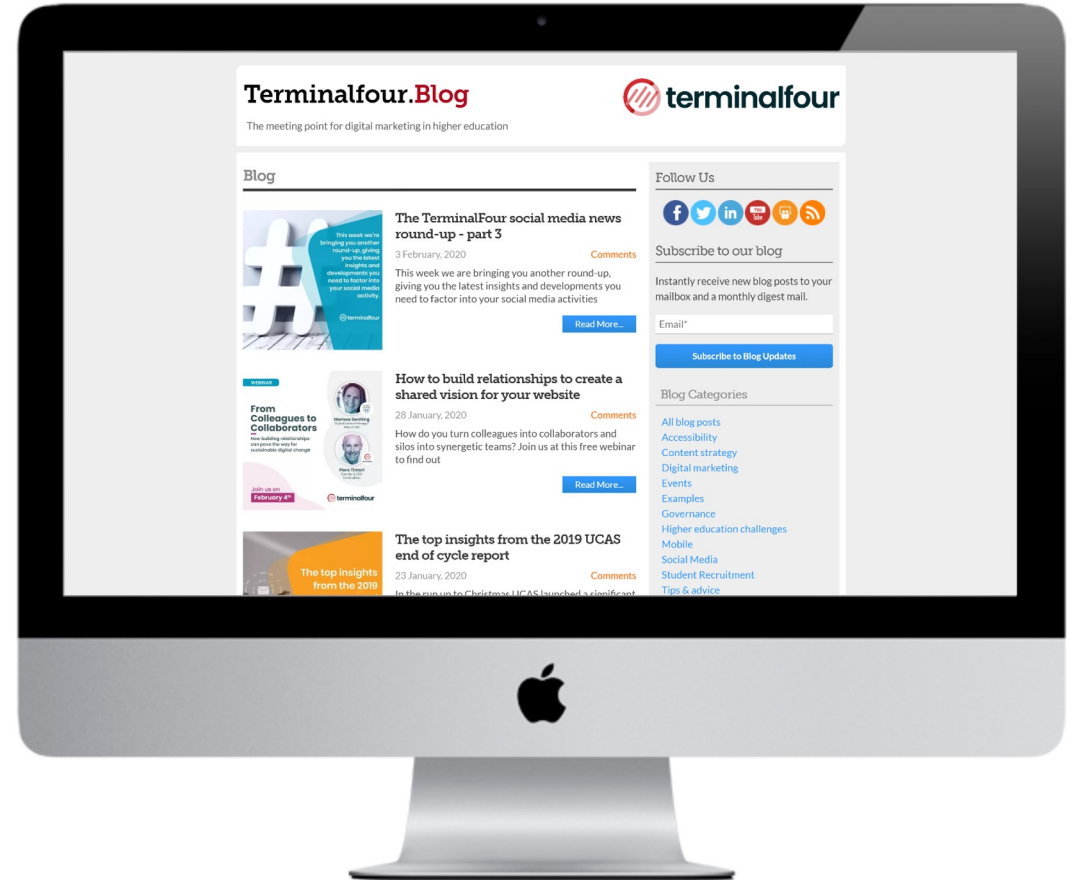


5 key practical takeaways to adapt to changes in user behaviour and expectations

Carole Wynne
Head of Marketing - Terminalfour

A quick introduction to Terminalfour

- Web content management & digital engagement platform
- We work with 250+ universities and colleges across 13 countries
- We work on 30–40 website and digital transformation projects every year
- Award-winning blog for digital marketing in higher education:
<https://www.terminalfour.com/blog>



