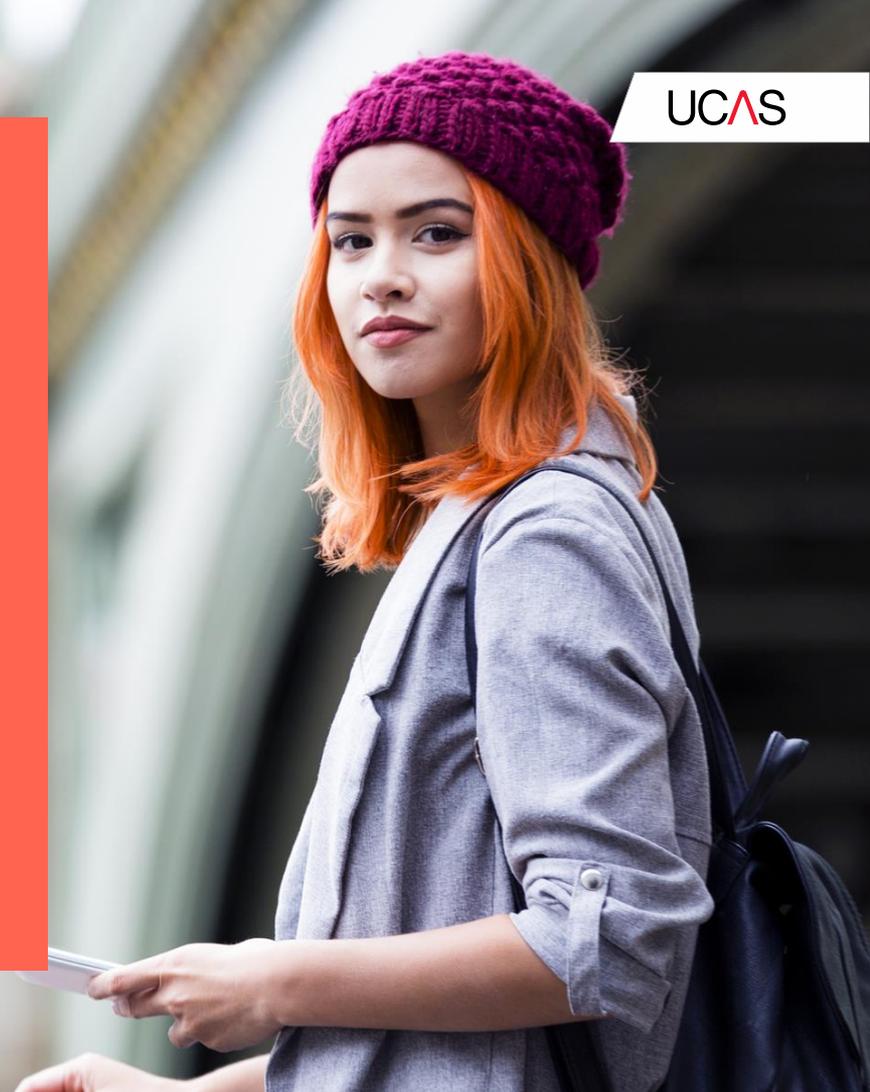




My Application

18th November 2020

David Moreno – Product Owner





My Application

- My application goals
- UX principles used for My application
- Demo

My Application

Inception

- Modern frontend with improved APIs to backend
- First step towards a more flexible application
- Future changes will be easier to make

My Application

Some of the problems we wanted to solve

- Fragmented user experience and multiple touch points (Hub, Apply and Track)
- Reduce number of calls to CXC
- Out of date design
- Out of date technology

Limitations

- Complex application process
- Limit the impact on providers and internal customers

<u>Interaction Counts</u>		
Row Labels	Count of Interaction Category	Percentage of Interactions
Completing an Application	4295	17.41%
Reference	3760	15.24%
Login Track	3107	12.60%
Application Status	2763	11.20%
Login Apply	2290	9.28%
Making Changes	2146	8.70%
Payment	1938	7.86%
Courses	716	2.90%
Qualifications & Tests	550	2.23%
I&A	437	1.77%
TOTAL CALLS	24667	100%

