

Learner Persona 1: Sarah – The Passionate Debut Author

Profile Summary

- **Age:** 32
- **Occupation:** Freelance Writer
- **Writing Experience:** 2 years of writing short stories and blogs, no published works yet.
- **Location:** Suburban U.S.
- **Education:** Bachelor's degree in English
- **Technology Comfort Level:** Moderate (comfortable with basic internet navigation and standard software like Word, but limited experience with online learning platforms).

Needs and Goals

- **Goal:** Sarah wants to publish her debut novel with a supportive publisher that aligns with her values, specifically sustainability and creativity.
- **Needs:**
 - A clear understanding of the submission process.
 - Support in editing and publishing, as she has no prior experience.
 - Assurance that Mirror Publishing will help her succeed as a first-time author.
 - Confidence that the company's eco-friendly values align with her own.

Technical Requirements

- **Bandwidth/Internet:** Moderate internet access with occasional issues during high traffic hours. Requires a course that loads efficiently on slower connections.
- **Device:** Laptop (main device) and smartphone for occasional use. The course needs to be accessible on both desktop and mobile.
- **Internet Access:** Home Wi-Fi, reliable most of the time but can drop in speed during peak hours. The course should load content progressively without causing slowdowns.

Key Skills

- **Writing Skills:** Comfortable with creative writing but unfamiliar with the formal submission process.

- **Technical Skills:** Able to navigate websites and basic software, but needs guidance when using new platforms like a submission portal.
- **Publishing Knowledge:** Limited understanding of the publishing industry.

Learning Preferences

- **Visuals and Engagement:** Prefers visual and interactive content, such as videos, quizzes, and step-by-step guides to keep her engaged.
 - **Pace:** Self-paced, as she is balancing her freelance work with learning.
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Learner Persona 2: John – The Eco-Conscious Writer

Profile Summary

- **Age:** 27
- **Occupation:** Non-profit Communications Specialist
- **Writing Experience:** 5 years writing eco-related articles and essays, self-published a small ebook.
- **Location:** Urban UK
- **Education:** Master's degree in Environmental Studies
- **Technology Comfort Level:** High (experienced with online tools, regularly uses eLearning platforms for professional development).

Needs and Goals

- **Goal:** John is looking to publish a series of short stories focused on environmental activism. He's seeking a publisher that aligns with his values of sustainability and social impact.
- **Needs:**
 - Detailed information on how Mirror's eco-friendly practices impact the publishing process.
 - Assurance that Mirror's values align with his goal of reducing environmental impact in publishing.
 - Smooth navigation through the publishing process with minimal support needed.
 - Resources and tools to promote his work in an eco-conscious way.

Technical Requirements

- **Bandwidth/Internet:** High-speed internet with no known limitations.
- **Device:** Primarily uses a desktop computer but occasionally checks content on his tablet.
- **Internet Access:** 24/7 reliable internet, no connectivity concerns. The course can include larger media files without performance issues.

Key Skills

- **Writing Skills:** Strong background in writing about environmental topics, self-published experience but needs more professional editorial support.
- **Technical Skills:** Highly proficient with online learning platforms and publishing tools.
- **Publishing Knowledge:** Aware of the basics but looking to deepen his understanding of professional publishing and marketing.

Learning Preferences

- **Content:** Values detailed information, especially about sustainability practices. Prefers case studies and real-world examples.
- **Pace:** Can move quickly through content but appreciates deeper learning options and additional downloadable resources.

Learner Persona 3: Maria – The First-Time Novelist

Profile Summary

- **Age:** 45
- **Occupation:** High School Teacher
- **Writing Experience:** 1 year of novel writing, first attempt at publication.
- **Location:** Mexico
- **Education:** Bachelor's degree in Education
- **Technology Comfort Level:** Low to moderate (regular user of basic internet and email but limited experience with online learning platforms or publishing tools).

Needs and Goals

- **Goal:** Maria has finished her first novel and is seeking a publisher that offers clear guidance and strong editorial support.
- **Needs:**

- A user-friendly, step-by-step guide through the submission process.
- Assurance that she can navigate the course with limited technical skills.
- Clear, simplified instructions on how to access resources and communicate with the editorial team.
- Supportive community and resources to help boost her confidence as a first-time author.

Technical Requirements

- **Bandwidth/Internet:** Low bandwidth, frequent connectivity issues in rural areas. Requires light, quick-loading content to ensure accessibility.
- **Device:** Desktop computer at home with a slow internet connection. Occasional access via smartphone.
- **Internet Access:** Intermittent connectivity due to geographic limitations. The course must be designed to handle slower load times and include offline content options if possible (e.g., downloadable PDFs).

Key Skills

- **Writing Skills:** Strong in storytelling, but lacks technical skills related to manuscript formatting and submission.
- **Technical Skills:** Basic proficiency with email and word processing, but needs clear guidance in navigating the submission portal and online platforms.
- **Publishing Knowledge:** Very limited understanding of the publishing process, needs foundational knowledge.

Learning Preferences

- **Content:** Prefers simple, clear language and step-by-step visuals. Favors downloadable resources that she can review offline due to intermittent connectivity.
- **Pace:** Self-paced and prefers to take her time, as she balances writing with her teaching job.

Technical Requirements for All Personas

1. Bandwidth Considerations:

- The course should be optimized to handle a range of internet speeds, with low bandwidth options for users like Maria.

- Media files (e.g., videos) should have lower-resolution alternatives or be optional to ensure accessibility in rural areas.

2. **Device Compatibility:**

- The course must be responsive and accessible on both desktop and mobile devices, given that personas like Sarah and John may switch between devices.
- It should load quickly and function smoothly on older devices or slower internet connections (like Maria's).

3. **Internet Access:**

- Ensure that essential content, such as quizzes and resources, can be accessed and completed even with occasional drops in connectivity.

Key Skills and Alignment with Business Case

- **Writing and Communication:** All three personas possess some level of writing skill, but they each need guidance on professional publishing and manuscript submission, which aligns with Mirror Publishing's business case to support debut authors.
- **Technical Proficiency:** Sarah and Maria need user-friendly, intuitive platforms, while John can handle more advanced interactions. The course should balance simplicity with depth to engage all users.
- **Publishing Knowledge:** The course will fill a critical gap by educating authors about the formal publishing process, reinforcing Mirror Publishing's role as a supportive, eco-friendly partner.

Additional Audience Analysis Insights

- **Motivation:** All three personas are driven by a desire for a supportive publisher that aligns with their personal values (whether it be creativity, eco-consciousness, or first-time author support).
- **Preferred Learning Styles:** There's a mix of needs for both detailed information (John) and simplified, visual instructions (Maria). The course should cater to both by offering deeper learning opportunities through additional resources and simple, clear instructions in the main course.

- **Support Requirements:** Authors like Sarah and Maria will need more ongoing support, so providing links to FAQs and a contact option(email, whatsapp) for editorial assistance will be important.