Learner Persona

Lenny Learner

An engaged employee that wants to learn more

BEHAVIOR & ACTION FACTORS

- Likes to see courses that others recommend
- Like to be brought back to where they left off
- Like to hear from peers
- Looks for courses that will move them to the next level in their career
- Can listen to audio in content (potentially while multitasking)
- Likes to get certifications or badges
- Likes to contribute content (like create a blog post to share)
- pause course and pick up where left off
- likes to understand where content fits into a larger view of the topic (learning path)
- like to share their thoughts
- See what others find valuable
- Save interesting content to explore later
- explore content around different career paths
- prioritize content for learning

DEMOGRAPHIC & PSYCHOLOGICAL FACTORS

- Time zones
- Telecommute
- not super tech savy?
- English speaker
- Don't waste time searching
- only limited time to complete something
- high expectations on intuitive technology (coolest and latest)
- need to give feedback for improvement
- Speak additional language other than English
- Feel confident that the content is relevant
- Contribute and engage with the content (discussions or comments or extend the content)
- Non OT staff can't enroll in certain vendor courses
- Feel overwhelmed as a beginner/not sure where to start

NEEDS & PAIN POINTS

- Can't find the website
- Confused by the fact it's labeled OTU (use the full name)
- Wants proof of successful completion of learning
- Confused with "LearnSource" branding? (make LS a tool and not a destination)
- Cant find what they want because there is no course organization within a curriculum
- Too many clicks to get to what they want (sign up for the course and open it immediately without "experiencing" the LearnSource UI)
- Classes full/short wait lists
- Unable to submit feedback for something on the site
- no leader support to apply learning
- View / engage in accessible content
- Rate and share content with others
- too much scrolling - make compact view (https://otu.hcp.uhg.com/content/agile/agile-practice)
- quickly find what they need to help them
- More faceted search with content that isn't just an e-learning course (index content that is not a course and iconography that quickly identifies what "kind" of resource it is.)
- There are class/courses I can see but I cannot sign up for them
- find right level of content

Journey for

Lenny Learner

An engaged employee that wants to learn more

1: Discovery · 2: Engaging · 3: Engaged · 4: Disengaging

Behavior Action

1: Discovery

- Likes to see courses that others recommend
- Looks for courses that will move them to the next level in their career
- Like to hear from peers
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- See what others find valuable
- explore content around different career paths
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- Save interesting content to explore later

2: Engaging

- Likes to contribute content (like create a blog post to share)
- pause course and pick up where left off
- Likes to get certifications or badges
- explore content around different career paths
- prioritize content for learning
- Looks for courses that will move them to the next level in their career
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3: Engaged

- Can listen to audio in content (potentially while multitasking)
- Like to hear from peers
- likes to understand where content fits into a larger view of the topic (learning path)
- Likes to contribute content (like create a blog post to share)
- Likes to see courses that others recommend
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- like to share their thoughts
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- prioritize content for learning
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4: Disengaging

- Likes to see courses that others recommend
- Like to hear from peers
- Looks for courses that will move them to the next level in their career
- Save interesting content to explore later
- explore content around different career paths
- likes to understand where content fits into a larger view of the topic (learning path)
- Likes to contribute content (like create a blog post to share)
- See what others find valuable
- like to share their thoughts

Needs Pains

1: Discovery

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2: Engaging

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4: Disengaging

- Rate and share content with others
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Touchpoints

1: Discovery

- Talk t perso find ava traini
- Submit a question about the availability or detail of training
- finding a training through a curriculum that was designed for their role/team/dept that has been pushed to them.
- up on a training ed about through targeted endation (at the of a training the tation of other recommended trainings)
- Following up on a training they learned about outside the website (a meeting), a newsletter)
- Find courses recommended by coworkers and peers
- Read community feedback (comments, recommendations, etc.) from class attendees

2: Engaging

- See if I have already taken the class I am looking at
- applying to join a program
- See a view of historical classes I have taken
- Create a list of learning goals to associated with my classes
- Sign up to have curriculum push to me as recommendations (based on historical classes they have taken/completed)
- Signing up for learning material that is available to them (ex. class in LearnSource)
- find a way to manage a list of future classes
- get a notification when any class in their managed list comes available
- Find and track a group of related classes toward completing a set
- Connect classes to one or more of my learning goals

