Student Journey Mapping

SEMM Forum
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• Understand the fit of Student Journey Mapping
• Discuss audience identification
• Identify data collection process
  - Qualitative
  - Quantitative
• Learn to prioritize findings

If you’d prefer to listen in podcast form, listen to the [Hashtag Higher Ed Podcast](https://example.com) from eCity Interactive.
Student Journey Mapping
A map that tells the story of a student’s journey through the student life cycle (or a phase of it).
Why use Student Journey Mapping

Your Strategic Enrolment Plan defines **what** you will do.

Student Journey Mapping illustrates **how** it is being done.
**Understand:** gain insight on the overall student journey or a specific phase of the journey.

**Evolve:** process around student needs, rather than our assumptions.

**Benchmark:** track progress from initiatives.
“Research stops decision paralysis at the committee level.”

Rod Skinkle, Academica Group

November 29, 2017
Elements of the Student Journey Map

1. Audience
2. Goal(s)
3. Activities
4. Emotions
5. Barriers
6. Insights
Ok, but what does a journey map look like?
Journey Map
Over 40 interviews, 350 surveys.
#datadriven
Receive emails from school

Student Thinking
"It really seems like they want me to visit"

Students experiencing information overload

Insight
Reduce and simplify communications

Book Tour

Student Thinking
"I'll go up with my parents and visit campus"

Research schools on social media

Student Thinking
"This place looks AMAZING"
What is a Student Journey Map?
Eva is moving to Amsterdam. She needs phone, internet and TV services. She will base her choice based on price, availability and previous experience with service providers.

Customer Experience Map

<table>
<thead>
<tr>
<th>Stages</th>
<th>Progress</th>
<th>Touchpoints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inquiry</td>
<td><em>Checks internet to compare prices</em></td>
<td><em>Informs friends about advantages of Triple Play</em></td>
</tr>
<tr>
<td>Purchase</td>
<td><em>Decides to purchase Triple Play</em></td>
<td><em>Uses will on her tablet</em></td>
</tr>
<tr>
<td>Installation</td>
<td><em>Installs the complete package with success</em></td>
<td><em>My internet is very fast</em></td>
</tr>
<tr>
<td>Use</td>
<td><em>Makes free phone call to mother</em></td>
<td><em>Convenient and for free!</em></td>
</tr>
<tr>
<td>Share</td>
<td><em>Her friend considers to purchase Triple Play</em></td>
<td><em>My friends will like this too.</em></td>
</tr>
</tbody>
</table>

Thoughts:
- What provider should I take?
- Triple Play is the best deal.
- This is easy!
- Finally! It took too much time.
- It doesn’t work.
- They better help me!
- That wasn’t too hard.
- Wow! I can record programs.
- My internet is very fast.
- Convenient and for free!

Opportunities:

**Attract and Convert**
- Emphasize the benefits of the Triple Play package.
- Use different channels to advertise the Triple Play package.
- Provide online comparing possibilities with other services.

**Support**
- Reward new customers during the billing process.
- Provide clear information about delivery times repeatedly.
- Provide easy to reach support through different channels.

**Share**
- Offer unique features with the Triple Play package.
- Reward customers who use Triple Play online.
- Reward customers who recommended Triple Play.
Activity

Emotion Detail

Barrier Detail

Insight Detail

Students Impacted

Emotional Significance

Receive emails from school

Student Thinking
"It really seems like they want me to visit"

Students experiencing information overload

Insight
Reduce and simplify communications

% of students affected
Warning: The next slide is very important!
How to: Student Journey Map

1 - Define Audiences
2 - Build list of goals and activities (baseline)
3 - Test this baseline through data collection
4 - Assign emotions, barriers
5 - Create list of insights
6 - Create implementation plan based on insights
Identifying Audiences
One of higher education’s greatest challenges exists in it’s diversity of audiences, often leading to a lack of focus.
Who to identify:

- Prospective Student
- Current Student
- International Student
- Alumni
- Donor
- Media
- Researchers
- Faculty
- Staff
- Government
Who to identify?

Primary Persona - focus of your decisions
  • Ex: Domestic prospective student
Secondary - considered in your decisions
  • Ex: International prospective student
Tertiary - point of view for your decisions
  • Ex: Parents
Who to identify?

You can select sub-audiences as your main focus.

For example: college transfer students, international students, graduate students

You can journey map audiences within a program/degree.
What is a Goal?
What is a goal?

Goals are major milestones and are mentally perceived as a “section” of the journey. Goals are driven from the user’s perspective, not ours.

Each goal will have many activities within it.
What is a goal?

Prospect: choose a program, apply, receive offer
Media: find expert, conduct interview
Government: capture data
Student: pass finals, graduate, change the world
What is an activity?
What is an activity?

Activities are completed through the student journey, either by desire or necessity.

Activities can be as complex as an application or as simple as viewing information on residence.
What is an activity?

- Clubs / Intramural Participation
- Student Services
- Mid-Terms
- Reading Week
- Exams and Preparation
- Centralized Registration Platform
- Personalized Academic Support
- LMS
“But, JP, there are SO many activities. Which ones should I map?”

- Courageous Journey Mapper
What is an activity?

Determine how detailed your activities will be.

Ex: do you map each activity or only the 25 most prevalent? Do you map activities that apply to only 50% of the audience? Do you map if/then scenarios? What are the major milestones?
Story time:
Study Abroad.
What is an emotion?
Why are emotions important?

Tone & Voice - of course, but more importantly, their state of mind. Once they’ve applied they’re on pins and needles! Be mindful with your content.
What is an Emotion?

“Everything is awesome! I think…”

“I hope I don’t fail”

“Starting to feel the stress!”

“No.”

