Enterprise Architecture Takes on the ONLINE Student Experience

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The Online Environment
Student Online Environment
Satisfaction

**Persona summary**

**Luke**
- **Lifestyle seeker**
- "There is a lot of information on myCU but it’s all messy. It’s confusing and difficult to find anything unless I know exactly where it’s located. Also, I rely on my friends to help me find everything I need."

**Rudy**
- **Focused learner**
- "I feel like I am not supported most of the time during my course. I have to do everything myself - I struggle to find relevant information and lack of assistance specific to my needs did not help."

**Paula**
- **Career advance**
- "I expect to be treated like a 15-year-old. I frequent the help desk and the early times because there are no queues."

**Demographics**
- **Age**: 18
- **Location**: Old Directory, Room on campus in Orange, No. 10, 1000
- **Marital status**: Single
- **Income**: $15,000 per annum
- **Occupation**: Work part-time as a "Rushmore" at Dick Smith Electronics

**Description**

Luke isn’t confident in high school and still feels insecure due to his shy nature in the department. At CUU, his confidence has grown thanks to his new role and he even embraces the university social life to the fullest.

**Ultimate goal**

"I want to live my own experience to the max and keep building my own image which getting qualified."
The CSWE

- **Information**
  - Student Centric Web
  - Data Mining
  - Search
  - Interactive Orientation

- **Messages**
  - Mobile Web Environment
  - Mobile App Environment
  - Message Consolidation
  - Targeted Messages

- **Social**
  - Interactive Orientation
  - Online Social Environment
Technology Consolidation
Content Management System
“Webification” of local SOA
Integrations
Emerging Challenges
Unstructured Information Reuse
Questions?