Customer journeys ArtEZ.nl

publicatiedatum: april 2014

Applying to a master

	Thinking about doing a Master	Considering ArtEZ	Application	Accepted & transition	First week	During Masters	Finals & graduation
Goal	Deciding to do a Masters	Choosing the right university	Making it through the application process successfully	Getting ready for the course	Getting everything in order	Following the master	Successfully completing the thesis (and finding a great job)
Time	This starts up to two years prior	1 year to a few months	a few weeks/months	June - end of august	First week of sept	First 18 months	Final 6 months
Doing	Following a BA (M) Working as an architect (R) Researching what options are available Hiring a company to help in this process and consulting their database of uni's (M) Talking to people (parents and their friends) Looking at different university websites Looking for specific information (price, language etc) Narrowing the search:	Look at website Look at course website (corpo-real) Look at videos Talk to people It looked at the website and eliminating ArtEZ because the course doesn't appear to be in EN. He later - through a different website - learns that it is and comes back to ArtEZ.	Follow the steps on the website Upload documents - portfolio - research proposal - motivational letter - sometimes interview	Receive e-mail R got rejected & then accepted (admin mistake?) Then: "radio silence" Receive a ton of e-mails in de final week Get a buddy	Arrive 2-3 weeks before Stay in hotel for the first week Get a BSN (can only do this if you have a house though) Connect with buddy, do a city tour- Seeing facilities Follow Seminar (rules, rights, dutch culture)	Mainly use the intranet Use the website for technical stuff like printing & mediatheek Forced to use the app (but strongly dislike it, want to show us all the things they don't like)	Focusing on own graduation, really individual phase Think they don't have a finals page. Only the best 1 gets selected for interview the website Thinking about steps after study
Touchpoints	Databases, Google, referral sites (nuffic.nl>EN filter) university websites (KABK etc), ArtEZ website	Youtube, Corpo-real website, Portfolio (issuu), Artez.nl	Website (lists) Studielink, Osiris	E-mail	FB groups, Alumni works, facilities, housing page	Intranet, socials, app	Socials, Corpo-real website
Thinking & saying	"I want to study abroad" "I don't want to waste my time figuring this all out myself" "Money matters, that's why I'd it otherwise" "I want to be able to afford it" "What are the costs, can I get a scholarship?" "Is this the right decision?" "What will my life be like?" "I want to be able to speak the language"	"I keep thought the open-map security irritate" "There are a few times I gave up on the website" "At first it's just impossible to find a course" "I was, 10 minutes later, in a different university's site, I said to myself, this is not the same website" "I really wish I knew what I was going to do this course, I wasn't sure" "The whole website is confusing and irrational" "With a university course of study like Vormgeving I think there aren't a lot of options, I'm sorry" "I hate Twitter, it is a disaster" "I mostly design my courses, I know the website sucks" "I checking, when I do - I'm in a rush, and I want an impression"	"What info do I put in the portfolio to convince them?" "It's vague, but I actually appreciate that" "What do they even mean by this?" "It's really expensive to officially translate all the documents"	"No one talked to me until september" "In the last week student affair attacks you with lots of mail" "Tell me about the housing crisis! I could have been looking all summer!"	"WHY, you obligated, own rights, coming from another place (HKU) treated what my rights as a student are" "I learned my rights along the way" "No social contact, I want it, I like it" "I couldn't quite e-book account without a SIM" "I was asking and I think I was a pain, but I wanted to know about this" "We were a lot of our Dutch classmates. What would we have done if there were no Dutchies in our year?" "All international students struggle with this" "This student mostly helps, a lot" "I go to the www.uitleen.nl the corpo-realwebsite"	"Is there an event page for everything (from our site) on the website? I would really like that. It would be nice to know if there is a cool cinema thing happening" "On other things happening in other courses, it's really cheesed off. I want (yes another course)" "I get my news via socials" "I don't really use the website" "I HATE the app. Ill be the first to use it" "Everything is done on beautifully in ArtEZ, thats the app!!" "Walls are so graphically dry"	"That interview on the website is really important. Why can't more people be featured?" "I expect the school to pump us up" "I would love to be featured on the website" "I would like to know what other students in other courses are doing so that we can collaborate"
Feeling	Determination Hesitant: "the value of art isn't so clear in India" Confident Confused / frustrated about the language	Frustrated and confused about the language Love the videos	Anxious Lonely Confident	The admin is very confusing Extreme radio silence (what's going on?) then a little bit panic-y Housing is a source of major anxiety	Panic mode about housing & getting stuff in order Love for the buddies ArtEZ wise: "Honeymoon phase"	Culture shock Love for ArtEZ dus to freedom to pursue my interest Love the process framework that ArtEZ provides	Feel a little alone Nervous about what's next
Emotion							
Ideas	Communicate clearer that everything is in English (courses, open days etc)	"More videos please" Clearer way to show course structure (not only in "a weird graphic") Have EN videos or at least EN subs Better show facilities (they are amazing) Make the calculator easier to find Live assistance Better connect artez.nl and corpo-real (their example - "ArtEZ is a mother, Corpo-real is the baby")	Show famous graduates, "take pride" (like TU delft or Wikipedia). Doesn't matter if it isn't recent	Want to feel guided No radio silence over summer. Receive more practical information earlier to use the summer months to prepare	"Sell me the picture of being a student here" Have a chat with admin once you're accepted Tell about digID and BSN on website Be transparant about workload (M didn't know she couldn't combine it with a job) Get important info also written down Have one person or one office to go to for help and guidance (in this phase, but also later on for example for mental health counselling)	Show that ArtEZ is about proces and not just outcome Help with how to interact & study in NL (you as a student have a voice, you can interrupt, call a teacher by name) Events for students in a clear overview Better app, now "death to passion" More flexibility to have more exchange with other courses/students	A way to see other students work Validate and promote final students on the website, show everyone and not just the top students, or the one that have a socially topical topic Finds ways to collaborate with other students & other cities

