LIVING ROOM TUTORS STRATEGY REPORT

ANNE KAUNE, ROSE WESELMANN, COLLEEN BURKE, KENDALL VAN HORNE

TABLE OF CONTENTS

EXECUTIVE SUMMARY

A multi-modal design strategy was created for Living Room Tutors (LRT) with the goal of building a better experience for users. We focused on helping the organization increase their outreach efforts and streamline program expectations and processes.

Key Focus Areas:

- **Outreach:** LRT has expanded to a large network of tutors, but to continue to grow they could better leverage social media platforms and in-person events.

- **Onboarding:** LRT's onboarding process could be made more robust with the addition of mandatory training materials, a tutor portal accessible through the website, and a tutor introduction video.

- **Tutor Support:** To better support tutors as they volunteer their time, a social channel, blog, and resources page could be maintained to answer questions and provide knowledge and ideas.

BACKGROUND

Living Room Tutors (LRT) is a Minnesota-based peer-to-peer tutoring organization borne out of a need for distance-learning during the pandemic. It is free and run by high-school and college students, and they are looking to expand their reach and improve their current processes through a user-focused design strategy.

Organizational Objectives:

- Increase tutor and tutee adoption through expanded outreach efforts

- Simplify and clarify the program expectations and process, including starting and ending tutoring

- Improve the overall tutor and tutee experience

RESEARCH METHOLOGIES

Stakeholder Interview: We conducted a 2-hour long zoom call with the operations manager of LRT to understand more about the goals and mission of the organization.

Marketing and Social Media Audit: The existent social media accounts of LRT were analyzed to understand how these platforms are currently utilized and how they might be leveraged in new ways.

Secondary Research: Similar websites were audited to gain a better understanding of what is currently offered and where LRT might have room for improvement.

High-Fidelity Wireframing: We created detailed prototypes based on our findings to present new ways to increase user adoption and engagement.

Touchpoint Strategy Mapping: In order to identify bright spots and pain points for users, a visual representation of the various touchpoints they go through when interacting with LRT was created.

GUIDING STRATEGY STATEMENT

All user experience touchpoints for Living Room Tutors will **help tutees and tutors to feel secure, supported, and confident** so that they are able to learn and practice new materials and 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 i**mproved tutor and tutee engagement and academic performance**, as measured by increased enrollment numbers and self-rated improvement scores.
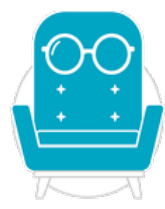
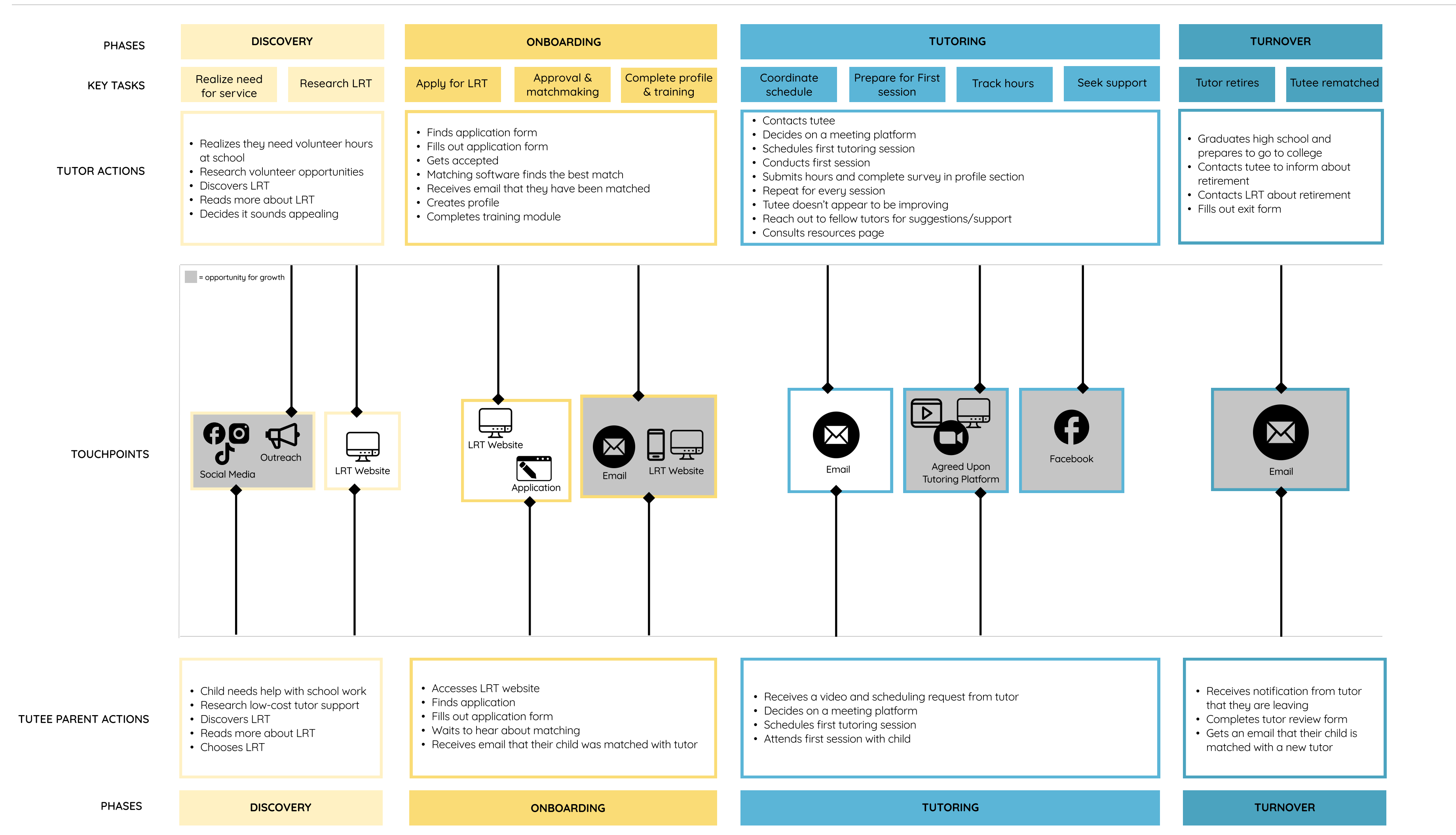# LIVING ROOM TUTORS TOUCHPOINT STRATEGY MAP

Generous Jen (Tutor)

Generous Jen is a high-performing high-school junior who is preparing for college but wants to give back to her community by helping students in need of academic and peer support who may not have the funds for such a service. She also wants to reinforce her own academic learning and gain volunteer experience.

Expectations
- Help students in need
- Gain volunteer experience
- Increase tutoring skills

PHASES	DISCOVERY		ONBOARDING			TUTORING				TURNOVER	
KEY TASKS	Realize need for service	Research LRT	Apply for LRT	Approval & matchmaking	Complete profile & training	Coordinate schedule	Prepare for First session	Track hours	Seek support	Tutor retires	Tutee rematched

TUTOR ACTIONS

DISCOVERY	ONBOARDING	TUTORING	TURNOVER
• Realizes they need volunteer hours at school • Research volunteer opportunities • Discovers LRT • Reads more about LRT • Decides it sounds appealing	• Finds application form • Fills out application form • Gets accepted • Matching software finds the best match • Receives email that they have been matched • Creates profile • Completes training module	• Contacts tutee • Decides on a meeting platform • Schedules first tutoring session • Conducts first session • Submits hours and complete survey in profile section • Repeat for every session • Tutee doesn't appear to be improving • Reach out to fellow tutors for suggestions/support • Consults resources page	• Graduates high school and prepares to go to college • Contacts tutee to inform about retirement • Contacts LRT about retirement • Fills out exit form

□ = opportunity for growth

TOUCHPOINTS

Social Media / Outreach | LRT Website | LRT Website / Application | Email / LRT Website | Email | Agreed Upon Tutoring Platform | Facebook | Email

TUTEE PARENT ACTIONS

DISCOVERY	ONBOARDING	TUTORING	TURNOVER
• Child needs help with school work • Research low-cost tutor support • Discovers LRT • Reads more about LRT • Chooses LRT	• Accesses LRT website • Finds application • Fills out application form • Waits to hear about matching • Receives email that their child was matched with tutor	• Receives a video and scheduling request from tutor • Decides on a meeting platform • Schedules first tutoring session • Attends first session with child	• Receives notification from tutor that they are leaving • Completes tutor review form • Gets an email that their child is matched with a new tutor

