



## BENEFITS OF THIS METHOD

- Fosters empathy towards users.
- Identifies key touchpoints and pain points.
- Encourages cross-functional collaboration.
- Helps identify opportunities for improvement.
- Decisions are grounded in user needs and behaviors rather than assumptions.
- Facilitates clearer communication.
- Promotes user-centered thinking.

## DESIGN THINKING METHOD:

# JOURNEY MAPPING



Journey mapping serves as a powerful tool for visualizing the experiences of individuals, particularly focusing on students' interactions with technology at your institution. This method provides a comprehensive way to capture and understand the current situation, identify key touchpoints, and evaluate the influence of each segment in the journey.

**Objective:** Capture thoughts that identify tech-related challenges and opportunities within a student's educational journey.



## INSTRUCTIONS

### STEP 1



10 MINUTES

**Reflect:** Consider the stages of a student's journey. Reflect on your observations, experiences, and insights related to each stage.

**Write:** On the sticky notes provided, jot down tech challenges and opportunities related to the student experience. **Aim for three** contributions to the map, but feel free to add more if inspiration strikes.

**Place:** Stick your notes on the large poster map in the corresponding section for each stage of the journey and focus area. If you're unsure where your idea fits best, don't worry—just place it where you feel it contributes most.

**Share:** After placing your sticky notes, take a few moments to review the contributions from other participants. This is a resource for understanding broader challenges and opportunities.



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To download blank worksheets and for more information about how design thinking can be used in higher education, visit [westarete.com/commex24](https://westarete.com/commex24)

BELOW ARE EXAMPLES

	APPLICATIONS	ACCEPTANCE	UNDERGRAD STUDENTS	DEGREE CONSIDERATIONS	POST GRAD	ALUMNI
<b>STUDENT ACTIONS</b>	<ul style="list-style-type: none"> <li>Review website</li> <li>Searching programs</li> <li>Filling out forms</li> <li>Uploading documents</li> <li>Scheduling interviews</li> </ul>	<ul style="list-style-type: none"> <li>Checking email for acceptance</li> <li>Reviewing financial aid offers</li> <li>Registering for orientation</li> <li>Engaging with future classmates</li> <li>Deciding on student housing</li> </ul>	<ul style="list-style-type: none"> <li>Enrolling in courses</li> <li>Accessing course materials</li> <li>Participating in class activities</li> <li>Submitting assignments</li> <li>Engaging in extracurricular activities</li> </ul>	<ul style="list-style-type: none"> <li>Researching major requirements</li> <li>Tracking degree progress</li> <li>Exploring study abroad options</li> <li>Exploring study abroad options</li> </ul>	<ul style="list-style-type: none"> <li>Applying for jobs or grad schools</li> <li>Networking with alumni</li> <li>Attending career fairs</li> <li>Accessing alumni resources</li> </ul>	<ul style="list-style-type: none"> <li>Attending alumni events</li> <li>Making donations</li> <li>Engaging with mentorship programs</li> <li>Receiving university updates</li> </ul>
<b>TECH TOUCHPOINTS</b> Essential tech platforms and tools.	<ul style="list-style-type: none"> <li>University websites</li> <li>Online application platforms</li> <li>Document upload systems</li> <li>Scheduling tools for interviews</li> </ul>	<ul style="list-style-type: none"> <li>Email and notification systems</li> <li>Financial aid portals</li> <li>Orientation registration platforms</li> <li>Social media groups and forums</li> <li>Virtual tours</li> </ul>	<ul style="list-style-type: none"> <li>Course registration systems</li> <li>Learning management systems (LMS)</li> <li>Discussion boards and forums</li> <li>Assignment submission portals</li> </ul>	<ul style="list-style-type: none"> <li>Degree audit and tracking tools</li> <li>Academic advising appointment systems</li> <li>Study abroad information portals</li> <li>Internship placement platforms</li> </ul>	<ul style="list-style-type: none"> <li>Job boards and application systems</li> <li>Alumni networking platforms</li> <li>Virtual career fair software</li> <li>Alumni resource portals</li> </ul>	<ul style="list-style-type: none"> <li>Event registration and livestream platforms</li> <li>Online donation and fundraising platforms</li> <li>Mentorship matching applications</li> <li>Email newsletters and update systems</li> </ul>
<b>CHALLENGES</b> Technical and non-technical obstacles, including financial, academic, and mental health issues.	<p>Confusing application steps lead to incomplete submissions.</p> <p>Technical glitches during high-traffic periods.</p>	<p>Anxiety caused by delayed acceptance notifications.</p> <p>Virtual tour limitations don't fully showcase campus.</p>	<p>Difficulty finding relevant courses leads to registration delays.</p> <p>Limited access to academic resources after hours.</p>	<p>Confusion over major requirements and electives.</p> <p>Static career services don't reflect evolving job markets.</p>	<p>Complex grad school application processes.</p> <p>Overwhelming job search process without clear direction.</p>	<p>Alumni feel disconnected from university developments.</p> <p>Cumbersome donation processes deter potential donors.</p>
<b>OPPORTUNITIES</b> Propose enhancements or new solutions to boost the overall student experience.	<p>Dedicated support channels for diverse applicant needs.</p> <p>Enhanced IT infrastructure for peak application times.</p>	<p>Immediate digital acceptance notifications.</p> <p>360-degree virtual tours with student guides.</p>	<p>AI-driven course recommendation systems.</p> <p>Gamified forum participation to boost engagement.</p>	<p>Online booking for advising with expanded hours.</p> <p>Clear, interactive major and elective pathways online.</p>	<p>Simplified, centralized application portal for grad schools.</p> <p>Career services portal with personalized job alerts.</p>	<p>AI-matching platform for alumni mentors and student mentees.</p> <p>Streamlined, mobile-friendly donation process.</p>