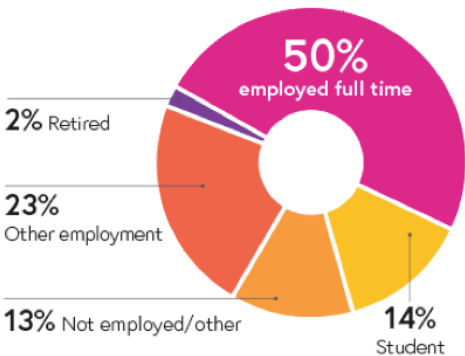
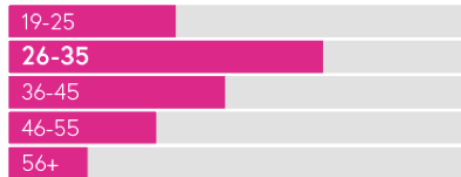
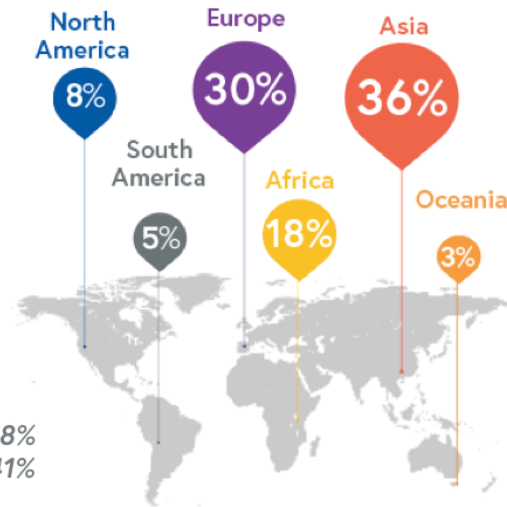


# Advancers

Advancers are on their chosen career path. They're **ambitious** and **self-motivated** to do better, progress and not stagnate. They may self-identify as **lifelong learners** and love learning generally. They may want to stay **up to date** with the latest research and trends, **support work projects**, improve personal **effectiveness**, **learn from others**, **share knowledge**, **improve future career prospects**, and develop or refresh **professional skills and expertise**. Some do formal **Continuing Professional Development**.

