

# A study in relevance

Jesse Woghin

January 19, 2023

# A little bit about me

Pocket (Mozilla)

Wyzant Tutoring

The Onion/A.V. Club

Flameshovel Records

Entrepreneurship and access

Customer-centered solutions

Collaboration

Getting my hands dirty

Hard problems



2014

A two-sided marketplace for parents to find tutors for K-12 help in their local market

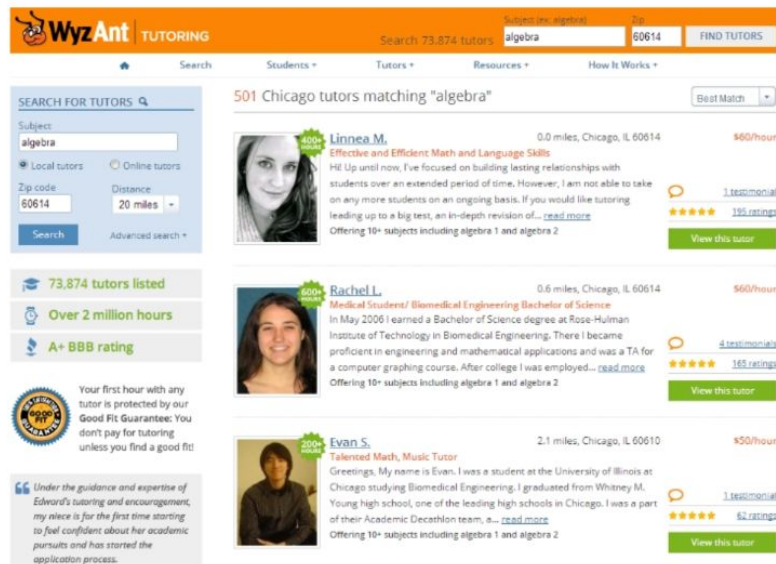
2020

Find an expert tutor to provide personalized learning for any need, anywhere

# After Bootstrapping To \$100M+ In Sales, Tutoring Marketplace WyzAnt Lands \$21M From Accel To Go Global And Mobile

Rip Empson @ripemp / 11:30 PM CST • December 16, 2013

Comment



TechCrunch

# Times were changing for Wyzant in 2017

“This aligned well with market trends like the growth of the ‘post-traditional’ college student, reskilling/upskilling, and personalized learning.”

emphasis on **online** sessions + growth of **adult** learners = ?

(college + professional)

“This allows Wyzant to double down on their differentiator – matching learners with tutors for any unique need – and will be key to unlocking sustainable, long-term growth.”

“People don’t want to  
buy a quarter-inch drill.  
They want a  
quarter-inch hole.”

– Clayton Christensen

# Why were adults learners hiring us?

They didn't want a tutor.

They wanted a lifeboat.



MATCH

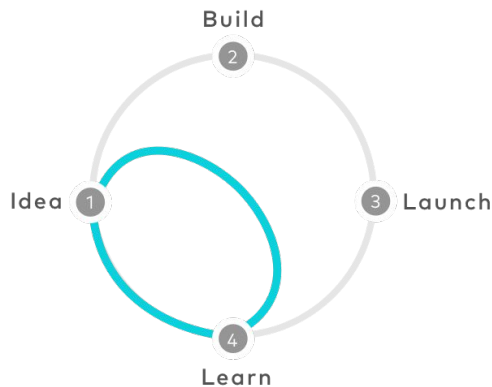
Overcome/avoid failure

Safety, security, & support

Need to see themselves

Does our product still  
work for adult learners?

# Enter the Design Sprint



## Sprint goal

Use our existing platform to facilitate online learning for adults.

## Sprint questions

1. “How can we ensure adult learners feel like this product is for them?”
2. “How can we ensure we see themselves in the tutors?”





