

# STUDENT JOURNEY



**Wei**  
from China

1



Wei picks up a Study in the USA magazine at an EducationUSA office. She sees the WeChat code and scans it.

2



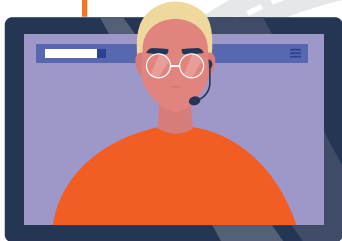
She learns more on the Study in the USA WeChat channel while browsing the translated school profiles. She clicks through to studyusa.com.

3



A couple of days later, back on studyusa.com, Wei takes a 3D tour on a couple of school's profiles and clicks through to the school's site for more info.

4



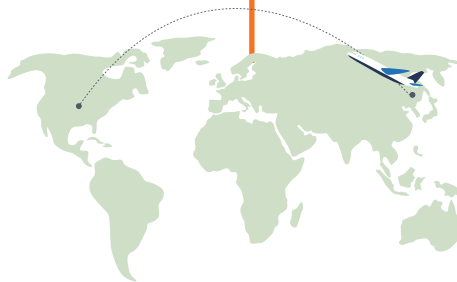
Wei reads a student success story and reaches out to the Study in the USA team for help and more information.

5

Two weeks later, she receives an American Campus partner magazine in the mail and reads articles about studying and life in the USA.



6



For the next few weeks, Wei continues to read articles and do research, then plans to visit the schools mentioned in the articles.



## OUTCOME

Wei visits an agent and talks about the school she's interested in. She ends up applying to that school through the agent.

