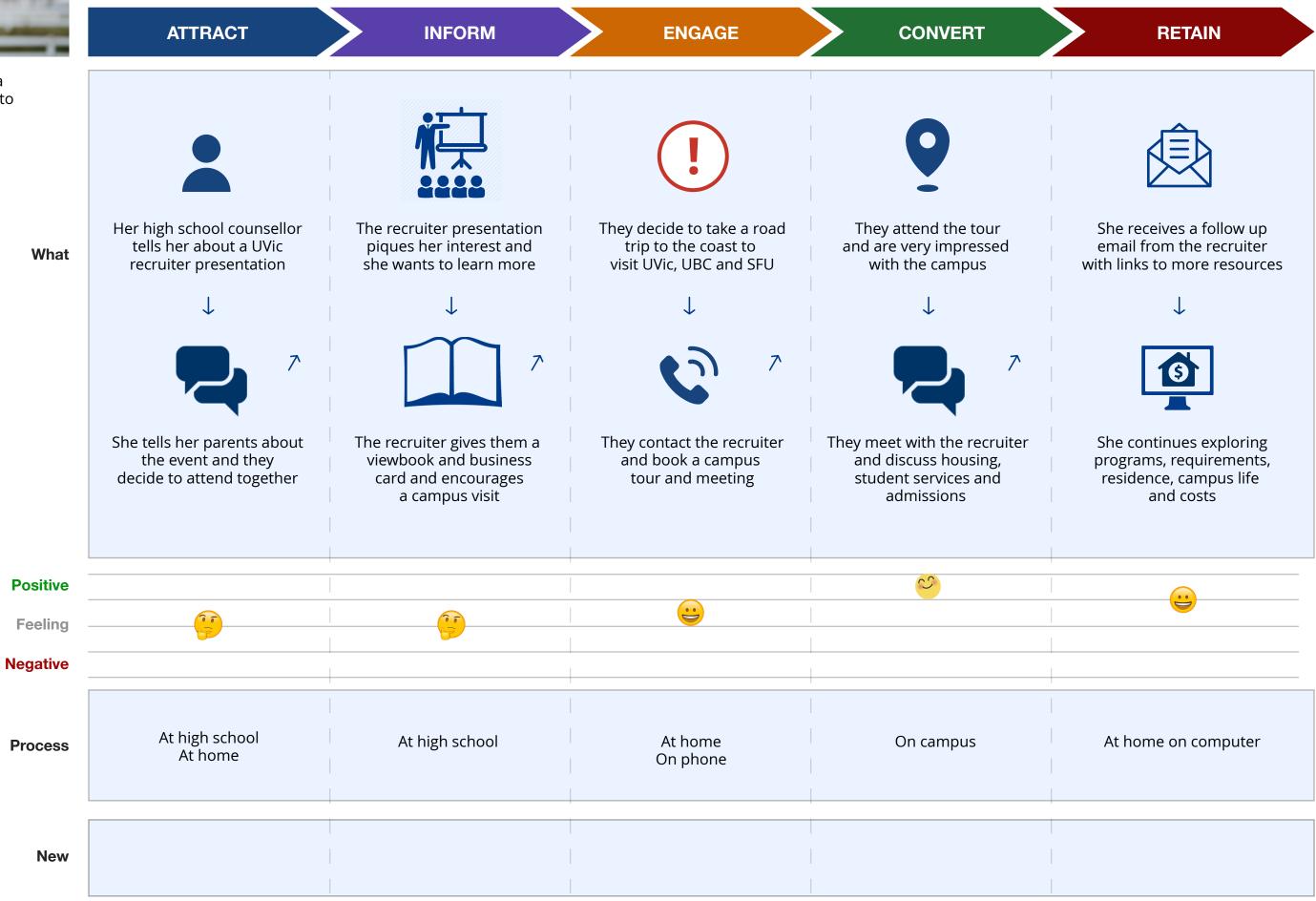


Carmen and her parents attend a UVic recruitment fair and decide to visit campus for a tour and learn more about campus life.