### The team

Ben, Product Analyst  
Liz, Product Marketer  
Mac, Product Designer  
Paige, Front-End Engineer  
Rhiannon, Research Lead

Facilitator: John, Design Lead  
Decider: Me, Product Lead





# We learned a lot in one week

Gained confidence in online






Felt good about our approach

Relevance is essential to fit

## Best match for you

	<b>Alison M.</b> 42 statistics lessons <span>PATIENT</span>	Statistician with 15+ years of professional experience <b>\$45/hour</b>  "Alison helped me prepare for a graduate level stats exam and it helped a lot. She really knows..." Nolan, 8 statistics lessons with Alison
	<b>Christopher P.</b> 27 statistics lessons <span>STATISTICIAN</span> <span>PATIENT</span>	Patient statistics tutor with a passion for teaching <b>\$30/hour</b>  "I was panicking a bit before my finals for statistics and physics, but meeting with..." Jane, 11 statistics lessons with Christopher

## More statistics tutors

	<b>Myra W.</b> 12 statistics lessons <span>SUPPORTIVE</span>	Statistics professor with 10 years of experience <b>\$60/hour</b>  "Great Tutor! Myra was great at helping me understand concepts for my college course..." Vito, 6 statistics lessons with Myra
	<b>Winnie M.</b> <span>90% Match</span> 8 statistics lessons	Assistant statistics professor <b>\$35/hour</b>  "Amazing tutor, Presents things in a easy to understand manner. I've used Winnie as a..." Jared, 5 statistics lessons with Winnie
	<b>Bob O.</b> <span>93% Match</span>	College statistics tutor with 5 years of experience <b>\$40/hour</b>

Relevance creates the  
signal in the noise.

## European history

Biomedical

Molecular biology

Act STEM

Writing for communication

International management

## History

EMT exam

Physics E&M

## R

## Python

Precalculus algebra

Debate

## Algebra

Pivot table

Probability and Statistics

## Spanish

Economics grad application

## Chemistry

## Drums

SAT and Math

## Japanese

Statistics Honors

Machine learning

## GED

Health science

## Financial Accounting

Youtube

Percussionist

Med surg

Monetary economics

## Chemistry

Precalculus & AP Physics

## SPSS

Adobe

Supply chain management

React

Cardiology

Adwords

## USMLE

## NCLEX

NASM

Probability Statistics

Professional Engineering Civil

## MATLAB

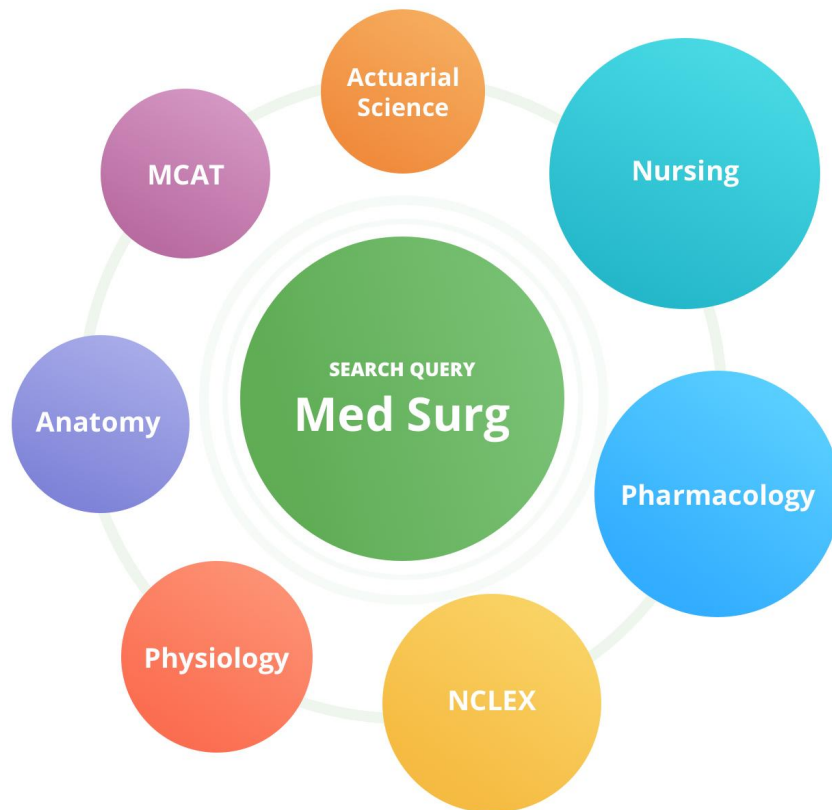
Reading class for 4th grade

Mental Health Counseling

Private equity

## Common Core

Calc BC





## Filters

Hourly Rate: \$10 - \$200+



## Availability

- ☐ Sunday
- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday

## Lesson Type

In person

Online

Distance: Within 20 miles



Tutor Age: 18 and up



## Gender

No Preference

☐ Background check on file

Photoshop

for

near 60640

SEARCH

## 43 Photoshop tutors fit your choices

Sort: Best Match



Susan N.

