



# Moving forward.. Admissions Portfolio

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Strategic Product Manager

# What shall we talk about??

Where are we with Digital Acceleration Developments

Collection Service Wireframes so far

How we are moving forward

- Some thoughts on the future of Fraud, Similarity & Verification
- Some thoughts on the future of our Collection Service

# Where are we with Digital Acceleration Developments



# Identity

## Identity is live

- Beta Search
- UCAS.com for Providers & Staff

## Differences to the user experience

- Same Log in for Search & UCAS.com
- Providers nominate administrator(s)
- Administrator(s) managed all the accounts within their institution
- The start of our user privileges system

# Search

## Beta Search is live & using Identity

- Last week 56% of Postgraduate Traffic tried our Beta Product (5,159)
- On average the user spends 5 minutes in the service
- The Bounce rate is averaging around 30%

## Next steps

- Continued Development towards MLP including such features as
  - Search Wizard
  - Expression of Interest

# Collection service

Development has begun

Initial Wireframes are now being tested with the sector

The vision is all about making it easy for providers to supply and manage their content

# Application services

We are near to understanding when a team will be available

The User Stories for Learner & HEP have been written

First iteration of the product will be to replace current

- UKPASS Apply
- Track



# Collection Service Wireframes So Far

UCAS

A group of people in a meeting, with a large red diagonal overlay. The people are looking at documents and talking. The red overlay is a large, semi-transparent red shape that cuts across the image from the bottom left to the top right.

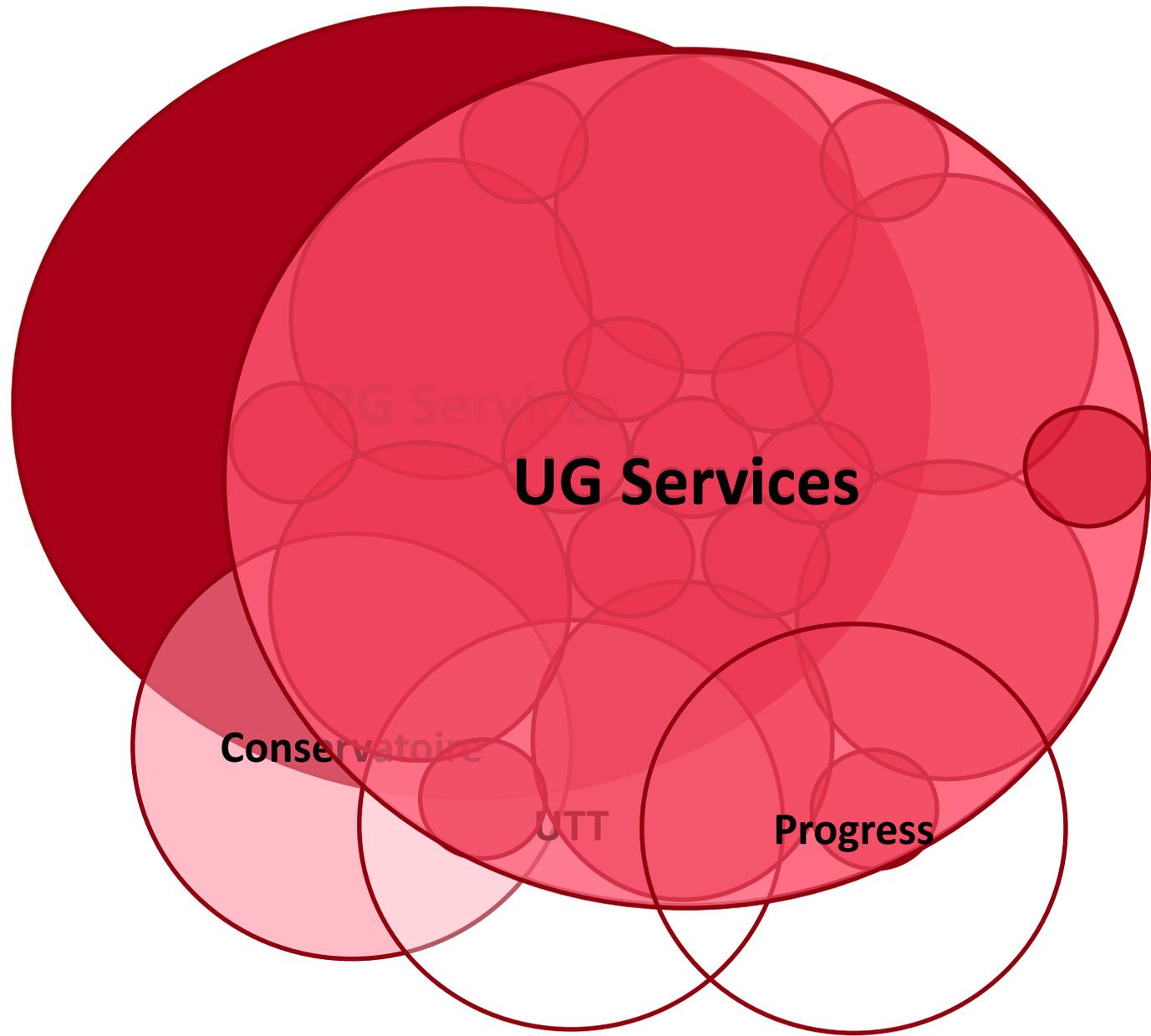
# How we are moving forward

UCAS

## Quick Reminder of our delivery approach?

- Avoid the big bang delivery
- Prioritise our service delivery
- Get earlier feedback on approach & development
  - Understanding how you like to feedback
- Give us a working format

