



VIRTUAL TOUR DIAGNOSTIC

Evaluate How Well Your Virtual Tour Is Meeting Today's Virtual Expectations and Student Needs



Virtual Tour Diagnostic

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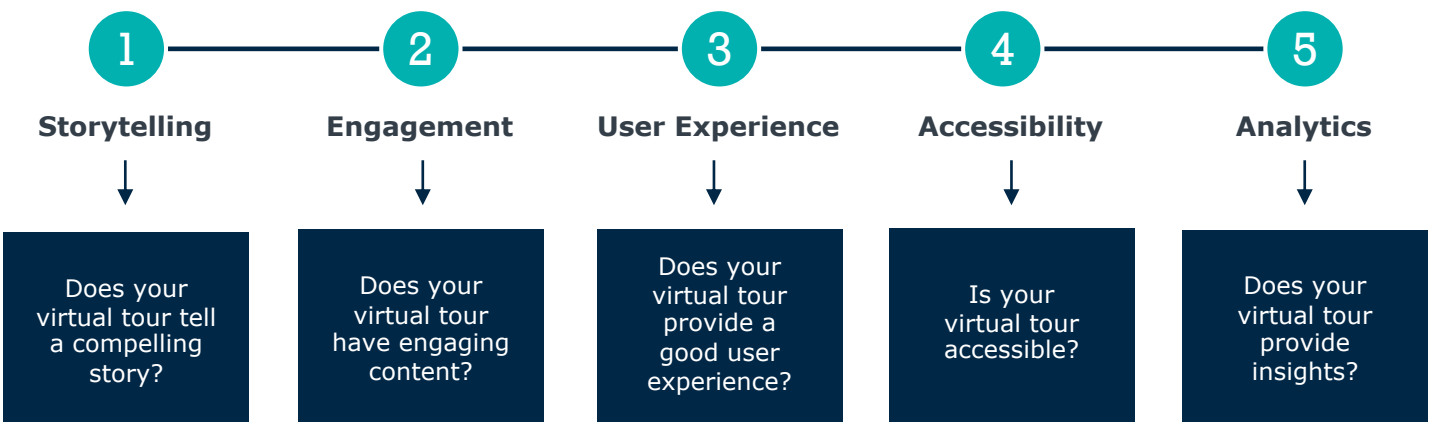
Overview

In EAB's 2023 survey of more than 20k high school students, 24% of participants cited virtual tours as a top source of information during their college search. This underscores the importance of providing prospective students and their families with a virtual tour that will help them learn more about your institution and encourage them to take the next step.

When people think of a virtual tour, they often think of walking paths, buildings, and maps. To be highly effective, a virtual tour should be more than a tour of your physical space—it should be an experience. The experience should help all types of prospective students, at any part of their journey, connect with your school in an emotional way and allow them to easily envision their future at your institution.

This diagnostic is based on EAB's work with more than 600 colleges and universities. Use this diagnostic to evaluate your virtual tour and identify areas of opportunity. Your virtual tour should provide maximum value and impact your institutional goals.

Does Your Virtual Tour Make the Cut? Five Areas of Evaluation





Storytelling

1

Storytelling

An exceptional virtual tour tells a relatable and authentic story about your institution and creates an emotional connection with your audience.

Answer the following questions to assess if your virtual tour is telling the best story possible.

Check one:

Does my virtual tour allow students to hear directly from their peers?

Example: A student or alumni sharing what made them fall in love with your institution or what job they got after graduation

No Partially Yes

Does my virtual tour include messages from key influencers such as professors and faculty?

Example: A professor talking about their intimate class size and dedicated office hours from inside a lecture hall

No Partially Yes

Does my virtual tour go beyond campus to give a glimpse of off-campus life?

Example: Show off your downtown area, surrounding nature, or bustling city life off campus

No Partially Yes

Does my virtual tour speak directly to student's top questions and concerns?

Example: Financial aid, career opportunities, or mental health support

No Partially Yes

Does my virtual tour highlight aspects of my institution that make it unique?

Example: Showcase special traditions, events, and popular places around campus

No Partially Yes

Does my virtual tour align with my institution's larger brand identity and values?

Example: Highlight reasons why your institution values diversity and inclusion

No Partially Yes

Does my virtual tour allow me to incorporate existing creative assets to tell more a robust story?

Example: Layer YouTube videos and/or photos from social media within and throughout tour, connect Instagram account, etc.

No Partially Yes

Reflection: What can you do to improve storytelling within your virtual tour?



Engagement

2



Engagement

An exceptional virtual tour combines the right types of content, in the right places, to keep visitors engaged.

Answer the following questions to assess if your virtual tour is optimized for the highest possible engagement.

