



ONLINE TUTORING APP

Group 3

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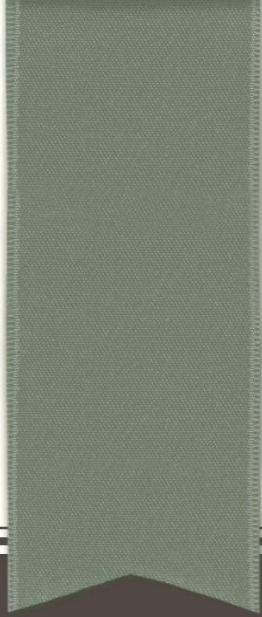
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CONTENT

- Overview
- Project Plan
- Project Review

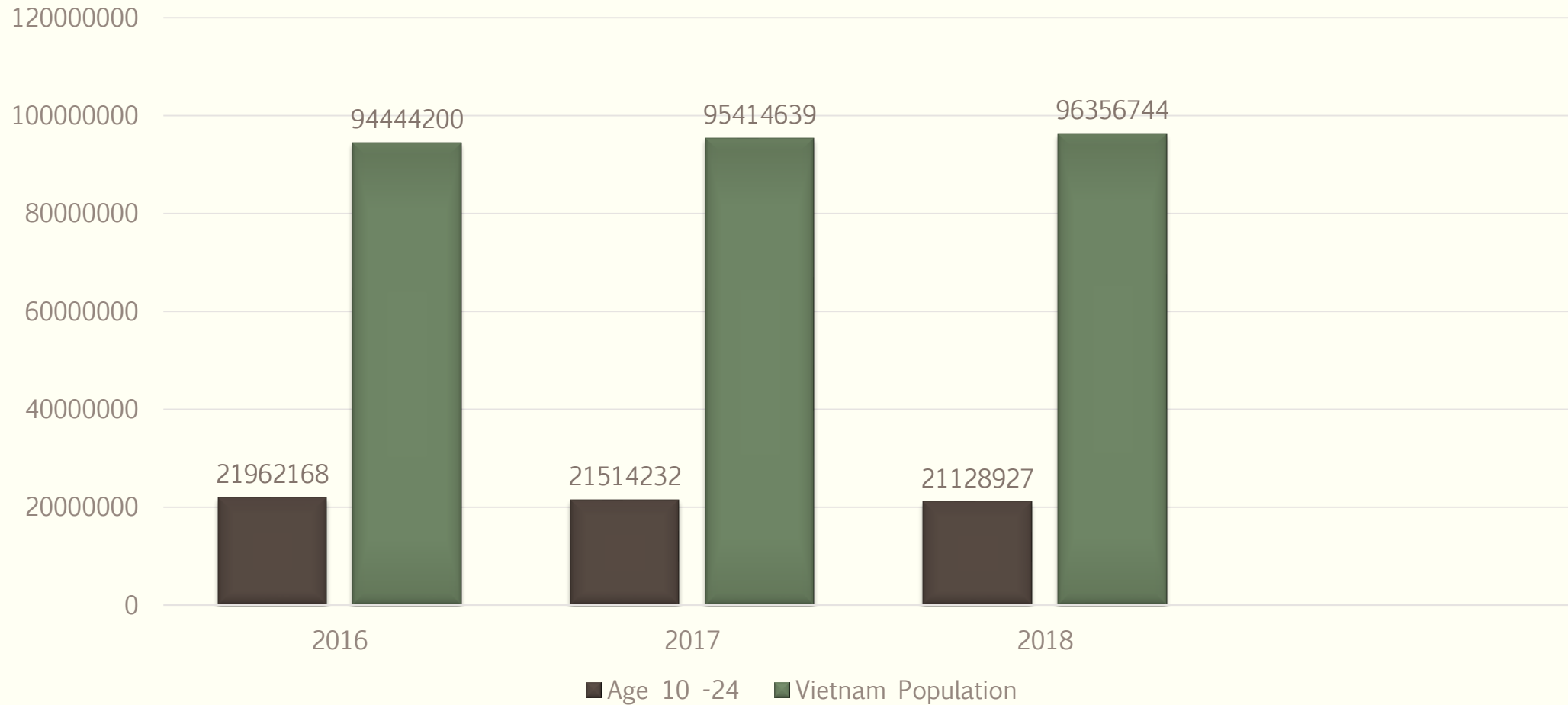


OVERVIEW

IDEAS

- Students struggling without personal academic support
 - Could not finish homework
 - Could not follow teachers in large classes
 - Good students thriving to become better
- Alumni & alumnae looking for a source of income
 - The vast number of graduated students that have not landed a full-time job but still need money.
 - University students want to get additional money in their free time
 - Teachers and professors want an fresh & innovative way to help students

