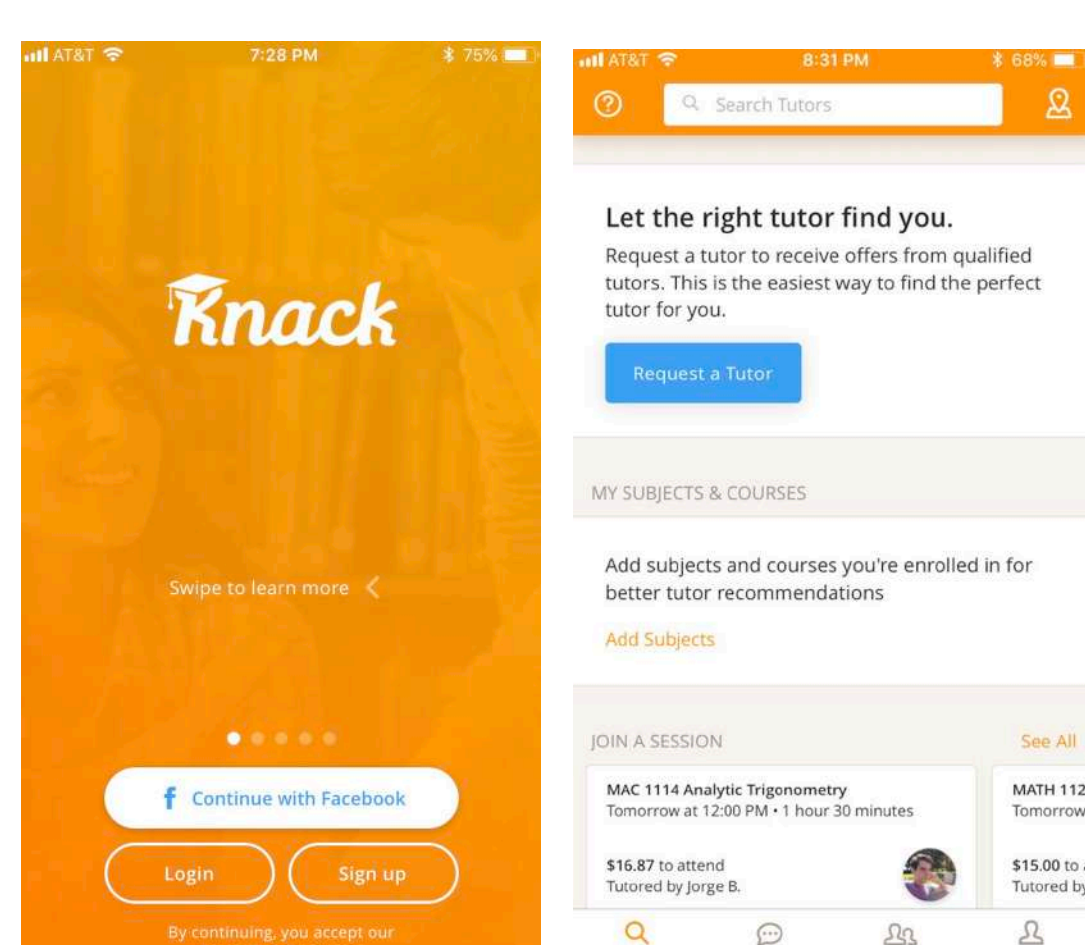


# Competitive Analysis I: Industry Key Players & Features



## Knack

Knack launched in 2016, is a one of the fastest growing peer tutoring platforms for college students. By making tutoring more accessible and socially acceptable, Knack is building communities of learning on college campuses across the country and empowering students to help one another.

### Pros

- The **search bar at the top right of the website is easy to find and easy to search** for users.

- I **like the onboarding experience** with the mobile application service. It clearly followed the rule of **“one-step for one-task.”**

- The application allows users to **easily figure out whenever there is wrong input**. The color of entire UI background changed into red, which is obvious and giving a direct alert to users.

