

FindMi Tutor (Mobile App)

Nella Djunaidi

Project overview



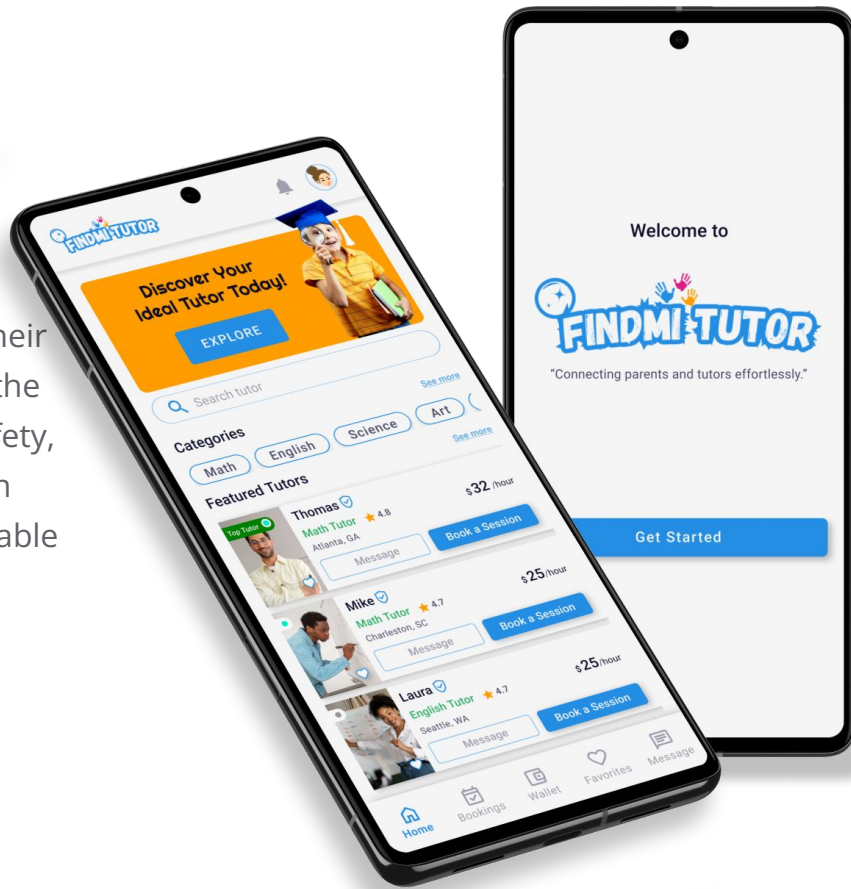
The product:

FindMi Tutor is an app designed to facilitate the connection between parents seeking tutors for their children's educational needs. The app simplifies the process of finding a suitable tutor, prioritizing safety, efficiency, and a positive user experience for both parents and tutors. Additionally, the goal is to enable parents to add and manage profiles for multiple children easily.



Project duration:

May - July 2024



Project overview



The problem:

Parents with multiple children often struggle to find tutors who meet the unique needs of each child.



The goal:

Is **FindMi Tutor** app can help parents easily find the right tutor for each child, even with multiple children, by creating a product that is easy to use and provides a great experience.

Project overview



My role:

UI/UX Designer (Project Lead)



Responsibilities:

My responsibilities include a variety of tasks, such as conducting research and usability studies, creating paper and digital wireframes, prototyping low and high-fidelity designs, and making the design more accessible.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



User research is crucial for ensuring that a product meets user needs and provides a positive experience. In this project, I focus on understanding how users interact with our prototypes during the design phase. I conduct usability studies to test both low- and high-fidelity prototypes. For the low-fidelity prototype, the main goal is to see if users can easily select the child's account and complete the booking process.

By gathering important insights early on, I can refine the design to better align with users' needs and expectations."

User research: pain points

1

Multiple Account

Parents find it challenging to manage their children's accounts from their own account.

2

Repeating Schedule

Users struggle with setting up recurring schedules.

3

Tutors Credibility

Parents find it hard to locate a tutor who is qualified for their child.