Prospective student journey mapping

CUSTOMER JOURNEY MAP Shopping for a New Car

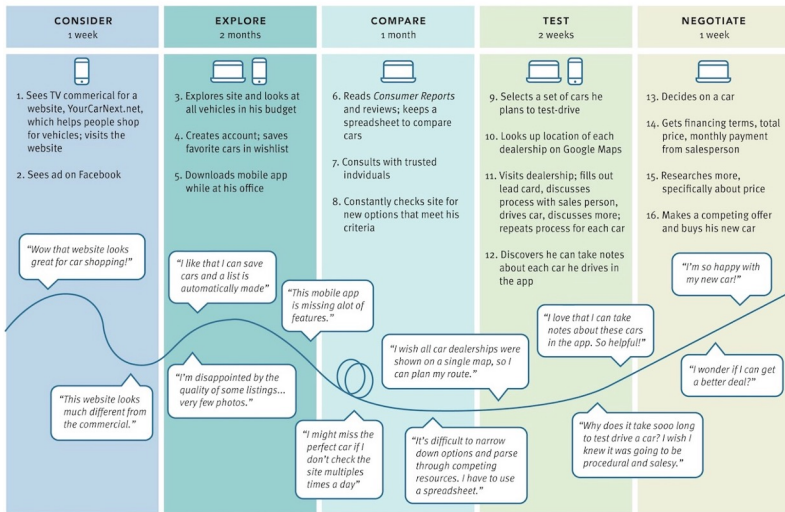


EMOTIONAL ERIC

Eric is an emotional car buyer. He purchases based on aesthetics and status. Scenario: Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and out
- Video overview of car with demonstrations



