

# Tutor4U – A Conceptual Solution to Enhance Knowledge, Improve Tutoring Skills, & Make Side Income in Malaysia

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**Abstract:** This paper proposes a conceptual solution to the traditional home tutoring by providing website and mobile application platforms, named as Tutor4U. Tutor4U is an online matchmaking service aims to help ease both tutors and students in Malaysia to look for each other. While this service ease students or parents searching for the suitable tutors available nearby, this service also provide job opportunity for the current tutors available as well as for potential tutors. Conducting Literature Review and benchmarking against current world leading companies that provide home tutoring services by utilizing the nine blocks of Business Model Canvas (BMC) and Value Proposition Design Canvas (VPCs) framework, identify solution gaps, and establishing the Environmental Map that incorporates megatrends has been used as the methodology for this paper.

**Keywords:** e-commerce, online platform, matchmaking, home tutor, tuition, student, parent, BMC, VPC.

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## I. INTRODUCTION

Online services has been a current trend in today's stream. The traditional process of students hiring tutors and tutors looking for clients lead to time and energy wastages. In this globalization area, education seems to be a very important need for everyone. Tuition classes nowadays have become the norm in the society where education is highly competitive and parents are no longer satisfied with education performances from the conventional school session. Unfortunately, channels of communication between students and tutors are still unsolved. Exposure of private home tutoring in Malaysia are not very active compared to other countries. Besides that, many people out there are still yet to expose their real potential of delivering knowledge. Therefore, Tutor4U can solve these problems by providing online matchmaking service on both website and mobile application platforms.

## II. PROJECT BACKGROUND

The current trend of advertisements are internet platform, be it social media or mobile applications. Tutor4U will utilizing the online platform and it will be for users in Malaysia. The main purpose of Tutor4U is to ease individuals offering personal tutoring services but they do not have their own medium, and also help parents, students, and necessary people to easily look for tutors. This service will have a management website development as well as a matchmaking mobile application. In order to implement this service, tutors are advertised on our medium sized mobile applications and students can choose the tutors available. The students can search and match for the necessary tutors. Therefore, the face of suffering students who need extra lessons can be solved at the end of this project and the tutors can use this proposed medium to utilize their tutoring skills while gain extra side income.

## III. PROBLEM STATEMENT

Tutors run their services themselves do not have a perfect platform to make their business services more convenient. Besides that, employers of private tuition centres are having difficulties finding professional tutors as qualified people for teaching is lacking. Most mobile applications and websites that implement this service effectively only available outside of the country. The idea of developing this matchmaking project in this country will be the problem solver.

#### IV. METHODOLOGY

In order to know the problem faced by the students and tutors, online research methods has been made as the methodology in gaining information for this project, which later will be used to extract all the beneficial and useful information through the literature review. Google.com has been chosen as the main search engine. Google.com performs many functions. It may in addition to conducting searches look up phone numbers, create maps, give local news and other functions. However, searches using this type of search engine yield many results that are not particularly well organized, meaning when we did not find what we need in the first few pages of results you will not have the time to go through hundreds of pages of results. Therefore, meta search engines such as scholar.google.com and uis.unesco.org differs greatly in both capability and usability from general search engine. Although the search engine from these websites cannot perform all the functions like Google, these search engines can conduct specific searches such as statistics.

#### V. LITERATURE REVIEW

In order to gather more ideas on how to implement functionalities in our project, we have reviewed two websites that have same type of services as what we are planning to do, which are MyPrivateTutor.my and Qriyo.com.

##### A. MyPrivateTutor.my:

MyPrivateTutor.com is a marketplace that helps connect students to tutors and coaching classes based in Kolkata, India back in 2002. Their services work in three ways where parents and students can hire tutors, tutors can sign up tutoring services, and make business partnership with institutes. MyPrivateTutor services has been running across more than 10 countries such as in UAE, Qatar, Kuwait, Saudi Arabia, Singapore, Thailand, Hong Kong, Philippines, Australia, and United Kingdom including Malaysia as well, which is the MyPrivateTutor.my. They started as a private home tuition platform back then, and now the students can take online classes as well from thousands of miles away with the help of the virtual classroom facility. According to the co-founder, Sandip Kar, MyPrivateTutor mission is to make it easy and efficient for students and tutors to find each other. Now, MyPrivateTutor has been the oldest and the most effective online tutoring platform since 2002. They have dedicated Android apps MyPrivateTutor Partner for tutors and institute to discover & manage their businesses. The following Figure 1 shows the screenshot of MyPrivateTutor.my website homepage.

