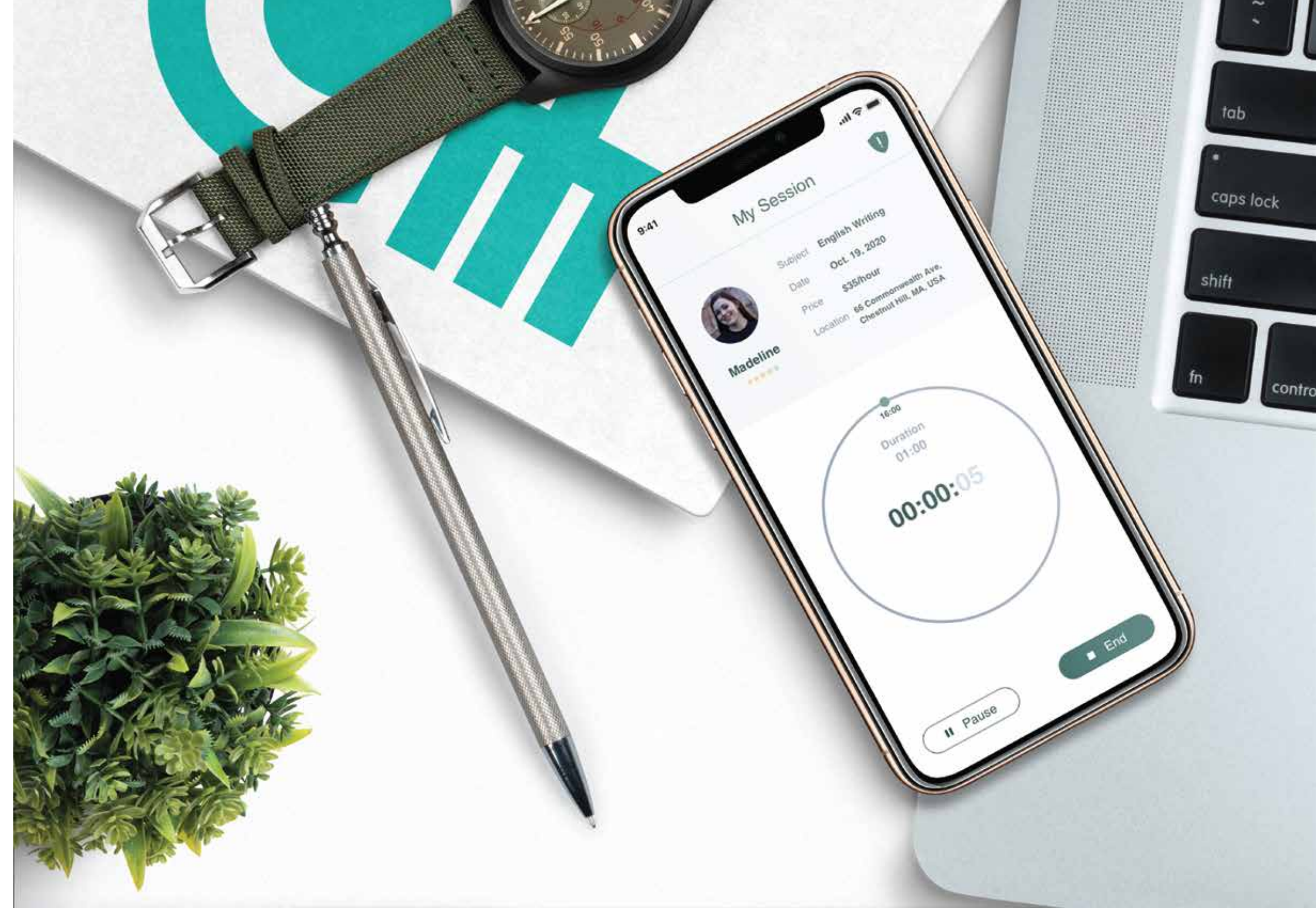# COGITR.IO

Team Project / Product Manager / UX Deisgner

Keywords

User experience design, User Interface Design

Brief Introduction

It is a entrepreneurship product as a mobile app aimed to build a peer-to-peer platform for tutoring service

Cogitr

Cogitr is an application-based platform that matches tutors and students instantly.

The purpose of this application is to efficiently match students who need academic help and those who want to tutor.

Product Manager Assistant
Event Organizer

Cogitr has a comprehensive operations team of eight members.

I was in charge of product iterations, marketing campaign and event organizations, target user research, and competitor research.

Jan.

Prototype
Cogitr was born with initial product concept and UX design

Sept.

1.12 Launched
Cogitr 1.1.2 enabled ESL Subject and Writing Tutoring

Nov.

1.14 Launched
Cogitr 1.1.4 enabled Math courses tutoring

1.0 Launched
Cogitr launched for iOS as an on-demand tutoring platform

Aug.

