



Tailored Tutoring Co.



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Mentored by: Ana Paula Chaves Steinmacher



Introduction

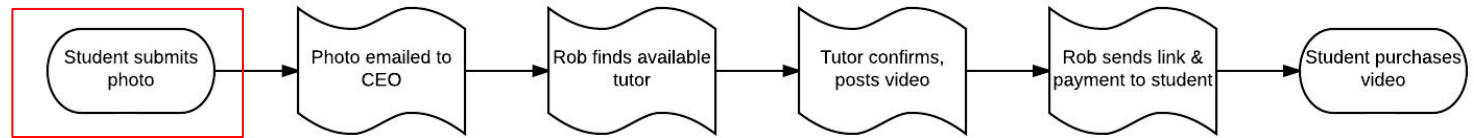


- Robert Lokken, founder & CEO of Tailored Tutoring Co.
 - Online Tutoring Industry: \$411 million annually
 - Market doubles by 2021
 - Online video tutoring: \$1.00/min of video
 - Picture Submission/Video Tutor Service



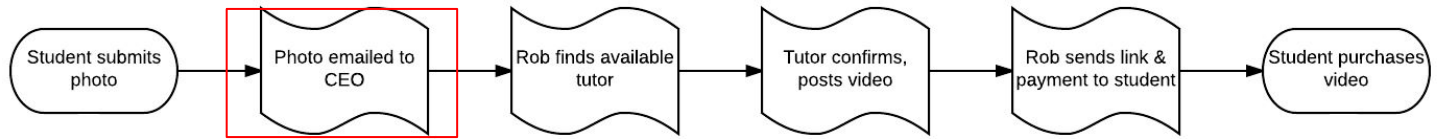
Current Submission Process

Current workflow



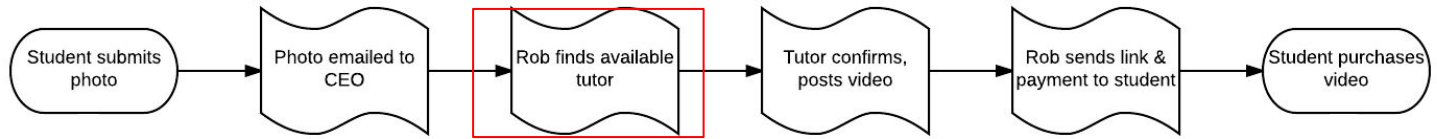
Current Submission Process

Current workflow



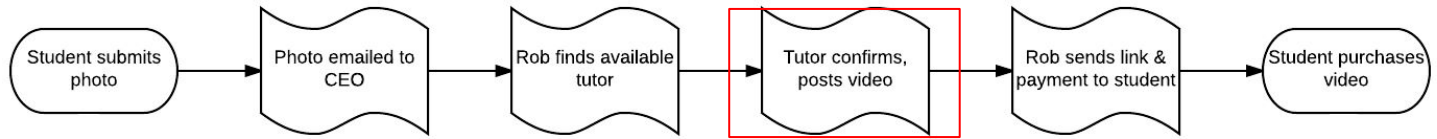
Current Submission Process

Current workflow



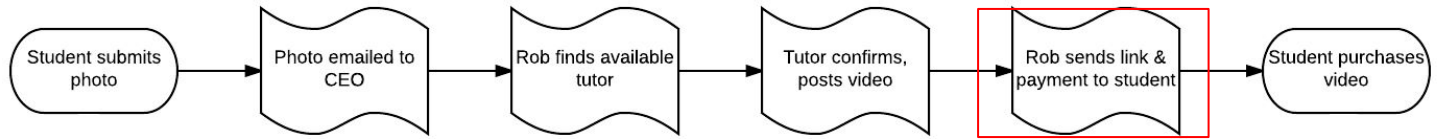
Current Submission Process

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Current Submission Process

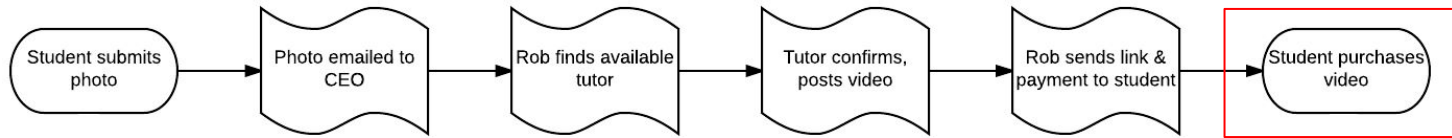
Current workflow





Current Submission Process

Current workflow



Problem

1. Video Tutoring (“Problem Submission”)
 - No Automation
 - Time-intensive
2. Not Mobile-Optimized
 - Photo submission is clunky
 - Take photo on phone