4

Booking Challenges

The booking process can sometimes be frustrating and cause delays in scheduling.

Persona: Sarina

Problem statement:

Sarina, is a bakery owner who needs excellent tutors for her children in various grades because she is super busy but committed to ensuring her children receive a quality education.



Sarina

Age: 45

Education: Baking & Pastry Arts graduate

Hometown: San Francisco, California

Family: Single with three children

Occupation: Bakery owner

"As a business owner and single parent, I needed to quickly find qualified tutors for my children and easily schedule tutoring sessions around their extracurricular activities, ensuring a smooth learning experience."

Goals

- Sarina wants to find reliable tutors for her children's who can help with homework and provide additional support on subjects his children's may struggling with.
- She values convenience and time efficiency due to his busy work schedule.

Frustrations

- Balancing the need o multiple children with different academic levels.
- Find a tutor that suits her children's needs and study schedule.

Sarina, a business owner and single parent with three children, was looking for an easy solution to finding a reliable tutor. With her busy schedule, she wanted an app, whose onboarding process would allow her to determine her children's academic needs and schedule. The interactive platform allows her to schedule sessions that fit into her children's after-school activities seamlessly. With secure payments, efficient and effective tutoring solutions, the app provides peace of mind amidst her busy lifestyle.

User journey map

Mapping Sarina's user journey while using the app helps identify possible pain points and improvement opportunities.

