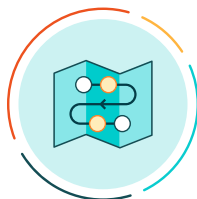# Tactics for Student-Centered Design
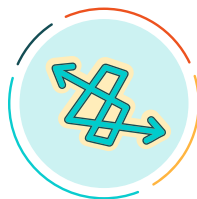
Dig in to your campus's processes.

PROCESS MAPPING

This interactive approach, designed to break down a given process or experience into its component parts, can illuminate just how complicated a process is for a student – or, conversely, where you might address gaps in knowledge. We encourage you to explore our resources on how to develop a process map with your team!

ASK AN ADVISOR

This AMA (Ask Me Anything) opportunity brings an academic advisor, financial aid rep, or career services staff member into the room to answer your team's questions. What are students coming to see them about most often? What information gaps are getting in the way of students' success? Which students are most likely to seek support? All questions are fair game for this exercise.

STUDENT EXPERIENCE TEST

Put yourself into students' shoes by creating a few faux student identities in your university system. For example, you might choose full-time student, transfer student, and part-time student. Set them up with email accounts and registrations, just like real students. Keep track of their inboxes for an entire term to understand the number of emails a student experiences.

TRIPWIRE DETANGLING

Tripwires are elements of the student experience that are likely to trigger student withdrawal. It's not vague financial or administrative challenges that lead to student drop out, it's unexpected fees or the length of time a student has to wait to see an advisor to get a hold removed. Tripwire detangling looks at data patterns to see when student participation is dropping, and identifies specific triggers. For more detail, see the Build Your Innovation Team workbook.

SCREEN TRACKING

Ask an advisor or other staff member to track the number of screens it takes to complete a common task. How many screens would they have to click through to find the cause of a hold on a student's account? How long does it take? This process can also be applied to the student experience, such as looking for an application for graduation. Screen tracking interrogates a routine experience, creating an opportunity for improvement.

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For more resources that can help you innovate for student success, join the University Innovation Lab.