



Moving forward.. Admissions Portfolio

Fraser Nicoll

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



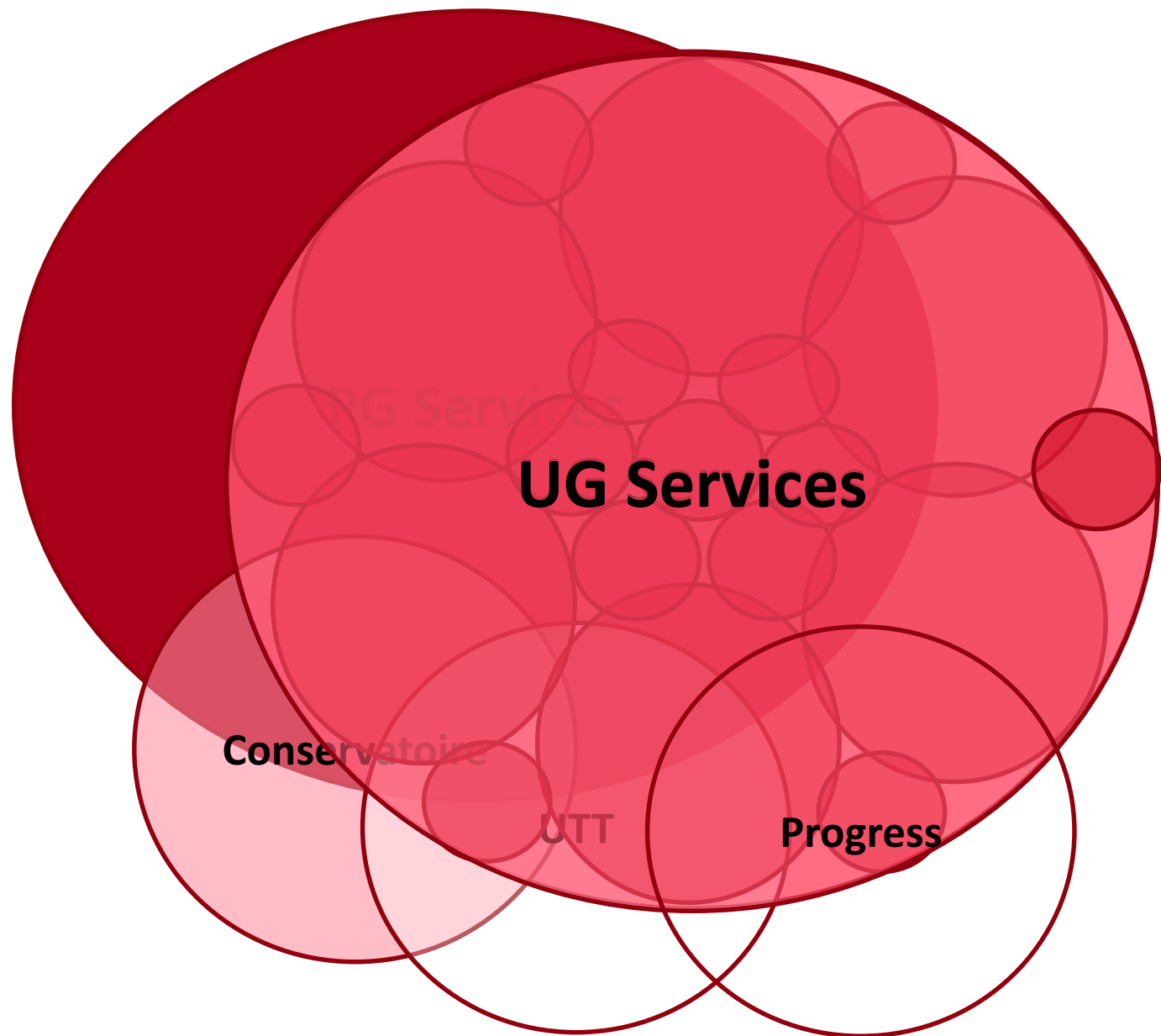
How we are moving forward

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

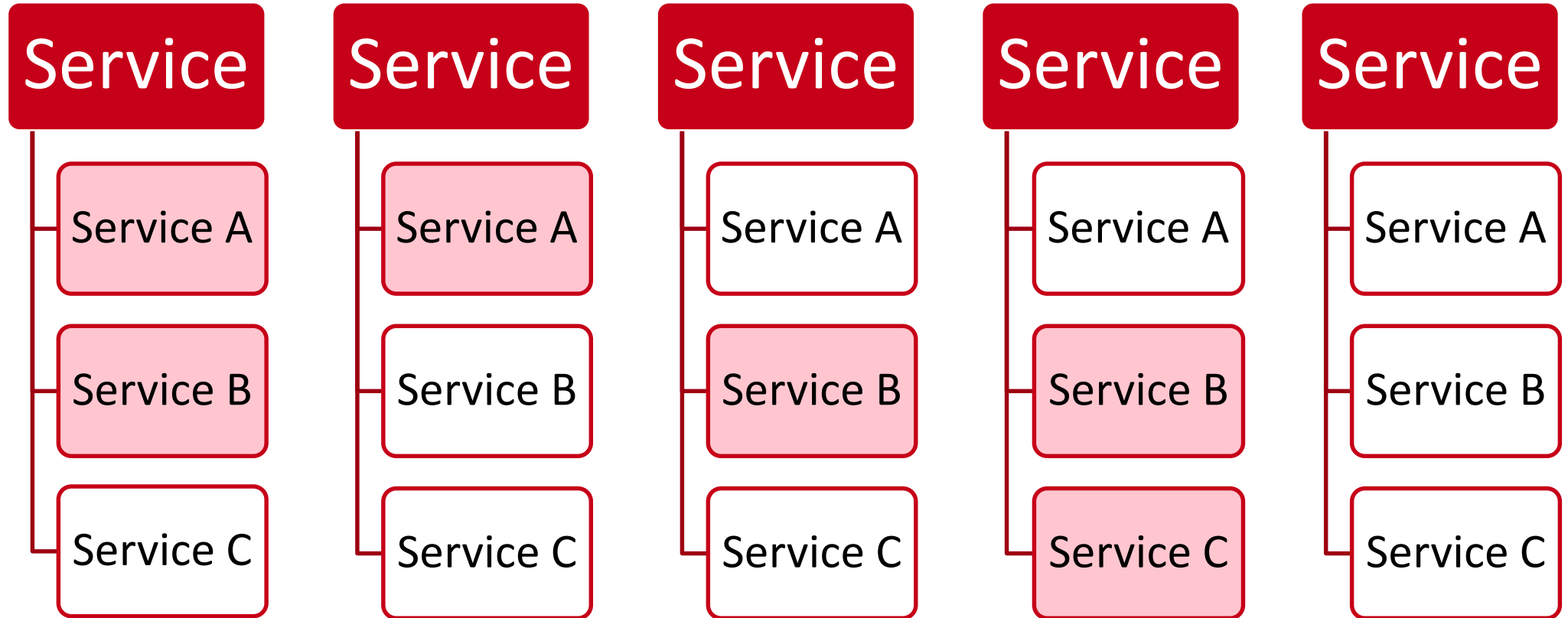
Product Development



Future UCAS Services

Building on CASE