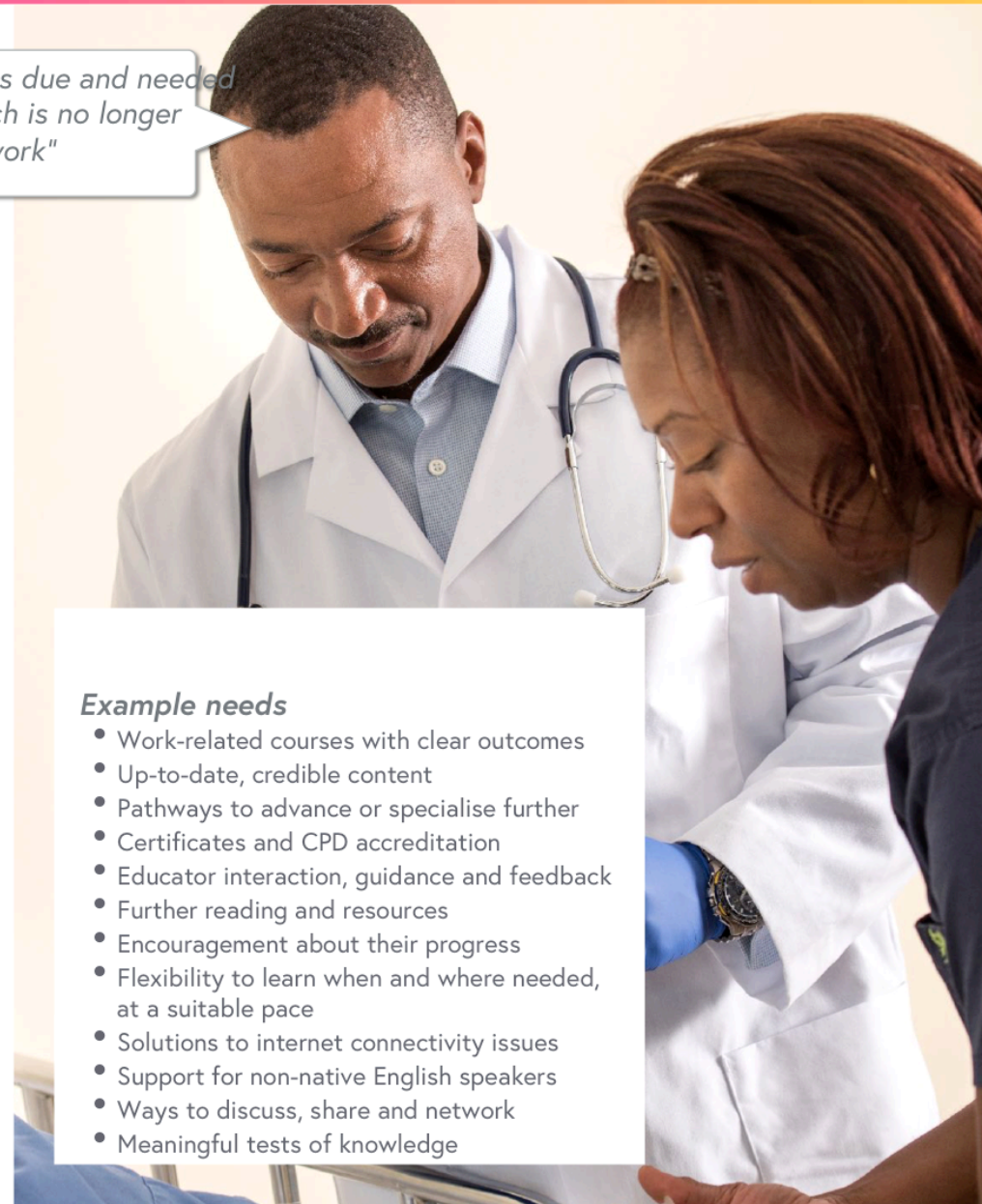


Female 58%  
Male 41%



|                         |       |
|-------------------------|-------|
| number of enrolments    | 2.5   |
| activation rate         | 35.3% |
| full participation rate | 6.53% |
| purchase rate           | 1%    |

"Registered nurse revalidation was due and needed to get some study hours which is no longer provided through work"

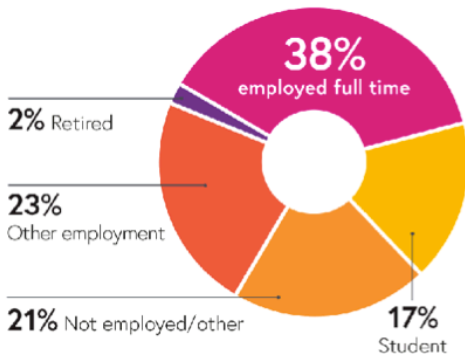
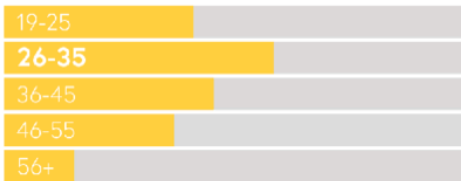