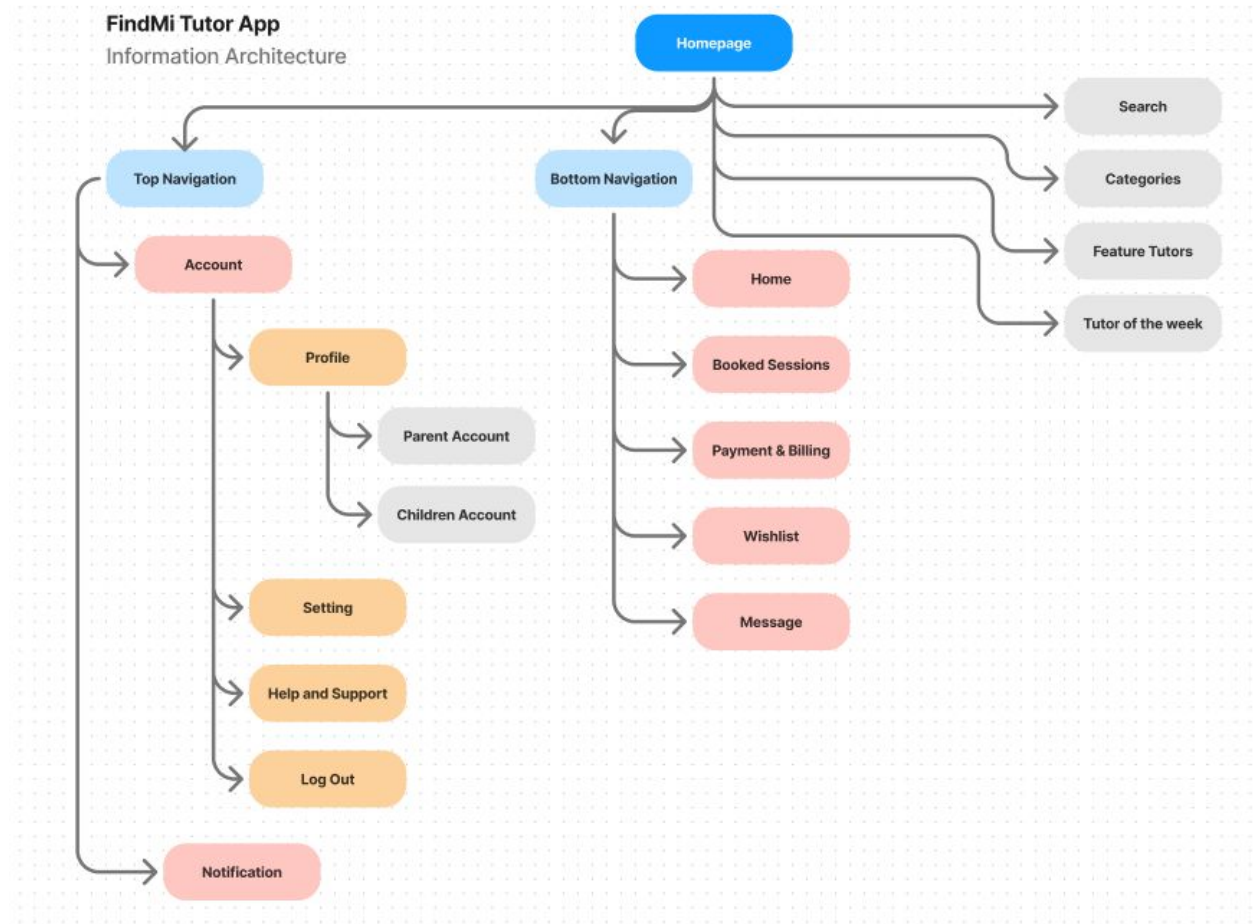
Persona: Sarina

Goal: Find a suitable tutor for her children using the app.

ACTION	Searches online for tutoring services	Find and downloads the Tutor app	Creates a parent account	Search for Tutors	Books sessions and sets up recurring schedules	Adjusts schedule or tutor if needed
TASK LIST	Tasks A. Identify the need for a tutor B. Look for potential solutions	Tasks A. Download the app B. Explore features	Tasks A. Enter personal details B. Set up children's profiles	Tasks A. Search best tutor B. Review tutor profiles	Tasks A. Choose date B. Confirm booking	Tasks A. Make necessary adjustments to the schedule or tutor selection
FEELING ADJECTIVE	<ul style="list-style-type: none">IntimidatedHopefulCurious	<ul style="list-style-type: none">InterestedCautious	<ul style="list-style-type: none">ConfusedSlightly anxiousOptimistic	<ul style="list-style-type: none">DeterminedHopeful	<ul style="list-style-type: none">RelievedSatisfied	<ul style="list-style-type: none">SatisfiedEmpowered
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Provide clear, compelling information about the app's benefits on the landing page.	<ul style="list-style-type: none">Highlight key features and success stories prominently	<ul style="list-style-type: none">Simplify the sign-up process with clear instructions	<ul style="list-style-type: none">Display tutor qualifications and reviews prominently	<ul style="list-style-type: none">Provide a clear and intuitive booking interface	<ul style="list-style-type: none">Regularly ask for user feedback to improve the app

Sitemap

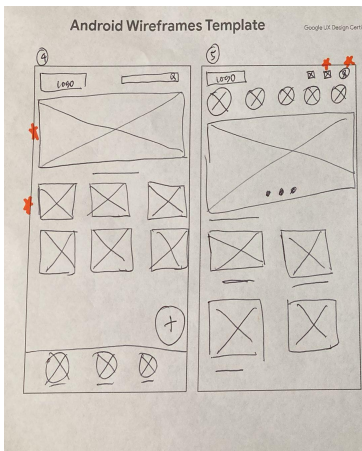
Difficulty with app navigation to find a suitable tutor was the primary pain point for users. My goal in creating the information architecture is to make it simple, easy, and enjoyable for users while they navigate the app.



