

CROWDSOURCING PLATFORM FOR PRIVATE TUTORING
(TUTOR SOCIETY)

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To my black prince, Cincau who gave me love, trust, colour, support and warmth and also the constant encouragement; not forgetting for being there when I need support mentally. I love you so much.

To my mother, for her prayers and support in keeping me going, enduring the ups and downs during the completion of this thesis. I am sorry I am not the perfect daughter you always wish for.

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To my family, for their patience, support, love and prayers

But most importantly, to myself. You took this opportunity with a mindset of changing your life. Don't let it go to waste. We are getting better and that should be our goal.

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ABSTRACT

Private tutoring in Malaysia is still quite young when compared to other countries in the world. Parents often find it quite difficult in finding the right tutors for their children in terms of cost and location wise. Our objectives served to create another cost-flexible alternative to finding private tutor that is closer, safer and more secure. The proposed product was introduced as Tutor Society, a crowdsourcing platform that offers services for private tutoring via crowd-sourcing private tutors available in the localized area. The proposed system was successfully developed albeit being the first version and the business modal was also developed and refined to suit other competitors and Malaysian structure. Several similar platform was found to exist however; the market is still big and therefore there are still opportunities to be taken. Further improvement was required to improve the interface of the system to make it more user friendly and strengthen Tutor Society branding. More aggressive and proactive marketing are also needed to ensure audiences are aware of our presences.

ABSTRAK

Tutor swasta di Malaysia masih muda berbanding dengan negara lain di dunia. Ibu bapa sering merasa agak sukar untuk mencari tutor yang tepat untuk anak-anak mereka dari segi kos dan lokasi yang bijak. Objektif kami berfungsi untuk mencipta alternatif lain yang fleksibel untuk mencari tutor swasta yang lebih dekat, lebih selamat dan lebih selamat. Produk yang dicadangkan telah diperkenalkan sebagai Tutor Society, platform crowdsourcing yang menawarkan perkhidmatan untuk tunjuk ajar swasta melalui pengajar swasta yang mendapat sumber tenaga yang terdapat di kawasan tempatan. Sistem yang dicadangkan telah berjaya dibangunkan walaupun versi pertama dan modal perniagaan juga dibangunkan dan disempurnakan untuk disesuaikan dengan pesaing lain dan struktur Malaysia. Beberapa platform serupa didapati wujud bagaimanapun; pasaran masih besar dan oleh itu masih terdapat peluang untuk diambil. Peningkatan selanjutnya diperlukan untuk memperbaiki antara muka sistem supaya lebih mesra pengguna dan memperkuat penjenamaan Tutor Society. Pemasaran yang lebih agresif dan proaktif juga diperlukan untuk memastikan penonton menyedari kehadiran kami.

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CHAPTER 1

INTRODUCTION

1.1 Overview

Private tutoring is becoming a common phenomenon in Malaysia. It is defined as a supplementary instruction outside the formal schooling system where a tutor teaches academic subjects for a fee (Bray, 2007).

Personal tutoring can be beneficial since it helps slow learners to catch up with their peers and boosts the performance of fast learners. It tends to focus on skills needed for answering examination questions. At the same time, tutoring also provides supplementary income for tutors as they are being paid for sharing knowledge and helping others (Hamid *et al.*, 2009; Foondun, 2002).

Parents often view private tutoring as an avenue for enabling their children to excel in examinations. They believe that being ahead in education or in schools especially at the secondary level serves as a ticket for entry into the best higher education institutions. In addition, parents often view private tutoring as an additional investment to boost the performance of their children (Bray, 2007; Bray *et al.*, 2014; Bray, 2013)

The same trend is booming in Malaysia. It is building up as Malaysia moved towards being a developed country in the future. More and more households believe in using education to climb the social ladder both in terms of financial or even social

circle. In fact, with the current education system, most parents feel that schools do not offer the enough traction for their children and they are more than willing to spend in education be it as an extra curricular or even private lessons. (Bray, 2007; Smyth, 2009)

There have been shown positive implication where frequenting private lesson do improve one's academic record. Tutors serve their tutee by helping them identify their problem and tackling them one by one. They also help in helping them familiarise in their area of weakness. For standardized examination like SPM, UPSR or even PT3, private tutoring is in high demand since most household believes that small sizes classes help their children to focus and able to concentrate better. (Kenayathulla, 2013; Kinyaduka, 2014)

Tutor Society is an education-based industry that serves private tutoring industry especially in Malaysia. It serves as a platform that bridges tutors and students. At the same time, tutor society aims to help tutors especially amateurs and new tutors with their job continuity and creating a community of like-minded and passion on education system. Seekers often find it hard to find a tutor that suit their needs at the same time, tutors often left without job continuity due to lack of experience or such.

Tutor society tries to solve for both of sides of the same problem. It provides and aids tutors, new ones specially to start in the industry. Students or parents also will find ease in looking tutors that is trustworthy and qualified.

