

Report on findings for "Platforma de meditații ideală"

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We created an online form that we shared on Facebook with students, parents, teachers and full-time employees in order to find out more about their experience in finding a tutor/tutee. (Here is the form)

We had 99 responses and we also had interest from full time developers as well as parents in getting involved in the project. We shared the form in many Facebook groups for parents, students, tuition and we have also messaged our friends directly and asked them to help share the form.

Overall, people were interested and excited about the project - half of the people who completed the form left their email address for updates regarding our project!

While we were sure about 2 of the customer segments - the parents and the teachers, we've also identified a 3rd segment - full time employees who are interested in either taking tutoring classes online or offering tutoring classes. In the next sections, we'll focus on the answers for each customer segment.

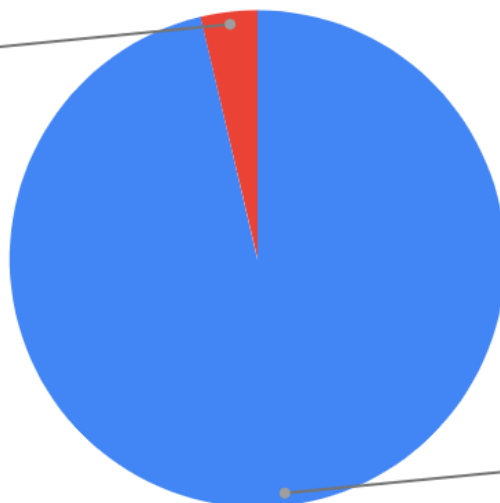
1 Parents

We had 28 parents completing the form. We separated the form in 2 categories - those who have taken tutoring classes before and those who haven't.

Eu caut...

