

Branding Goals

Brainstorm

- **What is schoolhouse.world? (one sentence)**
 - A free peer tutoring platform
 - Peer-to-peer platform
 - Free, live tutoring
- **If you could describe schoolhouse.world in one sentence, what would you say?**
 - A free, peer-to-peer tutoring platform
- **What is the biggest idea of our platform that is not currently captured?**
 - It's a *peer* tutoring platform
 - Two-way street: everyone can learn and teach
- **What do you want students to feel when they think about schoolhouse.world?**
 - Grassroots
 - Global community; making the world a smaller place
 - Mission oriented; doing good in the world
 - Equality: teachers and students operate on the same plane as one another
- **What do students say about schoolhouse.world when we're not in the room?**
 - TBD
- **What is our reputation?**
 - Khan Academy meet Wikipedia / Wikimedia (or Reddit subreddits / mods?)
 - Owned, moderated and built by the people
 - A volunteer's and Sal Khan's opinions are equally valid / valuable
 - Learning for the world, by the world
 - Crowdsourcing the world's learning in a global learning community
 - Both crowdsourcing and governance
 - Schoolhouse → one family, one community
 - Empowerment → turning every learner into a tutor
 - Believing that anyone can learn and anyone can become a tutor
 - Believing that anyone can learn and anyone can teach, no matter your background
- **Why would students care about governance?**
 - Because they can also govern; can become tutors and take ownership in the platform
- **What are analogies?**
 - On Wikipedia, anyone can anonymously edit a doc without creating an account!
 - On SHW, anyone can tutor once they are certified; no matter your age or background
 - On SHW, anyone(?) can vote on the direction of the community
- **What are anecdotes?**

- Sachin, a 13-year-old, is tutoring a 40+ something year old who is trying to go back and get his high school equivalency
 - Sachin is learning himself at the same time
- Arnav, a high schooler from India, tutored another student in a rural village in his native language of Marathi
- A volunteer from Pakistan and Sal Khan debate the future direction of the platform
- **What are our controversial beliefs?**
 - Anyone can tutor, without professional training
- **What motivates people?**
 - **Purpose** and **ownership** and **autonomy** → SHW gives people that
 - What do users have ownership over?
 - Helping drive some SHW decisions; helping run parts of the org
 - Stakeholders in SHW
 - What do users have autonomy over?
 - Running their own classes using their own methods
- **What resonates well with people?**
 - We are a **community** that is engaging **many stakeholders** (students, teachers, principals, gov)
- **What are equivalents?**
 - 9gag, anyone can share content
 - Crowdsourcing
- **What is NOT our reputation? What do people mistakenly think of schoolhouse.world as?**
 - Free tutoring as a service
 - Yet another tutoring service
 - Like a matching service; matching mentors and students
 - Only a COVID-19 related project that will eventually go away
 - Students and tutors are different people!
- **How is schoolhouse.world different?**
 - It's free!
 - Run by volunteers; grassroots
 - Community based
 - Tied to Khan Academy
 - Grassroots platform coming out of COVID
- **Who is our initial target audience?**
 - High school students globally interested in US colleges
- **What is our primary value proposition?**
 - The ability to tutor really is the best certification and the best way to learn
 - Self-perpetuating flywheel
 - Emphasize peer-to-peer aspect
 - Certification is a key differentiation
- **What are the key messages we want to send through our branding?**

- Khan Academy: credibility and approachability
- I am part of a movement
- Schoolhouse.world is a grassroots, student-driven effort
- Everyone wants to be recognized for their achievement: let's help each-other while doing that
 - You get credit but that energy spent is helping other people
- KA and schoolhouse should feel symbiotic
 - Steal their design aesthetic
 - Variation of KA icon
 - Same color scheme
- Frame it as a supplement

Condensed

1. What is our story?

We are a platform that allows people from around the world to connect for free, small-group tutoring sessions.

2. Who is our ideal customer and how do we speak to them?

Our ideal customers are high school students who are frustrated with math and want to catch up. They hear about it through friends or teachers.

