

Better service through *innovation and seeing things from the student perspective*



Lucy Schulz, Deakin University
TEMC 2015



DEAKIN
UNIVERSITY AUSTRALIA

Worldly

Deakin : A Snapshot



50K
Students



11K
Online



7K
International

- 4 Campuses

- Melbourne (Burwood)
- Warrnambool
- Waterfront (Geelong)
- Waurn Ponds (Geelong)
- 12 technology-rich learning centres
- Australia's 8th largest university

- 4 Faculties

- Arts and Education
- Business and Law
- Health
- Science, Engineering and Built Environment
- First in Victoria for student satisfaction for five consecutive years (AGS)



delight

verb

1. To please (someone) greatly.
synonyms: charm, enchant, captivate and excite.

3D Printer Can Build a 230-square-metre House in 20 Hours

1 Comment
86 SHARED TIMES

Green Roofs Gaining Ground
New System Helps Create Habitable Wood Farms

THINK

\$300,000 **\$1,000,000** **\$200,000**

Who is Bram Stoker?
\$17,973

Who is Bram Stoker?
\$7,600

INTERNET of THINGS

Our Jobs

By 2020, the majority of knowledge worker career paths will be disrupted by smart machines in both positive and negative ways.

Why?

- Smart advisors entering the market now
- A large and growing market for Watson-derived smart advisors
- Google and Apple actively developing personal assistants

Flags

- Watson rises significantly as a percentage of IBM revenue by the end of 2015.

Gold vs **Bitcoin**



VISIONCRITICAL | CROWD FUNDING

SHARING IS THE NEW BUYING

HOW TO WIN IN THE COLLABORATIVE ECONOMY

Researches Find Way to 3D Print Blood Vessels – Could lead to transplantable tissue

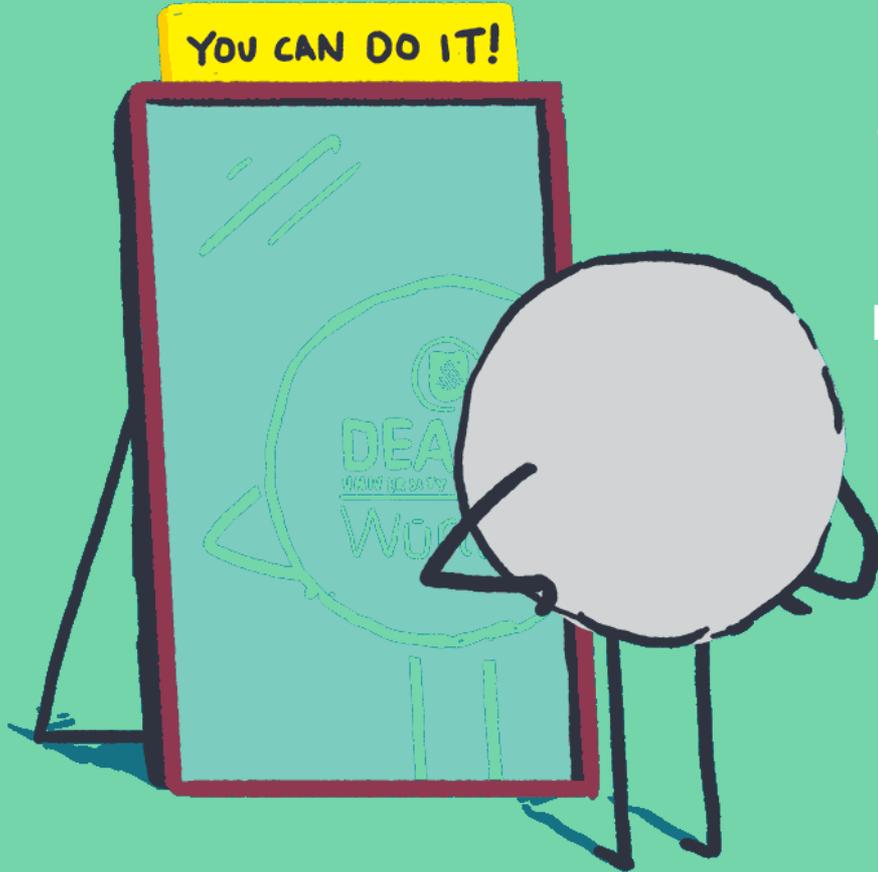
BY RANDALL DESMOND · MAY 31, 2014

Like 28 Tweet 174 8+1 92 Share 30 Submit 1 point



The field of medical science has been advancing at an

The *Student Journey*



The vision of the *Student Journey* program is to **bring students to the centre of our thinking**—in every area and on every level—so that **students are enabled to be successful and feel supported** throughout their time at Deakin.

THE STUDENT JOURNEY



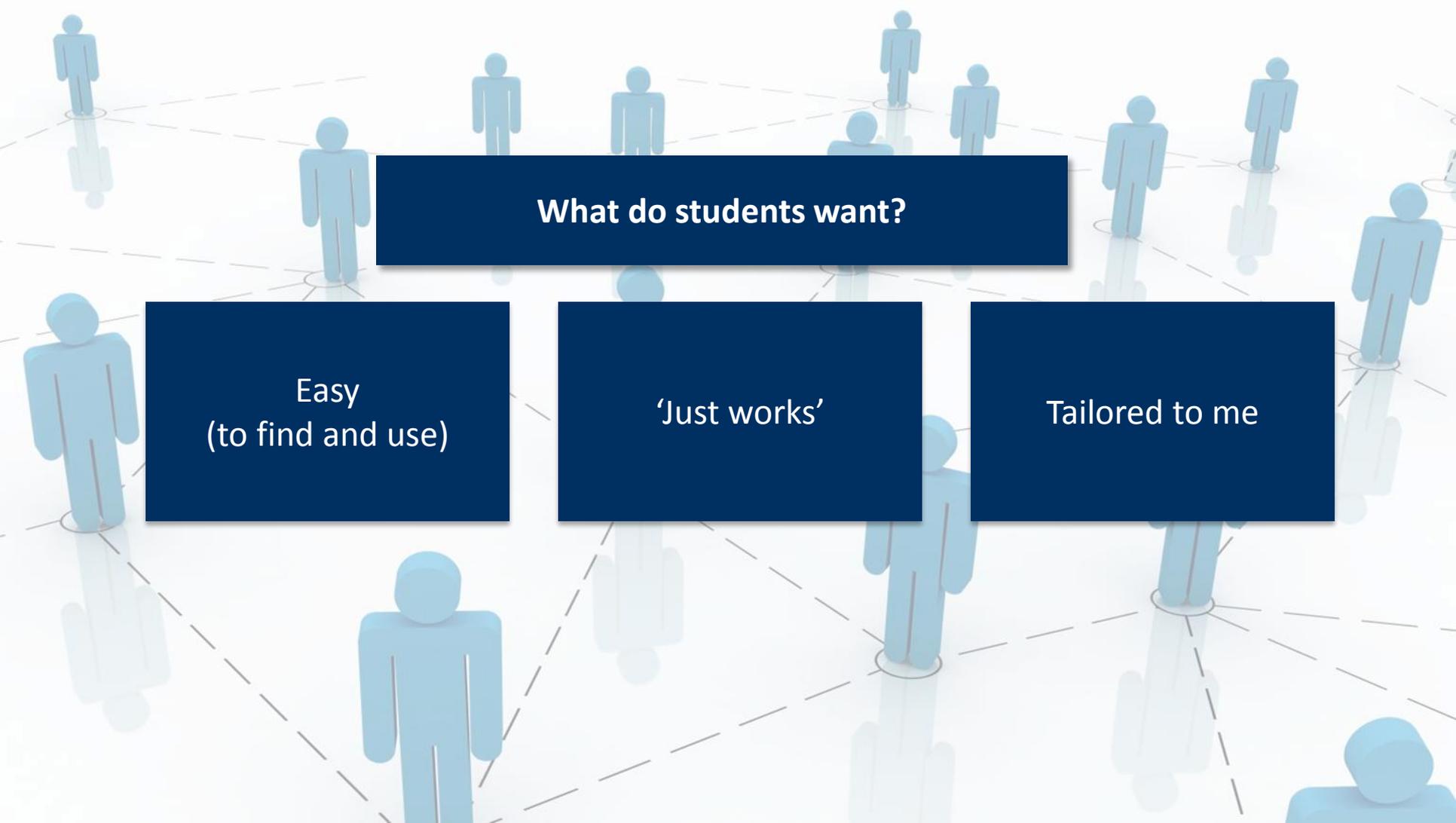
WHAT STUDENTS WANT

To be
listened to

To feel welcomed
and supported

To have their
questions
answered





What do students want?

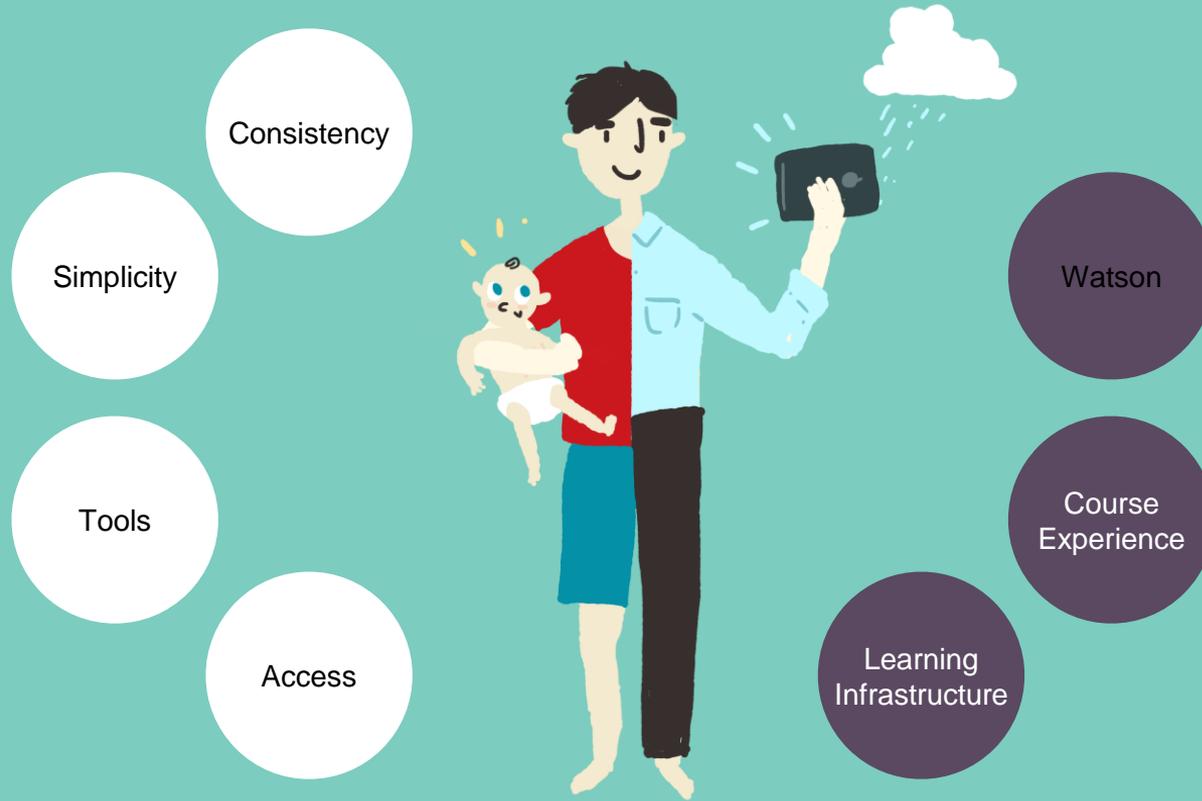
Easy
(to find and use)

'Just works'

Tailored to me

PERSONAS

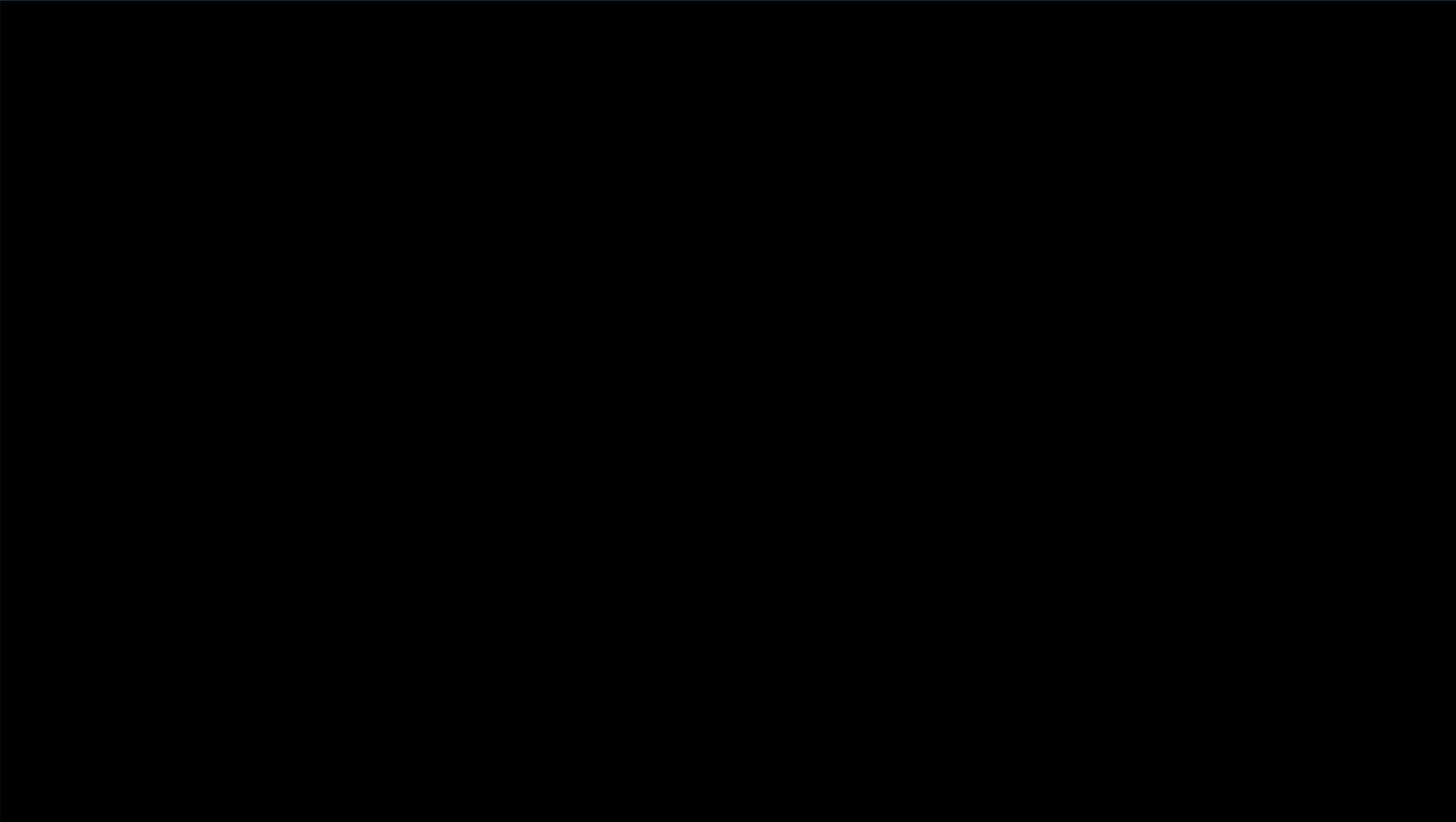
Cloud learner, Ben



School leaver, Emma







PERSONALISING THE DIGITAL JOURNEY



Student Name

ID: 000009

BACHELOR OF MANAGEMENT

9 credit points achieved to date

WEEK

6

University Study Week
Thursday
27th August

Melbourne Burwood Campus

YOUR PROFILE

HOME

UNITS

SETTINGS

FAVOURITES

Current Units | Course Sites

CloudDeakin homepage

Your online learning environment

MMM111

Intrapersonal Skills

Currently enrolled

MMM312

Event Management

Currently enrolled



GOT A QUESTION?

Watson learns and now thinks!
Get answers to everyday questions at Deakin

ASK WATSON

POWERED BY IBM



INBOX

INBOX



TODAY

Nothing on today

CALENDAR

Featured

VIEW ALL

Exclusive commerce career event



CRACKING THE CAREER CODE
September 7
Burwood Campus

FIND OUT MORE

Unlimited free cloud storage



Access your OneDrive account to store, create and share documents

GET STARTED

Faculty of Business and Law



Access the latest Faculty information, news and services

READ MORE



Enrolment, fees & money



Studying



Library



Campus



Get Involved



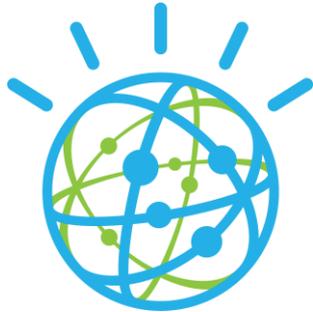
Jobs & career



Health & wellbeing

21st Century Tools:

Thinking boldly with
IBM Watson





Deakin Student

ID: Restricted

WEEK

11

Week of Year

Tuesday
10th March

HOME

UNITS

PROFILE

FAVOURITES


Enrolment, fees
& money
Studying
Library
Campus
Get Involved
Jobs & career
Health &
wellbeing

Current Units | Course Sites

You are not enrolled in any units for the **current** teaching period. The units tab contains all of your units (including teaching periods).

[Access to CloudDeakin Homepage](#)

Featured VIEW ALL

Create your timetable



Create your campus timetable from Monday 9 February. Enter your preferences for classes and seminars.

[FIND OUT MORE](#)

2015 University Handbook



Find course rules, structures and all units offered.

[FIND OUT MORE](#)GOT A QUESTION? ▼*Watson learns and now thinks!*

Get answers to everyday questions at Deakin

[ASK WATSON](#)

POWERED BY IBM



3

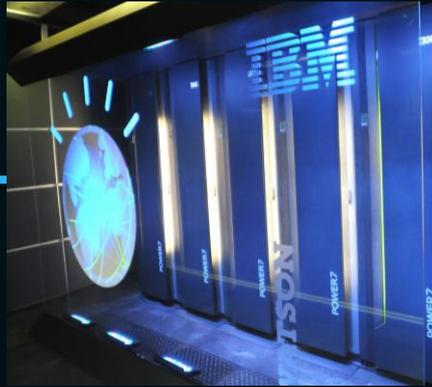
INBOX ▼TODAY ▼

- All Day
- MCC

What is IBM Watson ?

Hypothesis Generation

When asked a question, Watson relies on hypothesis generation and evaluation to rapidly parse relevant evidence and evaluate responses from disparate data.



Natural Language

Watson can read and understand natural language, important in analysing unstructured data that make up as much as 80 percent of data today.

Dynamic Learning

Through repeated use, Watson literally gets smarter by tracking feedback from its users and learning from both successes and failures.



Why Watson?

“Deakin is **pushing the digital boundaries** because we want to make **the student experience the best it can possibly be.**”

Students constantly tell **us they want accessible, accurate and immediate information that they can instantly find for themselves**, and Watson ticks all of those boxes.”

*Professor Jane den Hollander,
Vice-Chancellor*



Ask a question



Hi Emma, what can I help you with today?
Remember, don't send personal information such as full name, date of birth, address or credit card details. To learn why, see the [Disclaimers](#)

Where is the library?



Before I can answer your question I'd like to know which campus you're referring to

- Burwood
- Warrnambool
- Waterfront
- Waurn Ponds

High



Common Questions



Powered by
IBM WATSON™

Ask



Hi Emma, what can I help you with today?
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Common Questions



- 👉 Where can I find general information about exams?
- 👉 How do I prepare for exams?
- 👉 When is my exam?
- 👉 Can I change the time/date of my exam?



Watson

Hi Emma, what can I help you with today?

Remember, don't send personal information such as full name, date of birth, address or credit card details. To learn why, see the [Disclaimers](#)

How do I submit an assignment?



Watson

There are different requirements for submitting an assignment depending on your faculty and unit. Please click on the first letter of the 6 character unit code for the assignment you wish to submit:

- [A](#) (Faculty of Arts and Education)
- [E](#) (Faculty of Arts and Education)
- [H](#) (Faculty of Health)
- [M](#) (Faculty of Business and Law)
- [S](#) (Faculty of Science, Engineering and Built Environment)
- [I don't know what my unit code is](#)
- [I'd like to ask something else](#)

High



Useful Not Useful Comment



You

Common Questions



How do I make friends?



You



Watson

Look for opportunities

Look for opportunities when there is something in common to focus on.

- If you are in a queue to buy a text book try asking 'what you are buying?'
- When looking at the food in the cafe ask 'what looks good to you?' or 'what do you recommend?'
- In a practical class with a task or an experiment to carry out, discuss the work or ask the person next to you about the task.
- In the library using a computer terminal don't be afraid to ask the person next to you for help.
- At a social, sport or cultural event ask for explanations 'why did that happen?', 'why did they just do that?'

These contacts may not lead to lifelong friendships, but they build on your skills of conversation, the number of people you recognise and can say hello to and help you develop a sense of belonging - being able to say hello to familiar faces is so important, especially in those first few weeks.



High



Useful



Not Useful



Comment

[See additional responses](#)

Any other questions I can help you with ?

Common Questions





Additional responses

In brief

- join in, be active.
- take and make opportunities to have conversations, even brief ones.
- remember that it takes time to make friends.



Low



Useful



Not Useful



Comment

Make conversation with people in your classes

- Most people find it easier to make conversation when there is a task or reason to be speaking.
 - Say hello to the person next to you. Ask them what they thought of the lecture. Tell them a bit about you - 'I have just come from Hong Kong' or 'I missed the first part of the lecture, the bus was delayed, did the lecturer say anything important at the beginning?'



Low



Useful



Not Useful



Comment

Be an active, involved and interested person

Take an interest in what's going on around you. Join in on [activities, clubs, groups and societies](#). If you have a special interest or would like to develop a skill, look for clubs, classes and events that allow you to meet with similarly interested people. The uni has lots to offer and you could also look at opportunities in the local community around the uni or near where you live.



Low



Useful



Not Useful



Comment



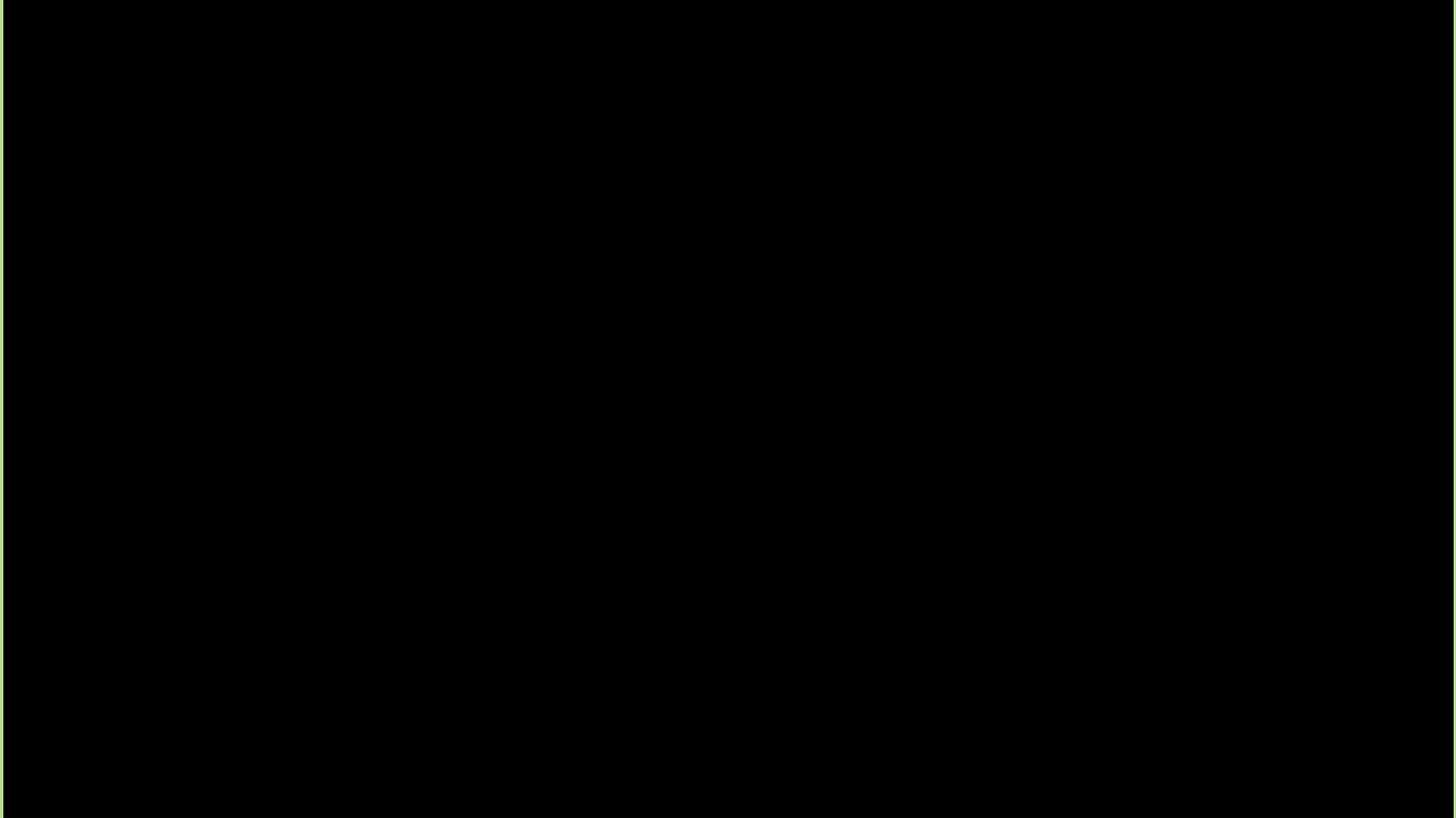
Stats:

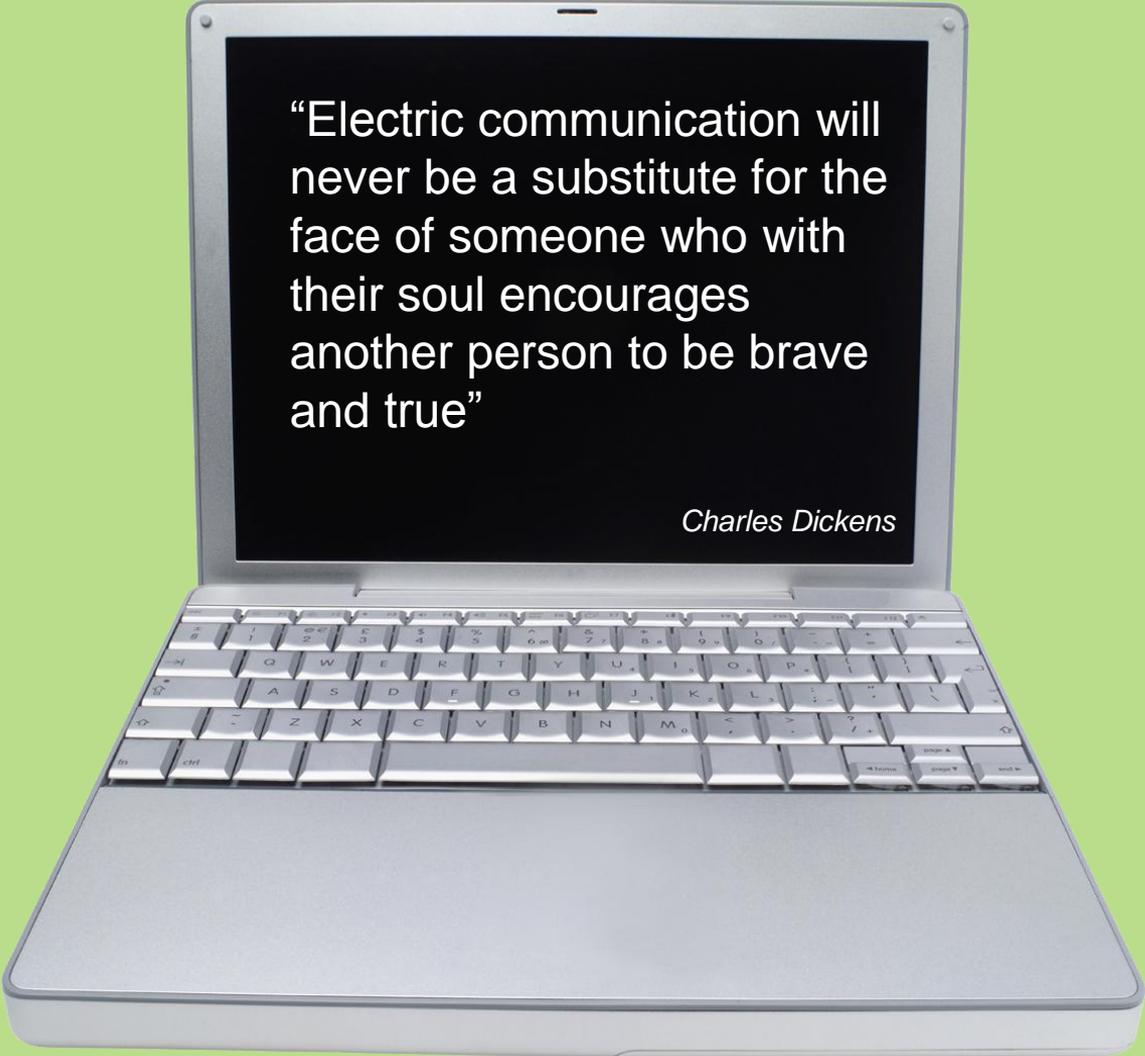
- Watson has been asked over **40,000 questions** since its February release.
- Watson's answers are correct **82%** of the time.
- Common questions change according to time of trimester.



The student response!

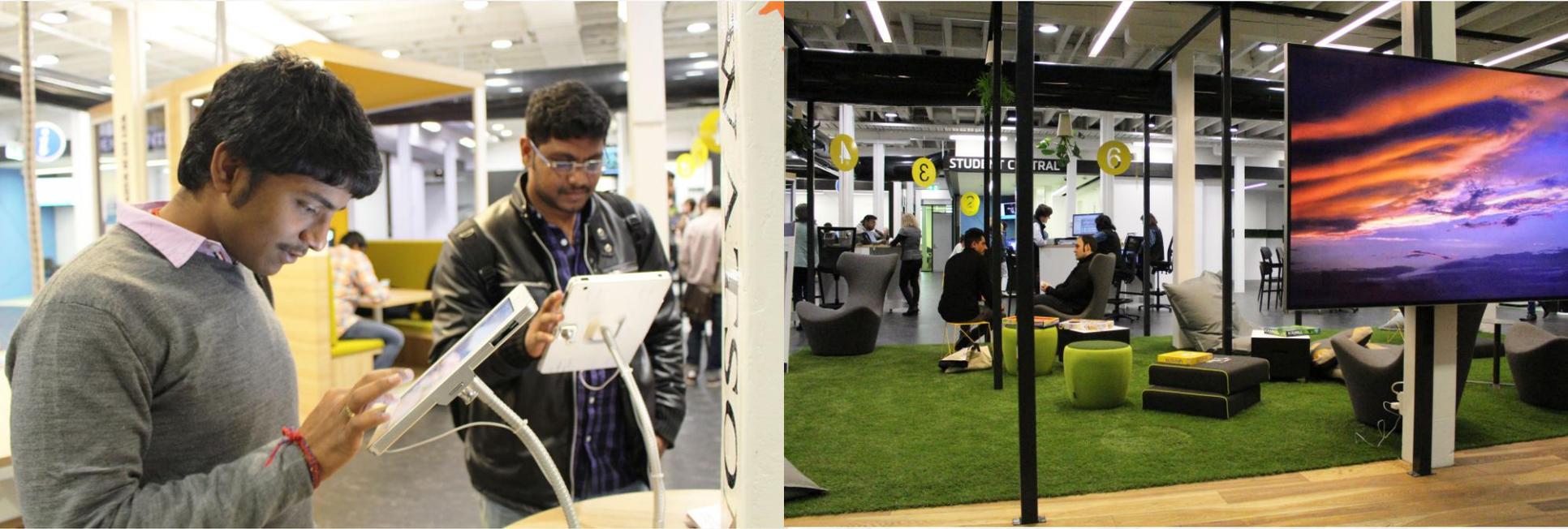
What does the community think of Watson?



A silver laptop is shown from a front-facing perspective, open. The screen is black and displays a quote in white text. The keyboard and trackpad are visible below the screen. The background is a solid light green color.

“Electric communication will
never be a substitute for the
face of someone who with
their soul encourages
another person to be brave
and true”

Charles Dickens



STUDENT SERVICE NETWORK



The ***challenges*** of revolution...



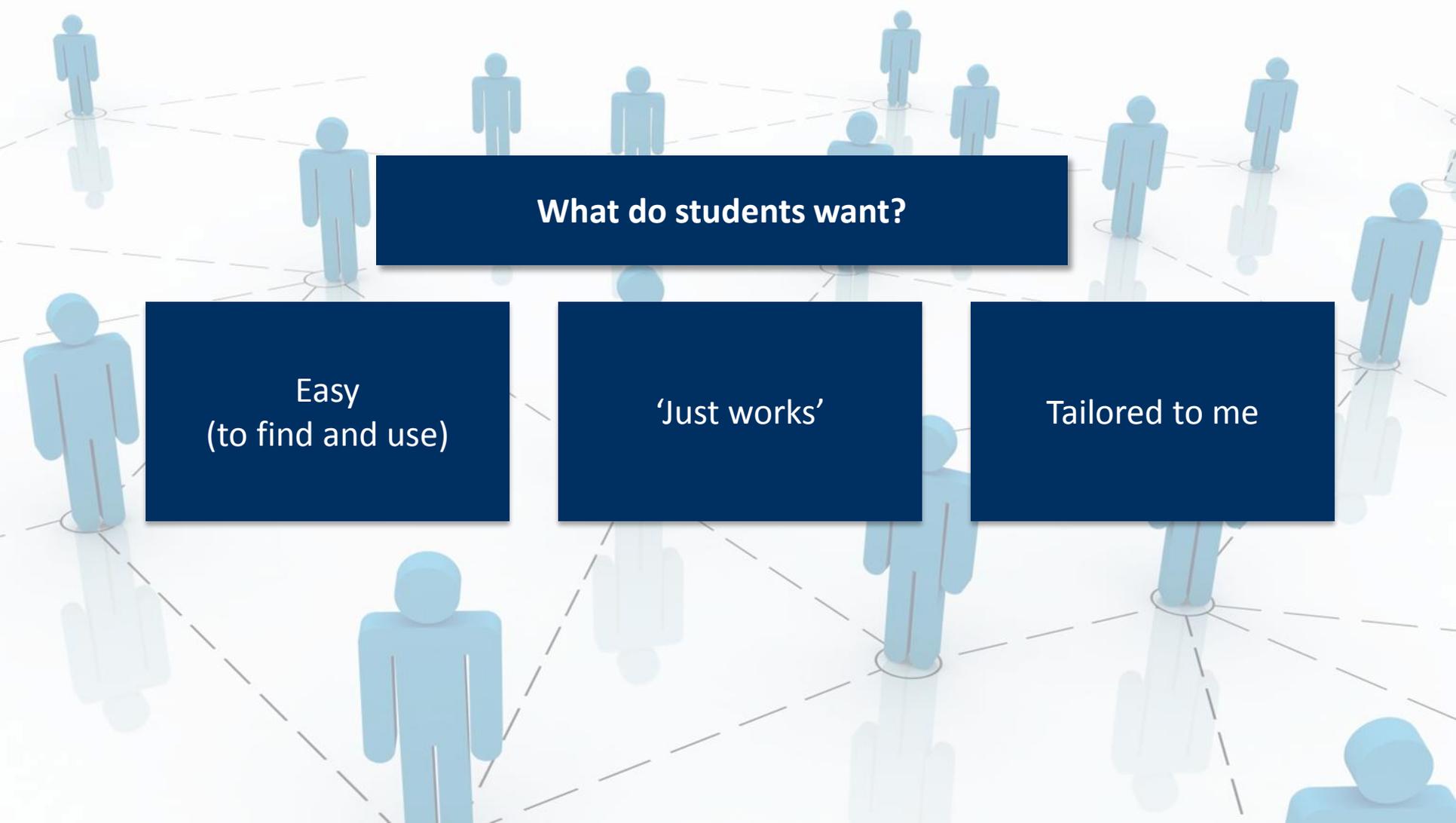
What we've learnt:

- Understanding the *student voice and the journeys they take*
- *Value of co-creation with students*
- *Collaboration and interdependencies with other Deakin initiatives to bring together the story*





What is good service?



What do students want?

Easy
(to find and use)

'Just works'

Tailored to me



THANK YOU

I'd like to thank the staff and students that appear and gave permission to appear in these videos – Stuart, Matthew, Thomas, Annie, Frankie, Kaye and special thanks to Laura Soding and Elica Todorovski who also helped me with the presentation