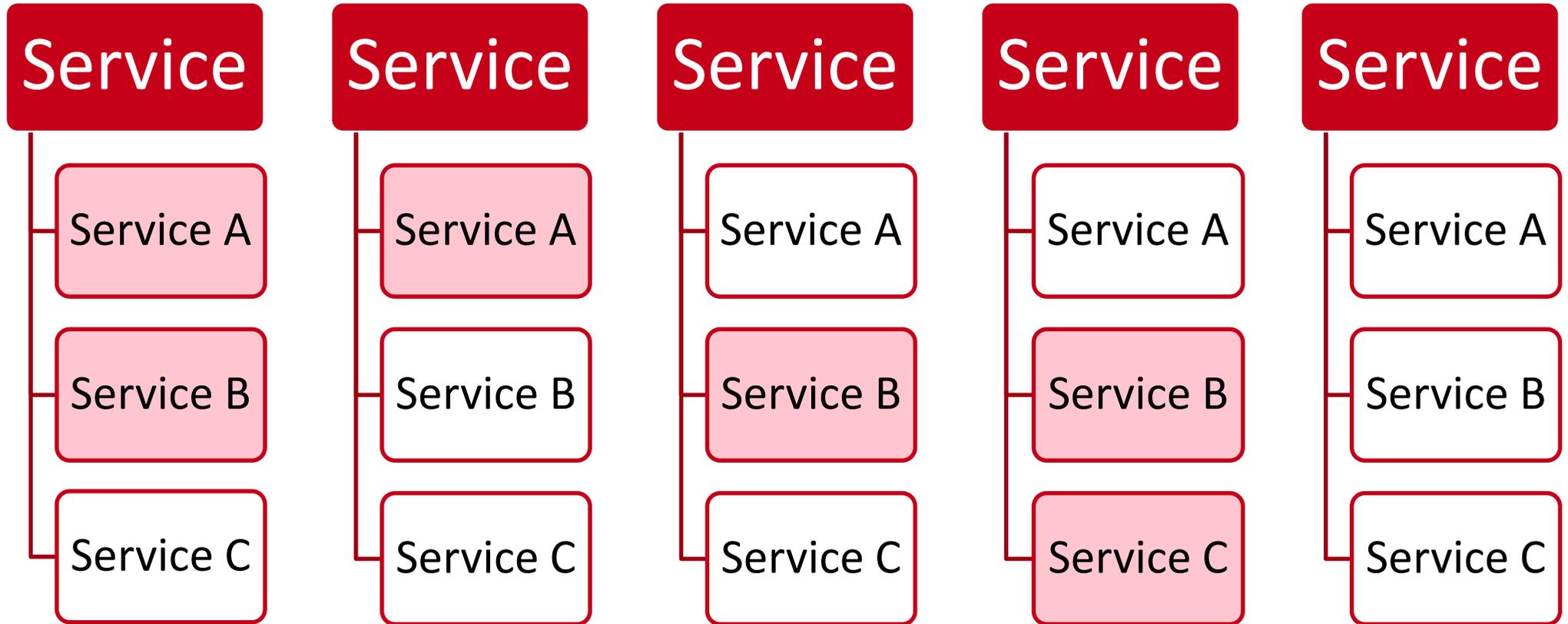
# Product Development



## Future UCAS Services

# Building on CASE

## Admissions Services



**Identify the services that add up to make up our core?**

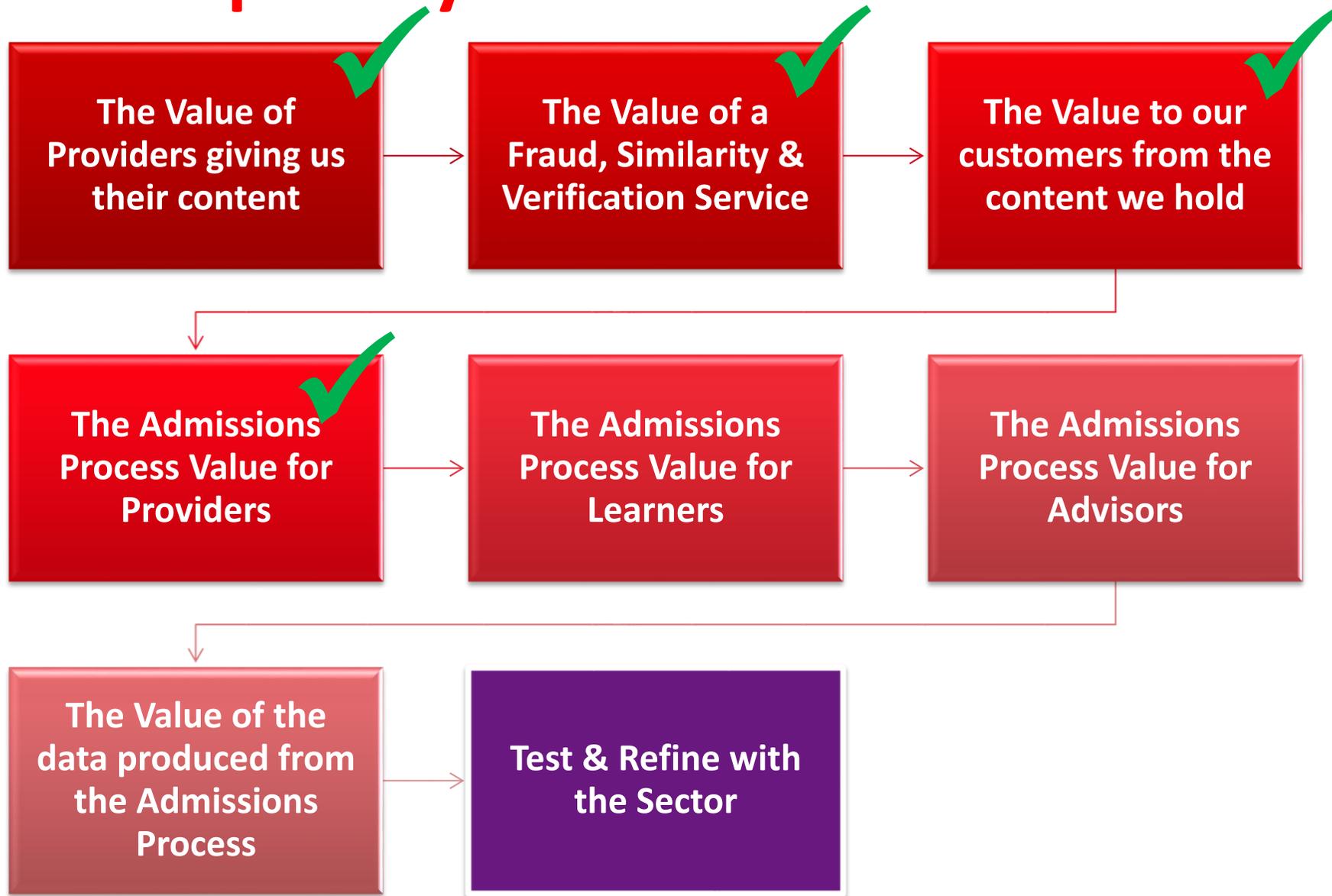
# Our Approach...

## Break down our services

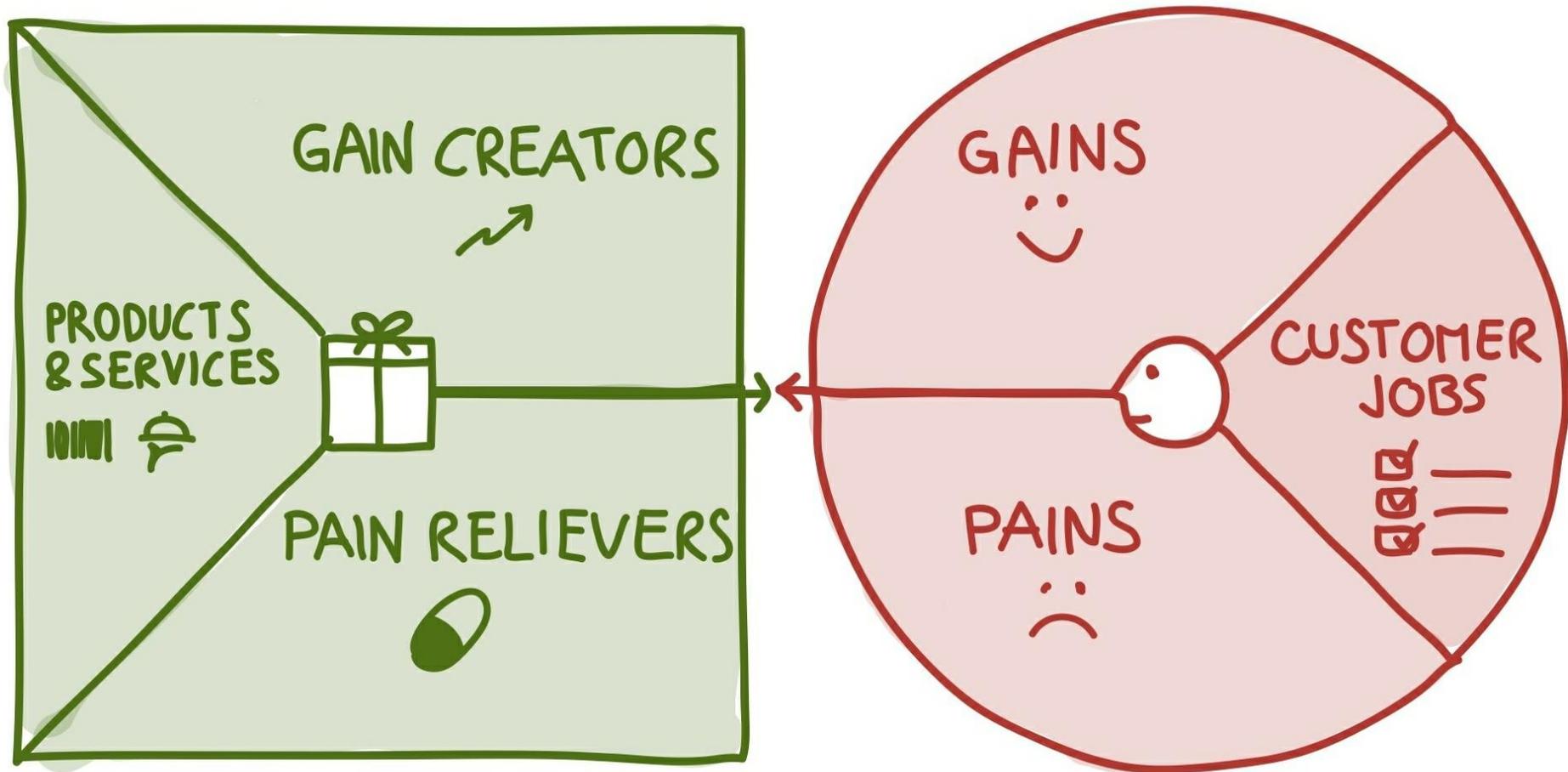
- Admissions Services
- Fraud & Verification Services
- Reporting Data Services
- Collection Services
- International Services



# Workshop Diary



# Value Proposition Canvas



# Some findings from our workshops



- Marketing
- Admissions
- IT
- Planning & Analysis
- Student Recruitment (Domestic & International)
- Statutory Returns
- Student Records & Registry
- Validating Partners
- Lead Schools
- Outreach