Admissions Services



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

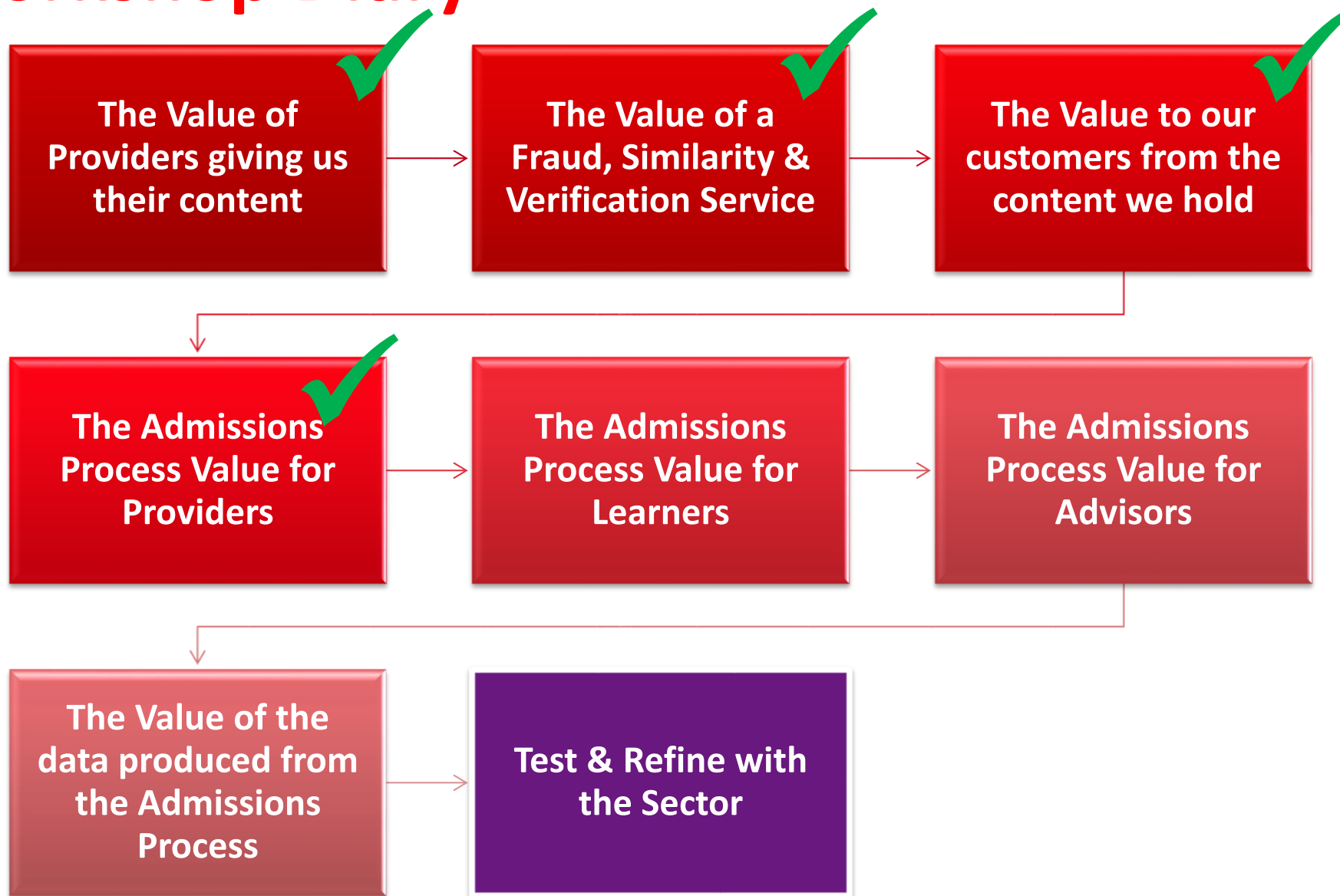
Our Approach...

Break down our services

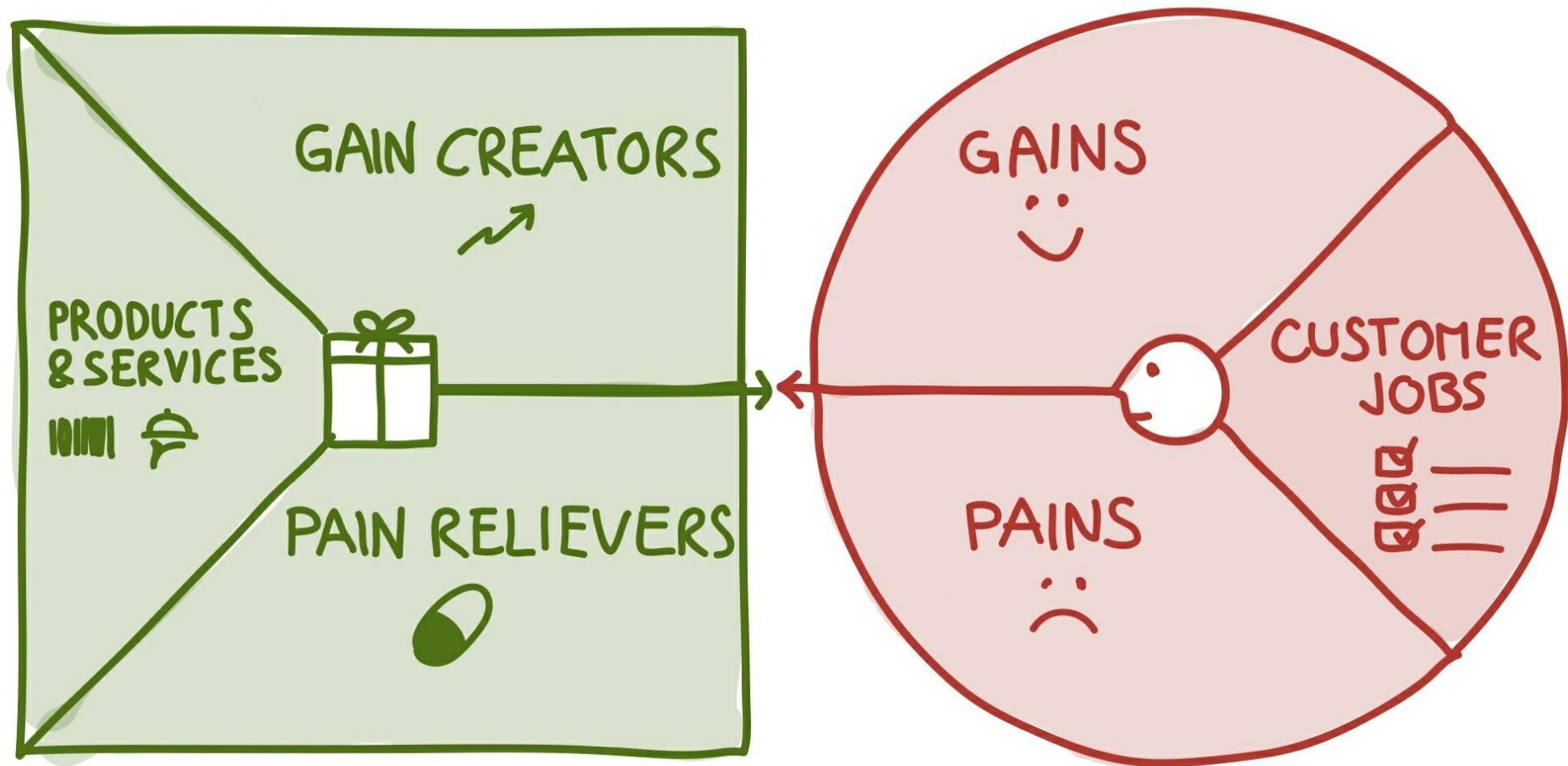
- Admissions Services
- Fraud & Verification Services
- Reporting Data Services
- Collection Services
- International Services