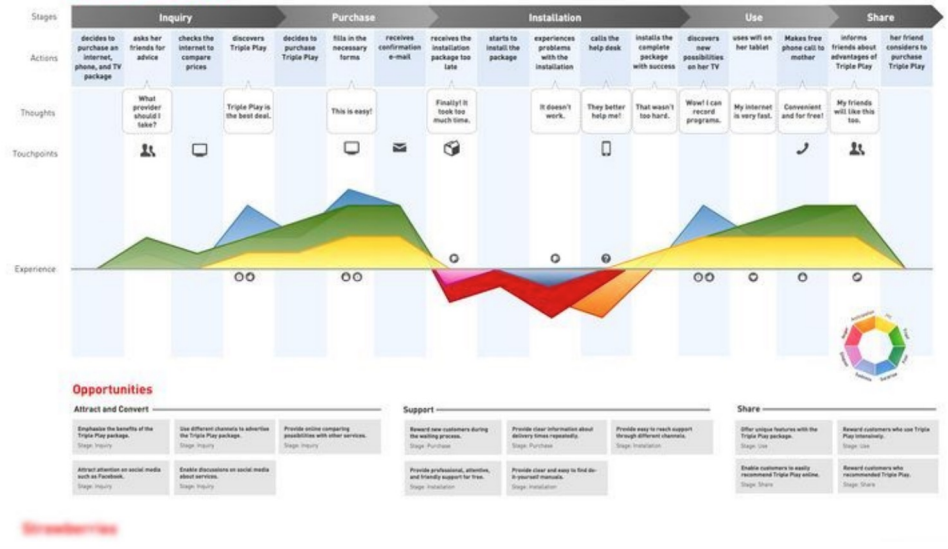
NNGROUP.COM NN/g

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



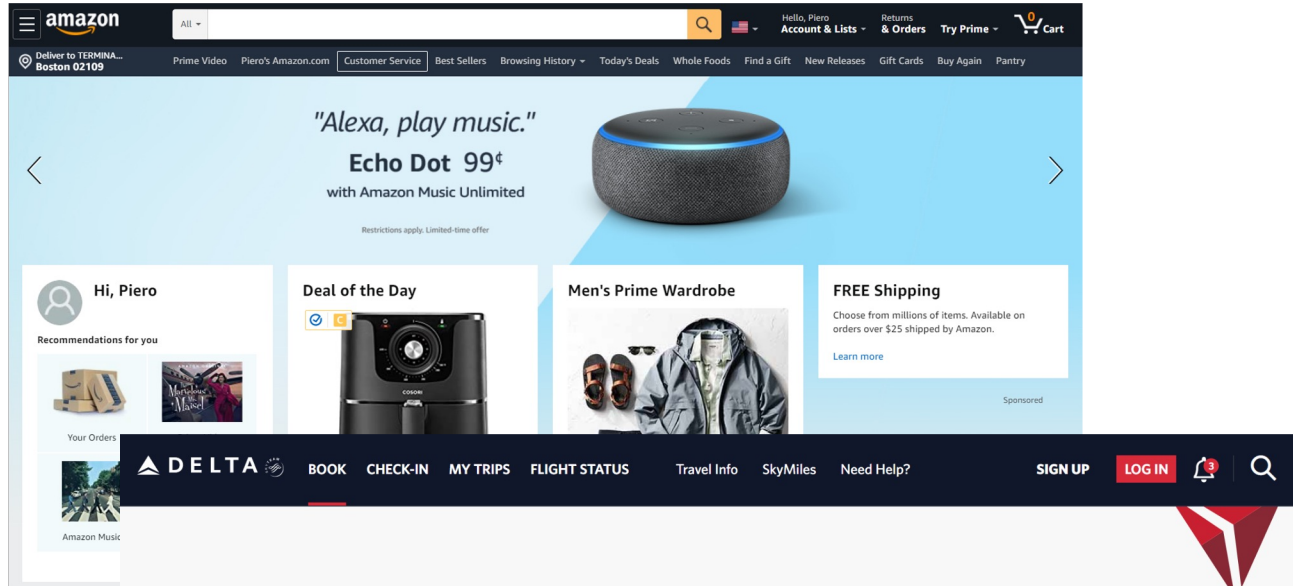
Opportunities

Attract and Convert	Support	Share
Explain the benefits of the Triple Play package. Stage: Inquiry	Respond to customers during the waiting process. Stage: Purchase	Offer unique features with the Triple Play package. Stage: Use
Use different channels to advertise the Triple Play package. Stage: Inquiry	Provide online comparing possibilities with other services. Stage: Inquiry	Reward customers who use Triple Play intensively. Stage: Share
Attract attention on social media with an Facebook. Stage: Inquiry	Provide professional, attention, and friendly support for free. Stage: Installation	Enable customers to easily recommend Triple Play online. Stage: Share
Enable discussions on social media about services. Stage: Inquiry	Provide clear and easy to find do-it-yourself manuals. Stage: Installation	Reward customers who recommended Triple Play. Stage: Share

Experience map - A. Duden's Journey Through University



What's changing...



Find Your Trip

Look Up a Trip

Enter your information to look up a trip. You can search by confirmation number, credit/debit card number or ticket number.

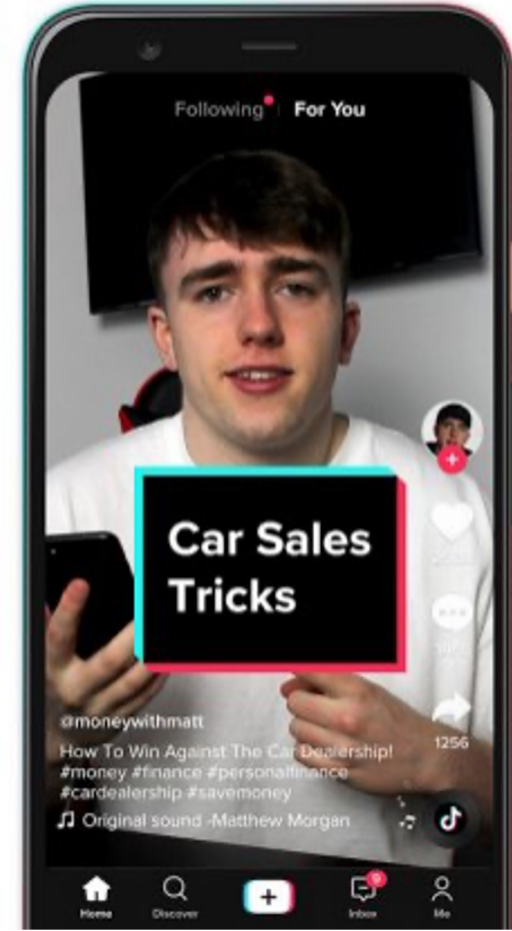
All fields required

Find Your Trip By

Confirmation Number First Name Last Name

[Look Up a Hotel Reservation](#) | [Look Up a Car Reservation](#)