★★★★★ 5.0 (700)

2500+ Hours  
Northbrook, ILIll Certified Classroom Spanish teacher offers  
tutoring \$65/hour

Susan holds 2 Illinois teaching certificates, a Masters Degree, and a Bachelors Degree in Spanish Education. She has 20 years of classroom experience teaching... [read more](#)



Norma B.

★★★★★ 4.7 (71)

400+ Hours  
Ukrainian Village  
Chicago, ILPiano teacher with 10+ years of experience  
tutoring children \$43/hour

I took seven years of formal classical piano lessons. I studeied with European teachers who were professional pianists. I have provided piano lessons to children from ages 5-12... [read more](#)



Sundee K.

★★★★★ 4.9 (32)

100+ Hours  
Chicago, ILHelp From a Graphic Design pro - InDesign,  
Photoshop & Illustrator \$40/hour

I can show you how to use Adobe Photoshop for image sizing, color correction, color conversion, and illustration, among other graphic uses.... [read more](#)



Anh V.

★★★★★ 4.9 (23)

50+ Hours  
Lincoln Park  
Chicago, IL

Videographer/Editor \$40/hour

Hey there, My name is Anh. I am a highly organized and proficient videographer/editor currently studying an MFA in Film and TV. I possess over five years of.... [read more](#)



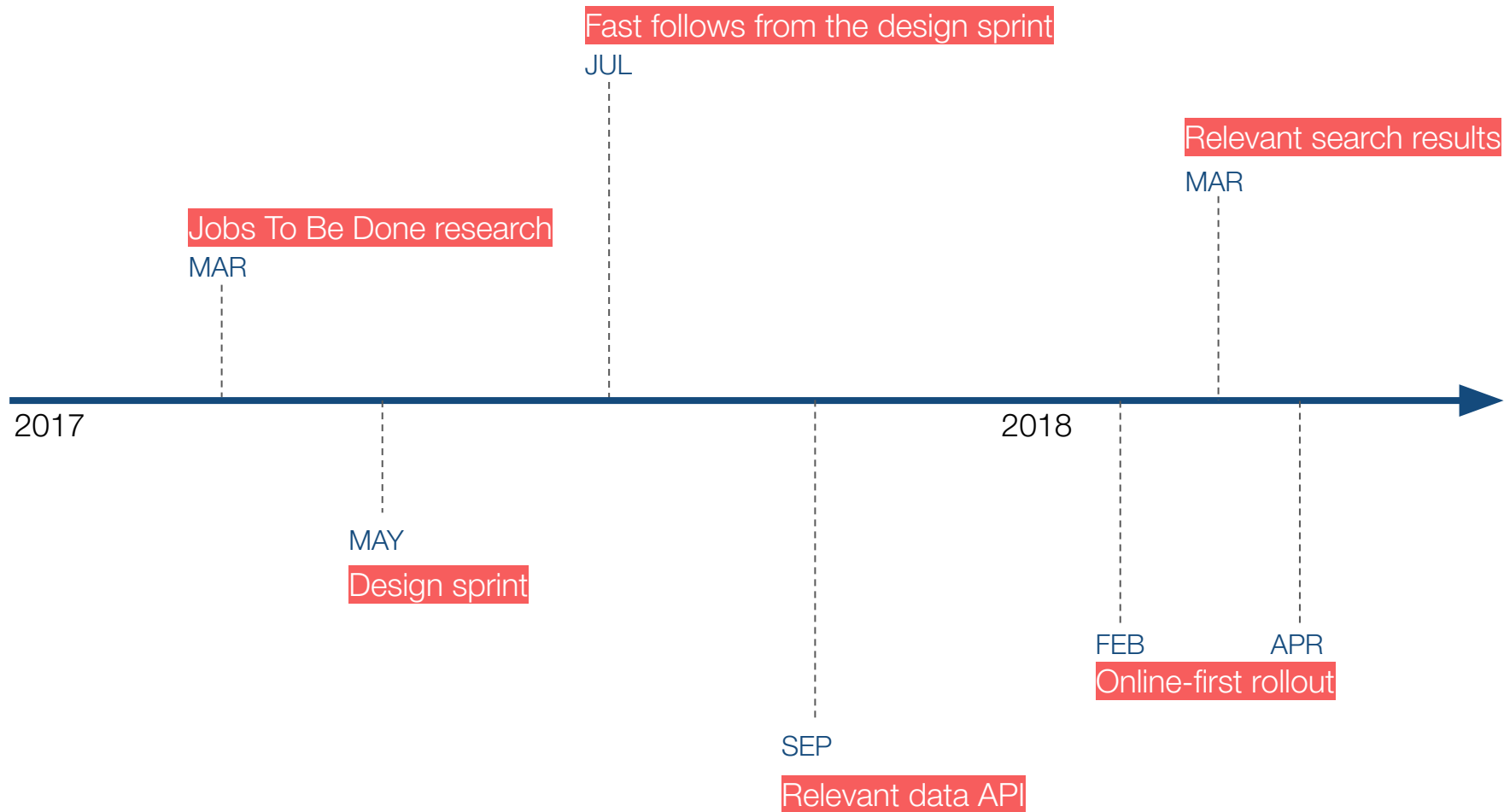
Jennifer H.

