



Applied Project Management

Prof. Hauke Laackmann

Hala Abu Hassan 30006090

Timothy Cabiles 30006158

Hilmi Tahboub 30006720

Joelle Karadsheh 30006233

Nada Martinovic 30006380

Aya Chguiri 30006961

Project Brief



TutorX

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Project Brief



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Project Scope

Project Scope

**Background
&Definition:**

In this collaborative and dynamic learning environment, our group brainstormed and gathered ideas on which issue to tackle to help students at Constructor University. We recognized that although students often turn to their teaching assistants for guidance with their schoolwork, the resources and platforms available for seeking academic help from fellow students are limited.

To address this issue and provide more alternatives for students, we decided to create an online platform named TutorX. TutorX is a dynamic and innovative online platform designed to bridge the gap between students needing academic assistance and skilled tutors eager to share their knowledge. Featuring a user-friendly interface and covering a wide range of subjects and topics, TutorX connects students from various educational backgrounds with experienced tutors for personalized guidance and support.

This platform offers a win-win solution for both students and tutors. Students struggling in their classes can easily find the help they need to excel academically, while tutors gain a valuable opportunity to expand their teaching experience.

Main goal:

TutorX aims to establish a dynamic and student-centered online platform. This platform will not only enrich the university learning experience through peer tutoring but also save students' time and effort in seeking academic support from their teaching assistants. By fostering collaboration and providing accessible and affordable academic support, TutorX strives to become the go-to resource for university students seeking help with their courses. Our ultimate goal is to contribute to higher graduation rates and a brighter academic future for all our users.

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Desired Outcomes:

1. Improved Academic Performance: Offering support and resources to help students achieve better grades.
2. Accessibility: Ensuring a wide range of students can access tutoring services, regardless of finances or location.
3. High-Quality Tutoring: Providing students with effective tutoring from knowledgeable peers.
4. Community Building: Fostering a strong community for student collaboration and connection.

Constraints and Assumptions:

We are assuming that we will have a good student-to-teacher ratio. Every student will be able to find a tutor for the course they are looking for.

Project Approach and Interfaces:

The user interface is an independently developed application that can be readily available through laptops and mobile phones. Here is the interactive draft: [TutorX Application Draft](#). To manage the substantial development costs of TutorX, typically around 15,000 EUR to 20,000 EUR, a partnership with the Google Developers Club on campus is being considered to mitigate these costs. This collaboration aims to leverage the club's expertise to reduce expenses, offering students practical coding experience. In exchange, the club will benefit from a share of the revenue, compensating for their involvement in maintenance and technical support.

App**Features:**

TutorX incorporates a gamified element to enhance the tutoring experience. Each month, we highlight and recognize the top-performing tutors on our platform. These outstanding tutors receive special recognition and increased visibility within TutorX, showcasing their expertise to a broader audience. This gamified approach not only motivates tutors to strive for excellence but also promotes a sense of achievement and professional growth.

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TutorX Memberships:

TutorX provides four tailored membership levels to suit various educational needs:

1. Free Access: This level offers basic educational resources like lecture notes, ideal for students seeking quick references or supplementary material.
2. Bronze Tier (5 euros per session): In addition to lecture notes, this level includes access to a comprehensive library of video lectures covering foundational topics, perfect for self-paced learning and strengthening core concepts.
3. Silver Tier (10 euros per session): Beyond the Bronze offerings, this tier introduces interactive group sessions led by tutors. These can be attended online or in person, fostering a collaborative learning environment and encouraging peer interaction.
4. Gold Tier (20 euros per session): This premium level provides personalized, one-on-one academic sessions. It's tailored for students who seek intensive, and individualized guidance in their studies, allowing for customized learning experiences and focused attention on specific academic challenges.

TutorX's diverse tier system ensures flexibility, growth, and excellence, recognizing that educational needs, vary among students. The platform aims to accommodate a wide range of learning preferences and academic goals.

