

Design Research Plan

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A recent NSSO survey unveils a staggering 25% of Indian students rely on private tuitions, revealing a deep-seated dependency and inefficiency in our current educational framework.

The Core Issue: An overwhelming 70% of tuition time is consumed in doubt resolution, spotlighting a critical gap in personalized academic support.

The Annual Status of Education Report (ASER) from 2022 highlighted a sharp increase in the number of students taking private tutors, especially in rural areas post-COVID. The percentage of students opting for private tuition rose from 26% in 2018 to 30% in 2022. <https://www.educationworld.in/aser-report-demand-for-tuition-up-from-an-average-25-to-40/>

Statement of Purpose :

The purpose of this research is to identify critical gaps in the Indian educational framework that contribute to the heavy reliance on private tutors.

By analyzing the dynamics between schools and private tuition systems, the research seeks to propose effective solutions that facilitate real-time doubt resolution, thereby reducing the need for external academic support.

Research Objective :

1. Look at the reasons why students need private tuitions and what are the benefits they perceive.

2. Understand how well schools are helping students solve their doubts and giving them the attention they need.
3. Find out how private tuitions affect students' performance, and the financial and social impact on families.

Design Process :

- Define
 - Empathise
 - Ideate
 - Prototype
 - Test

Qualitative Research

Target Demographics :

1. **Students:**
 - a. Age: 13-18
 - b. Location: Urban and rural regions across India
 - c. Socioeconomic Background: Middle and lower-income families
 - d. School Type: Public and private school students
2. **Parents:**
 - a. Decision-makers for tutoring services.
3. **Private Tutors:**
 - a. Face-to-face/online tutors.
4. **School Teachers:**
 - a. School teachers to understand gaps in formal education

Research Methodology :

1. Interviews - Conducted with students, parents, tutors, and school teachers to gain qualitative insights.
 - a. Number of participants - 8

- i. Students - 3
 - ii. Parents - 2
 - iii. Tutor - 2
 - iv. School teacher - 1
- 2. Surveys - Distributed to a larger group of students and parents to gather quantitative data on tutoring usage, costs, and satisfaction levels.
 - a. No. of surveys - 30 to 50
- 3. Competitor Analysis - Benchmark existing educational platforms to identify gaps.
 - a. Evaluation Criteria: Cost, accessibility, doubt resolution methods, user experience (UI/UX), tutor qualifications, performance tracking, and feedback systems.
- 4. Type of Prototype - Low and High fidelity wireframes.

Research Questions :

- 1. What makes students and families choose private tutoring, and how do culture, location, or income affect this choice?
 - a. Why do students attend private tutoring ?
 - b. What challenges do students and families face with private tutoring, and how do these challenges differ based on gender, location, or family income?
- 2. How much do families spend on private tutoring at different school levels, and how has this spending changed over time ?
 - a. How do families manage the cost of private tutoring, and what part of their income goes toward it?
- 3. How do students feel about the quality and usefulness of private tutoring compared to their regular school?
 - a. How does online tutoring compare to face-to-face tutoring in terms of helping students, especially with the rise of digital learning?
- 4. How do the skills and teaching methods of private tutors affect students' learning and grades?
 - a. How do tutors interact with students and parents to track progress, and how good are they at filling gaps left by schools?

5. What are the long-term effects of private tutoring on students' test scores and their reliance on extra academic help?

Market Questions :

1. What gaps are there in the current market for tools or apps that help students with their studies?
 - a. How can a new platform for helping students stand out from existing ones?
2. What existing learning apps or platforms do students use to clear their doubts, and how well do these work?
 - a. What features do students and parents look for when choosing extra academic help?
3. How big is the market for apps or platforms that provide academic support to students in India?
 - a. What would be an affordable price for students and parents from different financial backgrounds for using an education support app?

Quantitative Research

Survey : Use Google Forms or SurveyMonkey for distribution. Partner with friends and families, online education forums (Reddit, Facebook groups) to reach the target demographic.

Survey Title: Need for Private Tutions

Description: *Thank you for participating in our survey! We are exploring the experiences, challenges, and needs of students and parents related to private tutoring in India. Your responses will help us better understand the issues faced with current tutoring services, both in-person and online, and guide the development of more effective and affordable educational solutions.*

The survey will take around 10-15 minutes to complete. Your answers are completely anonymous, and the information gathered will be used solely for research purposes to improve educational support for students like you.

Your insights are valuable to us. Thank you for your time!

Survey for Students

1. Age:
 - a. 10-13 years
 - b. 14-16 years
 - c. 17-19 years
2. How often do you attend private tuitions?
 - a. Daily
 - b. 2-3 times a week
 - c. Once a week
 - d. Rarely
 - e. Never
3. For which subjects do you find school teaching insufficient? (Select all that apply)
 - a. Mathematics
 - b. Science (Physics, Chemistry, Biology)
 - c. English
 - d. Social Studies
 - e. Other (Please specify): _____
4. How confident do you feel in understanding the school curriculum without additional private tuition support?
 - a. Completely confident
 - b. Moderately confident
 - c. Slightly confident
 - d. Not confident at all
5. What percentage of your doubts go unresolved during school hours?
 - a. 0% (All doubts resolved)
 - b. 1-25%
 - c. 26-50%
 - d. 51-75%
 - e. More than 75%
6. When are your doubts typically addressed in school?
 - a. During class time
 - b. After class with the teacher
 - c. Not addressed at all

