

Student-centered decision making

Understanding the Journey to Improve the Experience



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At a Glance

Client: Utah Valley University



Focus: Desire to improve digital user experience and support for students

Solution: UX Research Discovery, Student Journey Map, Faculty & Staff Insight Maps, Service Desk ticket analysis, Design Thinking Workshops

Key Metrics



105

Interviews w/ Students, Faculty & Staff



6

Student types included: in-state, out-of-state, transfer, grad, int'l, & first gen



860

Insights Identified across Students, Staff, and Faculty

“

Our student journey mapping engagement with Higher Digital was transformative. It gave us **clear, actionable insights** into our students' real experiences and **revealed pain points** we hadn't seen before. The process not only aligned our teams around student needs but also directly **informed improvements.**”

Christina Baum
Chief Information Officer
Utah Valley University



CHALLENGES



1. Dissatisfaction about some parts of the **existing digital experience**
2. **Cultural barriers** between departments supporting the students
3. **Resource** constraints

SOLUTIONS



We started with **in-depth discovery research**, engaging a diverse group of **students, faculty, and staff** to map the full academic journey and gather perspectives on both the student digital experience and their own.

We also **analyzed service ticket data** to identify patterns and validate **common issues** raised during the research. These recurring themes informed the focus of **five Design Thinking Workshops**, where cross-functional staff and students came together to map workflows and co-create practical, user-centered solutions.

OUTCOMES



1

Prioritized high-impact improvements

Student insights set clear priorities for digital and service fixes. The journey map now guides and measures continuous improvement.

2

Increased empathy for students' lived experiences

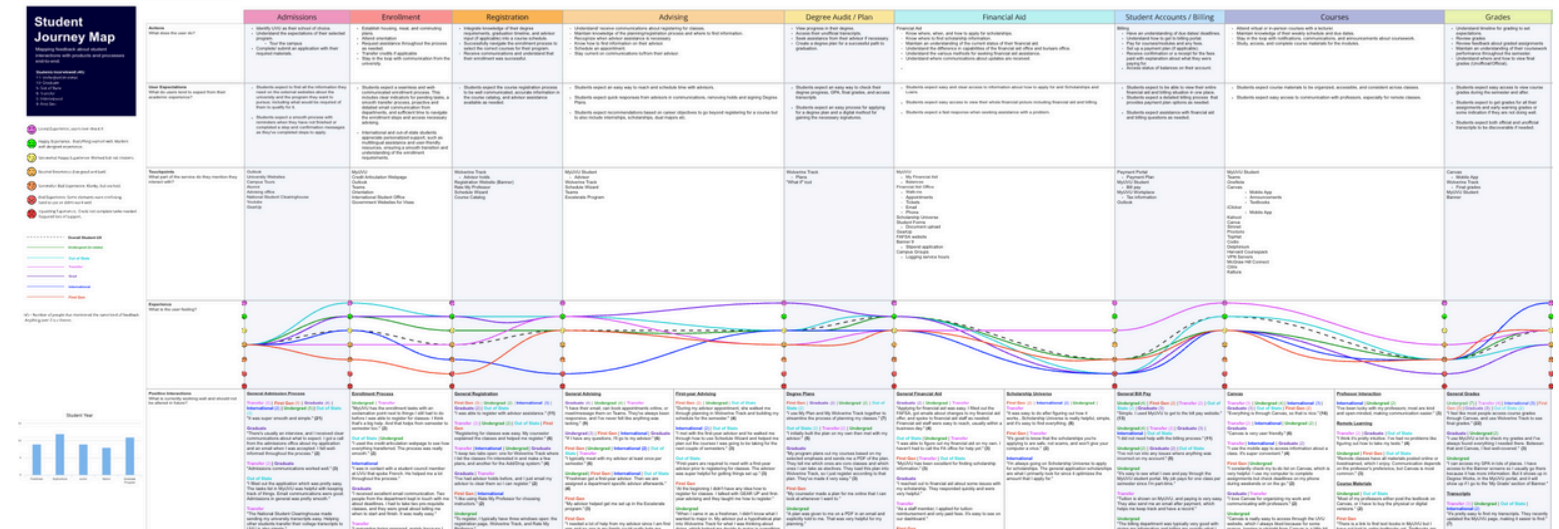
Faculty and staff now better understand the student perspective, driving a shift toward designing around student needs.