My Application

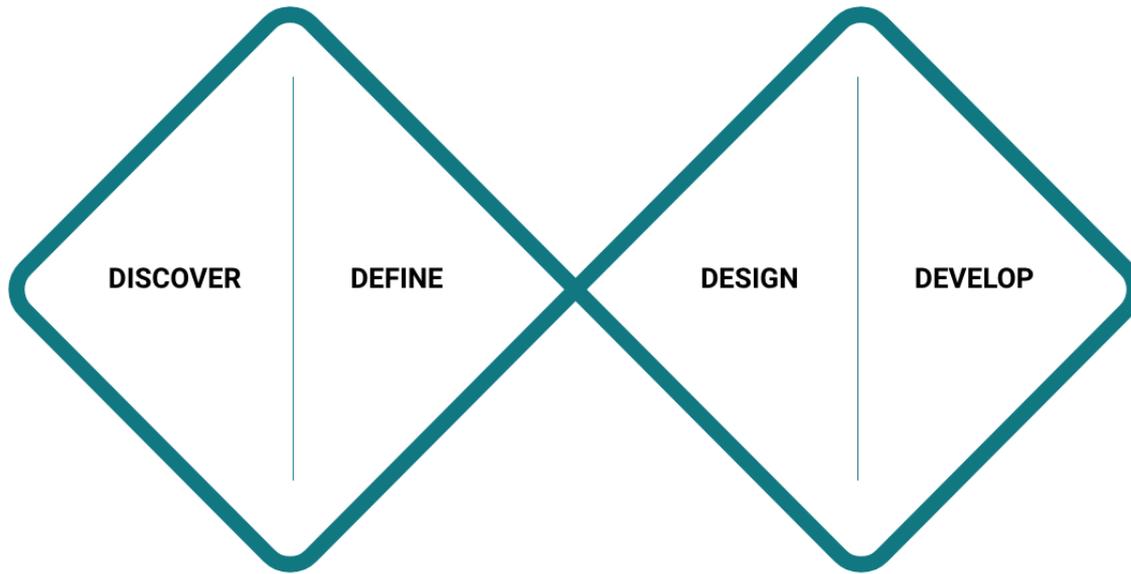
Launching May 2021 for 2022 Cycle will replace existing Apply and Track User Journeys This is for UG and UC students. My Application will make it easier for students to login to UCAS systems so they can create great applications with improved help.

This Product Provides:

- Centralised login using one set of criteria for Hub, Apply and Track (instead of 3 as today)
- A more modern look and feel
- It will be easier for students to navigate with improved help
- Mobile enabled Apply and Track
- Operations will be able to update information in the application without development involvement

Impact on Providers

- Back end processes and existing limitations are not in scope and will remain the same
- Standard development allowing deviation only for specific scheme functionality
- Improved data quality provided by students



**DISCOVER
& RESEARCH**

Interviews
Surveys
Focus groups
Market intelligence
Customer insights

**DEFINE
& ANALYSE**

Personas
User stories
Customer journeys
User flows
Data & analysis

**DESIGN
& TEST**

Sketches
Wireframes
Visual designs
Pattern library
User testing

**DEVELOP
& MEASURE**

Design Framework
Beta testing
Hotjar recordings
Surveys
Analytics

Students quotes (I)

June 2020

- The progress tracker is great and this seems a lot more visually pleasing and accessible
- New design looks much better - sleeker & more visual which is helpful. Looks more accessible.
- That looks a lot more accessible, I like that it has descriptions under the different categories. Looks a lot more up to date
- I prefer this one to the old design, looks easier to use, and know what you've done

Thoughts on new linking to centre screens:

- The graphics make the experience so much better, I definitely prefer this.
- Looks much better & seems easier
- I think applying through school is what most people do so this seems easier than before
- This is far more intuitive than before

Students quotes (II)

August 2020

Thoughts on new overview screen:

- I like the progress bar at top
- I like the status section
- This option, much nicer and easier to look at, clearer all round to access info and would personally really help me
- I like how the numbers are on the top of the bar as its easier to see how are you doing

Thoughts on applying from the Hub:

- Faster and less time consuming
- Easier because there is less to keep up with
- Much easier to have it all in one place, less stressful
- Definitely better. The process is smoother, and in one place

A solid black horizontal bar is positioned at the top left of the slide.

Demo

A solid black horizontal bar is positioned at the top left of the slide.

Thank you