SEARCH

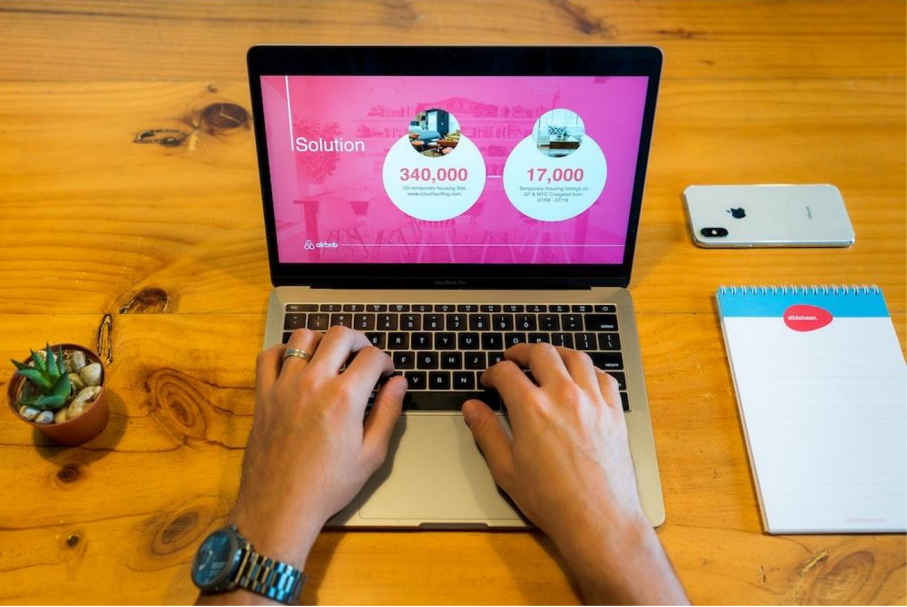


It's become an emotional journey

- This is the emotional aspect, there can be frustration when it doesn't match up to expectations: why isn't this easier?
- It's having a negative impact on universities being able to connect with users in a way that leaves a good, positive impression.



Research isn't very structured (at the start) or during normal business hours



What this means:

- Higher online service expectations, especially around **self service**
- Higher levels of dissatisfaction and frustration (especially if researching “after hours”)
- A stronger link between website experience and the expected student and teaching experience
- A jump to social media channels if information can’t be found
- More likely to “move on”: if there wasn’t a strong connection with your institution already or strong parental “involvement”

Takeaway – good wins

- **User tests that capture emotion** As someone is going through your processes, capture emotion during tests (look at facial expressions, capture noises and what they're saying).
- **Map delight and frustration.** Positive and negatives.
- A jump to **social media channels** if information can't be found
- More likely to “move on”: if there wasn't a strong connection

1. Course search

In 2019, only

4%

of US universities & colleges
have a prominent
Course Finder / Search
capability on the homepage

Expectations are high...don't disappoint them

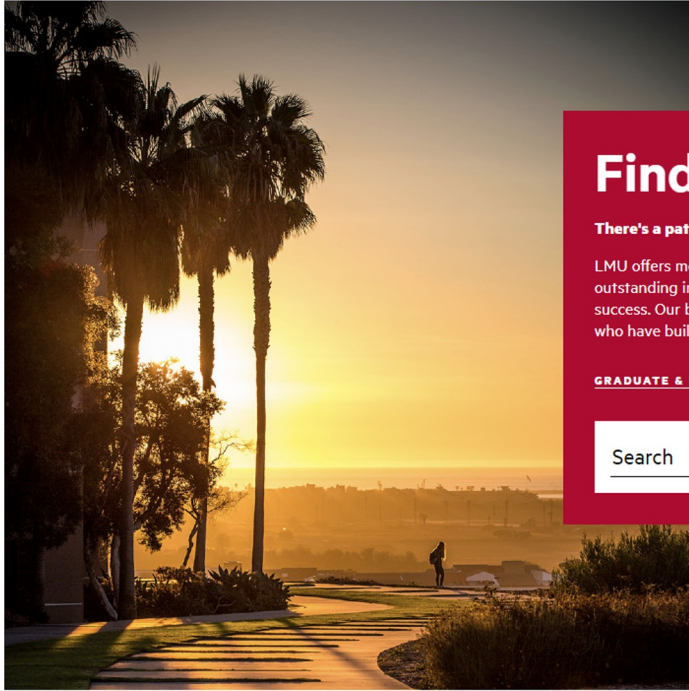
The image shows a screenshot of the Amazon homepage. At the top, the Amazon logo is on the left, and the search bar is in the center. To the right of the search bar, there are links for "Hello, Piero Account & Lists", "Returns & Orders", "Try Prime", and a shopping cart icon. Below the search bar, there are navigation links for "Prime Video", "Piero's Amazon.com", "Customer Service", "Best Sellers", "Browsing History", "Today's Deals", "Whole Foods", "Find a Gift", "New Releases", "Gift Cards", "Buy Again", and "Pantry".

