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10-7-15

Period 5

Information Design

Teen Tutors co. (company questions)

Questions

What is your organization or company? Give background history including by whom, when, and why it was founded.

2. What do they do or make - describe the products and services and what makes them unique.

3. Describe the culture of the organization or company. What is the work environment like - the atmosphere? What is the building like - exterior/interior, architecture, fittings and furniture? How do the employees work together? What are the jobs and roles of individuals? How does management treat them?

4. Who is the targeted audience? What are their demographics? (Age, gender, income level, where they live, own or rent, etc.)

5. What is the organization or company mission statement? Tagline? (Can be the same – Nike’s is, “Just Do it!”)

1. Teen Tutors is a company where we help young teenagers from ages 12 – 18 by tutoring them with people their own age. This program is to be more effective than adult tutors because people your age know how to explain things that only teenagers would understand. You get to choose your tutors based off a description of their personality and their interests. This company was founded by Allison McAllister in 2015. This company was founded because while she was in school she always ended up helping everybody in her grade because they didn’t understand what the adults were saying. So she decided to make it official. That’s when Teen Tutors came into place.

2. We try our best to make students feel that they are understood by their problems. Our company is unique because no other tutor agency has young people teach people their age. We only have advanced students teach our students for maximum education. Our program is 200\$ a month. You can decide what days are best. You can have up to 3 days a week with our tutors.

3. Our work environment is very accepting. We don’t discriminate from people who are different. We don’t have any specific place that we tutor people. Our students get to request where they would like it from their own house to public parks. All of our tutors know each other and we having bonding experiences. We also have bonding

experiences between our students and tutors. We have a range of tutors that teach math, language arts, social studies, science etc.

4. Our targeted audience is mostly teenagers and adults who have kids. We don't care what gender, age or where they live. We are open to anyone who needs educational help.

5. Teen Tutors Company's saying is "We are your tutor companions". Our company mission statement is "To bring inspiration and education to every student".