Key Stakeholders

Major Stakeholder	Notes
Tutors	Tutors are central to TutorX's success, providing crucial academic support and shaping the platform's educational quality. Their skills and dedication impact student satisfaction and learning, and their positive influence enhances TutorX's reputation. Active in the platform's community, tutors' feedback drives continuous improvement, making their satisfaction vital for TutorX's growth and evolution.
Students	TutorX transforms the student experience with personalized exam prep, exclusive content, and a gamified recognition system, fostering a deeper understanding. The tiered subscription model provides flexibility and a supportive community, marking a commitment to enriching Constructor University students' academic journey.

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Management The implementation of TutorX shifts management's focus towards platform development, recruitment, budgeting, partnerships, and marketing. This includes overseeing tutors, implementing recognition programs, and managing risks for a strategic approach.

Constructor University The university is interested in our app since they can reduce their budget by collaborating with us. On the other hand, we will provide our tutors with the needed workshops, as well as give them bonuses. They will also hand in completion certificates to the tutors indicating that they have done tutoring in the specific subject.

Outline Business Case

Outline	Notes
Benefits	<p>Benefits for students:</p> <ol style="list-style-type: none">1. Exam Preparation: tutors have experience in the subject they're teaching. Therefore, they will be able to help students understand and prepare for exams, offering tailored guidance based on the specific requirements of each course.2. Exclusive Information: While a lot of information is available online, TutorX tutors can provide exclusive, curated content that students can't find elsewhere, enhancing their learning experience.3. Comprehensive Understanding: The platform helps students gain a deeper understanding of their subjects, which is often necessary for academic success but difficult to achieve through self-study. <p>Benefits for the tutors:</p> <ol style="list-style-type: none">1. Convenience: Tutors enjoy the flexibility of choosing their teaching hours and methods, whether it's in-person or online. This makes it easier for them to balance tutoring with other commitments.2. Variety of Teaching Modes: Offering in-person, online, and video-based teaching caters to different learning styles and expands the tutor's reach.3. Performance Metrics (KPIs): Tutors are motivated by Key Performance Indicators like 'Tutor of the Month', which recognizes their efforts and effectiveness in teaching, based on course-specific criteria.

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4. Feedback and Rating System: This feature allows tutors to receive constructive feedback from students, helping them improve their teaching methods and grow professionally.
 5. Tier Subscription: Tutors can access different levels of engagement with students, possibly linked to higher earnings and more specialized teaching opportunities.
 6. Non-Monetary Rewards: In addition to financial compensation, tutors can receive non-monetary benefits like workshops, enhancing their skills and professional development.
 7. Job Market Experience: Engaging with students and the academic community provides real-world teaching experience, valuable in the job market.
 8. Letters of Recommendation and Certificates of completion provided by Constructor University: High-performing tutors may receive recommendations from professors or certification from TutorX, bolstering their professional credentials.

Risks

Quality of tutors: The whole idea of the app is to provide quality education, therefore maintaining a good reputation for providing good and flexible tutors is very important. To be able to ensure that tutors are well-rounded, we will provide in-person workshops and training. We will have strict criteria within HR.

User safety and security: This is an internal risk that is related to the tutors' and students' information and keeping data confidential. This risk will be maintained by having regular maintenance services every month by app experts.

Competition: This is an external risk dimension, the impact is moderate, and the probability of having competition is high. To eliminate this problem, we would carry out market research on a regular basis.

Project Costs

- Initial investments for web development and user interface
- Tutor Recruitment Costs
- Customer Support
- Quality Assurance and Testing
- Marketing and Campaign expenses
- Legal and Compliance
- Taxes

Competitor Analysis

Competitor analysis is a crucial aspect of strategic planning for any business, and in the case of TutorX, understanding competition is vital for positioning our app effectively in the market. We have 3 main competitors in the market (Chegg, CourseHero, and TutorMe)

1. Chegg:

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- **Strengths:** Chegg is a well-established player in the education support space. It offers a wide range of services, including textbook rentals, study resources, and tutoring.
 - **Weaknesses:** Its broad focus may lead to less specialization in specific university curricula.
2. CourseHero:
- **Strengths:** CourseHero has a vast library of study materials, including notes, study guides, and practice tests. It is known for its extensive content repository.
 - **Weaknesses:** less tailored to the specific needs of Constructor University students.
3. Tutor Me:
- **Limited Information:** Since Tutor Me is new to the market, there is limited information available about its strengths, weaknesses, and overall market positioning.

