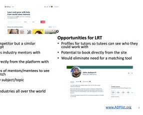
- “It can take years to learn how to effectively teach a class of 25 or more students. But many people can be trained in a relatively short time to be a good one-on-one tutor.”

-Edweek.org

Competitive Landscape

What exists in this space?
How well does it work?
What problems still exist?
Are there similar experiences to learn from?

ADP List



Details
- Not a direct competitor but a similar matching concept
- ADP list matches industry mentors with mentees
- Able to book directly from the platform with specific times
- View the profiles of mentors/mentees to see if it’s a good match
- Sort mentors by subject/topic
- Free
- Countries and industries all over the world

Opportunities for LRT
- Profiles for tutors so tutees can see who they could work with
- Potential to book directly from the site
- Would eliminate need for a matching tool

www.ADPlist.org

P2P Tutoring

Details
- Connects students with tutors
- Helps schedule sessions
- Provides a 24/7 shared workspace (whiteboard, place to put assignments/docs)
- Pairs students with tutors who are similar age or have been thru the same material
- Checks in after every session
- Apply to tutor or be tutored through a Google form
- Student led
- Seems like it was started specifically for students who are hospitalized but now for anyone
- Geared to high school students

Opportunities for LRT
- Provide scheduling assistance for tutors and tutees
- Provide some sort of shared workspace or video platform
- More regular check-ins with tutors

Peer 2 Peer Tutoring

EdRise

Details
- Serving students between 3rd and 8th grade
- 100% free, completely virtual tutoring sessions
- Thoroughly verified and qualified tutors
  - They have tutors upload an image of their student ID and most recent transcript
- Full range of standardized subjects
- Weekly 1-on-1 sessions for as long as you like
- Weekly enrichment activities, free online educational resources, and more programs coming soon
- Google forms are embedded on their site
- They offer a free coding bootcamp for kids 7-13
- They have learning resources for all different subjects right on their website
- There’s a place for students and tutors to give feedback right on the site
- All tutors listed on their site with images

Opportunities for LRT
- Verify tutors by asking for a student ID and recent transcripts
- Provide learning resources for tutors and tutees in an accessible location
- Showcase tutors on website
- Embed google forms on site
- Provide more opportunities for tutors/tutees to rate each other and give feedback

https://www.edrisetutoring.org/home

Wave Learning Festival

Details
- Free
- Tutors come from high schools and colleges all around the world
- Offers tutoring services- 1:1 or groups of up to 5
- There is a calendar widget on the site so students can see when there are designated tutoring sessions
- They also host seminars and guest speakers
- Similar to office hours where students can drop in and out
- No contact is made with tutors outside of Wave LF
- Tutors need to send a copy of their transcripts to be approved
- Forms integrated on the site

Opportunities for LRT
- Calendar / scheduling through the site
- Offer drop-in help hours
- Have tutors submit transcripts to be verified
- Embed forms on site

www.wavelf.org

Schoolhouse.world

Details
- Designated sessions on specific topics that anyone can attend
- Group tutoring
- Free
- Award badges
- Owned by Khan Academy
- Peer-to-peer tutoring
- Anyone can be a tutor

Opportunities for LRT
- Office hours/topic-based drop in tutoring

TutorMe

Details
- St. Paul School District provides students with this service
  - $122,000 for 5,000 hours
- On-demand tutors in minutes
- Costs money but there is a free trial period
- Smart-matching system to connect students with tutors
- Use their own Zoom-like platform with virtual whiteboard and text-editor
- Rate student/tutor after the session
- Tutors are college students around the country
- Only 4% of tutors are accepted
- View profiles of tutors and request a session– some are online right away

Opportunities for LRT
- Position as free with a similar smart matching system
- Provide a platform with virtual whiteboard
- Provide more opportunities for tutors/tutees to rate each other and give feedback
- Add feature to view profiles of tutors

www.tutorme.com

Secondary Research

What exists in this space?
How well does it work?
What problems still exist?
What’s important to the audience members?
Are there similar experiences to learn from?

Importance of tutoring in the pandemic

Details
- Small groups are more conducive to customized curriculums and closing learning gaps
- Students develop relationships with their tutors
- Boosts low-performing students’ confidence
- Tutoring is expensive
- Governments in other countries supplement tutoring
- “It can take years to learn how to effectively teach a class of 25 or more students. But many people can be trained in a relatively short time to be a good one-on-one tutor.”
- Unpaid volunteers are generally less effective than paid ones
- Research shows tutoring should be woven throughout the school day
- 3 times/week is ideal
- Follow-up training is important– not just one training session

Opportunities for LRT
- Keep groups small/1:1
- Incentivize tutors/tutees to stick with each other for longer periods of time and more frequently
- Provide more robust and consistent training materials