Workshop Diary



Value Proposition Canvas



Some findings from our workshops

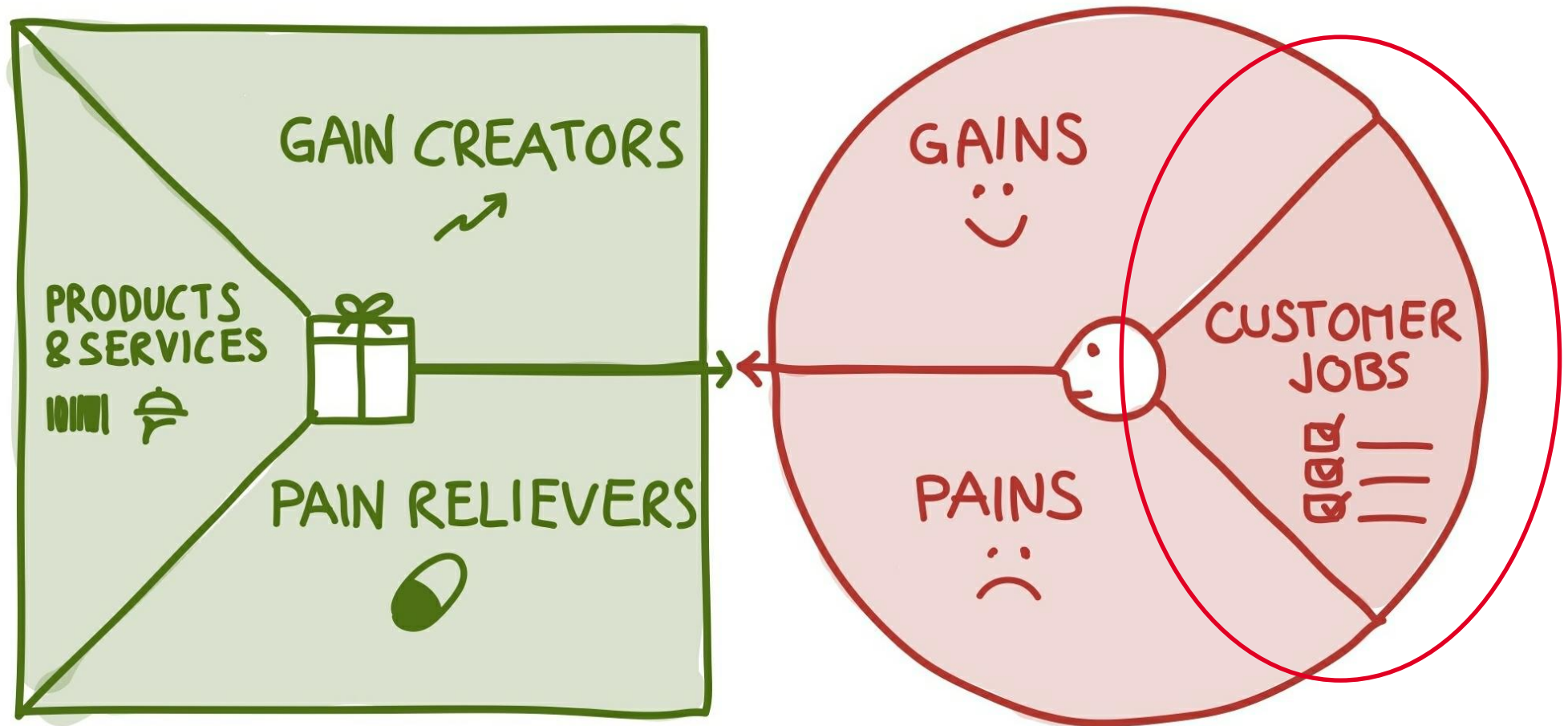


- Marketing
- Admissions
- IT
- Planning & Analysis
- Student Recruitment (Domestic & International)
- Statutory Returns
- Student Records & Registry
- Validating Partners
- Lead Schools
- Outreach

Provider Customers



Value Proposition Canvas



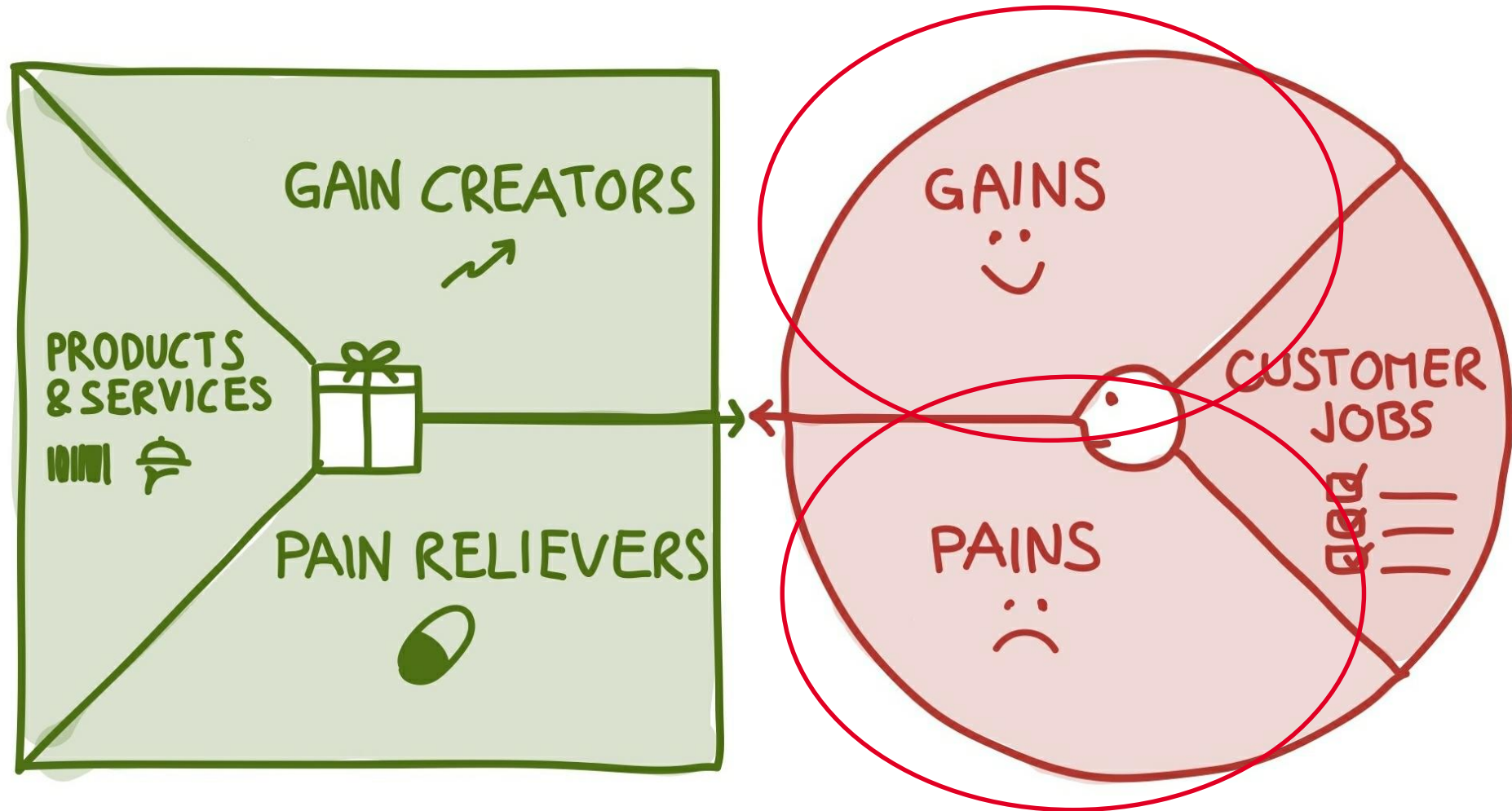
Highlights from Fraud, Similarity & Verification Workshop

Jobs to be done...