Being aware of potential threats from competitors will allow us to proactively address challenges and mitigate risks. This could involve refining services, improving customer support, or enhancing technology.

Apart from risk matrix, competitor Analysis, we have also provided a SWOT analysis to help us understand our points of weaknesses, strengths as well as the external threats and opportunities, this can be referred to in the appendix below.

Project Resources

Type of Resource	Notes
Human Resources	The project requires a project management team for goal-setting and oversight, a technical team for platform development, a screening team for tutor selection, and a marketing team for outreach. The project management team manages budgets and communication, the technical team designs the user-friendly platform, the screening team selects tutors based on quality standards, and the marketing team drives awareness and user engagement through creative campaigns.
Technological Resources	The project relies on platform development tools, server infrastructure, and database systems. Development tools ensure a robust and scalable app, server infrastructure maintains responsiveness and a secure database is essential for storing user information, session logs, and feedback efficiently.

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Financial Resources

The main drivers of our financial resources are our startup capital and ongoing operational budget. The startup capital covers costs such as platform development, initial marketing campaigns, and pilot testing. The ongoing operational budget covers the salaries, server costs, updates, and potential expansions/enhancements of the platform.

Partnership Resources and benefits

To boost TutorX's credibility, we're partnering with Constructor Group and Constructor University to award certifications to high-performing tutors. These certifications not only enhance TutorX's prestige but also garner trust among students and potential employers on platforms like LinkedIn. Collaborating on workshops with these institutions ensures the quality of tutors which therefore reduces Constructor University's expenses for Teaching Assistants. Additionally, integrating Quizlet into TutorX enriches our platform, providing users with a comprehensive educational package. Our partnership with Quizlet also introduces a community of dedicated users to their platform, facilitated by offering Quizlet Premium access in one of our premium subscription tiers, encouraging strong engagement and transforming users into valuable Quizlet patrons.

Potential Partnership Benefits

Partner Company	Reason
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Constructor University	
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Constructor University is not just a competitor, but also a potential collaborator. In partnering with us, they stand to benefit significantly. Our platform requires tutors to have a strong academic record, ensuring quality education. However, it's crucial that we maintain a balance, as we cannot afford to lose all high-achieving students to university employment.

Why would the university be interested in collaborating with us? The answer lies in cost savings. Currently, the university incurs substantial expenses, approximately 127,296 Euros per month (which totals to around 1,527,552 Euros annually) for related services. By working with us, they have the potential to reduce these costs significantly, possibly down to about 421,200 Euros a year. On top of that leveraging TutorX's qualified tutors is expected to decrease the need for Teaching Assistants, streamlining university operations and lightening the workload for the limited number of student employees, 2 employees in particular, under campus jobs. This presents a win-win scenario where the university cuts costs and students gain access to quality tutoring services.

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Quizlet

The partnership offers a great opportunity for mutual promotion – we can drive more traffic to Quizlet through ads on our platform, expanding their reach, while simultaneously offering our users valuable study resources. It's a simple and effective collaboration that benefits both TutorX and Quizlet.

Financial Overview and Break-Even Analysis

We assume that for all the tutors in the break-even analysis, our time period is 18 months; the first table shows the first 9 months, and it includes the initial fixed costs. The following are our calculation assumptions:

- Tutors will work the maximum number of hours.
- We assume that all the students will take the 20 euro membership.

