

# Mapping The Online Student Lifecycle Journey

<p><b>Establish student personas</b></p> <ul style="list-style-type: none"><li>● Create a list and identify different student personas</li><li>● Create a fictionalized name for each persona</li><li>● How old are they?</li><li>● Where do they live?</li><li>● Do they have any goals?</li><li>● Are they facing any challenges?</li><li>● Any other important information to know?</li></ul>	
<p><b>Identify the engagement of students</b></p> <ul style="list-style-type: none"><li>● What are the phases in the student lifecycle journey<ul style="list-style-type: none"><li>○ Ex: enrollment, admissions, learning experience, etc</li></ul></li></ul>	
<p><b>Identify the various digital interface touchpoints</b></p> <ul style="list-style-type: none"><li>● Assess how students establish an interest and maintain contact with the school and platform</li><li>● Are they visiting the school website?</li><li>● Are they viewing the school's social media accounts?</li><li>● Are they viewing any school ads?</li><li>● Are they in touch with an admissions or career counselor?</li><li>● Did they submit an application?</li><li>● Are they signing up for classes?</li><li>● Identify any more touchpoints that are part of a student's journey.</li></ul>	
<p><b>Understand student personality traits</b></p> <ul style="list-style-type: none"><li>● Understand what students feel throughout their online journey</li><li>● What are they feeling and thinking before, during, and after their journey?<ul style="list-style-type: none"><li>○ How well do they find using technology?</li></ul></li></ul>	
<p><b>Identify improvement opportunities</b></p> <ul style="list-style-type: none"><li>● Identify student pain points.</li><li>● What are the challenges students can be facing?</li><li>● How can these be resolved?</li><li>● Can there be room for improvement with the online platform?</li><li>● How can students maintain trust with the school and platform?</li></ul>	