### Example needs

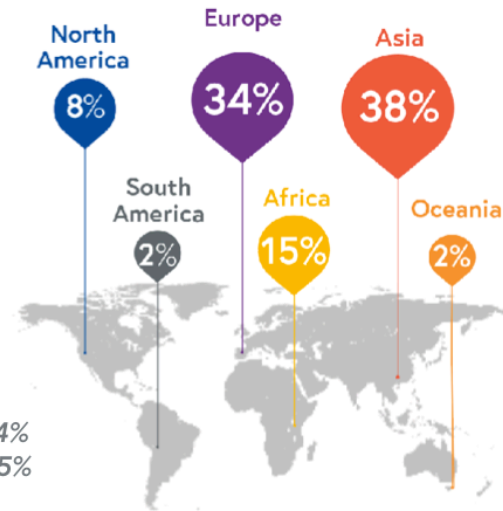
- Work-related courses with clear outcomes
- Up-to-date, credible content
- Pathways to advance or specialise further
- Certificates and CPD accreditation
- Educator interaction, guidance and feedback
- Further reading and resources
- Encouragement about their progress
- Flexibility to learn when and where needed, at a suitable pace
- Solutions to internet connectivity issues
- Support for non-native English speakers
- Ways to discuss, share and network
- Meaningful tests of knowledge

# Explorers

Explorers are evaluating their options and want to **inform their decisions about what to do next**. They might be looking to **change career**, find a **better life balance**, decide **where to start their working lives**, or **specialise** in a particular career area – which could lead to a return to education. By doing FutureLearn courses they can **reassure themselves** about their readiness, capability and commitment to a new path, **reignite passions** and **boost confidence**.



"I'd like to change my career path and this is an opportunity to explore what else is out there and reintroduce myself to the world of learning."



Female 54%  
Male 45%

|                         |       |
|-------------------------|-------|
| number of enrolments    | 2.41  |
| activation rate         | 35.0% |
| full participation rate | 5.74% |
| purchase rate           | 0.6%  |

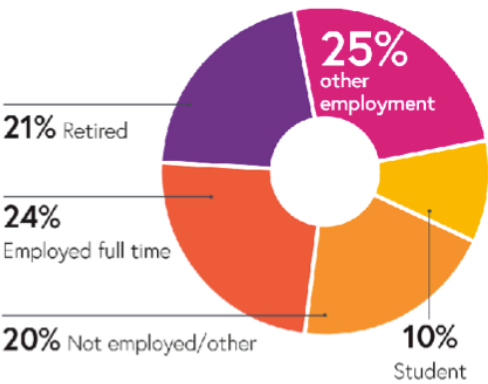
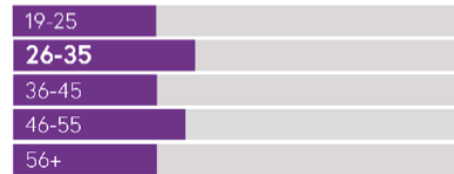


## Example needs

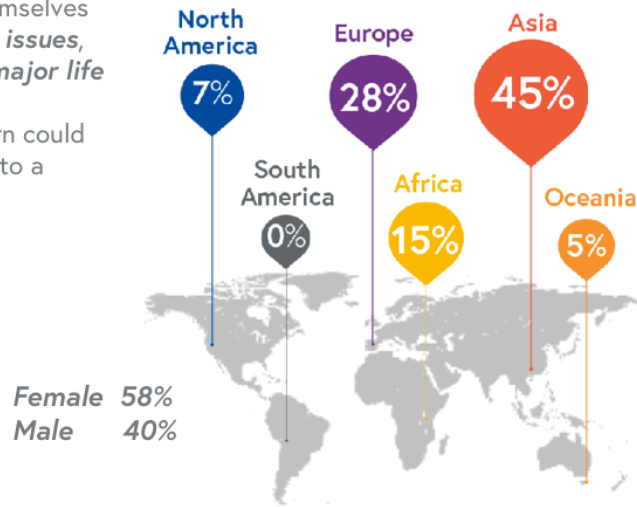
- Engaging courses, with cutting-edge, work-related topics
- Ways to build confidence in themselves, their knowledge and abilities
- Reassurance about the viability of their chosen path
- Pathways to more advanced courses
- Ability to dip in and out to see what suits
- Offline options
- Knowledge that will both inform choices and be useful in doing what they choose
- Interaction with educators, ways to ask questions

# Fixers

Fixers learn in order to *understand or manage current aspects of their personal life*. This could include the physical or mental *health* of themselves or those close to them, *political or cultural issues*, situations requiring *practical life skills*, or *major life changes* such as bereavement, parenthood, retirement or redundancy. Their need to learn could be one-off or ongoing and might be related to a personal, serious or emotive situation.



