

# Personas

## ▼ Persona 1: Traditional full-time student without work experience

- in his early twenties
- no prior work experience
- no prior study experience
- wants to finish the degree on time
- Goal: get good grades and learn relevant skills for the job market

## ▼ Persona 2: Part-time student with apprenticeship and work experience in the same area

- part-time
- around 30 to 40 years old
- works full-time
- has no Abitur
- it's been a while, since he really spend time learning
- needs to learn how to learn most effectively first
- rather low self-regulatory skills
- has extensive work-experience in the field
- knows exactly what he wants to learn and needs in work life
- wants to finish, fast if possible
- Goal is to get a promotion, more money, new job, but also to require new knowledge

## ▼ Persona 3: Part-time student wanting to change fields

- in her mid-30s
- previously working in the health-sector

- wants to change field because of bad working conditions
- has to continue working in her old field during the studies because of money
- is very stressed, wants to change the job as soon as possible
- Goal: acquire the necessary skills to change the field as soon as possible
- A good degree matters, but the knowledge matters more

#### ▼ **Persona 4: Part-time student and mother of young children / taking care of family members**

- wants to change her field of work
- stopped working in her old field already
- but has 3 kids at home who need a lot of attention
- cannot really plan her semester, just goes with the flow; studies whenever she finds the time for it

#### ▼ **Persona 5: Full-time student wanting to change fields**

- wants to change field as soon as possible
- no prior experience in the field
- has quit his old job, only has money savings for a certain amount of time
- Goal: Finish the degree fast and learn as much relevant job skills as possible

#### ▼ **Persona 6: Part-time student studying different degree full-time / studying multiple degrees**

- studies solely out of interest
- Degree and good grades would be nice, but no priority
- Other degree is the main priority

#### ▼ **Persona 7: Part-time student studying out of interest**

- studies solely out of the desire to learn new things
- degree will not have an influence on his job
- Grades and speed of study do not matter at all
- Knowledge gain and learning effectively and with fun is the priority

- Person is working full-time and studying part-time. Already working in the field for years. Studying is more of a hobby and there is no need to finish the course on time (or at all) -> studies solely out of interest. Grades are neglectable.

### ▼ **Persona 8: Part-time student working in the field**

- around 40 years old
- extensive work experience in the field
- only has bachelor degree, but needs higher degree for promotion / new job/ more money
- already has the required skills for the new job, but not the degree
- Goal is to finish the degree as fast as possible, learning new skills would be nice, but no priority

### ▼ **Persona 9: Wants to do a Phd after the masters degree**

### ▼ **Persona 10: Student with disabilities**

#### 1. Characteristics of distance students:

- a. Very diverse set of students
- b. Not so many traditional students (young and full-time students, no or only little work experience), but still some traditional students too!
- c. Huge age differences
- d. Might have had a longer gap to school/ earlier studies
- e. might not have a abitur but were able to study through non-traditional ways
- f. Many part-time students
  - i. Have only little time as they are working full-time
  - ii. May be mothers taking care of kids
  - iii. People taking care of family members

- iv. May be students who are doing some additional studies besides their main studies (Course can be main or additional study)
  - g. Have often already extensive work experience
    - i. Either in the specific field (as they only did a apprenticeship first place and now want to study)
    - ii. Or they want to change the work area
  - h. Might have disabilities
    - i. Several students are enrolled in several different (related or unrelated) courses
    - j. For many students the studies are not their main priority in life (whereas for others the studies are very important, as they are dependent on them to change their job field)
  - k. Viele Studienabbrecher (only low number of Abschlüsse compared to enrolled students)
    - i. but for many finishing the course was not the goal in the first place, instead they just wanted to learn some relevant jobs skills or learn out of fun
    - l. Less personal contact to other students (and instructors/ professors) -> being able to communicate with others is important. Maybe the comparison with other students is more important, as they might have less personal exchange with other students, and are therefore missing a Vergleich
- Which advantages/ different needs have students with extensive/ no work experience?
- Irregular study time/ hard to plan when to study/ need to be flexible → need to adjust learning goals during the semester
- Different level of self-regulated learning skills and therefore different needs in a dashboard → Dashboard therefore needs to adapt to students characteristics and needs → How?
- Differences in learning-related abilities and characteristics such as self-efficacy
- different learning styles
- different background knowledge

- different data literacy and digital skills
- different sociodemographic characteristics (has influence on self-regulated learning skills)
- Influence of of gender, nationality and life experience