<u>For Months 0-9</u>		
Description	Details	Amount (Eur)
Initial Fixed Costs		
Web Development, UI		5,000 EUR
Tutor Recruitment		5,000 EUR
Other Fixed Costs		
Customer Support		1,000 EUR
QA and Testing		2,000 EUR
Marketing		1,500 EUR
Legal		500 EUR
Taxes		1,500 EUR
Total Fixed Costs		21,000 EUR
Total Variable Costs	Payments to Tutors= (405 EUR x 30 Tutors x 9 months) [salary per tutor] * [number of tutors] * [9 months]	109,350 EUR
Total Revenue	(20 EUR x 22.5 Hours x 30 Tutors x 9 Months) + (200 EUR x 9 Months). [cost per lesson]*[max hours worked per tutor]*[number of tutors]*[9 mo])+([advertisement revenue]*[9 mo]) (10% taken from revenue for TutorX and Google developers club)	123,300 EUR

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Net Income *Total Revenue - Total Costs* **-7,050 EUR**

For Months 9-18

Description	Details	Amount (Eur)
Fixed Costs (Excluding Initial)		
Customer Support		1,000 EUR
QA and Testing		2,000 EUR
Marketing		1,500 EUR
Legal		500 EUR
Taxes		1,500 EUR
Total Fixed Costs		6,500 EUR
Total Variable Costs	Payments to Tutors= (409 EUR x 35 Tutors x 9 months)	143,280 EUR
Total Revenue	(20 EUR x 22.5 Hours x 35 Tutors x 9 Months) + (200 EUR x 9 Months)	163,800 EUR
Net Income	Total Revenue - Total Costs	+14,020 EUR

After 18 months, €14020 will compensate for the €7050 lost in the first 9 months, allowing us to profit €6970. TutorX will break even after 13 and a half months. The crucial aspect here is the scale-up in the second phase; increasing the number of tutors and managing the costs effectively play a key role in turning the tables from a loss to a profit. Please find the breakeven chart attached in the appendix

In terms of our growth rate, whether to attract an investor or for legal reasons, calculating the growth rate is very crucial. A starting company like ours can have a somewhat low growth rate at the beginning but can grow tremendously due to several factors and strategies used within the framework of the business. Our vision is that within the next 5 years, we will be able to increase our market share in Constructor University and that all Constructor University students will be using our app for tutoring services. The data shows that the highest growth rate is incurred in years 2 and 2, and grows the most in year 2. Then our growth rate stabilizes to around 10% every year. Furthermore, the data for the net sales for the first year is calculated by multiplying 20 (euros) x 22.5 (hours) and 30 (tutors) x 9 (months) = 121,500\$, and net income is done by taking 5% which is 6,075\$. We repeat this for year 2 with 40 tutors, year 3 with 45 tutors, year 4 with 50 tutors, and finally year 5 with 55 tutors.

We calculate the growth rate for each year by the formula listed. Our findings can also be interpreted in a graph for net income. Our net income increased throughout the 5 years. It increases the most in year 2, which justifies why the graph is steep in year 2.

$$\frac{\text{Net Sales}(\text{year2}) - \text{Net Sales}(\text{year1})}{\text{Net Sales}(\text{year1})}$$

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Those calculations can be shown in Figures 1 and 2 in the appendix.

Conclusion:

TutorX emerges as a pioneering and essential academic support platform, aiming to reshape the educational experience at Constructor University and beyond. This platform thoughtfully connects students in need of academic help with skilled tutors, fostering a community dedicated to mutual learning and growth. The comprehensive project plan presented in this document underscores the platform's solid foundation, encompassing a detailed project scope, stakeholder analysis, business case, resource allocation, and financial strategy. The potential of TutorX to elevate academic performance, ensure accessibility, and offer exceptional tutoring is a testament to its alignment with the evolving educational landscape. Looking forward, TutorX is committed to continuous enhancement, quality assurance, and broadening its scope of services. The objective transcends beyond merely meeting user expectations to significantly surpassing them, ensuring that every student is equipped with the necessary tools for academic success. As we navigate the future, TutorX is set to not only become a key resource for university students but also a standard for educational platforms, contributing significantly to higher graduation rates and nurturing a community where academic aspirations are realized.

