

Teacher-pupil matching App

By Lara AMMEL

Project overview



The product:

An app that enables tutors to list their services and parents to search for and book time with the tutors.



Project duration:

11 months alongside Coursera Training Course



Project overview



The problem:

Parents need a simple and trustworthy way to find and book the right tutor, but current platforms are complex, time-consuming, and lack personalized guidance.



The goal:

Will allow users to research and book tutors - which will affect families, students and any person in the process of learning or willing to - by allowing them to find a tutor with specific skills depending on their projects. We will measure effectiveness by monitoring the daily and weekly downloads of the app.

Project overview



My role:

Generalist UX designer : from research to final design publication.



Responsibilities:

The project started with User Research, creating personas, user flow analysis, a competitive audit, wireframes, mockups and prototypes.

Understanding the user

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

User research: summary



Online surveys (Google) shared on social media groups dedicated to education revealed that the main competitors do not completely satisfy the users.

The research revealed that the biggest opportunity is not just helping users find a tutor, but helping them confidently choose and book one in a simple, guided experience.

User research: pain points

1

Lack of
transparency in
pricing and tutor
quality

2

Fragmented
booking
experience
(messages,
emails, etc.)

3

Limited
personalization in
tutor
recommendations

4

Time consuming

Persona 1



Lissandra OWL

Age: 36

Education: Masters degree in Business

Hometown: Paris

Family: Husband and daughter (8)

Occupation: Full time consultant

*“Knowledge is power. Education is freedom.
Curiosity is happiness.”*

Goals

- Provide her child the tools to succeed in her education.
- Grant her child self confidence and self-awareness.
- Adapt to their child personality and learning pace.

Frustrations

- As both parents are busy, they cannot provide all the help they'd like to provide their child with.
- No time to look for a tutor
- Lack of flexibility induced by third parties

Lissandra OWL is a 38-year-old project manager living in a lively urban neighborhood with her partner and their 8-year-old daughter, Emma. Education is highly valued in their household, and they believe that learning should be both fun and confidence-boosting. Lissandra has noticed that Emma sometimes struggles to keep up with the pace of her school curriculum.. She worries that this might affect Emma's self-esteem and curiosity. Between work and family life, Lissandra doesn't always have the time or expertise to help Emma herself. She's eager to find a trustworthy tutor who can not only help Emma understand her homework but also nurture her love for learning. Though Lissandra is comfortable using technology she finds the process of finding a reliable, child-friendly tutor frustrating and time-consuming. She hopes to discover an app or website that makes it easy to browse, compare, and book tutors without endless back-and-forth.

Persona 2



Alexis RIVER

Age: 27

Education: MA degree in Engineering

Hometown: Paris

Family: Married, no kids.

Occupation: Freelance Math and Science tutor

“Learning is fun and accessible to all !”

Goals

- Build a steady and reliable client base without constantly chasing new leads.
- Present his expertise and teaching style clearly to prospective clients.
- Easily manage scheduling, payments, and communication in one streamlined system.

Frustrations

- Listing his services on several platforms is time-consuming, and many websites don't allow him to personalise his offer.
- Cancellations or miscommunications about sessions are a waste of time.
- Payment collection can be inconsistent, especially when clients forget or delay.

Alexis RIVER is a passionate and patient tutor with a background in Mechanical Engineering. After working briefly in the industry, Alex realized that teaching was his true calling. However, Alexis is on the autism spectrum and is sensitive to noise and movement, making it impossible for him to teach a full class in a standard school. He now works full-time as a freelance tutor, helping students aged 8 to 16 strengthen their math and science skills. Alexis believes that learning isn't about memorizing formulas — it's about sparking curiosity and building confidence. He adapts his lessons to suit each student's pace and personality, and often uses real-world examples and interactive tools to make abstract concepts easier to grasp.