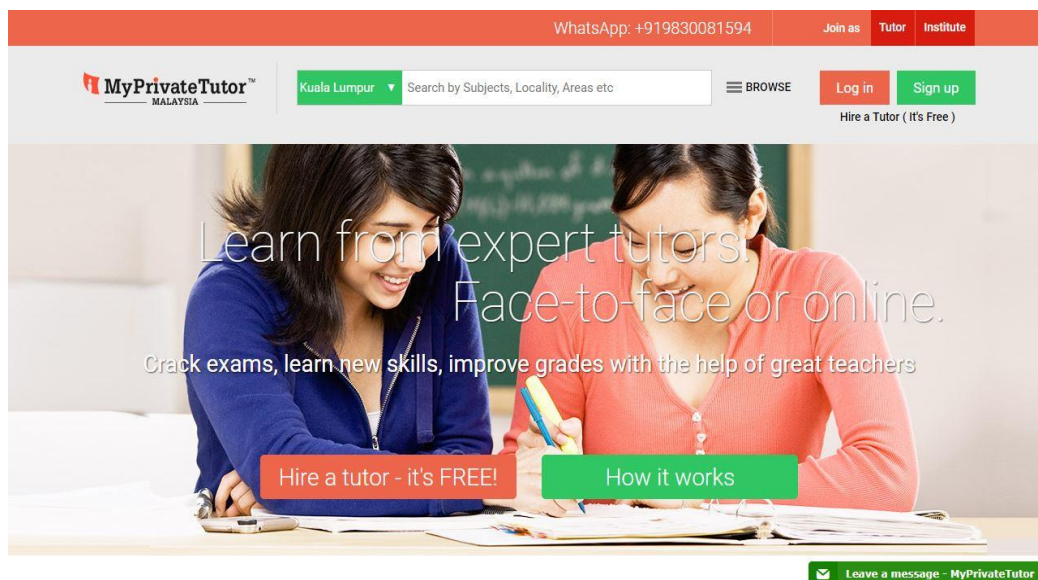


Fig. 1: MyPrivateTutor.my interface

##### B. Qriyo.com:

Qriyo, based in India, started as a startup by Rishabh Jain and Mudit Jain back in 2015. They offer variety courses in academics, fitness and hobby classes at home. Users can choose from more than 300 courses available and start learning with their tutors called as Qriyo Guru. They use a matchmaking algorithm that will provide 'The Perfect Tutor' without browsing through thousands of tutor profiles. Their quality control evaluate every tutors to find their teaching ability. While MyPrivateTutor competing for same users, Qriyo operates in Tier II and Tier III cities that are underserved.

Currently they operate in Jaipur, Jodhpur, Ahmadabad and three more cities, with plan to expand in 25 more cities in next 2 years, including international expansion in UAE. Currently the platform has more than 7000 registered tutors and has sold more than 2000 courses so far. They have dedicated apps for tutors and students, to discover and manage classes. The following Figure 2 shows the screenshot of Qriyo website homepage.

