer like template that would reduce the amount of editing we needed to do, but ultimately we found that this would inhibit our creative freedom in deciding clip length, music, and other features. We found our music pretty easily by searching for dramatic music and our own iTunes collections. Once we decided how to pursue the editing, it was fairly straightforward to piece together clips, time the music correctly, and adjust light and audio effects.

Ultimately, we are extremely proud of our video. We feel that it did a solid job capturing our defining functionality: connecting college students with tutors in a very short amount of time. We addressed our three tasks: a student requesting a tutor with the “I Need Help Now” button, a tutor accepting a tutoring request, and both the tutor and the tutee rating, endorsing, and commenting on their experiences at the end. We feel that our video’s music complemented the desired themes and moods at appropriate times, and that our video was memorable. One thing we would have liked to improve is to make our user interfaces used for rating/endorsing/commenting on tutors/tutees more clear with a tool like Balsamiq. We used Balsamiq for the user interfaces for the other two scenarios, which worked extremely well.

We spent approximately four hours on design preparation, two hours on video shooting, and four hours editing our video.