TEAM ID   **:**   **NM2023TN**
PROJECT TITLE   **: CREATION OF AN APPLICATION FOR**
.   **SCHOOL   MANAGEMENT**

Project Design Phase – Part 2

From this milestone you will be continue working on the project design phase. You are expected to cover the activities given.

Requirement Analysis (Functional, Operational, Technical) / Flow Charts

In this activity you are expected to prepare the functional requirement analysis document by referring from the template.

Example of a customer journey map for self-service school model

This model suits you if most students enroll in online school without your assistance.

Creating a customer journey map here involves identifying the key stages, touchpoints, channels, and emotions experienced by the students as they interact with the school.

Here's an example of a customer journey map with a self-service approach:

Awareness

Touchpoints: Online advertisements, social media posts, search engine results, recommendations from friends or colleagues.

Channels: Google, Facebook, Twitter, LinkedIn, word-of-mouth.

Emotions: Curiosity, interest, uncertainty.

Consideration

Touchpoints: Visiting the school's website, browsing course pages, reading reviews, and watching introductory videos or webinars.

Channels: Website, YouTube, review platforms.

Emotions: Excitement, anticipation, skepticism, analysis.

Enrollment

Touchpoints: Creating an account, selecting courses, processing payment.

Channels: School's website or app, email confirmation.

Emotions: Confidence, accomplishment, concern (about the self-service model).

Engagement

Touchpoints: Accessing course materials, watching video lectures, participating in online quizzes, utilizing chatbot or FAQ for support, engaging with fellow students through online forums or discussion boards.

Channels: Learning management system, chatbot, discussion forums.

Emotions: Motivation, enthusiasm, occasional frustration (if support is limited).

Completion

Touchpoints: Finishing the course, receiving a completion certificate, providing feedback, or course review.

Channels: Learning management system, email, review platforms.

Emotions: Satisfaction, pride, accomplishment.

Advocacy

Touchpoints: Sharing course experiences with friends or colleagues, posting reviews, and recommending the online school to others.

Channels: Social media, review platforms, word-of-mouth.

Emotions: Loyalty, trust, enthusiasm.

Throughout this customer journey, it's essential to identify pain points and opportunities for improvement. Potential enhancements might include:

Setting up a chatbot to deal with main questions, like in the pic on the right ☞

Creating a comprehensive FAQ section i.e., a knowledge base or FAQ chatbot.

Offering live chat assistance to address concerns and improve the overall student experience.

Discover more tools with Dashly

Chatbot

Read also: The secret weapon of your competitors or Why you should focus on customer service first

Example of a customer journey map for demo-based school model

If a prospect goes on a trial period before becoming your student, consider the demo-based model of CJM.

Awareness:

Touchpoints: Online advertisements, social media posts, search engine results, recommendations from friends or colleagues.

Channels: Google, Facebook, Twitter, LinkedIn, word-of-mouth.

Emotions: Curiosity, interest, excitement.

Consideration:

Touchpoints: Visiting the school's website, browsing course offerings, reading reviews, watching promotional videos.

Channels: Website, YouTube, review platforms.

Emotions: Intrigue, anticipation, evaluation.

Demo Enrollment:

Touchpoints: Registering for a demo course, receiving a welcome email with access details.

Channels: School's website or app, email.

Emotions: Enthusiasm, curiosity, expectation.

Demo Engagement:

Touchpoints: Attending live demo sessions, interacting with instructors and fellow students, accessing course materials, engaging in group activities or discussions.

Channels: Video conferencing platforms (e.g., Zoom), learning management system, and discussion forums.

Emotions: Involvement, excitement, connection.