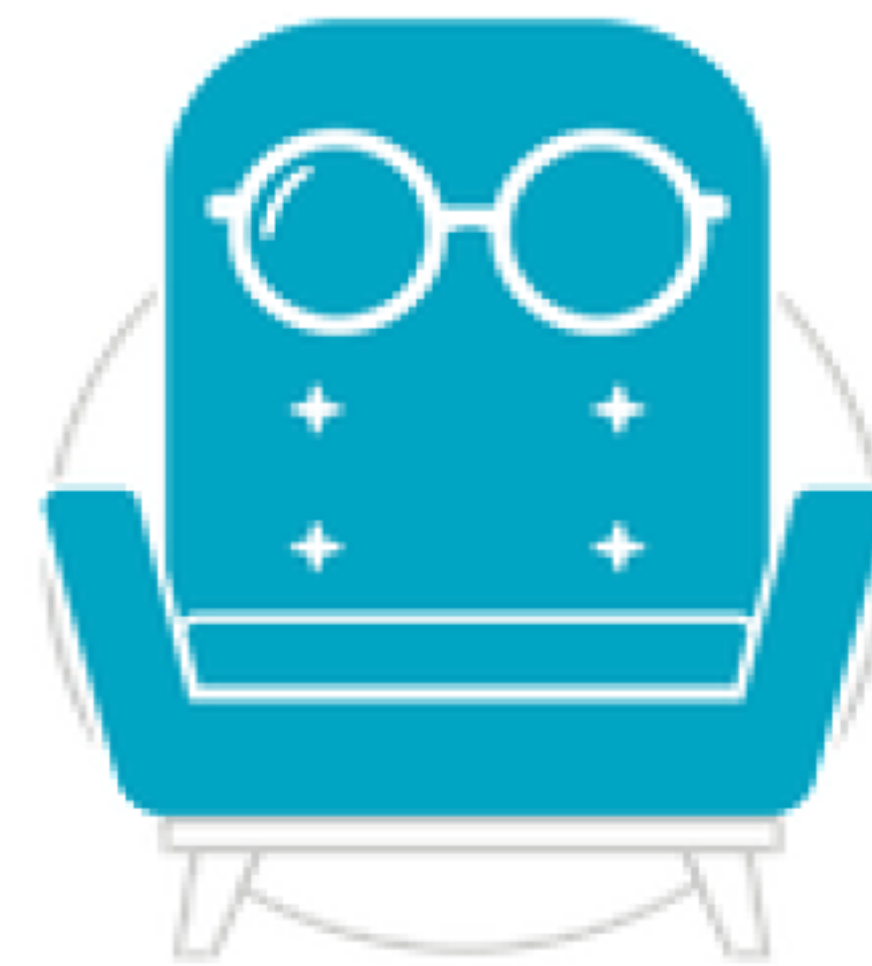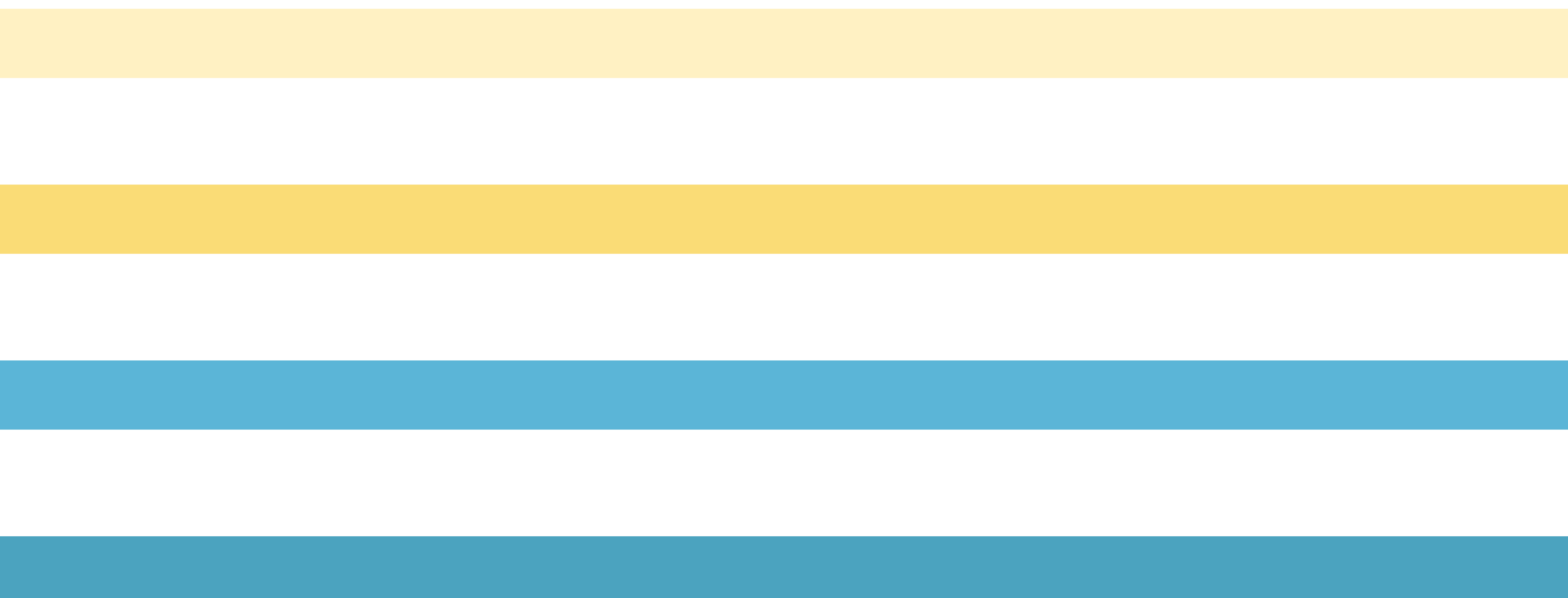| PHASES	DISCOVERY	ONBOARDING	TUTORING	TURNOVER

Concerned Katherine (Tutee Parent)

Katherine is the parent of a 5th grader who is struggling with math. She is unable to find help through her child's school. She is looking for a flexible, reliable tutoring option in a safe environment. She doesn't have the transportation required for in-person tutoring services, and she does not have the money to pay for a traditional tutoring service.

Expectations
- Find academic help for her child
- Have flexible, affordable options
- Provide a safe learning environment for her child

7

DISCOVERY

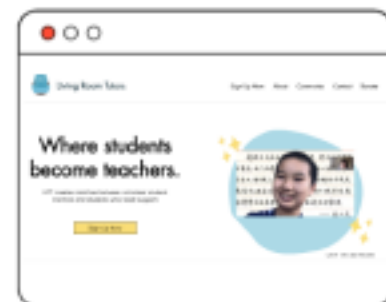# Tabling events

Touchpoint: Discovery

Goal:

Recruit more tutors through activity fairs at high schools and universities.

Rationale:

Tabling at activity fairs is an effective way to recruit new members for volunteer events. This will serve as a good way to recruit tutors without having to worry about verifying their student status, which is important for safety and legitimacy. It is also a way to recruit students who may not be active on social media platforms.
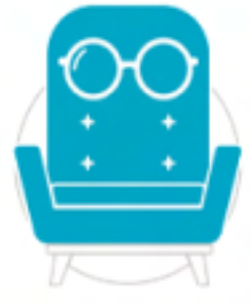

ANNOTATIONS

1 Tabling event storyboard

An example of the effectiveness of a tabling event to recruit more tutors. A student realizes she needs volunteer hours to graduate, so she attends an activity fair to look for opportunities. She learns about Living Room Tutors and decides to go home and apply.

Social Media (Audience facing)

ANNOTATIONS

Touchpoint: Discovery

Goal:

Acquire additional tutors and tutees through organic and paid social media content.

Rationale:

Social media is a tried and tested, and inexpensive, way to raise awareness for an organization. Posting occasional advertisements and maintaining a steady social presence will be a valuable tool to increase numbers of both tutors and tutees. This slide demonstrates the side of social that your audience will see.
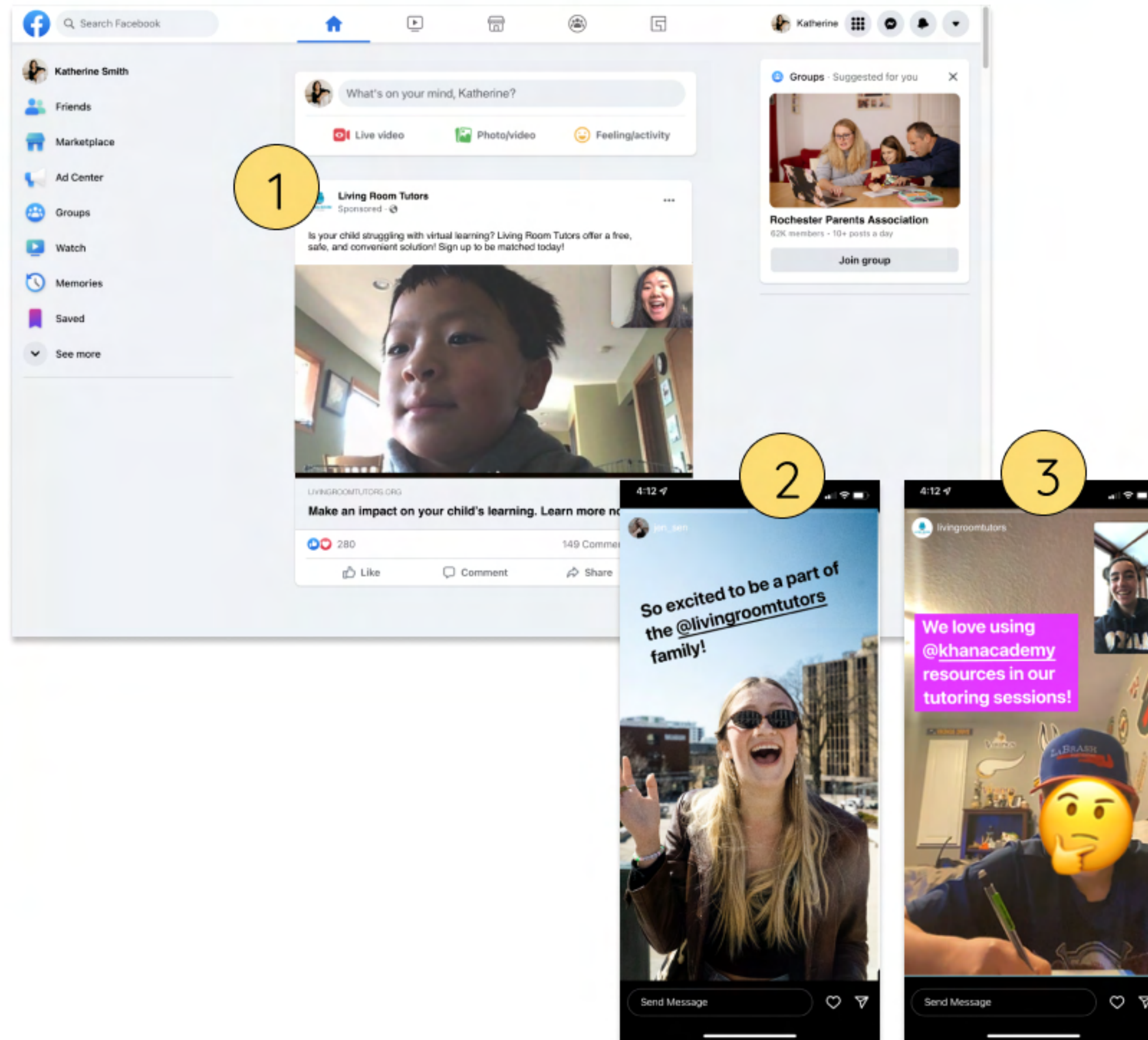
1 Social Media Ads

Facebook and Instagram advertisements can be targeted at unique audiences for relatively little cost. They are simple to create in Facebook Ads Manager, and they can reach a large audience. See "Social Media (Advertising)" slides for details on creating a Facebook ad.