"I'm currently on maternity leave so I wanted something to keep my brain active and also learn about the best way to care for my son."



|                         |        |
|-------------------------|--------|
| number of enrolments    | 2.0    |
| activation rate         | 38.65% |
| full participation rate | 7.14%  |
| purchase rate           | 0.13%  |



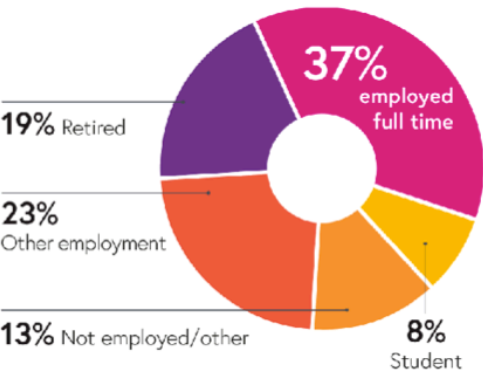
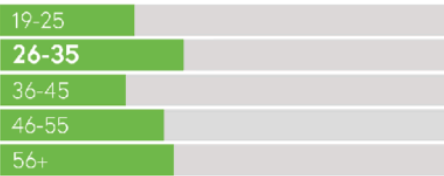
### Example needs

- A range of quality, up-to-date courses to support needs
- Pathways to learn more if desired
- Empathy and understanding
- Confidence and empowerment
- Accessible, credible content and expert advice
- Tools, techniques and information to apply and use
- Courses they can start when they need to
- Downloadable content for reference

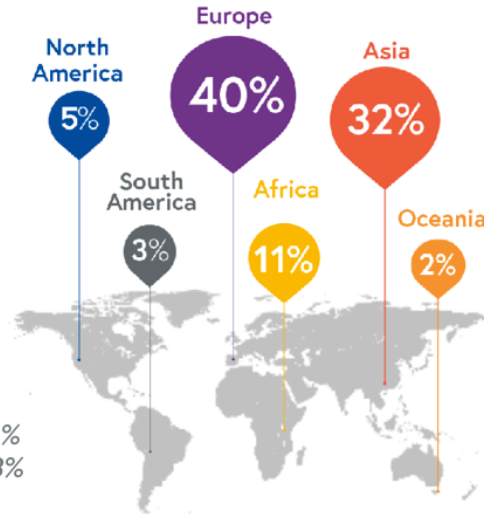
# Flourishers

Flourishers enjoy *self-help learning* in order to be *happy and healthy in their personal and professional lives*. They may learn to be calm, manage stress, be enriched, build self-esteem, gain motivation, help others, share what they learn, keep their brain active, improve relationships and improve their mental and physical well-being.

This group overlapped with the Vitalisers, suggesting learning for enjoyment can improve wellbeing generally.



"If I am calmer and more focused I will work better and be more productive!"



Female 66%  
Male 33%

|                         |       |
|-------------------------|-------|
| number of enrolments    | 3     |
| activation rate         | 36.4% |
| full participation rate | 6.29% |
| purchase rate           | 0.51% |

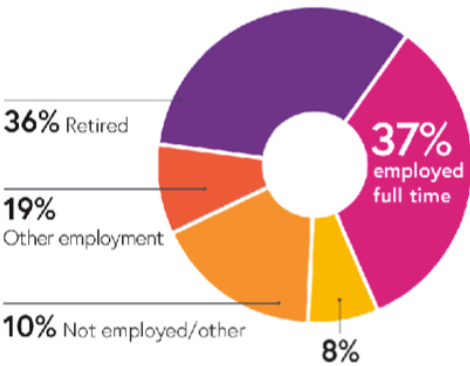
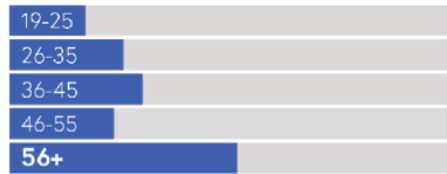