“OMG”
Story time:
High School Confidential
What is a barrier?
A barrier creates friction within the student journey. Barriers are hurdles students face, it’s our job to minimize them and pull students along the path.
Examples:

- Confusing online forms
  - See: most application processes or scholarship applications
- Academic units that don’t talk to each other
- Jargon, acronyms, academic speak
What is an insight?
What is an insight?

They are linked to activities, emotions or barriers.

These insights tell us the problems we need to solve.
The insight we’ve gained and can apply.

• Students have trouble finding programs because of the long list and confusing names. We should create a way to find programs that removes the complexity.
Insights define strategy, implementation defines tactics.

Ex: Simplify the scholarship application web page.
Strategic Framework

Organizational Goal

Departmental Strategy 1

Tactic 1  Tactic 2  Tactic 3  Tactic 4

Departmental Strategy 2

Tactic 5  Tactic 6  Tactic 7  Tactic 8
Story time:
88 pages
Data Collection and Interpretation
How can you collect this information?
Collecting data

Quantitative

Google Analytics

Analysis of inquiries from social media

CRM data

Institutional data
The data you can pull out of Google Analytics will form your hypothesis to then test with students.

Ex: traffic shows new web visitors going from Home > Programs > Psychology. This is the likely path, but we have to validate it.
Measuring using SiteImprove’s User Journey

Prospective student journey

Laurentian University | Welcome to Laurentian University
https://laurentian.ca

Laurentian University | Psychology
http://laurentian.ca/program/psychology-ba

224 visits completed this journey

Sources

Internal  External  Untraceable

Added by Jean-Paul Rains on 10/3/2017

Edit user journey

Routes

A > B

A > B

A > B

91 visits 40.6%

43 visits 19.2%
Your CRM data or web searches should be evaluated to know if they are time sensitive. If so, deliver this information when it is needed!

Ex: Searches increase for “residence cost” in January, searches for “meal plan” rise in February.
Data is great, but it doesn’t convince everyone. Tell me a story.
Qualitative

Focus groups (students, staff, faculty)

Surveys

1 on 1 interviews
The administrative focus group is a major key in creating the baseline for activities.

Get 10 people in a room, build your activity list. This will serve as your guide through student interviews. Use post-it notes!
Choosing your interview questions:
- Who are you interviewing?
- What do we want to find out?
- How do we compare this to other interviewees?
- Who are you interviewing?
  - Out of state students
- What do we want to find out?
  - Why they chose our school
- How do we compare this to other interviewees?
  - Common questions, aiming to validate the activities, emotions and barriers they face.
Interviewing prospective students can be very challenging.

The structure and goal of the interview are more important than the list of questions. Having key insights and probing where necessary can reveal very important facts.
Surveys can also be used to validate primary data found through interviews.

Please associate an emotion with this step of your journey before arriving at LU: 1 of 7 - Researching universities

- Happy
- Nervous
- Overwhelmed
- Confused
# End Product Data Sample

<table>
<thead>
<tr>
<th>Emotion</th>
<th>Intensity</th>
<th>Barrier</th>
<th>Barrier Notes</th>
<th>% of students impacted</th>
<th>Insight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overwhelmed</td>
<td>3</td>
<td>1-10</td>
<td></td>
<td>99.00%</td>
<td></td>
</tr>
<tr>
<td>Excitement</td>
<td>4</td>
<td>4</td>
<td>Limited information available on the program.</td>
<td>95.00%</td>
<td>Present programs</td>
</tr>
<tr>
<td>Anxiety</td>
<td>7</td>
<td></td>
<td></td>
<td>95.00%</td>
<td></td>
</tr>
<tr>
<td>Anxiety</td>
<td>5</td>
<td></td>
<td></td>
<td>75.00%</td>
<td></td>
</tr>
<tr>
<td>Skeptical</td>
<td>5</td>
<td></td>
<td></td>
<td>90.00%</td>
<td></td>
</tr>
<tr>
<td>Overwhelmed</td>
<td>3</td>
<td></td>
<td></td>
<td>75.00%</td>
<td></td>
</tr>
<tr>
<td>Confusion</td>
<td>4</td>
<td>6</td>
<td>Students are lost within the many areas of the website.</td>
<td>95.00%</td>
<td>Simplify web structure</td>
</tr>
<tr>
<td>Anxiety</td>
<td>4</td>
<td>8</td>
<td>Students aren't sure what is available.</td>
<td>80.00%</td>
<td>Present services</td>
</tr>
<tr>
<td>Anxiety</td>
<td>7</td>
<td></td>
<td></td>
<td>72.00%</td>
<td></td>
</tr>
</tbody>
</table>
Prioritize Findings
In the end, we will have our Goals, Activities, Emotions, Barriers and Insights. The most important element of this whole process is what we will do next!
Identify the most significant barriers within the student journey and focus on minimizing them.

Place an order to them, implement accordingly. Focus where it will help your students the most, not your administrators.
1. Simplify application form, save it in sections of 4 answers per screen
2. Provide immediate email after application with expected date of admission decision
3. Use common language in post-application instructions
4. Create one-click residence application
Story time:
25 recommendations
Your Journey Map Process

1 - Define Audiences
2 - Build list of goals and activities (baseline)
3 - Test this baseline through data collection
4 - Build in emotions, barriers
5 - Create list of insights
6 - Create implementation plan based on insights
What have I heard since?

- We have focus.
- We’ve increased enrolment yield.
- Our staff has a better appreciation for the process as a whole.
Did we get to all of this? Any questions?

- What is Student Journey Mapping?
- Identify audiences
- Identify data collection process
- Choose interview questions
- Execute interviews through role playing
- Learn to prioritize findings
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