2 LRT Influencers

Not true influencers, but incentivizing LRT to tutors to post about their activity and tag the organization in their posts. This will broaden LRT's audience because people in tutors' networks will learn about the organization and it will help to recruit additional tutors.

3 Brand tagging

Tagging brands in posts is a way to gain the attention of larger organizations doing similar great work. If you're lucky, they might report your post and gain traction for LRT.
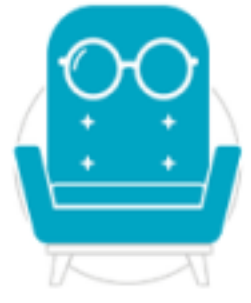
Social Media (Planning)

Touchpoint: Discovery

Goal:

Acquire additional tutors and tutees through organic and paid social media content.

Rationale:

Social media is a tried and tested, and inexpensive, way to raise awareness for an organization. Posting occasional advertisements and maintaining a steady social presence will be a valuable tool to increase numbers of both tutors and tutees. This slide demonstrates ways for you to strategize social content.

Make a copy of this template to use for yourself! Visit https://bit.ly/LRTSocialCalendar and click File -> Make a Copy

ANNOTATIONS

1 Social Calendar

A budget friendly way to create a social media calendar-- use a spreadsheet! This template serves as a place to plan out what days to post content and on which platforms. It's also a good way to keep track of upcoming holidays and events to post about.

2 Social Assets

Use this tab in the spreadsheet to plan copy and media assets for posts. This is useful for planning all posts at once instead of doing one at a time. You can then schedule posts in advance natively on Facebook and Twitter, and set a reminder on your phone for when to post to Instagram (which cannot be scheduled in advance).

Social Media (Advertising)

Touchpoint: Discovery

Goal:

Acquire additional tutors and tutees through paid social media content.

Rationale:

Social media is a tried and tested, and inexpensive, way to raise awareness for an organization. Posting occasional advertisements can be a valuable tool to increase numbers of both tutors and tutees. This slide demonstrates how to create an ad on Facebook and Instagram for $20.


ANNOTATIONS

1 Facebook Ads Manager

This is the page to create a new ad on Facebook and/or Instagram. Upload your image and copy here. This is useful for promoting a single post on relevant audience's feeds on both Instagram and Facebook.

2 Call to Action

Select a call to action from this drop down. These will show up at the bottom of the ad and will direct users to a link of your choice (like a home page or sign up form). Try something like "Apply Now," "Learn more" or "Sign Up."

3 Target Audience

Select a target audience for the ad. Facebook allows you to target your ad to users within a wide array of demographics and interests. Try targeting an ad at high schoolers and/or parents.

4 Select a Budget

Select the dates you want to run your campaign for and the amount you want to spend each day. The total amount to be spent will appear on the right hand side. Facebook will not spend more than this amount, but may spend less. Try adjusting the budget and date range to see how it changes the amount of people reached.

5 Select Placements

Select where you want to place your ad. It can go on Facebook and/or Instagram.

12
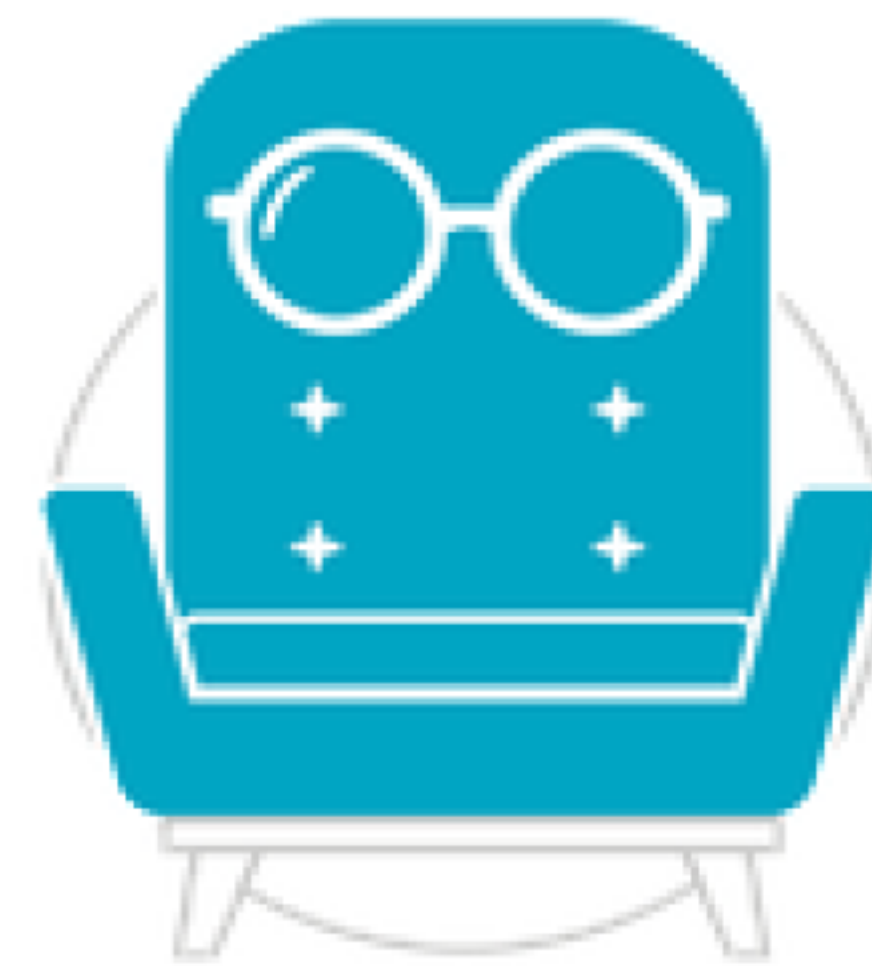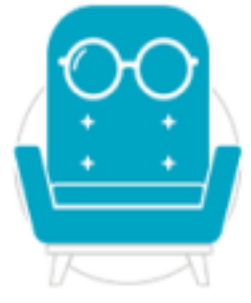
ONBOARDING

Create Profile

Touchpoint: Onboarding

Goal:

Measure tutor and tutee expectations before their first LRT session. Find out how tutor and tutee learned about Living Room Tutors.

Rationale:

Measuring expectations allows for a way to better prepare tutor and tutee for their time are LRT and increase their confidence in the process. Gathering information on how people hear about LRT allows the organization to understand which outreach methods are working best.

① Emailed Survey

Both tutor and tutee survey will be sent to their provided email accounts. Wix.com provides a free (limited) and low-cost (extended options) survey builder that can be branded to match LRT's new site.

Analytic data on surveys being kept in the same place as website makes survey and website engagement easy to track.

② Outreach Tracking

Finding out how tutor and tutee learned about LRT is essential for learning where to emphasize future outreach efforts.

