

# LIVING ROOM TUTORS TOUCHPOINT STRATEGY MAP

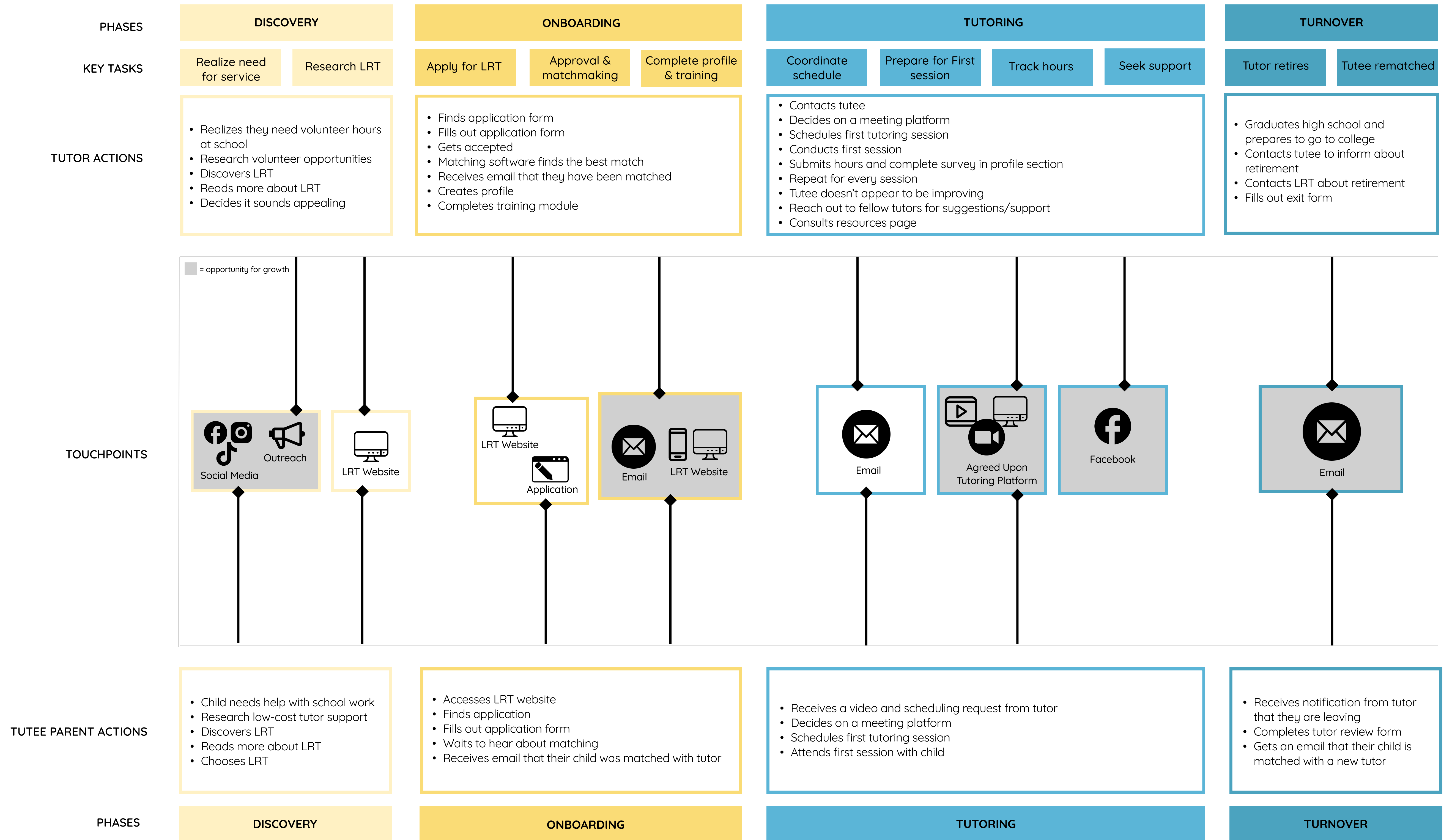


## Generous Jen (Tutor)

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



## 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