### Example needs

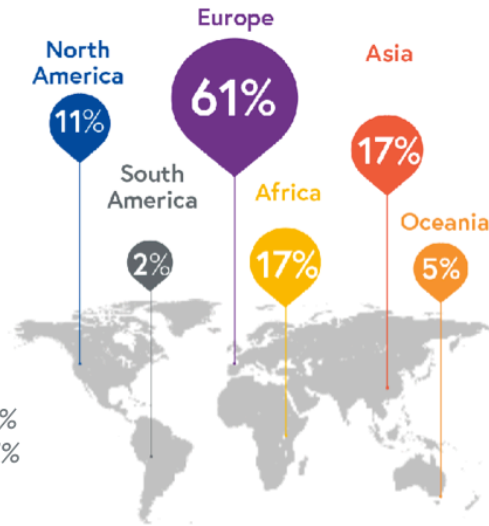
- Up-to-date courses, covering well-being, health and arts
- Plenty of accessible content
- Quality videos with engaging presenters
- Reference packs of material and downloadable audio content to engage with on the move

# Hobbyists

Hobbyists learn to **support their existing personal projects, leisure activities and pastimes**. Our courses complement, inform and enable their activities. Their need to learn may be ongoing or relevant at a certain point in time. Although they're one of the least likely groups to be motivated by communicating with other learners, their hobbies could be socially orientated. For example, they may want to share what they learn with others, including online and local communities.



Female 54%  
Male 45%



"Starting up a blog made me want to gain more knowledge about my areas of interest, to subsequently draw from when writing"

|                         |        |
|-------------------------|--------|
| number of enrolments    | 2.26   |
| activation rate         | 39.26% |
| full participation rate | 8.89%  |
| purchase rate           | 0.49%  |



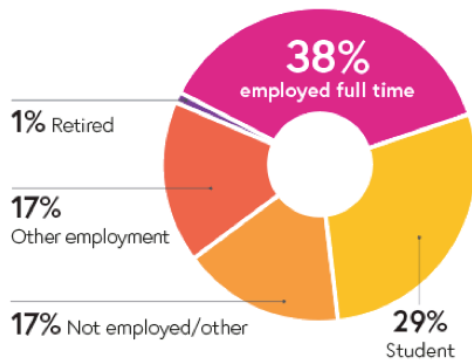
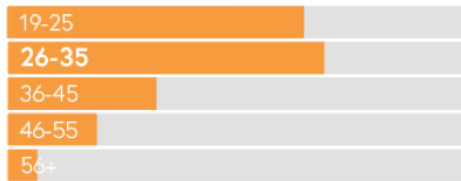
**Example needs**

- A wide variety of non-vocational courses to suit their hobbies, e.g. history topics
- Courses they can join when needed
- Opportunities to go into more depth
- Packs of course content and access to related resources

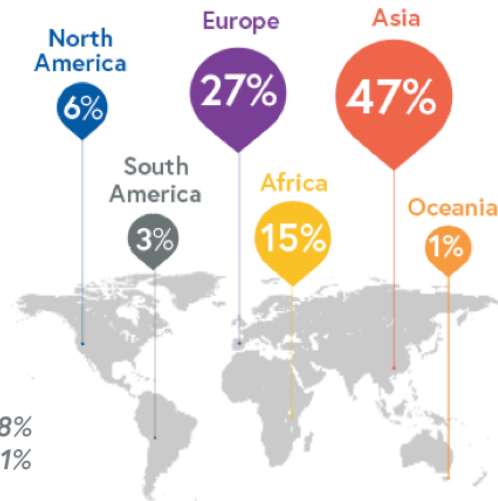
# Preparers

Preparers tend to be *starting out in jobs, careers or related study*, having chosen what they want to do. They have specific career or study goals and learn to improve their chances of success, *improve career prospects, stand out from the crowd and increase their confidence*.