Calgary Carmen | 1.0 Recruitment and campus tour







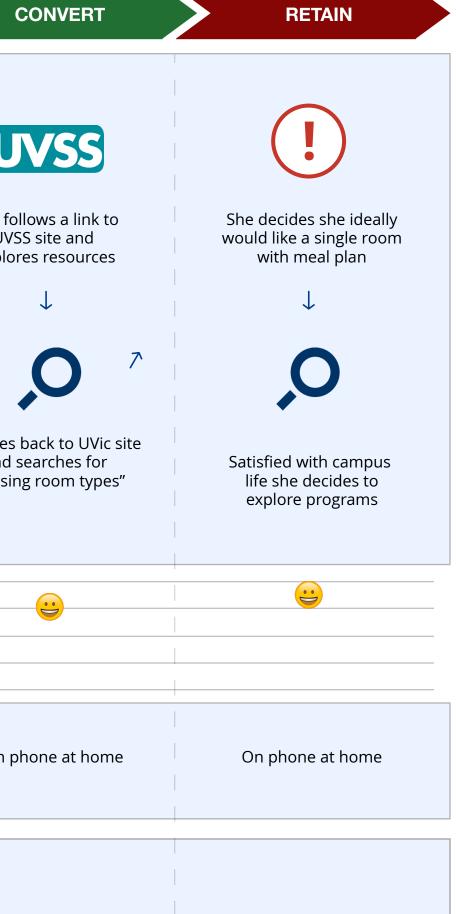


Carmen wants to get a good sense of what it will be like to live on campus and what student services are available at UVic. 
 Calgary Carmen
 1.1 Explore UVic campus life and student supports

| A DECEMBER OF THE OWNER. |   |  |  |                                  |  |
|--------------------------|---|--|--|----------------------------------|--|
| -                        | ATTRACT   | INFORM   | ENGAGE   | c                                |  |
| nse                      |   | 1  | 1  |                                  |  |
| ces                      |   |  | f  | U                                |  |
| What                     | She Google searches for<br>"UVic campus life"<br>on her phone                       | She explores student life,<br>campus life, health & wellness<br>and advocacy areas | She follows a link to<br>UVic's Facebook<br>main feed                    | She foll<br>UVSS<br>explore      |  |
|                          | $\downarrow$  | $\downarrow$   | $\downarrow$   |                                  |  |
|                          |   | <b>,0</b> <i>T</i>   |  |                                  |  |
|                          | She explores list of results<br>and follows a link to<br>"Residence & student life" | She searches UVic<br>for "LGBTQ" for<br>resources or supports                      | She watches a few videos<br>and follows a link to<br>"My UVic Life" blog | She goes b<br>and se<br>"housing |  |
|                          |   |  |  |                                  |  |
| Positive                 |   |  |  |                                  |  |
| Feeling                  |   |  |  |                                  |  |
| Negative                 |   |  |  | _                                |  |
| Process                  | On phone at home  | On phone at home   | On phone at home   | On ph                            |  |
| New                      |   |  |  |                                  |  |
|                          |   |  |  |                                  |  |









Carmen wants to explore biology programs, requirements and know what the important deadlines are.

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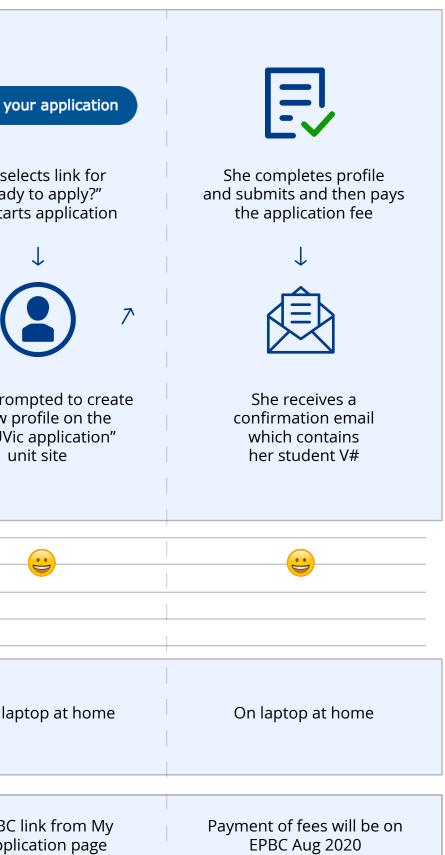
 Calgary Carmen
 1.2 Explore UVic programs, requirements and deadlines

