Customer Journey Map | Cal State Fullerton Extended Education
User Experience and Customer-Centered Design Certificate Program

Kelly is a **43 year old** mother of two who has been out of the full-time workforce for over a decade. She is ready to begin a **new career** that relates to her previous education and employment experience. She is searching for an **affordable program** in her local area with **convenient hours** and a relatively **short duration** so that she can get back into the workforce as quickly as possible.
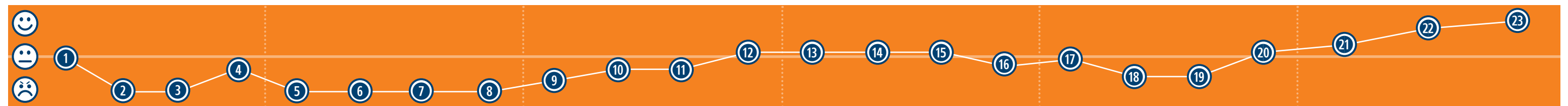
JOURNEY STAGES

Preliminary Research / Program Comparison	Initial Inquiry	Registration	Attendance	Completion of 1st Class

ACTIONS

Preliminary Research

1. Hears about the field of UX from a colleague.
2. Googles "User Experience Courses" and finds UCLA Extension, Nielsen Norman, Udemy, HFI, etc. **pain point**
3. Unsatisfied with the choices, changes search parameters to include location "Los Angeles".
4. Finds a blog with a broken link to CSF, then manually goes to main college website.

Program Comparison

5. Searches main site for UX but finds no results. **pain point**
6. Guesses and backtracks to Continuing Education and finds program 5 more levels down.
7. Compares course descriptions and durations but cannot find program cost or schedule (this has been fixed on the current site).
8. Frustrated by not finding very important information (cost & schedules), follows email link to get more information.

Initial Inquiry

9. Sends email to get more information. Wants to know if this program is a good fit for her. Finds course descriptions to be long-winded and overly complex.
10. Gets a response within 3 days with cost, but no schedule which she needs to plan out her coursework. **needs review**
11. Sends another email asking for a schedule.
12. Receives response same day with full details and a link to registration.

Registration

13. Follows registration link sent via email.
14. Completes online form and pays for first course in the certificate program.
15. Receives email confirming registration and CWID/Pin but is unsure of the purpose of the student portal.
16. Explores portal hoping to find a course syllabus and required reading. **needs review**

Waits 3 months for program to start.

Attendance

17. Goes to website and prints out directions.
18. Calls to obtain a parking permit but operator does not know the answer. She waits on hold for so long that she gives up. **needs review**
19. Reaches facility and prays that she doesn't get a parking ticket during class. Finds out passes aren't needed.
20. Enjoys first class but desires real-world learning opportunities to determine if this is the right path for her to pursue.

Completion of 1st Class

21. Receives a questionnaire at the beginning of the course to gather participant intentions.
22. Is asked to fill out a course and instructor review at the end of the course. **needs review**

She is happy that CSF collects this feedback and appreciates being asked her opinions and suggestions. **great job**

23. Receives email reminder five days later to register for second course.

EMOTIONAL EXPERIENCE

POTENTIAL AREAS OF OPPORTUNITY OR IMPROVEMENT

Preliminary Research	Program Comparison	Initial Inquiry	Registration	Attendance	Completion of 1st Class
Improve SEO to allow CSF User Experience Certificate Program to be found in top Google search results next to competitors.	Improve Search Engine of main CSF site to include Extension Programs. Allow for better integration of the two colleges.	Consider simplifying the course descriptions using more common vocabulary since potential students would generally have little prior UX knowledge.	Consider adding access to the syllabus via the portal. Consider adding required reading lists to allow students to pre-purchase books and get a head start.	Consider adding parking information to the email the student receives when confirming their course registration.	Consider pairing each student with a UX professional and arranging a 1 day "shadow" opportunity to give students real-world insight into the field.