Example goals are learning English, succeeding in interviews, preparing for a career or to study, achieving good grades and doing well in assignments.



Female 58%  
Male 41%

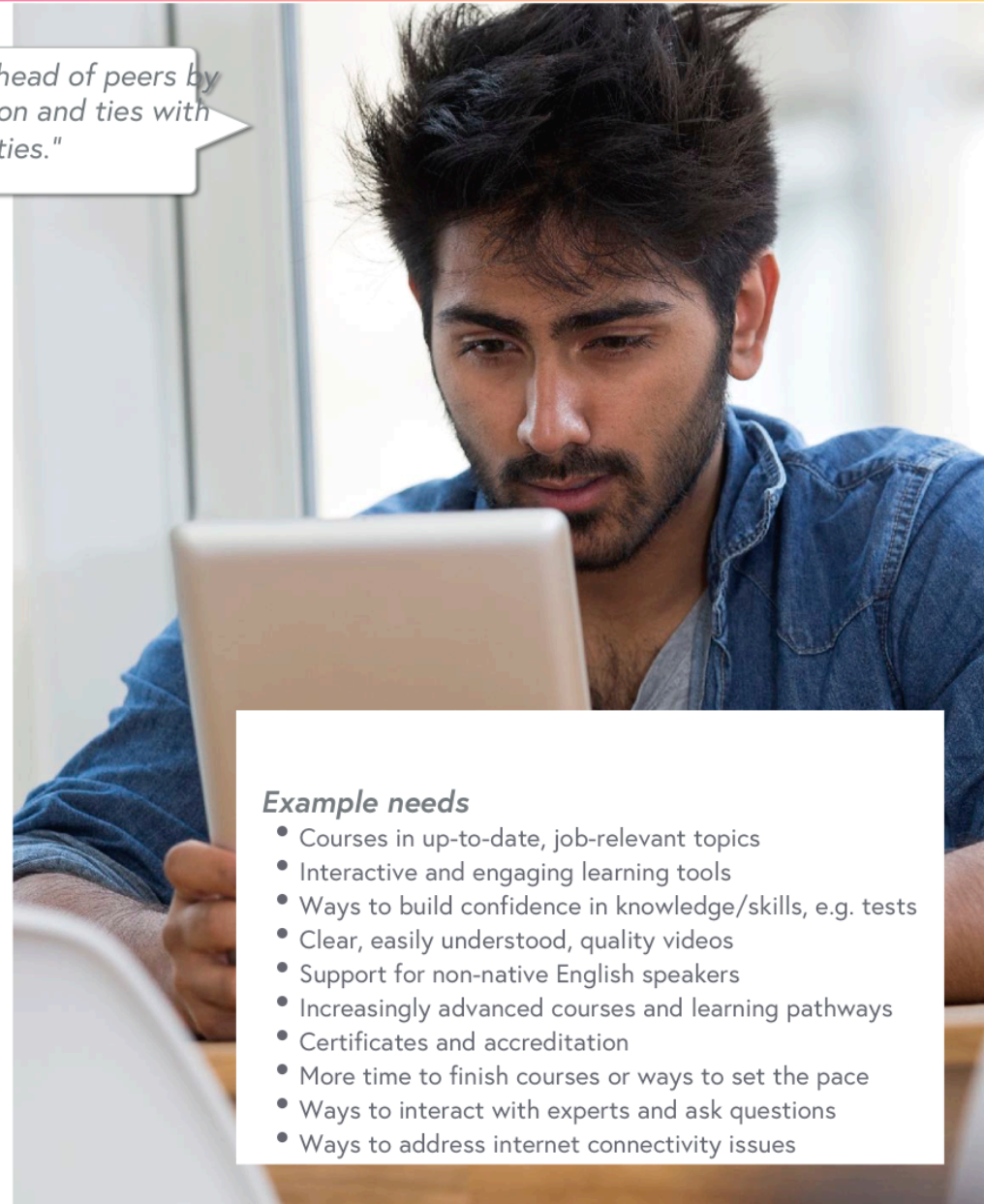


"FutureLearn helps me to stay ahead of peers by offering courses with certification and ties with world's top universities."

