




PROSPECTIVE STUDENT: JESSICA LAW

	<p>Persona</p> <ul style="list-style-type: none"> • 22 years old, from Hong Kong • Graduated from Republic Polytechnic, Diploma in Biotechnology (DBIO) • Wants a Degree certification because she believes that it will help her secure a better job • Interested in Communications and Marketing • Considering to study in Singapore or Australia • Interested in Dance • Needs to discuss with her parents because her parents is paying for the school fees 	<p>What is this persona trying to accomplish?</p> <ul style="list-style-type: none"> • To find a university that is well-recognised and offers Degree programmes in Communications or Marketing 	<p>Goals & Expectations:</p> <ul style="list-style-type: none"> • Identify a reputable degree programme that meets her interests • Join a campus with the right environment and culture • Expects that Degree leads to good career prospects 	<p>Date: 7/26/2021</p> <p>Version: 0.1</p>
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Phase Name & Goal	Broad exploration of universities that offers subjects to her interest Jessica needs to conduct a broad search for reputable Singapore and Australia universities to decide which country she wants to study in	Evaluate universities based on reputation and suitability of programme Jessica is shortlisting a few universities based on its reputation and how much the course can offer	Shortlist universities based on student and campus life Jessica evaluates the student and campus life at different universities to shortlist a few with the right environment, culture that has the CCAs she wants	Apply for selected university and programme Jessica has decided on the university and programme. She needs to compile the necessary documents for application
Doing	Googling keywords like Degree in Communications, in Marketing, in Singapore, in Australia	Making a decision to study in Singapore	Opening multiple tabs for different universities in Singapore to compare them side by side	Looking for application instructions, and read it
	Visting websites of potential universities and PEIs in Singapore and Australia	Opening multiple tabs of universities in Singapore	Looking for photos and videos of the school's facilities	Checking if she requires student VISA
	Googling quality of education, safety and culture in Singapore and Australia	Asking friends and family for opinions on the various universities in Singapore	Looking for CCAs related to Dance	Looking for scholarships
	Asking family members for their opinions	Attending course previews and open houses	Looking for campus culture	Applying for subsidies and grants
	Asking friends what school and course they have selected	Looking for information about the university's ranking, reputation, history, and employability rates	Visiting the university's social media	Compiling documents for submission
		Looking for programme outline, modules breakdown, fees, entry requirements, exemptions, job prospects and lecturer's profile	Asking seniors and online forums about the university's campus life and culture	Filling up application form
		Asking seniors for reviews on the university and programme	Looking for any upcoming CCA fairs	
Thinking & Saying	Is Singapore or Australia a better place to study in?	I've heard of the local universities in Singapore. Can I get into the local universities? What are the entry requirements?	How is the university's culture and school life like?	Do I need to apply for student VISA and who I contact if I need more information?
	Is Singapore or Australia safer for foreigners? How is the culture like?	What other universities can I get into if I do not qualify for the local universities?	Are there dance related CCAs? What are the entry requirements?	How do I apply for my student VISA?
	What are the reputable universities in Singapore and Australia?	Are private universities in Singapore reputable and recognised?	What kind of facilities does the university provides?	What do I need to prepare for the application? What documents do I need to prepare and in what format?
	Do the universities offer Communications or Marketing Degree?	How does the programmes I am interested in differ across the different universities?	Where is the university at? How far is it from town?	How long will the application take?
	This is taking too much time to research on which country is better and finding reputable universities with subjects I am interested in	What can I learn from the programme?	How big is the campus?	When and from where will I know the application results?
		I wonder if the programme structure is more towards project-based or exam-based	How are the learning spaces like? Are the facilities modern?	What scholarships are available? Am I qualified for it?
		How is the schedule like?	Does the university offer accomodation? Where is the nearest accomodation?	How and where can I apply for subsidies and grants?
		Will the programme be too expensive for my parents?	Are there any upcoming events that I can attend to find out more about the school life?	
