



SAT Digital Transformation

Gisselle Gomez, Ryan Stupart, Indi-Ara
Richard



Business Overview

Product: Offering Personalized SAT Tutoring at \$3500 for 8 one-on-one lessons.

Main Asset: Highly skilled tutors with expertise in SAT preparation.

Main Marketing Avenues: Utilizing Google Adwords, social media platforms, direct selling efforts, and leveraging word of mouth referrals.

Challenge: Past data indicates a plateau in company growth.

Action: Our leadership team has decided on a comprehensive business transformation.

Measurable Organizational Goal

To enhance parental satisfaction and trust, we will implement initiatives addressing evolving student and college needs, aiming for a 15% increase in positive parental feedback in annual surveys.



Our Biggest Question?

- Who are our customers and what problem are we solving for them?
- We have initiated the development of 5 distinct personas to gain deeper insights and better address the needs of our target audience.





Mrs. Winslow

SHORT NAME
CAM

IMAGE



COMPANY NAME

Peachtree Ridge High School

OCCUPATION

11th Grade Pre-Cal Teacher

PERSONA DESCRIPTION

Demographics

- ▶ Married Caucasian Female, 55 years old
- ▶ KSU College Grad: Bachelors of Education
- ▶ 20 years of Teaching Experience

Personal

- ▶ Bakes for grandkids
- ▶ Gardens on the weekend
- ▶ Disney Adult

JOBS-TO-BE-DONE

Goals: Support student success; academically and personally

Why?: Make a positive impact on student's lives, guide them to become happy young adults

Tasks:

- ▶ Identify students who would benefit from additional SAT preparations (Academic Struggle vs. Aspirations)
- ▶ Cover key concepts in math

USE CASES

How Product is used?

- ▶ Integrate SAT Prep service into lecture (curriculum)
- ▶ Familiarize students with SAT format and question style

Where?

- ▶ Designated classroom time

Information Obtained?

- ▶ Administer practice tests
- ▶ Analyze results

PAINS

- ▶ Result Analysis standardized
- ▶ Challenging to offer tailored guidance to students facing specific difficulties

GAINS

- ▶ SAT service administered by the creators of the exam
- ▶ Cheaper

Pre-Exam

Exam Day

Post-Exam



Prepare Teaching Material

Cover Key Concepts in Math

Integrate SAT prep into Lecture

Proctor Exam: Provide Emotion...

Analyze Test results

Identify students in need of or ...



Mrs. Winslow

CAMERON'S ACADEMIC TEACHING YEAR

Prepare Teaching Material

Cover Key Concepts in Math

Integrate SAT prep into Lecture

Proctor Exam: Provide Emotional Support and Encouragement

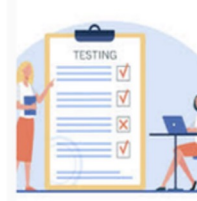
Analyze Test results

Identify students in need of or seeking external/extra assistance.



Mrs. Winslow

CAMERON'S STORYBOARD



Mrs. Winslow

EMOTIONAL JOURNEY



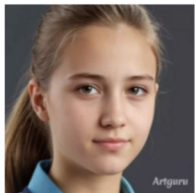
Cameron: High School Pre-Cal Teacher



Gisselle Gomez

SHORT NAME
GIS

IMAGE



SCHOOL NAME

Peachtree Ridge High School

OCCUPATION

Student

PERSONA DESCRIPTION

- ▶ 16 years old
- ▶ 11th grade
- ▶ Female
- ▶ She's into volleyball, dancing, and hiking with her parents.
- ▶ When she is at home, she finds joy in taking care of her younger brothers.

JOB TO BE DONE

- ▶ Prepare for the SAT
- ▶ Achieve an excellent score
- ▶ Get into a top-ranked college

USE CASES

- ▶ To prepare for the exam
- ▶ Students can use this system at home or school.
- ▶ The system also allows for online payment.

GAINS

- ▶ This resource is available all the time.
- ▶ Does not require an internet connection.
- ▶ Familiarity with related questions.

PAINS

- ▶ The book is quite thick and heavy.
- ▶ The story is not engaging or interesting.
- ▶ The book does not hold the reader's attention.

