

## ABSTRACT

*Tutuo is a startup created by Telkom University students with services that can be accessed through the website, but currently Tutuo is not fully accessible because it is still in the process of being refined and validated. One of the challenges faced by Tutuo is the difficulty of forming a value map and customer profile. This problem makes it difficult for Tutuo to develop, besides that it is also a challenge that encourages to find out more about the main problems both experienced by Tutuo and students who have difficulty understanding a course in this pandemic era.*

*The purpose of this study is to find out how the consumer profile of the TUTUO online tutoring startup consumer is and find out how the value of the benefits expected by the TUTUO online tutoring startup consumer is.*

*The method used in this study is a qualitative method with the phenomenon of this research being investigated using the case study method. The data collection technique of this research is by means of in-depth interviews, observation, and secondary data collection. The resource persons involved were students and the founder of Tutuo.*

*The results of this study indicate that the **Customer profile** consists of **Customer jobs**, namely in this study active students of MBTI FEB Study Program, FKB Business Administration Study Program, Communication Studies FKB Telkom University who have active organizational and SAU Student Activity Unit, **Pain** experienced by students as TUTUO consumers is felt boredom due to the monotony of learning methods, students become passive, less creative and productive and **Gain** which becomes the pleasure of students as consumers, namely wanting a new form of learning accompanied by a desire to do independent learning, communication to achieve goals from within, wanting a forms of online tutoring learning from other places. Then the **Value Map** consists of **Products and Services** Tutuo, namely Tutuo's Online guidance platform that provides freedom for students to choose their instructor as a solution to solve their problems, provides video tutorial features, also provides practical learning services, **Pain Relievers** Tutuo, which identifies the exam schedule from the target which is intended to be a solution to the problem. Students identify them from Demand that may occur along with the academic calendar and Tutuo's **Gain Creator**, namely in terms of how to adapt to consumer needs, the way they do it is by doing screening questions.*

**Keywords:** Value proposition design, Startup, Education, Value Map, Customer Profile, FIT