Pupils – Students in Vietnam (2016 - 2018)



BUSINESS PLAN

- **1. Target group**

- Students: from secondary school to university
- Tutors: University students

- **2. Customer benefits**

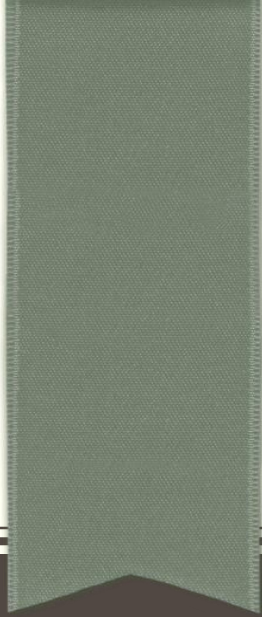
- Extra income for tutors
- Students get their homework done and knowledge gaps filled

- **3. Unique selling proposition**

- Flexible and effective teaching/learning model between tutors & students

- **4. Market potential**

- Huge potential user base due to high demand in education and large population



PROJECT PLAN

PROJECT PLAN

- Objectives
- Phase Plan
- Work Breakdown Structure
- Resource Plan
- Communication Plan
- Risk Management Plan

OBJECTIVES

▪ 1. Result

- Initial evaluation of tutors & user feedback system
- Support chat, voice call & video call
- Reliable payment system

▪ 2. Timing

- 19/3/2019: Finish planning.
- 19/7/2019: Complete alpha version
- 19/10/2019: Further testing, improving
& beta release
- 19/1/2020: Promote the product

▪ 3. Financial

- Host/data service: \$1000
- Coding: \$2000
- UI design: \$3000
- Marketing: \$1000

