



VIRTUAL TOUR DIAGNOSTIC

Meeting Today's Virtual Expectations: The Questions to Ask as You Evaluate Virtual Tour Solutions



Virtual Tour Diagnostic

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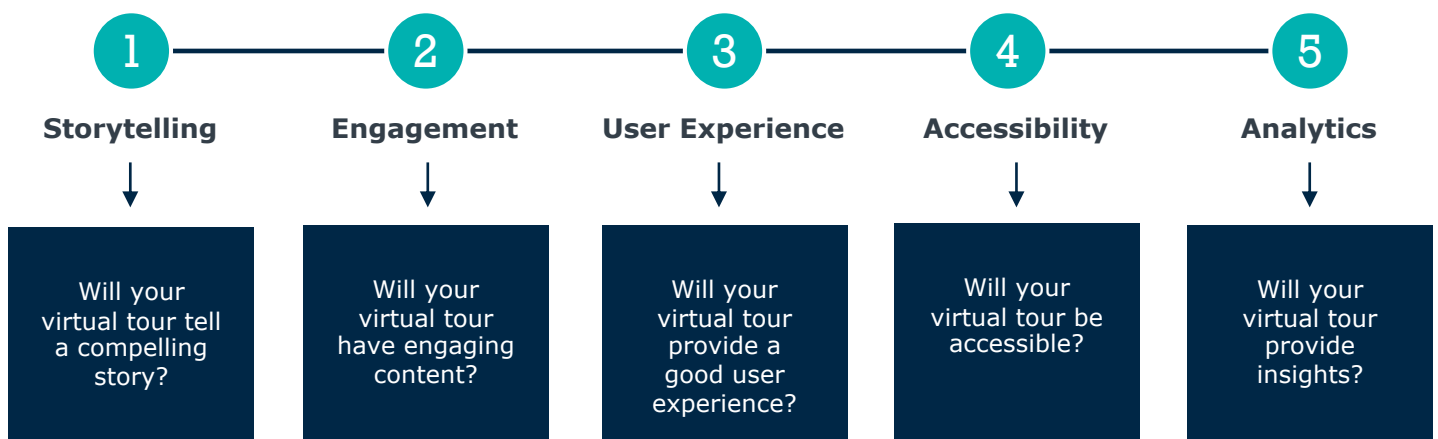
Overview

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 prospective virtual tour solution 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 prospective virtual tour solution will ensure you are telling the best story possible.

Check one:

Does my prospective virtual tour solution include creative consultation with an award-winning studios team?

Example: A discovery phase to ensure brand fidelity and alignment with institutional goals

No Partially Yes

Does my prospective virtual tour partner leverage years of experience to craft the best story possible?

Example: Apply data and insights from over 600 virtual tours

No Partially Yes

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

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

No Partially Yes

Evaluation Notes:



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 prospective virtual tour solution will be optimized for the highest possible engagement.

Check one:

Does my prospective tour solution deliver a personalized experience based on a visitor's interests?

Example: Leverage AI to deliver differentiated content

No Partially Yes

Does my prospective virtual tour solution combine a variety of media types to create an interactive experience?

Example: Weave together photos, videos, audio, motion graphics, and text in each scene

No Partially Yes

Does my prospective virtual tour solution utilize 360 photos and videos to create a lifelike experience?

Example: Allow a student to step inside a dorm room to get a true sense of the space

No Partially Yes

Does my prospective virtual tour solution include audio narration that orients visitors to the experience?

Example: A student guide welcoming visitors to the tour and telling them what area of the school or community they can visit next

No Partially Yes

Does my prospective virtual tour solution include a dedicated Partner Success Manager to recommend strategic engagement and promotion strategies?

Example: Ongoing support to align virtual tour with marketing initiatives

No Partially Yes

Does my prospective virtual tour solution allow me to easily add additional content at any time?

Example: Add relevant content such as timely events on campus or new campus buildings

No Partially Yes

Does my prospective virtual tour solution prompt students to act based on their engagement level?

Example: Prompt a visitor to register, schedule a visit, or apply

No Partially Yes

Evaluation Notes:



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 prospective virtual tour solution will provide a great user experience.

Check one:

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

Example: Jump right to residence-life tour stop

No Partially Yes

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

Example: Support an interactive map

No Partially Yes

Does my prospective virtual tour solution 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 prospective virtual tour solution optimized for mobile viewing?

Example: Gyroscopic control

No Partially Yes

Is my prospective virtual tour solution updated regularly with product enhancements that improve the user experience?

Example: A registration form that enables users to pick up where they left off when they come back to the tour

No Partially Yes

Evaluation Notes:



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 prospective virtual tour solution is accessible for all students.

Check one:

Is my prospective virtual tour solution ADA compliant?

Example: Accessibility mode, closed captioning, etc.

No Partially Yes

Is my prospective virtual tour solution accessible on any device?

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

No Partially Yes

Does my prospective virtual tour solution support exploration in multiple languages?

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

No Partially Yes

Does my prospective virtual tour solution allow me to embed my 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 prospective virtual tour partner 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 prospective virtual tour solution be embedded on other third-party search sites?

Example: Petersons and Common App

No Partially Yes

Evaluation Notes:



Analytics

5

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 prospective virtual tour solution will capture and provide the data it could be.

Check one:

Does my prospective tour solution help to capture “stealth shoppers”?

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

No Partially Yes

Does my prospective virtual tour solution 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 prospective tour solution provide insight into an individual visitor’s interests?

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

No Partially Yes

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

Example: See which tour stops are visited most frequently

No Partially Yes

Does my prospective tour’s analytics portal help me implement more effective placement and promotion strategies?

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

No Partially Yes

Does my prospective 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

Evaluation Notes:

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.

