Experience Mapping

Find out what your users *think*, *do* & *feel* about your service

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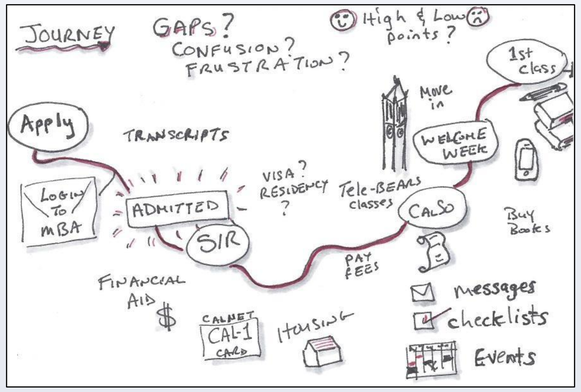
Case Study – my Berkeley Application

The undergraduate "onboarding" experience



Research Questions & Methodology

Replacing myBerkeleyApp (mBA) and the Student Experience
(yellow = workshop focus areas)

Perspectives	Research Questions
Student Experience	❑ Student satisfaction? ❑ Gaps or unmet needs? ❑ Service "hot spots"? ❑ Improvement opportunities?
Technology (mBA replacement)	❑ Functional requirements? ❑ Interfaces / integration requirements? ❑ Replacement options?
Functional Ownership	❑ Will Admissions continue to be the functional owner? ❑ Who owns the overall "student experience"? ❑ How can we extended to include the 4-year experience?

Preparation

Research
- 15 x student Interviews

Review
- Functional map of mBA

Workshop

Share interview data

Build the Map
- Post-it notes
- Map - *doing, thinking & feeling*

Student experience?
- Satisfaction?
- Gaps and needs?
- "Hot Spots" - emotional highs and lows
- Opportunities?

Analysis & Report Out

Map Analysis
- Synthesized map
- "Hot Spot" examples

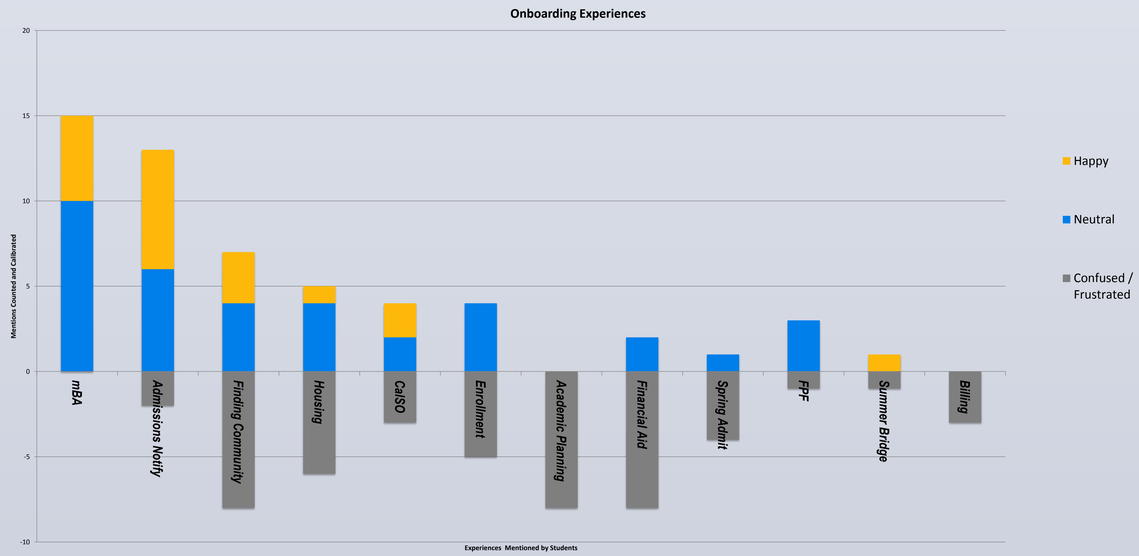
Opportunities
- Service improvement opportunities

Workshop: Mapping Students' Experiences

Analysis of the students' interviews - Major activities: Thinking, Doing and Feeling

Results

Quantifying qualitative data



Results

Are exploratory
- Inquiries via interviews / subjective

Are not…
- A thorough assessment of a particular service

Identify
- Service opportunity areas to focus on
- Investment priorities for improving the student onboarding experience

Recommendations

Continue investing in an online *onboarding* tool
- CalCentral as the post-SIR User Interface (UI)
- Replace mBA components with the SIS project
- Identify a post-SIR functional owner

Sponsor a program that focuses on improving the student experience
- Functional and technical resources charged with
  - Developing a vision, metrics and service delivery goals
  - Assessing student *journeys*
  - Working with campus partners to identify and prioritize improvement opportunities

More Information

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