The main banner features a promotion for the Echo Dot: *"Alexa, play music."* **Echo Dot 99¢** with Amazon Music Unlimited. Below the price, it says "Restrictions apply. Limited-time offer". To the right of the text is an image of the Echo Dot smart speaker.

Below the banner, there are four main sections:

- Hi, Piero**: A personalized greeting with a profile icon and the text "Recommendations for you". Below this are four tiles: "Your Orders" (with an Amazon box icon), "Prime Video" (with a movie cover), "Amazon Music" (with a music note icon), and "Audible Books" (with a book cover).
- Deal of the Day**: A featured product, a Cosori 5.8Qt Air Fryer, with a price of \$67⁴⁹ (down from \$89.99). Below the product is a "See all deals" link.
- Men's Prime Wardrobe**: A collection of men's clothing items including a jacket, shorts, and sandals. Below the items is a "Try before you buy" link.
- FREE Shipping**: A promotional message stating "Choose from millions of items. Available on orders over \$25 shipped by Amazon." with a "Learn more" link. A "Sponsored" label is visible at the bottom right of this section.

Degree & Program search at the core of the experience



Find Your Program

There's a path for everyone. Explore yours.

LMU offers more than 150 degrees, certificates and credentials to prepare outstanding individuals for lives of meaning, purpose and professional success. Our breadth and depth in academics come from pre-eminent faculty, who have built LMU's reputation as one of the nation's top universities.

[GRADUATE & DOCTORAL](#) / [UNDERGRADUATE](#) / [CERTIFICATE](#)