|                         |       |
|-------------------------|-------|
| number of enrolments    | 1.8   |
| activation rate         | 34.5% |
| full participation rate | 5.52% |
| purchase rate           | 0.76% |

## Example needs

- Courses in up-to-date, job-relevant topics
- Interactive and engaging learning tools
- Ways to build confidence in knowledge/skills, e.g. tests
- Clear, easily understood, quality videos
- Support for non-native English speakers
- Increasingly advanced courses and learning pathways
- Certificates and accreditation
- More time to finish courses or ways to set the pace
- Ways to interact with experts and ask questions
- Ways to address internet connectivity issues

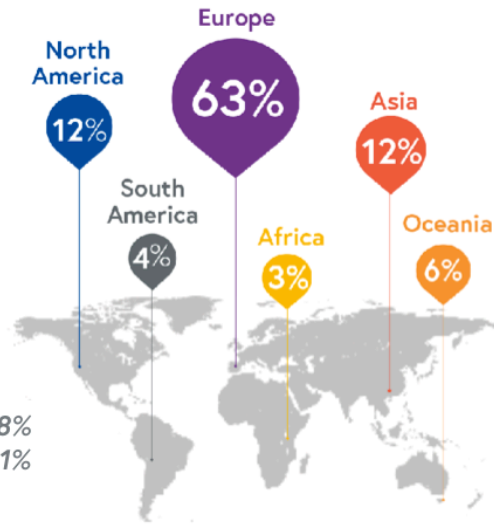
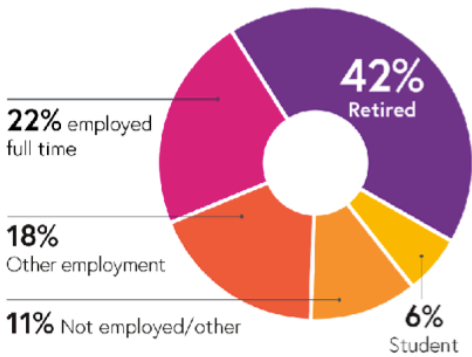
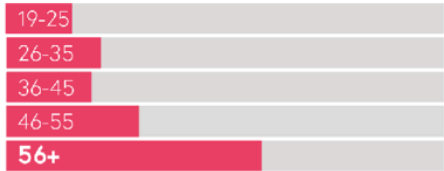




# Vitalisers

Vitalisers learn as a *hobby* and for the *love of learning*. They may be proud to call themselves *lifelong learners*, occupying themselves by learning anything of personal interest. They see learning as a *enjoyable* and *stimulating* activity, perhaps even an *indulgence*. They also feel it's a good, *constructive use of their time*; keeping them *mentally active*. They were one of the groups least motivated by communicating with other learners.

"I'm a lifelong learner and use FutureLearn to keep my brain active and gain knowledge in areas that interest me."



Female 68%  
Male 31%

|                         |       |
|-------------------------|-------|
| number of enrolments    | 3.96  |
| activation rate         | 38.5% |
| full participation rate | 8.64% |
| purchase rate           | 0.44% |



### Example needs

- Regular supply of diverse and interesting courses, allowing them to learn regularly
- To spend personal and luxury time learning
- Sound, accessible content and good reference materials
- To feel stimulated, mentally active and entertained
- To feel good about themselves, their identity as a learner and their good use of time