

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.

	DISCOVERY			ONBOARDING
PHASES	Realize need			Approval &
KEY TASKS	for service	Research LRT	Apply for LRT	matchmaking
TUTOR ACTIONS	 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 modeling Creates profile Completes training module 	
Incuration of the second	= opportunity for growth		LRT Web	
UTEE PARENT ACTIONS	 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 matching 	
PHASES	DISCOVERY			ONBOARDING

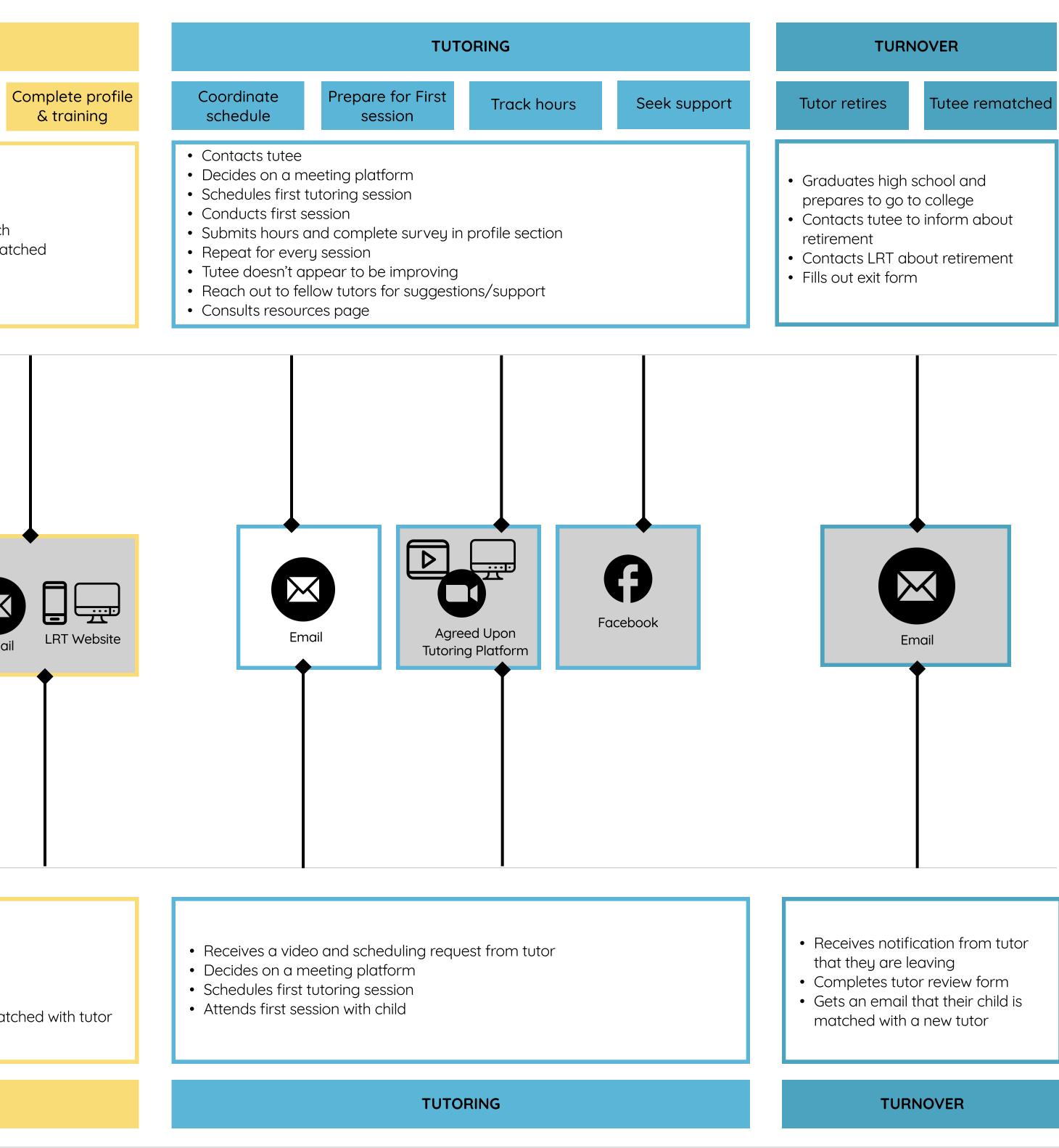


Concerned Katherine (Tutee Parent)

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 inperson tutoring services, and she does not have the money to pay for a traditional tutoring service.

Expectations

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



Expectations

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