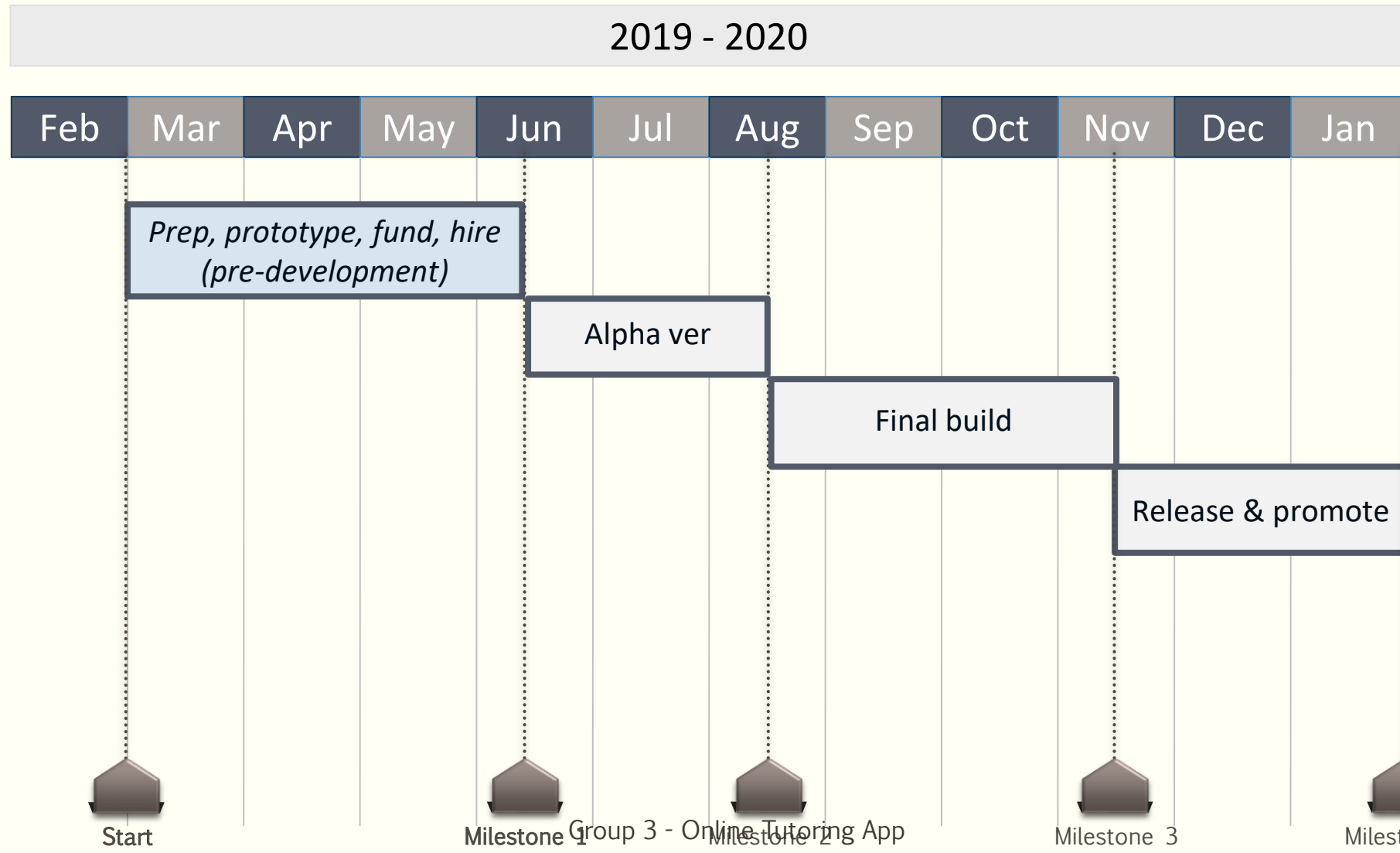
▪ 4. Social

- Feedback review > 4 stars
- 100000 active users / month

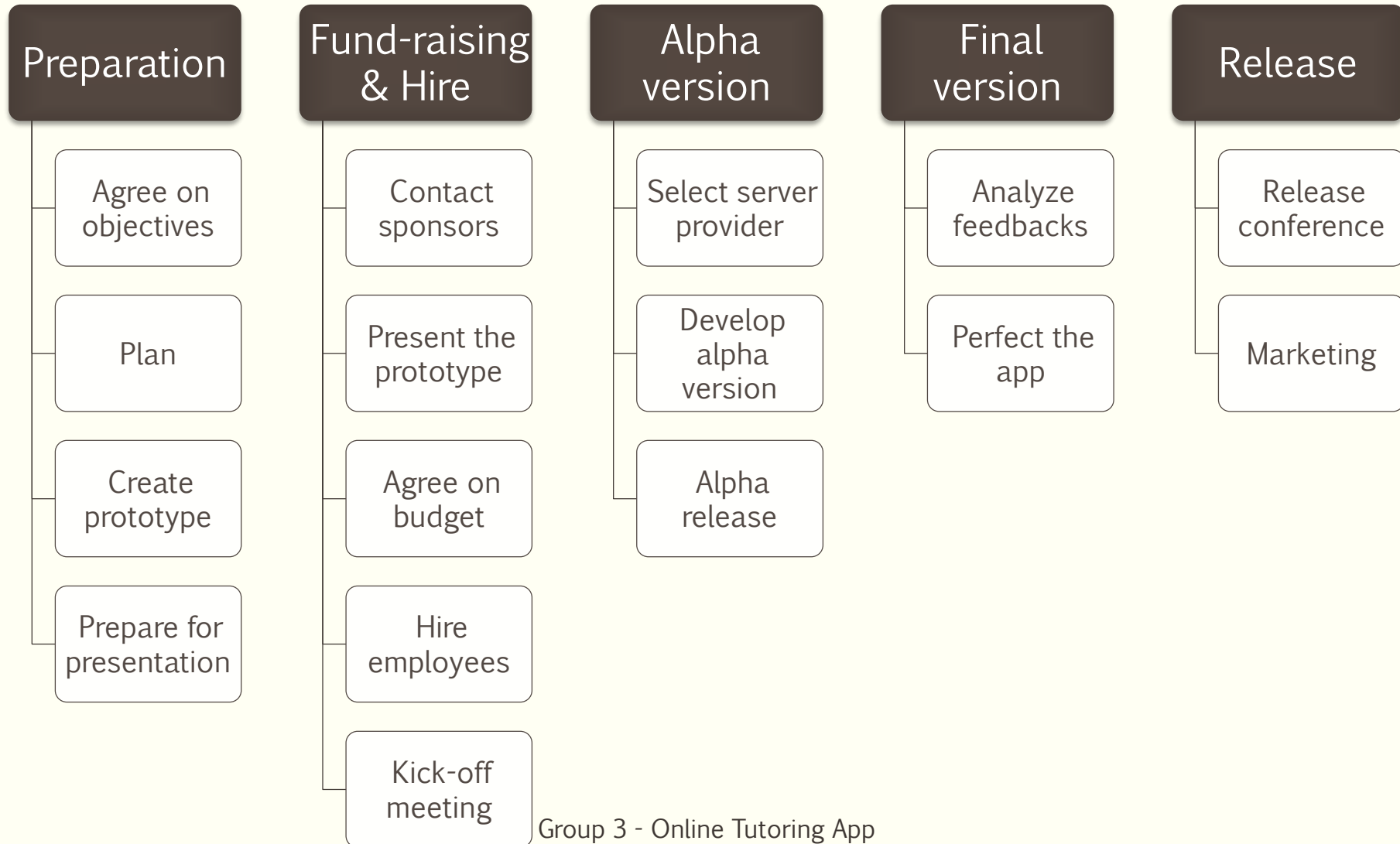
▪ 5. Non-objectives

- Maintenance
- Updates, multi-platform support

PHASE PLAN



WORK BREAKDOWN STRUCTURE



WORK PACKAGE LIST

Code	Name	Deliverables	Duration (weeks)	Predecessors	WP manager
1	Preparation		10		
1.1	Agree on objectives	List of objectives and non-objectives	1		Minh
1.2	Create plan	Project charter	2	1.1	Hung
1.3	Define specification & build prototype	Complete the most basic UI of the app (sign-up layout, main layout...)	5	1.2	Trung
1.4	Prepare for presentation	Ready presentation	2	1.3	Quoc

WORK PACKAGE LIST

Code	Name	Deliverables	Duration (weeks)	Predecessors	WP manager
2	Fund-raising & Hire		8		
2.1	Contact sponsors	Enough potential sponsors contacted	2	1.3	Quoc
2.2	Present the prototype	Enough potential sponsors shows interest and agree to fund	1	2.1	Quoc
2.3	Agree on budget	Sufficient budget and shares agreed	1	2.2	Hung
2.4	Hire employees	Full core team & extended team	3	2.3	Trung
2.5	Kick-off meeting	Plan of action	1	2.4	Minh

WORK PACKAGE LIST

Code	Name	Deliverables	Duration (weeks)	Predecessors	WP manager
3	Build alpha version		11		
3.1	Select the best host/server provider	The most suitable provider signed	1	2.5	Trung
3.2	Develop the alpha version (code, design, debug, test)	The demo version released for feedbacks	8	2.5	Hung
3.3	Alpha release	Initial feedbacks	2	3.2	Minh

WORK PACKAGE LIST

Code	Name	Deliverables	Duration (weeks)	Predecessors	WP manager
4	Build final version		16		
4.1	Analyze feedbacks	List of things to fix, improve and additional features	1	3.3	Trung & Minh
4.2	Perfect the overall app	Finishing all features, performance optimized, ready for market	15	3.3	Hung
5	Official release		8		
5.1	Release conference	App released on online stores	2	4.2	Quoc & Hung