Pre-Exam

Exam Day

Post Exam



Self Study



Meet Tutor

Take Exam

Finish Exam



No persona

CUSTOMER JOURNEY

Self Study

Meet Tutor

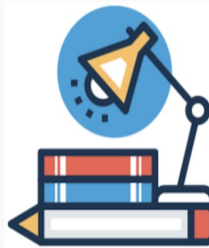
Take Exam

Finish Exam



No persona

STORYBOARD



No persona

EMOTIONAL JOURNEY



Gisselle: High Achieving High School Student



Joseph Smith

SHORT NAME
JOS

IMAGE



COMPANY NAME

Peachtree Ridge High School

OCCUPATION

Student

PERSONA DESCRIPTION

Demographics

- ▶ Single Indian Male, 16 years old, 11th grade
- ▶ Has a single mom
- ▶ International student

Personal

- ▶ Part-time job: Chick-fil-A
- ▶ Multi-lingual
- ▶ Plays guitar

JOBS-TO-BE-DONE

Goals: Graduate high school, pay bills

Tasks:

- ▶ SAT prep
- ▶ Support household financially
- ▶ Get into any college

USE CASES

- ▶ Study for Exam
- ▶ Practice Tests and Simulations
- ▶ Real-time progress tracking

GAINS

- ▶ Accessibility: Various websites and physical study materials
- ▶ Affordability: Low-cost
- ▶ Flexibility: Access prep materials anytime, anywhere
- ▶ Busy lifestyles

PAINS

- ▶ Outdated Test Questions
- ▶ Fewer opportunities for practice
- ▶ Result-driven learning is difficult

Pre-Exam

Exam Day

Post-Exam



Chick-Fil-A Shift

Attend School Lecture

Self Study

Meet Tutor

Take Exam

Meet with Tutor to discuss resu...



Joseph Smith

JOSEPHS ACADEMIC JOURNEY



Chick-Fil-A Shift

Attend School Lecture

Self Study

Meet Tutor

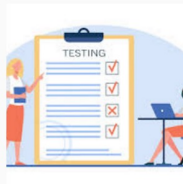
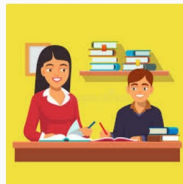
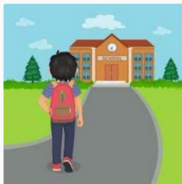
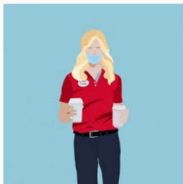
Take Exam

Meet with Tutor to discuss results



Joseph Smith

JOSEPH'S STORYBOARD



Joseph Smith

EMOTIONAL JOURNEY



Joseph Smith: Struggling High School Student



Ryan Stupart

SHORT NAME
RYA

IMAGE



SCHOOL NAME

Besttutors LLC.

OCCUPATION

Tutor

PERSONA DESCRIPTION

- ▶ 26 years old
- ▶ 5 years of tutoring experience
- ▶ Certified SAT Tutor
- ▶ Bachelor's degree in Business Administration
- ▶ Passionate about playing video games
- ▶ Skilled in website development
- ▶ Enjoys taking his dog, Matti, to nearby parks

LONG TEXT

- ▶ Provide personalized tutoring sessions
- ▶ Develop customized study plans
- ▶ Offer ongoing feedback and encouragement
- ▶ Foster a supportive and engaging learning environment

USE CASES

- ▶ Evaluate student understanding and retention through quizzes
- ▶ Track student progress over time
- ▶ Identify strengths and areas needing improvement

GAINS

- ▶ Offers a diverse range of testing materials
- ▶ Familiarity with the structure and layout of the actual exam

PAINS

- ▶ Purchasing the SAT paper book can be expensive.
- ▶ The paper book may be subject to availability constraints or delays.
- ▶ The paper format lacks interactive features.

