



# Student-Centered Tools

A data-informed, cross-campus design effort to shape the student experience

## Mapping the Student Journey: Humanizing Data for Success



### PERSONAS: Archetypes, Not Stereotypes

Data-informed profiles representing specific student groups—like transfers or doctoral candidates—to humanize their unique goals, motivations, and challenges.



### VISUALIZING EVERY TOUCHPOINT

A journey map is a visual story of a student's interactions over time, from admission to their first career launch.



### SPOTTING GAPS AND "PAIN POINTS"

These tools reveal where services overlap or where communication breaks down, identifying the "aha!" moments needed for institutional change.

FRICION



DESIGNING FOR



DESIGNING WITH

### SHIFTING THE MINDSET

Success requires moving from "designing for students" to "designing with students" by emphasizing their lived experiences and emotional states.

NotebookLM

## Student Personas

Student personas are **data-informed profiles that represent key patterns in the student experience** at UNT. They are built from institutional data, student feedback, and research.

### Purpose

- Help us quickly understand different student contexts, needs, and constraints
- Support consistent, student-centered decision-making across roles and units
- Provide a shared reference point when designing programs, services, and communications

## Student Journey Maps

Student journey maps are **visual representations of the student experience over time**, from admission through graduation and early career pathways.

### Purpose

- Show how students experience UNT across stages and systems
- Identify key moments of support, confusion, or friction
- Reveal where processes, communication, and services connect—or misalign



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## How this Work Evolved

### 1. Summer 2025 | Grounding the Work

Synthesized student feedback, institutional data, and 2024-2025 Student Success Scan findings to identify patterns and priority populations

### 2. Late Summer–Early Fall 2025 | Building Personas

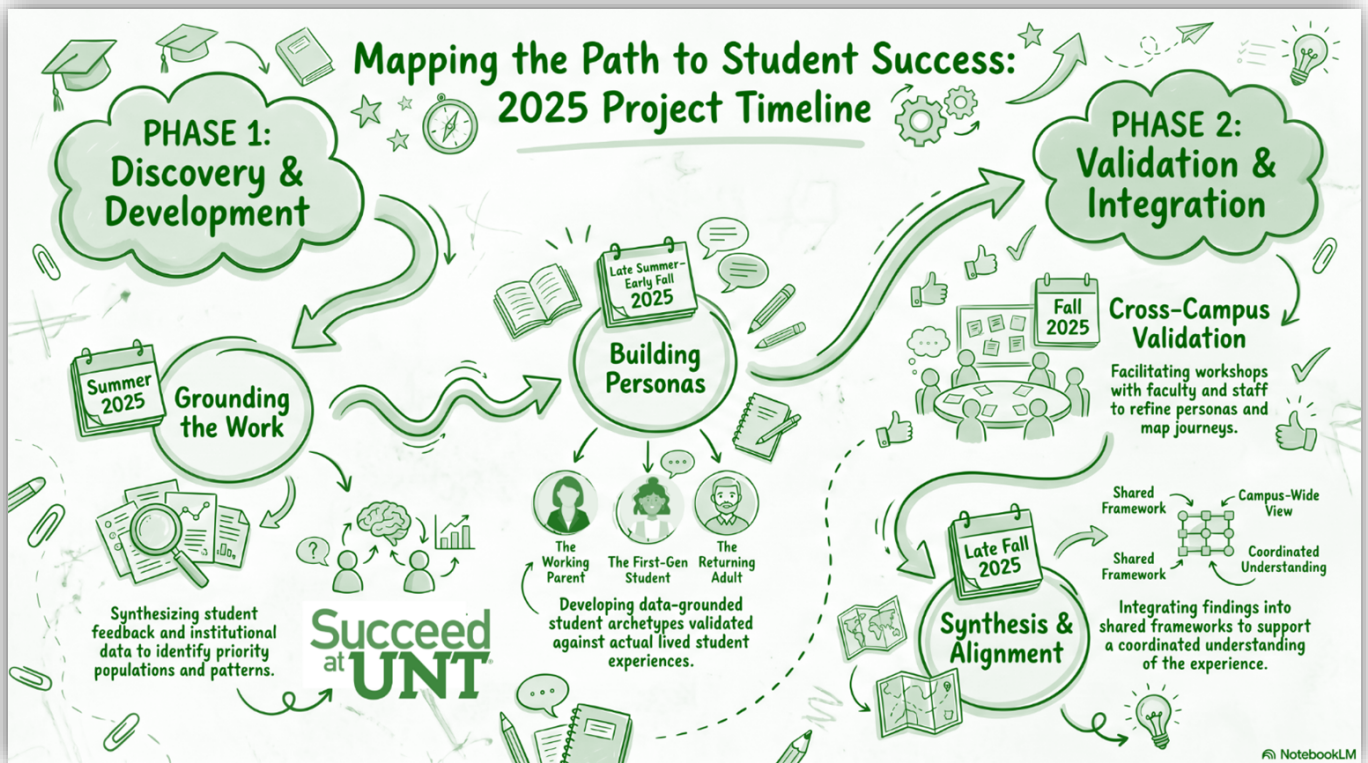
Developed initial student personas grounded in data and validated against known student experiences

### 3. Fall 2025 | Cross-Campus Validation

Facilitated workshops with faculty, advisors, and staff across colleges and divisions to test and refine personas and map student journeys

### 4. Winter 2025 | Synthesis & Alignment

Integrated findings into journey maps and shared frameworks to support coordinated, cross-campus understanding of the student experience



## How this Work Drives Student Success

Personas and Journey Maps are designed to evolve as we learn more about our students and systems.

### Student-centered tools help us:

- Continuously refine how we understand student experience
- Improve shared language across roles and units
- Identify where systems align—and where they need adjustment
- Support ongoing, coordinated improvement