Paper wireframes

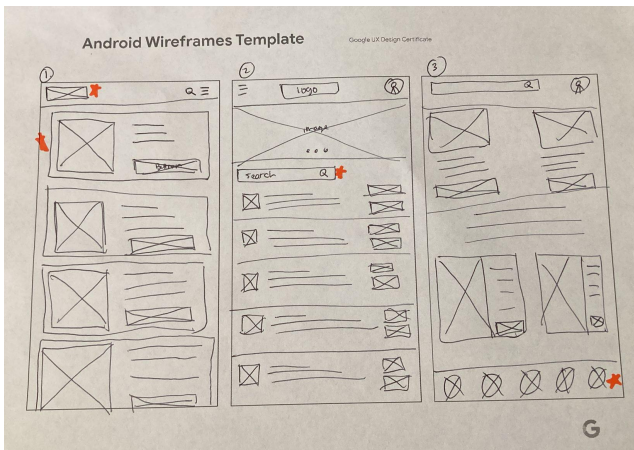
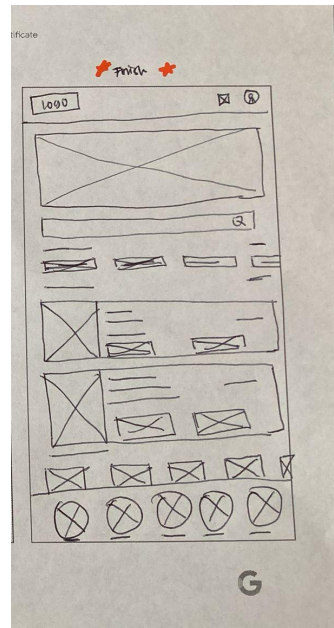
After finishing my information architecture, I created paper wireframes, keeping my goal in mind throughout the process.

First, I created five variations for the home screen, carefully selecting what to include and where to place elements to ensure easy navigation for the user.



I sketched five variations to generate ideas.

The finish wireframe

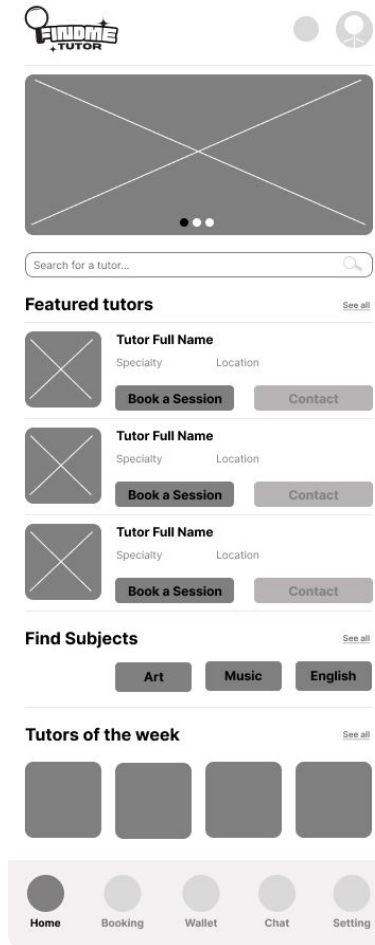


Digital wireframes

As I continued with the initial design phase, after finishing my paper wireframes, I transferred them to digital wireframes to gain a deeper understanding of user pain points.

I ensured that the screen designs were based on feedback and findings from user research.

Here, users can type to search for the tutor they need.



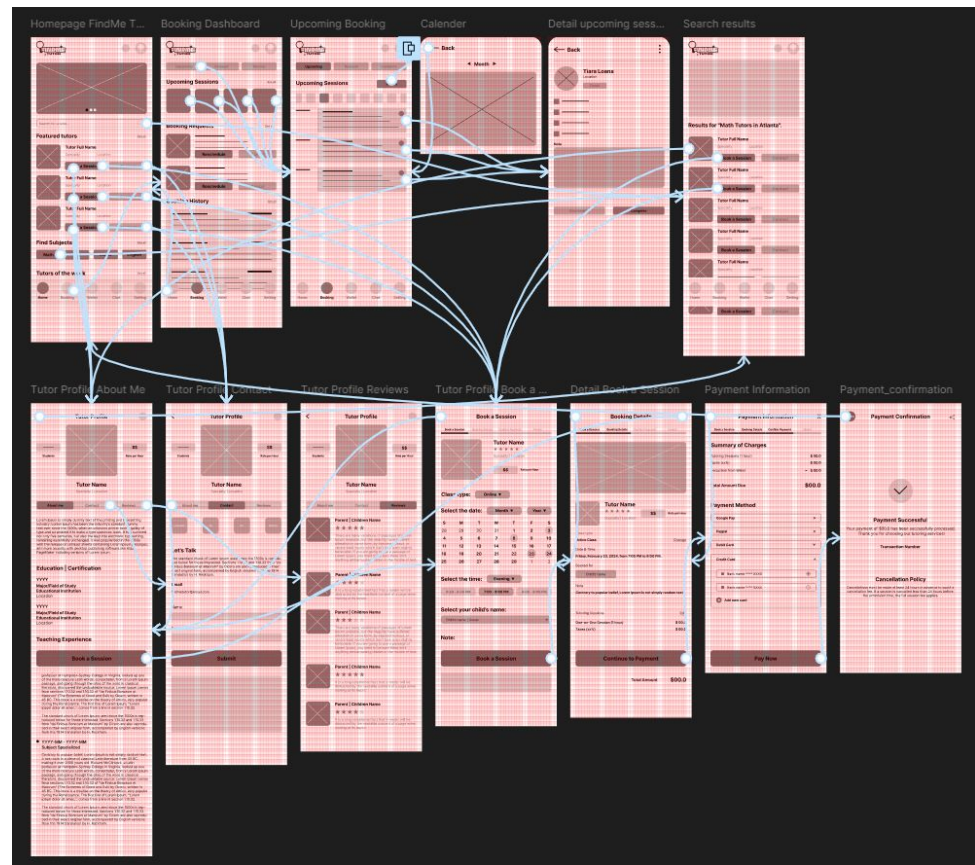
Here, users can see the top tutor of the week