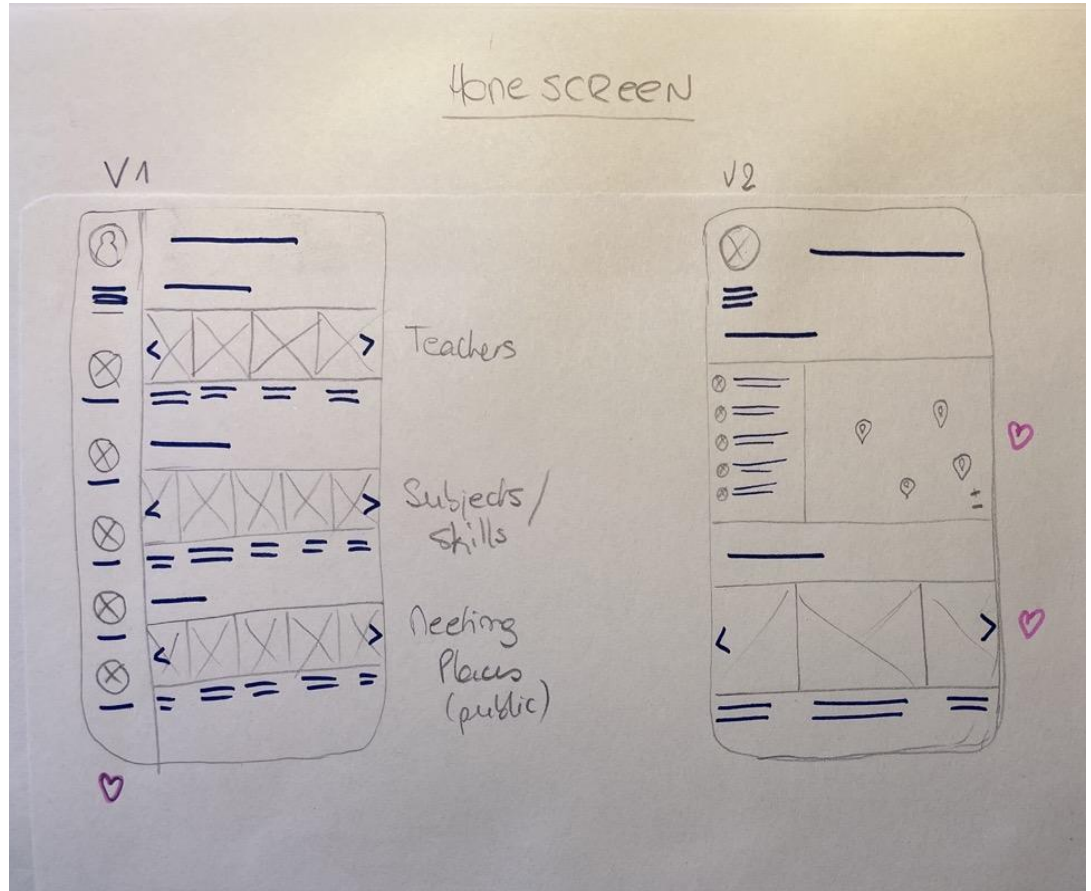
Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

First, I wireframed several quick designs in order to put on paper as many designs as fast as possible.

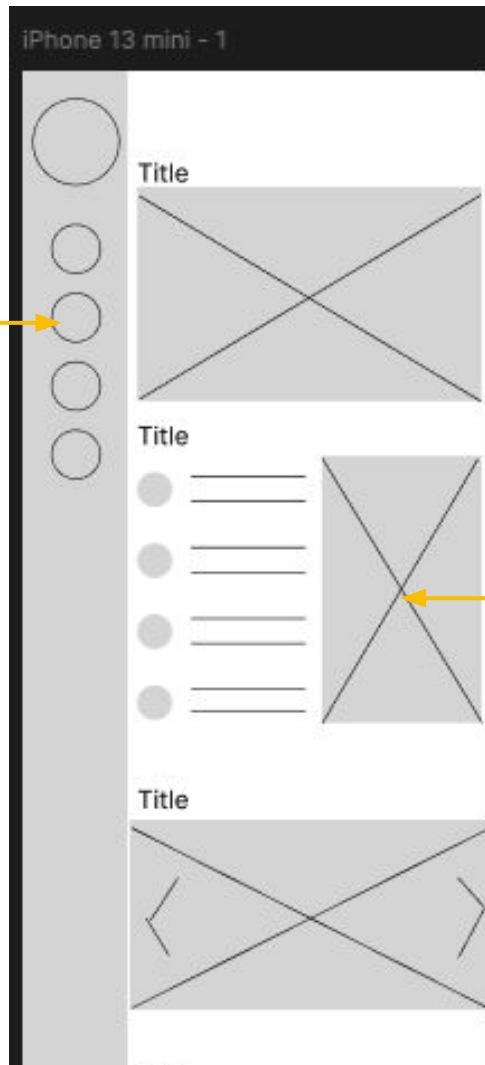
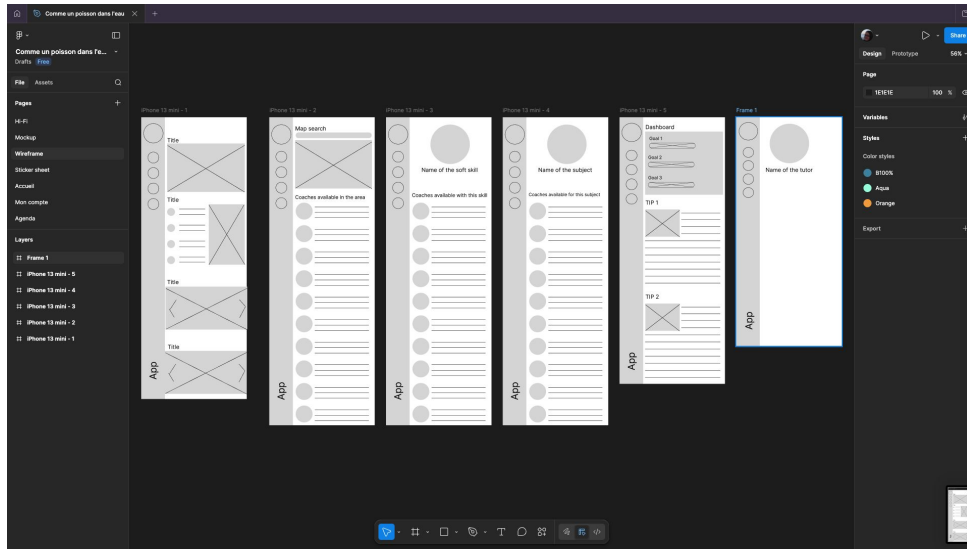
Then marked with a heart the most appreciated/effective elements.



