Peer Academy

Build	Measure		Learn
Purpose	**Overview**		**Observations**
The purpose of Cycle 1 is to identify the optimum onboarding strategy for a peer learning platform. It is built on the evidence that for learning platforms to be effective, we need to craft the right invitation and establish the infrastructure to enable interactions. In the cycle we are testing whether our chosen comms strategy & framing and platform design supports the recruitment, engagement and continued activity of participants of the VPS Academy.	We will provide Producers with the structure (a standardized typeform), training and tools to build a robust profile which highlights their personal stories and projects, as well as their capabilities. Framed as a way of spreading their influence and networking throughout various gov departments. The input from the producers will be synthesised to create a set of capabilities that consumers will be able to filter and search. Consumers will be given a short form where we take their input as what they want to learn and what challenges they face. This form will be used to help us direct consumers to producers who have the capabilities and experience to help them.		
Main Hypothesis - Producer Onboarding	**Tools**		**Insights**
By supporting our platform 'producers' to build and in-depth profile, highlighting their personal stories, projects worked on, and the capabilities they have to offer we will be providing producers and consumer with an engaging proposition to connect with each other, driving sign-ups and interactions. We will also create a consistent template for people willing to share their knowledge so that we can experiment with various ways to present and filter the information to consumers. The support will allow for future onboarding of producers to be done with ease.	Platform (Webflow) Marketing Site Communication Channel (Slack) Compass (analytics for Slack) Profile Building Form - for Producers (Typeform) Storytelling Toolkit (for Producers) Google Form (for Consumers) Matching sheet (to match consumers to producers) Email (experiment comms)		
Secondary Hypothesis - Consumer Onboarding	**Metrics**	**Criteria**	**Decisions/Actions**
By framing the 'consumer' onboarding as a more tailored approach, where 'consumers' needs and challenges will be taken into account, and building the container for matching peers together based on relevance, will further reinforce the engaging proposition.	• Number of Interactions • Number of sign-ups • Page Analytics/ Heatmaps for Profiles vs. Capabilities • Trust & Social Capital	Detailed on-page analytics and heatmaps (along with slack analytics) will provide data on whether Consumers engaged more with producer profiles or with listed capabilities (and if so which were the most popular), and as a result what they are looking for from a peer-learning platform. Feedback forms will be sent to Producers and Consumers to evaluate the platform design, the interactions they have had and their perception of relevance and trust.	