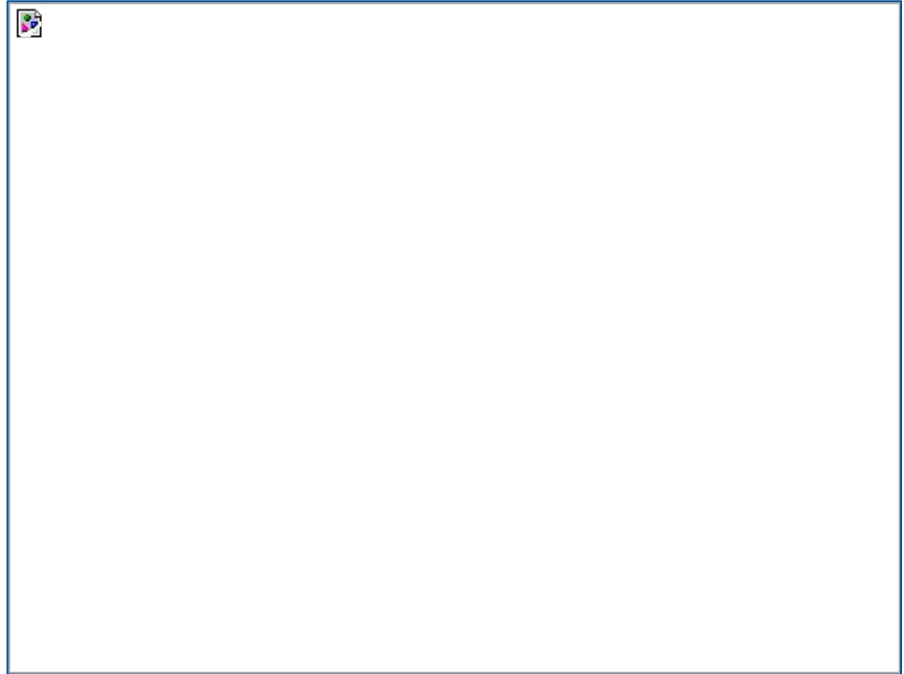




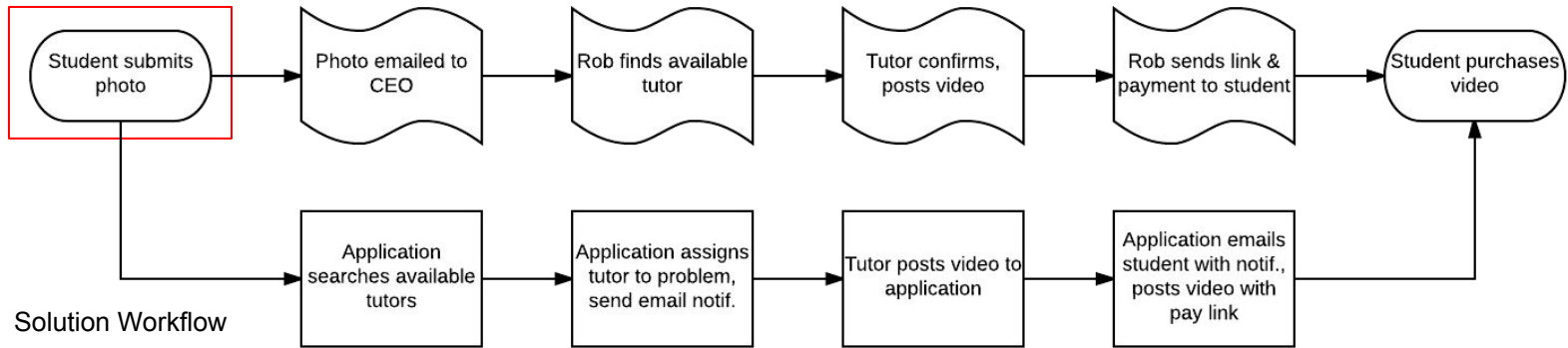
Overview of our Solution:

Solution:

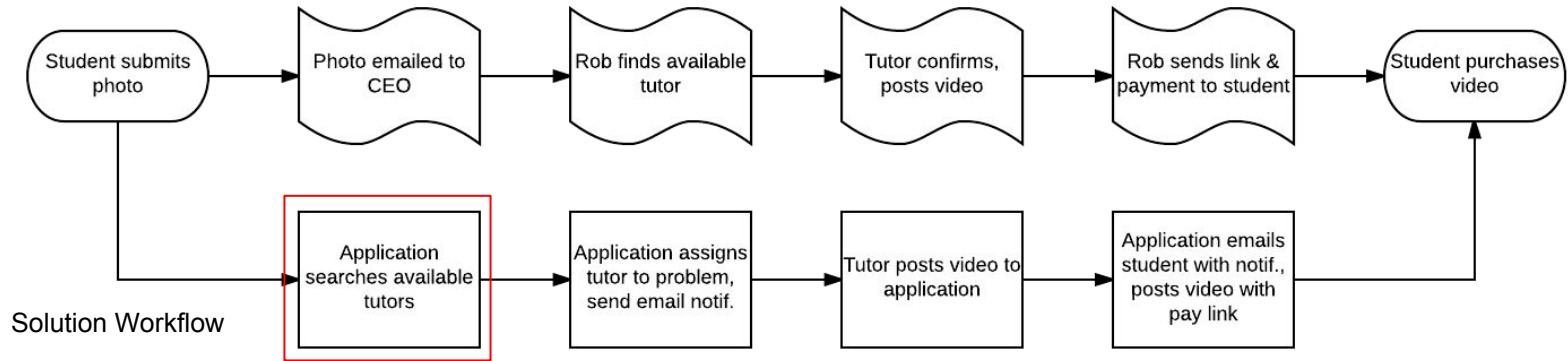
1. Automation
2. Mobile Optimization



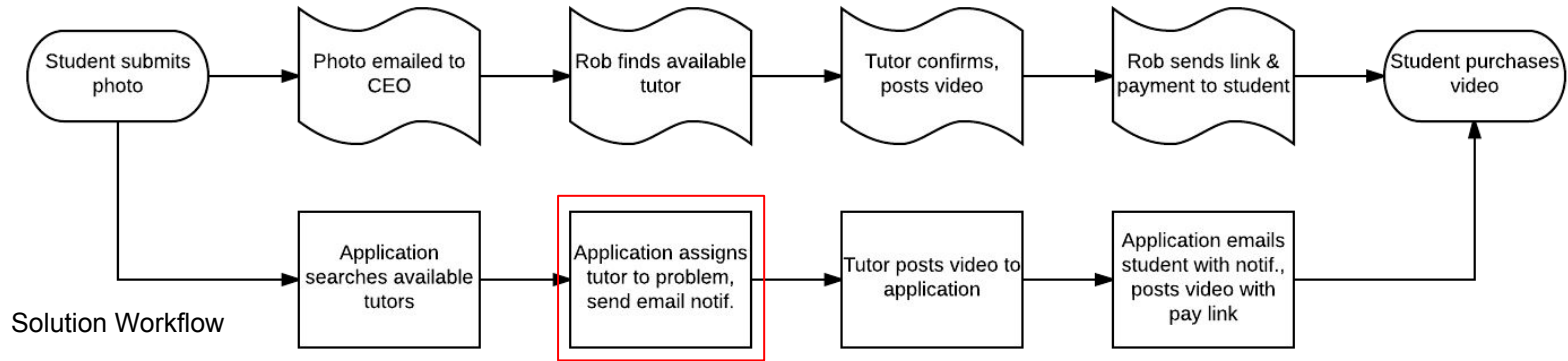
Solution Submission Process



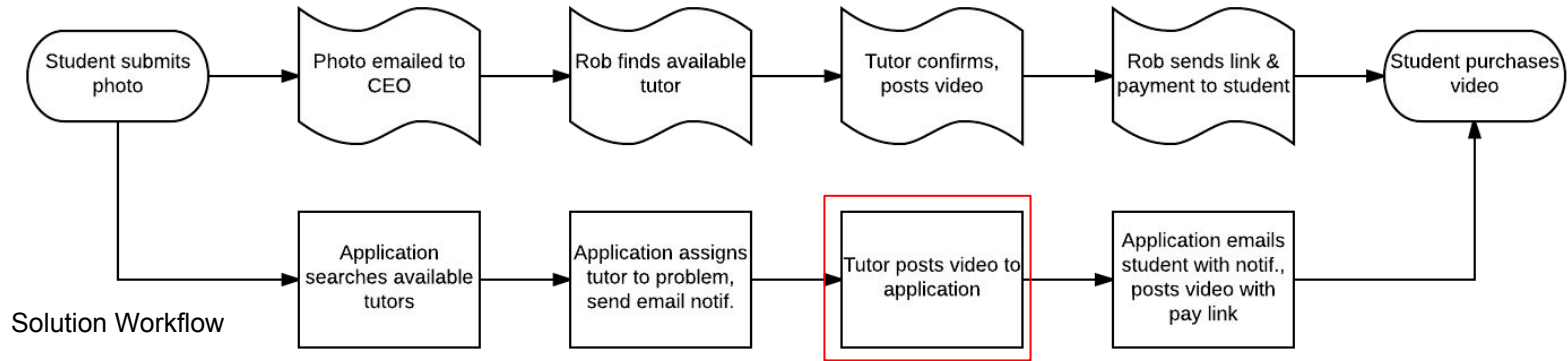
Solution Submission Process



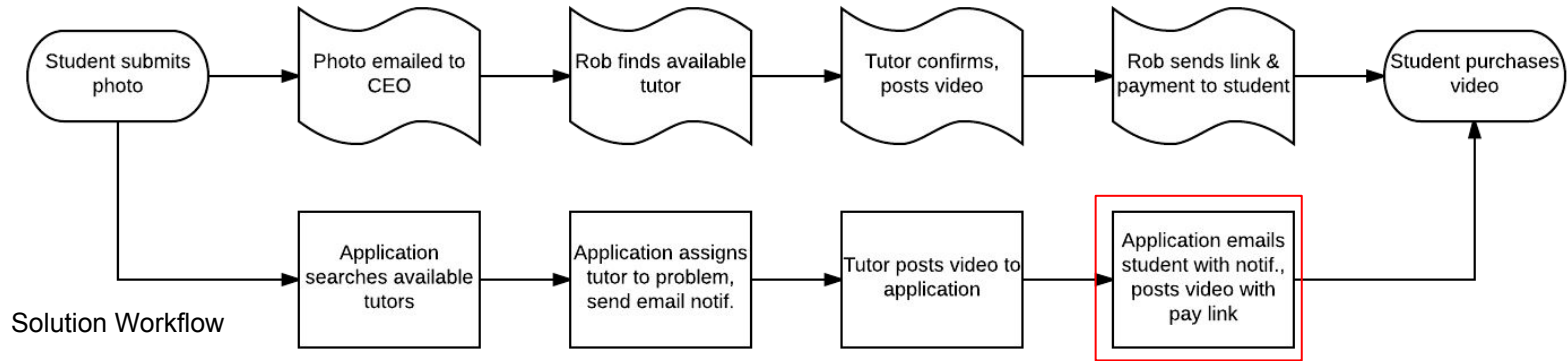
Solution Submission Process