# Provider Customers

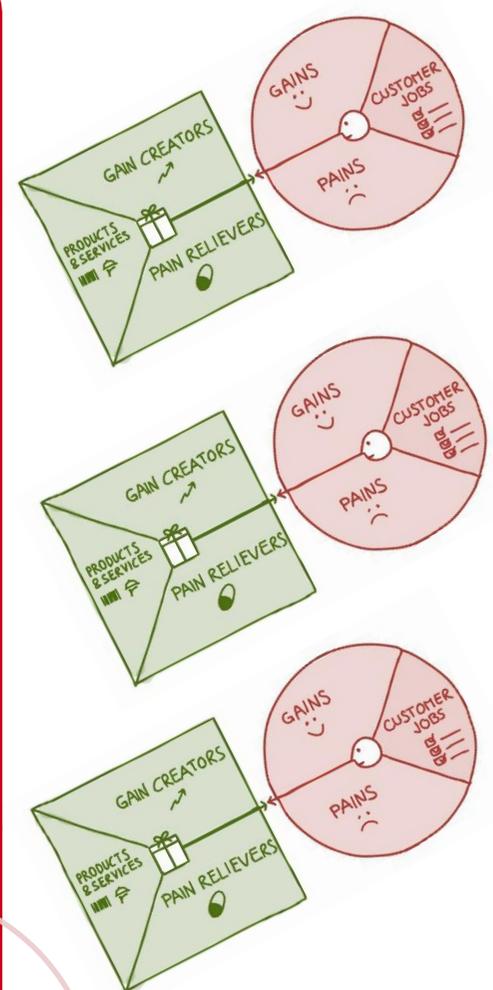
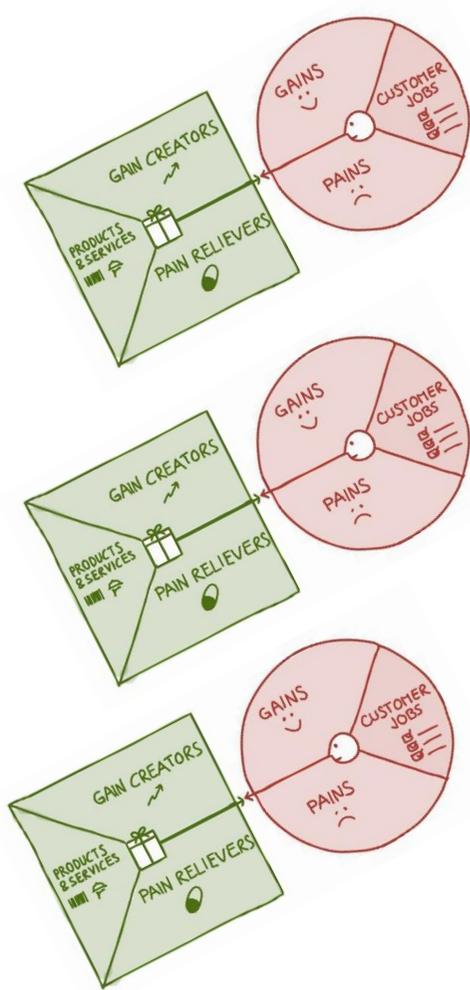
Admissions  
Services