③ Training

Collecting feedback on tutor training materials will help identify successes and pain points in current training materials and tutor resources.
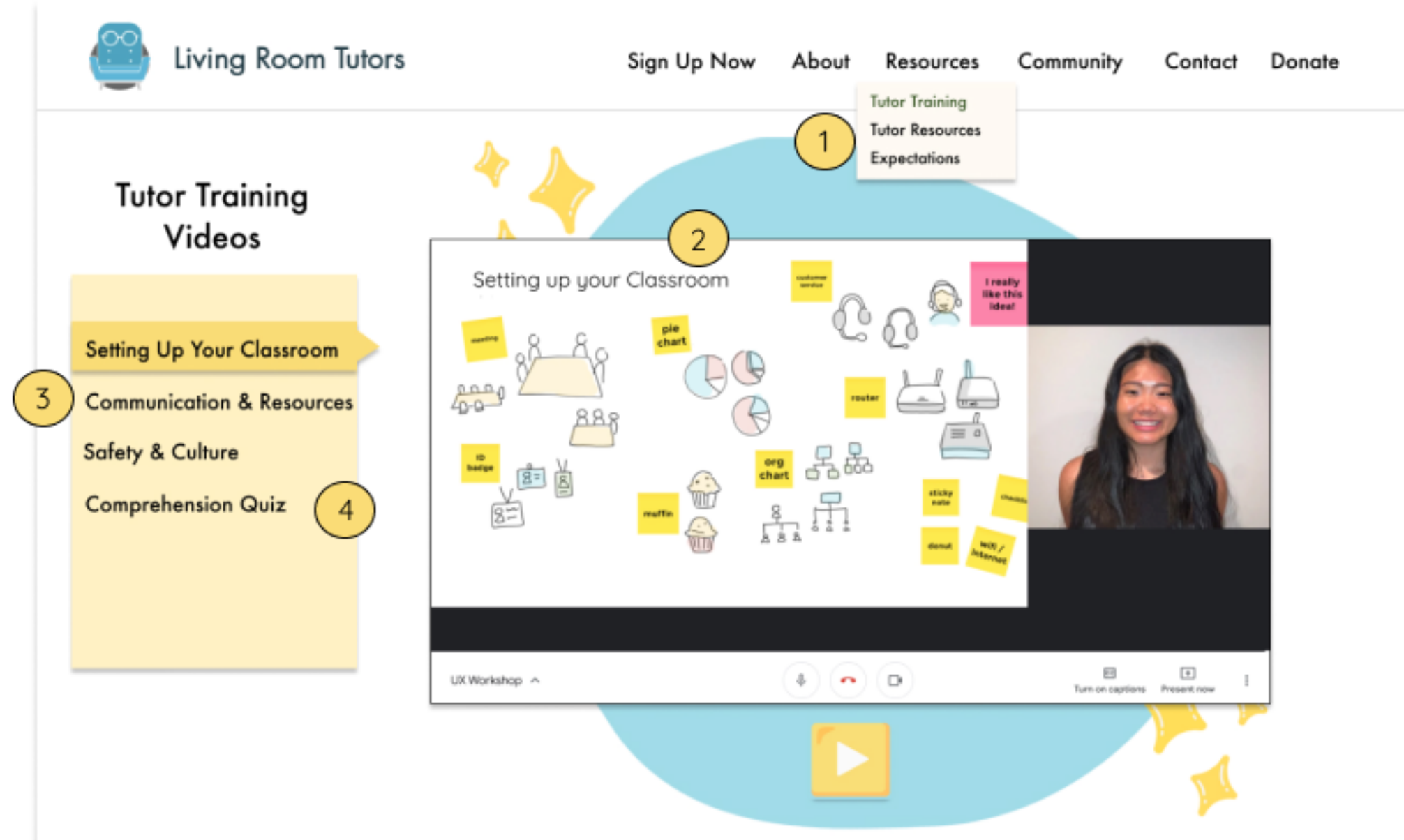
Training Videos

Touchpoint: Onboarding

Goal:

Provide welcoming & comprehensive videos created by experienced LRT volunteers. These videos serve as a succinct reference for incoming tutors to view with a brief quiz to ensure retainment of content

Rationale:

To instill **confidence** and **consistency** among tutoring sessions. These videos consolidate the previous training modules into an easy to digest onboarding series that will help incoming, new tutors feel confident in setting up their first virtual session.

1 Resources Navigation

Tutors going through the onboarding process can access the Resources Navigation to view various tools, including the onboarding videos.

2 Training Video Screen

Video segments that walk through the tutoring process recorded by Living Room Tutors volunteers who have experience. Here is where experienced tutors can provide tips for those that are starting off for their first time.

3 Training Video Side Navigation

Side navigation displays the four different video segments onboarding tutors view before setting up their first session. The video sessions include "Setting Up Your Classroom", "Communications & Resources", and "Safety & Culture"

4 Comprehension Quiz

A multiple choice quiz that encompasses core material from the training videos
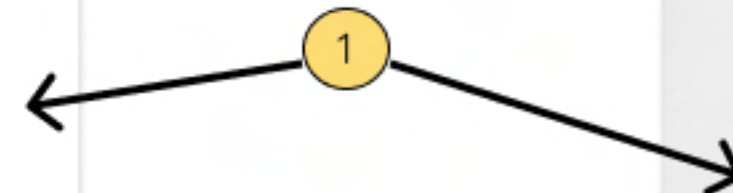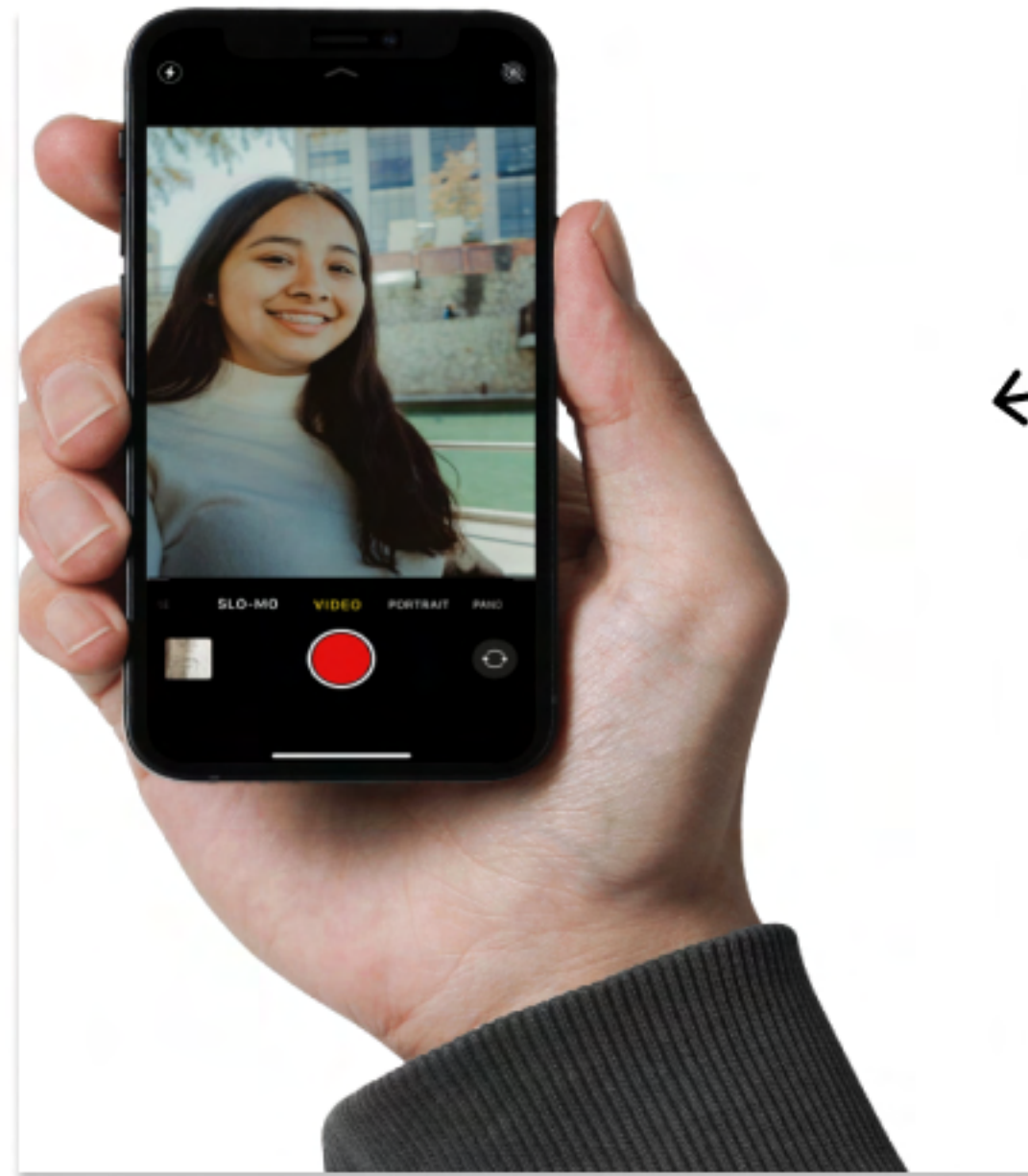
Introductory Video

Touchpoint: Onboarding

Goal:

Onboarding tutors submit a 1 minute video introducing themselves to their tutee before their initial session.

Rationale:

Introduction is key in buildng a new connection and welcoming the tutee. This video will also provide additional screen practice and comfort for the tutors.

1 Video Recording Device
Using whatever recording platform they prefer, onboarding tutors film a quick introductory video to break the ice before the first session.

Safety & Protocols

Touchpoint: Tutoring

Goal:

Accessible and concise terms, conditions, and policies that are publicly available to view.

Rationale:

Parents, tutors and tutees all need to be on the same page with expectations and procedures that are demonstrated through Living Room Tutors. These pages would highlight the key processes involved in participating.
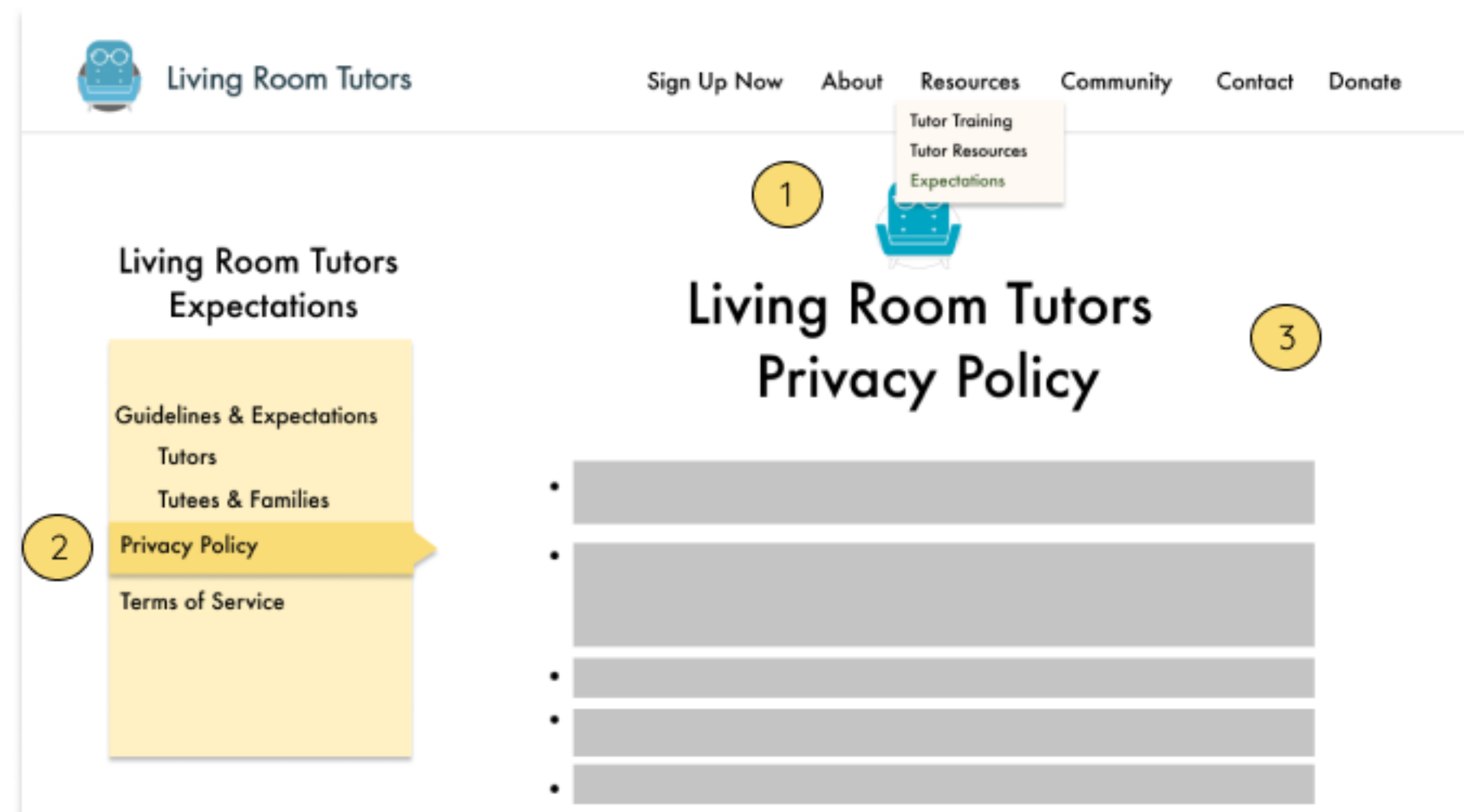
ANNOTATIONS

1 Resources Navigation

To navigate to the Expectations, privacy policy, and guidelines page, users access the Resources navigation dropdown and

2 Expectations Side Navigation

Side navigation that can be accessed through the recourses header navigation. Pages include LRT's expectations for tutors, parents and tutees, privacy policy, and terms of service when using LRT.

3 Content Page

Easily accessible content page that can be easily accessed through the website to clarify process and procedures.
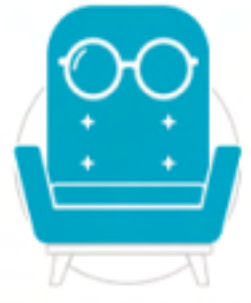
Expectation Feedback

Touchpoint: Onboarding

Goal:

Measure tutor and tutee expectations before their first LRT session. Find out how tutor and tutee learned about Living Room Tutors.

Rationale:

Measuring expectations allows for a way to better prepare tutor and tutee for their time are LRT and increase their confidence in the process. Gathering information on how people hear about LRT allows the organization to understand which outreach methods are working best.

1 Emailed Survey

Both tutor and tutee survey will be sent to their provided email accounts. Wix.com provides a free (limited) and low-cost (extended options) survey builder that can be branded to match LRT's new site.

Analytic data on surveys being kept in the same place as website makes survey and website engagement easy to track.
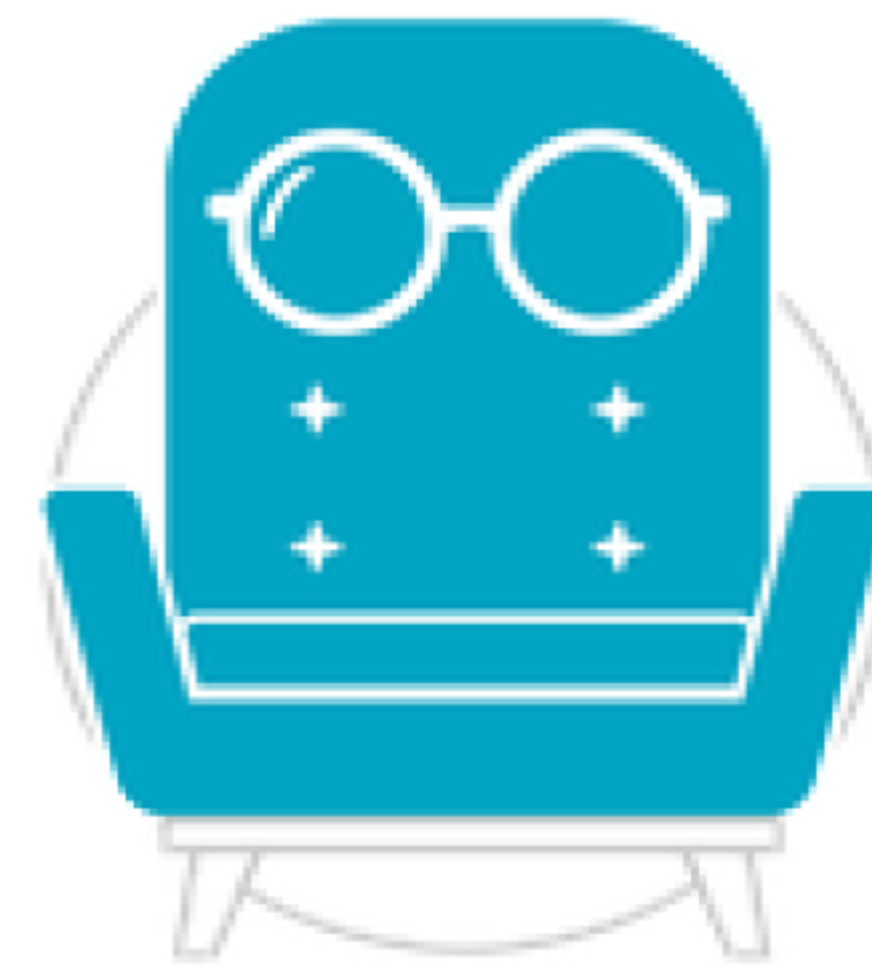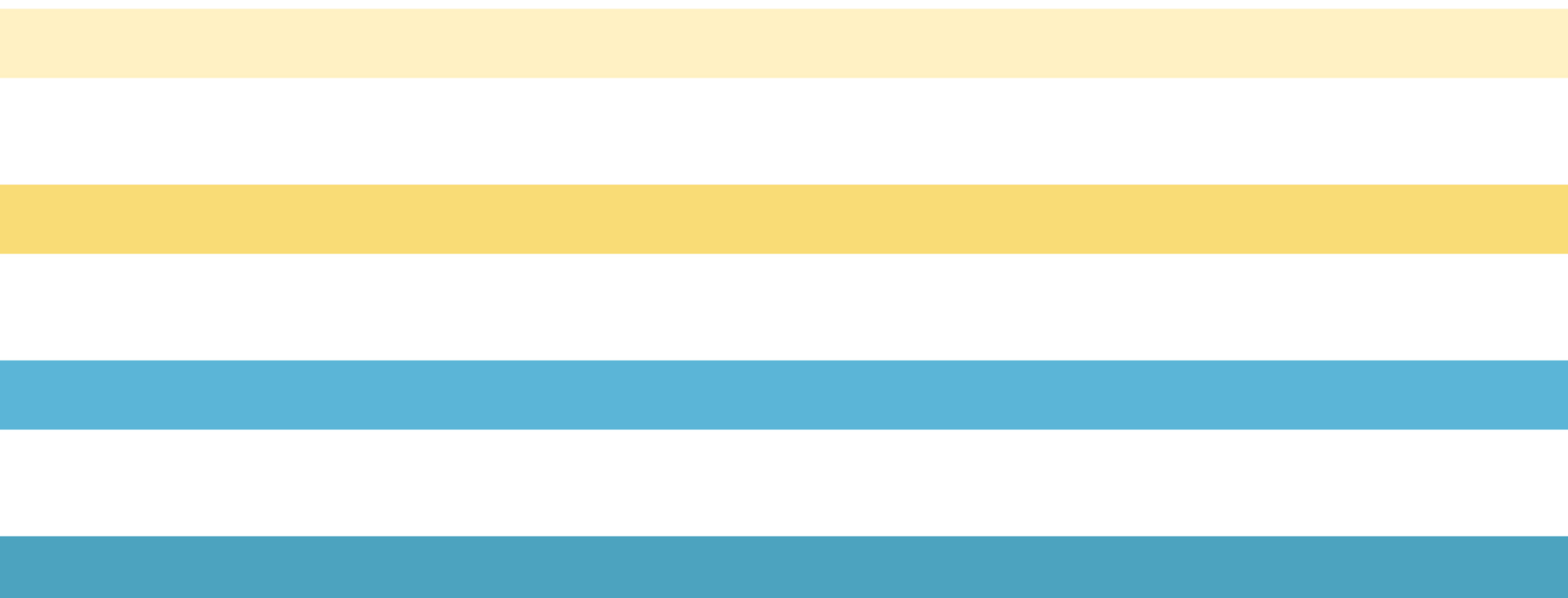
2 Outreach Tracking

Finding out how tutor and tutee learned about LRT is essential for learning where to emphasize future outreach efforts.
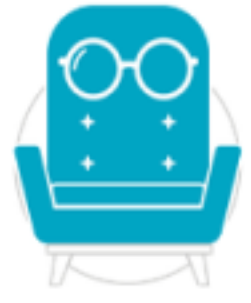
3 Training

Collecting feedback on tutor training materials will help identify successes and pain points in current training materials and tutor resources.

TUTORING

Tutor Session Survey

Touchpoint: Tutoring

Goal:

Gather Tutor and tutee feedback after every tutoring session.

Rationale:

This is a way to track progress and tutor/tutee experience throughout their time at LRT. Tracking progress this way allows for honest in-the-moment feedback, and can alert administrators to problem patterns to help address before they escalate.

1. How did today go?

Select a date

| Select a date 🗓 |

Tutor Name

| First Name |

Tutee Name

| Last Name |

Good

★ ★ ★ ☆ ☆ 2

Tell us more

| Tell us more |

Submit 3

Thank you! Your form has been submitted.

ANNOTATIONS

1 One Form
Both tutor and tuttee will receive the same, single question form following their tutoring session.
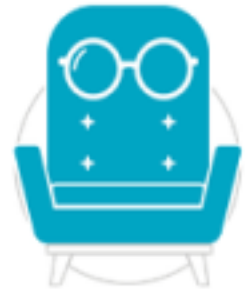
2 Simplicity is Key
It's kept simple to motivate them to fill out the form after each session.

3 Submit
Submission is saved to user's profile and can be accessed, but not changed form there. Administrators have access to these as well.

Tutor Support Channels

Touchpoint: Tutoring

Goal:

Provide ongoing support to tutors throughout their time with Living Room Tutors in a low-cost way.

Rationale:

Tutors have stated that they feel that they do not have enough resources provided to them by LRT. These groups provide an opportunity for tutors to crowd source support from fellow tutors, and this does not demand too much addition work from busy exec board members.
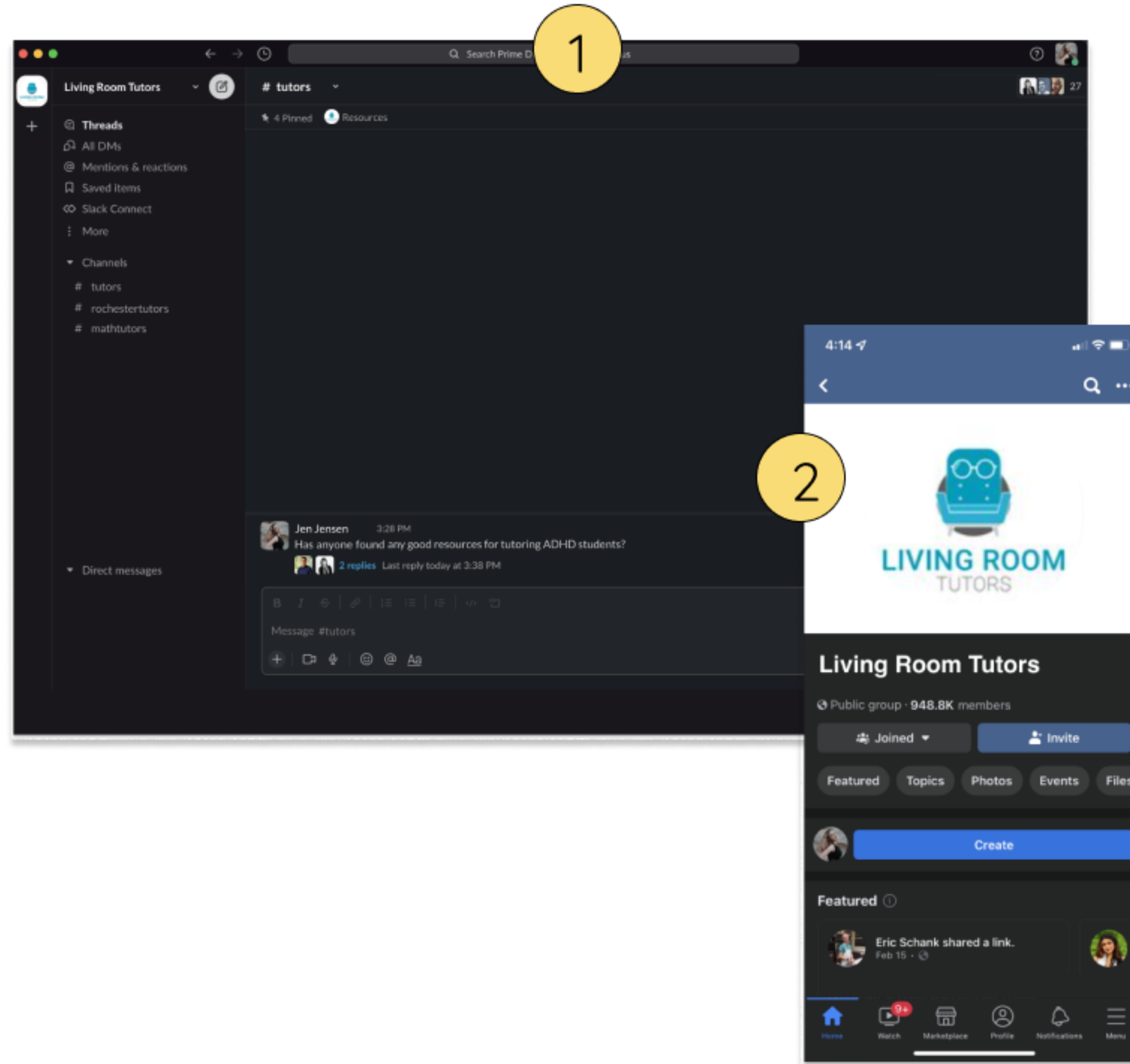
ANNOTATIONS

1 Slack Workspace

A slack channel where tutors can connect with one another on various topics. This can be to seek assistance dealing with certain issues with students, a place to network with fellow tutors, or a place for tutors to share pictures of their pets! Slack workspaces give an option to add multiple channels (for example, #tutors and #exec board). There is even a free version!

2 Facebook Group

Create a Facebook group to serve a similar purpose to the slack channel. It serves as another platform for people who may not wan to be getting messages all the time. It is also free to create a Facebook group and easy to set up events.
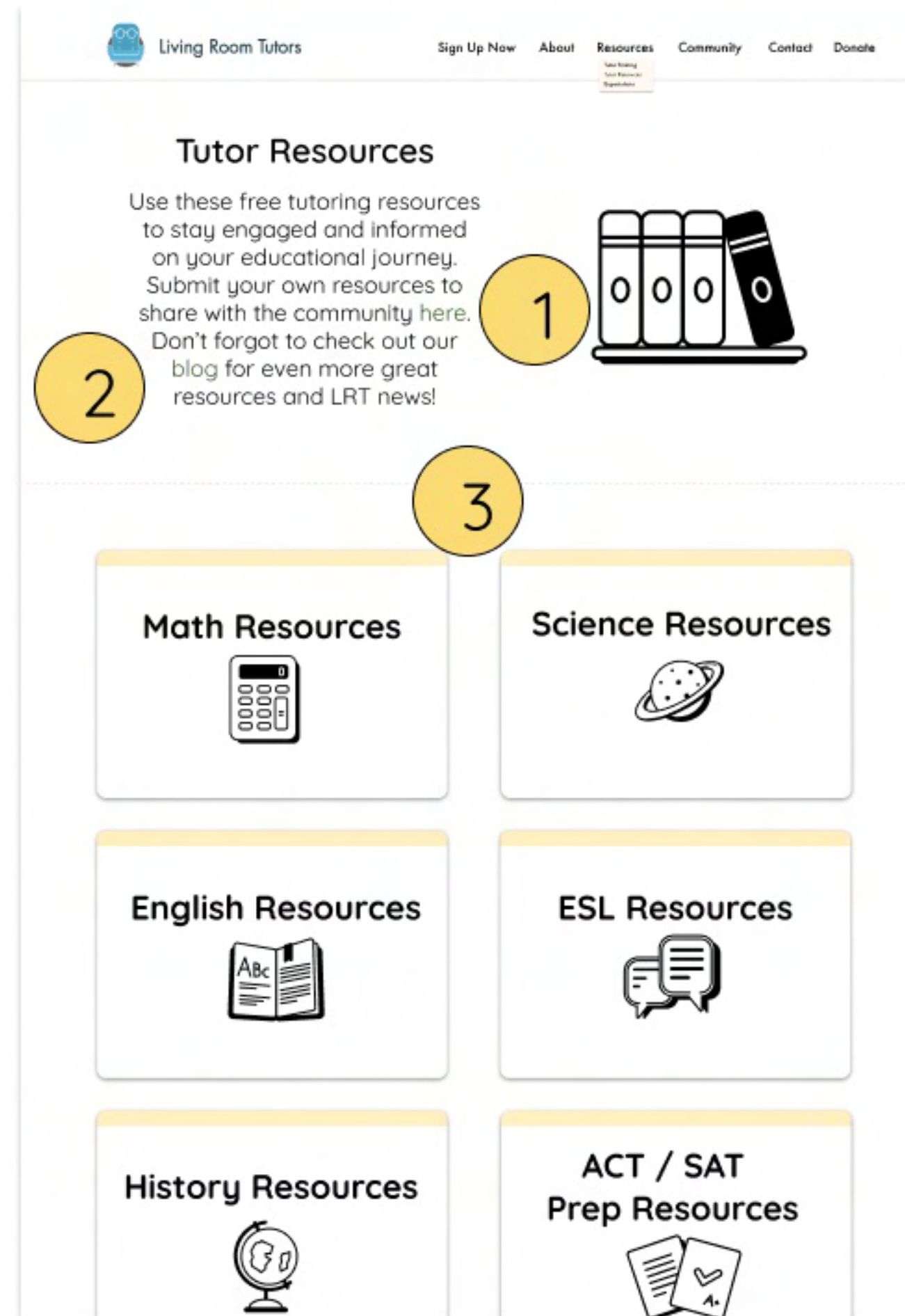
1. RESOURCES PAGE

ANNOTATIONS

Touchpoint: LRT Website

Goal:

A resources page on the LRT website to provide tutors with ongoing support, resources, and educational materials.

