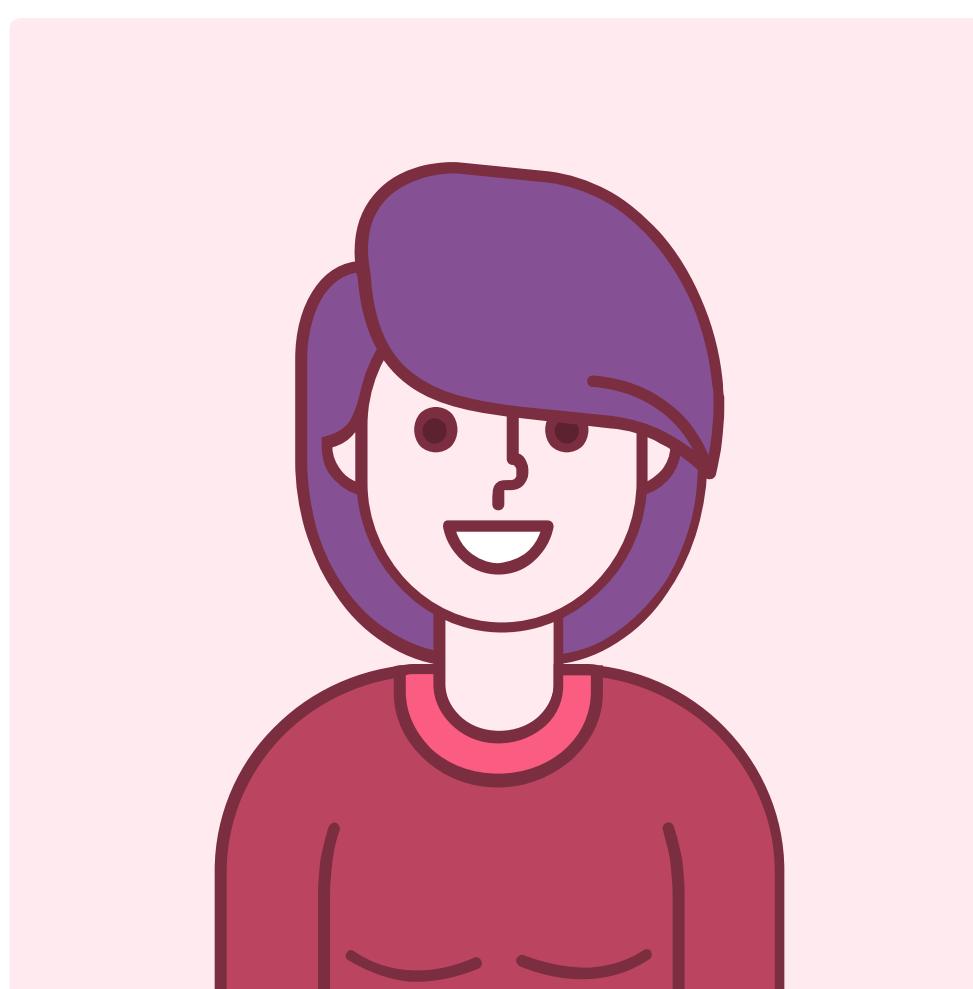


User Persona

Head Teachers



Anna Mathew 40 - 55 years

Head Teacher with a council of Scotland Education System

Bio
Anna works as a Headteacher with a council of Education Scotland and involved into day to day functioning of the school. She works with various stakeholder like Senior leadership teams, Teachers, Education Psychologist and school clerical staff. She ensures that all the teams regularly engaged with the attainment development.

Key Traits

- Data Advocacy
- Collaborative Approach
- Engaged Learners

Preferred Platforms

- Insight
- SIMD
- BGE Tool Kit
- SEEMIS

Goto Datasets

Chronological Data around children development	Parents Survey and Trends	Utilization of Resources	Data around Utilization of Resources
Health and Well Being Data	Pupil Attendance and Exclusion	Data around Free School Meals	Spreadsheets around Yearly School Development

Motivations

- Support and Challenge school around improvement
- Assist school staff to Interpret Data and Acknowledge the Findings.
- Resolve Issues Raised by Parents around children.
- Practice of Data Analysis and Taking Corrective and Measurable Action in favour of the local authority and school.
- Welcome and Share Learnings with other head teachers responsible for other schools.

Frustrations/Challenges

- Consistency: Data is not consistent and robust across platforms.
- Access: Invest a lot of time accessing data from several platforms.
- Interpretation: Difficult to interpret Data that is generated on large scale.
- Maintenance: Manual maintenance and update of Data around school development.
- Engagement: Every time device new ways to engage parents to provide data around children.

Goals/Aspirations

- Simple and Intuitive User Interface for the platform
- Multiple layers of Information to be plotted on single platform
- Need of a Vulnerability Index around children
- Diagnosis and interpretation (Identifying Trends) tool for School development reports
- Community engagement and capacity building platform
- Privacy and confidentiality around children data

User Journey

Head Teachers

ACTIVITIES

Opening Dashboard

Overall Scotland Map showcasing layered information like facts

	01. PRIVACY	02. MAP - LOCAL AUTHORITY	03. REGION VIEW	04. EXPLORE	05. SHARE
NARRATIVE FLOW	<p></p> <p>This a key feature for education psychologist as they deal with sensitive information around children</p> <p>Maintaining privacy of his/her data/access to data and search engine</p>	<p></p> <p>Confines the search to only his/her local authority to get a better view of what is happening in his/her area</p> <p>Single view of Layered Information</p>	<p></p> <p>Region specific view.</p> <p>Data mapping for the local and regional context.</p>	<p></p> <p>To help the stakeholder for Data Visualization, build tools to play around data.</p>	<p></p> <p>Stakeholders gets a chance to interact and collaborate with a wider audience.</p> <p>Platform for sharing his/her learning and building connects.</p>
USER ACTIONS	<ul style="list-style-type: none"> Enter username & password Showcase his/her search engine Validation and confirmation before posting Data story 	<ul style="list-style-type: none"> Look for Information of all the regions under that 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 	<ul style="list-style-type: none"> View Data related to his/her school Data showcasing trends and diagnosis of development Hierarchical structure access to other school members Budget access and showcasing fund utilization Red flags highlight of children in the school with reasoning School discussions with other school stakeholders 	<ul style="list-style-type: none"> Can 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 Comparison of data sets related to school 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Gated Access Autogenerated email to responsible person for confirmation 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Provide dashboards with filter feature for various data sets maintained within the schools Dashboard that showcases development graph and highlights challenges with comparison of chronological data Budget Dashboard which showcases trends and utilization Facility to create chat forum and tag respected people 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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