



VIRTUAL TOUR DIAGNOSTIC

Meeting Today's Digital Expectations

Evaluate Your Current Virtual Tour Solution



Virtual Tour Diagnostic

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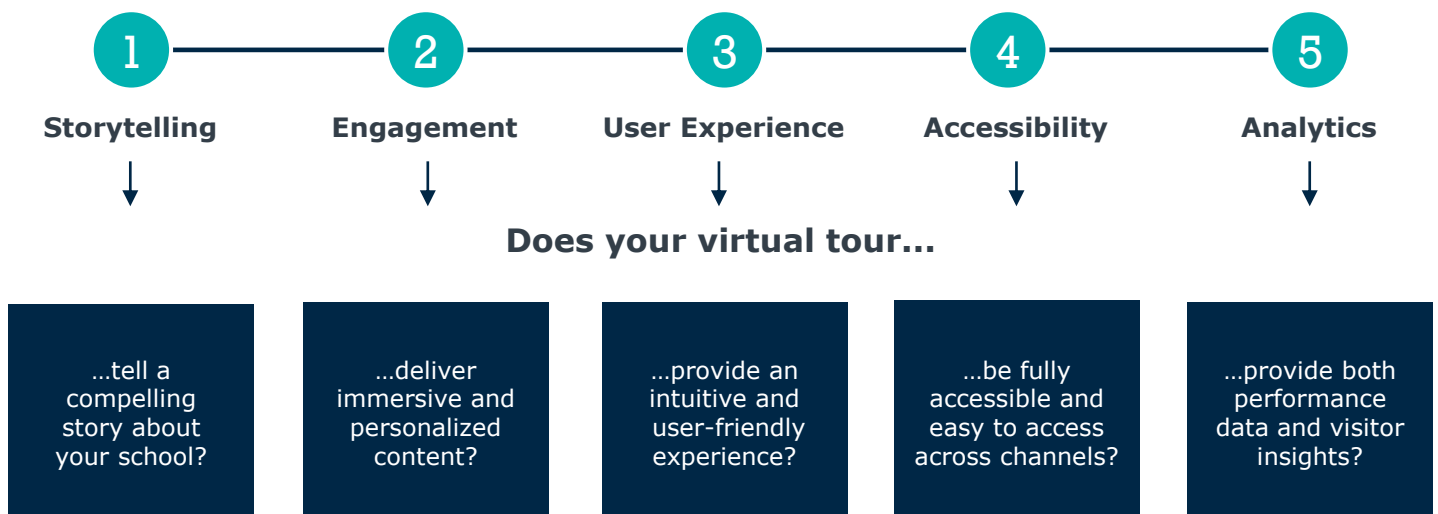
Overview

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 your current virtual tour solution.

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 virtual tour allow students to hear directly from their peers?

No Partially Yes

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

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

No Partially Yes

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

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

No Partially Yes

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

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

No Partially Yes

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

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

No Partially Yes

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

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

No Partially Yes

Example: Highlight reasons why your institution values diversity and inclusion

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

No Partially Yes

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

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 and encourage them to act.

Answer the following questions to generate your engagement score.

Check one:

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

Example: Leverage AI to deliver differentiated content

No Partially Yes



Does my virtual tour combine a variety of media types to create an interactive experience that encourages exploration?

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

No Partially Yes

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

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

No Partially Yes

Does my virtual tour 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 virtual tour have an introductory video to capture a visitor's attention?

Example: A short highlight reel that provides an exciting overview of your school

No Partially Yes

Can I easily add additional content to my virtual tour at any time?

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

No Partially Yes

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

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

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 generate your user experience score.

Check one:

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

No Partially Yes

Example: Jump right to residence-life tour stop

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

No Partially Yes

Example: Support an interactive map

Does my virtual tour 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 virtual tour designed for mobile web?

No Partially Yes

Example: Gyroscopic control

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

No Partially Yes

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

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 generate your accessibility score.

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 tour performance and visitors.

Answer the following questions to generate your analytics score.

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

Below to identifies where your virtual tour 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.