vreau să mentorez

3.7%



caut un mentor

96.3%

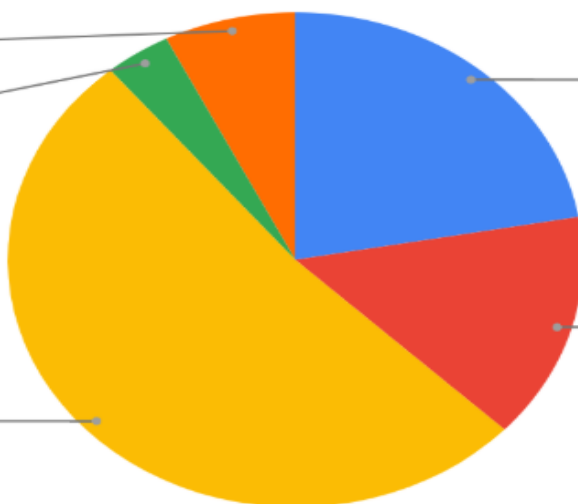
Vârsta

55-65

7.4%

18-25

3.7%



45-55

22.2%

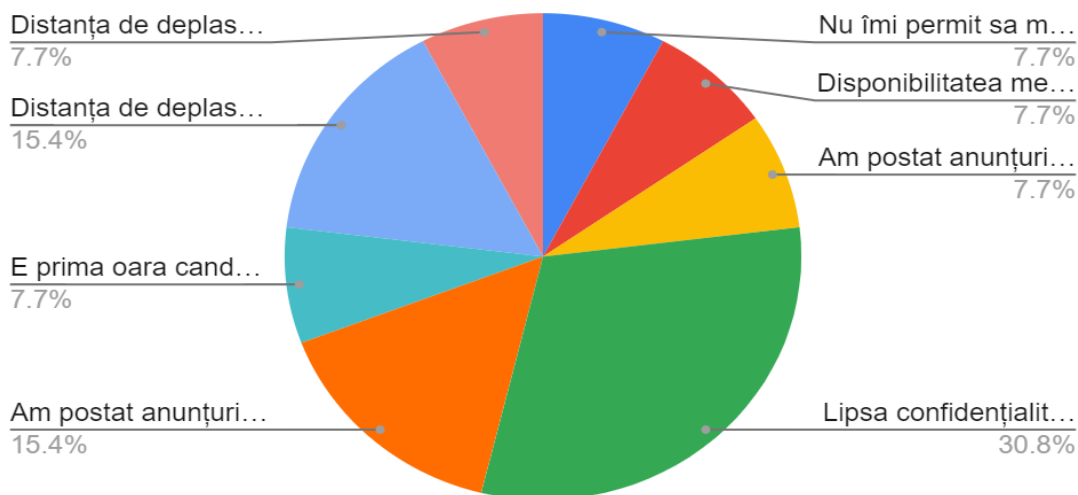
25-35

14.8%

35-45

51.9%

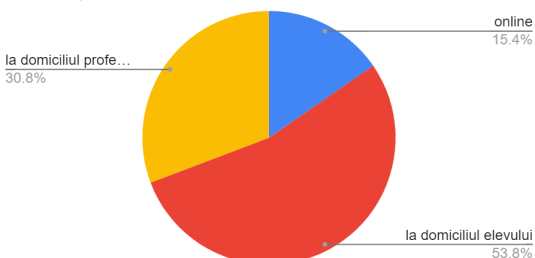
Ce dificultăți ați întâmpinat atunci când ați încercat să găsiți elevi/profesori pentru meditații?



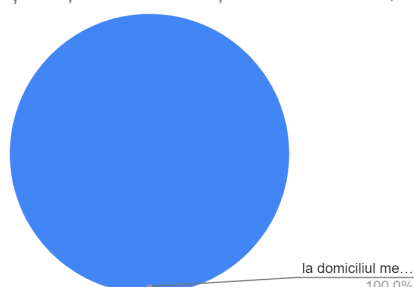
We wanted to know what are the most common issues parents face when they are trying to find a tutor. 30% of those who answered said that the existing tutoring platforms lack personal data privacy. 15.4% said that the distance to where the tutoring class is taking place is too far.

Most of the parents whose kids haven't been tutored before said that they would like the tutoring classes to take place at their residence. However, those who have arranged tutoring classes before said that the classes take place at the tutor's residence. This is where we believe the platform can make the 2 parties meet in the middle - arranging the classes online.

Unde ați vrea să se desfășoare orele de meditație?

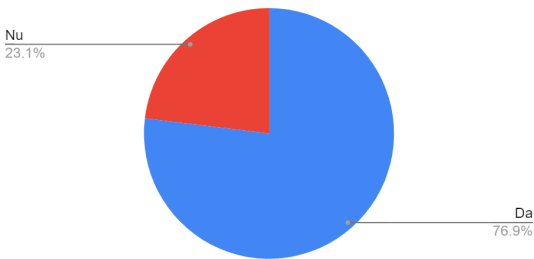


Majoritatea ședințelor de meditații se desfășoară;



Over 70% of those who never arranged tutoring classes before said that they would prefer the online classes to traditional face to face classes. On the other hand, only 50% of the parents who have their kids tutored said they would prefer the sessions to be online rather than in person. We expected this as even in the UK, from our experience as tutors, parents prefer to arrange classes in person rather than online.

Dacă ar fi posibil, ați prefera să faceți orele de meditații online?

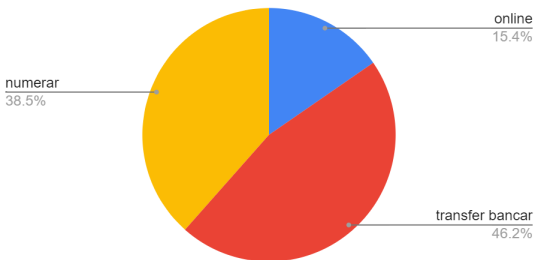


Dacă ar fi posibil, ați prefera să faceți orele de meditații online?

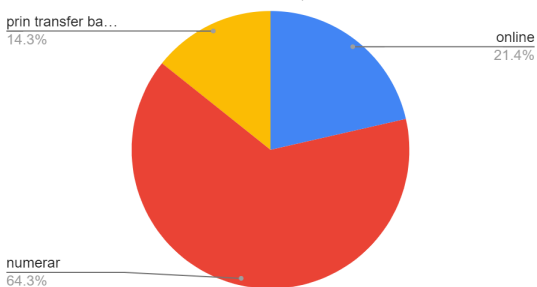


The parents' preference to arrange classes online rather than face to face is also highlighted in their payment preference which is, for over 70% of those who never arranged tutoring classes before, online/bank transfer. However, for the parents who had their kids tutored already, they would still prefer the cash option. This was to be expected since the online sessions are not such a popular option at the moment.