★★★★★ 5.0 (5)

20+ Hours  
Wicker Park  
Chicago, IL

Spanish Language Tutor \$75/hour

I have been studying the Spanish language and culture since the 6th grade at Germantown Academy in Fort Washington, Pennsylvania. After continuing to take... [read more](#)





## Filters

Hourly Rate: \$10 - \$200+



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Q Photoshop

for ▾

near 60640

SEARCH

## 43 Photoshop tutors fit your choices

Sort: Best Match ▾



Chita H.

## Adobe Photoshop Expert

I've been teaching Photoshop for over 20 years, since version 1. As a former Adobe Systems Inc., Specialist in Photoshop, I know a lot about Photoshop and can teach you how to use it effectively. I... [read more](#)

\$70/hour

★★★★★ 5.0 (99)

🕒 132 hours tutoring  
**Adobe Photoshop**  
out of 252 hours



Norma B.

## Expert in Adobe Photoshop and Color correction, 15 years experience

**Norma's Adobe Photoshop Qualifications**  
I studied professional photography at the Art Institute of Fort Lauderdale and I got a 2 year diploma in Commercial and Fashion photography. I took several **Adobe Photoshop** courses including... [read more](#)

\$43/hour

★★★★★ 4.7 (71)

🕒 395 hours tutoring



Ben C.

## Expert Photoshop Educator with 15+ years of experience! (5 star rated)

I have always loved working with video, and began producing professional work in 2007. Since then I have worked on hundreds of projects for clients including: PBS American Masters, Yale University,... [read more](#)

\$60/hour

★★★★★ 5.0 (80)

🕒 244 hours tutoring  
🖥️ Offers online lessons



Redeem P.

## Art Enthusiast!

I also believe that teaching is a two way street and I'm excited to not only share information but learn from you as well! Adobe Suite Experience: **Adobe Photoshop**, Adobe Premier,... [read more](#)

\$40/hour

No reviews yet

🕒 1 hours tutoring  
🖥️ Offers online lessons

# Success metrics and results

- + % learners in adult subjects
- + % lessons online
- + visit → message conversion rate
- + message → lesson conversion rate
- + LTV

40% → 67% adult learners

20% → 70% → 95% online

Conversion improved 40% over time

LTV up 10%



# Learnings and iterations

Relevance is *even more* essential for adults

Qualitative research + product instinct FTW

Users' intent and needs loom large

Needed to regain our standing in search

2019 - 2020

SEO and paid search optimizations

Retention analysis by user intent

Obsessive focus on activation

# Thank you!

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