Team EDU — Customer Journey

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Students

Entice

- Better grades
- Better hours
- Love of learning
- Need for skills not taught in class (e.g. Matlab)

Entry

- Academic community
- Word of mouth

Engagement

- Good astetics
- Ease of Use
- Human Connection
- Ability to find good tutors

Exit

- Academic Success
- Too costly

Exetension

- Passed class
- Might become a tutor if they were sucessful enough

Tutors

Entice

- Payment
- Love of teaching
- Experience

Entry

- Solicitation by professors who have seen students improve

Engagement

- Same as for the students, except:
- Ability to find a good client base
- A feeling of altrusim

Exit

- Not enough income to justify time
- Not enough students in their tutoring areas
- Being hired away into a research lab or TAship

Exetension

- Telling others of the income possibility