Student Journey Mapping

SEMM Forum
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Director, Digital Strategy at Laurentian University

- President, Rains Media
- Former VP Strategy, Soshal
- Have worked with > 25 Universities/Colleges
- Interviewed over 1,000 stakeholders
- Published in Journal of Education Advancement & Marketing
- Faculty Member, Alumni Board, Senator, SEM Committee, Program Alumni Chapter Rep.
- #pseweb Board Chair

- 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 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).

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
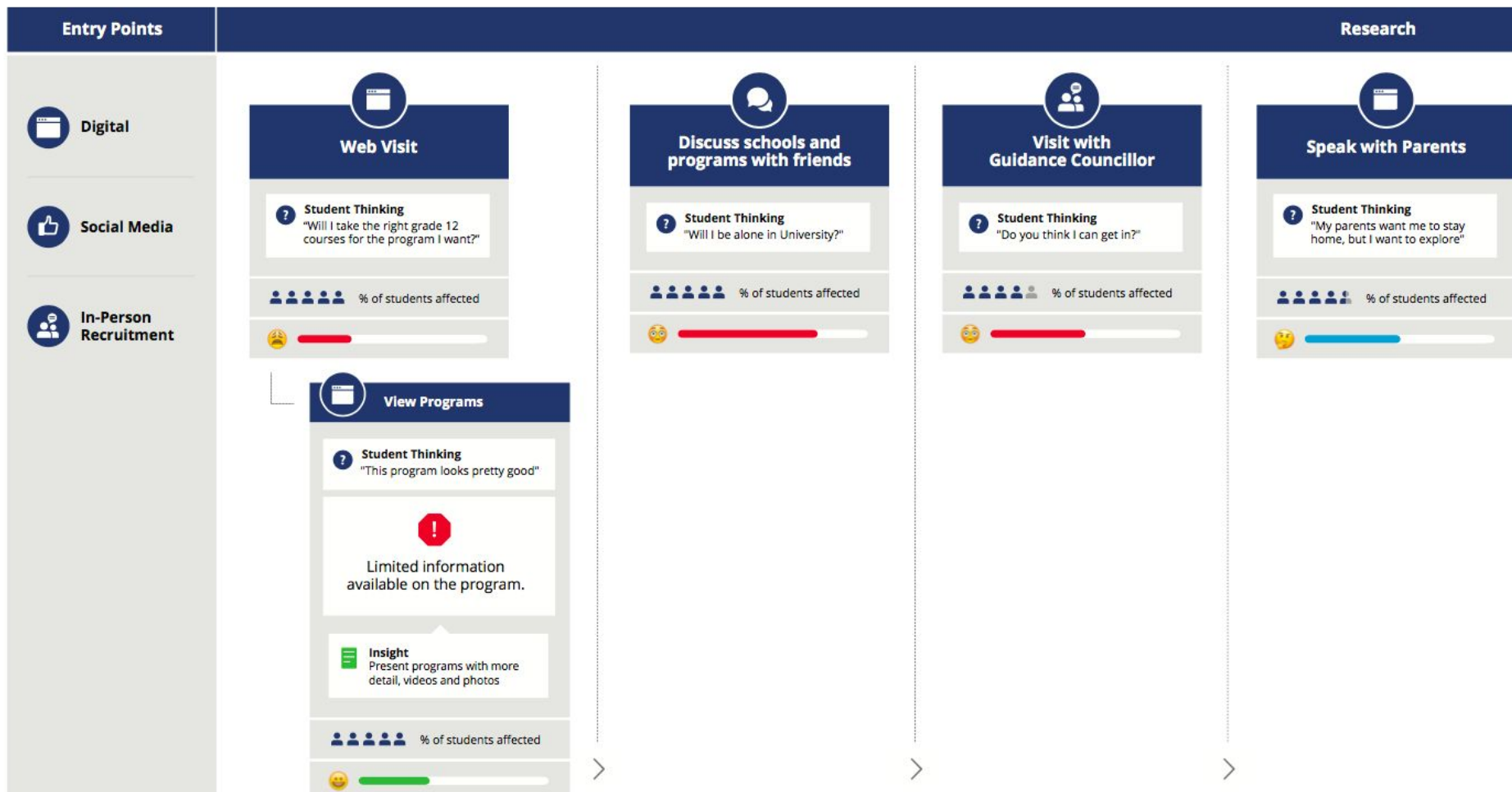
November 29, 2017

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

📍 LAURENTIAN UNIVERSITY – UNIVE...