Cum ați prefera să fiți plătit/să plătiți pentru meditație?

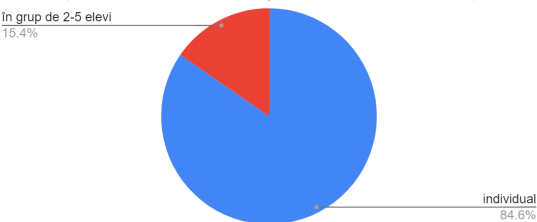


Ce metodă de plată preferați?

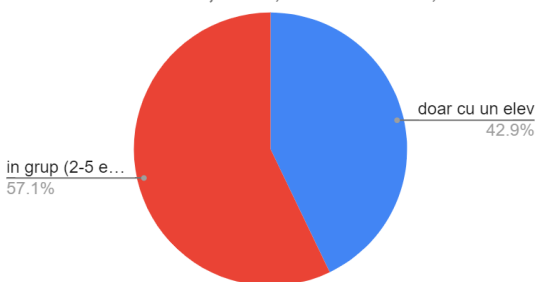


Another interesting statistic was the parents' preference for individual tutoring classes rather than group tutoring. Over 85% of parents who haven't had their kids tutored would prefer individual session. As expected, those who already have their children tutored, said that most of the classes are group sessions.

Cum ați prefera să se desfășoare orele de meditație?



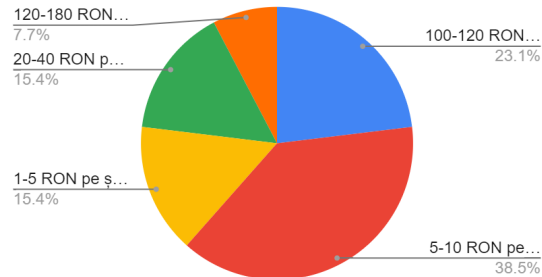
Cele mai multe ședințe de meditații sunt:



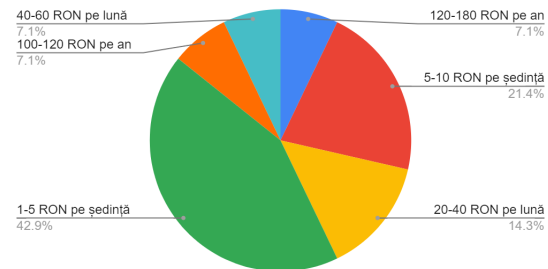
We were also curious to see how much were the parents willing to pay to have access to the platform. 40% of those who answered said they would like to pay a fee per session. This is

something that we're yet to consider as we're more inclined to apply an annual subscription only for the tutors - so the cost of using the platform will be passed on to the tutors rather than the parents.

Cât ați fi dispus să plăți ca să beneficiați d...



Cât ați fi dispus să plăți ca să beneficiați de opțiunile platformei de meditații (separat de costul ședinței de...)



Cum ați început să colaborați cu mentorul/profesorul dvs?



We found that most parents started to collaborate with a tutor that was recommended to them by a friend or a family member. We believe this is mostly common in small cities (we expected this based on the location of those who answered the questions). For us, this reinforces the importance of having reviews for teachers on the platform.

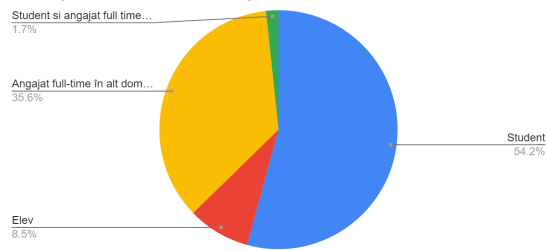
2 Students & Full-Time Employees

We had 60 students and full time employees answering our form. Out of these, 53% were interested to tutor and the rest to find a tutor.

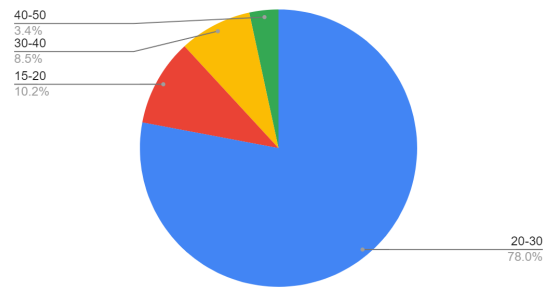
Eu...