We'll Challenge
and Inspire You

Find Your Program

PROGRAM SPOTLIGHT

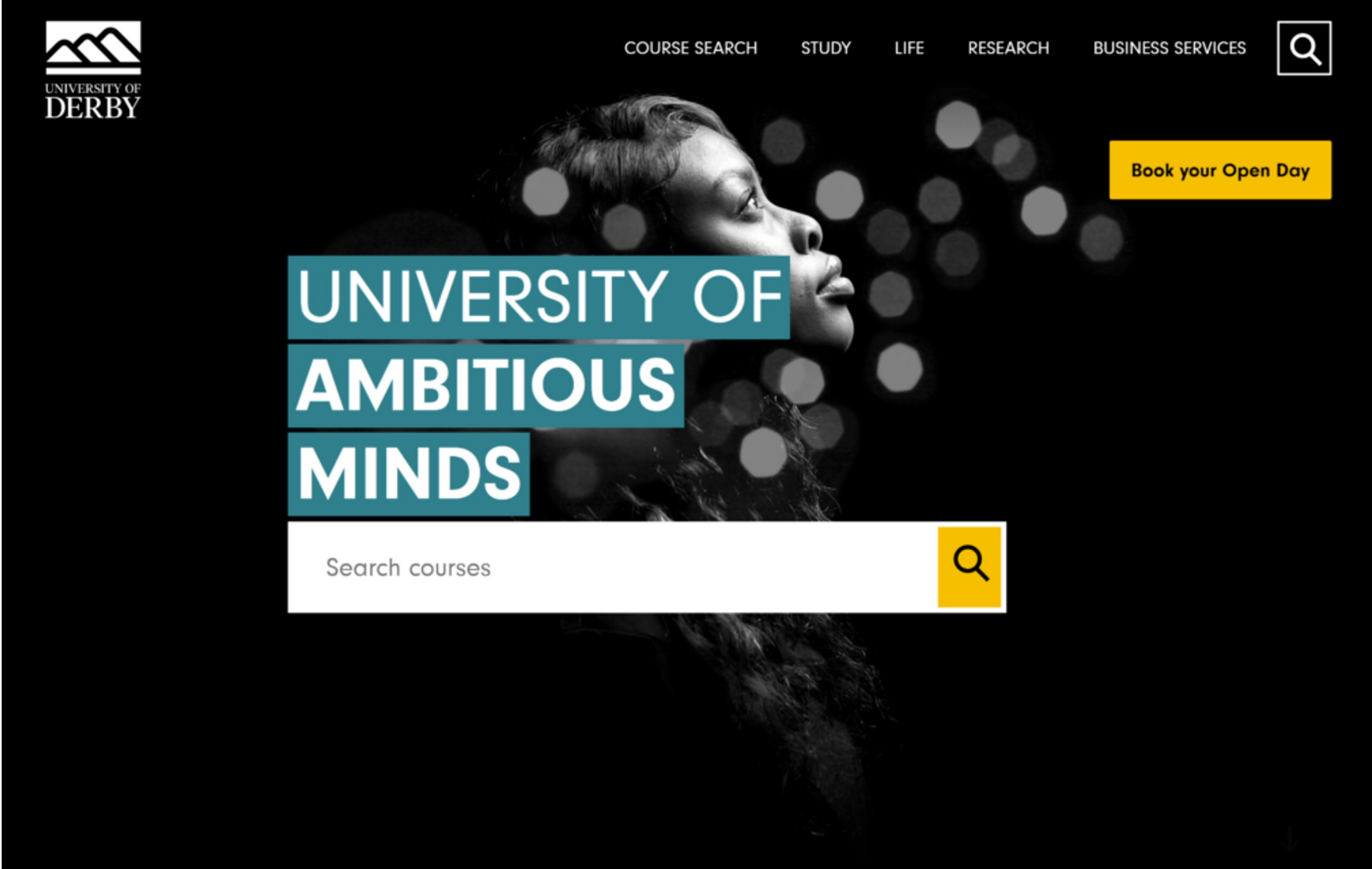
BS in Nursing

Develop the skills and knowledge you need to provide the highest quality care to patients.

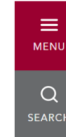
Deliver compassionate life-changing care in a variety of clinical settings.



Some universities have gone 100% search



Degree & Program search at the core of the experience



Majors & Programs

SEARCH

OR FILTER BY

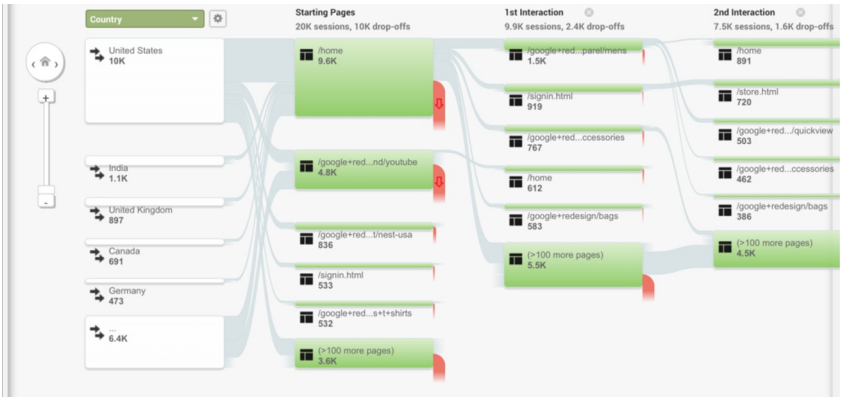
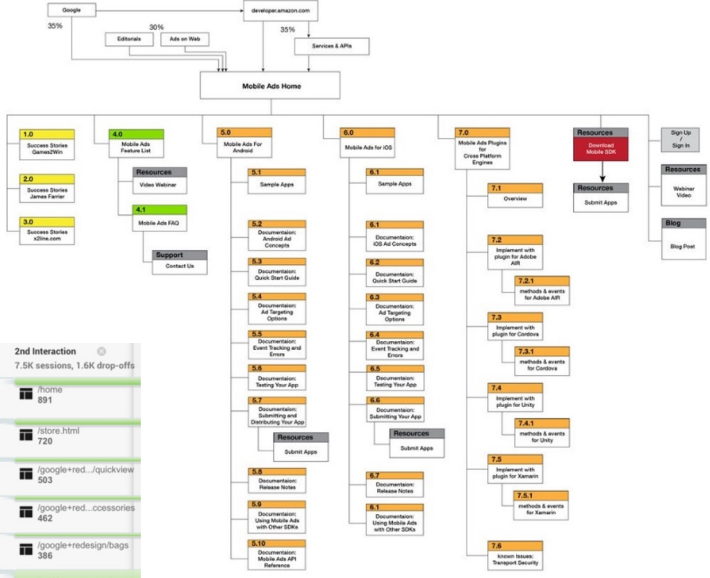
<i>Modality:</i>	<i>College/School:</i>	<i>Degree Level:</i>	
All <input type="button" value="v"/>	All <input type="button" value="v"/>	All <input type="button" value="v"/>	<input type="submit" value="Submit"/>

What is perceived as a good experience?