Low-fidelity prototype

The low-fidelity prototype connects the main user flow from the homepage to completing the booking process. This allows the prototype to be tested in a usability study.

Users can find a tutor, view details including background and reviews, book a session, and complete the process seamlessly.



Try [FindMi Tutor Low Fidelity Prototype](#)

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

These are the main findings I uncovered from the usability study:

1

Tutor Reviews

On the home screen, there are no reviews for the tutors, making it difficult for users to quickly assess a tutor's qualifications.

2

Tutor Rates

The home screen does not display tutor rates, which is inconvenient for users.

3

Recurring Booking

There is no button or option for setting up recurring bookings.

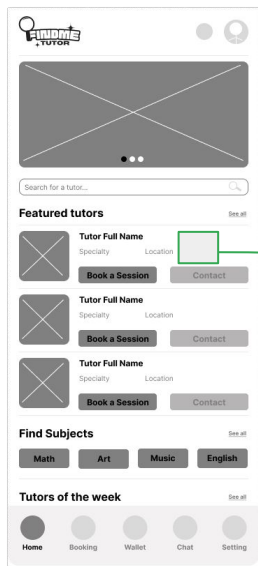
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

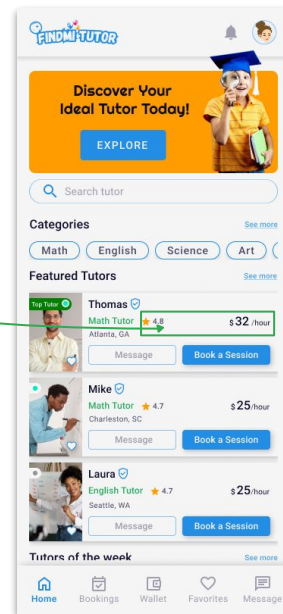
Mockups

Based on insights from the usability study, I made improvements to my design to address user pain points. One of the changes was adding reviews and tutor prices per hour to the home screen, allowing users to quickly find the best tutors based on rates and reviews.

Before usability study



After usability study



Mockups

To address recurring bookings, I added a checkbox for users who want to set up recurring sessions.

Before usability study

Book a Session

Book a Session | Booking Details | Confirm Payment | Finish

Tutor Name
★★★★★
Specialty | Location
\$ \$ Rate per Hour

Class type: Online ▼

Select the date: Month ▼ Year ▼

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	1	2

Select the time: Evening ▼

5:30 - 6:30 PM | 7:00 - 8:00 PM | 8:00 - 9:00 PM

Select your child's name:
Child's name | Grade ▼

Note:

Book a Session

Book a Session

Session Mode | Select Mode ▼

Choose a date and time to check tutor availability.