| and the second sec |   |  |  |  |  |
|--|---|--|--|--|--|
| -  | ATTRACT   | INFORM   | ENGAGE   | ) c                                    |  |
| Sy<br>ow<br>re.  |   |  |  | 1                                      |  |
|  |   |  | ,<br>O   | Start yo                               |  |
| What   | Carmen receives a "Thank<br>you" email from UVic<br>recruiter                               | She Google searches for<br>"UVic marine biology<br>programs"                           | She explores potential<br>careers and sample course<br>options for the program           | She se<br>"Read<br>and star            |  |
|  | $\downarrow$  | $\downarrow$   | $\downarrow$   |  |  |
|  |   |  |  | (                                      |  |
|  | She explores programs in<br>the viewbook the<br>recruiter gave her<br>but needs more detail | She follows results link to<br>"Biology" page in the<br>undergraduate<br>programs area | She reviews program<br>requirements and<br>application deadlines<br>and decides to apply | She is proi<br>a new p<br>"My UVi<br>u |  |
| Positive   |   |  |  |  |  |
| Feeling  |   |  |  |  |  |
| Negative   |   |  |  |  |  |
| Process  | On laptop at home   | On laptop at home  | On laptop at home  | On la                                  |  |
| New  |   |  |  | EPBC<br>Appl                           |  |
|  |   |  |  |  |  |



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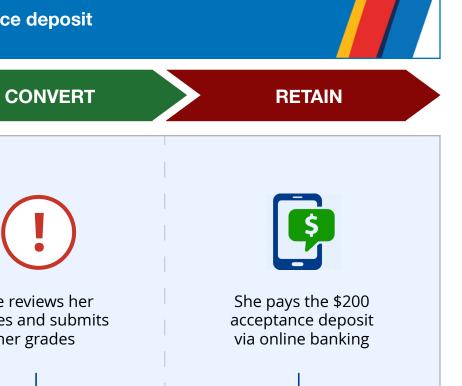
Carmen wants to finish her admissions application after she receives her introductory email from UVic admissions.

 Calgary Carmen
 1.3 Self report grades, accept conditional offer and pay acceptance deposit

|                                 | ATTRACT   | INFORM   | ENGAGE   | CONVERT  |
|---------------------------------|---|--|--|--|
| e<br>What                       | <image/> <text><text><image/><image/></text></text> | <image/> <text><text><image/><text></text></text></text> | <image/> <text><text><image/><text></text></text></text> | She reviews her<br>entries and submits<br>her grades |
| Positive<br>Feeling<br>Negative |   |  |  |  |
| Process                         | On mobile at home                                   | On laptop at home  | On laptop at home  | On laptop at home                                    |
| New                             |   | Deadlines sooner   |  |  |



7





She creates a NetLink ID and logs into My page to confirm her payment was received

... laptop at home On her mobile at home Email to confirm payment



Carmen needs to research and apply for on campus housing with a meal plan. Calgary Carmen | 1.4 Apply for on campus housing

|          | ATTRACT  | INFORM   | ENGAGE  |                             |
|----------|--|--|---|-----------------------------|
| ith a    |  |  |   |                             |
|          |  |  |   |                             |
| What     | She Google searches for<br>"UVic student<br>campus housing"                  | She learns that she<br>is guaranteed a room<br>but not room type | She explores residences<br>and campus in the UVic<br>Virtual Tour     | She goes<br>porta<br>with h |
|          | $\downarrow$   | $\downarrow$   | $\downarrow$  |                             |
|          | ê T  | <b>\$</b> 7  |   |                             |
|          | She selects links to<br>"Residence services"<br>and explores the<br>homepage | She explores rates<br>for room types and<br>meal plan options    | She is eager to get a<br>single room so she<br>decides to apply early | She p<br>room p<br>submits  |
| Positive |  |  |   |                             |
| Feeling  |  |  |   |                             |
| Negative |  |  |   |                             |
| Process  | On laptop at home  | On laptop at home  | On laptop at home   | On la                       |
| New      |  | Housing print & PDF<br>materials                                 | Virtual showroom<br>of room types                                     |                             |
|          |  |  |   |                             |





# CONVERT RETAIN bes to the housing rtal and logs in her NetLink ID She receives her housing offer by email $\downarrow$ 7 She pays the acceptance and deposit fees, signs and emails contract and pays full term 1 fees. provides her preferences and ts her application ... laptop at home On laptop at home



Carmen wants to apply for any scholarships or awards that will help her pay for her education.

