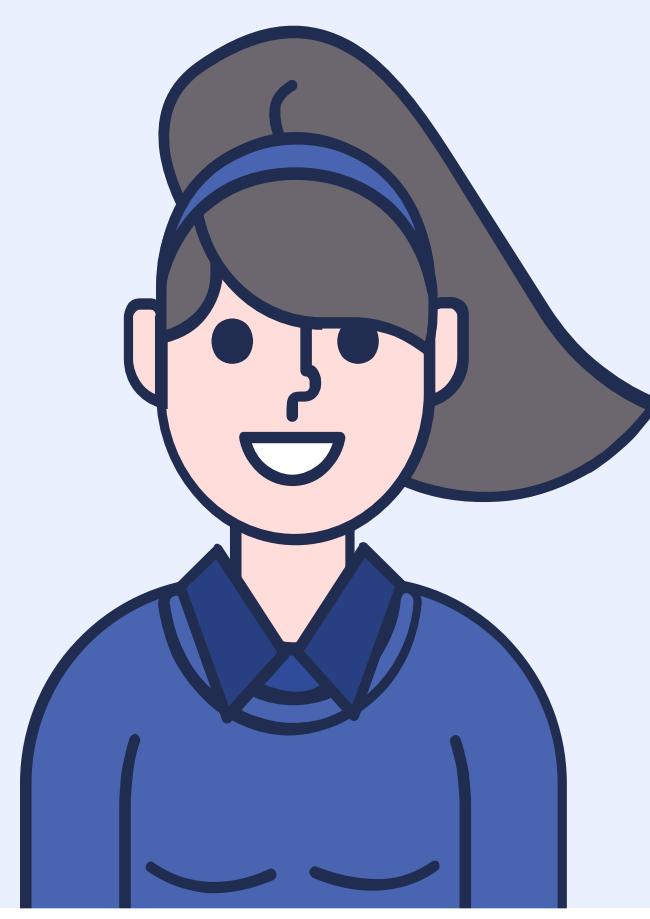


User Persona

Research Support



Clovia Peterson 30 - 36 years

Research Analyst with Education Scotland

Bio
 Clovia works as Research Assistant with Education Scotland. Her major responsibility provide research support for different projects, provide data analysis wherever required, compiling data for a region, Data pooling for National level, Support local authorities and Head teachers to improve data literacy and bespoke tools for their schools.

Key Traits
 Collaborative approach
 Encourage Data Literacy
 Engaged learners

Preferred Platforms

- Insight
- SIMD
- SEEMIS
- BGE Tool Kit

Goto Datasets

Data around school

School Trackers

Data provided by Local Authority

National Data Sets

Motivations

- Support and Train teachers with Data Literacy.
- Increase Knowledge of Poverty within the Local Authorities.
- Advocate research Analysis for different projects under the Scottish Education system.
- Design Value Dddition Methodologies to improve use and access of Data.

Frustrations/Challenges

- Consistency: Data is not consistent and robust across platforms.
- Data Literacy: Providing and engaging the staff in Data Literacy.
- Interpretation: Data understanding and Interpreting is a challenge.
- Background: Understanding Context and culture around Data can be difficult at times.
- Presentation: Formatting the existing Data and Presenting Data to larger audience.

Goals/Aspirations

- Summary of visual outputs in a simplified format to engage user
- Data stories template to support the findings
- Validation of data which can justify context and culture around it
- Community engagement on the platform for interacting with wider user
- Effective Benchmarking Tool based on crisp learnings

User Journey

Research Support

ACTIVITIES	→	01. PRIVACY	02. MAP - LOCAL AUTHORITY	03. SCHOOL VIEW	04. EXPLORE	05. SHARE
Opening Dashboard Overall Scotland Map showcasing layered information like facts	NARRATIVE FLOW	01. PRIVACY  This defines users space the Research Support member can have his/her data safe Maintaining privacy of his/her data/access to data and search engine	02. MAP - LOCAL AUTHORITY  Search access to the entire Scotland Single view of Layered Information	03. SCHOOL VIEW  Individual School View Data mapping for the local and regional context	04. EXPLORE  To help the stakeholder for Data Visualization, build tools to play around data .	05. SHARE  Stakeholders gets a chance to interact and collaborate with a wider audience Platform for sharing his/her learning and building connects
	USER ACTIONS	Enter username & password Showcase his/her search engine Validation and confirmation before posting Data story Showcase Data shared and with whom	Look for Information of all local authority Can check Data layer of information around schools, healthcare, finance etc. Can filter the section of data the he/she wants to view Option of comparing old data to current data to track improvement	Can have a view of Individual School Detail Can do a Comparison between schools Can access rural and Local information Context Can access rural and Local information Context Review attainment status for each school Review challenges or request on the platform	Can to download data in format of their choice Can visualize Data in formats like graphs, diagrams etc. Can analyse Data in terms of what it means and what is the impact Capability to Generate Use cases/learnings Comparisons of data sets related to school Pitch the learning findings	Capability to Publish data Story Sharing with the community Collaborate and Interact Keeping the internal team posted with learnings and challenges to take action Data Literacy trainings to various stakeholders for understanding the Data better
	OPPORTUNITIES	Gated Access Autogenerated email to responsible person for confirmation	Provide Auto facility of Data collection Provide auto update to Data sets Provide zoom in view of information very specific to a region Provide Archival /Historical Data	Provide dashboards with filter feature for various data sets maintained within the schools Provide tool for interpretation based on facts Auto data collection or Data pulling from various sources Singular Dashboard that showcases the mentioned information Zoom in Lense of each school Provide notifications of the challenges /request raised by schools /local authorities	Downloading option Data can be visualized in formats like graphs, diagrams etc. Tool to interpret Template that can be made available for generating use cases Benchmarking tool to develop impactful insights Tool to create data literacy materials	Real-time uploading facility Posting on different connected community groups DM or Email to other Attainment advisors or local authorities Sharing/tagging facility directly on the platform to related Data Facility to create open forums/webinars or upload recordings of the training with open chat access Interconnected network of research Organizations