

JACK

Age: 17

Location: Canberra

“

If it just laid out each step really clearly I would go, 'ok I get this' but there were a few times when I am like, I missed something apparently

”

TECH CONFIDENCE

Mobile



Tablet



Desktop/ laptop



Social media



JACK'S STORY

I accepted an offer to study at UC and am now trying to figure out what comes next. I've decided to keep living at home with my family to save money, so at least I don't have to worry about that.

I didn't hear from UC for ages, then I started to get a lot of really long emails. I found those confusing as I guess they're using all these uni terms that I don't understand yet, and some of it didn't seem to apply to me. Enrolling has also been hard, as I don't know what I need to take for this course and the unit descriptions aren't much to go on. I think I'll need to get help from someone.

I'm not really sure what uni will be like and that's a bit stressful, but it should be ok once I'm there. Hopefully I'll make some friends and have some fun too.

MOTIVATIONS

- To fit in and enjoy my uni experience
- To select a course and units that will be right for me and my career

NEEDS

- Succinct, clear, personalised information which avoids jargon
- The information I need at the time I need it
- Reassurance and support before starting and during onboarding

PAIN POINTS

- Knowing what to expect from uni life and what the next steps are after accepting the offer
- Initially radio silence from UC, then bombarded by a lot of irrelevant communication with jargon
- Choosing units to enrol in which interest me and meet the requirements of my course



ZIANG

Age: 25

Location: China



I like when they put more of a focus on practical learning and theoretical so they can relate back to the real world and how you would use it in a job



TECH CONFIDENCE

Mobile



Tablet



Desktop/ laptop



Social media



ZIANG'S STORY

I have finished my degree and am considering moving to Australia to do some postgraduate study so that I will have better qualifications and a competitive edge when I return. I've done some research and found that UC offers the course I want to do and has a good ranking.

My family thinks it would be good for me to travel and have new experiences. I am excited by the idea but also very nervous as I'm not sure if my English is good enough and I don't know anyone in Canberra. I'm not really sure what Canberra is like as I haven't heard of it before.

Looking into the process of applying, I'm quite confused and I think it might take a while. I have been in touch with UC a few times to ask questions so it's gradually becoming clearer what I need to do.

MOTIVATIONS

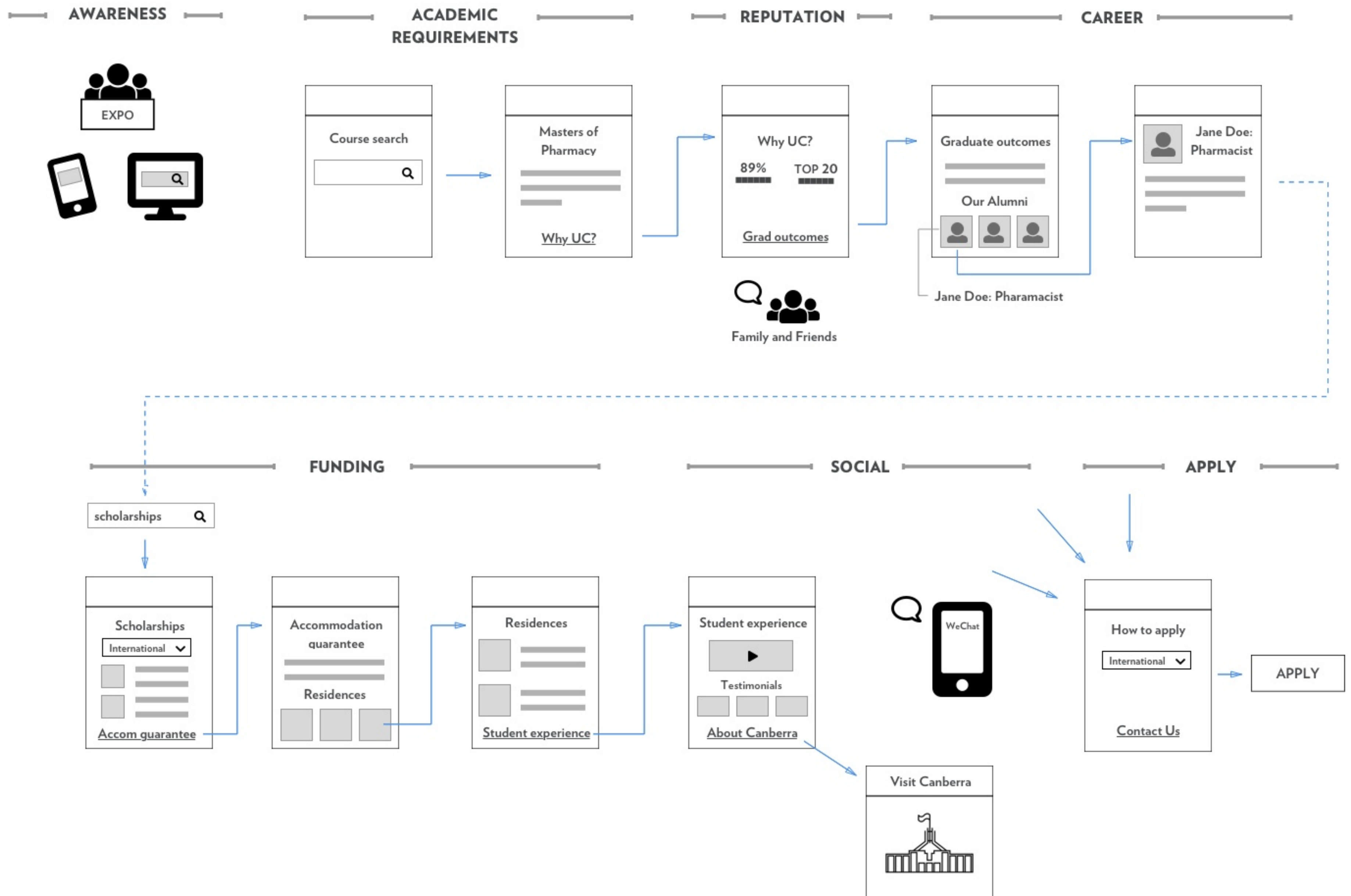
- To have a successful career
- To have an international experience
- To meet my family's expectations
- To achieve good educational outcomes

NEEDS

- Information about visas, courses, English language requirements and costs
- Accreditation back home
- Social and academic support

PAIN POINTS

- Finding everything I need to know - the information is scattered
- Understanding where everything is, starting with Canberra
- Uncertainty about the language and culture
- Lengthy, complicated process to get in





Hi Chris you've been accepted into a Bachelor of Science ...

ACTION