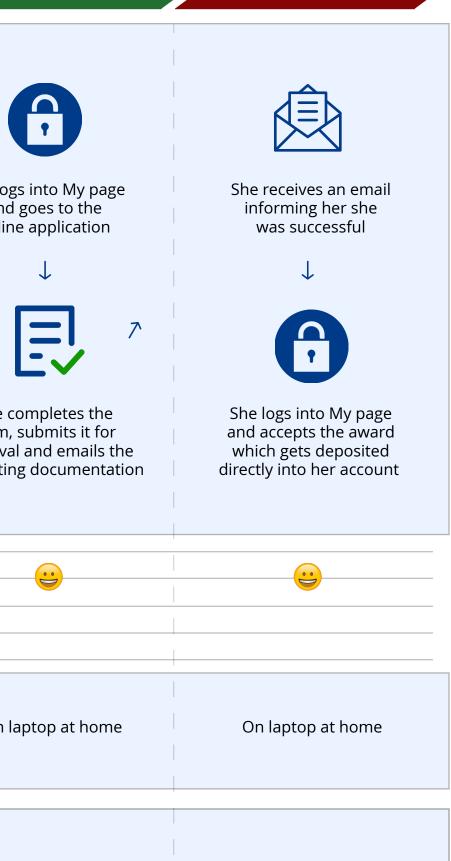
Calgary Carmen | 1.5 Apply for scholarships

|          | ATTRACT  | INFORM   | ENGAGE  | CONVERT  |
|----------|--|--|---|--|
| What     | to a constraint of the end of the | She reviews the eligibility requirements and types available         Image: Construction of the eligibility requirements and types available | She discovers that she must apply for one and that one is automatic | She logs into My pag<br>and goes to the<br>online application                              |
|          | She selects link to<br>"Entrance scholarships<br>and awards" from the<br>list of results   | She discovers there are<br>two types of scholarships<br>depending on grades<br>and other criteria  | She decides to apply for<br>the specific criteria<br>scholarship    | She completes the<br>form, submits it for<br>approval and emails t<br>supporting documenta |
| Positive |  |  |   |  |
| Feeling  |  |  |   |  |
| Negative |  |  |   |  |
| Process  | On mobile at home  | On mobile at home  | On mobile at home   | On laptop at home  |
| New      |  | Process flowchart<br>with dates  | Wizard with<br>recommendations                                      |  |
|          |  |  |   |  |





