



InComm Customer Journey Model Canvas

	Attractiveness, Selection & Application					Intro	
Element Short description	Central information point A unique point of entry to find consistent and useful information channels of the university.	Personalized communication A personal approach in personalized messages and direct contact with university staff.	Know the basics All essential and practical steps to take before and upon arrival.	Support in finding accommodation Help offered to the newcomers to find housing before arrival to the university.	One tone of voice Coherent communication from all university staff towards the newcomer.	Cultural introduction Coordinated activities and information aimed on increasing awareness of the local culture and traditions.	Cultural introduction Coordinated activities and information aimed on increasing awareness of the local culture and traditions.
Existing Programs/activities /channels available at institution							
Thoughts What students/PhD's think about the element							
Emotions Emotion (expected or needed)							
To improve Programs/activities /channels to improve							



InComm Customer Journey Model Canvas

	Intro							
Element	Legal procedures	Welcome ceremony	Get to know each other	Welcome kit	Introduction to the campus	Find your place in the community	Discovering university services	City tours
Short description	Information and support on the set of formalities requested upon arrival.	The first, official and live welcome moment or ceremony for all newcomers.	A moment to meet and greet each other with introductions, presentations or just a small talk.	A physical package with the essential information and goodies.	A tour over campus(sus) to help newcomers to find their way around.	Introduction to the social ecosystem of groups and associations at the university.	Introduction to available services and supporting staff.	Thematic group tours to introduce newcomers to the city.
Existing Programs/activities /channels available at institution								
Thoughts What students/PhD's think about the element								
Emotions Emotion (expected or needed)								
To improve Programs/activities /channels to improve								



InComm Customer Journey Model Canvas

	Intro	Onboarding						
	Front desk	International classroom/workspace	Peer to peer support	Institutional support	Learn the language	Social events	Career center	Involvement of communities
Element Short description	A physical place to ask all questions and get help.	Enable an inclusive learning environment using internationalization policies and practices.	Individual and informal activities that help newcomers integrate into the social environment.	University-organized programs that help newcomers with their specific academic program.	A place to learn the local language or improve other languages' proficiency.	Well spread activities during the first 3 months aimed to socialize and meeting the local community.	Integrating newcomers in existing training programs to support their professional development.	Getting to know the related stakeholders, associations and informal bodies.
Existing Programs/activities /chanel available at institution								
Thoughts What students/PhD's think about the element								
Emotions Emotion (expected or needed)								
To improve Programs/activities /chanel to improve								

InComm Customer Journey

Feel at Home

Creating an
INCLUSIVE CLIMATE

CELEBRATE
OUR
DIFFERENCES!

Attractiveness,
Selection & Application



Central information point

A unique point of entry to find consistent and useful information channels of the university.



Personalized communication

A personal approach in personalized messages and direct contact with university staff.



Know the basics

All essential and practical steps to take before and upon arrival.



Support in finding accommodation

Help offered to the newcomers to find housing before arrival to the university.



One tone of voice

Coherent communication from all university staff towards the newcomer.



Cultural introduction

Coordinated activities and information aimed on increasing awareness of the local culture and traditions.



Legal procedures

Information and support on the set of formalities requested upon arrival.

Intro



City tours

Thematic group tours to introduce newcomers to the city.



Discovering university services

Introduction to available services and supporting staff.



Find your place in the community

Introduction to the social ecosystem of groups and associations at the university.



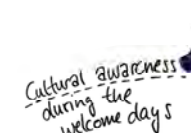
Introduction to the campus

A tour over campus(sus) to help newcomers to find their way around.



Welcome kit

A physical package with the essential information and goodies.



Get to know each other

A moment to meet and greet each other with introductions, presentations or just a small talk.



Welcome ceremony

The first, official and live welcome moment or ceremony for all newcomers.



Front desk

A physical place to ask all questions and get help.



Onboarding

International classroom/workspace

Enable an inclusive learning environment using internationalization policies and practices.



Tackle Discrimination

Institutional support

University-organized programs that help newcomers with their specific academic program.



Peer to peer support

Individual and informal activities that help newcomers integrate into the social environment.



Learn the language

A place to learn the local language or improve other languages' proficiency.



Social events

Well spread activities during the first 3 months aimed to socialize and meeting the local community.



Involvement of communities

Getting to know the related stakeholders, associations and informal bodies.



Career center

Integrating newcomers in existing training programs to support their professional development.



Ambassador

Customer Journey

Master

PhD

Both



The Ideal World

Solutions & Best Practices

Attractiveness, Selection & Application

weeks

Formalities - 1st Days

weeks

Onboarding - 1st 100 Days

months

Ambassador Phase

weeks

Problems & Difficulties

Customer Journey

	Attractiveness, Selection & Application				Formalities - 1st Days			Onboarding - 1st 100 Days				Ambassador Phase	
	weeks				weeks			months				weeks	
Current Reality													
Ideal Future													
How to Achieve Ideal Future (Solutions)													
Possible Problems / Difficulties													

miro

Master

PhD

Both

Master

PhD

Both

How should the ideal results be prioritized?