Project Management Team

Name	Role	Name	Role
Hilmi Tahboub	Project Manager	Hala Abu Hassan	Research And Development Manager
Joelle Karadsheh	Product Manager	Aya Chguiri	Marketing Manager
Tim Cabiles	HR Manager	Nada Martinovic	Financial Manager

Approval

Date	Name and Signature
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Appendix:

Years	Net Sales	Net Income
1	\$121,500	\$6,075
2	\$162,000	\$8,100
3	\$182,250	\$9,113
4	\$202,500	\$10,125
5	\$222,750	\$11,138
Year 2		
	Net Sales	Net Income
Growth Rate	33.33%	33.33%
Year 3		
	Net Sales	Net Income
Growth Rate	12.50%	12.50%
Year 4		
	Net Sales	Net Income
Growth Rate	11.11%	11.11%
Year 5		
	Net Sales	Net Income
Growth Rate	10.00%	10.00%

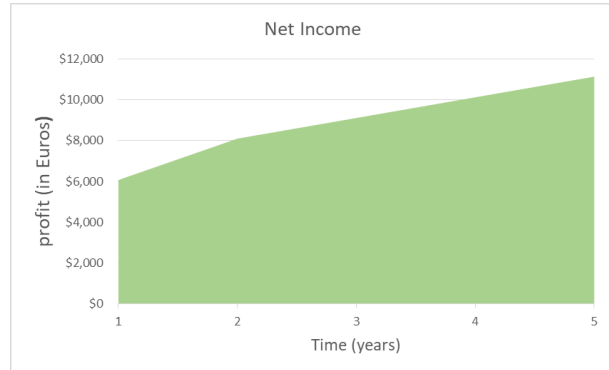


Fig 1. Growth Rate

Fig 2. Net Income

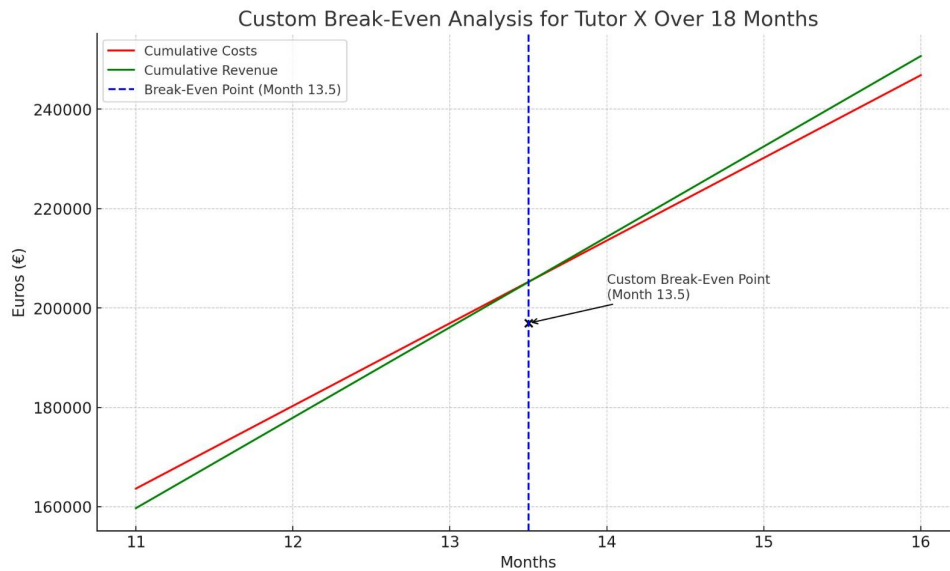


Fig 3. Break-even Analysis

Planning Process

The initial phase of implementing TutorX involved meticulously crafting a timeline/plan to guide the execution of our vision. Recognizing the need for a reliable organizational tool, we opted for a Gantt chart, renowned for its effectiveness in depicting and visualizing project

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milestones. The subsequent images showcase the events outlined in the Gantt chart, along with a graphical representation of its key elements.