Admissions & Marketing



Value Proposition Canvas



Fraud, Similarity & Verification

Some of the Pain Points

Risk of
losing Tier
4 licence

Resource
burden on
individual
checks

Not being
able to fill
courses to
capacity

Workload
of verifying
anything
outside
ABL

Financial
penalties if
non
compliant

Admissions
Services

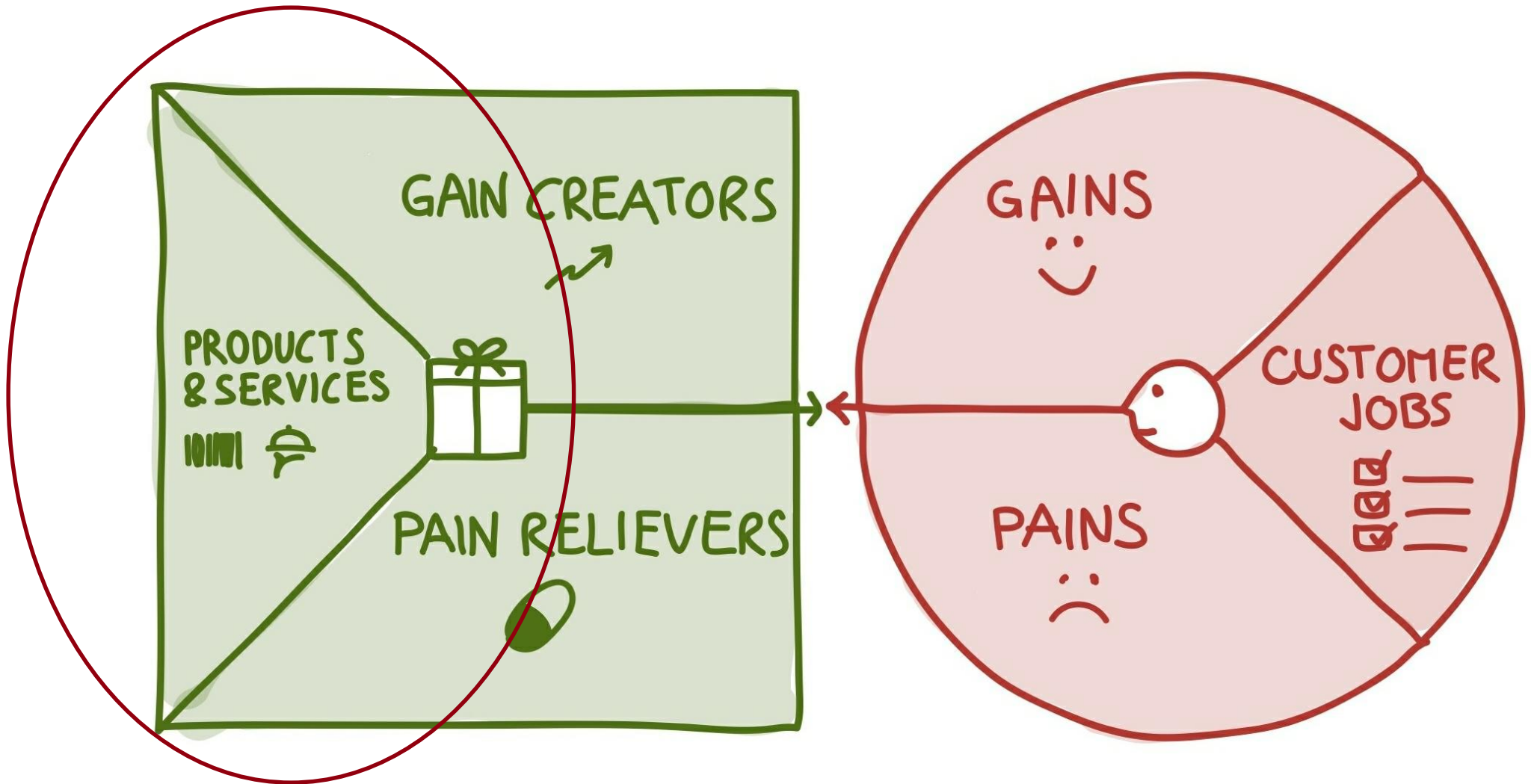
Fraud &
Verification
Services

Reporting
Data
Services

Collection
Services

International
Services

Value Proposition Canvas



Current Day UCAS offers