- Website and user **interface design are both clean and clear** enough for users to achieve their desired tasks.

- The service is **especially good for those who need help for specific course work at college**.

### Cons

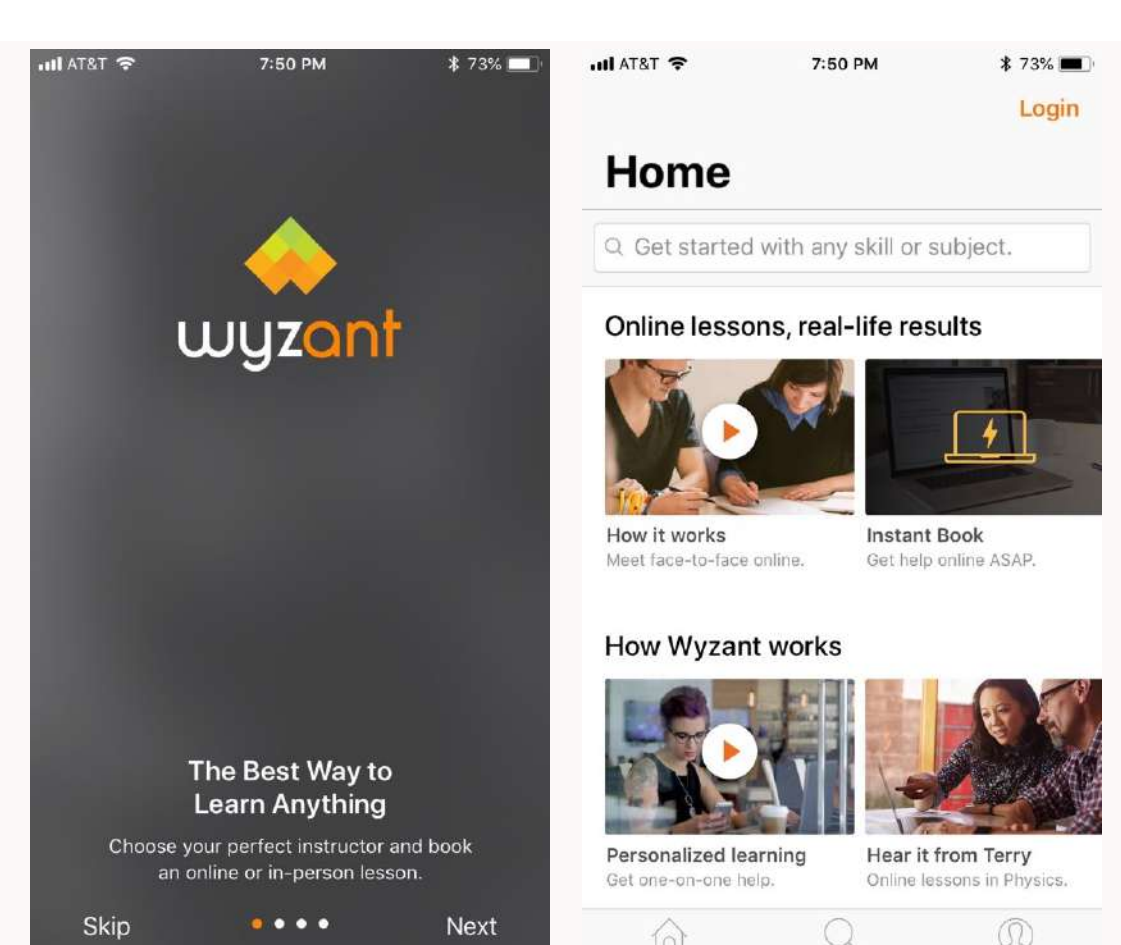
- There are just **too many steps to register for being a tutor**. You perhaps need to fill in more than 20+ questions to finalize whole process, which make me to quit in my first trial.