Entry Points				Research

Digital

Social Media

In-Person Recruitment

Web Visit

Student Thinking
"Will I take the right grade 12 courses for the program I want?"

% of students affected

View Programs

Student Thinking
"This program looks pretty good"

Limited information available on the program.

Insight
Present programs with more detail, videos and photos

% of students affected

Discuss schools and programs with friends

Student Thinking
"Will I be alone in University?"

% of students affected

Visit with Guidance Councillor

Student Thinking
"Do you think I can get in?"

% of students affected

Speak with Parents

Student Thinking
"My parents want me to stay home, but I want to explore"

% of students affected

Receive emails from school

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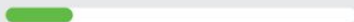"It really seems like they want me to visit"

Students experiencing information overload

Insight
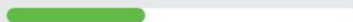Reduce and simplify communications

% of students affected

Book Tour

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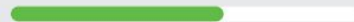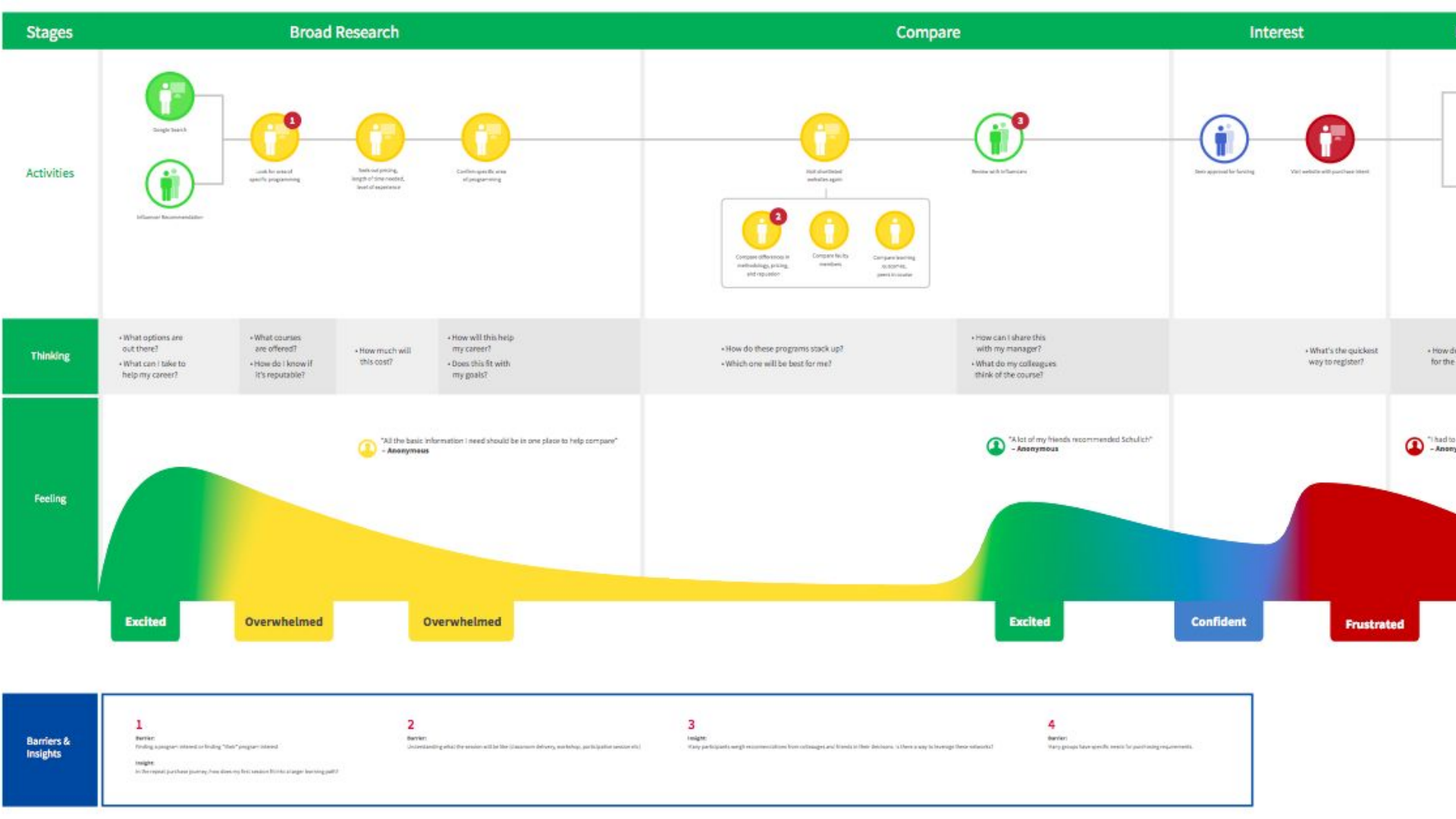"I'll go up with my parents and visit campus"