Applying to a bachelor

	Eerste oriëntatie	Scholen overwegen	Toelating doen	Uitslag	Vooropleiding volgen	2e keer toelating	Toegelaten	Voorbereiding	Start studie
Goal	De juiste studierichting kiezen	Een richting en school kiezen	Aangenomen worden	Horen of ik ben aangenomen	Verdiepen en voorbereiden	Toegelaten worden	Uitslag horen, inschrijving volbooien	Goed voorbereid zijn	Studeren
Time	6-12 maanden. Laatste jaar HAVO	Een aantal maanden	2 à 3 maanden	Enkele dagen tot weken	1 jaar		April / Mei	Na periode van stille, vlak voor start	
Doing	Beroepenmarkt bezoeken Studiekeuzetest doen (studiekeuze 123) Praten met ouders Open dagen bezoeken Praten met docenten Meeloopdagen volgen Digitaal inlezen Socials bekijken Praten met kunstacademie alumni Sfeer proeven	Richtingen vergelijken (fine arts versus graphic versus illustratie) Scholen googlelen zoeken op kunstopleiding NL lijstjes maken Open dagen bezoeken (dit is een belangrijk keuzemoment) Kijken naar praktische overwegingen Opleidingen zoeken op de website Sfeer proeven	Website goed lezen (met ouders) Aanmelden om toelating te mogen doen via studielink Portfolio maken Opdracht doen Eventueel: gesprek voeren Studenten DMen voor tips Ouders helpen op alle fronten Onderzoek: wat hebben anderen gedaan voor hun portfolio? Via via met studenten	Afwachten Mail of brief krijgen Zelf bellen Stress stress stress hebben	Tussenjaar doen Bespreken met ouders, die sturen op vooropleiding Inschrijven op vooropleiding Vooropleiding op de zaterdag Werk maken voor portfolio Nieuwe kennis opdoen & stigma's afbreken Samen met vooropleidingklas naar open dag	Zelfde als 1e keer toelating, maar nu wordt alles een stuk serieuzer genomen Gerichter vragen stellen op de 2e keer open dag bezoeken Backup plan maken	Mail met antwoord (van opleiding) Taart eten Mail van studentenzaken Admin stappen uitzoeken Voorwaarden: 1. Taal 2. Vooropleiding 3. ID 4. Collegegeld (betalen in juni) Status bekijken in StudieLink Checken bij studentenzaken of alles zo goed is Soms kiezen & uitschrijven bij anderen	Stilte tijdens vakantie Mail met naam en ww voor intranet en Osiris Collegekaart Spullen kopen Kamer regelen Social media bekijken	Zoeken naar inlog Zoeken naar rooster Intro week Mailen met vragen (reageren op laatste mail) ArtEZ pakket bestellen
Touchpoints	Studiekeuze 123, verzamelwebsites voor creatieve opleidingen, social media (insta)	Google, ArtEZ website	Website (opleiding info), Studielink, Youtube, Instagram (van studenten)	Bericht van studiezaken of opleiding	-	Opnieuw website	StudieLink, Mail	Insta's, klassen instagram account, Facebookaccount kamers	