Fraud &  
Verification  
Services

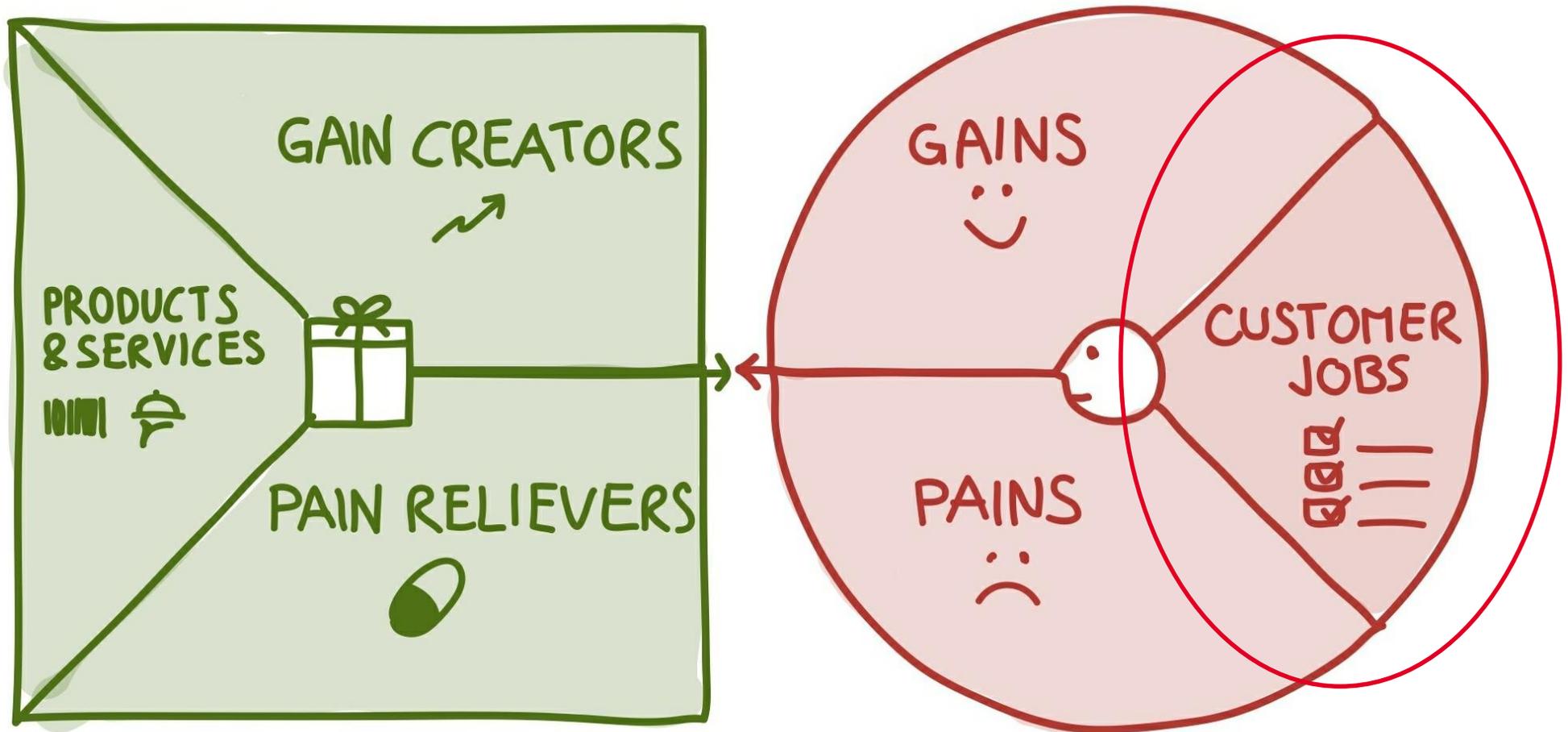
Reporting  
Data  
Services

Collection  
Services

International  
Services



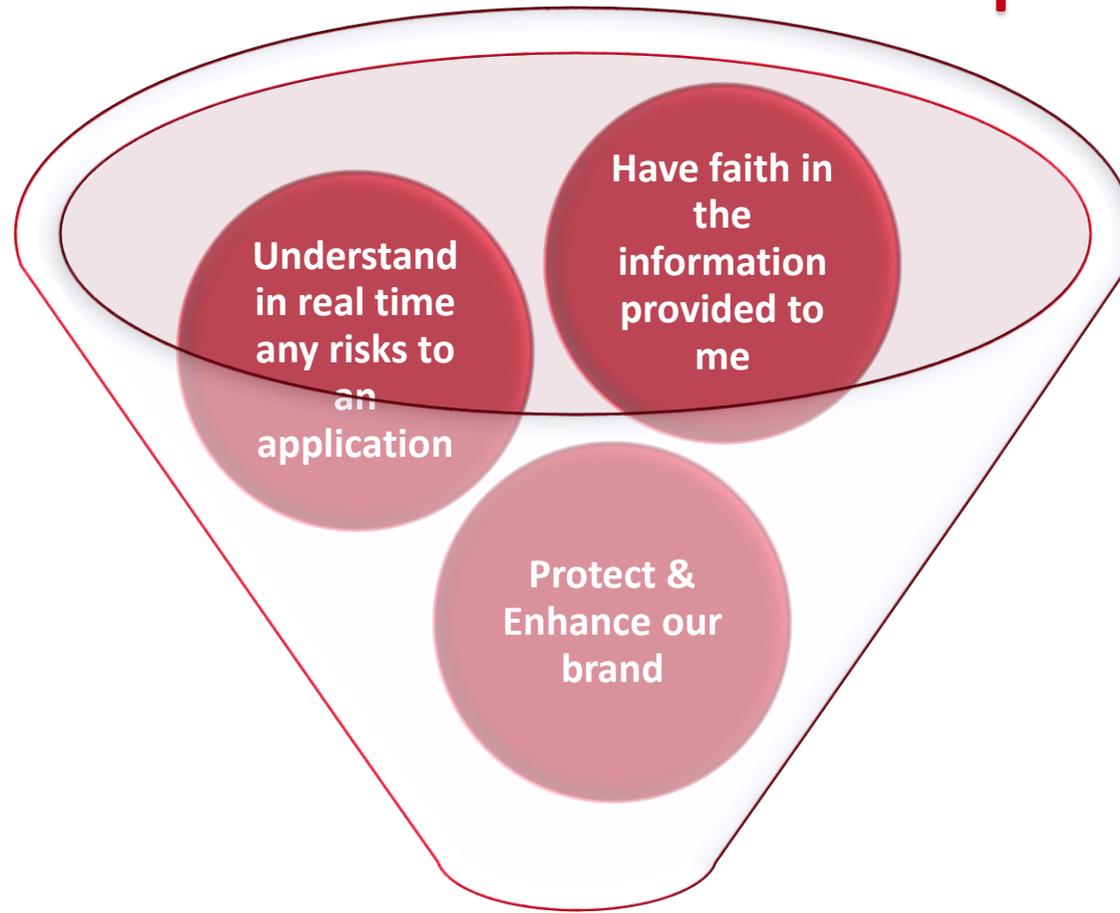
# Value Proposition Canvas



# Highlights from Fraud, Similarity & Verification Workshop

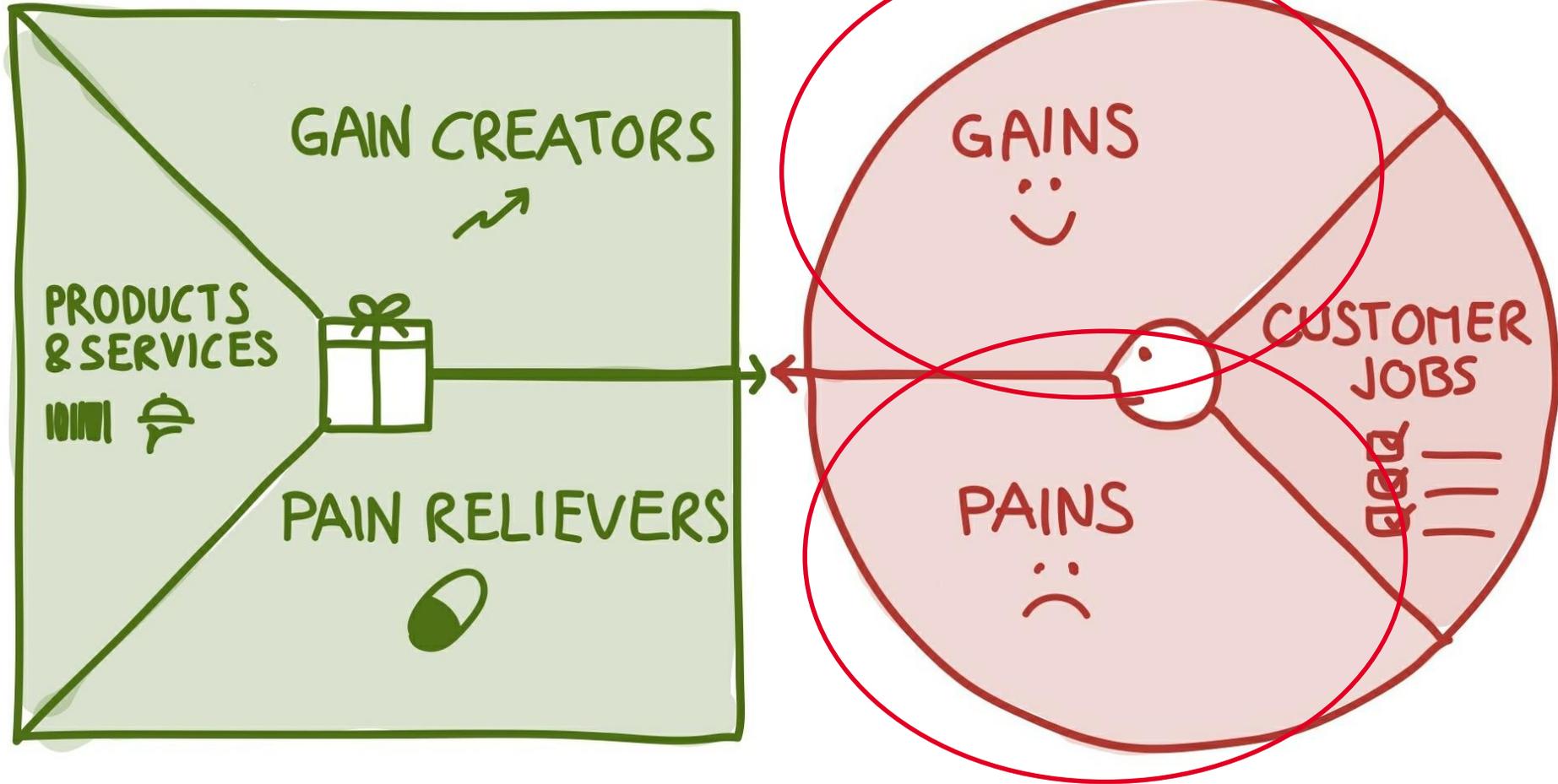
**Jobs to be done...**

**Admissions & Marketing**



**Effectively recruit the correct learner**

# Value Proposition Canvas

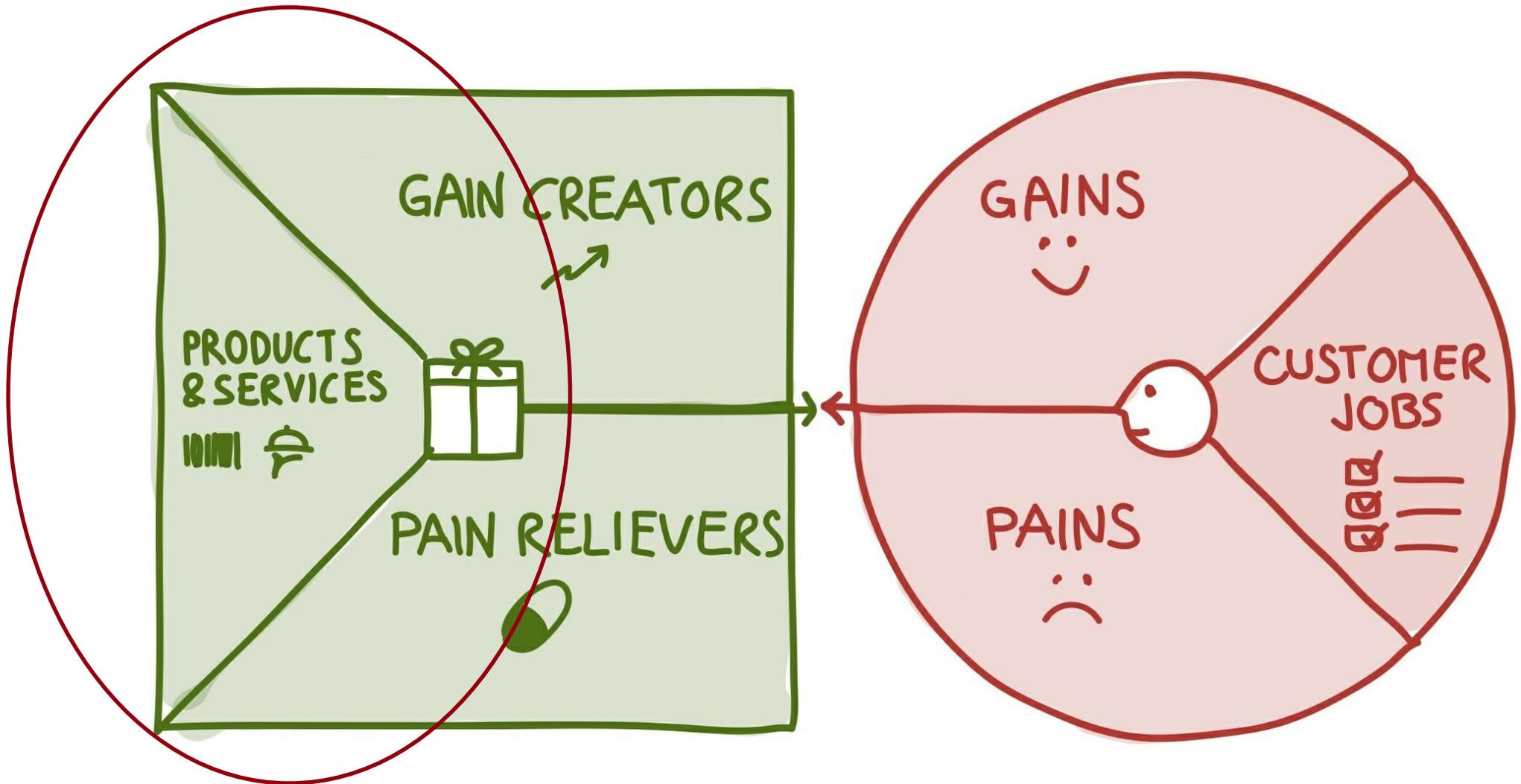


# Fraud, Similarity & Verification

## Some of the Pain Points



# Value Proposition Canvas



# Current Day UCAS offers

**A post-application**

flagging service