Full Course Enrollment:

Touchpoints: Evaluating the demo experience, deciding to enroll in a full course, processing payment

Channels: School's website or app, email confirmation

Emotions: Confidence, commitment, anticipation

Full Course Engagement:

Touchpoints: Accessing course materials, participating in live sessions, completing assignments, interacting with instructors and peers, receiving support and feedback

Channels: Learning management system, video conferencing platforms, discussion forums, email

Emotions: Motivation, involvement, satisfaction

Completion:

Touchpoints: Finishing the course, receiving a completion certificate, providing feedback or course review

Channels: Learning management system, email, review platforms

Emotions: Pride, accomplishment, gratification

Advocacy:

Touchpoints: Sharing course experiences with friends or colleagues, posting reviews, recommending the online school to others

Channels: Social media, review platforms, word-of-mouth

Emotions: Loyalty, trust, enthusiasm

Potential improvements of the demo-based model might include:

Refining the demo course to better showcase the school's strengths;

Improving the onboarding process for new students, i.e. with an onboarding chatbot;

Offering flexible scheduling options for live sessions.

Let's discuss how Dashly tools can improve your students' experience and boost your revenue.

Get a free expert analysis of your website communications and learn where you lose leads!

Schedule a free consultation

Read also: 15 best lead generation services to grow your base in 2023

Example of a customer journey map for a free webinar-based funnel

Here's an example of a customer journey map for an online school that uses free webinars to attract prospects:

Awareness

Touchpoints: Online advertisements, social media posts, search engine results, recommendations from friends or colleagues.

Channels: Google, Facebook, Twitter, LinkedIn, word-of-mouth.

Emotions: Curiosity, interest, excitement.

Consideration

Touchpoints: Visiting the school's website, browsing course offerings, reading reviews, and watching promotional videos.

Channels: Website, YouTube, review platforms.

Emotions: Intrigue, anticipation, evaluation.

Webinar Registration

Touchpoints: Registering for a free webinar and receiving a confirmation email with access details.

Channels: School's website or app, email.

Emotions: Enthusiasm, curiosity, expectation.

Webinar Engagement

Touchpoints: Attending the live webinar, interacting with the presenter and fellow attendees, and participating in Q&A sessions.

Channels: Video conferencing platforms (e.g., Zoom), live chat.

Emotions: Involvement, excitement, connection.

Course Enrollment

Touchpoints: Evaluating the webinar experience, deciding to enroll in a full course, processing payment.

Channels: School's website or app, email confirmation.

Emotions: Confidence, commitment, anticipation.

Course Engagement

Touchpoints: Accessing course materials, watching video lectures, completing assignments, interacting with instructors and peers, and receiving support and feedback.

Channels: Learning management system, video conferencing platforms, discussion forums, email.

Emotions: Motivation, involvement, satisfaction.

Completion

Touchpoints: Finishing the course, receiving a completion certificate, providing feedback, or course review.

Channels: Learning management system, email, review platforms.

Emotions: Pride, accomplishment, gratification.

Advocacy

Touchpoints: Sharing course experiences with friends or colleagues, posting reviews, and recommending the online school to others.

Channels: Social media, review platforms, word-of-mouth.

Emotions: Loyalty, trust, enthusiasm.

Potential improvements for this model might include:

Enhancing the quality and relevance of webinar content;

Improving the post-webinar follow-up process with a chatbot and emails;

Offering additional free resources to entice course enrollment.

Read also: 10 conversion rate optimization tools to enhance your funnel and boost revenue

Example of a customer journey map for a paid traffic funnel

If you invest in paid traffic, let's consider this CJM model:

Awareness:

Touchpoints: Online advertisements, sponsored social media posts, search engine marketing.

Channels: Google Ads, Facebook Ads, Instagram Ads, LinkedIn Ads.

Emotions: Curiosity, interest, excitement.

Consideration:

Touchpoints: Clicking on the ad and landing on the course website page, browsing course offerings, reading reviews, and watching promotional videos.

Channels: Website, YouTube, review platforms.

Emotions: Intrigue, anticipation, evaluation.

Course Enrollment:

Touchpoints: Deciding to enroll in a course, processing payment, receiving a confirmation email with access details.

Channels: School's website or app, email.

Emotions: Confidence, commitment, anticipation.