Sunteți interesat/ă de meditații în calitate de:

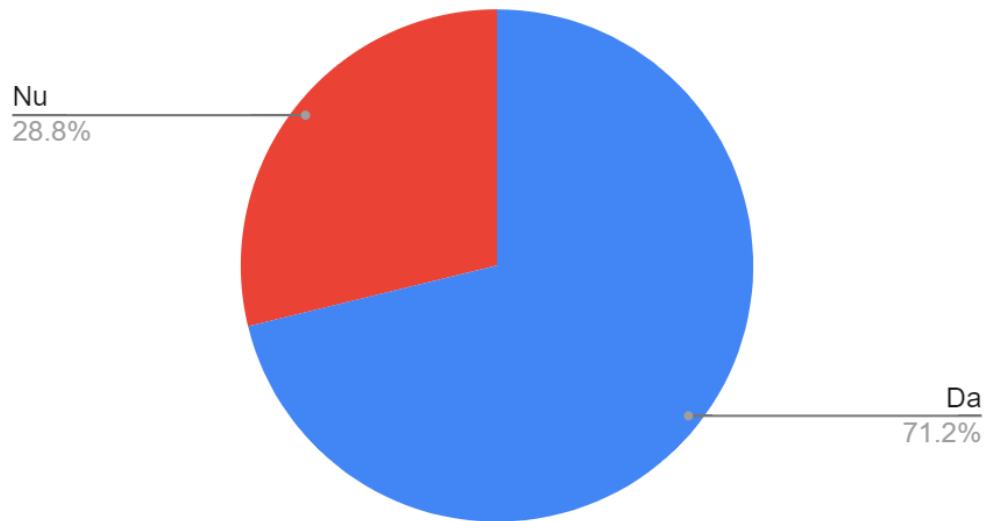


Vârsta

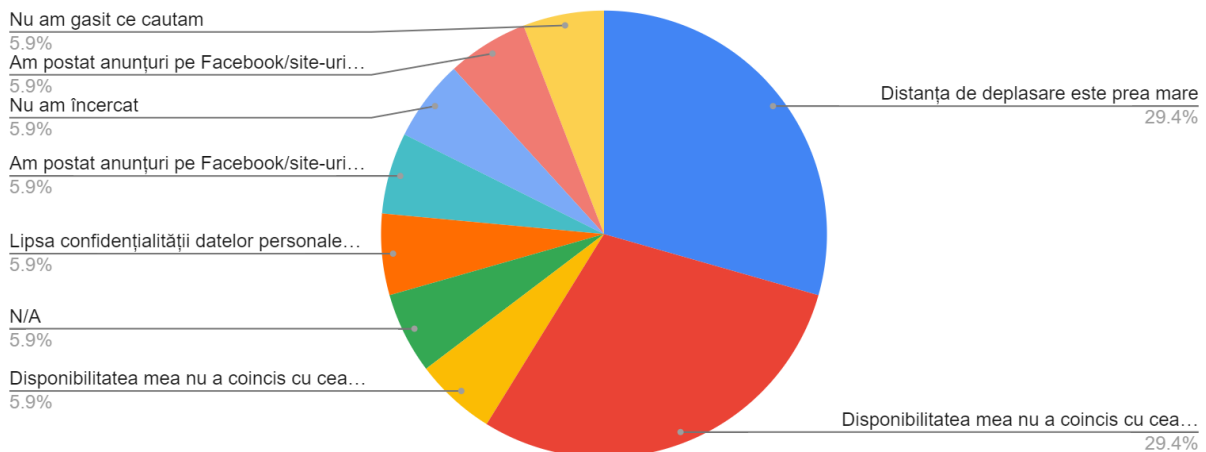


As before we tailored the questions depending on whether the interviewee have had tutoring classes before or not. 71% of those who answered said they had.

