## InComm Customer Journey Model Canvas

	Attractiveness, Selection & Application															Onboarding						
<b>Element</b> 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 ac- commodation 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.	<b>Cultural introduction</b> Coordinated activities and infor-mation aimed on increasing awareness of the local culture and traditions.	<b>Legal procedures</b> Information and support on the set of formalities requested upon arrival.	Welcome ceremony The first, official and live welcome moment or ceremony for all newcomers.	Get to know each other A moment to meet and greet each other with introductions, presentations or just a small talk.	Welcome kit A physical package with the essential information and goodies.	Introduction to the campus A tour over campus(sus) to help newcomers to find their way around.	<b>Find your place</b> <b>in the community</b> Introduction to the social ecosystem of groups and associations at the university.	Discovering university services Introduction to available services and supporting staff.	<b>City tours</b> Thematic group tours to introduce newcomers to the city.	• Front desk A physical place to ask all questions and get help.	<b>International</b> <b>classroom/workspace</b> Enable an inclusive learning environment using internationalization policies and practices.	<b>Peer to peer support</b> Individual and informal activities that help newcomers integrate into the social environment.	<b>Institutional support</b> University-organized programs that help newcomers with their specific academic program.	<b>Learn the language</b> 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.	Career center Integrating newcomers in existing training programs to support their professional development.	<b>Involvement</b> of communities Getting to know the related stakeholders, associations and informal bodies.
Existing Programs/activities /chanels available at institution																						
<b>Thoughts</b> What students/PhD's think about the element																						
Emotion (expected or needed)																						
<b>To improve</b> Programs/activities /chanels to improve																						