This empathy map is for high school students applying to Fontys and it provides insights into their thoughts, feelings, and actions during the decision-making process.

It highlights their uncertainties, the need for clarity, and the importance of seeking information from various sources like online research, open days, and conversations with current students.

The second empathy map is for current students at fontys who are in their first semester.

It highlights their uncertanities on things like which profile they will choose or whether they will pass the semester.

Understanding these aspects can help in designing strategies to support and guide high school students through their educational choices effectively.

Into our customer Journey,

Our customer journey involves four key stages:

Own interpretation, based off of realistic process for a student appling to fontys.

Awareness: Through online ads, word of mouth, recruiters, social media, and local events, we introduce our offerings.

Consideration: Potential customers engage with webinars, website searches, research, and email communication as they evaluate their options.

Communication: We interact with customers through email, consultations with recruiters, and seeking advice from friends.

Application: Customers apply via Studie Link, receive support during their first semester, and make profile choices with guidance from the school.

This journey ensures a seamless experience from awareness to application, fostering meaningful connections with our audience.