**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**

Review, Validate and adapt

Bring to life with qualitative research

UCAS applicants



Append features



Apply Clustering Algorithm

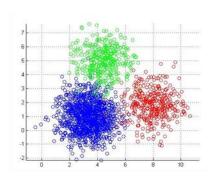


Profile Segments



Pen Portraits



















#### **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**

Age



Willingness to travel

**Survey responses** 

Interests Motivations

Gender

'Demographic'

'Behavioural'

**Personal statements** 

(not for first version of Personas)

**Ethnicity** 

Location

Region

Rural / urban

**POLAR** 

School type

**Subject choice** 

Course info

Ambition measure grades vs entry requirements

Qualifications

Relevancy for chosen course Offer response behaviour

Time to respond

Time before Oct/Jan deadline

Similarity to other applicants

From same school / applying to

same course

**Provider choice** 

Tariff Size

Similarity of choices

**Engagement with UCAS** 

PAD

Marketing permissions



### **Next Steps**

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



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

Persona 2 More likely to be...



...etc

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

...



## **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?