

## Use case

Define the use case

Visit campus for orientation, admissions, or official meetings.

Attend cultural programs, festivals, and sports events.

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Collaborate on research, projects, or academic activities.

Reconnect and network with the campus community.

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Participate in seminars, workshops, and conferences.

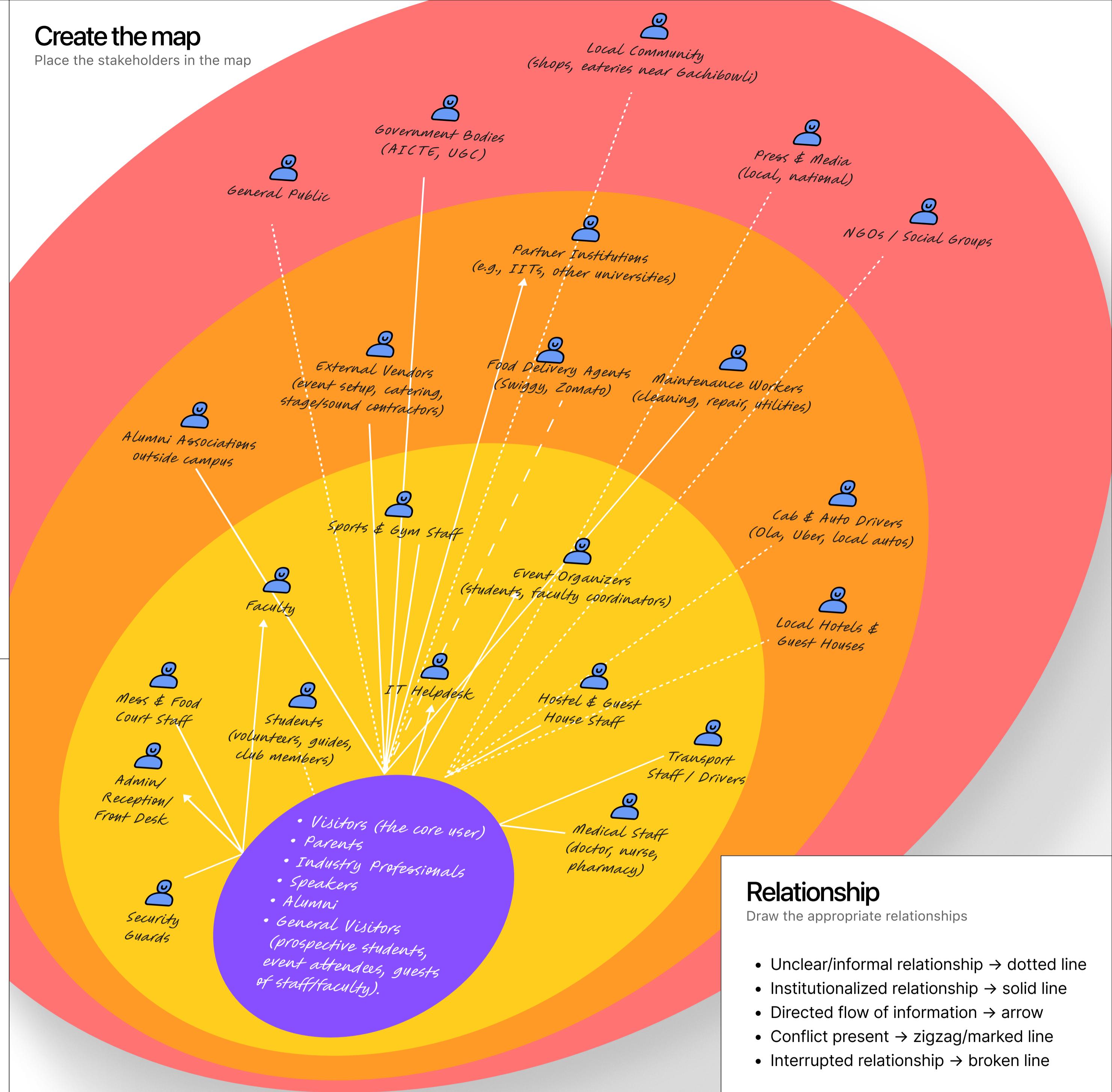
Use campus facilities such as housing, food, transport, and medical services.

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## Create the map

Place the stakeholders in the map



## Findings

Define your feelings from the stakeholder map

### General Visitors

Visitors (prospective students, guests of staff/faculty, event attendees) for admissions, cultural fests, conferences, personal visits.

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## Relationship

Draw the appropriate relationships

- Unclear/informal relationship → dotted line
- Institutionalized relationship → solid line
- Directed flow of information → arrow
- Conflict present → zigzag/marked line
- Interrupted relationship → broken line

- We looked at all the people connected to campus visits. They fall into three groups:

- The ones inside campus who are fully managed by the institute, like teachers, staff, and security.

- The ones in between, who are sometimes formal, sometimes casual, like students, parents, and alumni.

- And the ones outside, like media, cab drivers, and hotels, who affect the visitor's experience but aren't directly managed.