A post-application

flagging service

Field Comparison
Service

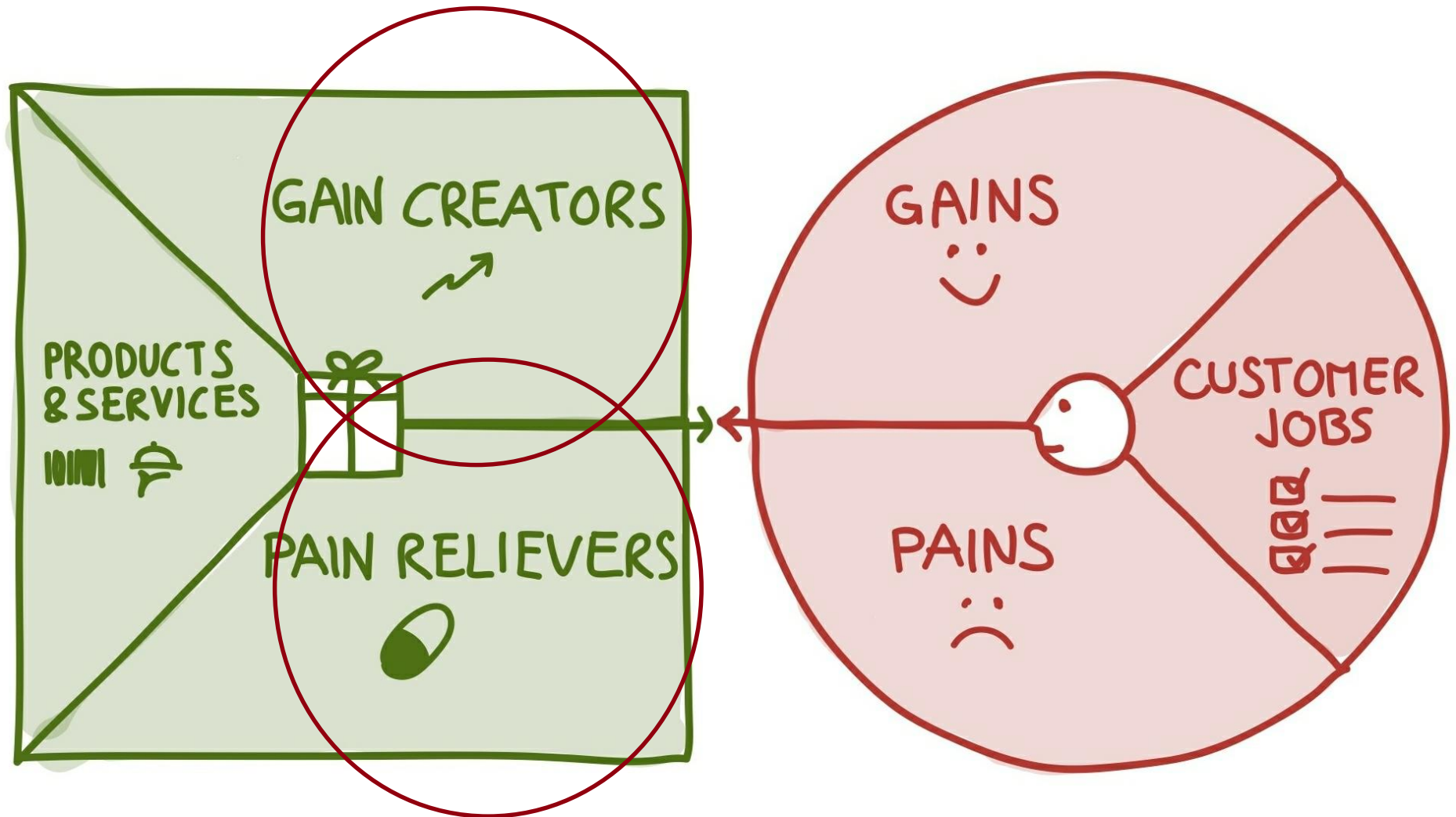
30% of
fields*

*Estimated

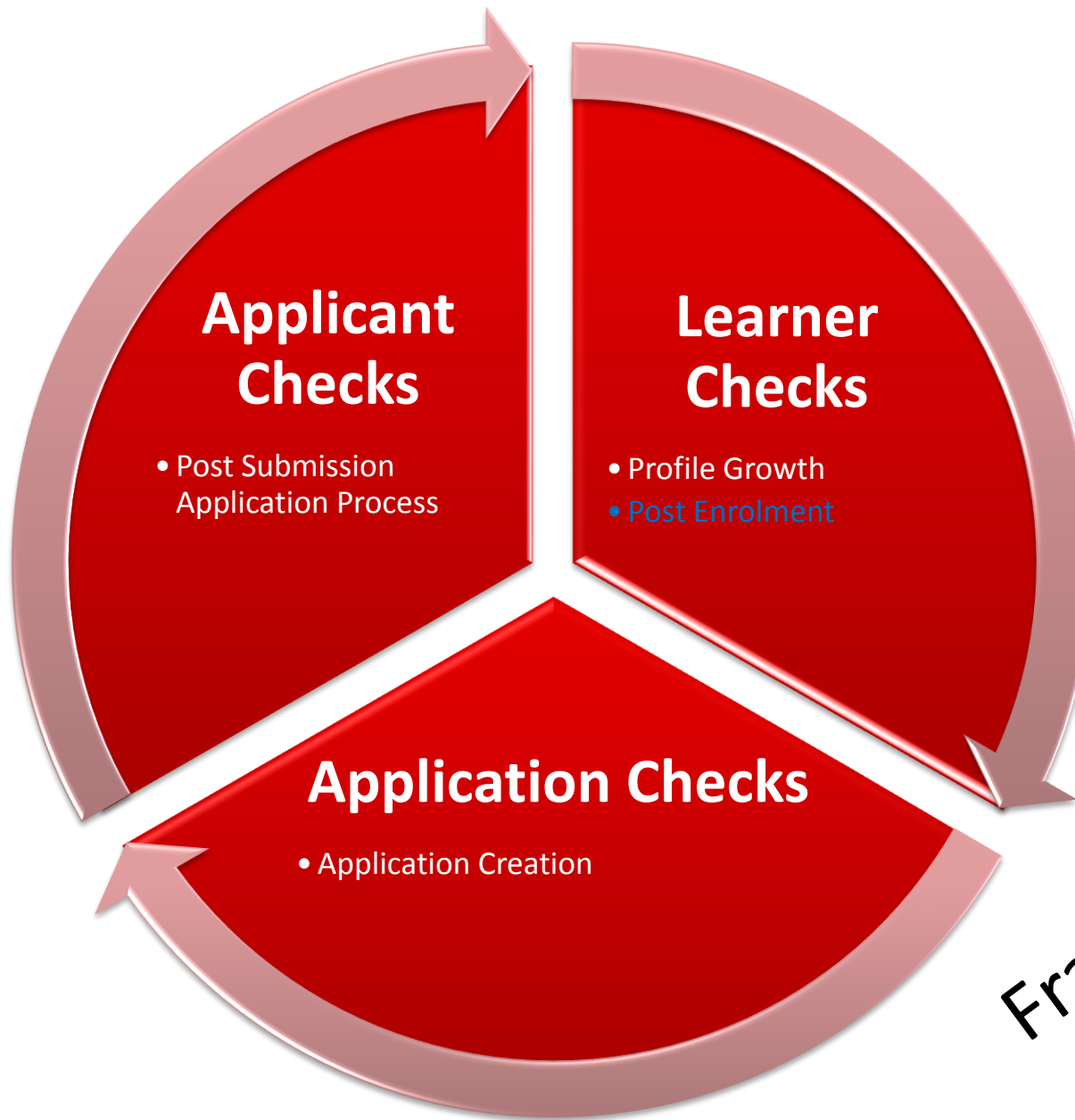
Linguistic
Similarity
Service

Personal
Statement
Checker

Value Proposition Canvas



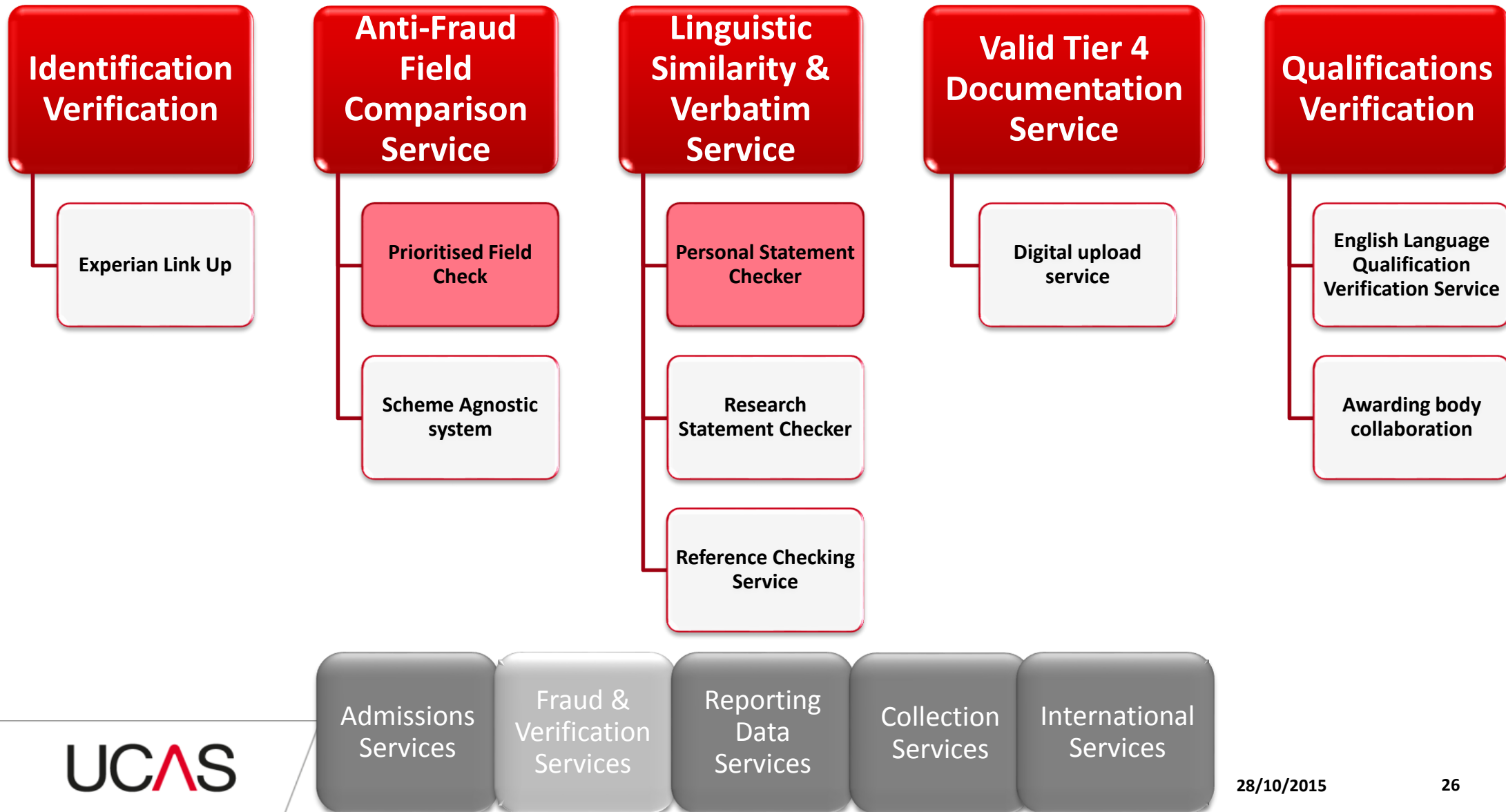
Future World UCAS offers



Fraud, Similarity &
Verification
Continual Service

Fraud, Similarity & Verification

Online Notifications & Collaboration System



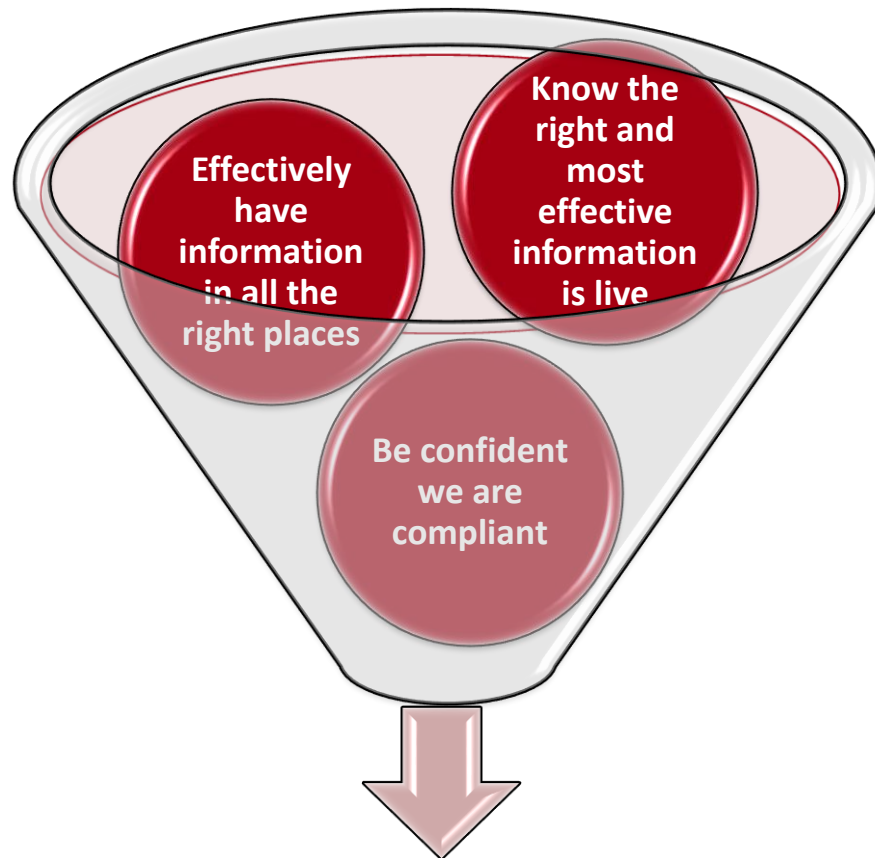
