

Benefit for the students:

Why are we invested in this system? We want to create a better overall experience for newly arrived students. We want to look unified as KTH and THS and we want to give our students the best experience we can now and for the future.

We know students are visiting the Signup page multiple times a week during the reception and many times before the reception as well. By putting some of our most valuable information on the page we can make sure students have easy and quick access to it without having them to browse through other pages first.

We can host any necessary information and functions in one place which we wish to push extra hard towards the students, tying together the social experience with contact information for support, the latest and most valuable information from the University. If we want we can add interactive maps and email reminders sent out automatically before events to remind students of what to bring and prepare. Even the school meetings could be on the system. The degree of how much we want to put in one place will be up to us, this system will act as a digital reception survival handbook.

For our own development:

We can get information on when students gets on the page and start preparing for their arrival to Sweden. We can see when they make accounts on the system and compare it to when they were sent their emails from their international coordinator or the newsletter. Through this information we can better adapt the emails we're sending to fit the behaviour of the students.

An example would be if we see that people start reading through the email from their international coordinator three weeks after they first received it we could instead send emails with less information the first time around with optional further reading, and then later send the full package.

We can get higher survey replies through having real time rating and commenting on events throughout the reception weeks, minimising the amount of questions students need to answer in the final complete experience survey. This statistical information can be displayed nicely and exported to further match the needs and expectations of our new students.

The platform is already built for having multiple independent entities hosting their own events and managing their own students. The chapters already have the option to host their events on the system and we can make the same expansion for any organisation within KTH.

All in all we want to make the new students experience more unified communication from both KTH and THS which we will make twofold as we get better data on what students really think and how they actually operate before and during their stay at KTH.