

User Persona

Attainment Advisors



Maggiee Wilson 48 - 55 years

Attainment Advisor for Education Scotland

Bio

Maggie is working with Education Scotland for over 15 years. She is a Data enthusiast. She loves to research about various datasets from urban and local context within her local authority. She is someone who enjoys working in collaboration with other authorities, head teachers and school staff.

Key Traits

- Data Enthusiast
- Collaborative Approach

Share Learnings

Preferred Platforms

- Insight
- SIMD
- BGE Tool Kit
- SEEMIS

Goto Datasets

- Data related to Socio Economic Factors (Health, finance etc.)
- Spreadsheets developed by School Teachers/ Headteachers
- Data around Schools
- Pupil Attendance and Exclusion
- Data by Local Authority

Motivations

- Close Attainment Gaps for most and least privileged people.
- Train and Support central officers, local authorities, headteachers and school staff.
- Promote Equity and challenge them to close the poverty related gap.
- Help schools Identify The Available Data to identify the gaps in their learning and then set meaningful improvements.
- Set Regular Checks to Measure Schools progress towards the planned outcomes.

Frustrations/Challenges

- Consistency: Data is not consistent and robust across platforms.
- Access: Invest a lot of time accessing data from several platforms.
- Interpretation: Interpretation of Data at school level is a challenge.
- Mapping: Local / Regional Data not mapped in National Datasets
- Public Domain: Need more data around public domain (Parents income/government allowance /parent unemployment /ill parents or children).

Goals/Aspirations

- Single Report Format.
- Multiple layers of Information to be plotted on single platform.
- Need of a Vulnerability Index around children.
- Gated access to stakeholders to the platform to view their region data.
- Community engagement and capacity building platform.

User Journey

Attainment Advisors

	01. PRIVACY	02. MAP - LOCAL AUTHORITY	03. REGION VIEW	04. EXPLORE	05. SHARE
ACTIVITIES Opening Dashboard Overall Scotland Map showcasing layered information like facts	NARRATIVE FLOW  This defines user's space The attainment advisor gets to log into his/her own region Maintaining privacy of his/her data/access to data and search engine	 Confines the search to only his/her local authority to get a better view of what is happening in his/her area Single view of Layered Information	 Region specific view. Data mapping for the local and regional context.	 To help the stakeholder for Data Visualization, build tools to play around data.	 Stakeholders get 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	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	Can have a view of Individual School Detail Can do a Comparison between schools Regional/Rural Dataset Individual school dashboards	Can download data in format of their choice Can analyse Data in terms of what it means and what is the impact Can visualize Data in formats like graphs, diagrams etc. Capability to Generate Use cases/learnings	Capability to Publish data Story Sharing with the community Collaborate and Interact
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 filter of information of schools from a particular region Provide tool for interpretation based on facts Auto data collection or Data pulling from various sources View school dashboards	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	Real-time uploading facility Posting on different connected community groups DM or Email to other Attainment advisors or local authorities