

Brickbats and Bouquets – Using Insights to Drive Innovation

Abstract: In December 2016, the University engaged Strativity to undertake a Student Experience project. The project has involved in excess of 140 contextual inquiries with current and past students as well as key influencers such as parents, career advisors and agents. The project consisted of Student Journey Mapping and the identification of pain points to give us a better understanding of the end to end student journey. Deeper insights into the student experience and student perspectives can drive student-centricity by increasing our empathy as professional and academic staff and allowing us to operate with their perspectives in mind. These insights provide a deeper understanding of journey stages, touch points, key insights and opportunities and can be used to assist with the design of an optimal future state student journey. Having a clearly defined future state student experience that we want to deliver allows us to prioritise improvements and innovations so that we deliberately make progress towards that goal. This session will talk participants through some of the key insights that emerged from the student experience project – the brickbats and the bouquets – and how some of these are being used to shape and drive innovations in the student experience here at Western.

Target Audience: All University staff

Take home message: Becoming a student-centred University is everybody's business. We all have a role to play if we are to truly transform and deliver a world class student experience. Student insights make powerful drivers of innovation and improvement in all aspects of the student experience.