% of students affected

Research schools on social media

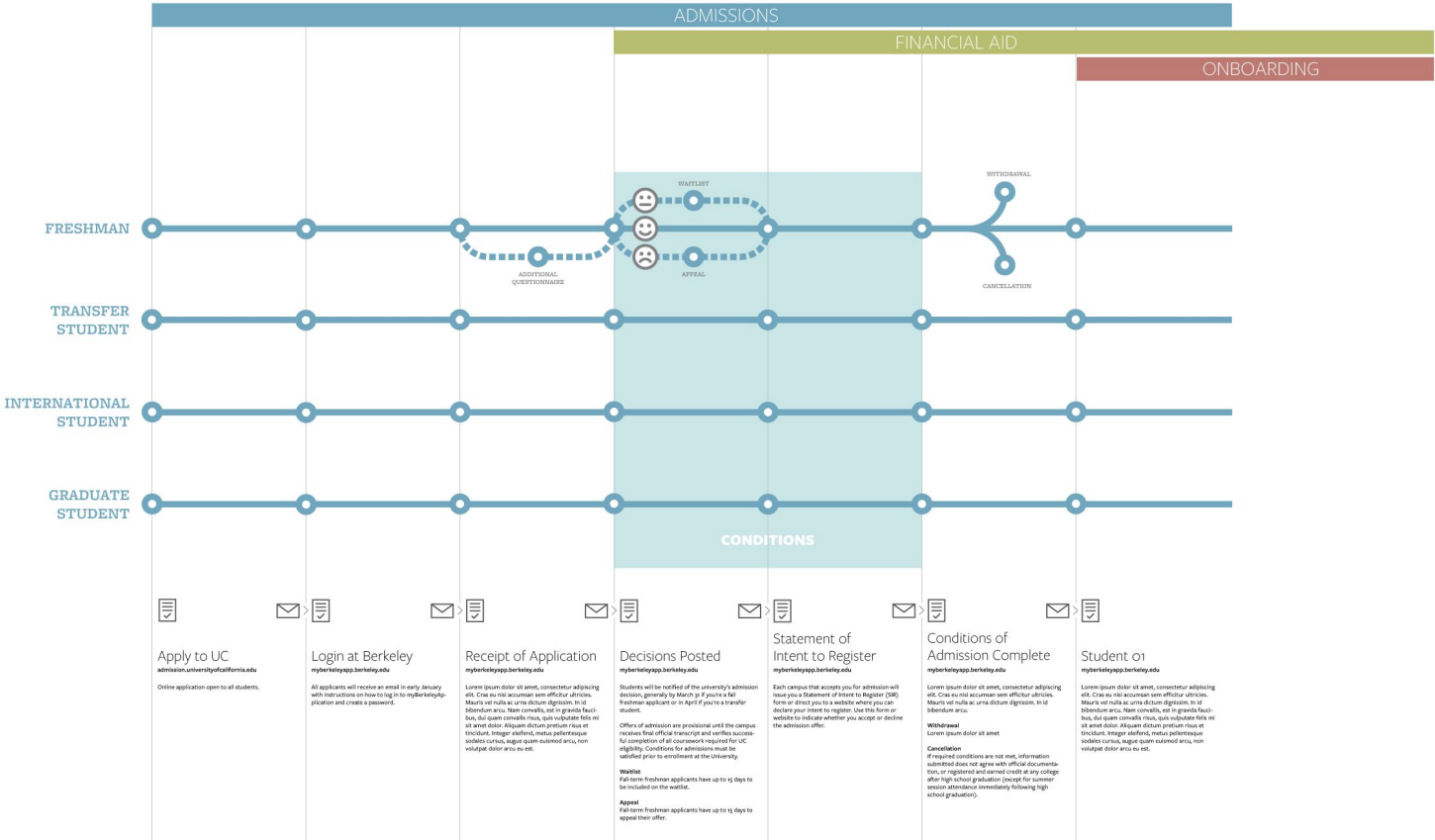**Student Thinking**
"This place looks AMAZING"