Ați mai făcut meditații:

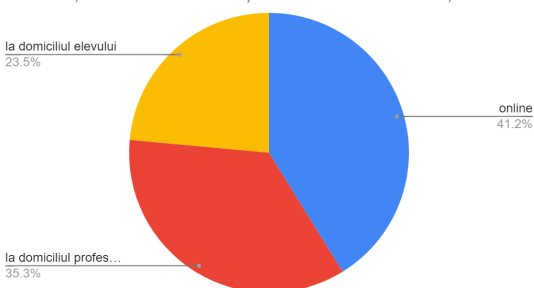


Ce dificultăți ați întâmpinat atunci când ați încercat să găsiți elevi/profesori pentru meditații?

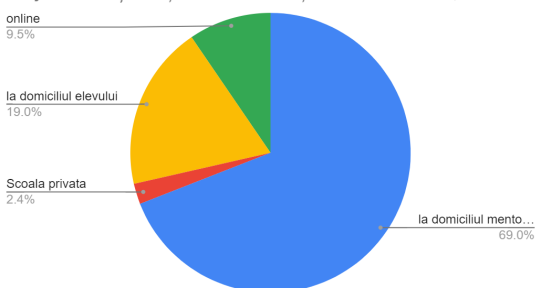


Unlike the parents who answered the questionnaire, the full time employees and students had different issues when they looked for a tutee/teacher. 29.4% said that their availability didn't match their tutor's/tutee's and the second most common issue was the distance to where the class was taking place.

Unde ați vrea să se desfășoare orele de meditație?

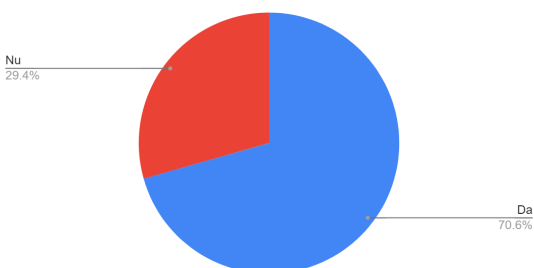


Majoritatea ședințelor de meditații se desfășoară;

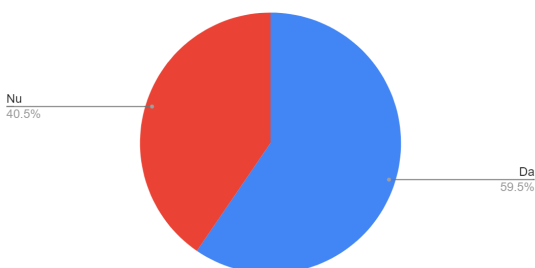


41% of those who aren't taking tutoring classes said that they would like the sessions to take place online; on the other hand, 69% of those who have had tutoring classes mentioned that most of the classes take place at the tutor's residence.

Dacă ar fi posibil, ați prefera să faceți orele de meditații online?

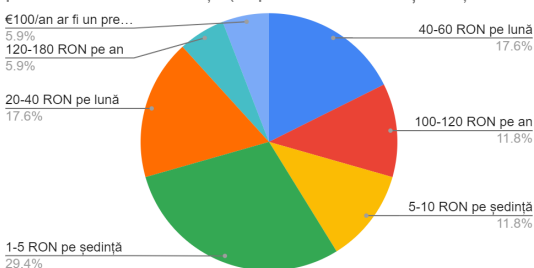


Dacă ar fi posibil, ați prefera să faceți orele de meditații online?

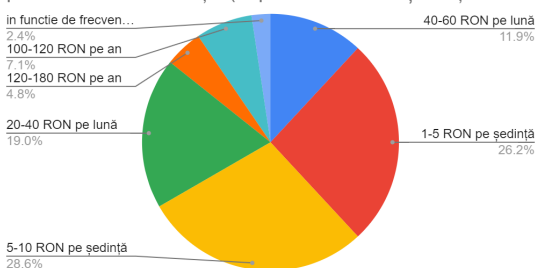


70% of the students and young professionals who answered the questionnaire who aren't taking tutoring classes at the moment would like the sessions to be online; however, only 60% of those who are actively involved in tutoring, said they would prefer the online sessions to in-person classes. We were expecting this, as the young professionals have less flexible schedules and having the option to arrange their classes online, would save them a lot of time and money.

Cât ați fi dispus să plăți ca să beneficiați de opțiunile platformei de meditații (separat de costul ședinței d...)