5.2	Marketing	App's reachable by all market potential users	6	3.3	Quoc

COMMUNICATION PLAN

Stakeholder	Content / messages	Expected impact	Medium	Responsible person	Participants	Date / Frequency	State
Customers	Results, Notices	Improve service's quality	Email, social networks, telephone, review replies, forum, hotline, ...	MM	Customer service team	Every 2 weeks	Not started
Managers	Requests, Contracts, Ideas, Opinions	Increment project progress, make any necessary adjustments	Meetings, emails, official documents...	PM	FM, MM, TM	Weekly	Not started
Sponsors	Requests, Notices, Contracts	Budget funding the project	Meetings, Press Conferences, emails	PM	FM	Special Occasions	Not started
Technical Staffs	Suggestions, Deadlines, Feedbacks, Assignments	Enhance the quality, reliability, and performance of the product	Meetings, emails, bulletin board, common drive, official documents...	TM	TM	Every 2 weeks	Not started

RISK MANAGEMENT PLAN

Risk	Type	Cause of risk	Consequences	Probability (P)	Impact (I)			Priority	Measures	
					Result	Time	Budget		preventive	corrective
Bugs & Crashes	Technical	Bad coding	Low users' rating	high	m			4	Do a lot of testing	Release bug fix updates
Cannot match students & tutors	Commercial	Not enough users	Project failure	medium	h			4	App launch promotions	Spend more on marketing
Bad connection	Technical	Host/server incompetent	Decrease users' experience	low	m			2	Use best available servers	Change host/server provider
Poor tutor quality	Personnel	Tutors were not evaluated thoroughly	Disappoint students	low	m			2	Evaluate tutors before hiring	Routinely check tutors ability



PROJECT REVIEW

LESSONS LEARNED

- Planning for a project:
 - Objectives, Business Plan, Work Breakdown Structure,...
- Managing people in a project:
 - Stakeholders, Personnel Resource, Communication Plan
- Risk Management and Marketing after project