Field Comparison Service

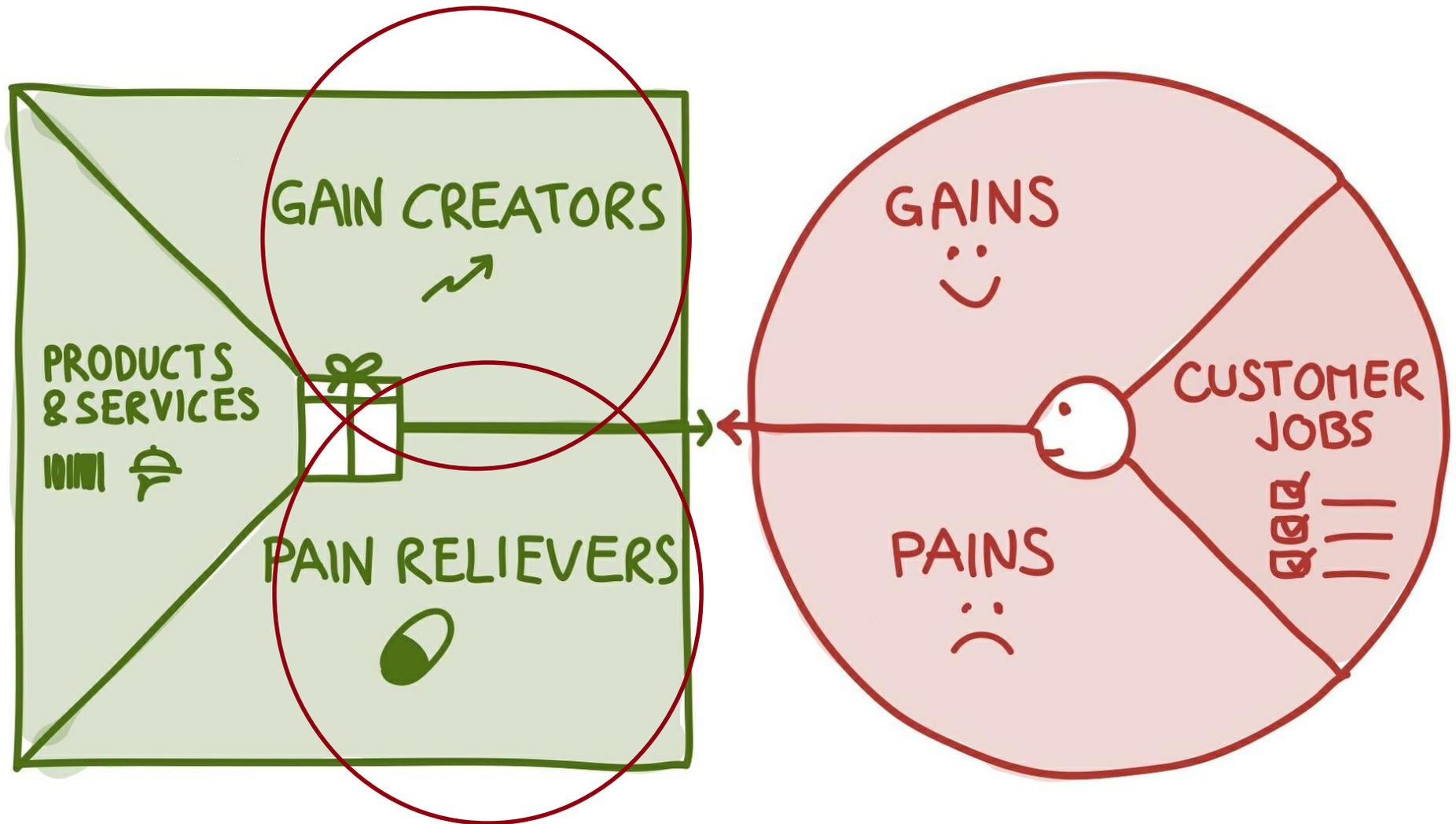
30% of fields\*

\*Estimated

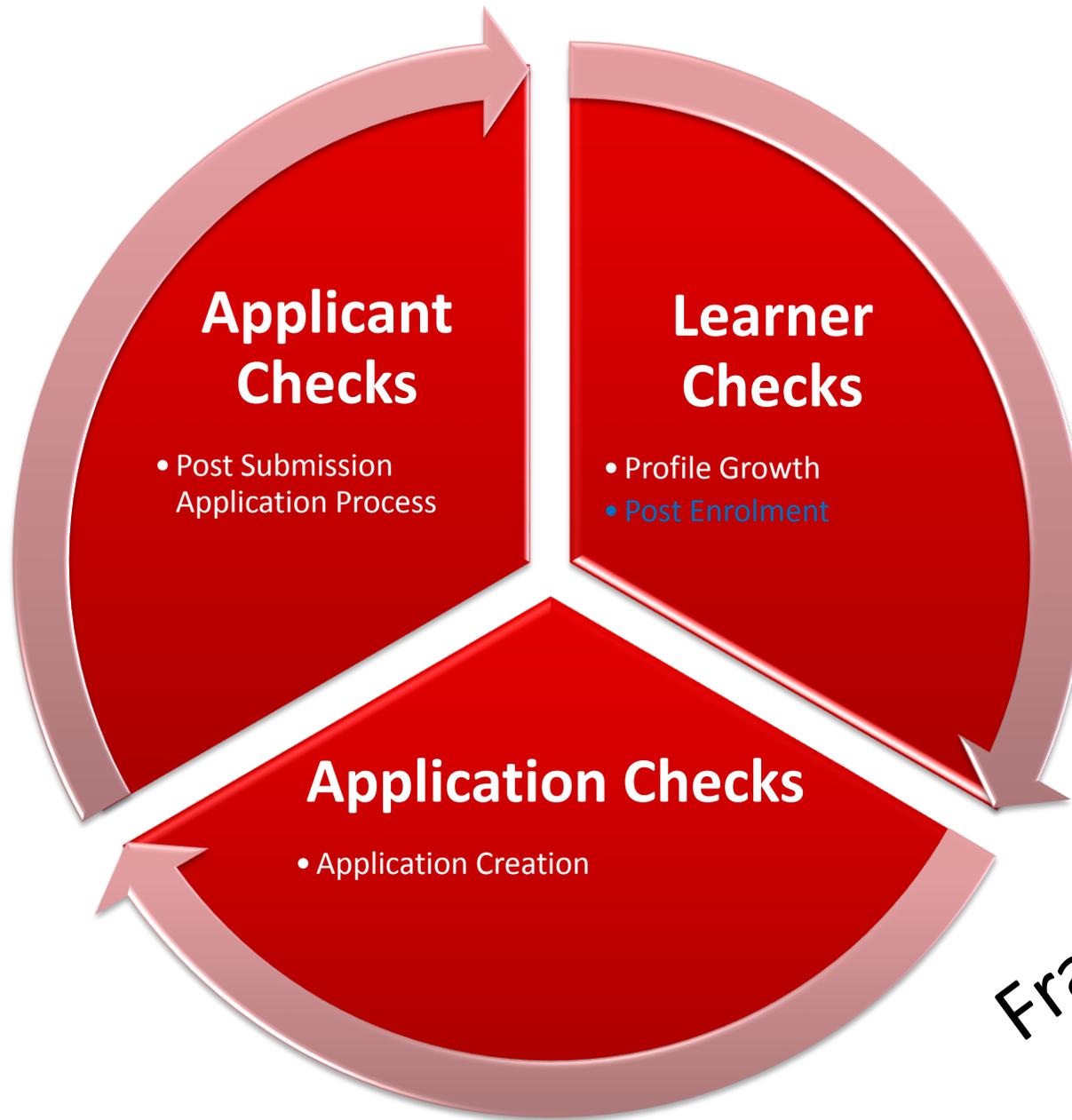
Linguistic Similarity Service

Personal Statement Checker

# Value Proposition Canvas



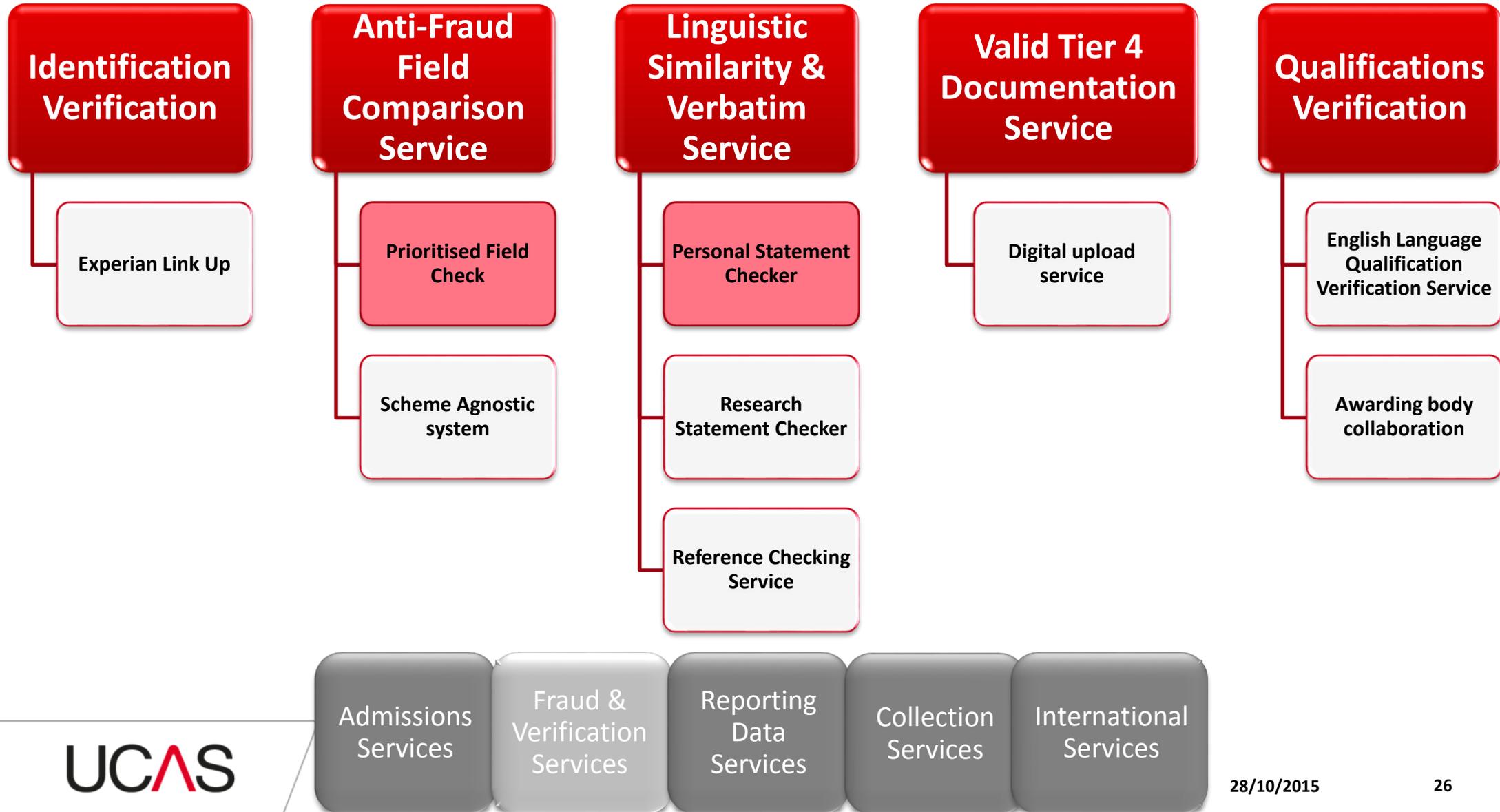
# Future World UCAS offers



*Fraud, Similarity & Verification  
Continual Service*

# Fraud, Similarity & Verification

## Online Notifications & Collaboration System



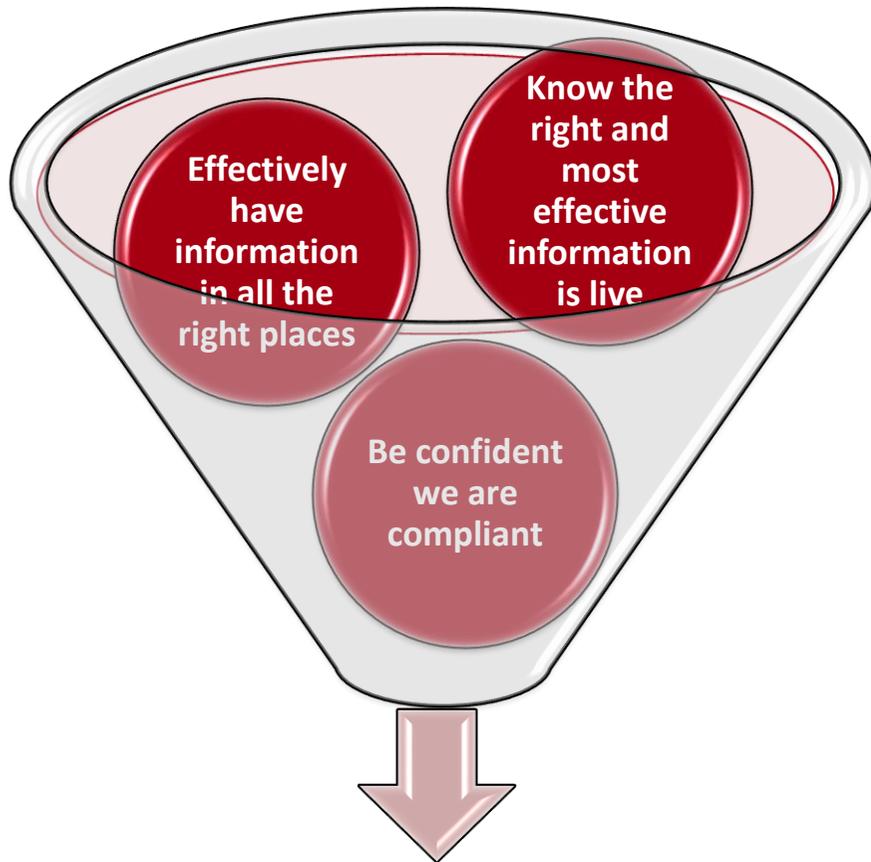