Rationale:

Research has shown that with ongoing support and clear expectations of responsibilities, tutoring is more effective. The addition of a resources page can serve as a one-stop shop for guidance and resources and a reminder for tutors to stay up-to-date on tips and trends

Tutor Resources

Use these free tutoring resources to stay engaged and informed on your educational journey. Submit your own resources to share with the community here. Don't forgot to check out our blog for even more great resources and LRT news!

Math Resources

Science Resources

English Resources

ESL Resources

History Resources

ACT / SAT Prep Resources

1 Tutors can submit their own resources

Tutors could share knowledge by submitting their own found resouces that could then be reviewed, approved, and posted by an LRT team member. This would ensure a diverse array of content and the opportunity for the LRT team member to gain new skills to add to their resume.

2 Link to LRT Blog

The Living Room Tutors blog would also has great resources and content for tutors, so the blog would be easily accessible from the resources page.

3 Resources organized by category

Resources would be categorized by subject, and there would also be other categories for topics such as working with children with learning disabiities, for example.

LRT Blog

Touchpoint: Tutoring

Goal:

A Living Room Tutors blog to provide additional resources to tutors, tutees, parents of tutees, and anyone else interested in or involved with the organization.

Rationale:

Tutors surveyed reported that they would like to receive additional support to help them improve their tutor skills, and research shows that tutors need ongoing support in order to be the most effective.
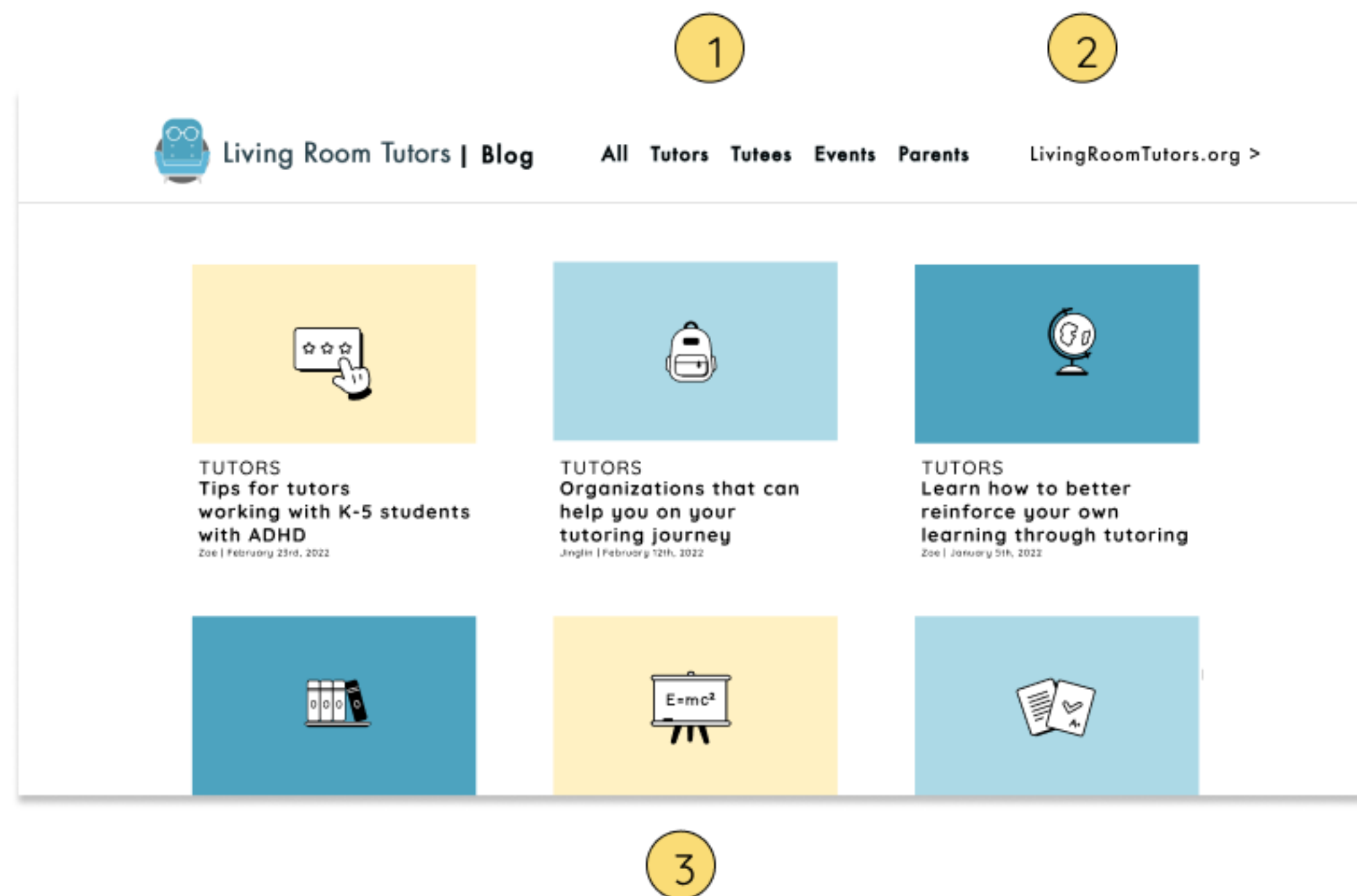
ANNOTATIONS

1 Categorized Posts

Blog posts could be tagged with different categories. This would allow the different user groups (mostly tutors, but also tutees, parents, and other interested parties) to quickly find the information relevant to them.

2 Simple Platform

The blog could be accessed directly from the main LRT website navigation and link the user easily back to the website. The blog could be created using the Wix platform for free, or for a very reasonable price, and it would be convenient for the new website since Wix is already being used.

3 Unique Content

Blog content provided could include videos, articles, free courses, book and podcast recommendations, event listings, information about similar organizations, and fun, off-topic content to further foster community among tutors and other users.
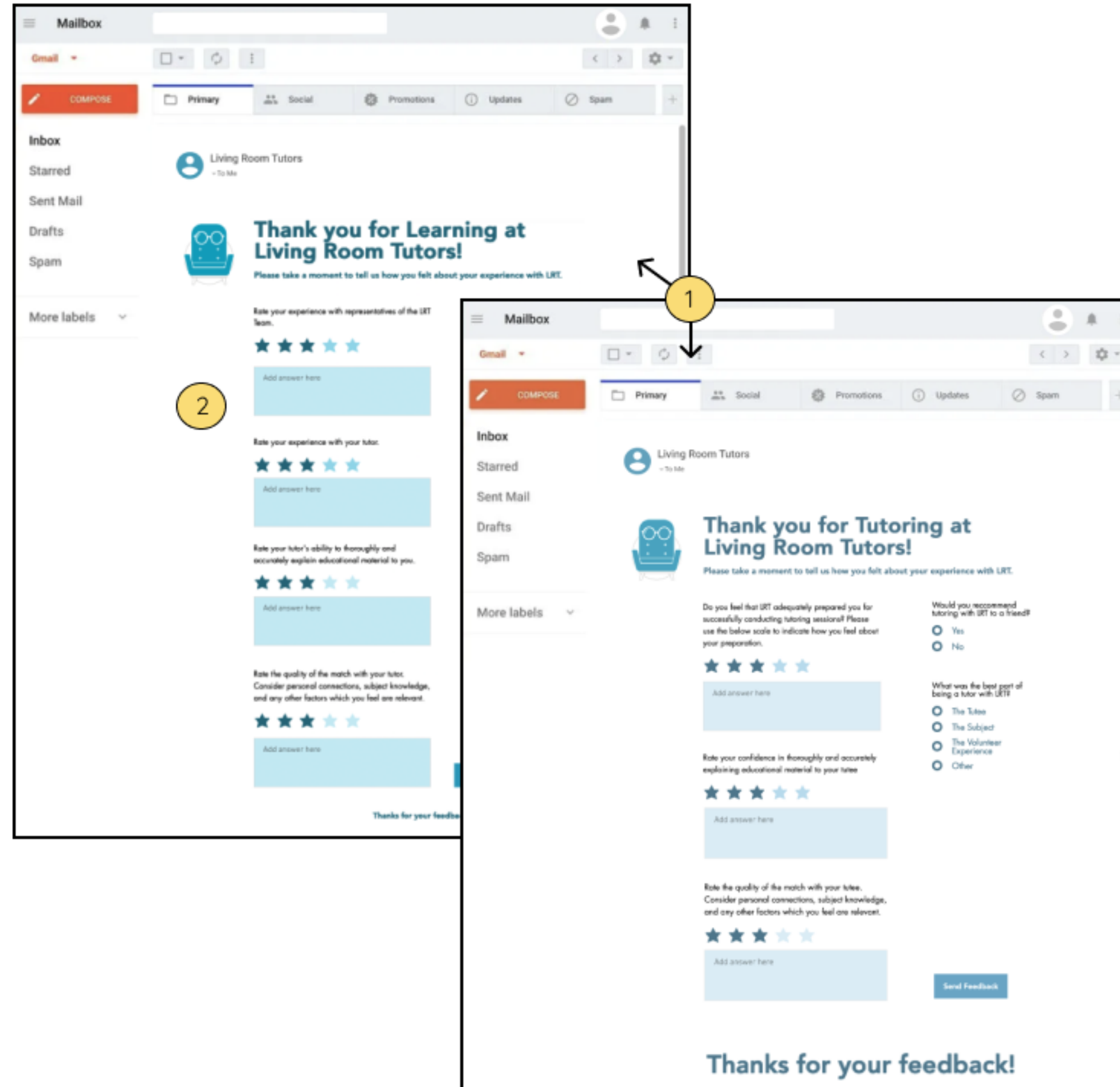
TURNOVER

Exit Feedback

Touchpoint: Turnover

Goal:

Gather tutor and tutee feedback after they've moved on from the program.