Information technology has made a revolution in business as they improving exponentially. At the same time, education has also made an important jump to parallel itself with the industrial revolution 4.0. The development of this system, Tutor Society aims to tackle both education and the digital economy by providing equal opportunities in term of better education options.

1.2 Background of Problem/Opportunities

The definition of private tuition or private tutoring has been multiple however, the basis is it is done outside of formal schooling session. Private tutoring often be given either free of charge or with monetary values (Kenayathulla and Ubbudari, 2017). For the present study, the term itself shall be presented as extra coaching in either academic or examinable subjects given to students outside of school session with remuneration values added.

However, with the changes in the formal education system not only in Malaysia, but all over the world, and also the increase of awareness towards the importance of education, formal schooling was looked as not enough and most students and parents usually opt for private tutoring to better themselves in both academic excellence performance and also as a way to gain addition skills. These segments usually believe that education can be used as a ladder for social climb and that the current education structure is not enough to help them improving or climbing at a faster rate.

The industry of private tutoring is booming and growing at good rate. The current global market was forecasted to reach US\$ 277 billion by 2022 with Asia Pacific contributing a major segment to the number. Malaysia, in moving towards a developed country status have been taking education and academic excellence more and more seriously especially in the urban and suburban area. Metropolitan cities like Kuala Lumpur are getting more and more competitive in terms of getting the advantages in the labour market and to most, being better and having the best education expertise serves as the gateway to better living option in the future. (Research and Market, 2016; Global Industry Analysts Inc., 2016b; Kinyaduka, 2014)

Unfortunately, private tutoring is still not as easily accessible or as affordable to most netizens of Malaysia. But typically, the main issue that pose this problem is where can we get access to private tutor that is cheaper and closer? The cost of a private tutor of a subject can be an average of RM500-800 per month, the cost itself usually cover materials, the labour hour and transportation cost. However, considering our culture of taking extra lessons for after school session, families are willing to spend about 10-20% of their monthly income to fund private tutoring session be it, one-on-one or in

tuition classes (Kenayathulla, 2013). The cost will also increase with taking more than one subject especially for examination preparation. At the same time, since private tutoring is a service industry, it requires human relationship and touch and it is normal that often times, taking up tutors can be a bit of hit and miss. There are circumstances where certain tutors wouldn't be able to deliver to your expectation or satisfaction and this will cost more money but importantly time in looking for a different tutor.

Often the service seekers are having trouble of looking for the right tutors. There are not a lot options that able to help them make the decision in hiring tutors for their academic improvement endeavour. Often times, they opt in searching for tutors via group messages or chat rooms. Other alternatives would be asking for school teachers to held external tuition classes for their children. Well-established tutors can be expensive but more importantly often fully booked making it harder for seekers to schedule a session with these tutors.

Tutor Society aims to help searching for tutors and help easier and faster. But, as two-sided platform, we also aim to help tutors in their careers. The platform aims to help them with job continuity and also making monetary transaction easier and faster since these are often issues with tutors, especially ones that are just starting out. Tutor society wanted to help tutors build their repertoire and experience while making the experience smooth-sailing.

