

## Summary:

A responsive web app that will offer tutor certification exams to users around the world. The mvp will offer certification for English tutors and Spanish tutors. All exams will measure the tutor's subject matter expertise and pedagogical knowledge. Upon completion of the exam, the tutor will purchase and obtain a digital certificate.

## Home Page

### Sign in / Sign up

- Name, email, password
- Social login. I'm open to using any.
- Password recovery

### Verify a Certificate

- Enter a certificate ID number and click 'view certificate'
- *Info about certificates below\**

### Change Website Language

- The website will be offered in English and Spanish. Users will automatically be sent to the version based on IP location or device language.
- The language can be changed manually on the home page.

### Take a Test

- User will select a language they want to test
- User will create an account with name, email/password or social login
- User will see an information screen about the test structure and time limit
- User will answer 50 test questions (see below)
- The system will count the correct answers and tell the user their score
- User will pay for the test to obtain a certificate
  - User will have the option to change the currency and billing country
  - If the user does not pay, they will not receive a certificate
- After payment, the user can download and share their certificate.

## User Account Panel

### View Tests

- View a list of all tests taken, the score, and a link to view the certificate
- Unpaid tests will show an option to pay for the test
- Option to retry the test (considered as a new test)
- Incomplete tests will not be listed

## Personal Information

- Update email, password (unless they use social login)
- Verify update with link sent to email

## Admin Panel

### View All Users

- Search by name, email, certificate number
- View name, email, tests taken, payments made
  - Edit or delete a user's information/account
- View all tests taken by the user and pay status. Edit pay status.
- View all past email communication with the user. Email the user.

### View All Tests

- Sort by completed status and paid status.
- A link to view the test taker's info next to each test

### Emails

- Create and edit email templates
- Set conditional triggers for follow-up emails (i.e., started the test but didn't finish)
- I'm open to using Zapier, Zendesk, Drip, MailChimp, Brevo, etc. if they can send emails in Spanish.

### View All Purchases

- View all payments processed, view analytics, process a return
- I'm open to using Shopify to manage purchases

### Test Creation

- Add a new language (We will add more languages in the future)
- Create a new test for that language / view all tests for that language
- Create an information screen to be shown at the start of the test.
- Add/edit/delete test questions and answers
  - Label the question type (reading, writing, etc.) Create a label.
  - Add an image, text paragraph, etc. to the question (rich text editor)
  - Designate the correct answer (a, b, c or d)
- Arrange the order of questions. Group question types.
- Set the timer for the test
- Create and arrange info screens to display in the test between sections.
- Set the price for the test
- Create the certificate template design for the test.
- Set the status of the test to active/inactive

## Question Types

- Read a question and provide an answer. Pick A, B, C or D
- Look at an image and answer a question. Pick A, B, C or D
- Read a short paragraph then answer a question. Pick A, B, C or D

## Other Test Information

### Grading

- All questions will be of equal value, and equal difficulty.
- All questions will be multiple choice and have one correct answer.
- Total score will be based on the percentage of correct answers.

### Retaking a test:

- If a user breaks off from a test, their progress will be lost
- Admins will create alternate versions of each test with equal difficulty. If a user retakes a test, they will be given one of the alternate versions. If they take all the alternate versions, it will reset back to the first test. I'm also open to using a question bank instead if it's easier for you to implement.

### White label:

- I'm open to using a white label exam platform if we can make it work with Spanish, and still accomplish everything outlined in this document. One of these might work: Questionmark, Exam.net, ProProfs, ClassMarker, EdApp, Synap, Quizizz, EasyLMS, Measure Learning, Learnosity, Jotform, ExamSoft, iSpring, FlexiQuiz, ExamBuilder, EvalBox, ExamTesting, OnlineExamMaker, Testmoz, SpeedExam.net, EasyTestMaker, Respondus, Skillmeter, ExamProfessor, ProfExam, TestInvite, GoogleForms+Flubaroo, LeadQuizzes, TypeForm, QuizGecko, TestPortal, ThinkExam, PointerPro, Testlify

## Certificates

### General

- A certificate will be a digital image that lives at its own unique URL
- Certificates will have a unique 9-digit ID number automatically generated for it.
- Users can share the ID number and enter it on our website homepage to view the certificate.
- Certificates will not expire
- In the event of a refund the certificate will be deleted.
- I'm open to using a SaaS solution to handle the certificates if there is one.

## Misc Information

### Important:

The exams will be offered internationally so it's important that the site ranks high and loads fast anywhere in the world. We need good SEO tools and global CDN.

### Payment Processor:

- Users need to be able to pay in their local currency, with a local billing address. You will need to research this and find a processor that can accomplish it.
- I want to offer multiple payment options (Credit Card, PayPal, etc.)
- I don't have a preference which credit card processor we use. Stripe is most likely, but we need to make sure it's available in whatever country we sell certificates to or find a local method.

### Tech Stack:

- I would prefer a custom-built solution (any tech stack), but I'm also open to using a no-code solution (Shopify, Webflow, Bubble, Dorik, Framer) Not WP
- I would like some guidance on the best option for my project. Can we achieve all the listed functionality with no-code? Would I be locked into using their hosting?

### Budget:

I'm a schoolteacher and will be funding this project with my salary. I can afford to pay \$5,000 every two weeks until the project is completed.

### Other:

Content: I will provide the written content for all language versions of the site.

Domain: I don't have a domain or hosting yet. I need that set up.

Research: I've conducted extensive market research and validated my idea.

Analytics: Daily visitors, referral domains, etc. I'm open to using Google Analytics

Design: I want a simple clean design that is mobile responsive.

### Out of scope:

- Adaptive tests, branching logic
- Question weighing, multiple difficulty levels
- Verifying user identities, proctoring the tests
- Content creation

## Why I'm building this

As someone with a background in education, I have always been passionate about helping others learn and grow. However, one issue that has caught my attention is the lack of certifications available in the online tutoring industry. With the increasing number of people turning to online platforms for tutoring services, it has become evident that there is a pressing need for a system that ensures trust and transparency in this space.

When it comes to education, we all understand the importance of certifications for teachers. The law mandates that they possess the necessary certifications to ensure the best possible outcomes for their students. However, there is no such requirement for tutors. This lack of regulation and transparency raises concerns about the qualifications of tutors in the online realm.

To address these challenges, I am taking the initiative and creating an international tutor certification platform. The primary goal of the platform is to establish a universally recognized certification process for tutors, enabling them to verify their expertise and qualifications to prospective students, and instill a sense of trust.

While there are other tutor certifications available online, it is important to note that these certifications often lack recognition, usage, and professional credibility. Also, they are only available in the English language, which excludes a significant portion of potential users. We are committed to setting ourselves apart by establishing a platform that is trusted, reputable, and inclusive. By offering multilingual support, and emphasizing professional credibility, we will create a platform that far surpasses existing offerings.



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