A woman with brown hair tied back, wearing a grey cardigan over a white top, is sitting on a grey tiled floor. She is leaning against a light blue wall and looking down at an open notebook she is writing in with a white pen. To her left is a stack of books and a smartphone. In front of her is another notebook with a red apple and some greenery on it. To her right is a laptop. She is wearing dark blue jeans and tan lace-up boots. A large red semi-transparent banner is overlaid on the right side of the image, containing the title text.

# Workshop Findings & Outputs Collection Service

UCAS

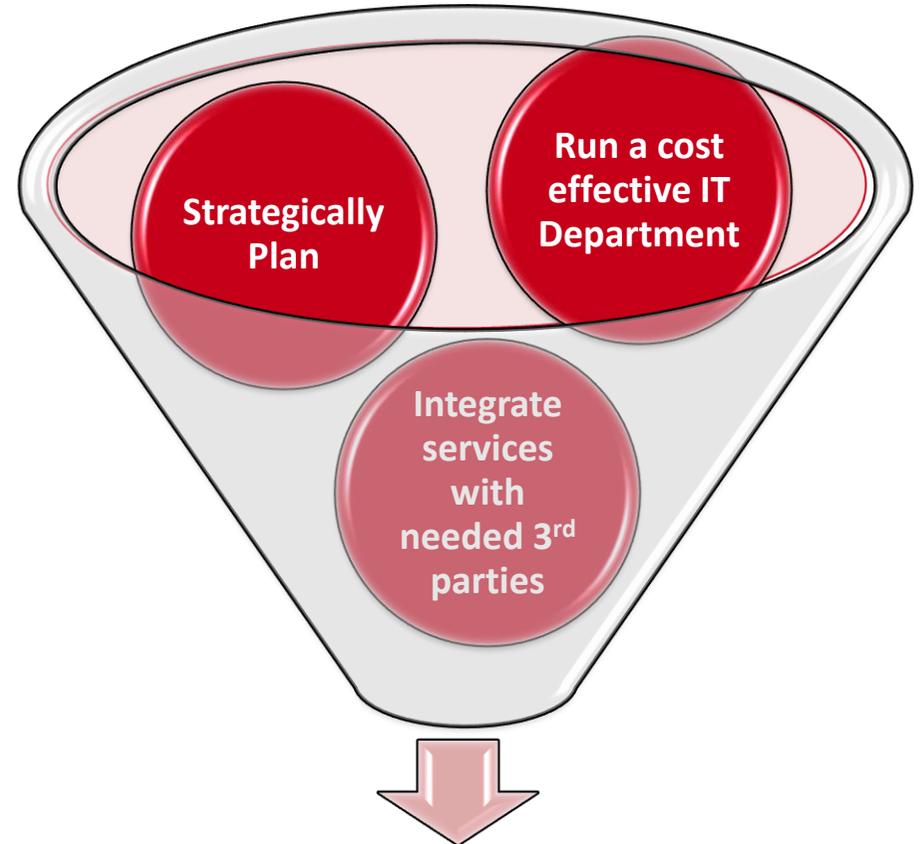
# Highlights from collection services workshop