- Unlike website, **application does not have direct search tap** in order to type specific school name.

- Both web and app service allows users to get tutoring service **only for the school coursework, not covering other technical or professional learning opportunities**.

- The service is **a bit pricey** for students, which might fail to fully sympathize their target users.

- As the application only covers the coursework-based tutoring, there are **not many tutors available in diverse subjects**.



## Wyzant

Wyzant was launched about ten years ago, and it is the service that connect students to independent tutors. The service values individualized learning and want to provide best-in-class products that bring students and instructors together, online and in-person.

### Pros

- The very top search bar that allows users to search, 'any skill or subject to learn' is very clear that **users can easily search based on their needs**.

- Users can easily follow the entire step till they request tutoring and pay for the service. **User Flow can be easily understood**.

- **UI design is also simple**, clean, and object-driven.

- I liked that this service **didn't ask to sign up or log in before I hit the account tap**. It allows users to have more times in exploring the app and have them to sign up based on their sincere interests in using the service.

- It covers a **variety of learning subjects**, not just specifically for coursework at college.

### Cons

- **Home screen contains unnecessary contents** like working environments of the company or so. This doesn't tell anything to users.

- **Search bars are a quite small** to tap or touch.

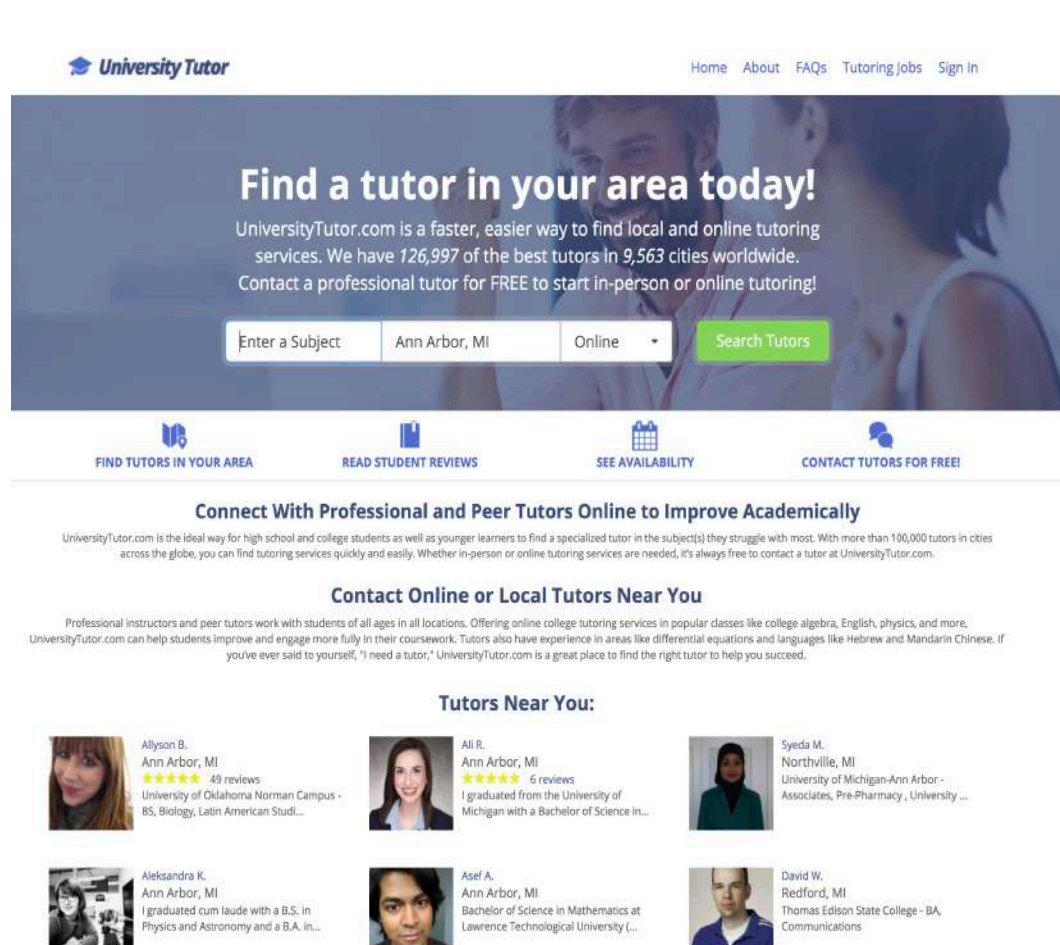
- **CTA buttons are inconsistent** that overall design sometimes look unbalanced.

