

# STUDENT JOURNEY



Priya  
from India

1



While scrolling on Study in the USA's Instagram, Priya sees a post about a fun program that grabs her interest.

2



Priya gets absorbed in everyday life and forgets about the post but is reminded about it again a week later when she sees something cool on her social feed.

4



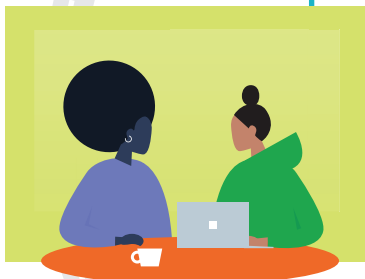
Priya sends a couple of inquiries and receives an email from the school. She visits the school's site for more research.

3



She clicks through to the Study in the USA site and reads a blog post by a student blogger. Priya is fascinated by what she learns about a school she'd never heard of before.

5

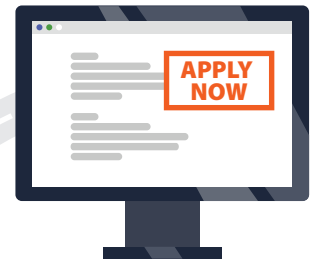


Priya had already planned to attend a fair at the end of the month. There, she visits the Study in the USA booth and asks more questions about several schools she's thinking about.

7



The next day Priya receives an email from the Study in the USA student advisor; she asks questions and continues to gather info.



## OUTCOME

Priya decides on a school, clicks on Apply Now button on the Study in the USA school profile, and completes her application.

6



When she gets home, she reads the copy of Study in the USA magazine she picked up at the fair.