		Are my lecturers local or from overseas? How experienced are they?		
		What are my job prospects if I join this programme?		
		What do my family and friends think of the university and programme?		
		Are there good reviews on the university and programme?		
		How many graduates from the university and programme secured a job?		
Feeling	Excited about being able to study abroad	Overwhelmed with choices	Excited to look for images and videos on campus facilities	Excited that she is at the application stage
	Conflicted and indecisive about which country is a better choice	Dejected about not being qualified for local universities in Singapore	Worried that the university does not having dance-related CCAs	Annoyed and overwhelmed by all the paper work
	Excited but overwhelmed with the number of universities available	Worried about not being able to find a reputable and recognised private university	Curious about what kind of dance-related CCAs are there	Unclear about the application process
	Exhausted with researching	Uncertain with future	Worried about not getting in the CCA she wants	Annoyed with the missing information regarding documents required for application
	Uncertain about the universities	Excited about what she can learn from the programme	Disappointed that images provided are not updated	Confused with what documents are needed to prepare for the application
		Annoyed by the lack of information regarding the university and programme	Unenthusiastic about student life due to the lack of real-life images	Uncertain with outcome
		Irritated by the amount of research needed	Disappointed that featured events are targeted at current students and not relevant for prospective students	
	Worried and nervous about finances	Worried that the campus is in a remote part of Singapore		
Opportunities & Ideas	Clearly communicate that SIM is an education institution and not a university to mitigate the misconception that SIM has a ranking, and is comparable to universities	Highlight programme learning outcomes	Create a lively impression of SIM by highlighting photos, videos and virtual tours of school activities, facilities, campus and student life	Clearly state the application process, duration and expected date of results
	Upfront show SIM's partner universities	Provide comprehensive information on the programme's outline, module breakdown, fees, entry requirements, exemptions, lecturer's profile, and job prospects	Incorporate user-generated content from SIM GE Instagram regarding campus and student life into the website	Use simple and clear English when explaining the instructions for application
	Provide information on the partner university's ranking, reviews and employability rates to boost its reputation	Provide a comparison tool that is easy to find and straightforward to use, with more information on outline, modules, exemptions, fees, admission criteria and course duration	Allow existing students and graduates to give reviews of the campus facilities and life as a student	Make available scholarships easily findable with comprehensive information on requirements and how to apply
	Highlight value that SIM provides on top of degree provided by partner university	Highlight value that SIM provides on top of degree provided by partner university	Provide a map of where SIM is located at, with nearby facilities and distance to town	Present a checklist of documents for submission
	Categorise courses by subjects and provide a quick funnelling on the homepage to make programmes easily findable	Offer variety of payment methods and ensure that information regarding student loans is easy to find	Provide a list of student accomodation that is near to SIM	Provide easy access to contact details in case users need to reach out to SIM
	Website needs to have a look-and-feel that stands out from traditional university websites, since users would have visited multiple websites and got bored of the similar look	Career/course advisor counsellor chatbot for users to enquire about the specific university or programme	Ensure that CCAs are easy to find, along with any requirements	Clear instructions on how to apply for subsidies and grants
	Provide information regarding subsidies and grants, and ensure that information is easy to find			
Positive				
Neutral				
Negative				

PME: SHAAN RAJ				
	<p>Persona</p> <ul style="list-style-type: none"> • 31 years old, Singaporean • Human Resource Executive at NTUC • Assists staff in identifying learning goals and developing leadership skills • Looks for training courses related to management and digital for his staff • Looks for training courses related to human resources for himself 	<p>What is this persona trying to accomplish?</p> <ul style="list-style-type: none"> • To find a reputable training provider that offers industry-recognised management and digital courses 	<p>Goals & Expectations:</p> <ul style="list-style-type: none"> • Identify courses that match his own and his staff's training needs • Ensure training provider is credible and recognised by his management 	<p>Date: 7/26/2021</p> <p>Version: 0.1</p>