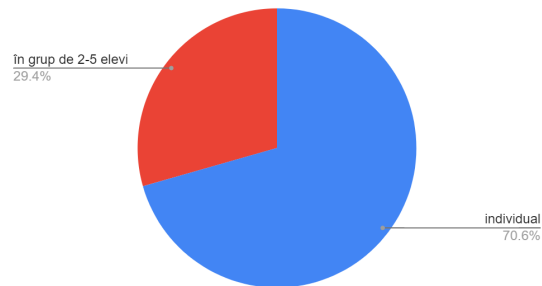


Cât ați fi dispus să plăți ca să beneficiați de opțiunile platformei de meditații (separat de costul ședinței de...)

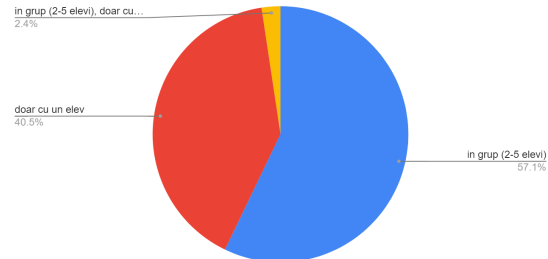


This customer segment also showed a preference for paying for accessing the platform per session rather than as a monthly or annual subscription. This is something we'll look at at a later stage.

Cum ați prefera să se desfășoare orele de meditație?



Cele mai multe sesiuni de meditații sunt:

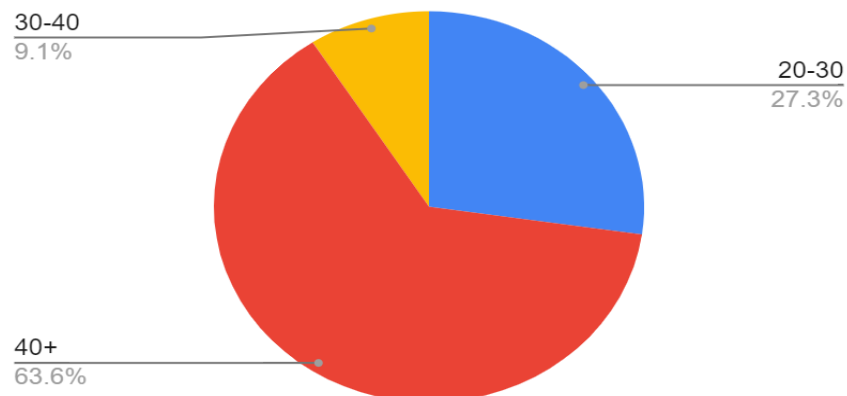


Another interesting metric was the preference for individual or group tutoring sessions. Over 70% of those who are not involved in tutoring at the moment said they would prefer individual classes; in contrast, over 55% of the young professionals who are involved in tutoring, said they prefer group tutoring sessions. We would need more data to understand why this is, we wanted to highlight that this contrasts with the parents' preferences.

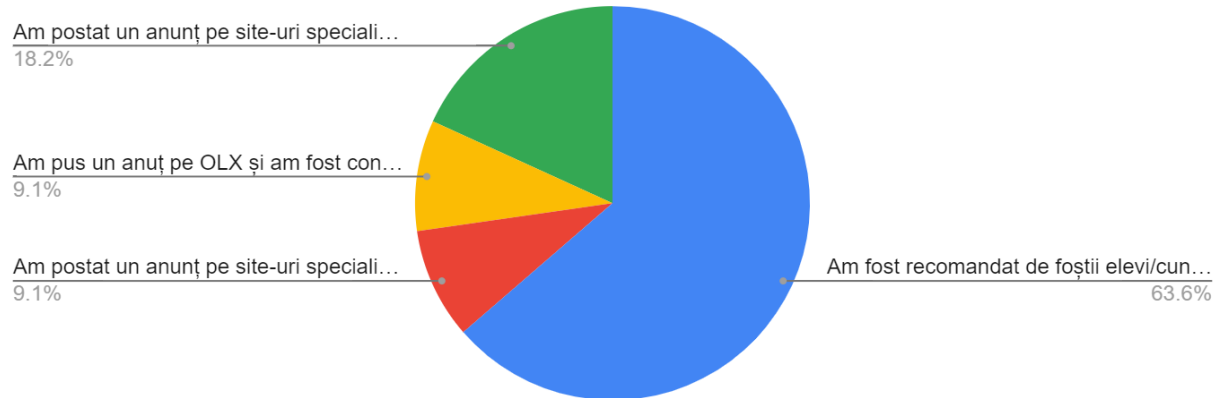
3 Teachers

11 teachers completed the form we distributed online.

