



Professional, Technologically Skilled User

NAME James Brown		MARKET SIZE  12 %	TYPE Experienced, Technical Teacher
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Quote

“*It is important for us to prepare students to become responsible medicine practitioners in the real world to ensure the quality of healthcare in Australia*”

Background

Doctor Brown is a well respected doctor in the field of medicine, specifically in cardiology. He has been practicing ever since he graduated in 2002, and has recently taken a reduced role in the hospital he works at to begin teaching at his local university. He considers himself very determined and passionate about his work, and as such, he is very excited about any new technologies or methods that can improve his discipline.

James graduated from university in Sydney in 2002 and began practicing at a local hospital. In 2014 he decided to also do research in his field, which garnered him respect in the discipline. He often travels overseas to conferences to present his research. He also offered himself up to become a professor at a local university, where he teaches to this day.

James is married with a single teenage child.

Demographic Info

Male 46 years

Sydney, Australia

Married

Australian (Caucasian)

Doctor of Medicine (MD) (2002)

Position Info

Professor at the MED University

Reports to the Dean of the Medical School

Supervises tutors and Associate Professors within the Medical School

Goals

- Needs to update his courses to be up-to-date with medical knowledge every year
- Needs to ensure the quality of his courses in covering all aspects of his subjects without fail.
- Adopt new, innovative methods for teaching his classes

Motivations

- He is motivated by ensuring his students become responsible doctors: it fills him with pride that he takes a major role in helping people with ailments all over the world.
- Likes new technology, his career started as the internet began expanding. He wants to use new technology to improve his discipline.

Frustrations

- Not understanding the Creative Learning Units framework
- He is extremely busy, and cannot spend long periods of time creating courses
- James is disappointed in his students when they graduate while being unfit for the responsibility of becoming a doctor
- He is bothered by how long the process of creating courses takes, and wants to have the process more automated

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