

Case study – Product viability

Problem

To identify commercially and strategically viable fully online graduate programs aimed at domestic learners for the launch of a new university partnership.

Approach

A quantitative approach was used.

Initially external data sets were sourced which related to current, historical and projected data. This included data such as enrolment numbers (EFTSL), number of competitor offerings (from other universities and substitutes), price comparison data and learner outcome data (Job Outlook, job vacancy data, Labour Market Information Portal).

A number of tools were used (including Excel & Power BI) to analyse the input data to produce a number of outputs relating to growth (such as CAGR), competitive landscape ranking, potential market size estimation and other measures. Internal sources were then drawn upon to build benchmarks for 'success' such as learner acquisition rates, keyword costs, attrition rates, cost to acquire).

A list of potential programs was identified during this process. While initially seeking master level programs, the analysis also revealed the potential of graduate certificate and diplomas. These were benchmarked against internal measures of success then prioritized to align with the strategical and commercial goals of the partnership.

Impact

The outputs of this analysis were the foundation for the program roadmap included in the successful tender that secured the partnership. Subsequently, partnership programs were launched in business, computer science and health faculties. The initial program offerings remain in market and have diversified and expanded as per the program roadmap.