REBECCA
Prospective Undergraduate

> *"I am much more likely to value what current or past students have to say about university life because anything the university claims can be cherry-picked to give you the best impression"*

Rebecca is a year 12 student wishing to continue on to further education, but she is not sure exactly which course she wants yet. Her choice of university will depend mostly on her interest in the specific topics taught, entry requirements and the rankings list for the subject. At the moment she thinks that most universities offer similar experiences; she is most concerned about the costs of education and the career prospects in later life. She will initially be looking at many universities and therefore wants access to information very quickly.

She has been warned by teachers and parents that university is different to college in terms of learning. She is excited but also slightly apprehensive about leaving home, but plans to be a lot more independent in both study and social life when she gets to university.

Overall Goals

- Find the university course that is best for her
- Graduate without too much debt
- Give herself the best career prospects she can
- Get the most out of the university experience
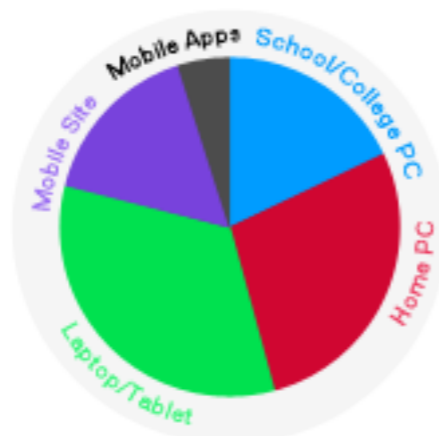
Key UCL Tasks

Primary

1. Browse courses to quickly gain an overview of her course options and the entry requirements.
2. Look at courses in more detail once she has decided on a shortlist.
3. Get a real feel of what life at UCL is like.
4. Find exact figures for tuition and accommodation fees.

Secondary

- Attend talks and workshops from UCL at her college.
- Learn about UCL; Research and Staff fields.
- Find contact details or academic staff and admissions officers and email/phone them to ask about the course.
- Compare and contrast all courses on her shortlist.
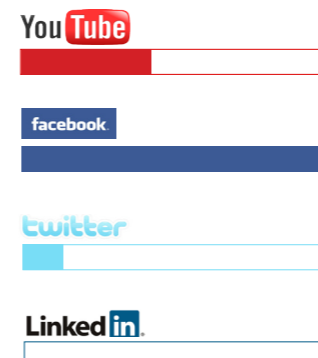- Apply to her chosen courses through UCAS.
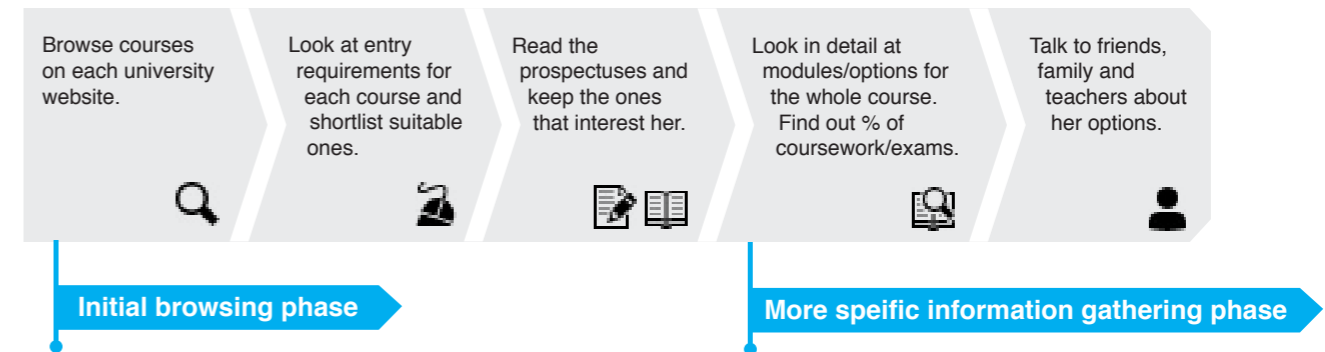
Devices
Devices used for UCL

Mobile Apps, School/College PC, Home PC, Laptop/Tablet, Mobile Site
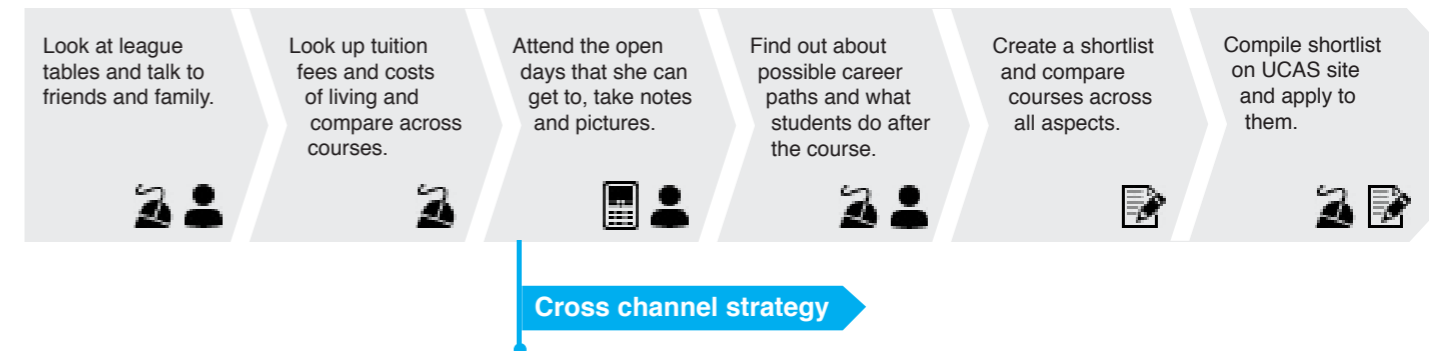
Social Media
General social media usage

- You Tube
- facebook
- twitter
- Linked in

Key UCL Tasks

1. Browsing courses

| Browse courses on each university website. | Look at entry requirements for each course and shortlist suitable ones. | Read the prospectuses and keep the ones that interest her. | Look in detail at modules/options for the whole course. Find out % of coursework/exams. | Talk to friends, family and teachers about her options. |

Initial browsing phase — **More speific information gathering phase**

2. Choosing a course

| Look at league tables and talk to friends and family. | Look up tuition fees and costs of living and compare across courses. | Attend the open days that she can get to, take notes and pictures. | Find out about possible career paths and what students do after the course. | Create a shortlist and compare courses across all aspects. | Compile shortlist on UCAS site and apply to them. |

Cross channel strategy

3. Getting a feel for what London study is like

| Read about current students' experiences on the UCL site. | Watch videos of London life and students' testimonials. | Look at photos on the UCL site and Google Earth. | Browse online forums to gather wider opinion. | Talk to older siblings or friends about their experiences. | Look at the UCL student union site and find out what societies and activities are available. |

Cross channel strategy — **Linking with SU site**

4. Calculating how much it all costs

| Looking up the tuition fees. | Looking up accommodation fees. | Finding out how much daily life costs in London. | Finding out how much she can get from loans/ grants/ scholarships. | Finding out if she can fit in a job with her studies. |

Living costs calculator

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