



## our experience and capability

### examples of past work

#### Co-designing an improved student experience

##### Challenge

Thinkplayact was engaged by a leading Australian university to redesign the student application experience. The university was challenged by a student application process that was time-consuming, confusing and difficult to navigate in part because of the many (siloed) departments with responsibilities in the student application journey. Past attempts at creating a holistic approach had not succeeded. The university wanted to create one seamless customer journey and experience for students. One that was easy to understand, timely and reflected the university's student value proposition.

##### Approach

Thinkplayact delivered a program that combined research, innovation consulting and co-design workshops. At every step we placed the student at the heart of designing the new journey and experience. The project included:

- In-depth research (interviews) to understand student applicant's journey and experience.
- Customer journey maps designed to provide a visual representation of the customer experience overall and the application process (by student type in particular).
- Cross industry research to understand user experience and global best practice and innovations for the application process (across multiple industries).
- Delivery of two co-design workshops attended by decision makers across the university (and students) that focus on:
  - Insights into the customer journey and experience
  - Co-designing ideas to create a better customer journey and experience
  - Co-designing future 'disruptive' innovations
- A report outlining key insights and recommendations for creating a better customer experience.

##### Outcomes

The project led to the design of a seamless student application experience which delivered on the university's student value proposition. The new student application process offered a streamlined application process which provided world-standard UX and student support across (and beyond) the application experience. The project also uncovered opportunities and innovations to help the university to grow and respond to sector disruption (the future of work, technology and education).

The project led to greater understanding and collaboration across internal siloes and opened the way for ongoing collaboration and co-creation.