Tutor Journey Map

Pre-Tutor

Tutoring Session

Post-Tutor



Prepare a lesson plan

Tutor Student

Evaluate Student

Check-in with Student



No persona

CUSTOMER JOURNEY

Prepare a lesson plan

Tutor Student

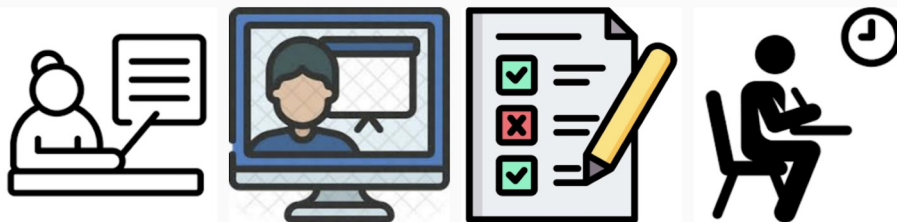
Evaluate Student

Check-in with Student



No persona

STORYBOARD



No persona

EMOTIONAL JOURNEY



Ryan: Certified Tutor



Indi-Ara Richard

SHORT NAME
INDI

IMAGE



COMANY NAME

Microsoft

OCCUPATION

Software Engineer

PERSONA DESCRIPTION

- ▶ 45-year-old
- ▶ Married
- ▶ Haitian Male
- ▶ Georgia Tech Graduate (B.S Computer Science)
- ▶ 16 Year Old Daughter (Gisselle)
- ▶ Amateur Golfer
- ▶ Investor
- ▶ Small Business Owner

JOBS-TO-BE-DONE

- ▶ Help Daughter Achieve High SAT/GRE Score
- ▶ Help Daughter Get Admitted Into School Of Her Choice

GAINS

- ▶ High Quality Tutors
- ▶ Individualized Support for Their Daughter

PAINS

- ▶ Premium Price Point
- ▶ Tutor Availability

USE CASES

- ▶ Sign Student/Child Up For Tutoring
- ▶ Track Students Learning Progress On Test Concepts

Pre-Exam



Research Tutors



Indi-Ara Richard

CUSTOMER JOURNEY

Research Tutors

Register Gisselle For Tutoring

Drop Gisselle Off At Tutoring

Drop Gisselle Off At Test Location

Pick Gisselle Up

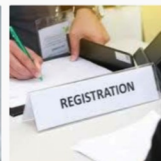
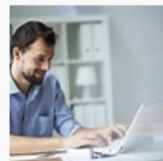
Evaluate Results

Check With Tutor



Indi-Ara Richard

STORYBOARD



Indi-Ara Richard

EMOTIONAL JOURNEY



Indi: Parent

Problem To-Be Solved

Student: Limited Post College Prospects hinder personal growth opportunities

Parent: Worrying about their child's future, concerned with finding a quality tutor for the right price to ensure their child's test success.

Tutor: Hindered by limited resources and tutoring time to help students achieve optimal test scores with

Teacher: Unable to find a way to better prepare their students for the nature of the SAT questions.

Digital Transformation: Operations

Sales & Marketing:

Before: Google Adwords, Social Media, College Nights, Word-of-Mouth

After:

- College Nights
- Referral Program: Parents receive discounts/rewards → Extended services
- Workshops: Address Concerns [Claim: Universities aren't requiring SAT scores]
 - Quality Universities require SAT scores
 - Scholarship Opportunities

Digital Transformation: Operations (Cont..)

Tutor Recruitment & Management:

Before: Independent Contractors with unenforceable non-compete contract clause

After: Strategic Asset (valuable: not easy to find, replace, imitate)
Eliminate non-compete contract

- We want our tutors to want to stay
- Referral Program: Eligible for monetary bonus for tutor referral
- Top-performing students upon program completion offered TA positions

Service Transformation:

Before: Only SAT/GRE Tutoring

After: Personalized College Prep

- College Admissions Counseling
 - Interview Prep
- College Application Assistance
 - Essays

Customer Engagement

| | |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Implement | Implement a system to provide regular progress updates to parents and students. |
| Create | Create an online community forum where students and parents can connect with each other, share study tips, and offer support throughout the SAT preparation process. |
| Launch | Launch a referral program where existing customers can earn rewards or discounts for referring new customers to your tutoring services. |
| Solicit | Feedback Surveys: Regularly solicit feedback from customers through surveys or feedback forms |