Date
Select a date

Time ▼ | Duration ▼

☐ Recurring booking

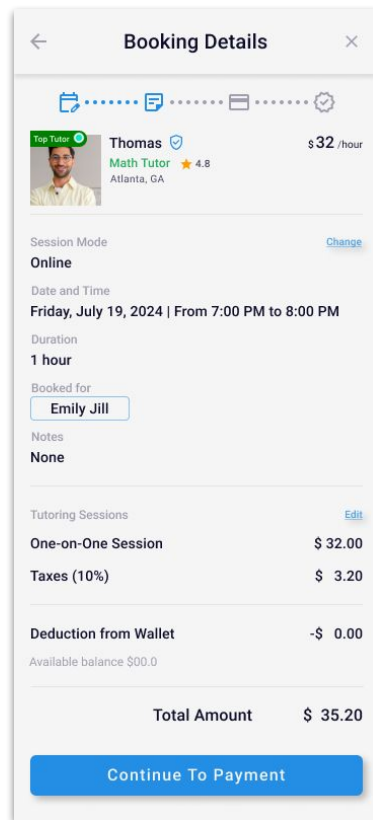
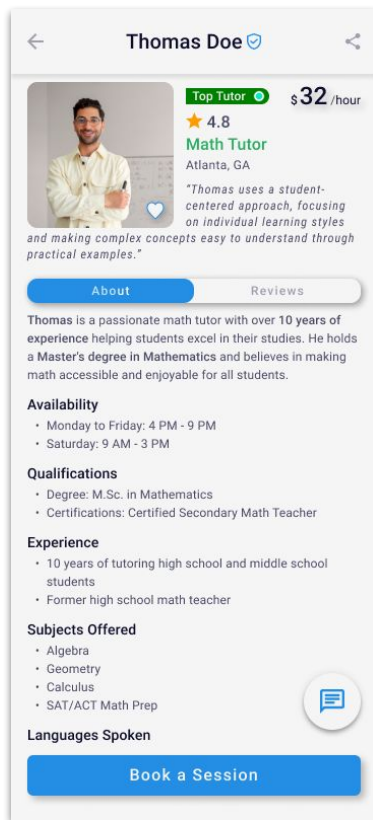
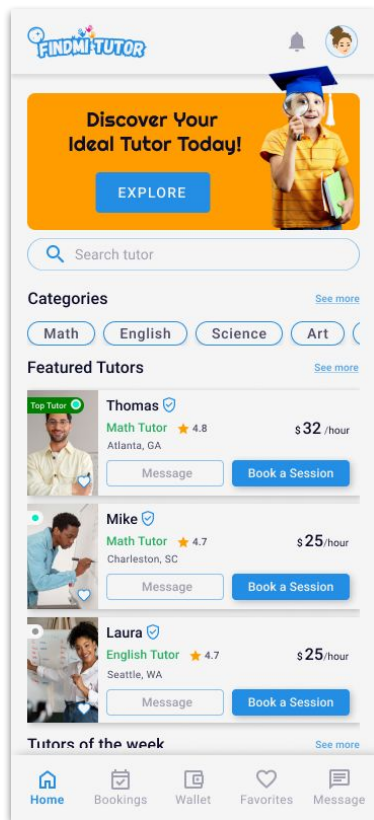
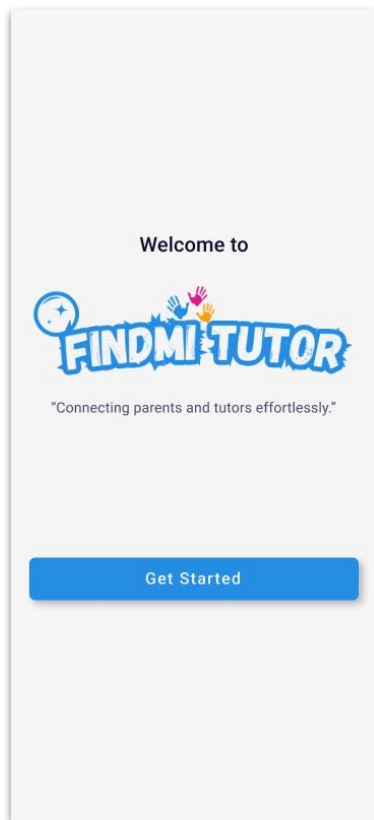
Child Information
Select Child ▼

Notes
Enter any special requests or additional information for the tutor (e.g., preferred learning style, specific topics to cover, etc.)