Phase Name & Goal	Broad exploration of training providers that offer subjects of interest to him and his colleagues	Evaluate the reputation of the training providers	Shortlist training providers based on suitability of course	Get approval, then register for course
	Shaan needs to conduct a broad search for reputable training providers in Singapore	Shaan is shortlisting a few training providers by evaluating their reputation	Shaan is shortlisting a few training providers based on what and how much the course can offer	Shaan needs to get approval from his boss, share information with his staff, and compile the necessary documents for registration
Doing	<p>Asking his HR manager for detailed information about the brief</p> <p>Asking his staff for the subjects they are interested in and important criteria they look out for in a course</p> <p>Seeking recommendations of training providers from colleagues, supervisors and bosses</p> <p>Googling keywords like Management courses, Digital courses, Human Resources courses, and reputable training providers in Singapore</p> <p>Visiting training providers websites that he knows of, like NTUC Learning Centre, Lihaitan Academy, Kaplan</p> <p>Asking friends and family members for their past experiences and recommendations</p> <p>Checking emails for course updates from training providers he subscribed</p>	<p>Opening multiple tabs of training providers in Singapore</p> <p>Asking colleagues, friends and family members for their opinion and past experiences</p> <p>Looking for information about the training provider's reputation, history, reviews and testimonials</p> <p>Looking for images and videos on available facilities</p> <p>Asking HRs from other companies for reviews</p> <p>Googling to validate the training provider's reputation</p> <p>Comparing the training providers' reputation</p>	<p>Opening multiple tabs of training providers in Singapore</p> <p>Looking for management, digital and human resources courses</p> <p>Looking for course outline, learning outcomes, trainers' profile, eligibility criteria, number of attendees, grants, curriculum, structure and duration</p> <p>Looking for reviews and testimonials</p> <p>Looking for course prices and offers available</p> <p>Looking for invoice and payment formats</p> <p>Looking for the training provider representative's contact details</p> <p>Comparing courses</p>	<p>Compiling information regarding the training providers and courses into a PowerPoint Presentation</p> <p>Presenting his findings to his staff and boss</p> <p>Looking for registration instructions, and read it</p> <p>Registering for subsidies and grants</p> <p>Compiling documents for submission</p> <p>Saving invoice formatting for future references</p> <p>Filling up registration form for himself</p>
Thinking & Saying	<p>What are the reputable training providers in Singapore?</p> <p>What are the track records of the training providers?</p> <p>What training providers do other companies go to?</p> <p>What are the popular courses?</p> <p>What do my colleagues think of the training provider(s)?</p> <p>Do they offer Management, Digital and Human Resources courses?</p> <p>What would limit my staff's abilities to go for a course?</p>	<p>What does the training provider offer? What is the capabilities of the training provider?</p> <p>How different are the training providers? What can one offer that the other does not?</p> <p>What do my colleagues think of this training provider?</p> <p>Did my friends and family members take a course at this training provider before? What are their opinions?</p> <p>How recognised is the training provider within my industry? Any reviews?</p> <p>Did any reputable companies sent their employees to the training provider? Any use cases and testimonials?</p> <p>What kind of facilities does the institute provides?</p> <p>Where is the institute at? Is it near my company?</p> <p>How big is the campus?</p>	<p>How do the Management or Digital courses differ across the training providers?</p> <p>What can I learn from the course? Are the learning outcomes aligned with my colleagues' needs?</p> <p>What is the course curriculum like?</p> <p>Are the courses conducted online or do we have to travel down to the campus?</p> <p>What is the course duration and will it meet the mandatory training hours?</p> <p>How is the schedule like?</p> <p>What is the entry requirement/pre-qualifications to enter the course? Can I meet the requirements for my course?</p> <p>Is the course relevant to my career and industry? How will it help me and my colleagues in our careers?</p> <p>Who are the trainers? How experienced are they?</p> <p>What is the cost? Are there any government subsidies?