Vârsta

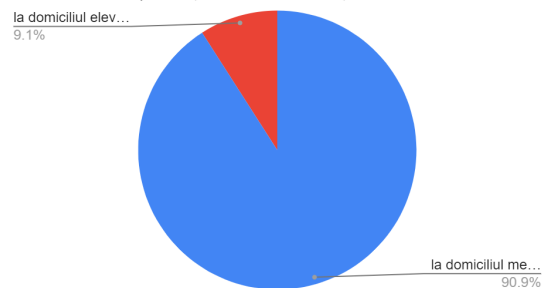


Cum ați început să colaborați cu elevii dvs?

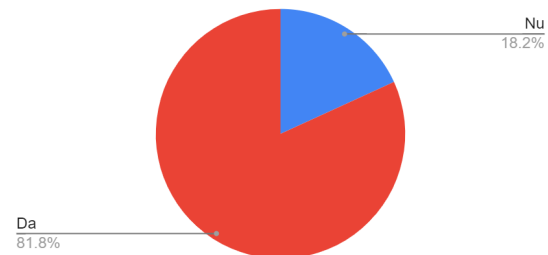


The majority of teachers who answered the questionnaire said they started to collaborate with their current tutees because they have been recommended by other students or by their family and friends.

Majoritatea ședințelor de mediații se desfășoară;

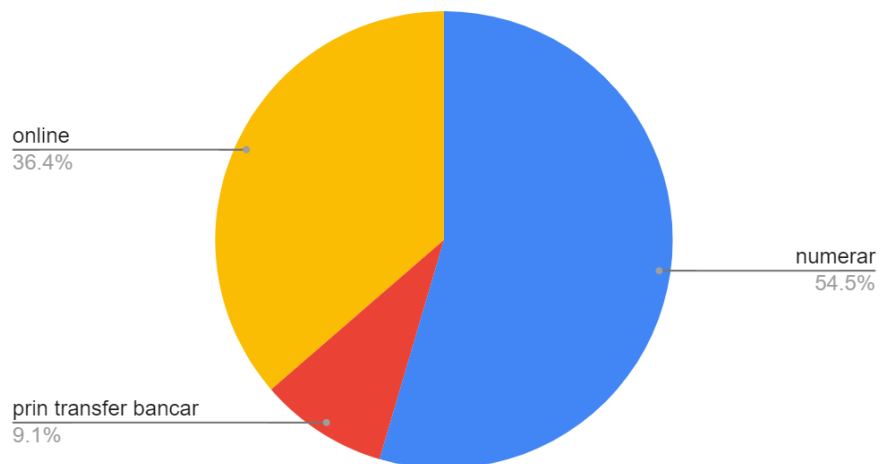


Dacă ar fi posibil, ați prefera să faceți orele de meditații online?