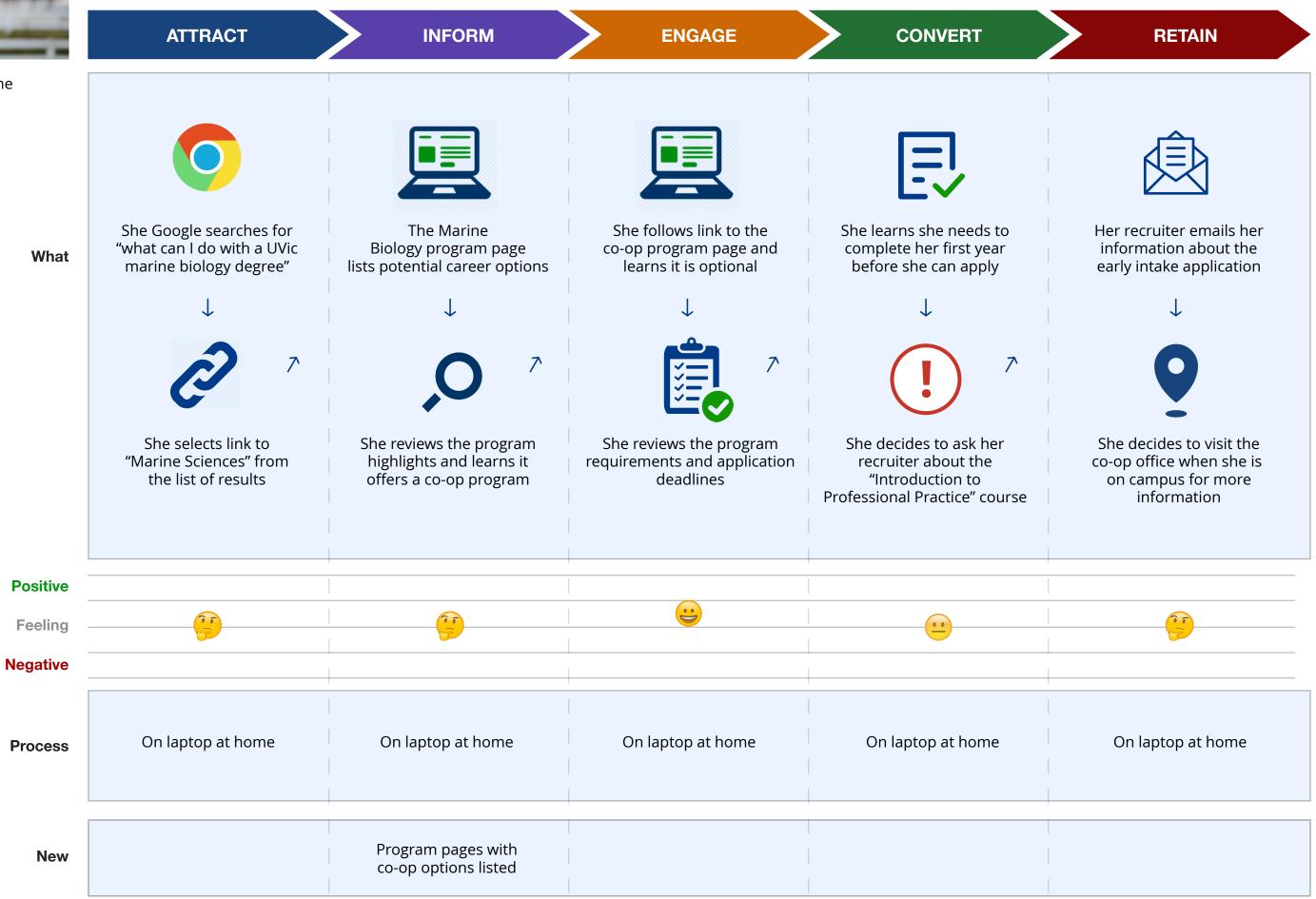
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Carmen wants to explore what she can do with a biology degree and what UVic has to help fund her education and provide additional learning opportunities.

Calgary Carmen | 1.6 Explores co-op and career options









Carmen needs to create her NetLink ID so she can apply to residence and apply for scholarships.

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of Victoria

Calgary Carmen | 1.7 Create a NetLink ID

| 14       | ATTRACT   | INFORM  | ENGAGE  |                                 |
|----------|---|---|---|---------------------------------|
| What     | Image: Constraint of the section of the section deposit         Image: Constraint of the section deposit | She reviews the "What<br>is a UVic NetLink ID?" page<br>and learns it's benefits<br>$\int \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\$ | She selects the "Get your<br>NetLink ID Now" button<br>and starts the application                 | She co<br>applicatio<br>submits |
|          | The email provides link<br>to next step in the<br>admissions process  | She reads in the "Before you<br>start" section she will need<br>her 'V Number" so she<br>finds it   | She provides required<br>information, her secondary<br>email address and creates<br>her passphase | She wri<br>ID name ar<br>she w  |
| Positive |   |   |   |                                 |
| Feeling  |   |   |   |                                 |
| Negative |   |   |   |                                 |
| Process  | On laptop at home   | On laptop at home   | On laptop at home   | On la                           |
| New      |   |   |   | Simplif                         |
|          |   |   |   |                                 |



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