## Admissions & Marketing



**Make our institution & opportunities stand out over others to the right learners**

## IT Department



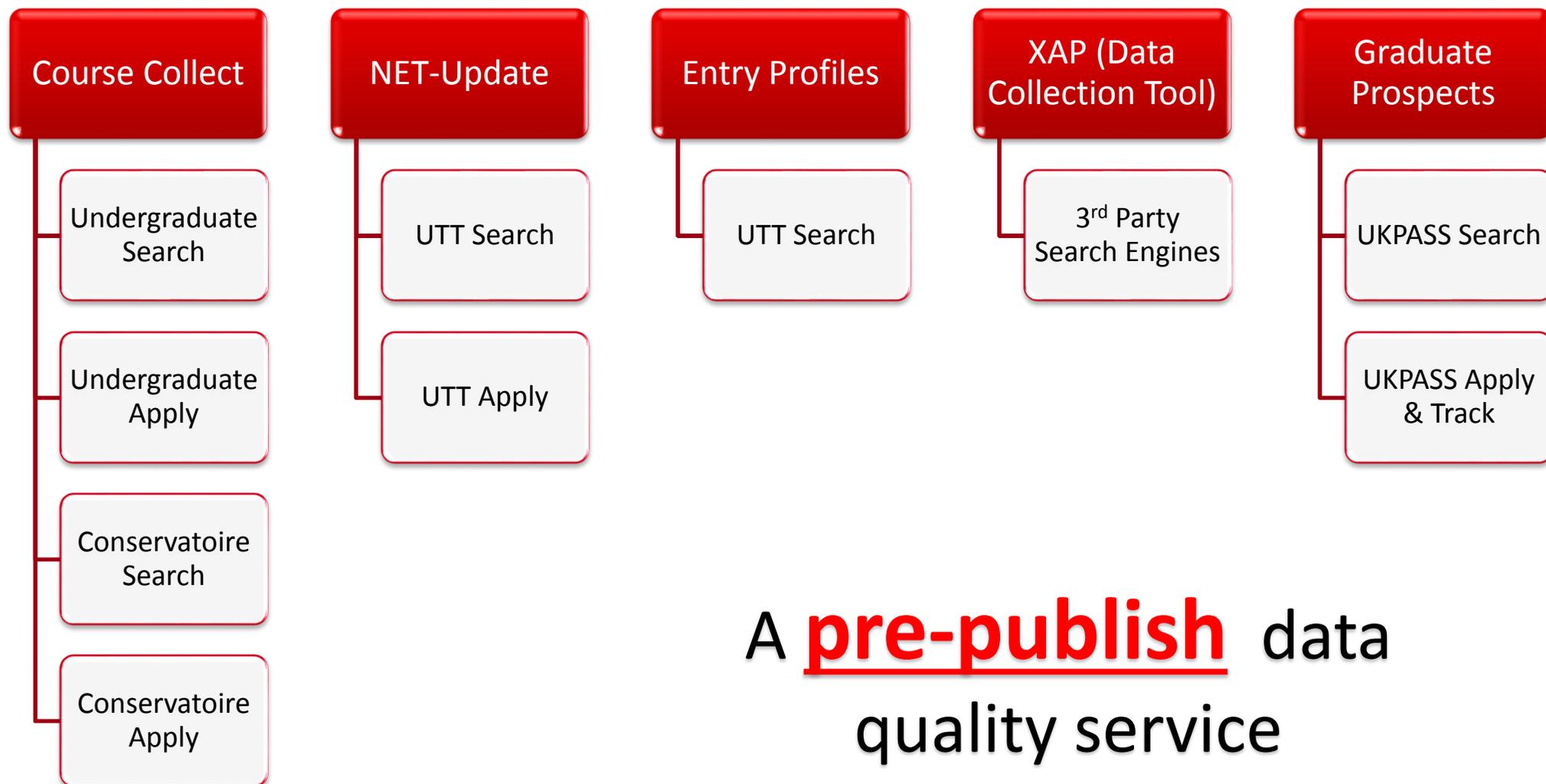
**Provide excellent internal customer service**