Course Engagement:

Touchpoints: Accessing course materials, watching video lectures, completing assignments, interacting with instructors and peers, receiving support and feedback.

Channels: Learning management system, video conferencing platforms, discussion forums, email.

Emotions: Motivation, involvement, satisfaction.

Completion:

Touchpoints: Finishing the course, receiving a completion certificate, providing feedback or course review.

Channels: Learning management system, email, review platforms.

Emotions: Pride, accomplishment, gratification.

Advocacy:

Touchpoints: Sharing course experiences with friends or colleagues, posting reviews, recommending the online school to others.

Channels: Social media, review platforms, word-of-mouth.

Emotions: Loyalty, trust, enthusiasm.

Potential improvements for the paid traffic model:

Optimizing the landing page for higher conversion rates (proactively engaging new visitors with a chatbot);

Refining ad targeting to attract more relevant prospects;

Offering limited-time promotions to encourage course enrollment, i.e. a pop-up message with a timer.

With a paid traffic model, a seamless smooth customer journey is essential. Consider a chatbot for this task:

Ready-made chatbot template No 3: Convert users who visit your website by UTM link or Ads

Typical challenges of introducing journey mapping to an education environment

Creating an online customer journey map is essential for understanding and improving the student experience. However, there are several typical challenges that you may encounter during this process:

Limited data and insights

You need access to relevant data and insights about your students to create an accurate and comprehensive customer journey map. This can include demographic information, behavioral data, and feedback from students.

Gathering and analyzing this information can be time-consuming and resource-intensive.

The fix?

Track website visitors' behavior, their interactions with your company, and always have it at your hands in the Lead Card.

In Dashly, data from the fields, button clicks, and page visits are tracked automatically in real time.

So you can see potential students' emails, phone numbers, location, interests, etc.

Check how it works for free

Lead card

Identifying the right touchpoints

With numerous interactions and channels in the online student journey, pinpointing the most relevant and impactful touchpoints can be challenging.

Focusing on the touchpoints that significantly impact the student experience and their decision-making process is essential.

Accounting for individual differences

Students can have widely varied preferences, motivations, and learning styles. It can be challenging to create a customer journey map that adequately captures this diversity and addresses the needs of all your students.

Siloed teams and lack of collaboration

Creating a customer journey map often requires input from multiple teams within your organization, such as marketing, course development, and student support.

Breaking down silos and fostering collaboration between these teams can be challenging, but is essential for creating a cohesive and accurate map.

Read also: Customer engagement strategy template to create omnichannel campaigns

Keeping the map updated

Online learning constantly evolves, and students' needs and expectations change. Regularly updating your customer journey map to reflect these changes can be challenging.

But is crucial to maintaining its relevance and effectiveness.

Implementing improvements

Identifying opportunities for improvement is just the first step in enhancing the student experience. The real challenge lies in implementing these changes and measuring their impact on your students' satisfaction and success.

Balancing priorities and resources

It takes significant time and resources to address all the identified pain points and improvement opportunities. Prioritizing the most critical issues and balancing the available resources can be challenging.

Measuring success

Establishing the right key performance indicators (KPIs) and measuring the success of your customer journey map can be challenging.

Choosing metrics that align with your objectives and accurately reflect the impact of your improvements on the student experience is essential.

To overcome these challenges, it's crucial to approach the customer journey mapping process with a clear plan, open communication, and a commitment to continuous improvement.

By doing so, you can create a comprehensive and actionable map that helps enhance the online student experience and drive success for your online school.

To summarize

Creating an online student customer journey map is essential for understanding and enhancing the student experience in online schools. It's a challenging and quite time-consuming process. But eventually, you have a clear understanding of your student's experience and get a chance to enhance it.

CJM creation requires a devoted team, communication (among your teammates and with students), and the right toolset.

Free expert insights to boost your marketing strategy and raise conversion to a target action by 10%

Learn more

Read also:

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☞7 Best Live Chat for eCommerce: Boost Conversion on your Website

☞ Top 5 live chat mobile app: find the best fit for your business

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