COVID-19 inspiring students to create free tutoring services

Details
- A ton of students all over the country have seen the same need that Jinglin saw and started similar tutoring services in their areas
- Some already existing student-run tutoring services shifted their operations to be remote when the pandemic hit
- Article lists many different organizations similar to Living Room Tutors

Opportunities for LRT
- Check out social presence of other similar student-run tutoring services and try to engage
- Work with these services, not against

Demand for Tutoring- Star Tribune

Details
- Biggest challenge is getting students who are already struggling to use tutoring services
- Teachers are stressed– spending more time on academics and emotional needs of students
- Families who can afford tutoring have increased, while others have dropped off

Opportunities for LRT
- Outreach to schools/teachers in Twin Cities metro area
- Offer resources for emotional support of students
- Emphasize that it is FREE

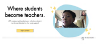
Living Room Tutors

What exists in this space?
How well does it work?
What problems still exist?
What’s important to the audience members/ decision makers/ influencers?
Where/how are there opportunities to make a change to this experience?

Website

Details
- Sign up front and center
- Major need to knows all on the home page
- About the organization and the board
- Effort to be engaged in the community in-person
- Donation button goes to a donate site with a $5k goal

Opportunities
- Automated matching system
- Scheduling tool
- Meet the tutors section



Digital Registration Forms

Details
- Register to be a tutor using Google Forms
- Tutors: Fill out name, grade level, school, grades and subjects you can tutor, time you can devote to tutoring, how many tutees you can take, other languages, references
- Tutees: student name, parents name, grade level, school, 3 subjects they need support in, details, language, other
- Liability statement

Opportunities
- Create an account and register through the website
- Embed google form in website (is that possible?)

LIVING ROOM TUTORS
Living Room Tutors K-12 Registration Form

Emails

Details
- Key to keep track of tutors and tutees
- Matching is all done manually atm but they are working on something more comprehensive
- Manually send matching emails
- Tutors: Receive an email when matched with a tutee; email contains a tutor guide and training modules (both google docs)
- Tutees: receive and email when matched with a tutor; parents receive an email when child is matched with a tutor; email contains a tutee guide

Opportunities
- Automated emails (MailChimp?)
- Move away from google docs for training materials into something more branded (even if it’s just a Google doc embedded on the website)

Training Module

Details
- Module 1: Virtual meeting platforms; Ideas for supplementary materials (Khan Academy, IXL)
- Module 2: Tutor Etiquette, organization, email communication, boundaries
- Module 3: Communication skills
- Module 4: Subject-specific tips
- Module 5: Cultural competency

Opportunities
- Create a module that needs to be completed step-by-step
  - Explore ways to do this (Coursera? Something free?)

Marketing materials

Details
- Letter that is sent to elementary schools explaining the program as advertising to recruit more tutees
- Letter that is sent to high school/college volunteer clubs to recruit more tutors
- Letter that is sent to try to recruit more tutors in the summer
- Balanced outreach when its balanced, or heavy in direction they’re lacking

Opportunities
- Social media advertising

Matchmaking tool

- Currently Zoey is solely responsible for manually matching tutors with tutees

Survey feedback

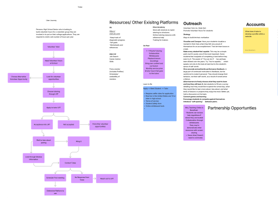
Details
- Students enjoyed meeting other people
- Parents were overall satisfied
- Some tutors are unreliable or uncommunicative
- Appreciate that it’s free
- Children listen to tutors more than their parents
- Tutors are not provided with any resources
- Tutors are not always equipped to handle educational needs of students

Opportunities
- Create a scheduling portal
- Improve training on unique needs of students with learning disabilities

Social media

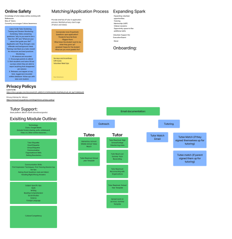
Details
- Marketing materials say that Remind, Google Classroom, and Social Media are great ways to spread their information
- 194 IG followers
- 27 FB followers
- TikTok but they don’t use it
- Good branding, but a bit advertise-y
- Tutoring tips
- Application reminders
- Events

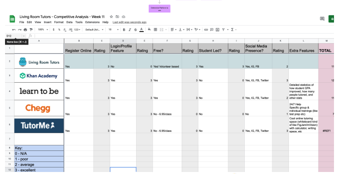
Opportunities
- Promote on TikTok
  - As a formal social media manager, I have seen a lot of pandemic-created businesses thrive by advertising themselves there
  - Totally free! Just need one viral one
  - Their audience is all there