First Transaction
Cogitr App generated first transaction since initial product promotion

Oct.

BACKGROUND

In today, most college students are facing the pressure of heavy workloads, challenging passing requirements, and the highly self-study oriented class culture. More college students tend to seek help from outside of classroom. Most schools have facilities such as learning centers with tutors' supports.

According to our market research involving 320 college students from 60 universities in the U.S. Over half of the students surveyed are unsatisfied with existing tutoring services and are seeking alternatives.
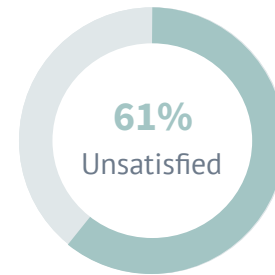
61% Unsatisfied

Within the unsatisfied group,

37% of are due to the unqualified tutor at school learning center

32% are because of the low availability that school offers, especially during exam period.

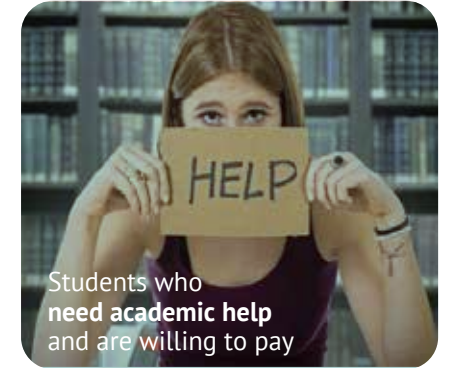|	Pain point	Solution
	School learning center has unqualified tutors, a waste of time	Freedom of selecting tutors
	TAs are unable to schedule, especially during exam period	Flexible scheduling with instantaneous matching
	Online tutoring are too expensive, don't cater to school work	Fair pricing with self-selected price range

We create a mobile app platform that connects and matches tutors and tutees characterizing all solution features, at your college, with flexibility and efficiency.

Target User

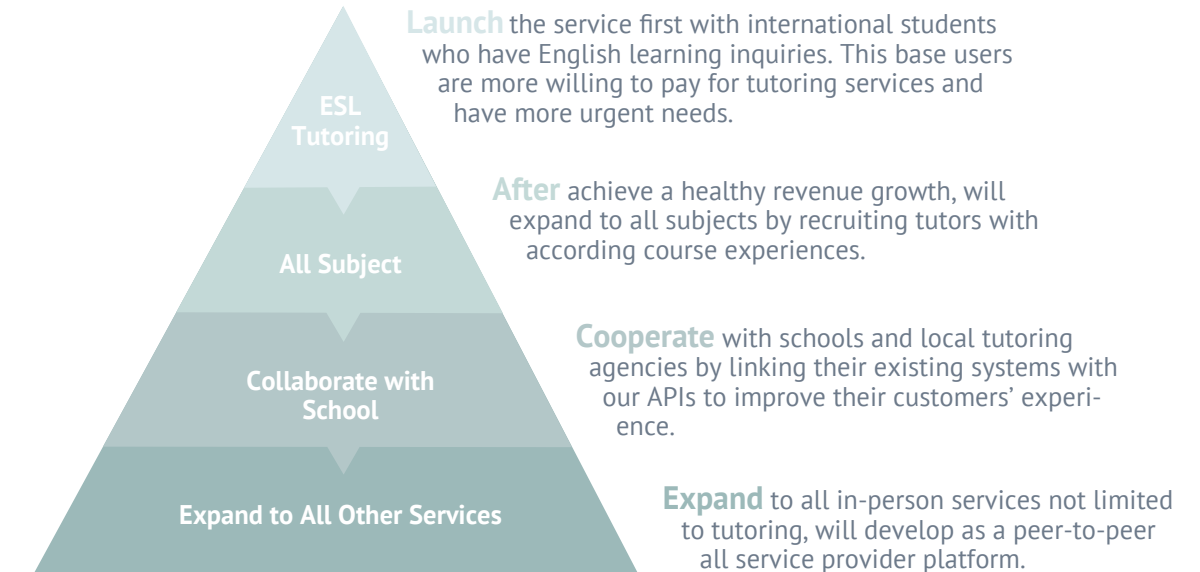Our **target customers** are college students who need academic help and those who want to be tutors.

Students who are **willing to tutor** but lack the opportunities to do so

Students who **need academic help** and are willing to pay

Business Scope

Launch the service first with international students who have English learning inquiries. This base users are more willing to pay for tutoring services and have more urgent needs.

After achieve a healthy revenue growth, will expand to all subjects by recruiting tutors with according course experiences.

Cooperate with schools and local tutoring agencies by linking their existing systems with our APIs to improve their customers' experience.

Expand to all in-person services not limited to tutoring, will develop as a peer-to-peer all service provider platform.

