MIT Bootcamps

Learner Journey by Touchpoint (Draft 11.14.17)

A. Learner Stage	Discover		Arrive		Explore		Engage				Learn			Mobilize	
Learner Action	I search for a learning opportunity	I learn about MIT Bootcamp Programs	I land on MIT Bootcamp social media page	I land on the MIT Bootcamp Website	I get a feel for the product that interests me.	I explore specific questions in detail	I want to stay in touch	I take an online course / seminar	I decide to apply for a Bootcamp	I'm going through the admissions process	I'm waiting for the course to start	I learn and interact with my peers / teachers	I complete the online course	I keep in touch with my new network of colleagues.	I think about what I want to do next.
Learner Thoughts	I want to learn something online	I'm curious.	What is this program about?	What is this program about?	Can this help mycareer?	What is the value for the cost?	I'm uncertain and not ready to decide.	Who else is taking the course?	Will I be accepted?		Can I do anything in advance?				
	I want to advance my career	This might help me.	alp		What are my options?	What is the time commitment?	What is the material like?								
B. Touchpoints															
Search	Organic search results	MITBC Social Media Content	MITBC Social Media Pages	Home Page	Product Detail Page	Product Detail Page	Follow MITBC Social Media	MITx Entrepr. / MM Course	Apply Pages	Apply Pages	MITBC Social Media Groups	Bootcamp Course	Bootcamp Course	MITBC Social Media Groups	MITBC Social Media Groups
Social Media	Paid search ads	MITBC Alumni Referrals					Email Newsletter				WhatsApp	MITx Entrepr. / MM Course			
MIT BC Properties		Email from MIT BC									Google Docs / DropBox				
Other		MITx Entrepr. / MM Course													
		Other mention													
C. Opportunities															
Problem Statement		Can we more productively harness alumni excitement for recruitment			2. Can we better organize and present the product options?	3. Can we give prospects a deeper taste for the experience?	4. Can we build a relationship with prospects to facilitate decisions?	valuable	6. Can we make the application process less time- intensive?	7. Can we make the application and onboarding process easier or more efficient?	8. Can we build anticipation and connections prior to the event?	9. Can we create a digital space for offline interactions	10. Can we preserve and memorialize the work that was done?	11. Can we help alumni maintain personal momentum and connections?	12. Can we provide scalable support services for alumni?
Possible Solutions		MIT Hive as alumni sounding board				MIT Hive as alumni course blogging platform	MIT Hive newsletter to demonstrate engagement	MIT Hive as course discussion site		MIT Hive Course spaces for admitted student materials	MIT Hive private admitted student spaces.	MIT Hive is where you upload pitches and course decks	MIT Hive private admitted student spaces.	Create central alumni directory for easy lookups and connections.	Create bulletin board for services and matchups.
						MIT Hive offers searchable media testimonies.	MIT Hive newsletter to demonstrate engagement								