% of students affected

| Stages | Broad Research | | | Compare | | Interest | |

Activities

Google Search
Influencer Recommendation

Look for area of specific programming (1)
Seek out pricing, length of time needed, level of experience
Confirm specific area of programming

Visit shortlisted websites again
Compare differences in methodologies, pricing, and reputation (2)
Compare facts members
Compare learning to outcomes, peers in course

Review with influencers (3)

Seek approval for funding
Visit website with purchase intent

Thinking

• What options are out there?
• What can I take to help my career?

• What courses are offered?
• How do I know if it's reputable?

• How much will this cost?

• How will this help my career?
• Does this fit with my goals?

• How do these programs stack up?
• Which one will be best for me?

• How can I share this with my manager?
• What do my colleagues think of the course?

• What's the quickest way to register?

• How d... for the...

Feeling

"All the basic information I need should be in one place to help compare" – Anonymous

"A lot of my friends recommended Schulich" – Anonymous

"I had to... – Anon...

Excited
Overwhelmed
Overwhelmed
Excited
Confident
Frustrated

Barriers & Insights

1:
Barrier:
Finding a program interest or finding "their" program interest
Insight:
In the repeat purchase journey, how does my first session fit into a larger learning path?

2:
Barrier:
Understanding what the session will be like (classroom delivery, workshop, participation session etc.)

3:
Insight:
Many participants weigh recommendations from colleagues and friends in their decisions. Is there a way to leverage these networks?

4:
Barrier:
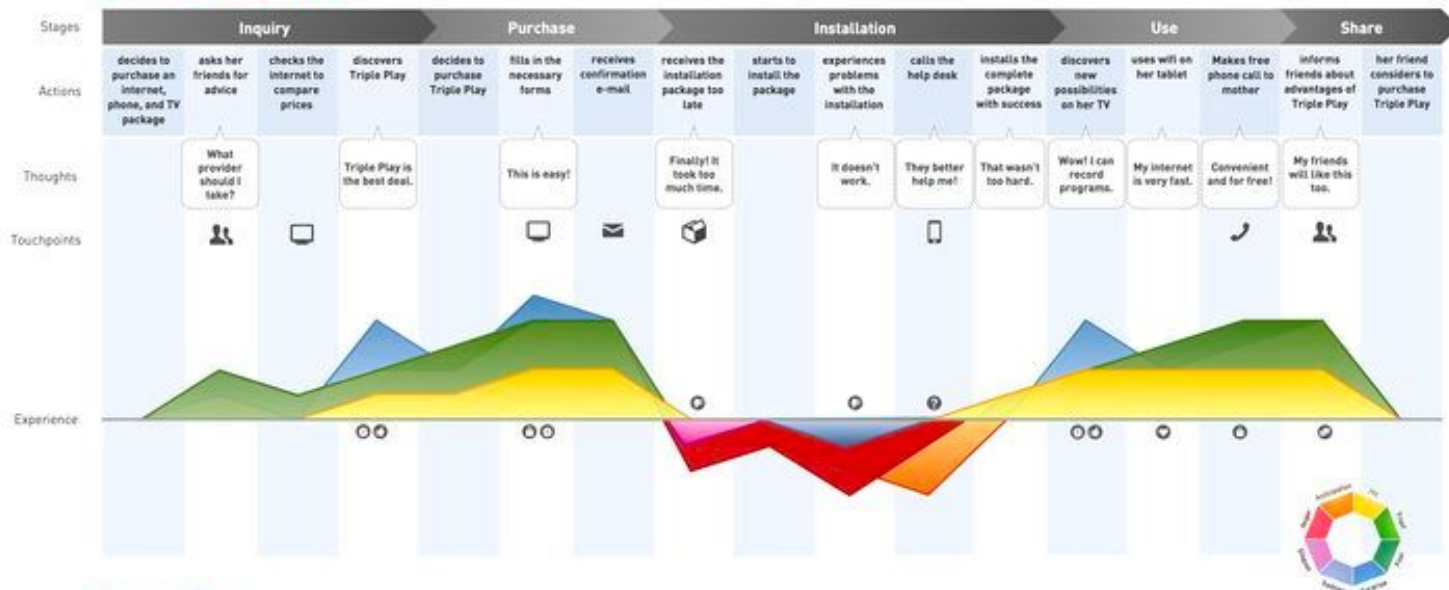Many groups have specific needs for purchasing requirements.