Thinking & saying	"Misschien kan ik wel een kunstacademie doen?" "Dit is moet kiezen en dan is de rest van mijn bepaald. Kan ik nog maar een extra jaar havo doen..." "Kunstacademie is een cirsteier vak" International: mostly know about Amsterdam and Gerritzlaat	"Dit boeit intresserend over. Kan ik dit wel?" "Ga ik myself onset redeen?" "Hoe ver weg is hier eigenlijk?" "Kan ik ene sneden in klaar website beschrijving" "Ik ste myself hier rondlopen" "Dit is ben ie last wen de open dag" "Ouders" "Is kunstacademie wel een beroep?" International: "Is it in English?"	"Ik zoekste voeit goed, voorwaardigend en myselvoll" "Dit kenn wel goed" "Ik ga ene mailen hoes, dat is spannend" "Negatiie ahdjeing meet persoonlijk. Ik ben wat ik maad." "Hoes is goed voor een portfolio" "Kan ik hiermaar nog een baantje hebben?" "Pas bij de open dag ze je hoe ze eis is" "Ze ehier is ken dat kiezing ijzear"	"Waarom ben ik niet toegelaten?" "Ik weet niet tot wanneer & moet wachten of wat er gebeurdt" "Ik kan helemaal niets in deze fase" No afwijzing, nog meer overtuiging: "Sik wil ik echt" "I checked the mail at least every day"	"Ouders willen dat ik wel wat ga doen aan voorbereiding in tussenjaar" "Ik weet nu waar docenten naar zoeken bij toelating"	"Wat als ik weer niet wordt toegelaten?"	"Moet ik nu nog een keer aanmelden?" "Nu heb ik echt vakantie"	"Wat heb ik nodig?" "I want to know more about the experience of studying at ArtEZ"	"Voorlichting krijg ik via docenten, ga ik niet zelf zoeken" "Ik zie het wel" "Veel info via via" "Ik heb eigenlijk nooit meer op de website gekeken"
Feeling	Stress Overweldigend: dit gaat alles bepalen	Vastberaden (ouders overtuigen) Overweldigd Twijfelachtig	(Misschien enigszins naief) zelfvertrouwen "Komt wel goed" Gezonde spanning Kwetsbaar & persoonlijk: wat je maakt is wie je bent	Spanning	Leuk Thuis voelen Spanning neemt weer toe	Er hangt veel van af Spannend Zekerder over kwaliteit	Blij Spannend, nu wordt het echt	Vooral heel heel veel zin	
Emotion									
Ideas	ArtEZ algemene info vinden zie niet zo interessant	Teveel plaatjes bij functionele info Info voor ouders (voorbeelden van baankansen) ArtEZ simpele studiewijzer: deze opleidingen passen bij you Afgestudeerden = voorbeelden voor ouders Toekomstperspectief laten zien Duidelijker taalgebruik Overzicht: zo zien de 4 jaren eruit Vakken laten zien Social van studenten vindbaar Interviews met sudenten	Portfolio tips Weten tot wanneer je moet wachten	Informatie na afwijzing. Hoe nu verder?					Duidelijker overzicht wat alle systemen zijn en waar ze voor dienen