3. What brands do we take inspiration from?

Khan Academy, reddit, [9gag](#)

4. What are our competitors doing?

Biggest competitors:

- [Outschool](#) - geared towards children and parents, childlike design
- [Wave learning festival](#) - informal; very transparent about new initiatives and when things are in testing mode, style looks like most modern ed-tech sites

5. How do we want to make users feel?

We want them to feel like they are part of a movement to help people from around the world have an equal opportunity to succeed. Key words: **welcoming, modern, surprising, collaborative**

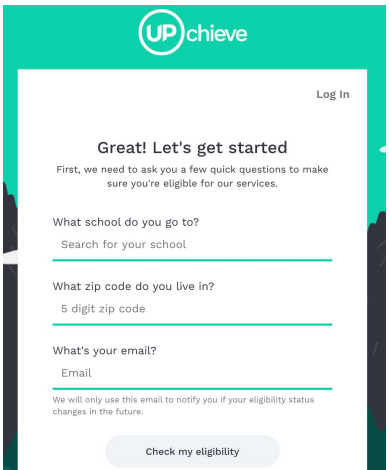
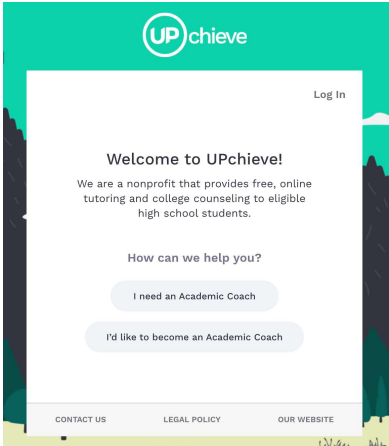
User Research Key Themes

9 users, in-person interviews. 6 active users, 3 inactive users.

- **Tutor-Student relationship**
 - Lack of opportunity/methods for communication with tutors
 - Students follow tutors, want to go to their sessions as opposed to just going for the material
- **Disconnect in Curriculum**
 - Idea: would be good to have communication beforehand so students could submit questions and let tutors
 - want it tailored to their exams/classes
 - desire for broader range of topics + sub-topics
- **Groups of students are better than individual sessions**
- **Global Tutoring: Language barriers**
 - hard to connect to the other students b/c of language
 - norms: mention it's a global platform, want students to feel able to speak, students should have patience
- **KA is the textbook, SHW is the class**
 - like being able to ask follow-up questions and get further explanation
 - would be great if KA was integrated with SHW (tutors could see your KA progress)
- **Requesting and signing up for sessions is challenging**
 - issues with scheduling sessions (UI is not easy to use)
 - timezone problems
 - slow loading of Coda
 - delay in requests, no follow up to schedule with the person who requested
- **Preferred Tutoring session structure differs by person**
 - Liked working on exercises individually first and then tutor going over it
 - Liked 1:1 on session because could get all questions answered
 - appreciated slides from tutors
- **Positive Tutoring Experiences:**
 - personable tutors make a difference
 - great when tutors introduce themselves, facilitate conversation
 - some students first priority is to find favorite tutors
 - the live aspect is encouraging and "gives [him] energy"
- **Not a lot of community for students**
 - no way to contact each other
 - one person made their study group outside of SHW
 - Seeing repeated people in sessions helped to create "friendships"
 - feature of "study groups" → being able to "friend" other students and get alerts when they sign up for classes
- **International students found it difficult to find sessions**

Similar Products

Upchieve



Detail on "what school do you go to"

What school do you go to?

Mallard

West Bend-Mallard High School (West Bend, IA)

Mallard Creek High (Charlotte, NC)

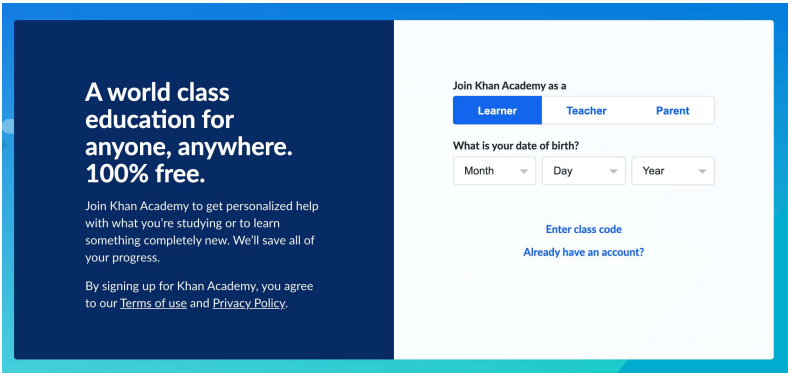
What school do you go to?

Ranson Midd

[Can't find your high school?](#)

I was not eligible to sign up. It led me to an extensive form I could have my parent fill out.

Khan Academy



What you see when you click the link in the email:

