

The BLUE Framework

Designing Student Success Across the Whole Journey



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WHY STUDENT SUCCESS STILL FEELS FRAGMENTED

Universities invest heavily in:



Teaching
Enhancement



Wellbeing



Employability



Student
Support



Digital
Learning

Yet students still report:



Confusion



Inconsistency



Weak
Transitions



Unclear
Pathways

The issue is not effort.

The issue is design coherence.

RESEARCH QUESTIONS



1. Where do students experience fragmentation?
2. How do institutional actors contribute to success?
3. What design principles reconnect the journey?

To understand how institutions can design coherent student journeys that strengthen Belonging, Learning, Understanding and Empowerment

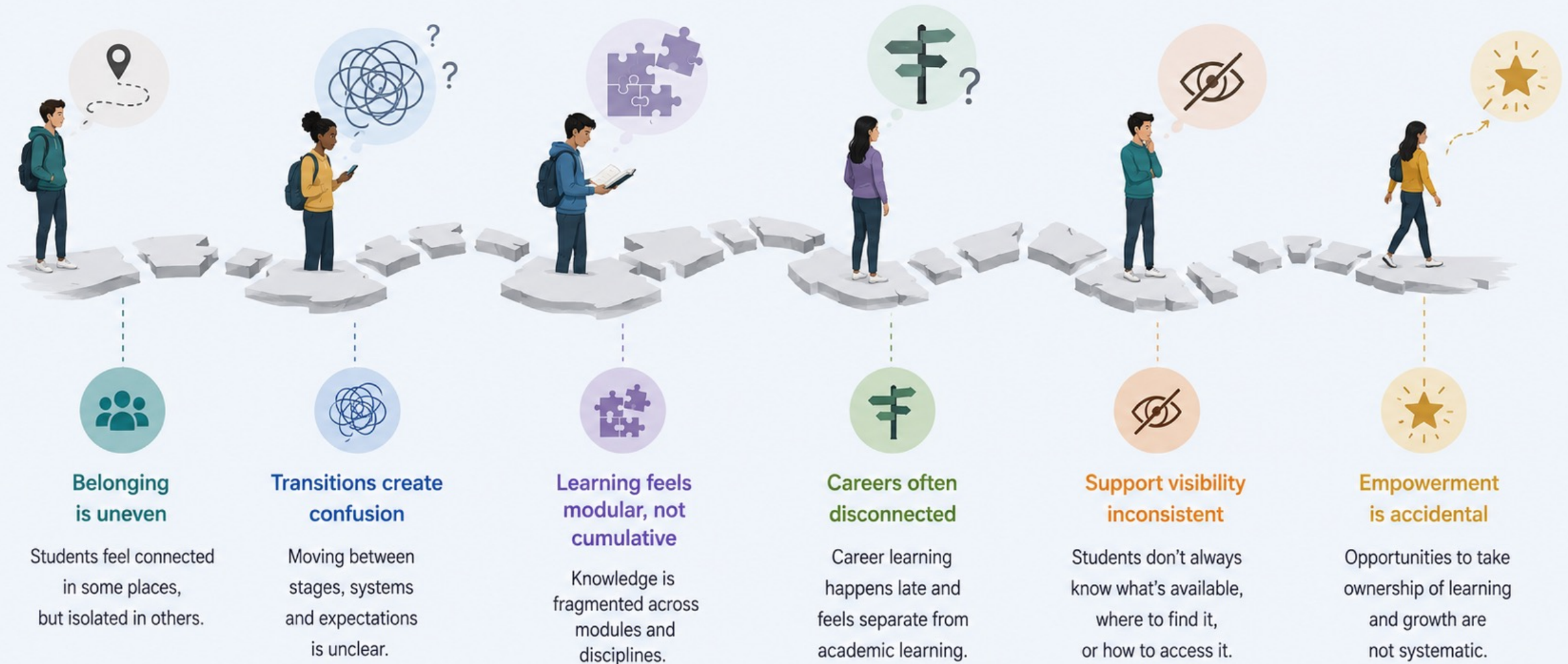
STUDENT JOURNEY MAP



Success is not a single event. It is experienced across a sequence of connected touchpoints.

WHERE THE JOURNEY BREAKS

A fragmented student experience across the journey



THE CORE INSIGHT

Students experience **ONE** journey



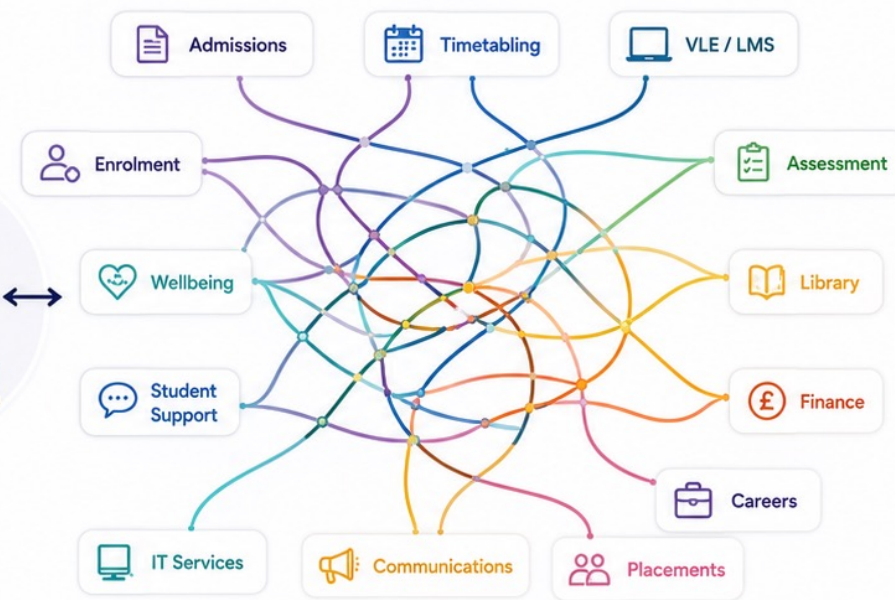
One student.
One journey.
A lifetime of impact.



Institution delivers **MANY** systems



Many systems.
Many handovers.
Many gaps.



The challenge is not effort — it's fragmentation.
Our opportunity is to connect what matters.

The challenge is the absence of a design architecture that connects practice.

THE B.L.U. E FRAMEWORK

A connected experience that puts students at the centre



B | Belonging

Feeling visible,
valued, connected



Everyone feels they
belong here



L | Learning

Coherent progression
and meaningful curriculum



Learning builds
and connects



U | Understanding

Clear expectations,
navigable systems



Systems are clear,
information is easy to navigate



E | Empowerment

Agency, confidence,
future readiness



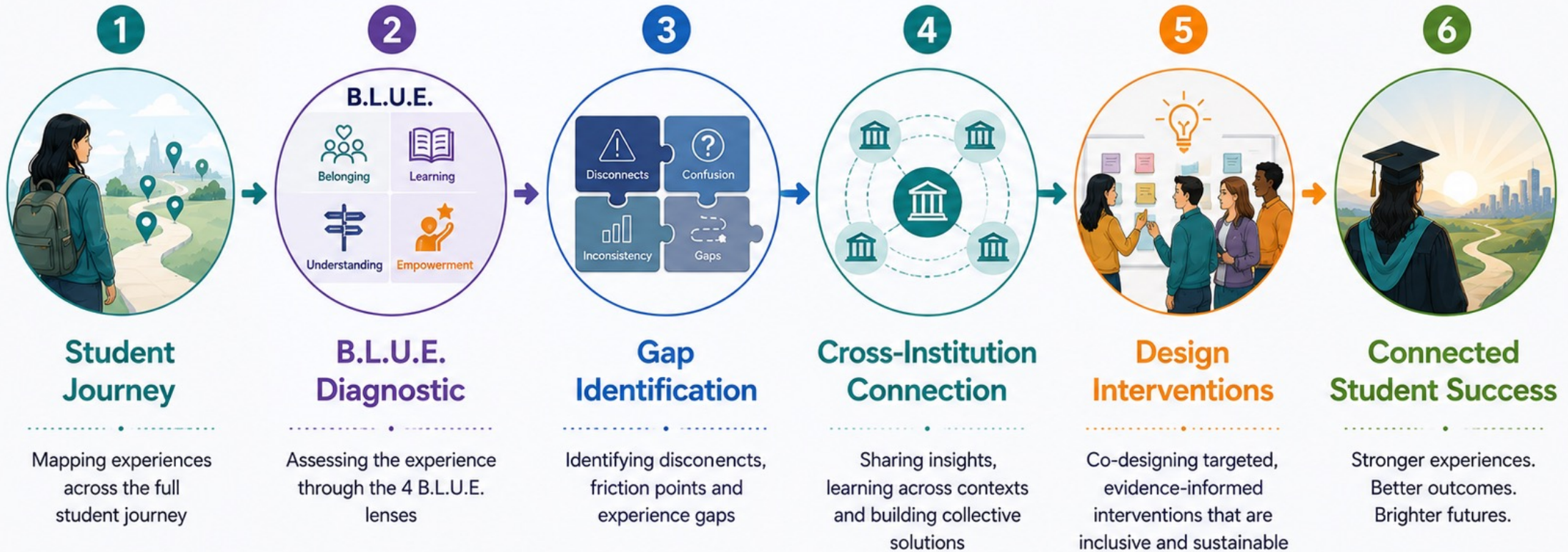
Students leave ready
to shape their future



One student. One journey. Connected at every step.