Digital wireframes

First time ever on Figma was a challenge, but a pleasing one !

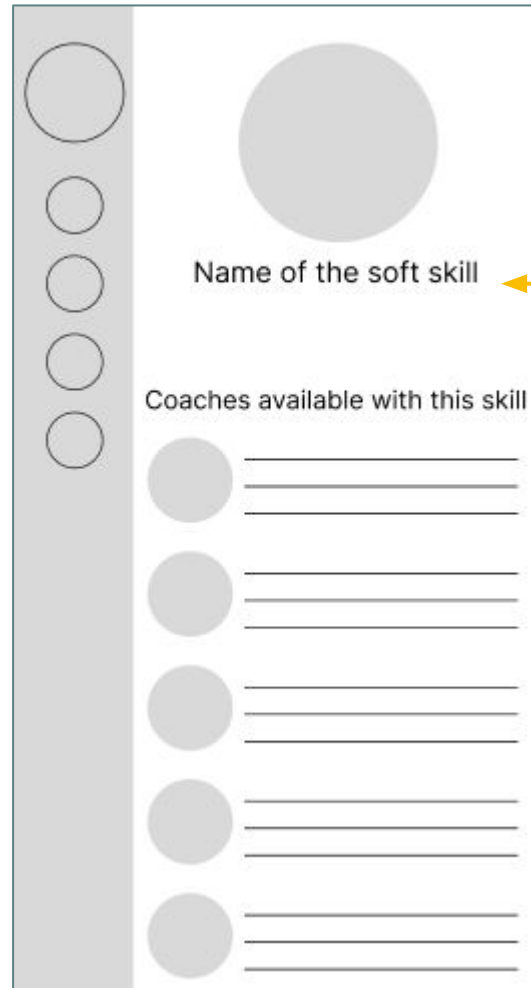
Side tool bar present for easy category switch



Visual and textual elements for maximum accessibility

Digital wireframes

Tutors' academic skills are one thing, parents seek some personalities and specific soft skills depending on their children's need.



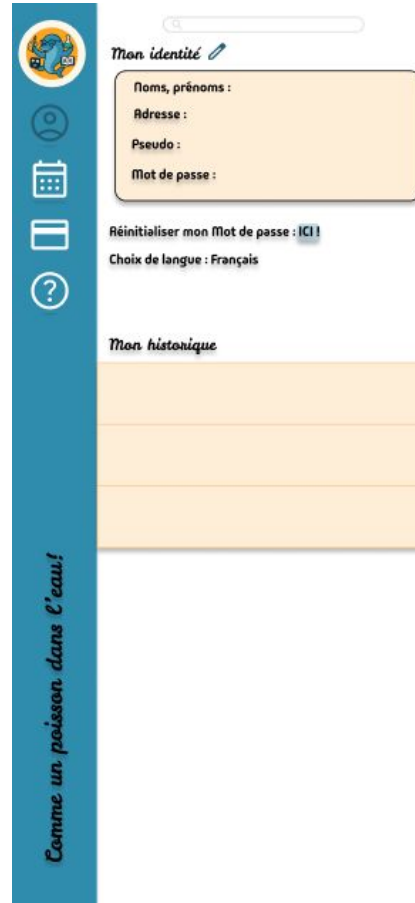
The wireframe shows a vertical layout. On the left is a grey sidebar with five circles of varying sizes. The main content area has a large grey circle at the top, followed by the text 'Name of the soft skill'. Below this is the text 'Coaches available with this skill', followed by five rows, each consisting of a grey circle and three horizontal lines.

← Tackles the personalisation and confidence pain points

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups



Accessibility considerations

1

Colours have been checked for positive contrast and the app should be accessible for other visual disabilities

2

The Typeface choice accessible and readable. Except for the name of the App that has a more “decorative” function.

3

Text and icons to simplify and make the flow more efficient for the user.

Going forward

- Next steps /
takeaways

Next steps

1

Creating a dark mode could also improve accessibility and make the app more user friendly

2

Simplify/ iterate some pages like the agenda, it can be difficult to read and to use

Takeaway

As it is my first project, I lacked some basic knowledge, such as standard user-friendly sizes.

I will definitely hone my skills and improve by working within a team and by evolving in a real professional environment.

Let's connect!



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