3

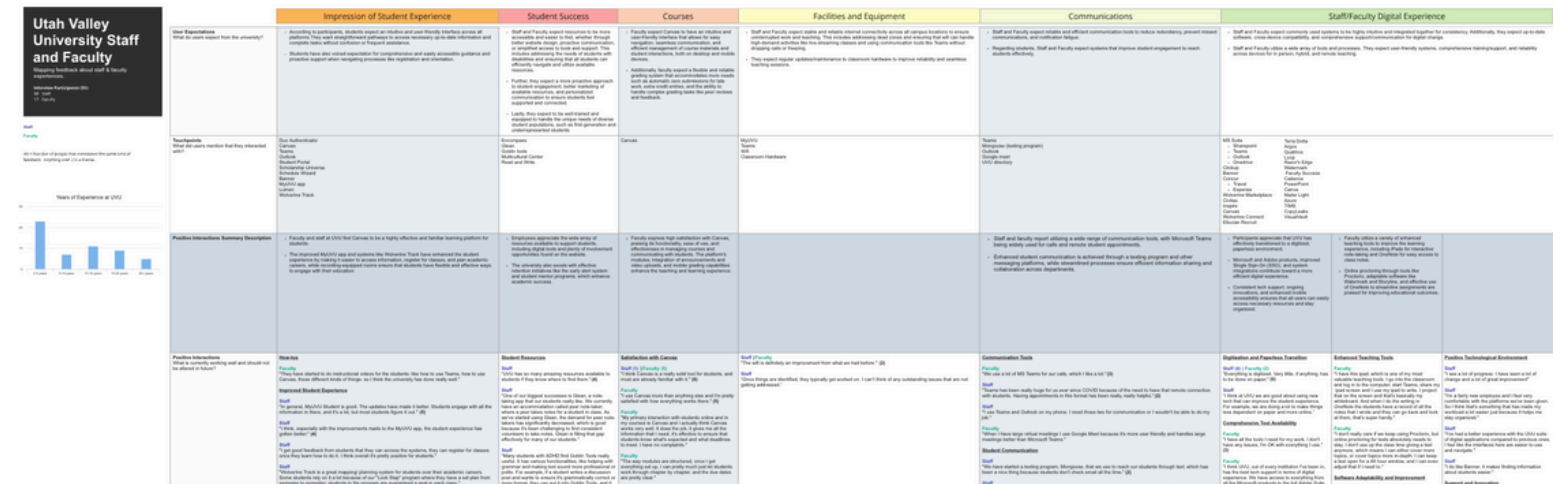
Aligned and Ready

Sharing research and co-creating in Design Thinking Workshops aligned stakeholders, cut friction, and sped up decisions.

UX Research - Student Journey Map & Staff/Faculty Insight Map

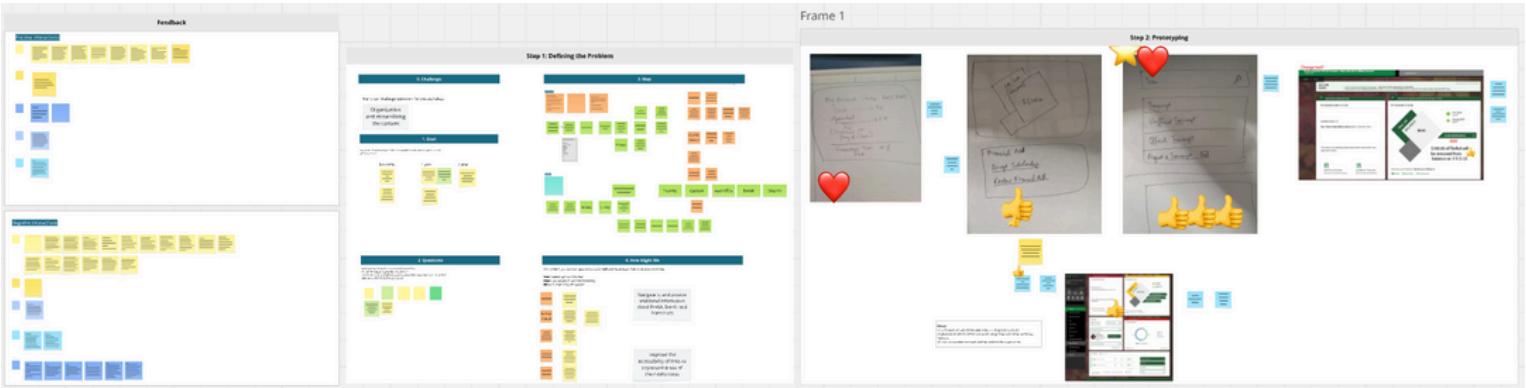


The visual above shows the Student Experience Journey Map created for the Utah Valley University. Student actions, expectations, touchpoints, emotions, positive interactions, pain points, and ideas were captured for a variety of students across their academic journey.



The visual above shows the Staff and Faculty Insight Map created for the Utah Valley University. User expectations, touchpoints, positive interactions, concerns/issues, and ideas/opportunities were captured for a variety of staff and faculty members across the institution.

Ideation - Design Thinking Workshops

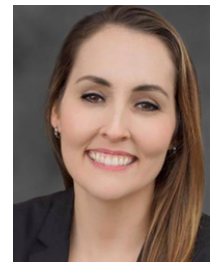


Design Thinking Workshops were conducted using an online white board tool. Information gathered from students, faculty, and staff related to the topic(s) of the workshop were gathered here to ensure all participants had the right empathy for those affected by the issue. Workflows, additional technology information, and business process were brought to the discussion and ideation of solutions occurred.

Transform Student Experience. Align Your Teams. Deliver Real Results.

See what's possible when research, strategy, and execution connect.

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