THE B.L.U.E DESIGN ARCHITECTURE

From insight to impact across the student journey



One student. One journey.

Many partners. One connected purpose.

The innovation is the process through which institutions use these pillars to **diagnose** and **redesign** the student journey.

THE FOUR DESIGN LENSES



Belonging

Do students feel connected?



Students feel seen, valued and part of a community.



Learning

Does this support progression?



Learning experiences build knowledge and skills over time.



Understanding

Is this clear and navigable?



Information, systems and expectations are easy to find and follow.



Empowerment

Does this build agency?



Students feel confident to make choices and shape their future.



Together, these lenses help us see the full picture and take meaningful action.

Every student touchpoint can be evaluated using these four questions.

APPLY BLUE FRAMEWORK ACROSS THE JOURNEY

Where students experience the biggest gaps across their journey



The framework reveals where intervention is most needed.

FROM DIAGNOSIS TO DESIGN

GAP IDENTIFIED



Belonging

Do students feel connected?



Peer mentoring

Build relationships, foster connection and strengthen community.



Learning

Does this support progression?



Curriculum mapping

Align learning experiences for clarity, coherence and progression.



Understanding

Is this clear and navigable?



Communication redesign

Simplify information, improve navigation and ensure consistency.



Empowerment

Does this build agency?



Embedded employability

Integrate real-world opportunities to build confidence, skills and future readiness.

BLUE DESIGN PRINCIPLES

1

Start belonging early



Create early connections that help students feel welcome, seen and part of the community from the start.

2

Make learning coherent



Align curriculum, assessment and support to help students build knowledge and skills step by step.

3

Reduce transition friction



Identify and remove barriers at key transition points that cause confusion, loss of momentum and disengagement.

4

Design for clarity



Make information, processes and expectations easy to find, understand and act on.

5

Build agency intentionally



Design experiences that build confidence, choice and ownership of learning and future pathways.

6

Connect academic and professional practice



Integrate real-world contexts, employer insight and authentic practice throughout the journey.

7

Design for diversity



Recognise different backgrounds, needs and aspirations. Design inclusive experiences for all students.

8

Treat success as an ecosystem



Work across teams, systems and partners to support the whole student, not just the individual touchpoint.



One student. One journey.

Many systems. One connected experience.



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WHAT CHANGES WHEN INSTITUTIONS USE BLUE?

A shift from silos to synergy. From disconnected to designed for success.

BEFORE



Isolated initiatives

Efforts exist in silos with limited visibility or coordination.



Mixed messages

Students receive inconsistent information and guidance.



Reactive support

Support is accessed late, after challenges arise.



Fragmented experience

Students navigate disconnected touchpoints and transitions.



AFTER



Connected ecosystem

People, processes and systems work together to support students.



Shared language

A common framework creates clarity, consistency and understanding.



Designed support

Support is anticipated, proactive and embedded at key moments.



Coherent journey

Students experience a connected, navigable and empowering journey.



Better experiences. Stronger outcomes. Brighter futures.

IMPLICATIONS FOR HIGHER EDUCATION

B.L.U.E. can help institutions design **connected**, **inclusive** and **empowering** experiences that drive success for every student.

B.L.U.E. can support:



Programme redesign

Align programmes with student needs, clarify progression and outcomes.



Assessment review

Ensure assessments are meaningful, fair and support learning progression.



Student experience strategies

Create cohesive experiences that build belonging, confidence and satisfaction.



Employability integration

Embed real-world skills, opportunities and employer connections throughout.



Transition support

Reduce friction at key transition points and improve student confidence and retention.



Institutional transformation

Shift from fragmented services to a connected ecosystem that enables student success.



One student. One journey. Many systems. One connected experience.

Student success should not depend on a student's ability to navigate institutional complexity.

Success must be intentionally designed.



SAMPLE REFERENCES

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Thank you.