

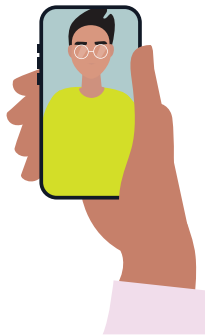
STUDENT JOURNEY



Annisa
from Indonesia

1

While watching a Facebook Live Student Session that was recorded a couple of weeks ago, Annisa learns about a school she's never heard of with a program that sounds perfect for her.

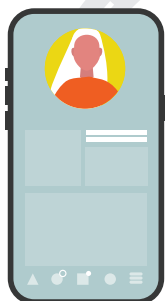


2



A couple of days later, Annisa is on the school's profile on StudyUSA.com and sees that there's a student ambassador she can chat with. She doesn't have time right now, so she clicks through to the school's site instead and bookmarks it.

4



That weekend, when she has research time again, Annisa finally chats with the student ambassador, who tells her lots of cool stuff that she hasn't seen on school's site or social media or anywhere else.

3



The next week, while Annisa is on Instagram, she gets a notification that Study in the USA is starting a Live session. This reminds her that she wants to go back on StudyUSA.com and chat with the student.

5



The school has scheduled a virtual open house that Annisa plans to attend, so she prepares for it by watching the virtual tour on the school's site.

6



Annisa sits down with her parents and writes an email to the school's admissions department to ask specific questions about the program.



OUTCOME

Annisa decides to apply and fills out the application on the school's site.