- **Becoming a tutor required many steps**, and usually tutors are professionals, so **less opportunities for students**.

- Overall **tutoring fee is so expensive** from one of the students' perspective

- It **only provides one on one tutoring**, not including groups or different kinds.

- **No detailed curriculum, or learning plans are provided for**



## University Tutors

University Tutors connect with professional and peer tutors online to improve academically. It is the ideal web platform for high school and college students as well as younger learners to find a specialized tutor in the subject(s) they struggle with most. With more than 100,000 tutors in cities across the globe, you can find tutoring services quickly and easily.

### Pros

- It is **easy for users to follow steps** until hit 'search tutor' button.

- **Creating tutor profile** to become a tutor is **relatively easy and quick**.

- **UI design is also simple**, clean, and object-driven.

- It covers a **variety of learning subjects**, not just specifically for coursework at college.

- It **suggests 'tutors near you'** at the Home screen page, giving auto suggestions based on users' location, which **might be helpful for users**.

### Cons

- Even though the user found the right tutor based on their needs, it is **hard to get connected with tutor**. It requires users to fill in more than 4+ information, which **delays CTA**.

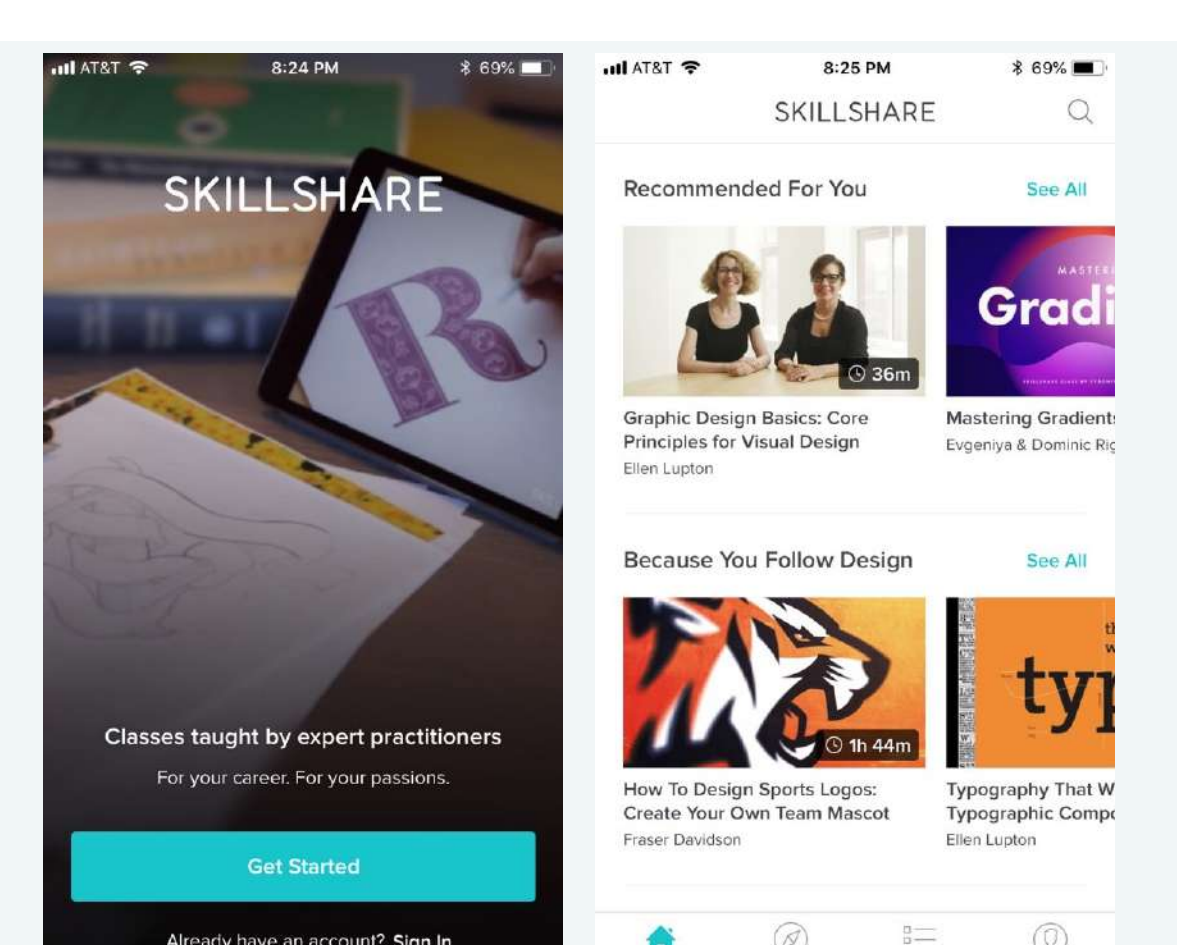
- **Main home page contains too much information** that users might feel overwhelming at first.