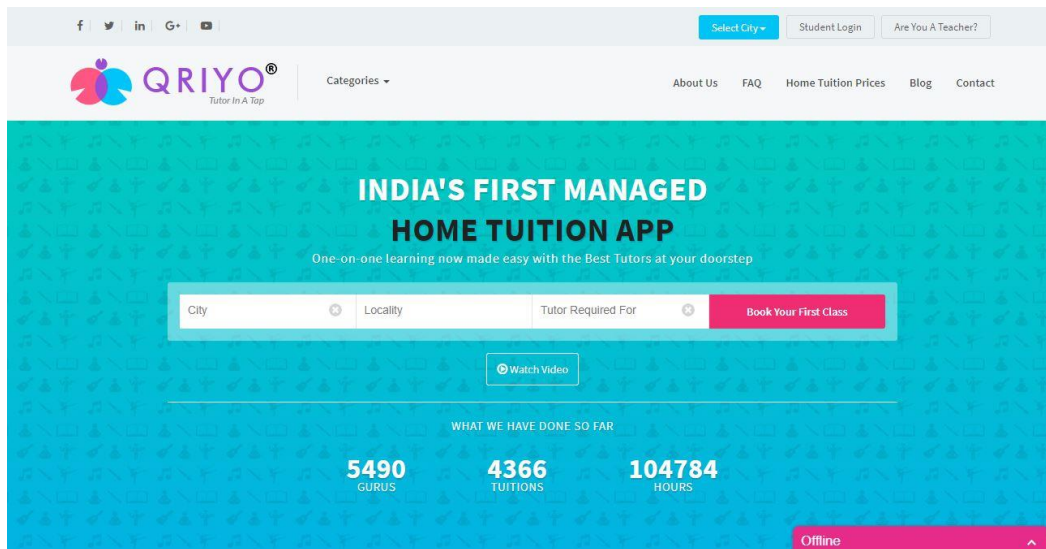


Fig. 2: Qriyo.com interface

### C. Adaption of Business:

There are many functionalities that we can implement from MyPrivateTutor and Qriyo to improve our business. As these two businesses are among the experienced business in this field, we can make use and improvise their business models to be implemented in our own business. As a start-up, we will gather all potential tutors as much as possible with various background that is suitable to our target students. For example, we can start with recruiting unemployed potential tutors. This can help us to generate more revenue since unemployed tutors can give their full commitment and focus towards this project. Besides that, we can also implement Qriyo's quality control towards the tutors. We will make sure that we will offer top quality tutors available as students satisfaction is our priority. Furthermore, we can also make use of the way both MyPrivateTutor and Qriyo channel their business through both web application and mobile application simultaneously. It can boost our users count as we are in modern era where both parents and school students own their own smartphone nowadays. In the United States, new research has found that 97% of children under age of four years old use mobile devices [1]. Even though the statistics are from United States, we can see the situation here in Malaysia is almost the same as United States as the number of smartphone users in Malaysia reached 10 million users by 2014 [2]. Therefore, we can take this opportunity to deliver our product as much as possible.

## VI. ENVIRONMENT MAP

### A. Market Forces:

#### Market Segments:

A group of home tutors who share the same common characteristics in teaching in order to increase the marketing purpose.

#### Needs and Demands:

Parents nowadays mostly need tutors to teach their children at their own home. This is because to save time and cost, where going out to search for available tuition classes is waste of time and the tuition classes can be expensive in order for them to incur their premises cost.

#### Market Issues:

Many companies provide home tutor services, however they are not equally efficient at every place in Malaysia. Minor and rural places may lack of resources, while major cities may have high rate of service fees. With Tutor4U, everything is

just on the fingertip. Just sign up and fill the information required for matchmaking, choose the matched tutors or students available.

**B. Industry Forces:**

**Competitors:**

Already have regular customers after being in the market for some time.

**Stakeholders:**

People who are interested to invest in our product, and willing to help in order to get more income.

**C. Key Trends:**

**Technology Trends:**

Technology keeps on changing and people keep updating to a new one. Tutor4U brings a mobile application, which is close to the users nowadays. Simple and easy will surely ease users in using it.

**Societal and Cultural Trends:**

Safety is the most important thing in our life today. Many cases involving children and these make parents worried about their children. Tutor4U is a home tutor matchmaking service and parent have no worries because tutors will come and teach at their home.

**Socioeconomics Trends:**

Economics nowadays are uncertain. Tutor4U provides affordable price for service fees. Meaning, the fees is lesser than the conventional company that provide the home tutor services.

**D. Macroeconomics Forces:**

Capital markets are markets for buying and selling equity and debt instruments. Capital markets channel savings and investment between suppliers of capital such as retail investors and institutional investors, and users of capital like businesses, government and individuals. Capital markets are vital to the functioning of an economy, since capital is a critical component for generating economic output. Capital markets include primary markets, where new stock and bond issues are sold to investors, and secondary markets, which trade existing securities.

