

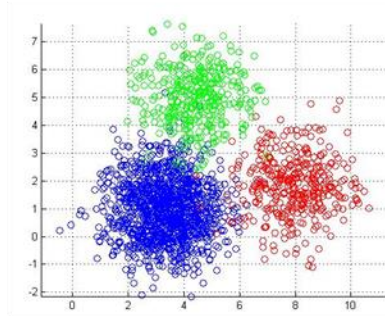
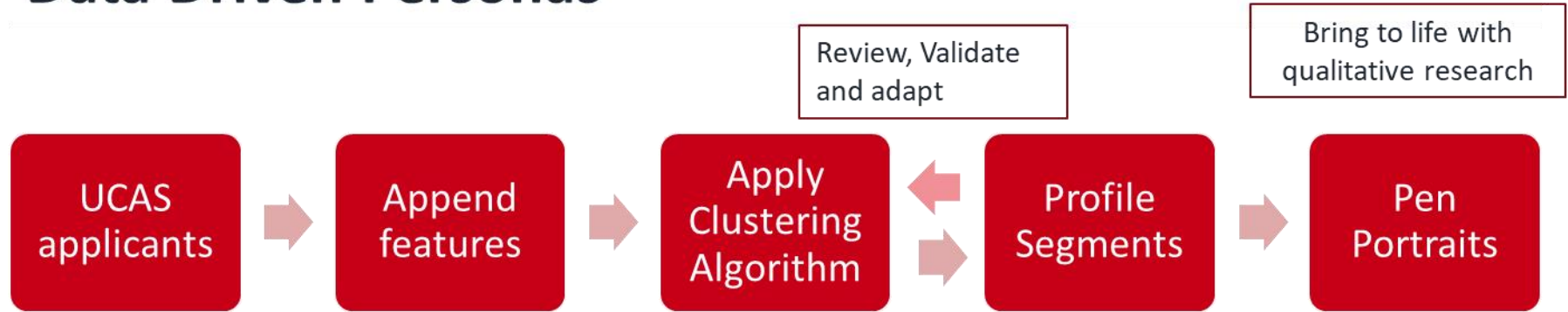
Learner Personas Data Group Update



Agenda

1. How we are building data driven personas
2. Potential Use Cases
3. Types of data used
4. Next Steps

Data Driven Personas



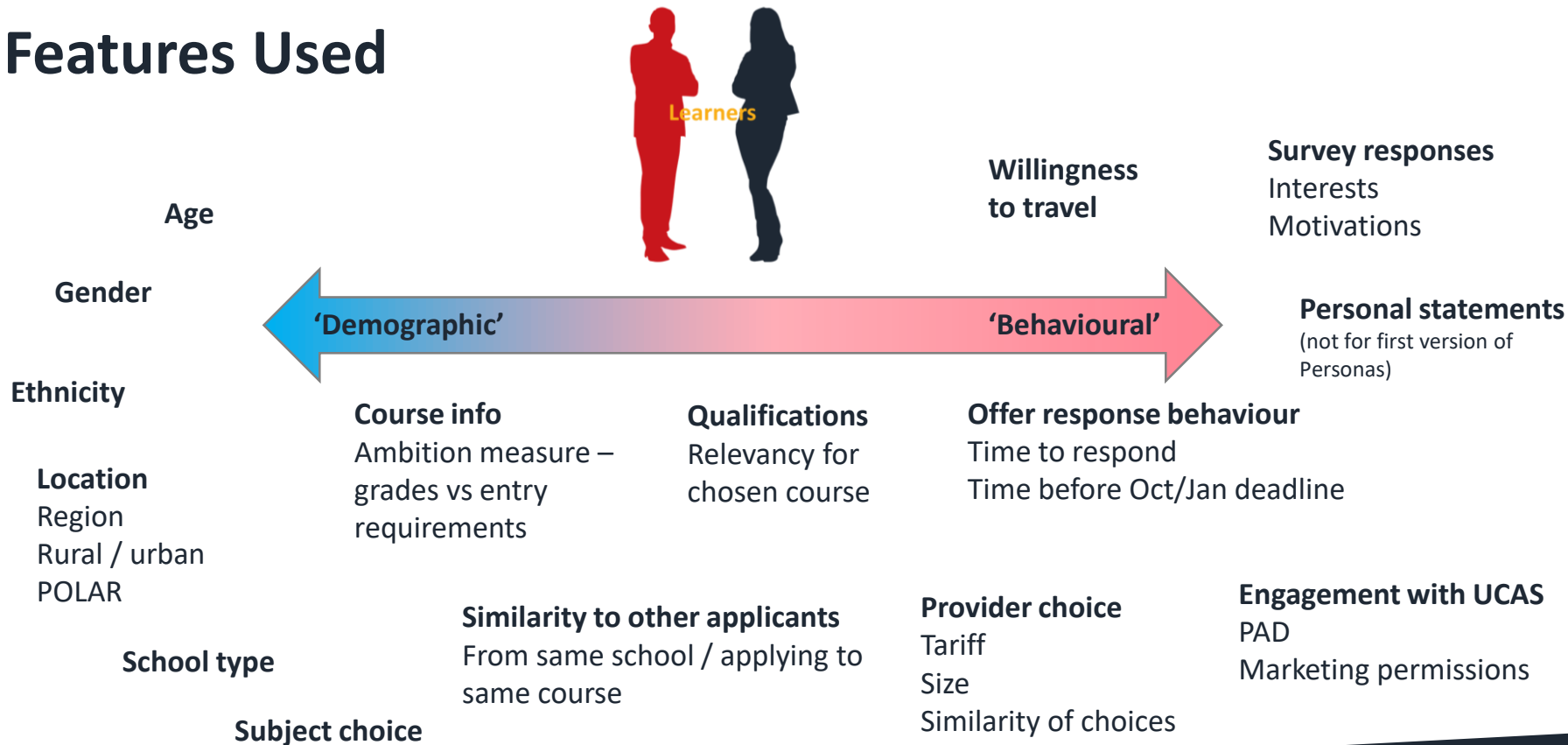
Potential Uses – Commercial Product for Providers

- Tool to help providers better understand their different types of applicants
- Useful for tracking quantitative metrics (acceptance / continuation rates etc), and more qualitative tasks – e.g. understanding student motivations and interests
- Ability to benchmark against the sector & competitors
- Enable providers to focus their marketing activities on the right applicants
- Allow for tailored marketing comms

Potential Uses – UCAS Internal

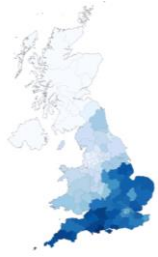
- Personalisation of the student hub – relevant content providing the right information at the right time
- Ability for learners to better self-serve
- More personalised UCAS communications

Features Used



Next Steps

From **April**, biweekly sprint demos with persona drafts e.g:



Persona 1

More likely to be...



Willing to travel far
Interested in sports facilities
High POLAR
Independent schools
High Tariff Providers
Male
...



Persona 2

More likely to be...



Apply closer to home
Concerned about accommodation
Lower POLAR
Sixth form colleges
'Hands on' subjects
Female
...

...etc

Next Steps

Willing to hear feedback on:

- Which characteristics you would find most useful to differentiate upon
- How you would use the personas

Thank you
Any Questions?