</p> <p>How credible is the course? How many individuals attended it? Any good reviews?</p> <p>What is the payment and invoice formats? Does it adheres to my company's requirements?</p> <p>Whom do I contact if I need more information?</p> <p>How can I easily share important course information with my colleagues?</p> <p>I wonder if my staff likes this course and will my boss approve it?</p> <p>I need to know the registration process in case my boss asks me</p>	<p>What will my boss and staff think of the courses?</p> <p>How can I easily share information about the training providers or courses with my boss and staff?</p> <p>Do I need to redo my research?</p> <p>What is the registration process like? Is it going to take a long time?</p> <p>When and from where will I receive the registration confirmation?</p> <p>What are the documents required for submission and in what format for the course registration?</p> <p>Do they accept online payments? If not, how else can I pay for the course?</p> <p>How and where do I apply for subsidies and grants? Can I apply on behalf of my staff?</p> <p>Where can I find the invoice formatting? Can I save it to my computer?</p> <p>How can I share the list of required documents and registration process with my staff when they register for their course?</p>
Feeling	<p>Overwhelmed with choices</p> <p>Exhausted with researching</p> <p>Curious about what other companies do for training</p> <p>Excited to share with colleagues and curious about their opinions</p> <p>Curious about the training providers' track records</p> <p>Uncertain about the training providers due to the lack of track records provided on the websites</p> <p>Relieved as he has subscription to some training providers for course updates</p>	<p>Overwhelmed with choices</p> <p>Excited with the number of training providers available</p> <p>Conflicted and confused about which training provider is a better choice</p> <p>Annoyed and disappointed by the lack of information regarding reviews and testimonials</p> <p>Unsure about the differences between the training providers, in terms of USPs</p> <p>Excited to look for images and videos on campus facilities</p> <p>Unmotivated by the images provided</p> <p>Worried that the campus is too far from his company</p>	<p>Overwhelmed with choices</p> <p>Worried about not being able to find a course that his boss will approve or his staff will like</p> <p>Exhausted with the amount of information to read</p> <p>Annoyed that course information varies across websites</p> <p>Confused about the course differences (across the training providers)</p> <p>Excited about what he and his staff can learn from the courses</p> <p>Concerned about the credibility of the course</p> <p>Worried that the course schedule will clash with his working hours</p> <p>Worried about his staff being away at training and how that will affect their workflow</p> <p>Worried and nervous about finances for himself and his staff</p> <p>Stress about justifying his decision to his boss</p>	<p>Happy that the research phase is over</p> <p>Stress and nervous for the presentation</p> <p>Worried about what his boss will say and staff will think</p> <p>Concerned that he needs to redo the research</p> <p>Annoyed and overwhelmed by all the paper work</p> <p>Unclear about the registration process</p> <p>Confused with what documents he needs to prepare for the registration</p> <p>Uncertain about payment</p> <p>Uncertain with outcome</p>
Opportunities & Ideas	<p>Clearly communicate that SIM is not just a provider to undergraduates but also a training provider to professional executives and corporates → To mitigate the misconception that SIM only offers undergraduate programmes</p> <p>Provide information on the reviews and testimonials about SIM from past PD graduates and show it upfront</p> <p>Highlight SIM's value proposition and value-adds to professional development in a clear, compelling and prominent way</p> <p>Categorise courses by subjects and provide a quick funnelling on the homepage to make programmes easily findable</p>	<p>Feature SIM's USPs on the homepage and explain how different the institution is compared to other training providers by stating what the institute can offer</p> <p>Provide successful use cases, testimonials from past graduates and notable companies that partnered with SIM</p> <p>Create a welcoming and lively impression of SIM by including action-oriented images and featuring photos, videos and virtual tours of the campus's facilities</p> <p>Allow past graduates to give reviews of the campus facilities and life as a student</p> <p>Provide a map of where SIM is located at, with nearby facilities</p>	<p>Provide comprehensive information on the course's outline, learning outcomes, curriculum, mode of conduct (online vs classroom), duration, who the course is for, eligibility criteria, programme leaders, trainers' profile (experience and reviews), past