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| Persona 1 |  |
| Name | Hannah |
| Gender | Famale |
| Age | 45 years old |
| Background | * professional seeking to upgrade her skills in her field of marketing * to keep good competitive. * She is a busy lady. |
| Goals & purpose | * She prefers flexible courses for her busy schedule * She likes to join some values courses that offer practical and applicable knowledge to her job. |
| Behavior | * She wants to access content through mobile devices * She like to personalize the settings on her own preferences * She always keep update on course recommendations which are aligned with her career goals. * She seeks certifications to enhance her competitive |
| Challenge & constraint | * Time constraints and finding courses that match her advanced level of expertise. |
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| Persona 2 |  |
| Name | Sameul |
| Gender | Male |
| Age | 21 years old |
| Background | * College student majoring in computer science * He is eager to enhance his skills for his employability practically and theoretically |
| Goals & purpose | * He seeks for some online learning resources for coding and tech-related courses * To deepen his understanding of coding languages * Update the trend on tech-related knowledge, such as software and project management tools. |
| Behavior | * He prefers interactive learning materials like coding exercises and video lectures. * He is interested in a community where he can collaborate and discuss coursework * He likes to meet new friends in the community of IT field |
| Challenge & constraint | * Budget constraints * finding courses relevant to his coursework * lack of self-discipline to complete the course in schedule |
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| Persona 3 |  |
| Name | Ann |
| Gender | Female |
| Age | 35 |
| Background | * She is a housewife * She has 2 young children, * She has a 6 years old boy * She has a 4 years old girl * She concerns a balanced and healthy lifestyle focused on self-care and wellness |
| Goals & purpose | * She seeks for some on-line course for her own interests * She is interested in increase her knowledge for personal self-well-being development. * She seeks for some practical courses on child care, early childhood development, and parenting tips * She is interested in courses that related to mindfulness, meditation, and stress management techniques to enhance her mental well-being. * Sarah also explores yoga and fitness programs to maintain her physical health |
| Behavior | * To improve her abilities in nurturing her children. * She values interactive sessions, guided practices, and expert /trainer / mentor -led content that she can easily follow in a daily routine. |
| Challenge & constraint | * She is finding some comprehensive courses that align with her specific goals and interests * She is very busy * She has limited flexibility. It is difficult for her to consistently attend or complete coursework on time * It is difficult for her to find a quiet and conducive environment for studying |