ESL Tutoring

All Subject

Collaborate with School
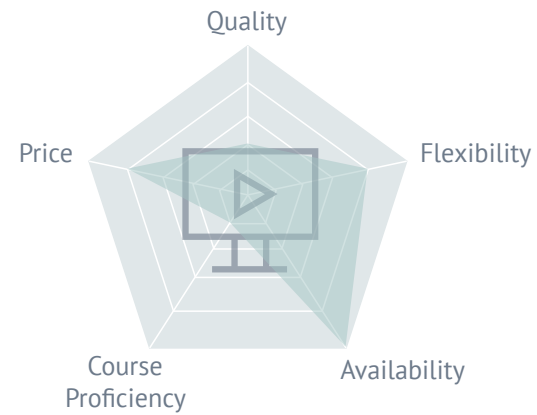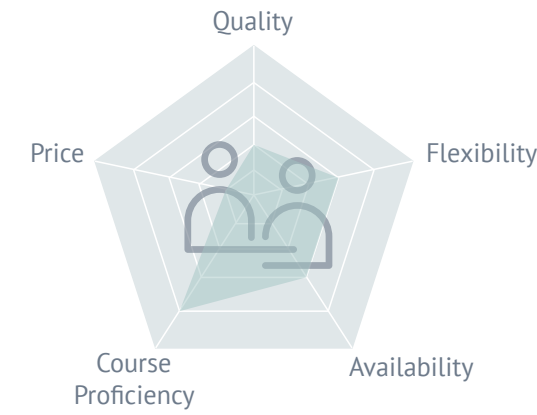
Expand to All Other Services

MARKET RESEARCH

Competitive Analysis

In order to better learn the current tutoring market outlook, we investigated and analyzed four types of major tutoring service providers including online tutor service, school learning center, university teaching assistants, and off-campus professional tutors.

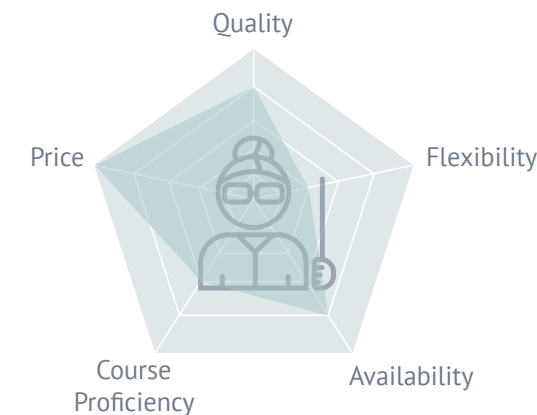| Features / Services	Online Tutor	Learning Center	University TAs	Professional Tutor
In-Person Lessons		✓	✓	✓
Secured Payment Method	✓			
On-Demand Availability	✓			
Flexible Schedule	✓			✓
Qualified Tutor			✓	✓
Specified Course Experience		✓	✓	
Easy Tutor Registration	✓			
Strength	• Flexible schedule • Instant demand • Quick response • Easy register as tutor	• In-person sessions • Cater to course • Free fee	• In-person sessions • Cater to course • Free Price • Professional teaching	• In-person sessions • Professional teaching • Flexible scheduling
Weakness	• No in-person • Expensive • Tutor quality are uncertain	• Tutor quality are uncertain • Difficult to schedule • Difficult to register as tutor	• Very difficult to schedule • Diffcult to register as tutor	• Very Expensive • Difficult to register as tutor

Online Tutor
(radar chart: Quality, Flexibility, Availability, Course Proficiency, Price)

Learning Center
(radar chart: Quality, Flexibility, Availability, Course Proficiency, Price)

University TA
(radar chart: Quality, Flexibility, Availability, Course Proficiency, Price)

Professional Tutor
(radar chart: Quality, Flexibility, Availability, Course Proficiency, Price)

SWOT Analysis

In order to better understand our current position and status in the tutoring market, we made the SWOT analysis to establish a clearer definition of where we at in the market.

Strength

• Provide easy entry for both tutor and tutee, an easier way to earn money for tutors and helps those who can pay.

• Hire in-school student tutor who can teach catering to particular school course
• Instantaneous matching

• There is no mature product in this field which resolves similar problems launched on market yet.

Opportunity

• Launch in the Great Boston Area college campus first where is still a vacant market for this product

• Cooperate with schools' learning centers and local tutoring agencies by linking their existing systems with our front-end application and our back-end API to improve their customers' experience and to promote their services

Weakness

• Compared to School learning center it is unofficial and less well-know, has lower credibility

• Requires a fee for each session, while school offers free teaching

Threats

• Difficult to recruit users from each school in a short time

• Expansion requires more investments

• Rely on word of mouth marketing when recruiting tutees.

USER RESEARCH

Research Method

Build App
Built a mock app based on the prototype for users to experience the full features of the product.

Try Out
Invite users to use the app with given scenarios, either with the identity of a tutor or tutee.