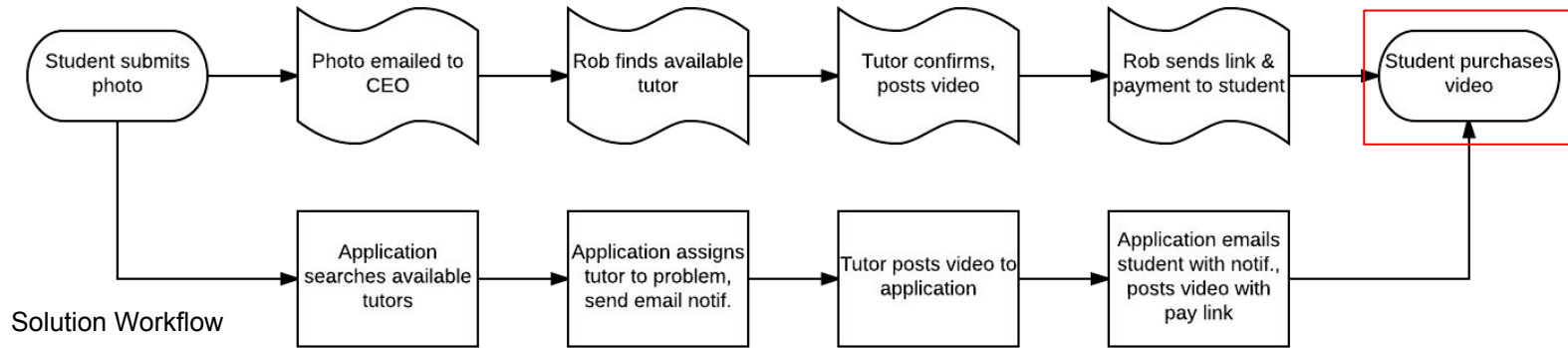
Solution Submission Process



Solution Submission Process



Solution Submission Process





Key Functional Requirements

- Student and Tutor Profiles
- Image and Video service
- Messaging System
- First-party payments
- Constraints
 - Third-party integrations