attendees, reviews, cost and grants</p> <p>Provide a comparison tool that is easy to find and straightforward to use, with detailed information on outline, learning outcomes, mode of conduct, duration, eligibility criteria, cost and grants</p> <p>Explain convincingly on how the course is applicable to the industry</p> <p>Provide payment and invoice formatting, and ensure that information is easy to find</p> <p>Provide information regarding the difference in course prices, how to register for them, and ensure it is clear and easy to find</p> <p>Provide information regarding subsidies and grants, and ensure that information is easy to find</p> <p>Allow users to download the course brochure, and ensure that key information regarding the course and reasons</p> <p>Ensure that contact information is easy to find</p> <p>Use simple and clear English when explaining the instructions for registration</p>	<p>Clearly state the registration process, duration and expected date of results</p> <p>Use simple and clear English when explaining the instructions for registration</p> <p>Present a checklist of documents for submission</p> <p>Ensure that contact information is easy to find in case users need to reach out to SIM</p> <p>Provide a save option for invoice formatting</p> <p>Clear instructions on how to apply for subsidies and grants</p> <p>Provide information on how to make payment</p> <p>Provide an option to export information from the website</p>
Positive				
Neutral				
Negative				

CORPORATE LEADER: NUR LYANNA

	<p>Persona</p> <ul style="list-style-type: none"> •41 years old, Singaporean •Director of Learning and Development at Singtel •Establishes in-house learning academy for employees •Partners with training providers to curate content for the skills and expertise her company lacks •Manages an outreach team that sources reputable training providers and programmes for the academy 	<p>What is this persona trying to accomplish?</p> <ul style="list-style-type: none"> • To find a reputable training provider that can support her company's in-house academy by customising a roadmap for ~90 employees 	<p>Goals & Expectations:</p> <ul style="list-style-type: none"> • Develop a long-standing relationship for long-term collaboration • Identify a reputable training provider that <ol style="list-style-type: none"> 1. offers enterprise learning 2. has capabilities to help her set up the company's in-house academy 3. provides customised programmes/curriculum that suits her company 	<p>Date: 7/26/2021 Version: 0.1</p>
<p>Phase Name & Goal</p>	<p>Assigns Mary, manager of the outreach team to research for training providers in Singapore</p>	<p>Gets Mary to evaluate training providers based on their USPs and reputation</p>	<p>Works with Mary to gather information for the company's training roadmap</p>	<p>Get approval from her bosses</p>
<p>Doing</p>	<p>Lyanna briefs Mary to conduct a broad search for reputable training providers in Singapore</p>	<p>Lyanna assigns Mary to look for the value propositions of the training providers, use cases of notable companies and offerings for enterprise learning</p>	<p>Lyanna works with Mary to consolidate information regarding how the training provider's offerings can be relevant to their company</p>	<p>Lyanna needs to review the findings and make a recommendation to their bosses</p>
<p>Thinking & Saying</p>	<p>Briefing Mary to look for other reputable training providers apart from their existing partners Asking Mary to research on popular training providers that other companies in their industry work with Getting Mary to reach out to existing training providers partners Asking her bosses if they have any training providers in mind and shares the information with her team</p>	<p>Preparing a set of requirements and gets Mary to evaluate the training providers based on it Asking Mary to find out the training provider's USPs and identify which training provider is more aligned with their company Asking Mary to look for information regarding the training provider's history, notable clients, rough cost, and offerings and capabilities for customisation Asking Mary to look for information regarding what the training providers offer in particular to the area of expertise their company is focusing on Asking Mary to look for use cases that are related to leadership, management, apprenticeship and digital Requesting Mary to consolidate her findings, shortlist five training providers, and present it to her</p>	<p>Prioritising the area of expertise that the company should focus on to kickstart the in-house academy Asking Mary to find out what kind of customisations the training providers offer and how they can ensure that their employees can apply their learnings to their work? Contacting the training provider for further discussion Discussing with Mary on the findings and get her opinions on which training providers they should partner with Shortlisting two training providers, one as back-up Getting Mary to prepare a presentation deck with information regarding the training provider's USPs, their capabilities to build the company's in-house academy, highlighting the differences in offerings, notable clients and use cases that stand out, and estimated costing</p>	<p>Reviewing the presentation deck Presenting her recommendations to her bosses and get their opinions and final decision Contacting the selected training provider for further discussion</p>