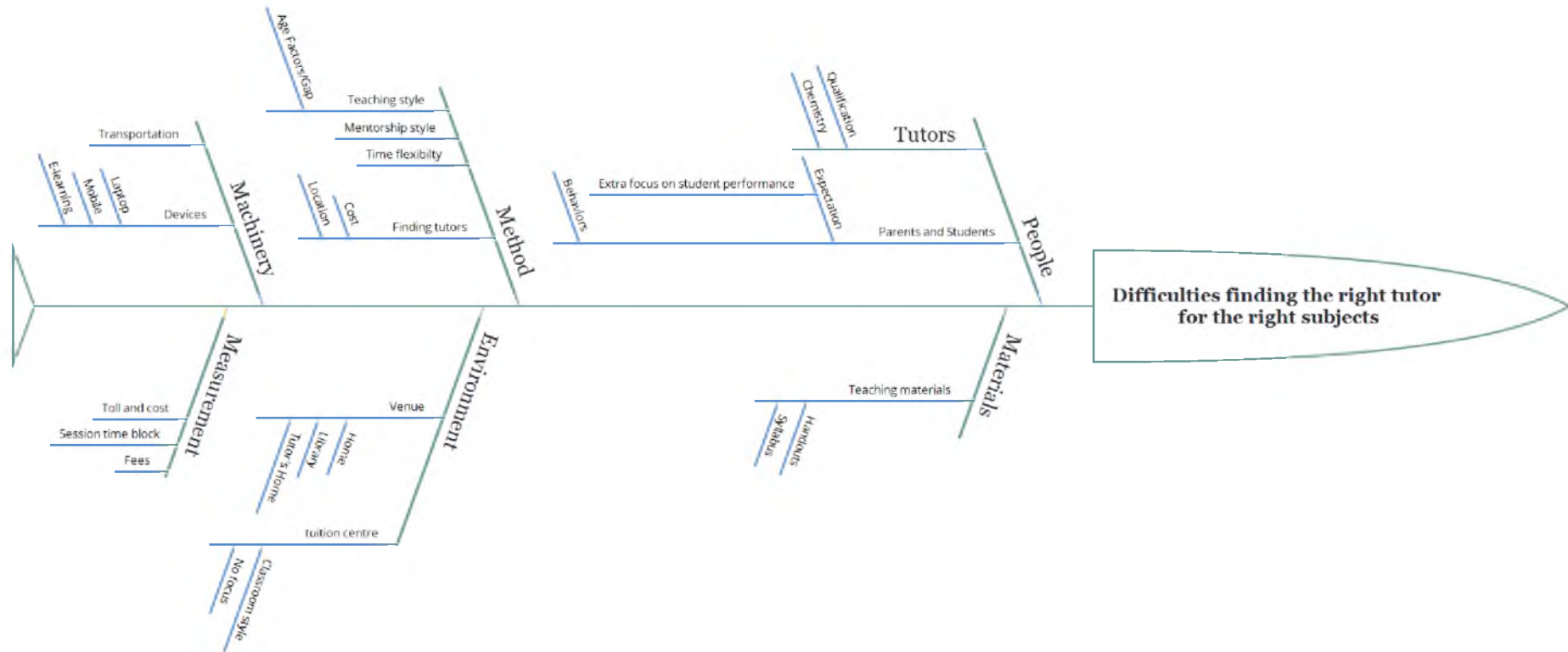


Figure 1.1. Fishbone structure of the problem face in the private tutoring industry in Malaysia.

1.3 Project Goal

The goal of this particular project is the completion of development of the system Tutor Society that works as a two-sided platform that aims to serve service seeker that is the students or parents that are very concern of academic performances and willing to invest in the external education outside formal school systems and service providers who are mainly stands among tutors be it amateurs, beginners or even professional to ensure their job continuity.

Tutor Society aims to be the best education driven platform in Malaysia and we have several plans and phases following the kick start of the system development. At the same time, since the private industry is still currently growing in Malaysia, we aim to be the top of the industry while ensuring satisfaction from both sides of the platform.

1.4 Project Objectives

In order to fully successfully develop and launch the platform, there are several objectives that we have to meet prior to developments and also to constantly improve ourselves to keep Tutor Society on top of its game.

The objectives are as follow:

- a) Identify the problem and pain points that parents and tutors are having
- b) Study the feasibility of the nature of the business
- c) Develop Tutor Society system as per users' requirements
- d) Market the system to the public and create some sales.

1.5 Project Scope

The scope of the project includes the feasibility study of the business and the development of the alpha and beta prototype. We also cover marketing techniques and tools in order to attract audiences to the proposed system. Sales done throughout the system are also included for recording purposes.

1.6 Importance of Project

The platform business model consists of the following:

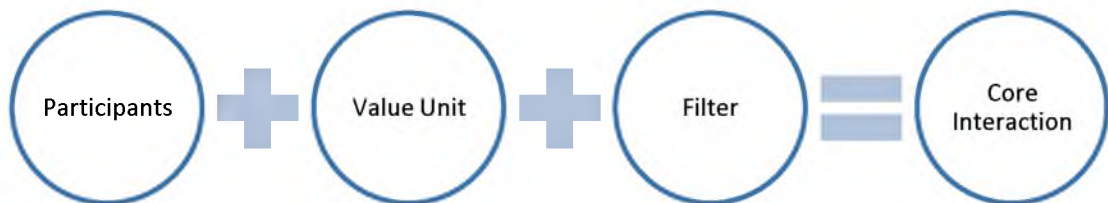


Figure 1.2 The constructed understanding of how a platform business model works.

When implemented into the development of Tutor Society, it seeks to improve the quality of the participants that involve with platform. Platform businesses especially technology-based is on the rise and with the development of Tutor Society, we seek to improve the quality of both services supplier and also the satisfaction of the service seeker i.e. tutors and students/parents.

In the booming market of private tutoring, Tutor Society aims to be another key player in the industry as a private tutoring platform that provides quality tutors at competitive prices. At the same time, we wanted to ease the exchanges between students and tutors and helping them making the choices. At the same time, we wanted to make private tutoring services affordable and reachable to all and create better competitive ecosystem in the industry especially in Malaysia.

1.7 Chapter Summary

This chapter covers the essence of private tutoring industry in Malaysia and the current problem that are being faced in which Tutor Society aims to tackle. Most problems that occurred within the private tutoring are the difficulties of getting the right tutors for the right subjects at a more flexible cost which covers for experiences and location wise. Private tutoring should have been an accessible alternative education for students to seek help outside of school and that is what Tutor Society trying to solve.

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