

User Research Report: Ana Ramírez

1. The Profile of Continuing Lecturer Professional Competency Conditions in Private Universities

The 2023 study made by researchers at a private Indonesian institution examines the competency levels of lecturers involved in ongoing professional development within private higher education settings. This highlights how policies and age demographics influence competency in their industry.

This profile directly informs our academic coordinator archetype responsible for educational offers and registrations by reflecting administrative and supervision roles in private universities. Most coordinators share similar competency needs like program management and stakeholder engagement, where their teaching strengths help in reviewing documentation, but limitations in research/social competencies show common workload stressors and training gaps.

2. Demand for University Continuing Education in Canada: Who Participates and Why?

This article analyzes data from the 1995 National Graduates Survey (NGS) group of Canadian university graduates pursuing further education within five years of their bachelor's (in our case, licenciatura) or first professional degrees.

It includes a socio-demographic profile of participants (like age, gender, income, field of study), motives like career advancement and skill updating, and preferences for specific programs such as professional development courses over general interest classes.

This study informs us about the academic coordinator archetype by highlighting the demand for continuing education programs they manage, such as registrations and offers tailored to working professionals seeking labor-market relevance. It reveals patterns in the students' needs that align with our persona's goals of boosting enrollment and addressing post-event data gaps.

3. Professional Socialization and Development Needs of Coordinators of Clinical Education

This 2025 study from the Journal of Athletic Training Education and Practice surveys 132 coordinators of clinical education from credited athletic training programs to assess their onboarding processes and training gaps.

The greater research sample allowed us to shape further the academic coordinator archetype by comparing responsibilities in managing the amount of spots available in educational/clinical programs, applicant reviews (similar to "tutorias"), and post-event data, emphasizing inadequate and informal training that hinder effective registrations and program oversight in higher education settings.

4. Decision support model to adopt big data analytics in higher education systems

This paper was made by Adel Alkhalil and published in the International Journal of Advanced and Applied Sciences. It examines how higher education institutions (like it would happen in the FCA context) transition legacy student data encompassing enrollment records, performance metrics, and administrative archives into modern analytics platforms.

The study outlines data migration as a multi-phase process: extraction from outdated databases (for example, legacy enrollment systems), transformation to handle inconsistencies like duplicate records or format mismatches, and loading into scalable big data environments (like, for example, cloud-based systems). Some of the possible challenges are data storage from disparate campus tools, poor documentation, and quality issues like incompleteness in historical registrations that require special care.

Hypotesis

FCA's academic coordinators will interact with the system through efficient, task-oriented workflows that minimize administrative friction. Now that we decided on mid-career coordinators (aged 40-60, mostly women with graduate degrees) as our persona, we can suppose that they will adopt the system as a daily "command center" for high-workload routines, prioritizing quick data entry/validation during peak registration periods and automated reporting for post-event insights, but expect guided tools (extract, transform, load) for legacy records, prioritizing incremental migration to avoid downtime during peak seasons.

These users value reflective autonomy but feel limited by time/family pressures and will engage in short bursts (15-30 min sessions), they'll also favor customization and abandon overly complex UIs. Our overall hypothesis is that high satisfaction correlates with mobile responsiveness for quick checks, reducing stress from manual data handling.

References

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