Check one:

Does my virtual tour deliver a personalized experience based on a visitor's interests? <i>Example: Leverage AI to deliver differentiated content</i>	No	Partially	Yes
Does my virtual tour combine a variety of media types to create an interactive experience that encourages exploration? <i>Example: Weave together photos, videos, audio, motion graphics, and text in each scene</i>	No	Partially	Yes
Does my virtual tour utilize 360 photos and videos to create a lifelike experience? <i>Example: Allow a student to step inside a dorm room to get an actual sense of the space</i>	No	Partially	Yes
Does my virtual tour include audio narration that orients visitors to the experience? <i>Example: A student guide welcoming visitors to the tour and telling them what area of the school or community they can visit next</i>	No	Partially	Yes
Does my virtual tour have an introductory video to capture a visitor's attention? <i>Example: A short highlight reel that provides an exciting overview of your school</i>	No	Partially	Yes
Can I easily add additional content to my virtual tour at any time? <i>Example: Add relevant content such as timely events on campus and new campus buildings</i>	No	Partially	Yes
Does my virtual tour prompt students to act based on their engagement level? <i>Example: Prompt a visitor to register, schedule a visit, or apply</i>	No	Partially	Yes

Reflection: What can you do to improve engagement within your virtual tour?



User Experience

3



User Experience

An exceptional virtual tour is user-friendly, intuitive, and easy to navigate.

Answer the following questions to assess if your virtual tour provides a great user experience.

Check one:

Does my virtual tour allow visitors to choose tour stops in any order?

Example: Jump right to residence-life tour stop

No Partially Yes

Does my virtual tour allow visitors to correlate tour stops to physical locations on campus?

Example: Support an interactive map

No Partially Yes

Does my virtual tour make it easy for visitors to take the next step in their journey?

Example: Call To Action buttons visible in a fixed location throughout the tour

No Partially Yes

Is my virtual tour designed for mobile web?

Example: Gyroscopic control

No Partially Yes

Does my virtual tour's registration form have resuming logic?

Example: Enable users to pick up where they left off when they come back to the tour

No Partially Yes

Reflection: What can you do to improve the user experience of your virtual tour?



Accessibility

4



Accessibility

An exceptional virtual tour is accessible anywhere and everywhere. It should be available across all devices and provide equal access to all people.

Answer the following questions to assess if your virtual tour is accessible for all students.

Check one:

Is my virtual tour ADA compliant?

Example: Accessibility mode, closed captioning, etc.

No Partially Yes

Is my virtual tour accessible on any device?

Example: Desktop, mobile, tablet, and in virtual reality

No Partially Yes

Does my virtual tour support exploration in multiple languages?

Example: Help international students better understand offerings by providing narrative in their native language

No Partially Yes

Can I embed my virtual tour into relevant webpages and launch directly into specific tour stops?

Example: Launch directly into an athletics stop from the athletics webpage

No Partially Yes

Does my virtual tour provider have a website that is a go to information source for prospective students and their parents?

Example: An organic college search page that includes your virtual tour

No Partially Yes

Can my virtual tour be embedded on other third-party search sites?

Example: Petersons and Common App

No Partially Yes

Reflection: **What can you do to improve the accessibility of your virtual tour?**



Analytics

Analytics

An exceptional virtual tour not only provides a great experience to visitors but also provides insights about the visitors.

Answer the following questions to assess if your virtual tour is capturing and providing the data it could be.

Check one:

Does my virtual tour help to capture "stealth shoppers"?

Example: Utilize a built-in registration form and "Act Now" prompts

No Partially Yes

Does my virtual tour have an analytics portal that provides insight on visitor behavior?

Example: A visitor profile that includes key metrics such as engagement score and demographics

No Partially Yes

Does my virtual tour provide insight into an individual's interests?

Example: Topics they expressed wanting to learn more about or other school types they are visiting

No Partially Yes

Does my analytics portal allow me to segment my inquiry lists for targeted marketing campaigns?

Example: Filter inquiries by interests, behavior, and registration data

No Partially Yes

Does my analytics portal show me how well my content is performing?

Example: See which tour stops are visited most frequently

No Partially Yes

Does my analytics portal help me implement more effective placement and promotion strategy?

Example: See which pages are driving the most or least visitor traffic

No Partially Yes

Does my analytics portal allow me to benchmark my tour against other institutions?

Example: See how your tour is performing compared to similar schools

No Partially Yes

Reflection: What can you do to better leverage analytics and insights to shape your recruitment efforts?

Results and Next Steps

Interpreting Your Results

Fill in the section totals below to identify where your virtual tour has the greatest gaps. If your results include many "No" and "Partially" responses, you may want to evaluate new approaches to your virtual tour.

Section	"No" Responses	"Partially" Responses	"Yes" Responses
1. Storytelling			
2. Engagement			
3. User Experience			
4. Accessibility			
5. Analytics			

To learn more about how EAB can help you engage and enroll prospective students in an increasingly digital world, visit eab.com/virtualtours.

A Solution to Tell Your Unique Story

Work with our award-winning studios team to craft a fully immersive digital experience that differentiates your school from other institutions and allows prospective students, parents, adult learners, alumni, and others to connect to your school in way that is possible through only modern media.