A woman with brown hair tied back, wearing a grey cardigan over a white top, is sitting on a grey tiled floor. She is leaning against a light blue wall and writing in a white notebook with a silver pen. To her left is a stack of books, a smartphone, and a red apple. A large red diagonal banner covers the right side of the image, containing the title text. The background shows light blue cabinets and a grey floor.

Workshop Findings & Outputs Collection Service

UCAS

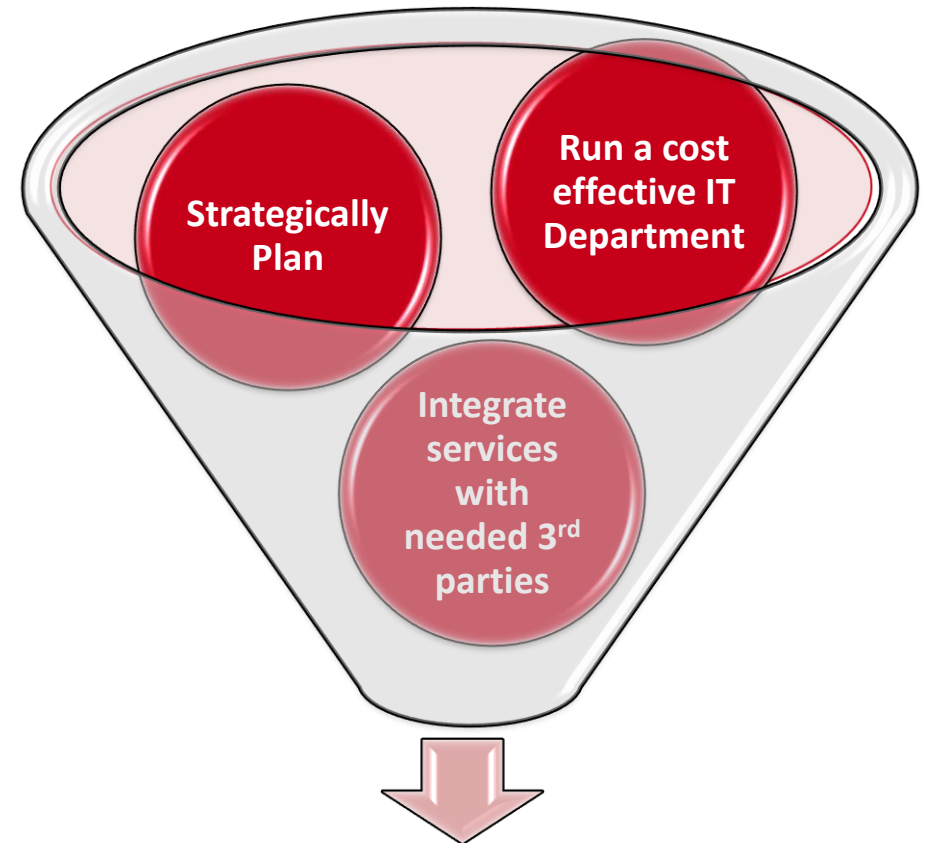
Highlights from collection services workshop