Record
The users say what step they are taking, and I record their behaviors and comments.

Q&A
After users have tried the entire product, a Q&A session with a prepared questionnaire will be given.

User Interview

Alston Zhang
Third-year student at Brandeis University
Majors in Applied Math

What is your overall impression of this product?

" A little complicated and difficult to follow through, not very clear about what's going on. "

Which part would stop you from continue using?

" The commission fee can be a little too high, I would want to contact the tutor personally without using the app, so that way saves money for both of us. "

Patricia Zhang
Graduate student at Boston University
Majors in Business Analytics

What is your least favorite feature?

" I don't like the sorting method on the search tutor/tutee page this app is using, it seems out-dated and uneasy to use. "

What improvements you would suggest?

" When giving out ratings after each class session, instead of only number ratings, add a text review that can be seen on the profile page, I would like to see other's feedback to know the tutor better. "

Anna Yan
Fourth-year student at Rutgers University
Majors in Landscape Design

Which part would stop you from continue using?

" The registration of debit card during the sign-up process is a little intimidating and made me want to stop using. I don't feel like giving out my card information to an app that I'm not yet familiar with. "

What improvements you would suggest?

" The tutor's profile page contains too little information. I would like to see more proof to make sure whether the tutor's quality is worth the pay. "

Persona

Jason
Third-year college student at Boston College
Majors in English Literature

Motivations

I want to use my strength to help others. Also, I am also looking for ways to get more income.

Frustrations

The pay of tutor at the school learning center is the minimum wage, which is too low to depend on, also I want to more flexible working hours.

Expectations

To earn some extra money by using what I have learned from school. Seems a lot of students need help with proofreading for papers, essays, etc.

Emma
Second-year college student at Boston College
Majors in Mathematics

Motivations

My talents are in math but not in writing. I need help with my essays or papers.
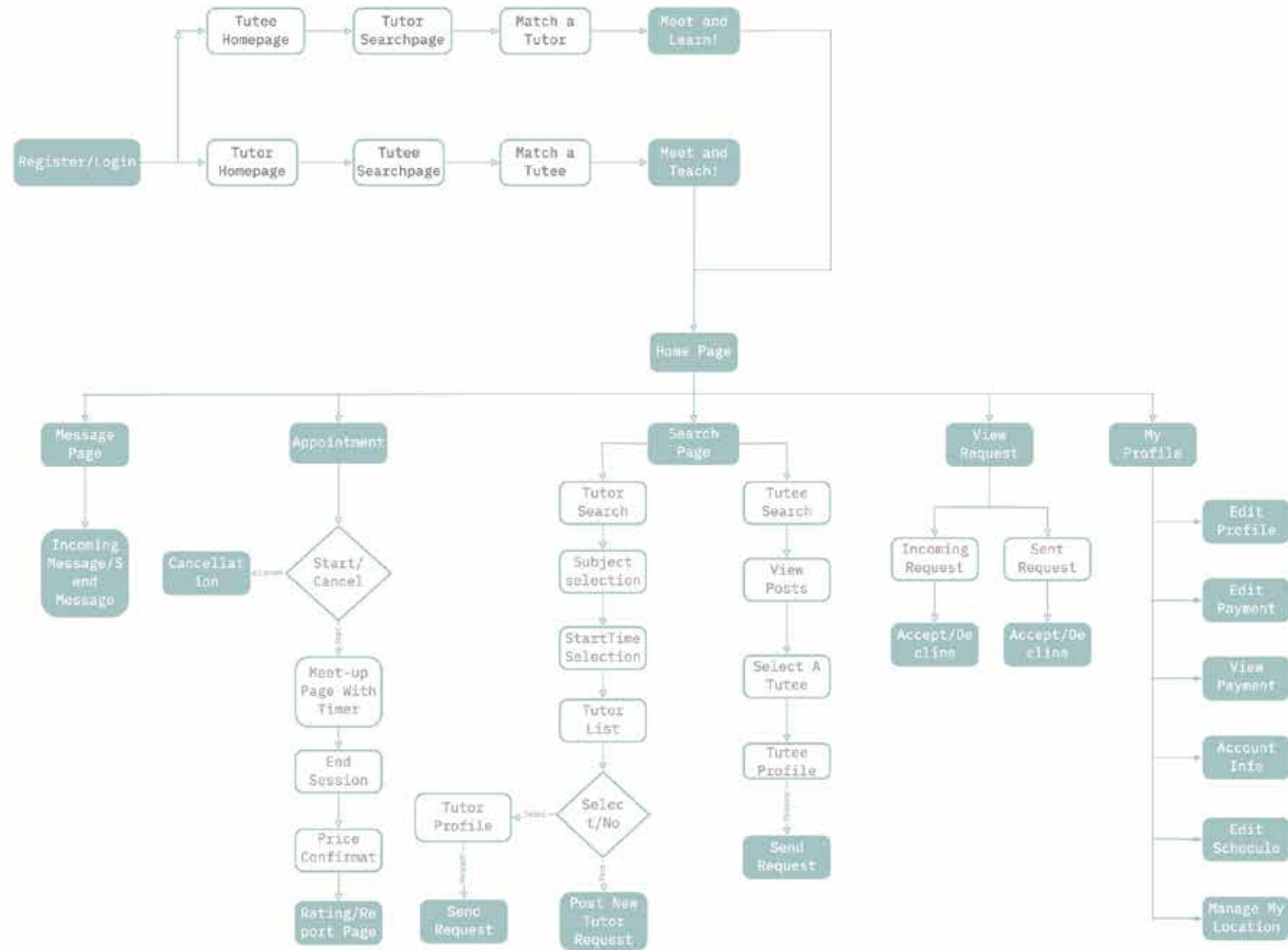
Frustrations