Rationale:

Survey feedback can help quantify successes and identify improvement areas with both tutor and tutee's overall experience with the program.
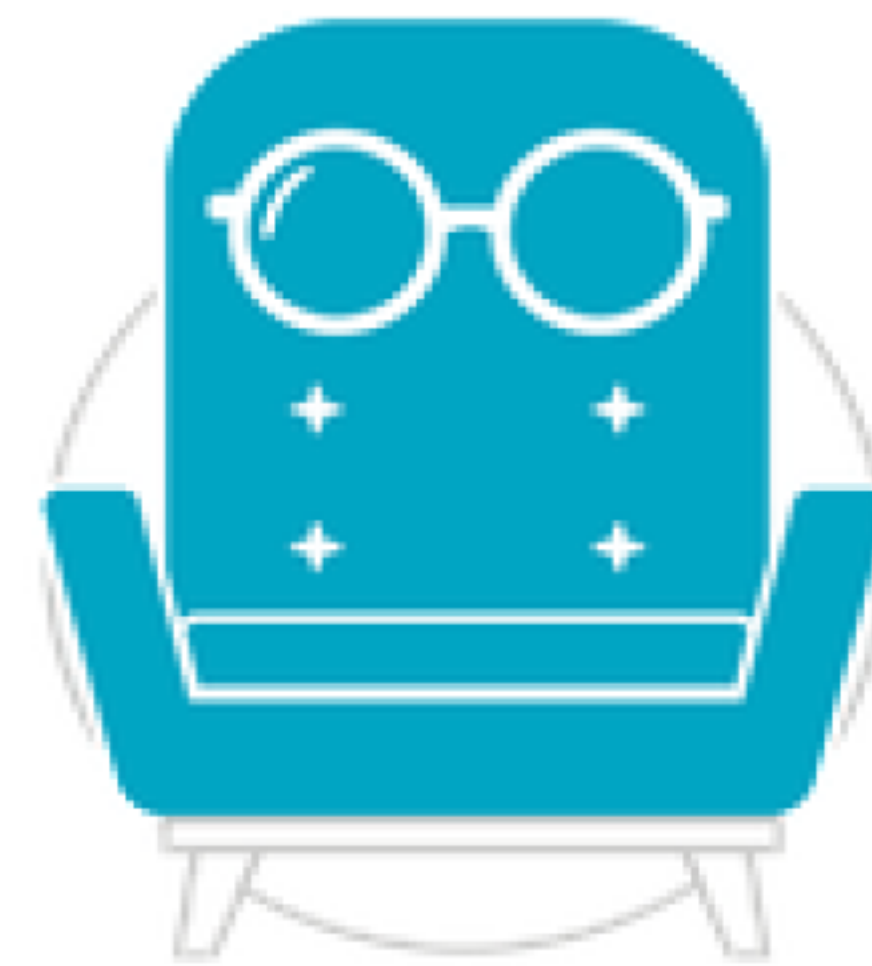
1 Emailed Survey

Both tutor and tutee survey will be sent to their provided email accounts. Wix.com provides a free (limited) and low-cost (extended options) survey builder that can be branded to match LRT's new site.

2 Modeled After Annual Review

Tutee questions will be filled out by guardian. Questions here are taken from existing annual review.

NEXT STEPS

FUTURE CONSIDERATIONS

- **Incentivize ongoing tutor education** by offering a $10 gift card up to once every six months for utilizing LRT-provided, ongoing tutor resources, such as articles and videos.

- **Further increase outreach efforts** by providing merchandise, such as t-shirts, for tutors that would spread the word about LRT and have the additional benefit of making tutors feel welcome and supported.

- **Provide LRT team members with** a social media tip sheet and training materials for brainstorm sessions that would optimize the social media outreach efforts.

- **Help with survey metrics** to better interpret the results and make outreach and organizational decisions based on them
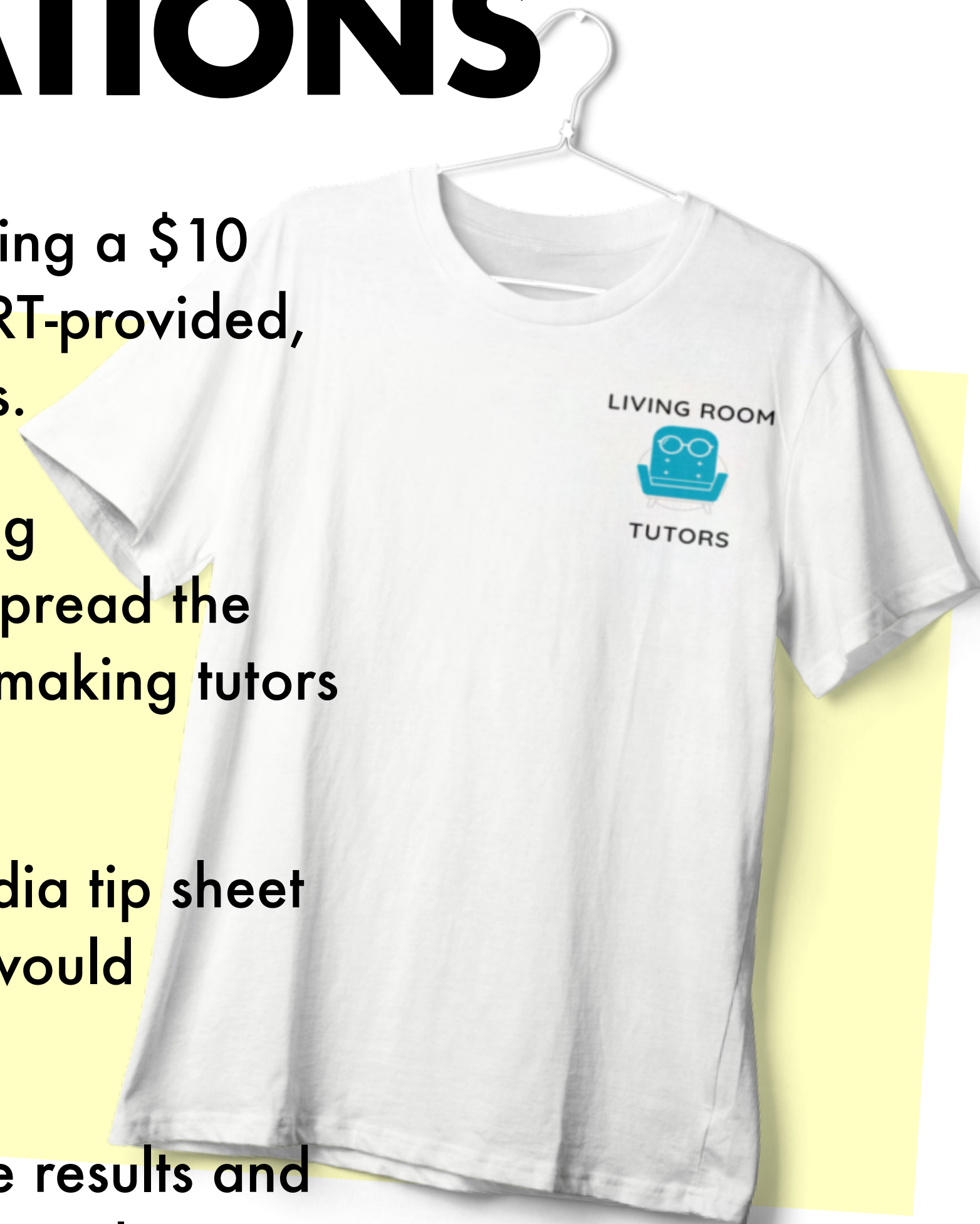
LIVING ROOM

TUTORS

CONCLUSION

Living Room Tutors is an amazing organization providing much-needed services for children and families across the country. Implementing a user-centered design strategy will increase their numbers of tutors and tutees and allow for the growth of the organization and an optimal experience for users. We are so grateful to have had the opportunity to work with such a great organization and group of people!

THANK YOU!

Please feel to reach out to us if you have any questions or want to connect with us:

Kendall Van Horne Kendall.vanhorne@gmail.com

Colleen Burke Colleen.Burke0@gmail.com

Rose Weselmann RoseWeselmann@gmail.com

Annie Kaune amkaune@gmail.com

APPENDIX

Social calendar and link: https://docs.google.com/spreadsheets/d/1nJcDLiUm1A_SJaN6XP0Dm_wDjLZvffZ6/edit?usp=sharing&ouid=11034729302132707491&rtpof=true&sd=true

LIVING ROOM TUTORS - SOCIAL CALENDAR

APPENDIX

Wix survey tool: https://www.wix.com/app-market/survey-poll?referral=search-result&appIndex=0&referralTag=survey&referralSectionName=search-result