<p>Feeling</p>	<p>Curious about what her bosses have in mind Worried that she and Mary could not meet the bosses expectations Excited about what information Mary can find Worried that Mary's research is insufficient or will not meet her brief Uncertain about the credibility of the training providers</p>	<p>What should be included in my requirements list? Which training provider is a good choice? Is there a more popular training provider that notable companies usually partner with? Will the training providers all have a similar value proposition and provide a standard offering? Are there any innovative solutions? Which training provider is more experience in building corporate university? Are there other companies with in-house academies? Who? Who do these companies partner with? What does the training provider offer for leadership, management, apprenticeship and digital? Will it meet the budget? Is the price justifiable? Will Mary be able to find all the information I've requested? Will there be any good use cases related to leadership, management, apprenticeship and digital?</p>	<p>To kickstart the academy, should we first focus on leadership, management, apprenticeship or digital? Do employees lack more in leadership, management, apprenticeship or digital skills? Which training provider is more experienced, in terms of what we want to focus? How do the offerings differ across the different training providers? How customisable are their offerings? Will my employees be able to apply their learnings? Will it meet the budget? Is the price justifiable? What support can the training provider offer? Where can I find the contact information? Which two training providers should I recommend we partner with?</p>	<p>What will my boss think of the training provider and the support we can get? Is the content in the presentation deck sufficient to convince my bosses? What would my bosses want to see and know in the presentation deck? Will my recommendations get approved? Relieved because she identified two reputable training providers that her company can potentially partner with Worried that information provided are insufficient to convince her bosses Worried that her findings did not meet her bosses expectations Nervous about having clashing opinions with her bosses Uncertain with outcome</p>
<p>Opportunities & Ideas</p>	<p>Ensure that SIM appears as the top few search results when users searched for "training providers in Singapore", "corporate training", "corporate university" Clearly communicate that SIM is not just a provider to undergraduates but also a training provider to corporate learning → To mitigate the the misconception that SIM only offers undergraduate programmes Ensure that "corporate development and learning" is mentioned on the SIM website Website needs a professional yet lively look-and-feel to build trust while attracting and engaging users to find out more</p>	<p>Highlight SIM's value proposition and value-adds to corporate learning in a clear, compelling and prominent way Show SIM's full capabilities for corporate learning, such as customised training roadmaps and its ability to develop corporate universities Highlight successful use cases and testimonials of notable companies that SIM has partnered with, along with their estimated cost and area of expertise Provide comprehensive information about SIM, its academic team, number of staff, teaching facilities, overall competencies and skills level, and approach to enterprise learning Show and include detailed explanation on the areas of expertise SIM offers/covers, along with sample curriculum Provide a brochure format for easy downloading and ensure that it is easy to read and not overwhelming</p>	<p>Provide clear explanation and in-depth information about SIM's customisation process and examples of customisations (e.g., mode of delivery and duration) Provide clear explanation on how SIM can help learners achieve and apply their learnings Allow an easy way of obtaining a preliminary/estimated costing Provide full explanation of SIM's full support services Provide easy access to contact information Provide a brochure format for easy downloading and ensure that it is easy to read and not overwhelming</p>	<p>Provide easy access to contact information Provide an option to export information from the website</p>
<p>Positive</p> <p>Neutral</p> <p>Negative</p>				