

# FUTURE CUSTOMER JOURNEY MAP

## PERSONA

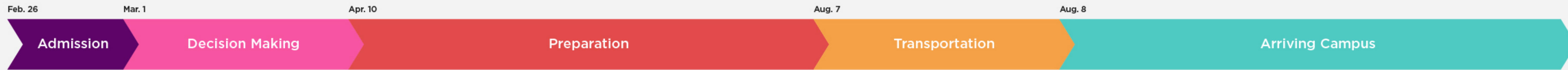
Chou from China, first time to the U.S, Master In Human-Computer Interaction Institute

## ORGANIZATION

Carnegie Mellon University

## SCOPE OF EXPERIENCE

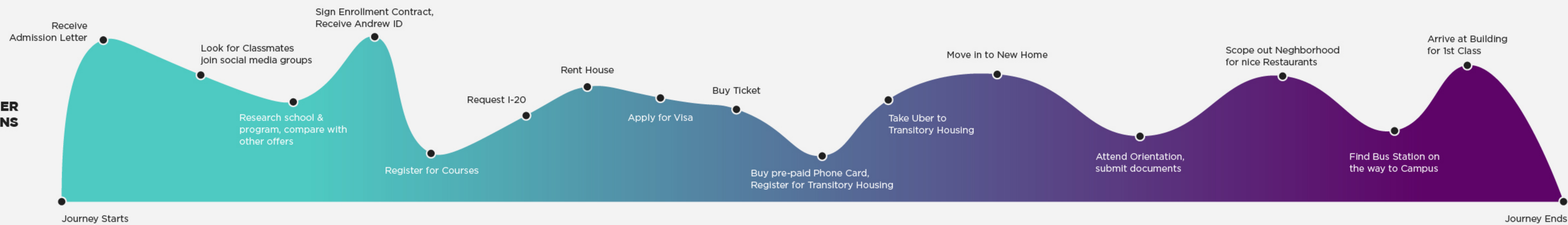
The customer's Journey starts as he receives the admission letter from CMU, and ends after he arrives on campus and starts classes.



## CUSTOMER THOUGHTS & FEELINGS

Woo! I got admitted!  
 So excited to meet new friends  
 Get some helpful information about school and course  
 I'm really going to CMU!  
 Just registered the course I love most!  
 It's so easy to get the paperwork done by following the instructions online  
 I found the right house for me in America!  
 Yay! Got my Visa today! I can touch my dream in CMU  
 Bought the ticket easily, although the price is expensive  
 I will be connected as soon as I arrive and don't need to worry if I can't move in the same day  
 Got a \$20 discount and had a chat with driver, I learned something interesting  
 I'm finally home, love the furniture and roomates!  
 Orientation is a bit boring, but I got my CMU ID!  
 I like the double cheeseburger at Butterjoint!  
 I love my CMU student ID, it's allows me to ride the bus for free  
 Found the building to take class. So excited to get started!

## CUSTOMER ACTIONS



## TOUCH POINTS & DEVICES



## PEOPLE & ENVIROMENTS



## PROPOSED CHANGES

Consider assigning student mentors to answer questions they may have before they make a decision to attend CMU.  
 Provide a sharing platform for coming students to talk and make friends. It includes information about renting houses, buying flight ticket, how to get a visa and some restaurants around the CMU campus. Students can choose their personal school and major. Program Director should notify students of this platform.  
 Offer compelling reasons for students to choose CMU.  
 Provide student with Andrew ID as soon as they sign enrollment contract.  
 Keep students updated through SIO/HUB on I-20 Status.  
 Continue to utilize PAC to remind student to look for housing, apply for visa, and buy plane ticket.  
 Remind student of last-minute logistics.  
 CMU can partner up with Uber to offer \$10 to students traveling between the airport to CMU area.  
 PAC should provide students with a "Move-In Checklist".  
 Integrate post-arrival checklist to SIO/HUB for students to easily keep track of their post-arrival tasks.  
 Integrate interactive campus map with TartanConnect, make resources easy to search and find (academic buildings, administrative buildings, dining options, etc.).  
 Present interactive transportation map. Give specific instructions on taking the bus (a video would be good). Offer more accurate timetable.

## SCENERIOS

Chou is thrilled to receive the admission email from Carnegie Mellon University (CMU). Though he has already gotten several offers from other institutions, CMU has been his top choice from the beginning.  
 In about a week after he gets the admission letter, Chou receives an email informing him of a discussion platform to connect with prospective and previous students in the MHCJ program. With a temporary username and password, Chou logs in to the platform named "TartanConnect".  
 Chou was able to connect with upper-class men and learn more about their experience at CMU. This has confirmed his intention of choosing CMU over other schools. Chou has found TartanConnect very helpful and enjoys sifting through the information with his spare time.  
 Chou gets his Andrew ID through email. This will be the single account Chou uses throughout CMU's systems and resources. His temporary account on TartanConnect will expire after he sets up Andrew ID. In addition, this email also notifies Chou that he can use TravelMate to personalize his journey. Chou knew he should register early and all the popular courses tend to fill up really fast. He also has a good idea of which courses he wants through talking to people on TartanConnect and looking at student's reviews.  
 Chou was notified by TravelMate that he should start his Visa application process, as he indicated he was an international student when setting up Andrew ID. He followed instructions, and had no problem to send the necessary info to CMU for the school to issue his I-20. He was later notified on PAC that his documents have arrived, and the I-20 will arrive in 10 days.  
 Chou follows the tasks outlined by TravelMate to find housing, apply for visa and buy ticket. Resources are linked with the to-do list. There were reviews for properties/landlords on TartanConnect, and student discount on tickets. Chou feels everything is under control.  
 Chou enters his flight info into HUB, and TravelMate suggests that he register for transitory housing since he will arrive after business hours. In addition, TravelMate offers him an in-app purchase of a pre-paid phone card to be used once landed in the U.S.  
 Chou arrives at Pittsburgh International Airport. He has decided on taking an Uber to CMU. He prefers the company of a friendly driver and would like to learn more about Pittsburgh through good conversations (Plus, TravelMate says as a CMU student, you get an additional \$10 off). He has downloaded the Uber app during his layover, and requests an Uber once he steps out of the airport. He is also prompted to enter promotional codes during this process. An uber stops right in front of him in less than 5 minutes.  
 The next day, Chou moves into his new home. He opened HUB on his phone and accessed Move-In checklist within TravelMate. Following the instructions he checked the interior, heating, and water faucet, etc. He noticed one of the windows does not close all the way and informs the landlord. The landlord says he will send someone to fix it the next day.  
 Chou double-checks he has everything for the upcoming international student orientation. He follows direction to the orientation site, attend orientation, and submits immigration documents to ensure he is in good standing. He then was reminded that he can pick up his student ID at the ID office.  
 Afterwards Chou feels a bit hungry. He remembers there's a nice burger place mentioned on TartanConnect, so he pulls out his phone and performs a quick search in the discussion forum. He found the thread, clicked on "take me there" link, and was directed to the interactive map. He had a great cheeseburger at Butterjoint.  
 Some of Chou's classes are located on the different campus so he needs to take the bus to get there. He reads about tips for taking the bus on TartanConnect, and follows the interactive map to the bus station. Though the bus came a bit late, he still made it to his first class on time.