- d. During extra classes arranged by the school
- 7. If you stopped attending private tuitions, how would it impact your academic performance?
 - a. No impact, I can manage
 - b. Slight decrease in performance
 - c. Significant drop in performance
 - d. I wouldn't be able to manage my studies
- 8. How much of your private tuition time is spent resolving doubts vs. learning new concepts?
 - a. 100% resolving doubts
 - b. 75% resolving doubts, 25% learning new concepts
 - c. 50% resolving doubts, 50% learning new concepts
 - d. Mostly learning new concepts
- 9. What tools or resources would help you resolve doubts in real time at school?
(Open-ended)
- 10. How often do you feel your teachers encourage asking questions in class?
 - a. Always
 - b. Often
 - c. Sometimes
 - d. Rarely
 - e. Never
- 11. How accessible are your teachers outside of class time for additional help?
 - a. Very accessible
 - b. Moderately accessible
 - c. Slightly accessible
 - d. Not accessible at all
- 12. What changes would you suggest in school to reduce your need for private tuition?
(Open-ended)
- 13. Do you think private tuitions give you a competitive advantage over peers who do not attend them?
 - a. Yes
 - b. No
 - c. Unsure
- 14. In your opinion, what makes private tuition more effective than school in certain subjects? (Open-ended)
- 15. What are the biggest challenges you face in managing both schoolwork and private tuitions? (Open-ended)
- 16. platforms) to reduce students' reliance on private tuitions?
 - a. Very likely

- b. Likely
 - c. Unlikely
 - d. Very unlikely
17. How do you currently handle students' doubts that can't be addressed in class due to time constraints?
- a. One-on-one sessions after class
 - b. Extra assignments or materials
 - c. Encourage self-study
 - d. Direct them to private tutors
18. Do you think reducing classroom size would significantly reduce students' reliance on private tuitions?
- a. Yes
 - b. No
 - c. Unsure
19. What methods do you use to encourage active participation and question-asking in class? (Open-ended)
20. What improvements do you believe the school system needs to reduce the dependence on private tutors? (Open-ended)

Thank you for your participation! Your insights will help improve tutoring services and educational platforms for students and teachers.

Interview Guide :

"Hello, my name is Manvi, and I'm a UX researcher working on understanding the experiences, challenges, and perceptions people have around private tutoring. The reason we're doing this research is to explore the role of private tutoring in education, how it affects students and families, and what improvements can be made to current tutoring systems, both online and offline.

Your insights today will be extremely valuable in helping us better understand this space. I want to reassure you that everything you share will remain confidential, and your responses will only be used for research purposes. This means your identity and specific answers won't be shared with anyone outside of our research team.

With your permission, I'd like to record this interview. This is just to make sure I capture all of your thoughts accurately. If you're uncomfortable with that, that's completely okay, and we can proceed without recording.

The interview will take about 45 to 60 minutes. During this time, I'll be asking you a variety of questions about your experiences, and I encourage you to share any personal stories or examples that come to mind. I'm especially interested in hearing about any challenges, frustrations, or successes you've had related to private tutoring.

Feel free to speak openly and honestly about anything that comes to mind. There are no right or wrong answers, and the goal here is to understand your unique perspective. Does that sound good to you? If you're ready, we can get started.

Section : For Students

1. Can you tell me about yourself and your academic background ?
 - a. How long have you been attending private tutoring, and for which subjects ?
 - b. What made you decide to attend private tutoring? Was it your choice, or did someone else suggest it ?
 - i. Was there a particular moment when you felt like you needed extra help outside of school? Can you describe that experience ?
 - c. How do you feel about attending tutoring? Does it ever make you feel stressed or overwhelmed ?
 - i. Do you feel more confident because of tutoring, or does it add more pressure on you ?
2. Do your friends or classmates attend tutoring as well? Do you feel any pressure to attend because others around you do ?

- a. Do you think attending tutoring is something that students feel they need to do to keep up with others ?
- 3. What's the biggest challenge you face with tutoring? Is it the cost, time commitment, or the quality of teaching?
 - a. Can you describe a time when tutoring didn't help as much as you expected? How did you feel about that ?
- 4. Do you feel that tutoring has made you more dependent on outside help for your success in school ?
 - a. If you stopped tutoring, how do you think your academic performance would be affected ?
- 5. What kind of environment helps you learn best—do you prefer quiet, structured lessons or more interactive, discussion-based tutoring ?
- 6. Do you prefer one-on-one sessions, group sessions, or classroom-style tutoring? Why ?
 - a. How do you feel about your relationship with your tutor? Do you feel comfortable asking questions or saying things when you don't understand something ?
 - i. Do you think the way your tutor interacts with you affects your learning? How?"
- 7. Have you ever stopped attending tutoring? If so, how did it affect your academic performance and confidence ?
 - a. Do you think tutoring is preparing you to study more independently in the future, or do you think you'll continue needing extra help ?

Thank you for your participation! Your insights will help improve tutoring services and educational platforms for students like you.

Usability Testing

Target Demographics for Usability Testing:

Sample - 10

Methods

- **Task-Based Testing:** Participants will be asked to perform specific tasks on tutoring platforms (e.g., signing up, booking a session, using doubt resolution features) to evaluate ease of use, efficiency, and any obstacles they encounter.
- **Observation:** During the usability studies, we will observe how participants navigate through the platform, noting any difficulties, misunderstandings, or moments of frustration.
- **Think-Aloud Method:** Participants will be encouraged to vocalize their thought process as they use the platform, giving real-time feedback about their experience.

Usability Deliverables

Insight/Finding Report and Prototype Feedback.