

# Learning Experience Design

 **ONLINE CONFERENCE** SM

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## Creating Powerful Personas for Outstanding Learning Experiences

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*Supplemental Material*

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# Learner Personas

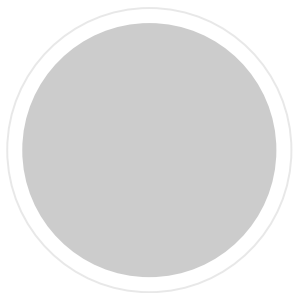


**Name:** Apima Barsar  
**Age:** 26  
**Location:** London  
**Tenure:** 1 year  
**Role:** Administrative Assistant  
**Education:** B.S.  
**Goal:** Manage a team

**Tech-savviness:** high  
**Interests:** running and reading  
**Best time to learn:** early in the morning  
**Access training through:** any digital format  
**Other:** English is her second language

Example

 SEE	 HEAR	 DO	 THINK/FEEL
<p>She is overwhelmed by the large volume of work. She just doesn't have time to learn new skills at work. She needs a more flexible schedule. Her child is her priority right now.</p>	<p>She hears from others that feel equally overwhelmed and miss flexibility on how they can access training, especially when they need it.</p>	<p>Daily focuses on tasks and keeping operations running smoothly. Apima is a valued member of her team. She is taking classes online because it provides flexibility for her family-focused life.</p>	<p>Overwhelmed by trying to keep up with multiple request and competing timelines. Frustrated by the training she has gotten because she doesn't understand how it relates to her role or future roles.</p>
<p><b>Pain Points</b></p> <ul style="list-style-type: none"><li>• Her manager isn't available as much as she would like</li><li>• She doesn't know where to go to learn new skills to help her reach her goal</li><li>• Too many different sources and it's hard to distinguish what's worth her time</li><li>• Not enough open communication within her core team</li><li>• Too much gossip</li></ul>		<p><b>Needs</b></p> <ul style="list-style-type: none"><li>• More guidance from her manager</li><li>• Dedicated time to learn</li><li>• People to stop talking and act, follow-through on accountabilities</li></ul>	



**Name:**  
**Location:**  
**Tenure:**  
**Role:**  
**Education:**  
**Goals/Aspirations:**

**Tech-savviness:**  
**Interests:**  
**Best time to learn:**  
**Access training through:**  
**Other:**



**SEE**

- What does their work environment look like?
- Who are their peers, coworkers, and friends?
- What would they see when it comes to the work environment, and learning specifically?



**HEAR**

- What do they hear in their work environment about others' pain points in general
- And what do they hear when it comes to learning and learning solutions specifically?



**DO**

- What are their common tasks?
- What would they do while using a learning solution? (where do they go, are they focused on the learning or do they multitask, etc.)



**THINK/FEEL**

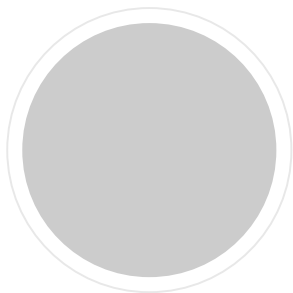
- What are they thinking and feeling when they are faced with challenges at work?
- What are they thinking and feeling when they take learning?
- What is their attitude towards learning provided?

## Pain Points

- What are some of the pain points in their daily work life right now?
- Why is this a pain point?
- What can't they do because of this pain point?
- Who or what stands in their way to perform the best they can in their role?





## Needs

- What do they need in order to solve their pain points?
- Who or what can help them perform at the level they want to be at?
- Is it something they can provide, or is it something the organization has to provide?
- What do they need to reach their goal?



**Name:**  
**Location:**  
**Tenure:**  
**Role:**  
**Education:**  
**Goal:**

**Tech-savviness:**  
**Interests:**  
**Best time to learn:**  
**Device I use to access learning:**  
**Other:**

 SEE		 HEAR		 DO		 THINK/FEEL	
Pain Points				Needs			