Key Performance Requirements

- System should be intuitive
 - **intuitive** (ĩn-tōō`ĩ-tiv, -tyōō' -) Known or perceived through intuition
- Data should be displayed immediately upon request
- Relaying submitted files between users should be immediate



Risks

- Many moving parts
 - System must accommodate them all
- System failure is a risk to business
 - Contingency plan may be necessary

Potential Failures

- Run out of archival space
- Profile data retrieval fails or is slow
- Corrupt uploaded files



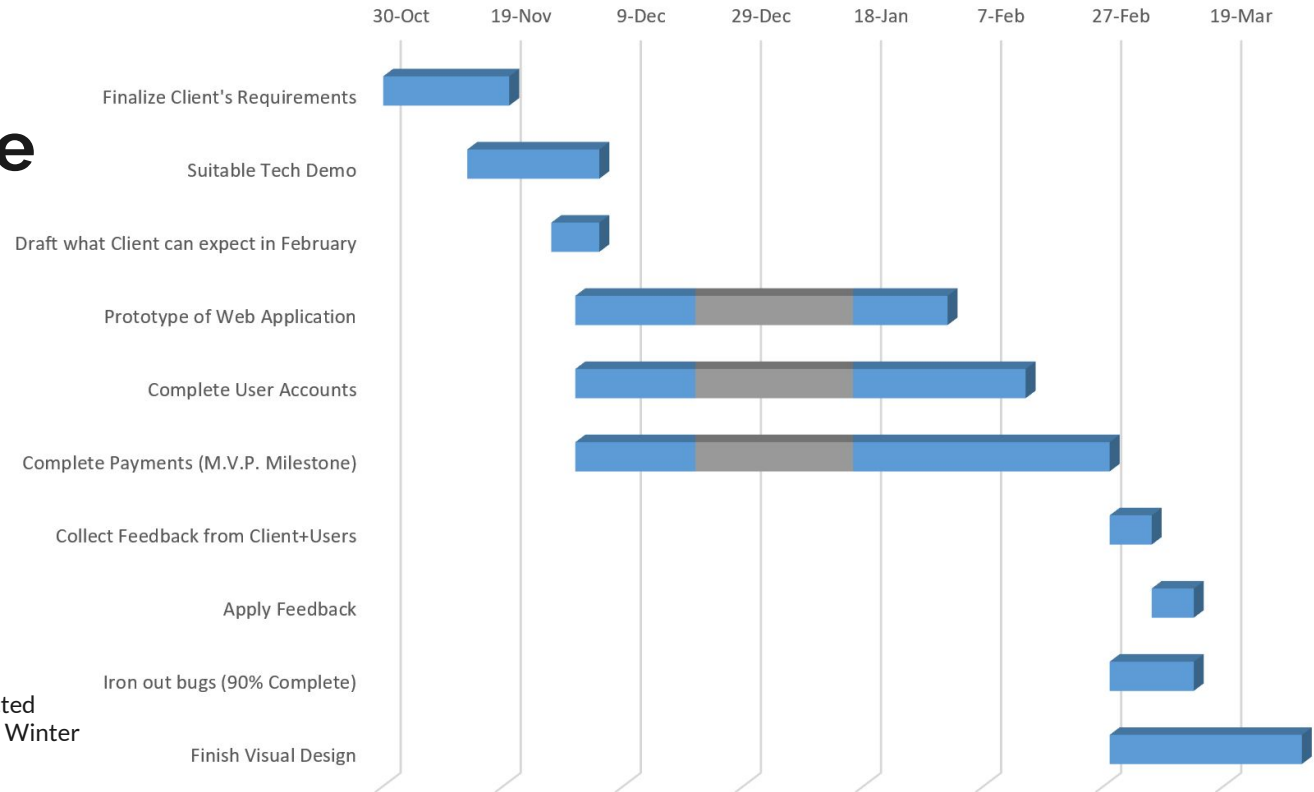
Feasibility

- Many moving parts - ReactJS
 - Library, NOT a framework
 - Not opinionated
- Data storage - AWS
 - Scalable - perfect for archival
- Contingency plan already in place
 - Original submission process
- Report system
 - Reports to users/admins
 - Original message system planned - build on top of that

Schedule



■ Represents expected down-time due to Winter Break





Conclusion



- Our sponsor: Robert Lokken of startup Tailored Tutoring Co.
- Sponsor niche: Problem Submission Process
- Sponsor problem: Cumbersome manual operation
- Our goal: Automation



Any Questions?