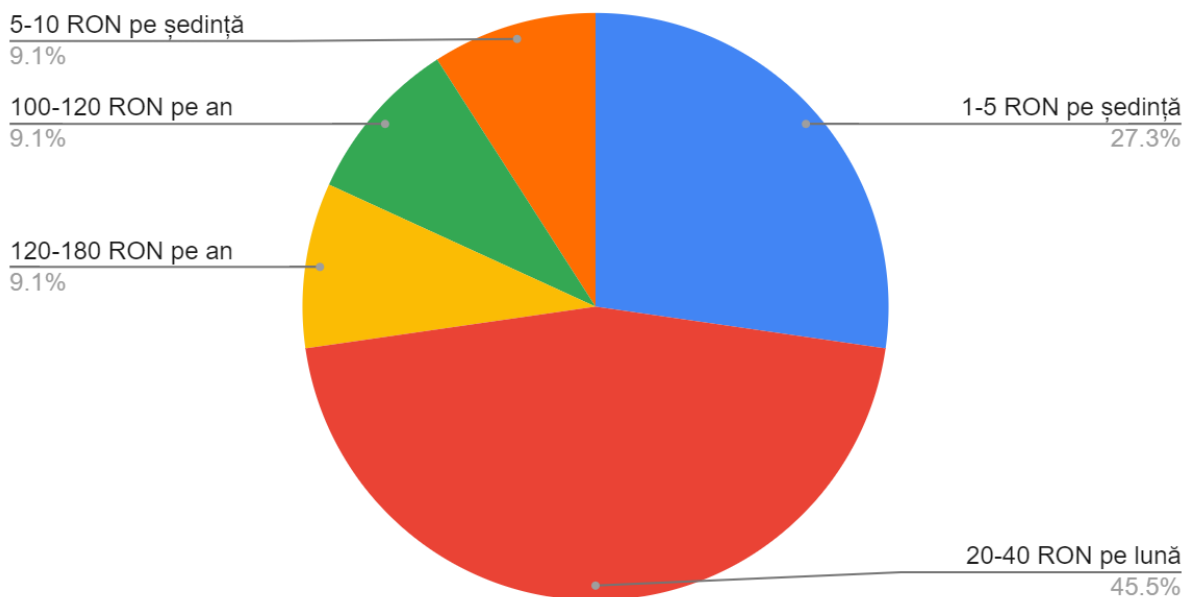
We were surprised to find out that over 80% of those who filled in the form would prefer to organize the tutoring sessions online rather than in person. This is encouraging since it seems that there is interest from both the teacher as well as student's side to arrange the tutoring classes online.

Ce metodă de plată preferați?



Although a high percentage of participants would prefer to move the in person classes online, over 50% of them would still like to get paid on cash. We need to investigate this further to see why teachers wouldn't prefer the online payment - is this connected to taxing or general lack of trust in the online payment system?

Cât ați fi dispus să plăți ca să beneficiați de opțiunile platformei de meditații (separat de costul ședinței de meditații)?

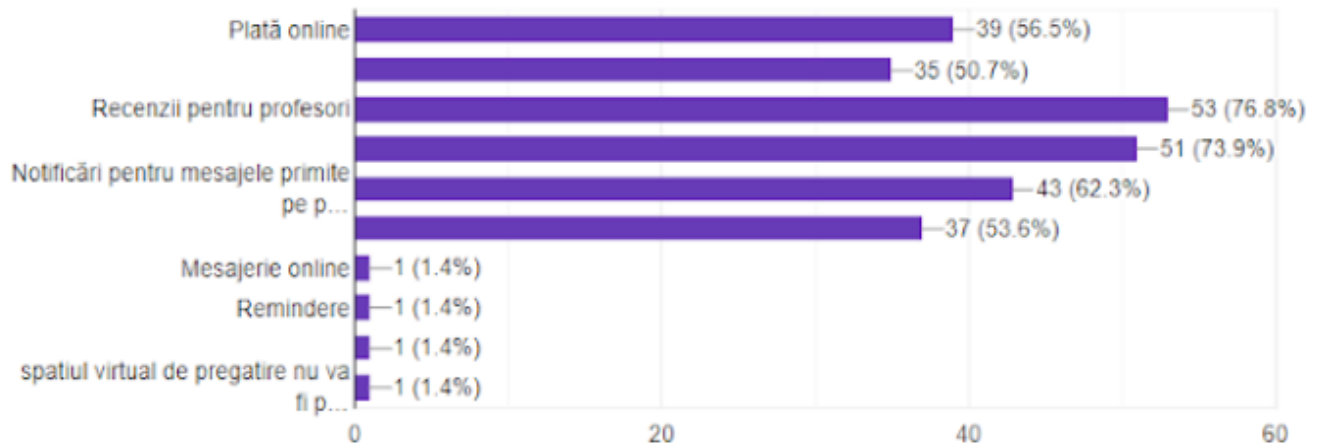


Compared with the other customer segments, over 45% of teachers said they would like to pay a monthly subscription in order to use the platform rather than a commission per class.

We were also curious to see what features our users would like to see at the online tutoring platform:

Ce opțiuni ați dori să aibă platforma de meditații?

69 responses



Over 75% of participants chose the teacher reviews, 56% online payment option and 70% would like the platform to have an integrated class booking system.

The answers from this questionnaire offered us valuable insight into the current state of the tutoring market in Romania. We are confident that our platform will make the process of finding a tutor easier and with the help of those who answered our questions, we are ready to start working on the platform and start testing it.