- **Strong mobile experience**
- **Easy and fast to search, filter and find potential areas of study**
 - Not the same tool for selecting classes or for enrolled students (Not Acalog, CourseLeaf, Ellucian Banner/Degreeworks etc.)
- **Content is well written and externally focused**
(not academic and not entirely from your course catalogue)
- **Not too much written content** – a blend depending on the particular program, use graphics, visuals
- **Clear calls to action** – I'm interested, what's next? Make it easy
- Think of each program / course page as a product landing page

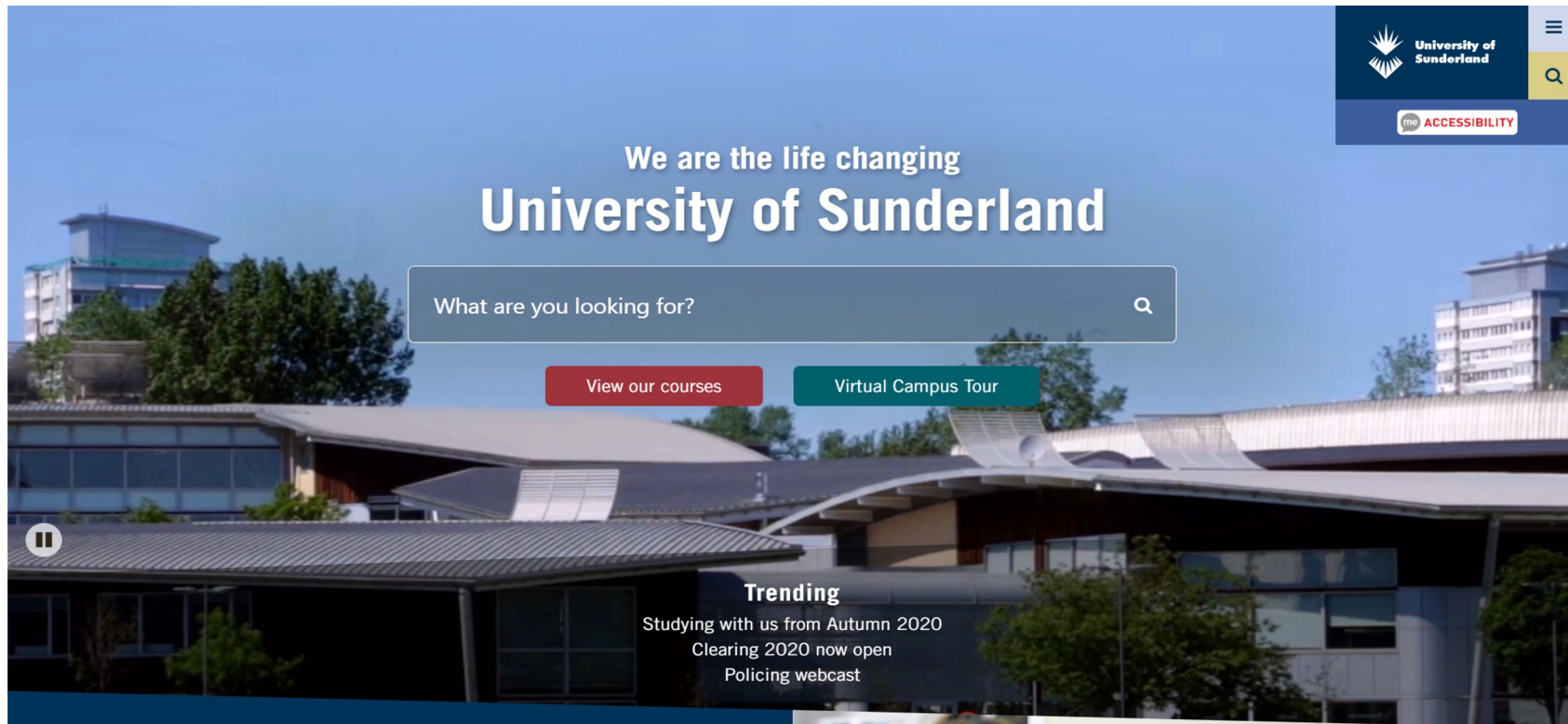
2. Your information architecture is less important than you think

A key part of a web redesign project...