During exam periods, the school tutors are always overbooked, and their qualities are not reliable, plus TAs are busy when visiting their office hours.

Expectations

To get help in writing whenever I needed, with good tutors, especially sometimes in an emergency.

USER FLOW

APP ITERATION

Payment Methods

Change

Users will not be required to enter their payment methods until an appointment is made.

Why

Users are hesitated to give out card information before fully understand the platform. This change will give users more time to trust the app.

Search Page

Change

Emphasize the key information: make them more noticeable. Reduce the steps: stay on the same page to view full information of the tutor. Re-do the filtering mechanism.

Why

Make the tutor selecting easier and more clear. Reduce the tedious steps to help users make decisions faster.
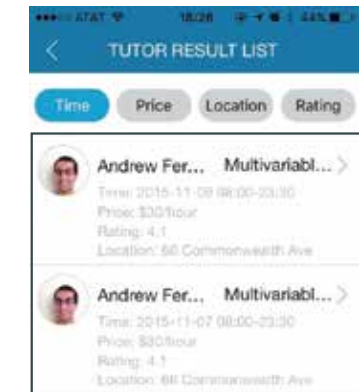
Tutor Profile Page

Change

Change the rating star signs to rating numbers. Add a section to show reviews this tutor received. Show the number of classes the tutor has taught on this platform.

Why

Users most care about tutor's quality. These changes will provide more straightforward and detailed information about the tutor's quality.

Review Page

Change

Add a text review section. Will give sample texts to fill in so the users do not have to type.

Why

Text review will provide more complete information for the future tutee/tutors, also offers an opportunity for users to show their appreciation/complaints.
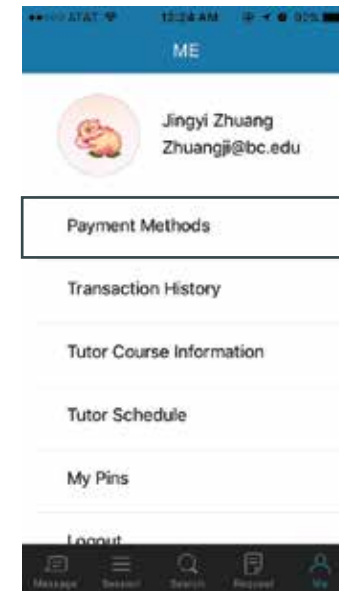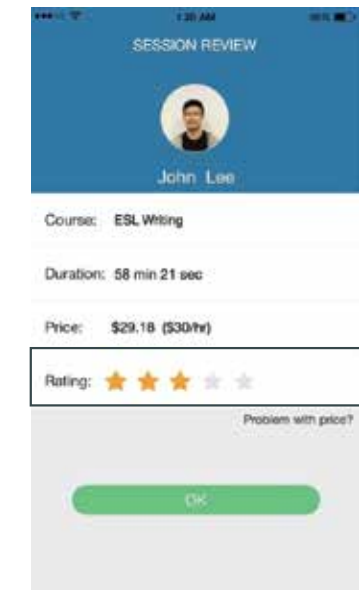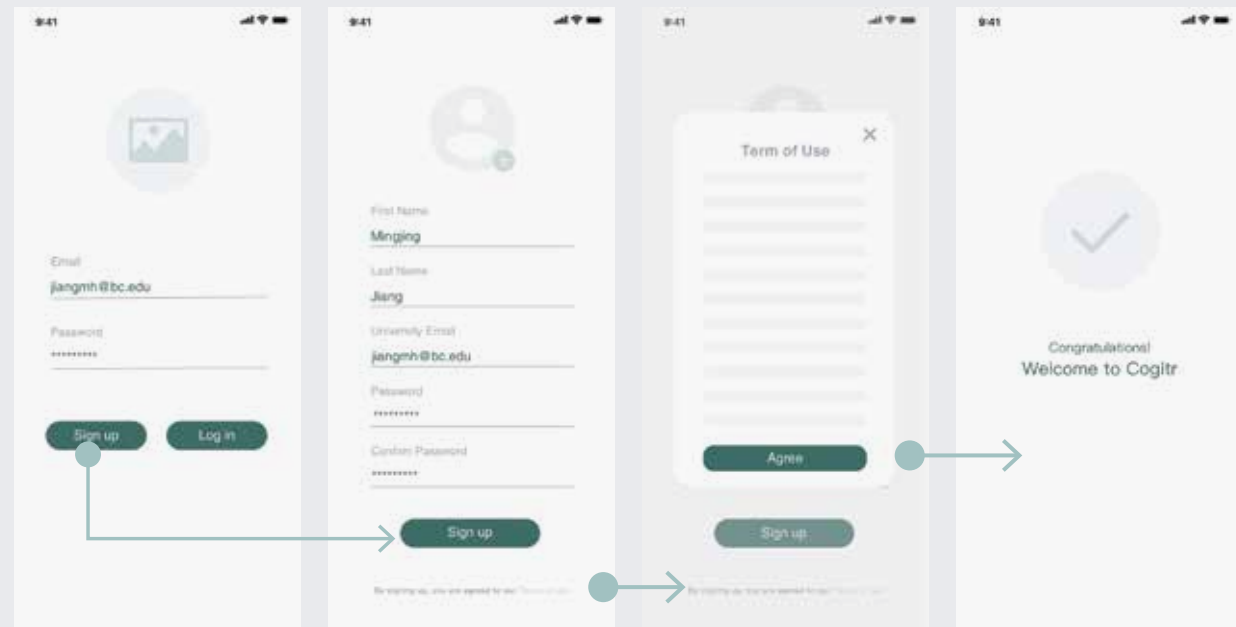
APP ITERATION - PROTOTYPE

