

LEARNER PERSONA

Prepared for:

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INTRODUCTION

A learner persona is a tool used in human-centered learning design to keep training focused on the learner's needs. The persona we have created embodies most of the needs and characteristics we discovered in our audience analysis. Throughout the design process, we will reference this persona to ensure our training meets their needs. Doing so does not exclude other learner profiles, but we will prioritize this persona as they represent the majority of learners.

LEARNER PERSONA



NAME:

Bethani Busymom

AGE

30

QUOTE

"This shot looks great! Let's—
Sorry! That's my kid's school.
Gotta run!"

ABOUT

Bethani is a mother of three, the oldest of whom is in 1st grade. After being laid off last year, she's had difficulty finding work and is excited to have this position. She likes that it gets her out of the house and that she can set her own hours. As a bonus, the work is a lot of fun!

GOALS

Bethani wants first and foremost to support her family, but having a job that she enjoys makes the rest of life's stressors a bit easier to bear. One of the things that she likes about this job is the ability to create her own work schedule, which makes life a bit easier with an elementary schooler, a preschooler, and an infant.

JOB EXPERIENCE

Bethani was laid off from an inventory management job last year due to COVID job cuts. Before that, she had a summer job working in a garden center. While her job description didn't include customer service, she frequently interacted with customers while tending plants. Bethani has no formal experience with photography.

CHALLENGES

Bethani's biggest challenge is childcare. She's certain that part of the reasoning for laying her off was her busy schedule and its interference with her working hours.

Right now, she's nervous about this job, as her supervisor has told her that her photography hasn't been meeting quality standards. She knows that if she doesn't improve, she'll be out of a job. Her supervisor has also mentioned some client complaints that she has left the job in a hurry to take care of her kids.

VALUES

Bethani's primary concern is her kids — everything else comes second. Her work is a high second though, and she would really like to be seen as a professional rather than a mom with a job on the side.

ATTITUDE TOWARD TRAINING

Training sounds like a great idea to Bethani, as long as she's given time to complete it. She's tried looking up some YouTube videos to improve her skills, but it's been difficult to translate what she sees on the screen into her practice — not least of all because she has kids clambering all over her when she's trying to learn!