Triple Play Experience 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

Stages: Inquiry | Purchase | Installation | Use | Share

Actions:
- decides to purchase an internet, phone, and TV package
- asks her friends for advice
- checks the internet to compare prices
- discovers Triple Play
- decides to purchase Triple Play
- fills in the necessary forms
- receives confirmation e-mail
- receives the installation package too late
- starts to install the package
- experiences problems with the installation
- calls the help desk
- installs the complete package with success
- discovers new possibilities on her TV
- uses wifi on her tablet
- Makes free phone call to mother
- informs friends about advantages of Triple Play
- her friend considers to purchase Triple Play

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!
- My friends will like this too.

Touchpoints: (social, monitor, monitor, email, package, phone, phone, social)

Experience: (graph line showing highs and lows across stages)

Opportunities

Attract and Convert
- Emphasize the benefits of the Triple Play package. *Stage: Inquiry*
- Use different channels to advertise the Triple Play package. *Stage: Inquiry*
- Provide online comparing possibilities with other services. *Stage: Inquiry*
- Attract attention on social media such as Facebook. *Stage: Inquiry*
- Enable discussions on social media about services. *Stage: Inquiry*

Support
- Reward new customers during the waiting process. *Stage: Purchase*
- Provide clear information about delivery times repeatedly. *Stage: Purchase*
- Provide easy to reach support through different channels. *Stage: Installation*
- Provide professional, attentive, and friendly support for free. *Stage: Installation*
- Provide clear and easy to find do-it-yourself manuals. *Stage: Installation*

Share
- Offer unique features with the Triple Play package. *Stage: Use*
- Reward customers who use Triple Play intensively. *Stage: Use*
- Enable customers to easily recommend Triple Play online. *Stage: Share*
- Reward customers who recommended Triple Play. *Stage: Share*

Activity	**Receive emails from school**
Emotion Detail	**Student Thinking** "It really seems like they want me to visit"
Barrier Detail	Students experiencing information overload
Insight Detail	**Insight** Reduce and simplify communications
Students Impacted	% of students affected
Emotional Significance	🙂
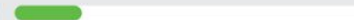
Warning: The next slide is very important!

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.

- Prospective Student

- Current Student

- International Student

- Alumni

- Donor

- Media

- Researchers

- Faculty

- Staff

- Government

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

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?**

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.

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?

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.
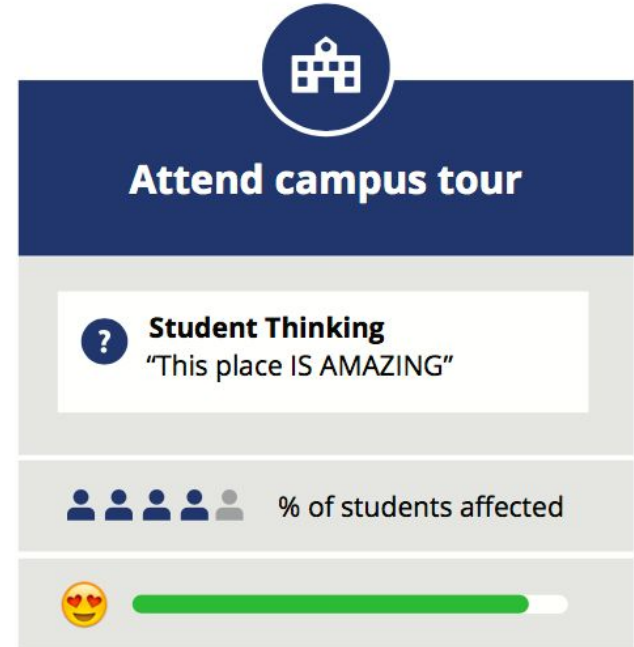
"But, JP, there are SO many activities. Which ones should I map?"