- **Reviews are not immediately available** as well as tutoring fee.

- Only through website, **do not provide application service**.

- **No detailed curriculum, or learning plans provided for users**.

- **Only focused on tutoring service related to college course work or test preparations**. Does not cover technical skills, or other learning opportunities.



## Skillshare

Skillshare is an online learning community with thousands of classes in design, business, tech, and more. Anyone can join the millions of members in the community to learn cutting-edge skills, network with peers and discover new opportunities.

### Pros

- **Smooth and good onboarding experience**. It asks users to pick their preferences by just tapping it.

- Home screen main features including recommendation and suggestion for individuals **allow users to enjoy individualized and adaptive service**.

- Overall **UI design including layout, color, font is simple and clean**.

- Since it's all online, taking **courses are relatively cheap** and mostly affordable for students.

- **Whoever** has good ability to teach can have **opportunities to share their expertise and skills** at anytime with many people all over the world.

- **User flow is easy to follow** and also **copy is easy to read**.

### Cons

- It **only provides online lectures**. Users cannot have physical one on one meeting or private tutoring.

- **Hard to find overall category of subjects**. Users should take 3-depth to get there. After I put my preference and interests, I **can only see classes related to my interests**, not others. If I want more categories, I should go to my account setting and change it myself.

- It seems like it's **hard for users to have direct communication with tutors**.

- I don't see a big difference of the service from other online or application video lectures except providers.

Competitive analysis on industry players.

# Competitive Analysis II: University of Michigan Tutoring Systems



Source: CSCAR at University of Michigan

## CSCAR: Consulting for Statistics, Computing & Analytics Research

### Pros:

- 1) Free for UM students
- 2) Tutors are competent and credible
- 3) Individualized tutoring, which provides students to have adaptive learning experience.

### Cons:

- 1) Tutors do not cover every technical software and computing consulting despite the need from students
- 2) Hard to schedule an appointment with popular tutors



Source: LRC at University of Michigan

## University of Michigan Language Center

### Pros:

- 1) Free for UM students
- 2) Providing peer tutor matching service
- 3) Hosting helpful events or seminars

### Cons:

- 1) Insufficient tutor information provided
- 2) Hard to find/contact tutors due to lack of communication system

Second competitive analysis focusing on school tutoring systems.