



Alexa Anderson

ABOUT

Age **25**

Occupation **Student**

School **George Brown College**

Program **IS Business Analysis**

Program Mode **Hybrid**

Location **Toronto, ON**

LEARNER PERSONALITY

Hands-on Theoretical



Organized Flexible



Busy Time Rich



Independent Collaborative



INTEREST



Technology



Yoga

QUOTE:

"I want a learning system that keeps me organized, motivated, and connected to my goals — without the stress of navigating unclear instructions and outdated tools."

LEARNING STYLE AND BEHAVIOURS

- Thrives as a hands-on, visual learner, excelling with clear, practical examples and actionable feedback.
- Motivated by coursework that directly connects to real-world applications and future career goals in business analysis.
- Prefers structured instructions and applied learning over theoretical assignments to suit her learning style.

GOALS

- Build career-relevant skills through practical, hands-on learning experiences.
- Leverage detailed feedback and actionable insights to achieve academic excellence.
- Secure a co-op placement to gain experience and advance career opportunities.

MOTIVATIONS

- Strong alignment between coursework and professional career goals.
- Timely feedback and analytical insights to track progress, emphasizing strengths and areas for improvement.
- Well-organized, structured course materials for efficient learning.

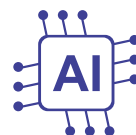
PAIN POINTS

- Lack of alignment between theoretical coursework and practical, real-world applications.
- Limited comparative analytics, making it hard to understand performance relative to peers.
- Overlapping deadlines and inconsistent communications and instructions from instructors.

WISH LISTS



Dashboards with comparative analytics



AI-powered learning tools for quick help



Mobile app with offline access/interactive features