- Courageous Journey Mapper

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?

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.

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.
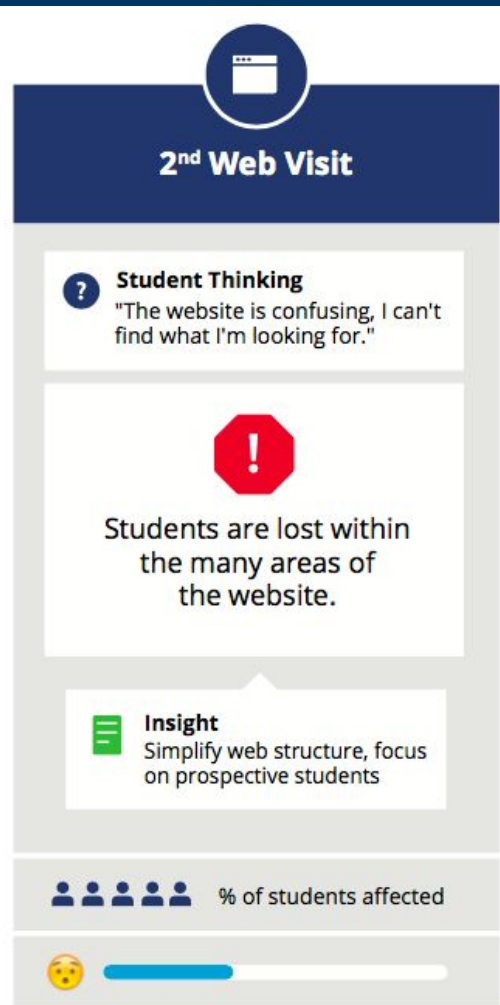

Speak with academic advisor

? Student Thinking
"I'm a lot less confused now, thanks Academic Advisor"

!

Unsure which courses should be taken

Insight
Automatically register students for required courses

% of students affected

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?

They are linked to activities, emotions or barriers.

These insights tell us the problems we need to solve.

2nd Web Visit

Student Thinking
"The website is confusing, I can't find what I'm looking for."

Students are lost within the many areas of the website.

Insight
Simplify web structure, focus on prospective students

% of students affected

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.

Our plan of action to improve the student journey will be based on these insights.

Insights define strategy, implementation defines tactics.

Ex: Simplify the scholarship application web page.

Strategic Framework

Organizational Goal

Departmental Strategy 1	Departmental Strategy 2

Tactic 1	Tactic 2	Tactic 3	Tactic 4	Tactic 5	Tactic 6	Tactic 7	Tactic 8

Story time:
88 pages

Data Collection and Interpretation

How can you collect this **information?**

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.

Prospective student journey

help   Export

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

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

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

224

visits completed
this journey

Sources

🟦 Internal   🟪 External   ⬛ Untraceable

Edit user journey

Routes		Visits | % of total
A > > B	⌄	**91** 40.6 %
A > > B	⌄	**43** 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

Emotion	1-10 Intensity	1-10 Barrier	Barrier Notes	% of students impacted	Insight
Overwhelme	3			99.00%	
Excitement	4	4	Limited information available on the program.	95.00%	Present programs
Anxiety	7			95.00%	
Anxiety	5			75.00%	
Skeptical	5			90.00%	
Overwhelme	3			75.00%	
Confusion	4	6	Students are lost within the many areas of the website.	95.00%	Simplify web struc
Anxiety	4	8	Students aren't sure what is available.	80.00%	Present services b
Anxiety	7			72.00%	

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

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

- We have focus.
- We've increased enrolment yield.
- Our staff has a better appreciation for the process as a whole.

- 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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