Wharton Executive Education Customer Journey Map

Persona: Joyce, Open Enrollment Shopper

Scenario: Looking to attend a program to enhance skills and keep abreast of current trends.

	Awareness	Cons	ideration	Apply	Atte	end Program	Advocacy
User Actions	Recommended by supervisor	for views competitor sites		Selects program	Atter	nds program	Recommends Wharton to colleagues
	Searches for "executive programs"			Fills out lengthy application form	class	Networks with classmates and faculty	
Touchpoints	Banner ad	Landing page	Internal search	Confirmation email		acts with ram coordinator,	Responds to referrral email request
	Paid search result	Nurture email	Phone consult	Invoice email	progr and c	ram manager, conceirge	Interacts with social media groups (LinkedIn & Facebook)
		Nav links	Program page	Direct login and		out evaluation	
		Topic page	Program finder		form		
		Hard to narrow down to the program of interest Companies may be hesitant to approve due to high price point Optimize program finder tool to provide better filtering options		Form is very long			Little follow up post program.
Pain Points				Not possible to enroll directly and pay immediately			program
Solutions?				Eliminate unnessary form questions. Stepped layout Create fast app for non-vetted programs		op ne	Create more opportunities to
		Create justification letters that users can download					network (social media, webinars, etc.)