But...

- They go straight for the search box.



How can you help your prospective students?

- If search is their first “go to” function, what is the experience like?
- An opportunity for it to be a strong and engaging experience
- Spend time manually refining the results – don’t “fire and forget”

3. Personalize your message, remove noise

...no longer a “like to have”

What can personalization and content targeting improve?

- Get them the information they want... quickly
- The impacts of website noise... what's the message? (“this needs to be on the homepage”)
- Reduce frustration levels in “finding answers”
- “You should know something about me at this stage” – maybe they're still seeing noise where they shouldn't

A dream of personalization...



Geographic location

so they see different content if they're local, national, or international



Interests

such as academic courses or prerequisites



Triggered actions

like clicking a button or filling out a form: the next time they visit, the form or call to action can be replaced with newer content they haven't seen before



Click-trail

delivers content based on what a user does on a site



Login credentials

such as signed-in students or signed-in faculty or staff



Personas

where their behaviour on the site tags them as a certain predefined persona who's shown specific content, such as undergraduate international students, for example



Email marketing

where if they click a link you already know they have a particular interest



Self-selecting user customisation

where the person decides what kind of content they want to see



Course search

or other search term, so they can easily find the programme or course they're looking for



Visitor source

like web search, ad campaign, or social media link



Device, browser or operating system



Time of day or weather

Some quick wins in this area:

- Benefits are strong even with small amount of personalization
- Personalize based on country of origin
- What is their preference, online study or on campus?
- Undergraduate or postgraduate
- What areas of study are they interested in?
- If you're not sure how to determine their preferences, just ask...
- Not sure where to start? Get in touch with us...

4. Social media interaction

A behaviour change we're seeing...

- Expectations of social media interaction are changing: high expectations of customer services, including after hours.
- Are students finding the information they need from the website? If not, they'll switch channels...



Key questions for your team

- When do you respond to “after hours” queries?
- Do you have a cross-channel way of tracking the query?
- Is it another task for the over-stretched “social media manager” (if you have one)?
- Do you have a **good workflow** to answer more complex questions?

5. Online differentiation

A design challenge, but worth spending time on

- Similar websites can blend together in people's minds
- Does your university have a commonly used colour palette?
- Are you using a similar page structure?
Hero image, followed by boxes of content?
Large-format video?
- The balance between creative and a good user experience

Now is the time to make **BOLD** decisions

University of the Creative Arts

The screenshot displays the top navigation bar of the University of the Creative Arts website. On the left is the university's logo, a stylized 'UCA' composed of vertical bars. To its right are navigation links: 'Courses' with a dropdown arrow, 'Study at UCA' with a dropdown arrow, and 'Research' with a dropdown arrow. Further right are 'About Us', 'Contact', and 'Login' with a dropdown arrow. A purple search icon is located on the far right of the navigation bar.

Below the navigation bar, the main content area features the text 'University for the Creative Arts' in a smaller font, followed by 'Open Days' in a large, bold, white font. A purple button with the text 'Book now' and a right-pointing arrow is positioned below the 'Open Days' text.

On the left side of the main content area, there is a dark grey sidebar with two dropdown menus. The first is labeled 'I am' and has 'A potential student' selected. The second is labeled 'Interested in' and has 'Finding a Course' selected. A right-pointing arrow is located to the right of the second dropdown menu.

The main content area is divided into three vertical panels, each with a background image and a large, white, vertical text label. The first panel shows a close-up of hands working with clay, with the label 'Art & Design'. The second panel shows a person wearing a measuring tape around their neck, with the label 'Business'. The third panel shows a close-up of a camera lens, with the label 'Technology'.

Conclusion & key take-aways

Conclusion & key take-aways

1. **User journey mapping is critical**
 - Across departments, secret shoppers, include emotions!, have it at the center of your office environment/decision-making
2. **Course search:** consider it as one of the core elements of your website redesign project or consider it as its own project
3. **Website redesign projects:** Add time of day and home environment to your user persona descriptions
4. Set expectations and processes on **social media response times** and the correct channels for people to use - start to measure response times
5. Now is a time to differentiate—**make bold decisions!**

Thank you...

**Check out our higher education digital marketing blog:
www.terminalfour.com/blog**