Digital Transformation Vision

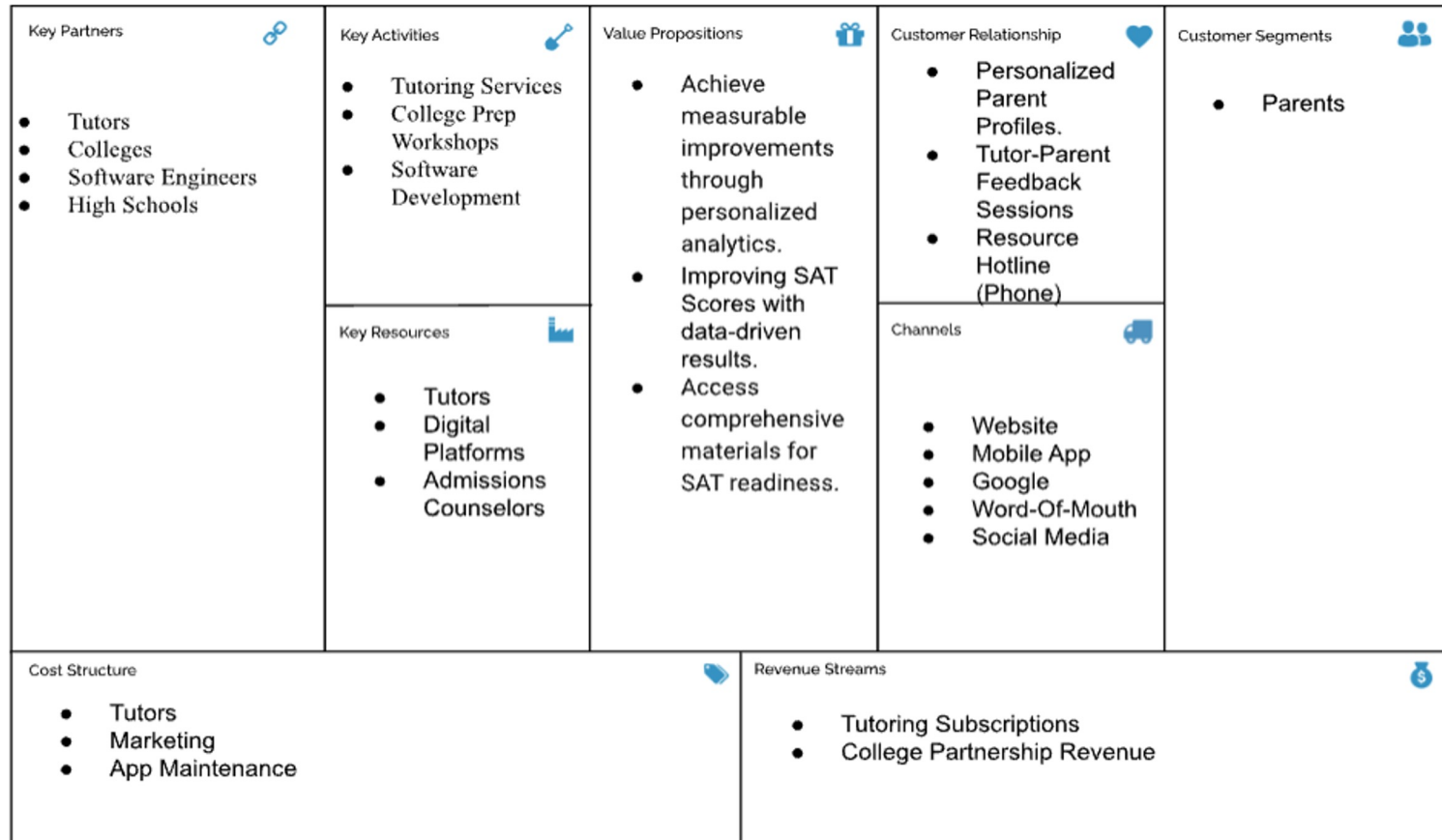
- Shape the company's future:
 - Prioritize Investments: Top-tier tutors
 - Innovate the current platform: Place tutors at the forefront
 - Effectively address a wider array of...
 - Student requirements
 - Offering personalized and specialized assistance
- This tailored approach not only enhances SAT performance but also facilitates successful college admissions

Prototype



1. Student Login Screen
2. Central Dashboard
3. Tutor Assigning Questions
4. Student Taking Practice Assessments
5. Tutor Evaluating results and collecting data
6. Tutor conference with parents and student
7. Tutor adjusting questions based on new data
8. Student taking new test
9. Repeat

Business Model Canvas For Transformed Business



Keys Takeaways

Benchmark:

- **Customer Focus**: Prioritize understanding the needs of parents, our primary customers, to drive business transformation
- **Continuous Improvement**: Embrace feedback loops and progress tracking to ensure ongoing refinement of our tutoring services and customer experience
- **Business Transformation**: By aligning operations with customer needs and employing robust engagement tactics, we position ourselves for sustainable growth and success in the SAT tutoring market