TutorX

Project start date: 26/09/2023

Milestone marker: 1

Milestone description	Assigned to	Progress	Start	Days
Project development				
Brainstorming Topics		100%	26/09/2023	7
Finalizing Idea/Assigning Roles		100%	03/10/2023	7
Research for Role Specific Tasks		100%	10/10/2023	7
Financial analysis of TutorX		100%	17/10/2023	7
Initiation of App development		100%	24/10/2023	7
Open Tutor Application Process		100%	31/10/2023	7
Interview potential Tutors		100%	07/11/2023	7
Tutor Selection/Tutor Workshop		100%	14/11/2023	7
Advertising		100%	21/11/2023	7
Presentation Preparation		100%	28/11/2023	3
Presentation		100%	02/12/2023	1

Fig 3. Tasks for the Gantt Chart

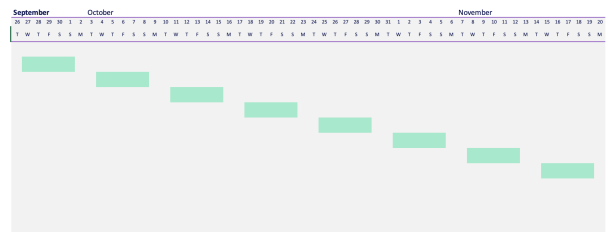


Fig 4. Gantt Chart Visualization

Furthermore, most of our communication and collaboration related to research and assigned tasks was seamlessly conducted on the Notion platform. We opted for Notion due to its exceptional versatility as a team-oriented platform. The decision was particularly influenced by the platform's robust features, including task assignment capabilities and shared document functionalities. Notion's collaborative tools allowed our team to efficiently manage responsibilities, assign tasks, and collectively contribute to shared documents, enhancing the overall cohesion and productivity of our collaborative efforts.

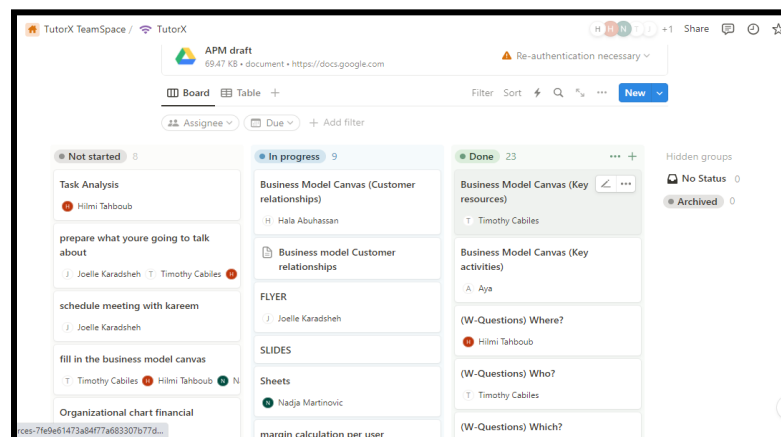


Fig 5. Notion Board

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In addition, we engaged in a collaborative partnership with an experienced entrepreneur who played a pivotal role in providing invaluable advice to guide our startup journey. His discerning insights and critical analysis were instrumental in scrutinizing the various facets of our vision. By meticulously examining the aspects highlighted in our vision, he offered us not only constructive feedback but also reliable and credible counsel. This collaboration with an industry expert not only enriched our understanding of the market dynamics but also empowered us to refine and strengthen our startup strategy for long-term success.

Swot Analysis

Strengths

Peer Learning Expertise: TutorX offers a unique peer-to-peer learning experience facilitated by well-trained tutors who understand the challenges students face.

Flexible Scheduling: The platform's adaptable scheduling options empower students to tailor their learning sessions to their own convenience, promoting personalized learning journeys.

Cost-Effective: TutorX is positioned as a cost-effective choice among tutoring services, making high-quality academic support accessible to a broader audience.

Quality Assurance: The stringent recruitment process and ongoing tutor training programs ensure consistent high-quality tutoring sessions.

Weaknesses

Student Availability: As tutors are also students, their availability may be limited, especially during peak academic seasons like exam periods in December and May.

Limited Subject Coverage: Some niche or less popular subjects/modules may have fewer available tutors, potentially limiting the platform's coverage.