Book a Session

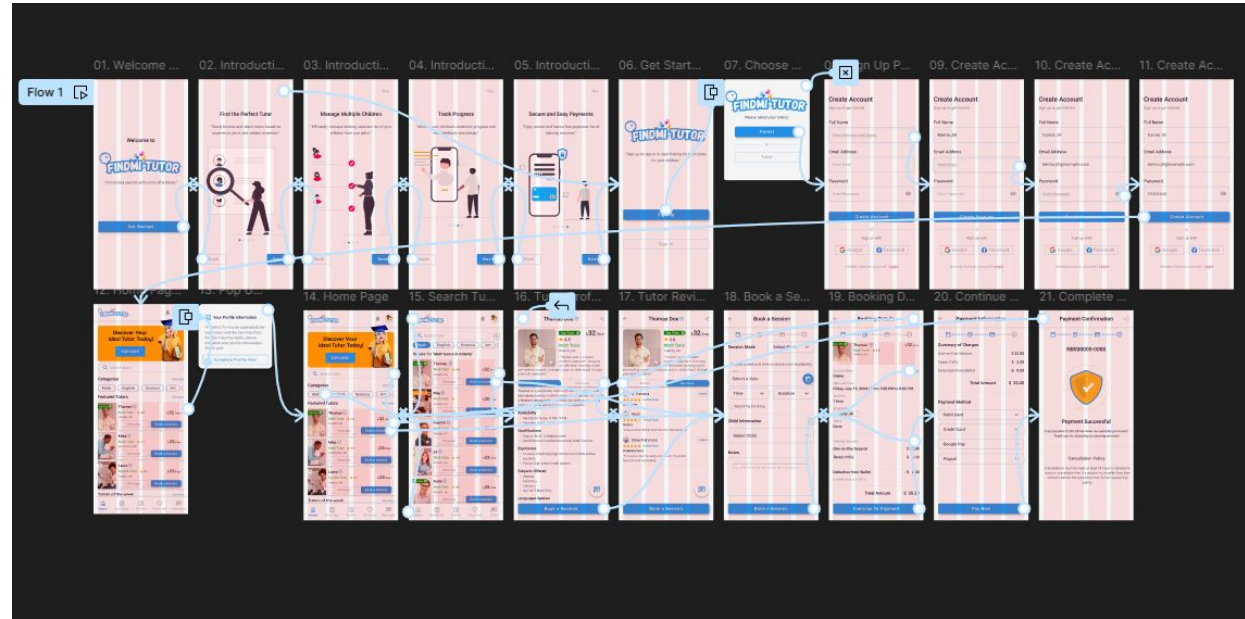
After usability study

Mockups: Original screen size



High-fidelity prototype

My hi-fi prototype differs from the lo-fi version due to new screens and changes made based on usability study insights and peer feedback.



Try [FindMi Tutor High Fidelity Prototype](#)

Accessibility considerations

1

To enhance accessibility, I labeled all form fields and provided example formats for users to fill them out correctly.

2

I ensured all buttons are appropriately labeled to support visually impaired users.

3

I used initial focus to guide users towards primary actions and improve navigation efficiency.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

By addressing feedback from usability studies and peer reviews, I made informed design iterations that led to a more user-friendly interface. These changes have reduced user frustration and made the app quicker and more efficient to use.



What I learned:

I've learned a lot from hearing directly from users and conducting usability studies. It's clear how crucial it is to identify and address design flaws. By iterating based on their real experiences, I've gained valuable insights into creating a product that is more intuitive and effective.

Next steps

1

Make necessary design revisions based on the feedback.

2

Conduct follow-up usability study on new app feature.

3

Continue iterating as users interact with the app.

Let's connect!



Thank you for reviewing my work on the **FindMi Tutor app!**

If you'd like to see more or **get in touch**, please don't hesitate to **contact me**. My contact information is provided below:

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