Registration Process

Re-design the sign up process, reduce the steps, no need to provide card information here.

Sign-up/Log-in → General Information → Welcome Page

Sign-up/Log-in Page

Sign-up Page

Term of Use
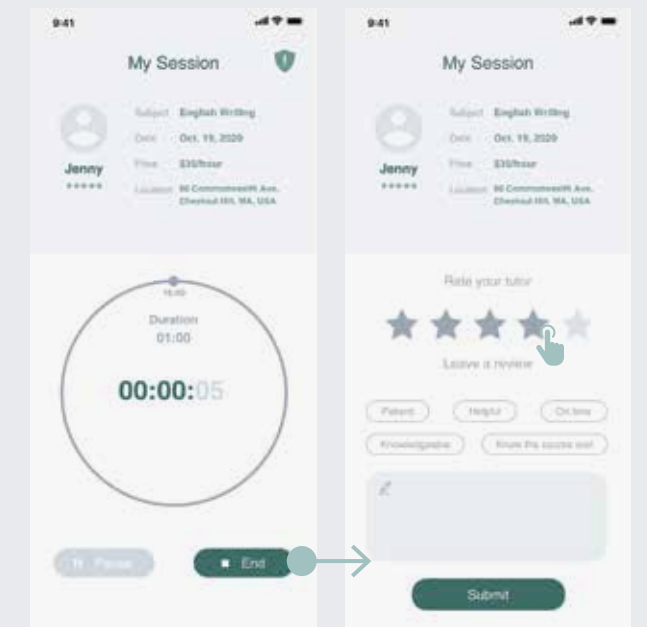(Clicked to See)