# Collection services

## Some of the pain points



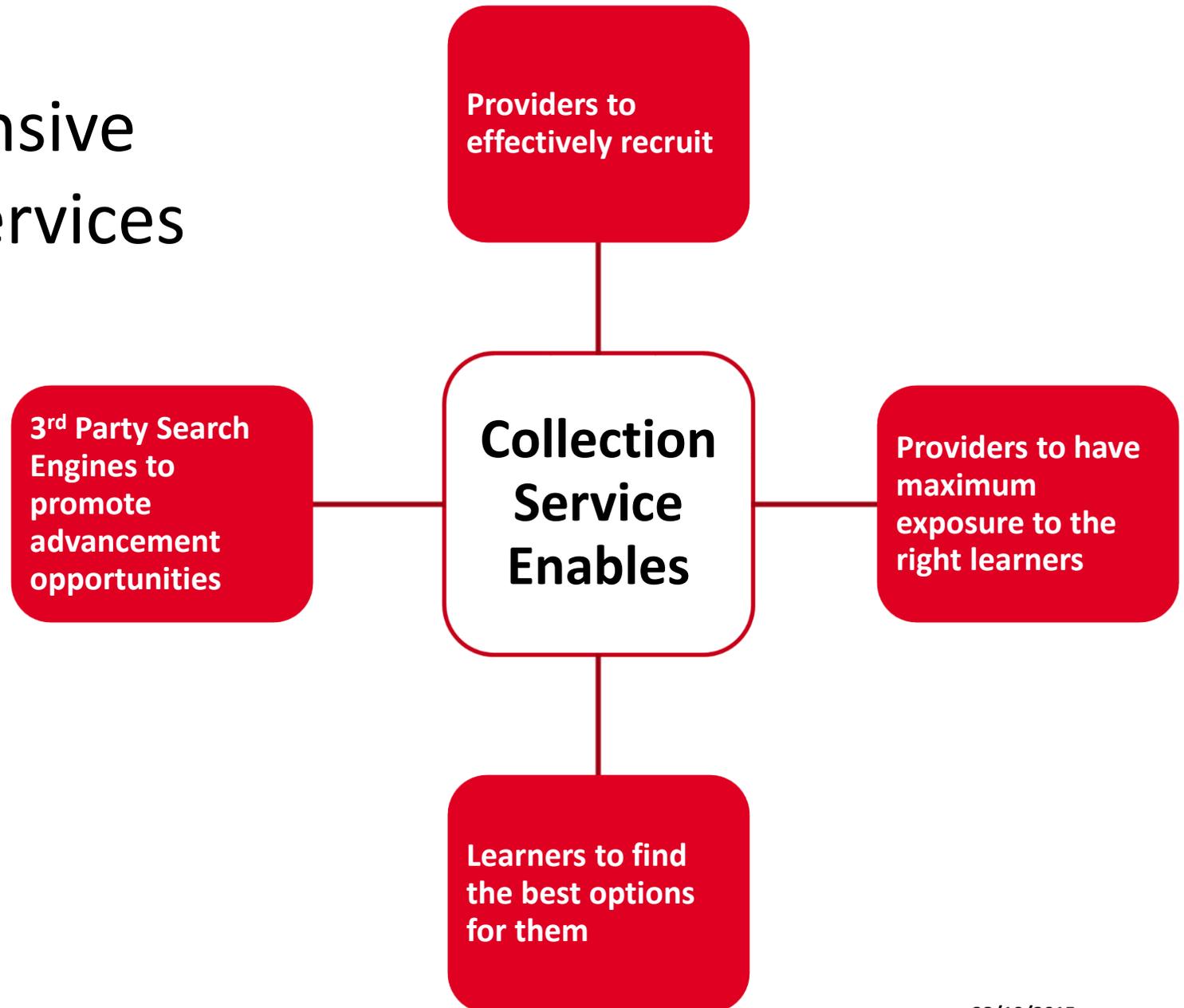
# Current day UCAS Collect offers



A pre-publish data  
quality service

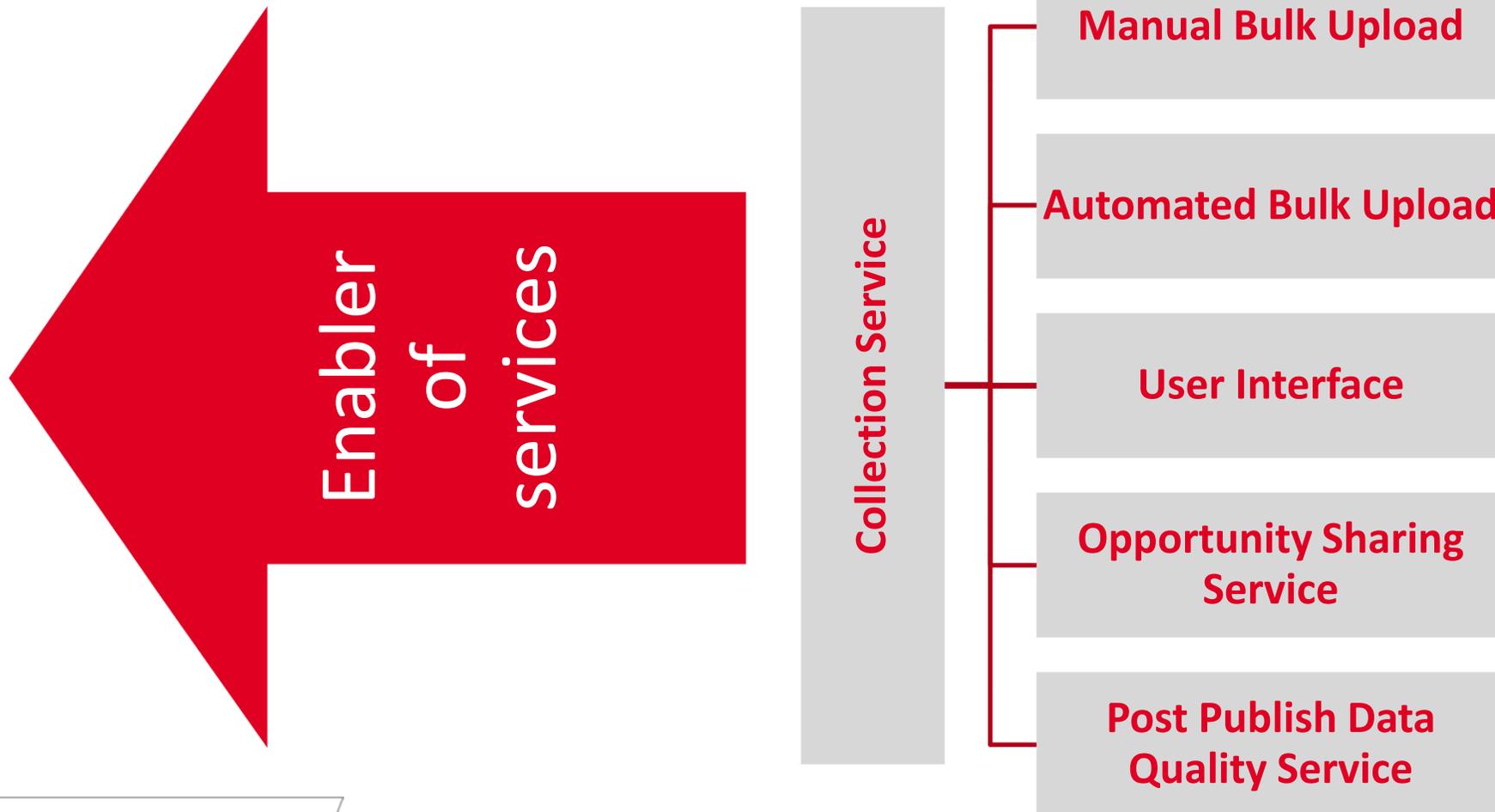
# Future world UCAS Collect offers

Comprehensive  
enabler of services

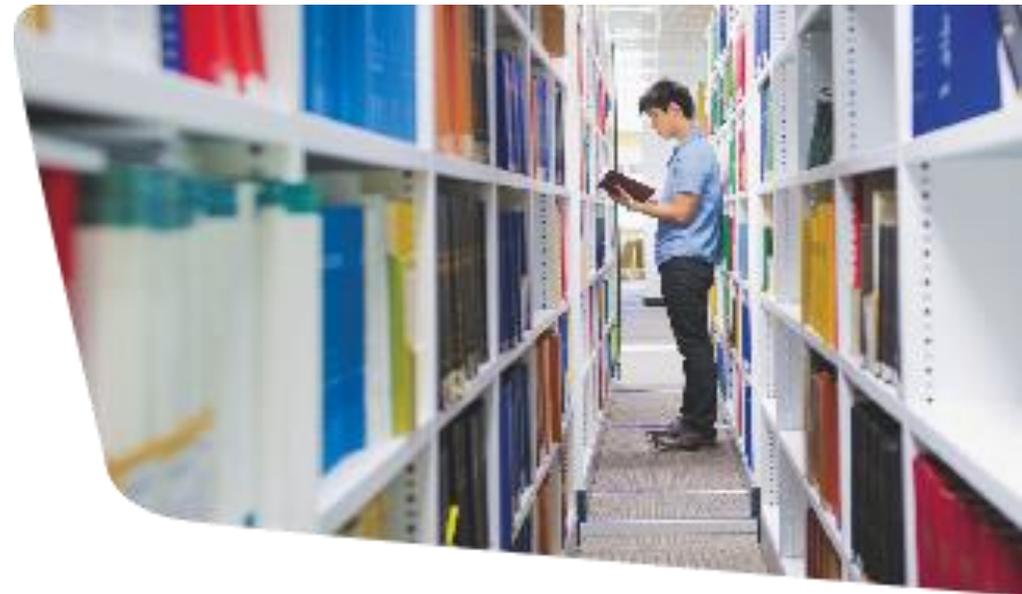


# Future world UCAS collection service offers

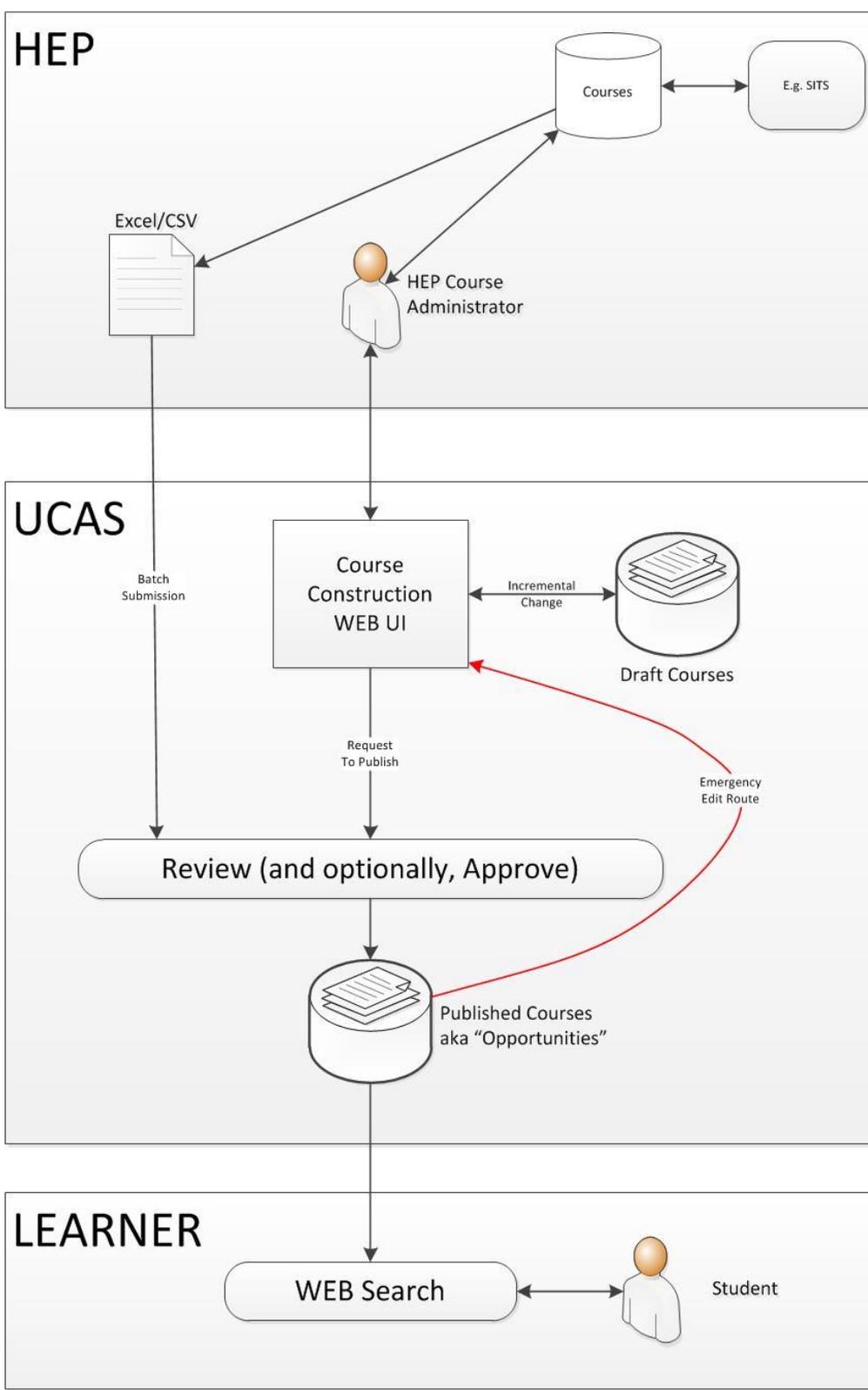
## Pre-Publish Automated Verification of Data



# How do we structure the data?



How do we collect your data?





**Thank You**

**Fraser Nicoll**

Strategic Product Manager

**UCAS**