User research

- Interview & survey questions
- Personas
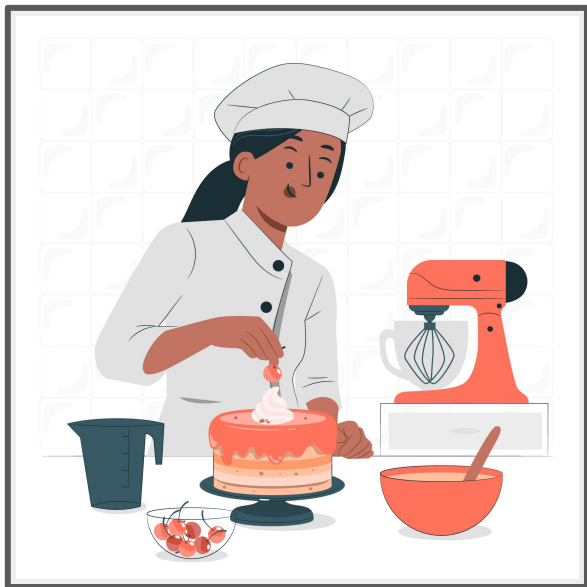- Pain Points

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User Research Tutor App

Interview Questions:

- **Tutoring Experience:**
  - How do you currently find tutors for your children?
- **Managing Schedules:**
  - How do you currently manage your children's tutoring schedules?
- **Tutor Selection Process:**
  - Have you had any difficulties in finding a tutor who meets your child's specific needs?
- **Multi-Child Needs:**
  - How do you handle different learning needs for each of your children?
- **Pain Points & Improvements:**
  - What features would make it easier to manage tutoring for multiple children?

Survey Questions:

- **Would you use an app that simplifies tutor scheduling for multiple children?**
  - Yes
  - No
  - Maybe
- **What is your biggest challenge when scheduling tutors for multiple children?**
  - Finding tutors with availability
  - Managing different subjects/learning needs
  - Coordinating schedules
  - Other (please specify)
- **Which feature would be most helpful in a tutor scheduling app?**
  - Multi-child account management
  - Tutor subject specialization search
  - Calendar integration
  - Easy booking system

"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

Age: 45
Education: Baking & Pastry Arts graduate
Hometown: San Francisco, California
Family: Single with three children
Occupation: Bakery owner

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 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.

Google