**VII. ANALYSIS AND FINDINGS**

Tutor4U has segmented their target user into two distinct segments, which are students and tutors. These segments are identified by their role. Demographics are as follows:

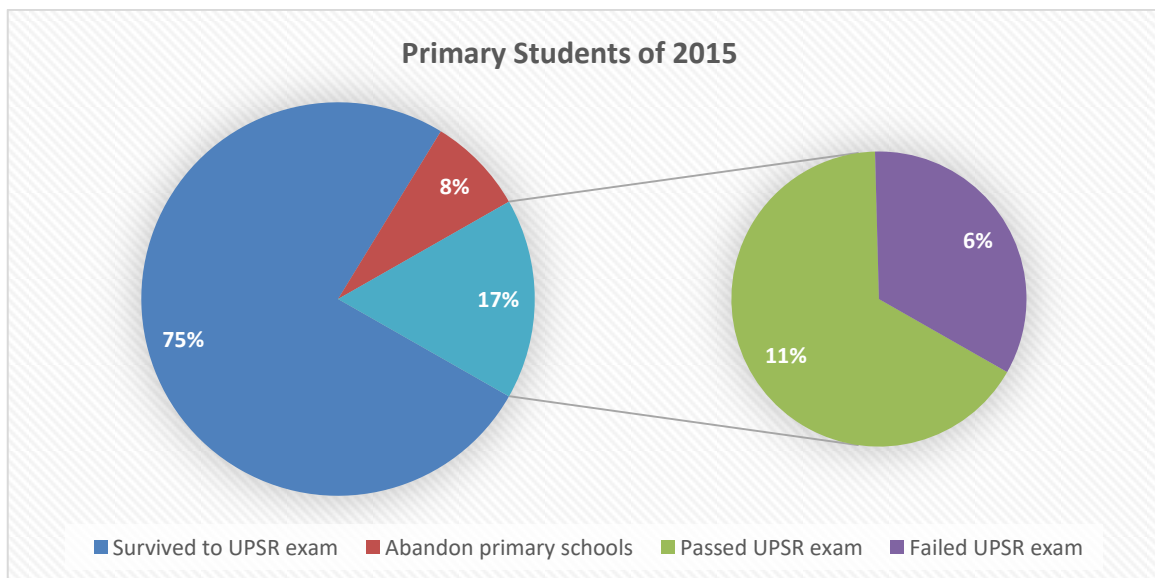


Fig. 3: Primary students of 2015

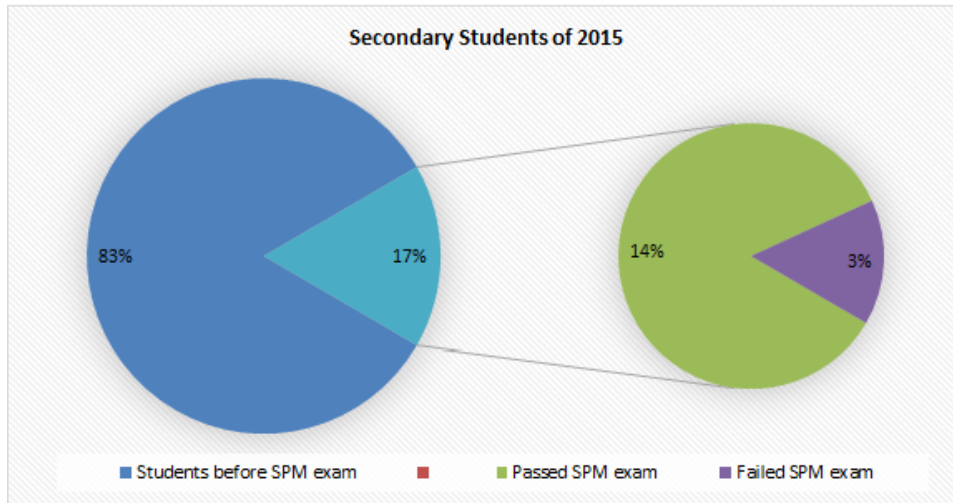


Fig. 4: Secondary students of 2015

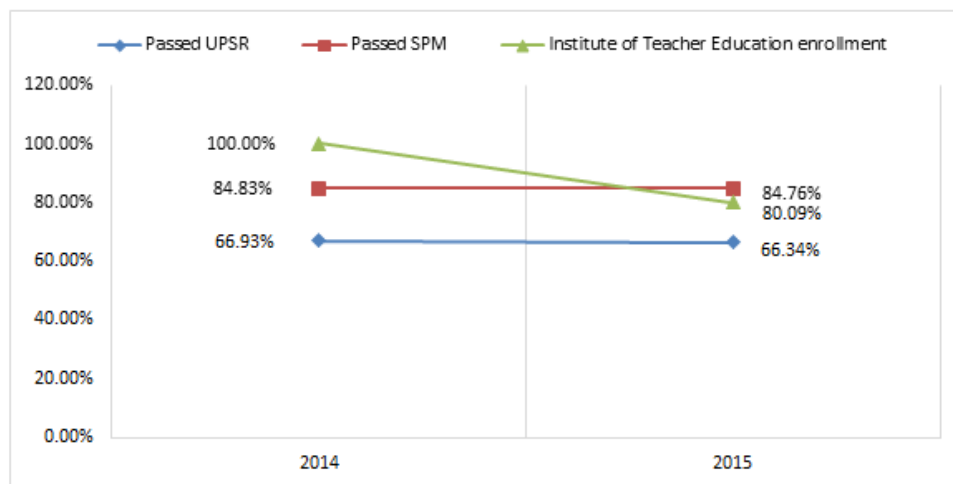


Fig. 4: Statistics comparison between year 2014 and 2015

### VIII. BUSINESS MODEL CANVAS & VALUE PROPOSITION DESIGNS CANVAS

Business Model Canvas (BMC) & Value Proposition Canvas (VPC)