Quality Control Challenge: Maintaining high-quality standards across all tutoring sessions can be challenging and requires ongoing monitoring and improvement efforts.

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Opportunities

Market Growth: The demand for online tutoring services has been on the rise since 2020 due to the shift to online learning, presenting opportunities for TutorX to capture a growing market.

Partnerships: Collaborating with educational institutions and businesses can enhance credibility and expand the user base through institutional partnerships and sponsorships.

Global Expansion: Exploring opportunities to expand to other universities and even international markets can unlock new customer segments and revenue streams.

Diversification: Exploring collaborations with other learning platforms, such as integrating with study aids like Quizlet, can enhance the range of services offered, attracting a broader user base.

Threats

Regulatory Changes: Changes in online learning regulations or compliance requirements may impact the platform's operations and necessitate adjustments.

Competition: The online tutoring industry is becoming increasingly competitive, with new entrants and established players vying for market share, potentially leading to price wars and service differentiation challenges.

Economic Downturn: Economic fluctuations can affect students' ability to afford tutoring services, potentially leading to a decrease in demand during economic downturns.

Technological Advancements: Frequent advancements in AI and educational technology may require TutorX to stay agile and invest in technology upgrades to remain competitive and relevant.

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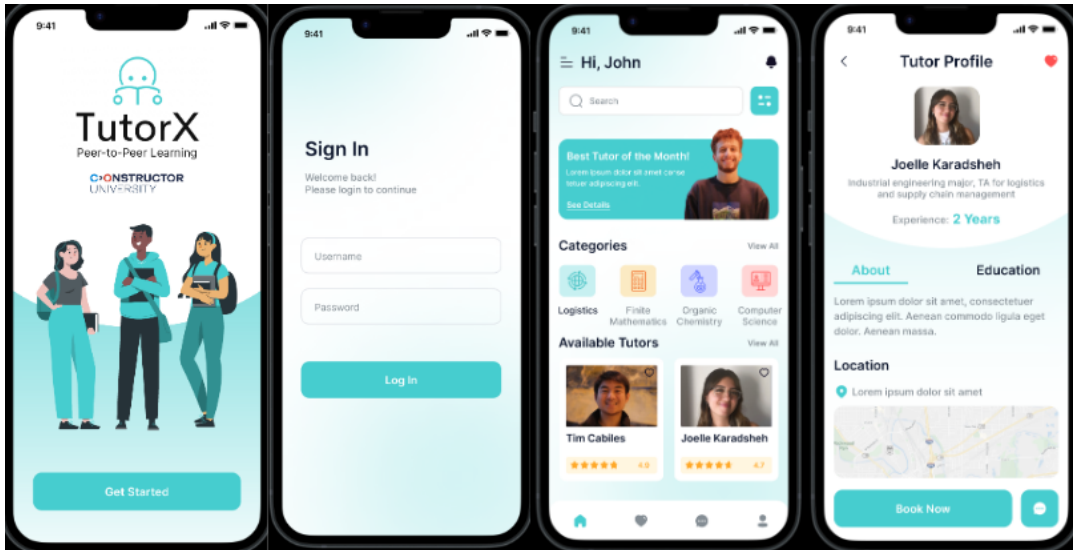