Admissions & Marketing



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

IT Department



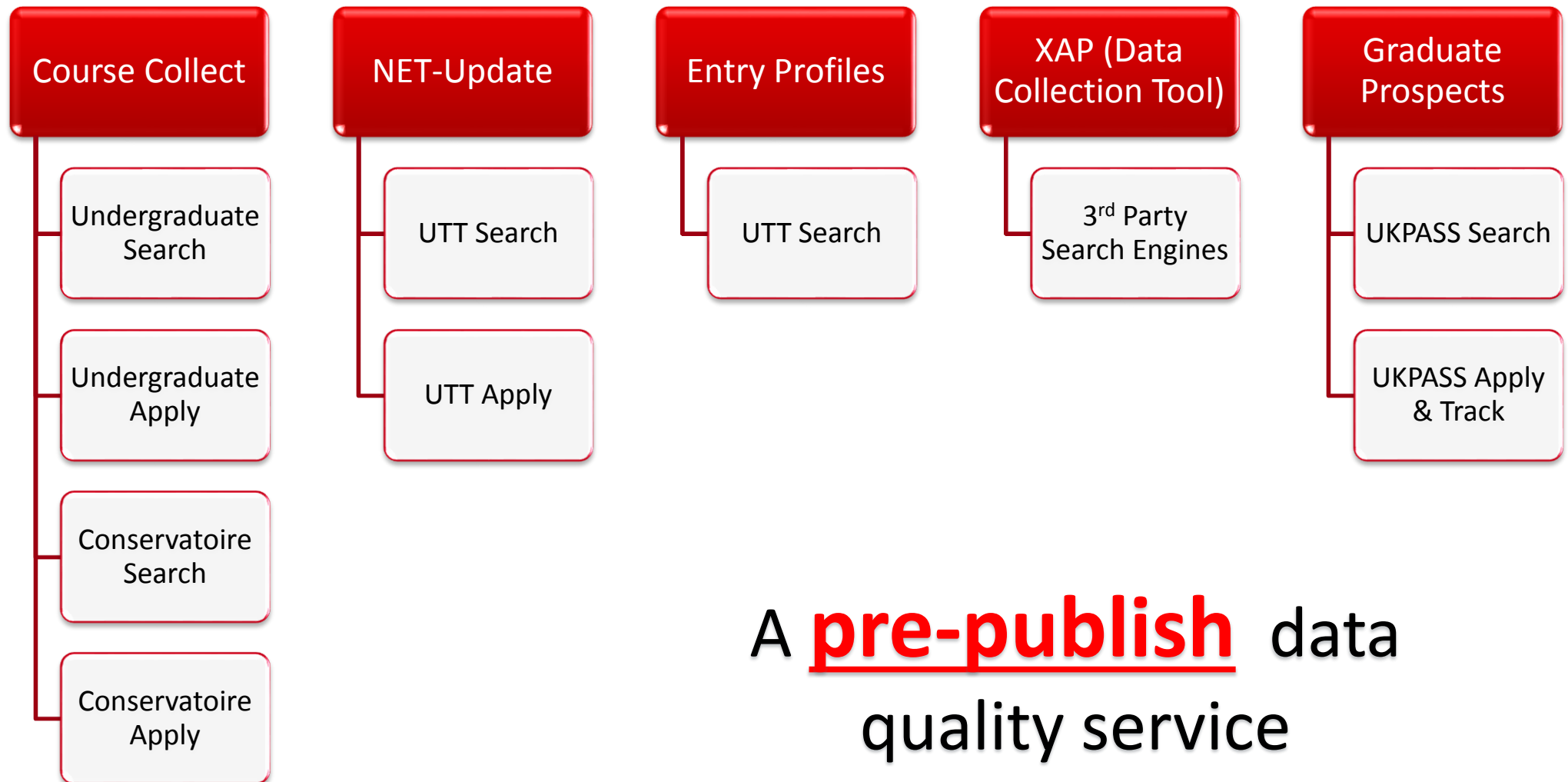
Provide excellent internal customer service