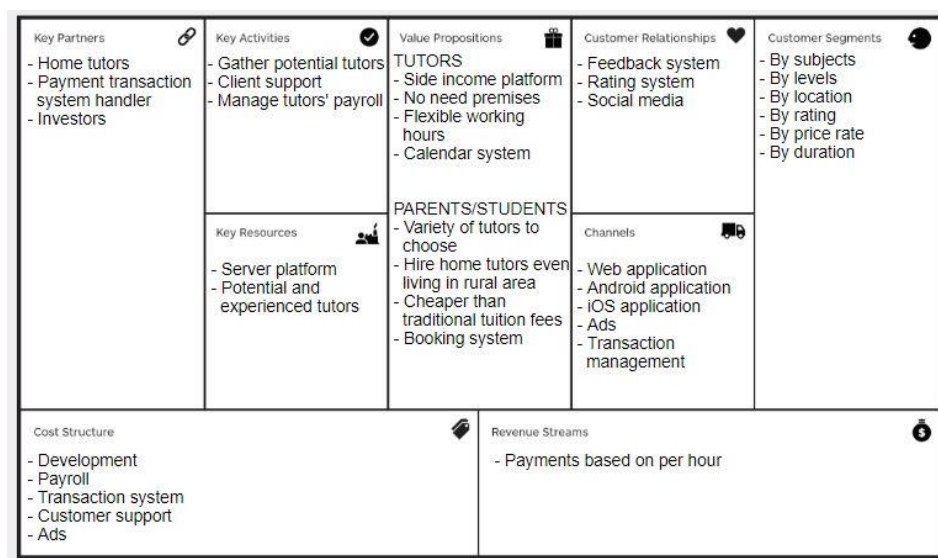


Fig. 5: Business Model Canvas



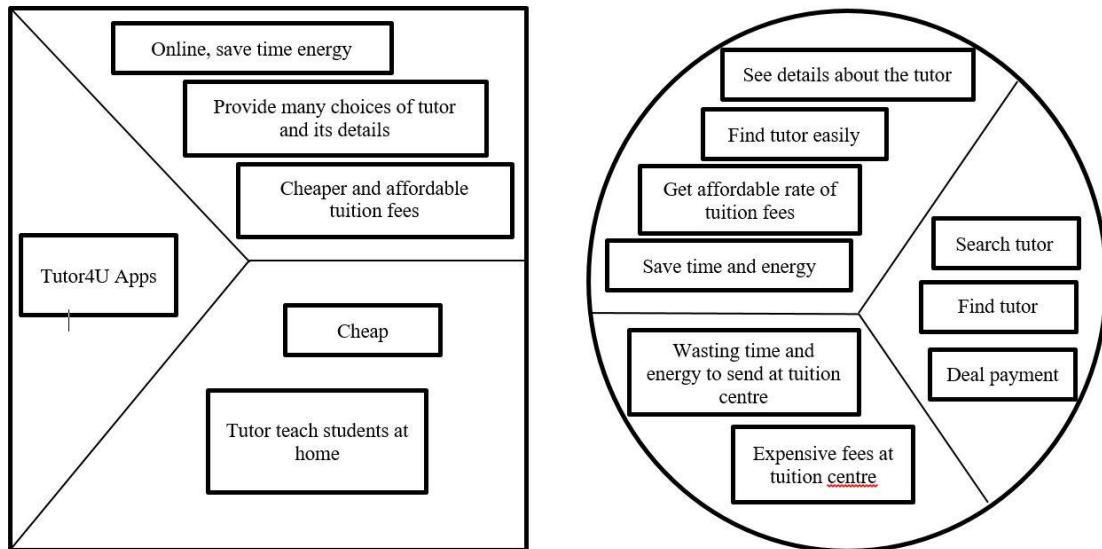


Fig. 6: Value Proposition Canvas for students/parents

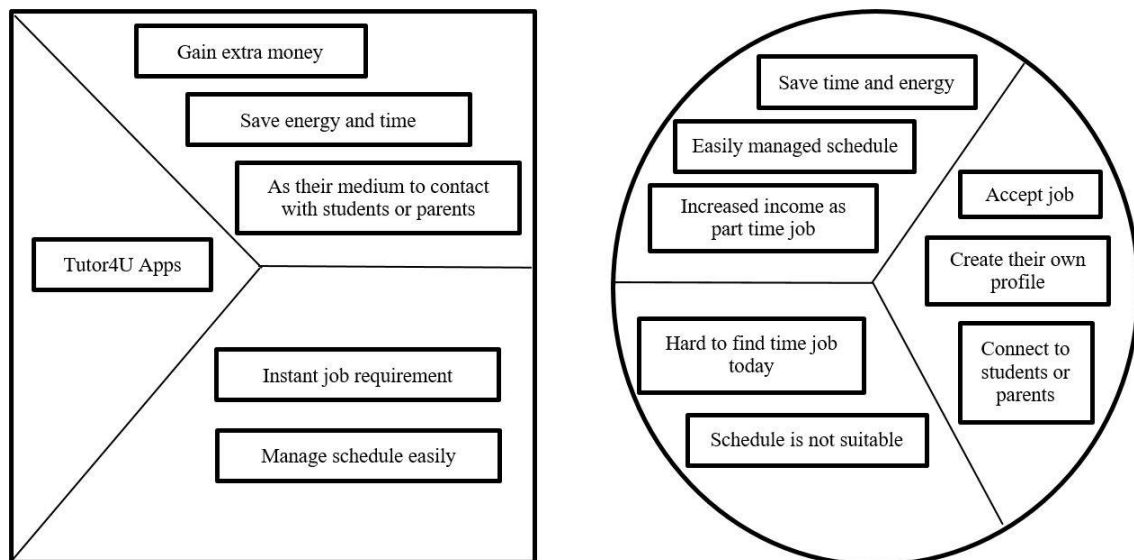


Fig. 7: Value Proposition Canvas for tutors

## IX. CONCLUSION

This conceptual solution is an on-demand platform matchmaking services for Malaysian can give benefits to both tutors and students, as well as improve Malaysia's education performance. The development of internet is resulting in great growth of online booking, consulting and advertising. This trend can be implementing continuously for the better economic status in the future as long as the technology is moving forward.

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