Resources/ Other Exisitng Platforms

Partnership Opportunities

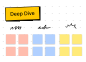


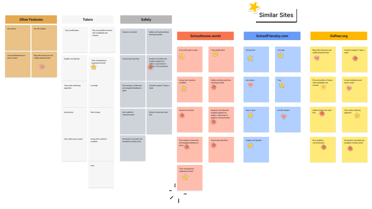


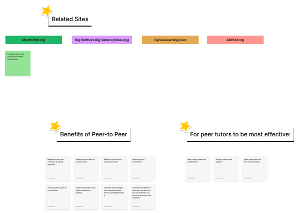
- Competitive Analysis - Week 11

	Register Online	Rating	Login/Profile Feature	Rating	Free?	Rating	Student Led?	Rating	Social Media Presence?	Rating	Extra Features	TOTAL
Living Room Tutors	Yes	3	No	0	Yes! Volunteer based	3	Yes	3	Yes, IG, FB	2		11
Khan Academy	Yes	3	Yes	3	Yes	3	No	0	Yes, IG, FB, Twitter	3		12
learn to be	Yes	3	Yes	3	Yes	3	No	0	Yes, IG, FB, Twitter	2	Detailed statistics of how student GPA improved, how many people tutored, and other stats	11
Chegg	Yes	3	Yes	3	No - 6.95/class	0	No	0	No	1	24/7 Help Specific group & individual trainings (like test prep etc)	7
TutorMe	Yes	3	Yes	3	No - 6.95/class	0	No	0	Yes, IG, FB, Twitter	3	Cool online tutoring space (whiteboard kind of like FigJam/InVision) with calculator, writing space, etc	#REF!

Key:
0 - N/A
1 - poor
2 - average
3 - excellent

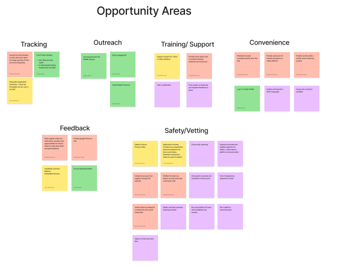


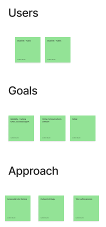




Opportunity Areas

- Profiles for tutors so tutees can see who they could work with
- Potential to book directly from the site
  - Would eliminate need for a matching too
- Provide scheduling assistance for tutors and tutees
- Provide some sort of shared workspace or video platform
- More regular check-ins with tutors
- Verify tutors by asking for a student ID and recent transcripts
- Provide learning resources for tutors and tutees in an accessible location
- Showcase tutors on website
- Embed google forms on site
- Provide more opportunities for tutors/tutees to rate each other and give feedback
- Calendar / scheduling through the site
- Offer drop-in help hours
- Have tutors submit transcripts to be verified
- Embed forms on site
- Office hours/topic-based drop in tutoring
- Position as free with a similar smart matching system
- Provide a platform with virtual whiteboard
- Provide more opportunities for tutors/tutees to rate each other and give feedback
- Add feature tKeep groups small/1:1
- Incentivize tutors/tutees to stick with each other for longer periods of time and more frequently
- Provide more robust and consistent training materials
- view profiles of tutors
- Check out social presence of other similar student-run tutoring services and try to engage
- Work with these services, not against
- Outreach to schools/teachers in Twin Cities metro area
- Offer resources for emotional support of students
- Emphasize that it is FREECreate a module that needs to be completed step-by-step
- Create an account and register through the website
- Embed google form in website (is that possible?)
- Move away from google docs for training materials into something more branded (even if it’s just a Google doc embedded on the website)
- Create a scheduling portal
- Improve training on unique needs of students with learning disabilities
- Promote on TikTok





Stakeholder-identified Opportunities

- More resources for tutors and tutees; training materials
- Improving matching system
- Online safety risks and issues because they don’t vet
- Measure success based on number of tutors/tutees (almost 600 currently)
- Want to improve keeping track of tutors
- Maybe create an account system
- Don’t have a way to indicate that tutors are comfortable with specific learning needs
- Have talked about giving people a zoom link but they don’t have resources
- Have considered doing paid ads but they don’t know how
- Social media use but not super high engagement
- Often don’t get responses to outreach emails

All user experience touchpoints for **Living Room Tutors** will help **tutees** and **tutors** to feel **secure** and/or **supported** and **confident** so that they are able to **learn/ practice new material** and/or **skills.**

We will do this by focusing on **creating a safe and reliable space** through **streamlined outreach** and **continuous training processes.**

As a result we hope to see improved tutor and tutee **engagement** and **academic performance,** as measured by increased *enrollment numbers* and *self-rated improvement scores.*

Will help ________________ *(specific user groups)*

To feel _____________ and/or ____________ *(emotions)*

So that they are able to __________________ *(goal they are trying to accomplish)*

We will do this by focusing on ___________ and ____________. *(themes or approaches)*

Throughout the week:

As a result we hope to see a change in __________ and ________. *(metrics)*