Collection services

Some of the pain points



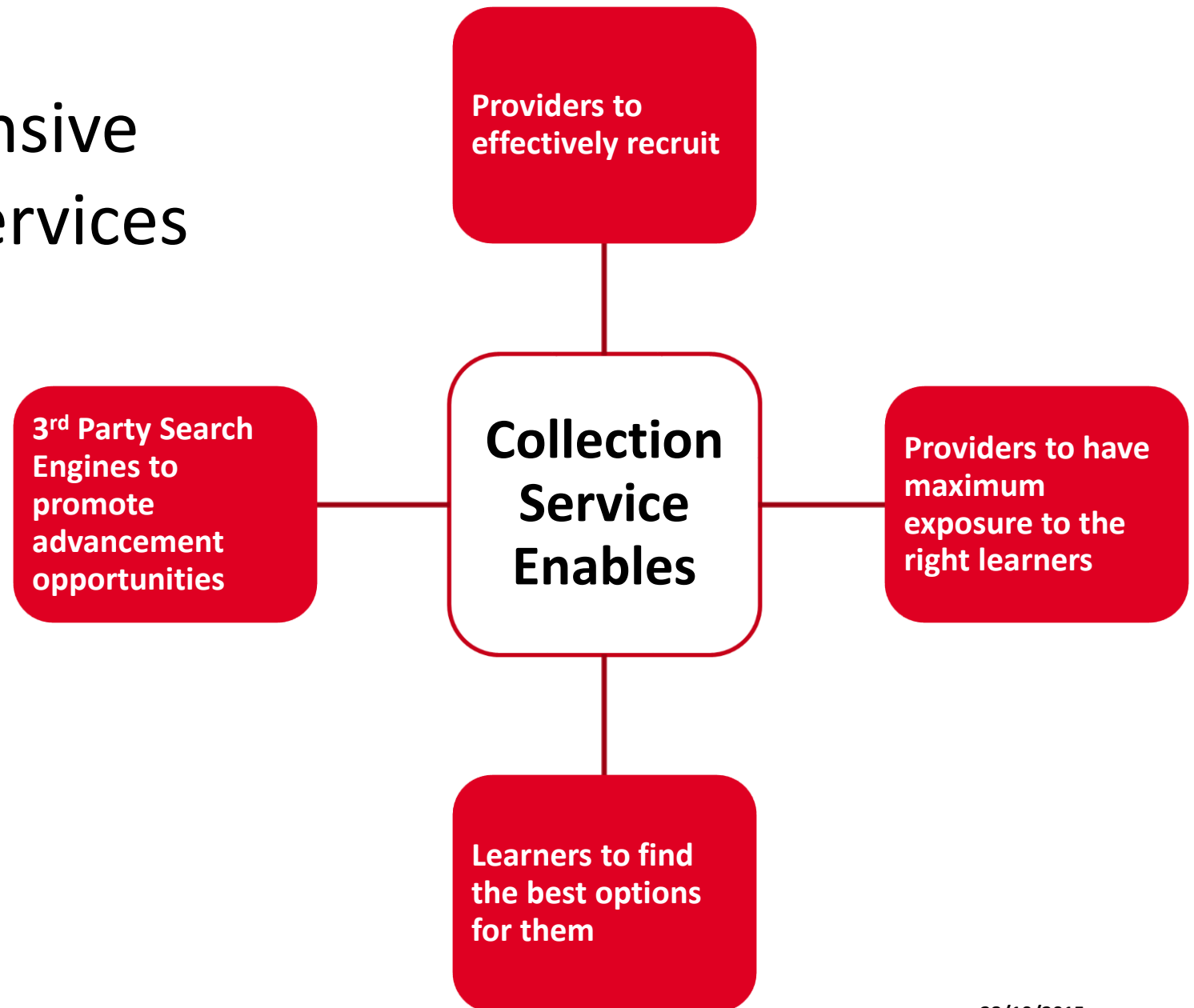
Current day UCAS Collect offers



A pre-publish data
quality service

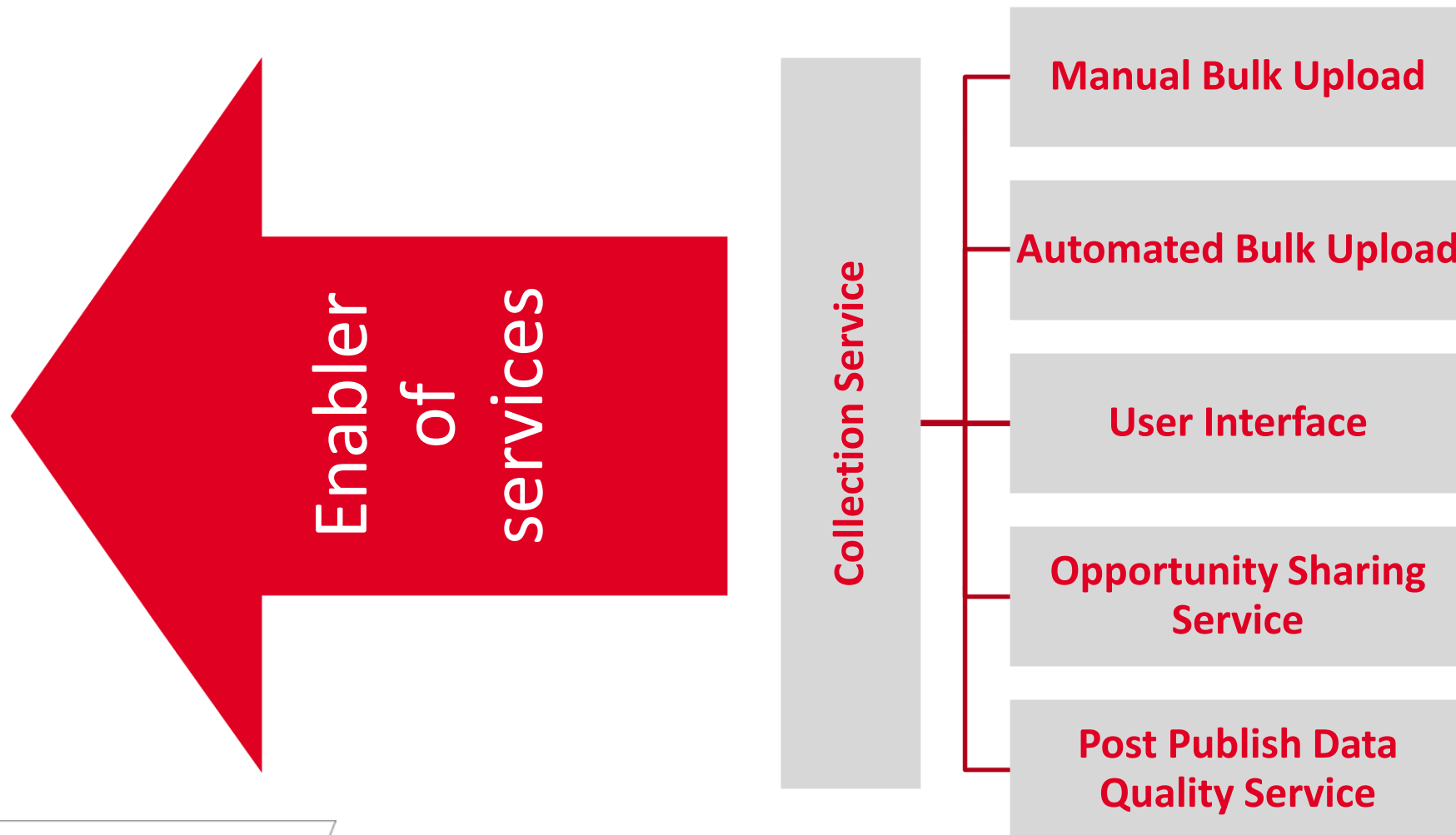
Future world UCAS Collect offers

Comprehensive
enabler of services



Future world UCAS collection service offers

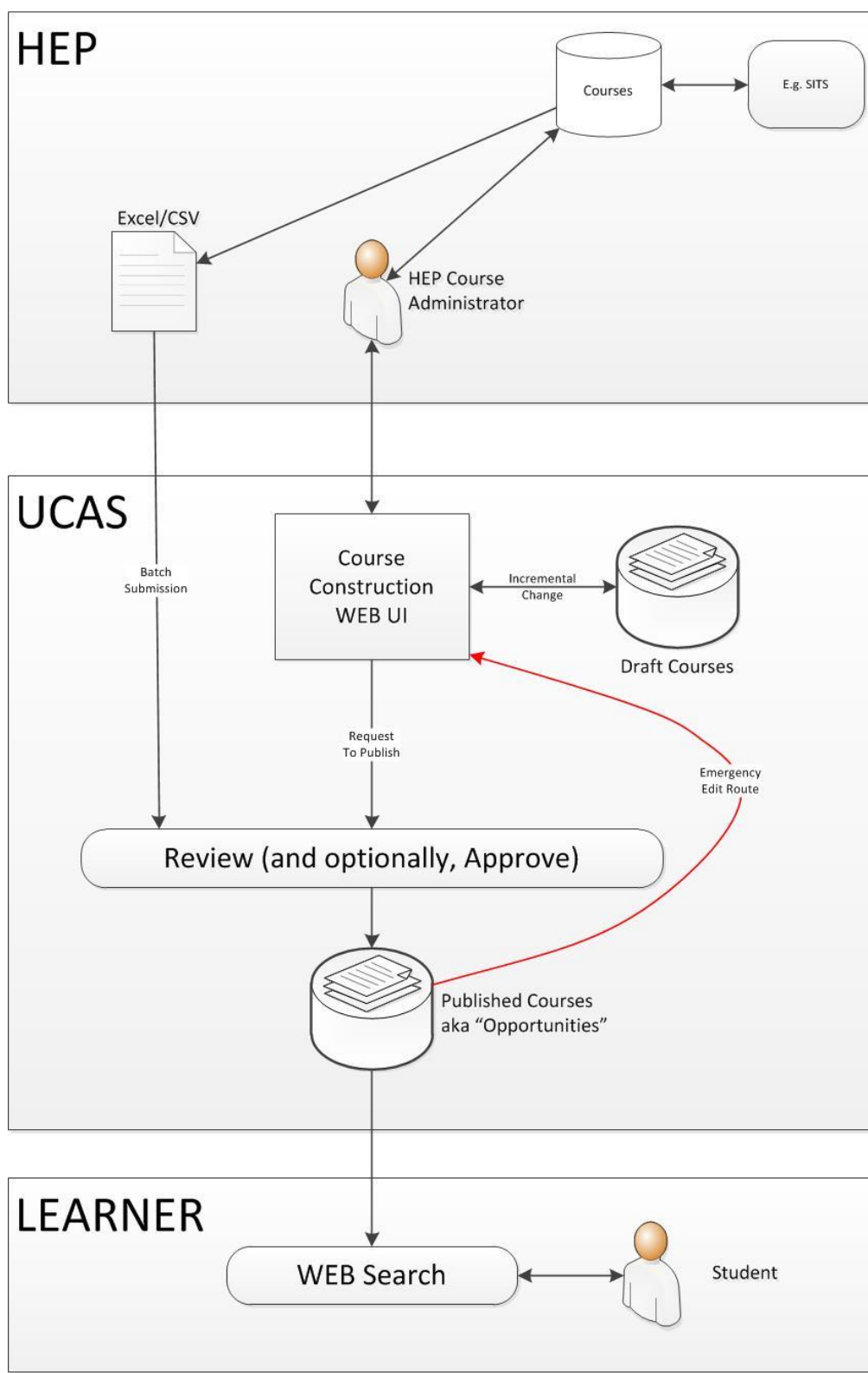
Pre-Publish Automated Verification of Data



How do we structure the data?



How do we collect your data?





Thank You

Fraser Nicoll

Strategic Product Manager

UCAS