Fig. 7 App Projection

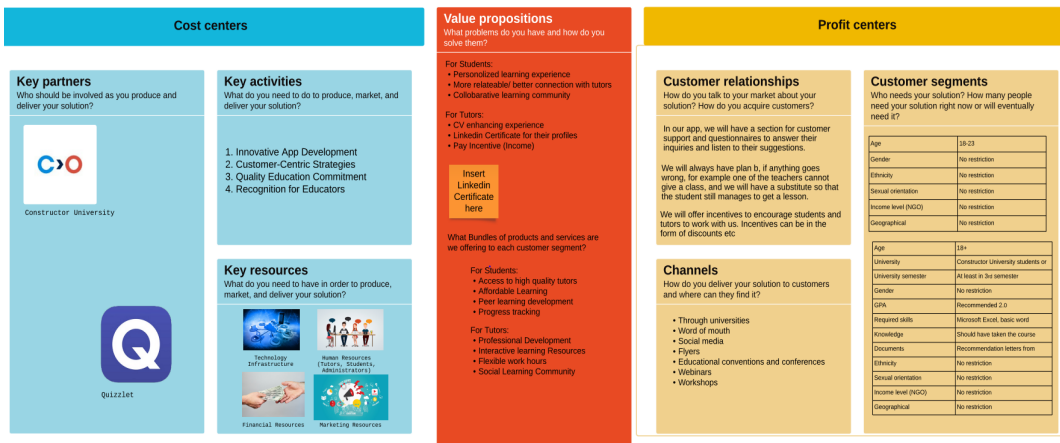


Fig. 8 Business Model

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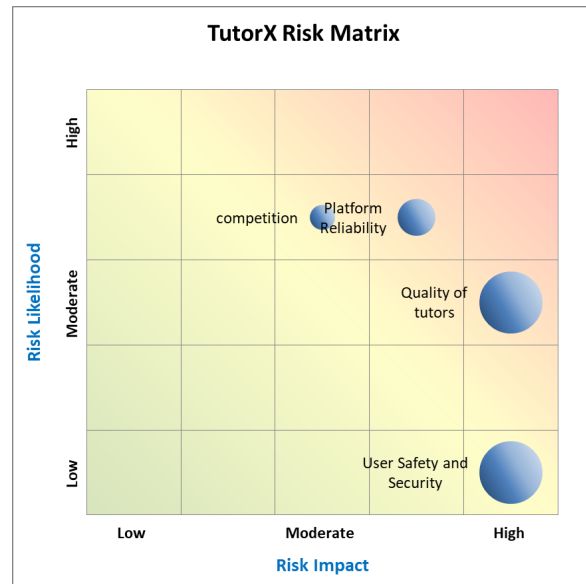
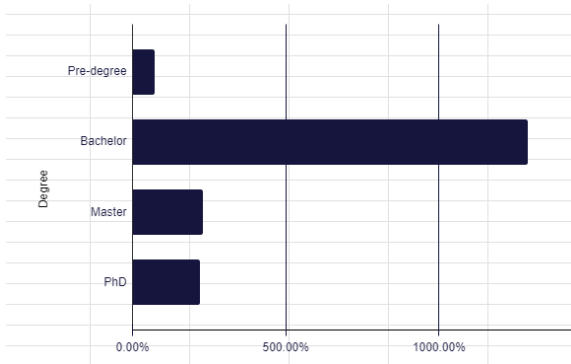


Fig. 9 Number of Students

Fig. 10 Risk Matrix

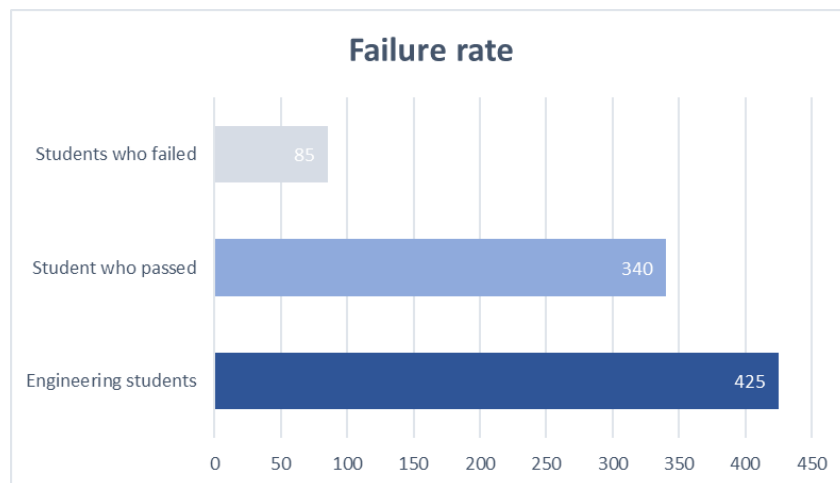


Fig 11. Failure Rate