Welcome Page

Search Page - Tutor Profile - Request

Re-design the home page, the filter mechanism, the result page, and the tutor profile page. Present popular tutors at the home page, offer more choices and better filter mechanism, provide more details about tutors
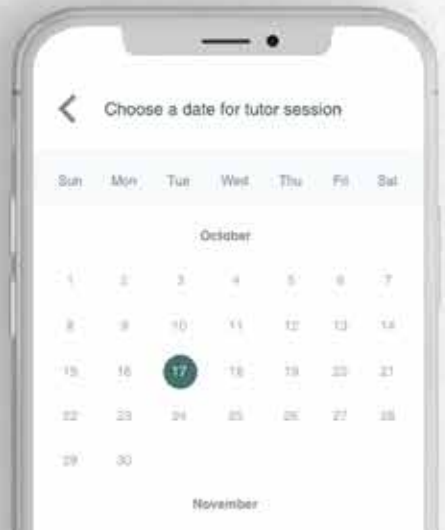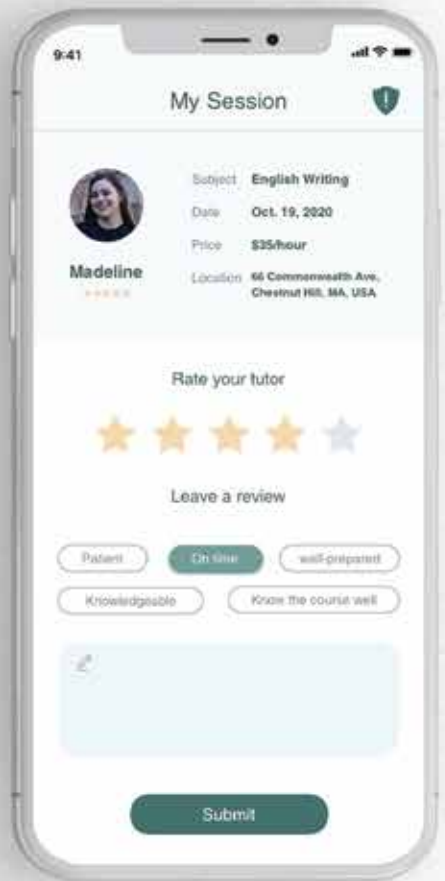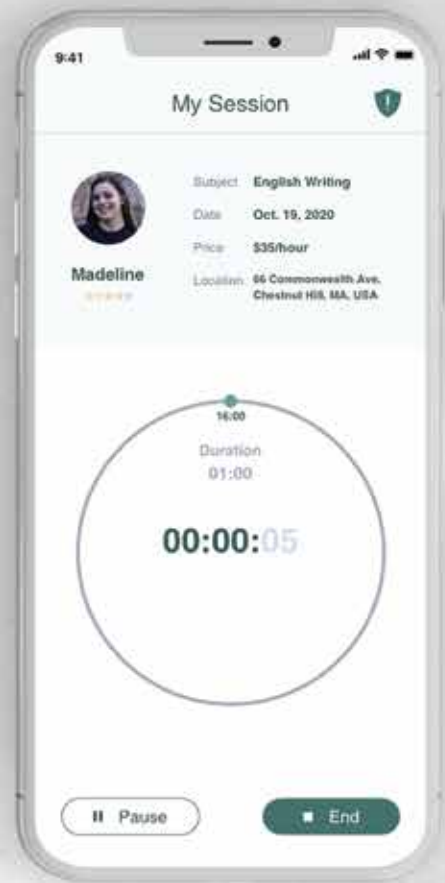
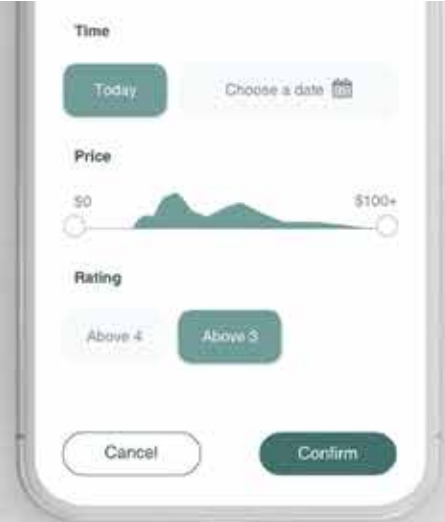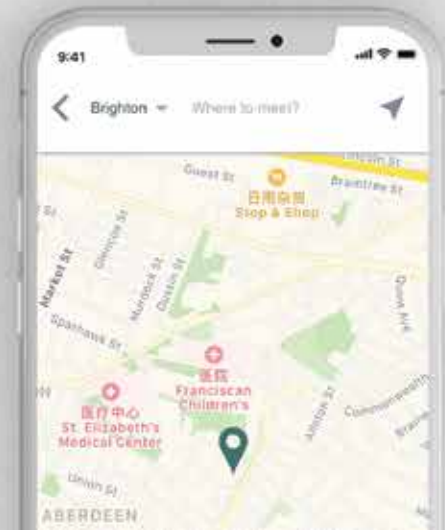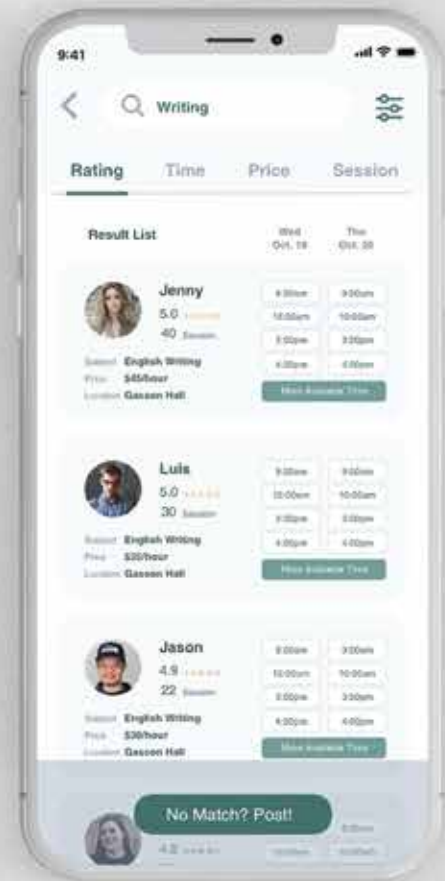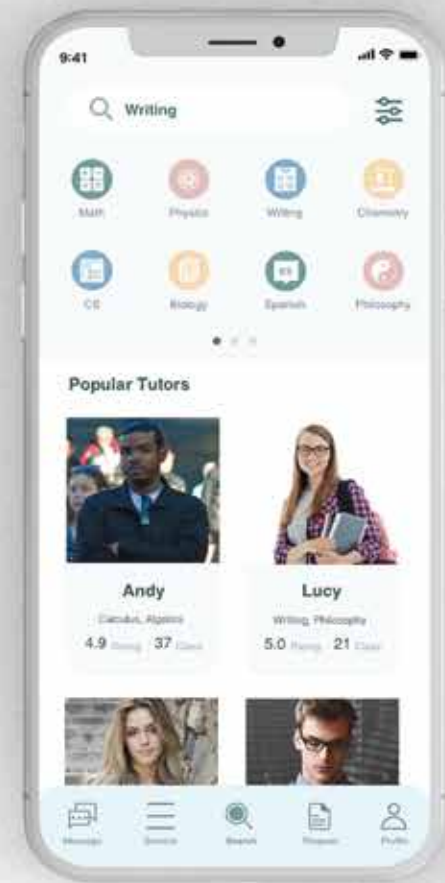Search Page → Fill Filter → Result Page → Select Tutor → Profile Page
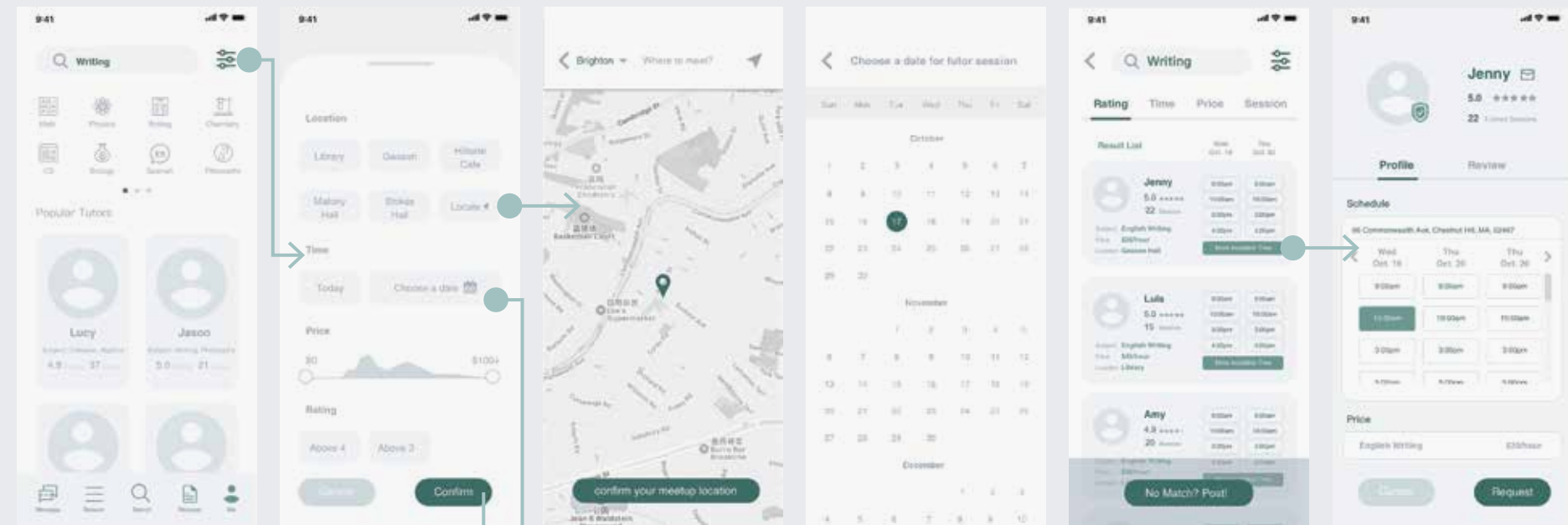
Main Search Page
See popular tutors
and subjects

Click to detailed
search

Click to choose
meet-up location

Click to select date

See filtered tutor
information

Click to view profile
and request

Session Review

Re-design the review page with text-review available.

Start Session → Leave Review

Start a tutor session

Touch star to rate
Click textbook to
write review

NEXT STEP

01 Testing
Set up focus group to test new features.
Organize user interviews.

02 Review
Collect bugs and create a bug list.
Collect feedbacks and generate a testing report.

03 Development
Collaborate with engineering team to resolve bugs and improve details.

04 Delivery & Marketing
Release the new version.
Collaborate with marketing team to organize marketing campaigns for the updated version.