



VIRTUAL TOUR DIAGNOSTIC

Meeting Today's Digital Expectations

Questions to Ask as You Evaluate Virtual Tour Solutions



Virtual Tour Diagnostic

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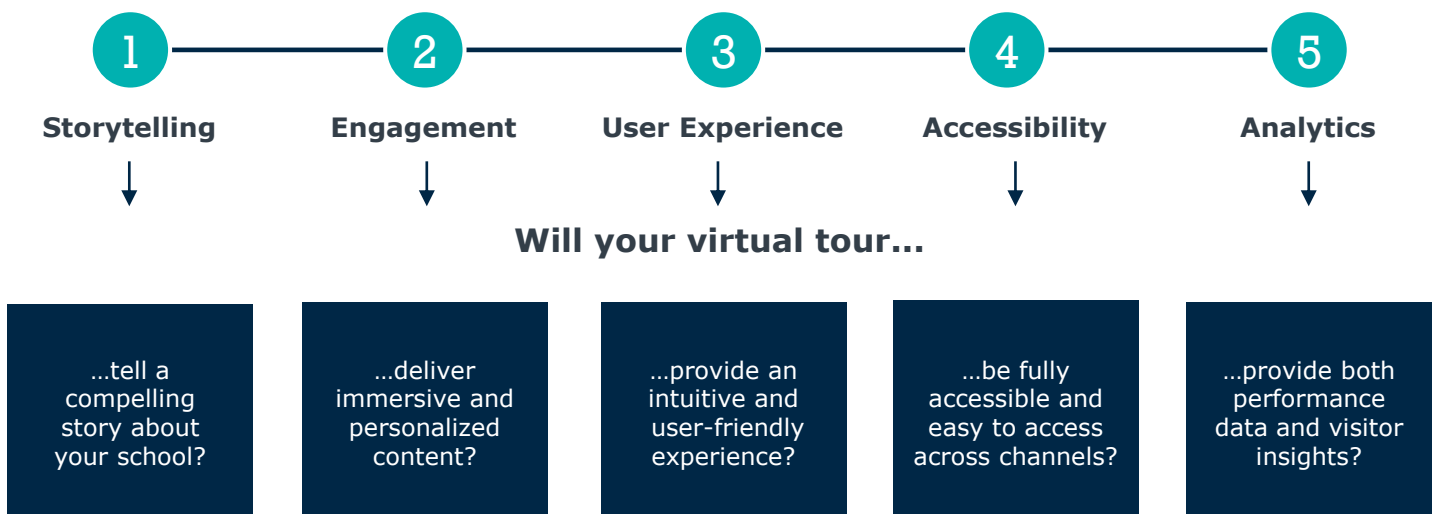
Overview

To be effective with today's students, a virtual tour must go beyond documenting physical buildings and spaces. It should deliver an immersive and personalized experience that helps students access information, understand campus culture, and take the next step in their college-search journey.

Virtual tours also serve as vital role for college and universities looking to stand out from the crowd and engage students in an increasingly AI-mediated college-search environment.

To help you make the most of your virtual tour investment, we created this comprehensive diagnostic. It is informed by EAB's work with more than 600 schools and millions of annual virtual tour visitors. You can use it to evaluate potential virtual tour solutions.

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 generate your storytelling score.

Check one:

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

No Partially Yes

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

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

No Partially Yes

Example: Apply data and insights from over 600 virtual tours

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

No Partially Yes

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

Does my prospective virtual tour partner provide best practices for incorporating student, faculty, and staff voices?

No Partially Yes

Example: Expert recommendations and content playbooks

Evaluation Notes:



Engagement

2



Engagement

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

Answer the following questions to generate your engagement score.

Check one:

Does my prospective tour solution deliver a personalized experience based on a visitor's interests? <i>Example: Leverage AI to deliver differentiated content</i>	No	Partially	Yes
Does my prospective virtual tour solution combine a variety of media types to create an interactive experience? <i>Example: Weave together photos, videos, audio, motion graphics, and text in each scene</i>	No	Partially	Yes
Does my prospective virtual tour solution utilize 360 photos and videos to create a lifelike experience? <i>Example: Allow a student to step inside a dorm room to get a true sense of the space</i>	No	Partially	Yes
Does my prospective virtual tour solution 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 prospective virtual tour solution include a dedicated Partner Success Manager to recommend strategic engagement and promotion strategies? <i>Example: Ongoing support to align virtual tour with marketing initiatives</i>	No	Partially	Yes
Does my prospective virtual tour solution allow me to easily add additional content at any time? <i>Example: Add relevant content such as timely events on campus or new campus buildings</i>	No	Partially	Yes
Does my prospective virtual tour solution 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

Evaluation Notes:



User Experience

3



User Experience

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

Answer the following questions to generate your user experience score.

Check one:

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

No Partially Yes

Example: Jump right to residence-life tour stop

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

No Partially Yes

Example: Support an interactive map

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

No Partially Yes

Example: Call-to-action buttons visible in a fixed location throughout the tour

Is my prospective virtual tour solution optimized for mobile viewing?

No Partially Yes

Example: Gyroscopic control

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

No Partially Yes

Example: Modern user interface and AI-enabled features

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 get your accessibility score.

Check one:

Is my prospective virtual tour solution ADA compliant? <i>Example: Accessibility mode, closed captioning, etc.</i>	No	Partially	Yes
Is my prospective virtual tour solution accessible on any device? <i>Example: Desktop, mobile, tablet, and in virtual reality</i>	No	Partially	Yes
Does my prospective virtual tour solution support exploration in multiple languages? <i>Example: Help international students better understand offerings by providing narrative in their native language</i>	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? <i>Example: Launch directly into an athletics stop from the athletics webpage</i>	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? <i>Example: An organic college-search page that includes your virtual tour</i>	No	Partially	Yes
Can my prospective virtual tour solution be embedded on other third-party search sites? <i>Example: Petersons and Common App</i>	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 tour performance and visitors.

Answer the following questions to get your analytics score.

Check one:

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

No Partially Yes

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

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

No Partially Yes

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

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

No Partially Yes

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

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

No Partially Yes

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

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

No Partially Yes

Example: See which tour stops are visited most frequently

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

No Partially Yes

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

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

No Partially Yes

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

Evaluation Notes:

Results and Next Steps

Interpreting Your Results

Below identifies where your potential virtual tour solution has the greatest gaps. If your results include many “No” and “Partially” responses, you may want to consider a new approach.

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 create a high-impact virtual tour, visit eab.com/virtualtours.



Tell Your Unique Story

Work with our award-winning studios team to craft an immersive and personalized digital experience that will differentiate your institution, generate more inquiries, and drive better enrollment outcomes.