3: Engaged

- **Notification** of a new version of a completed class (ex. getting an email about updated training)
- See what modules are next in their current course, *how long it takes to complete*, what components (kinds of components to be completed: assessments, books, videos) are involved
- Asynchronous discussions with other learners and or facilitators (kind of course component)
- Participate in some collaboration with other students (ex. virtual lab or forum)
- Submit an assignment in a class
- Peer review the assignments of others
- Can see if a class **I am viewing** has been updated since they previously completed the class (i.e. class versions associated with classes by date correlated)
- Build a list of potential courses and save them for later
- Offer feedback for a course I have taken
- Check on status of an application to a program (programme application to attend - management and transparency)
- sk the community question about a course I am terested in (crowd-source answers)
- Contribute content to OTU Learning (Books, links to articles, OTU hosted articles, events)
- Show % completed of course and % remaining to be completed
- See a list of all active classes I am signed up for and my progress as well as any deadlines
- Inquire about becoming an instructor in a domain and for a topic/course
- Find additional information associated with a course (reference material, microsite, blogs, class labs, link to elsewhere)
- Learn a how to a class for students)
- Associate a course with a goal/capability /personal map goal

4: Disengaging

- Take a skills assessment that aligns them with desired learning that targets their level
- Recommendations based on their course history
- Information/notification when new courses/updated courses are available within a knowledge domain/college the user is relating to already
- Get help from SMEs
- Submit to become an SME
- A way to contact a knowledge domain lead and get help finding content
- Leaderboard - number of courses, percentage complete or a long course, different points for different courses (gamification on content)
- Notification to employees to managers when the user completes a course (so the manager can potentially reward them or review them)
- Path progress badging (badges for class completion as well as badges associated with completing a set of courses)
- Ability to earn a badge back if lost due to course updates
- ongoing discussion (board/forum/ms teams) associated with the course material (how to handle unmonitored/ unanswered questions)

Demographic Psychological

1: Discovery

- Speak additional language other than English
- Feel confident that the content is relevant
- Feel overwhelmed as a beginner/not sure where to start
- not super tech savy?

2: Engaging

- Feel overwhelmed as a beginner/not sure where to start
- Non OT staff can't enroll in certain vendor courses
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3: Engaged

- Time zones
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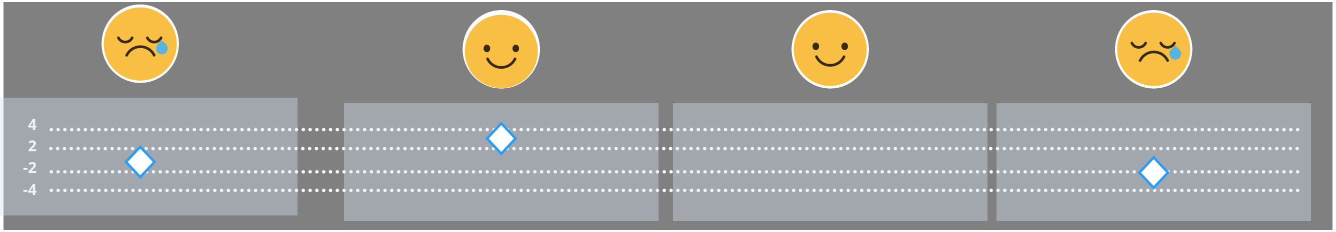
Mood

Mood Scale



Non-Integrated Persona

Gail Guest

A potential learner with restrictions.

BEHAVIOR & ACTION FACTORS

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DEMOGRAPHIC & PSYCHOLOGICAL FACTORS

- Could be virtual learners
- Stress of being a contractor
- Might have some confusion about what's available and what's expected
- Expected to not need to learn certain non-Optum centric learning
- May be FTE or Contractor
- May be an intern
- Time zones
- Non OT staff can't enroll in certain vendor courses
- Non OT staff and can't enroll in OTU courses

NEEDS & PAIN POINTS

Business Partner Persona

[First Name]

[Role Description]

BEHAVIOR & ACTION FACTORS

DEMOGRAPHIC & PSYCHOLOGICAL FACTORS

NEEDS & PAIN POINTS

ensuring content meets accessibility guidelines

Journey

for

[name]

[role description]

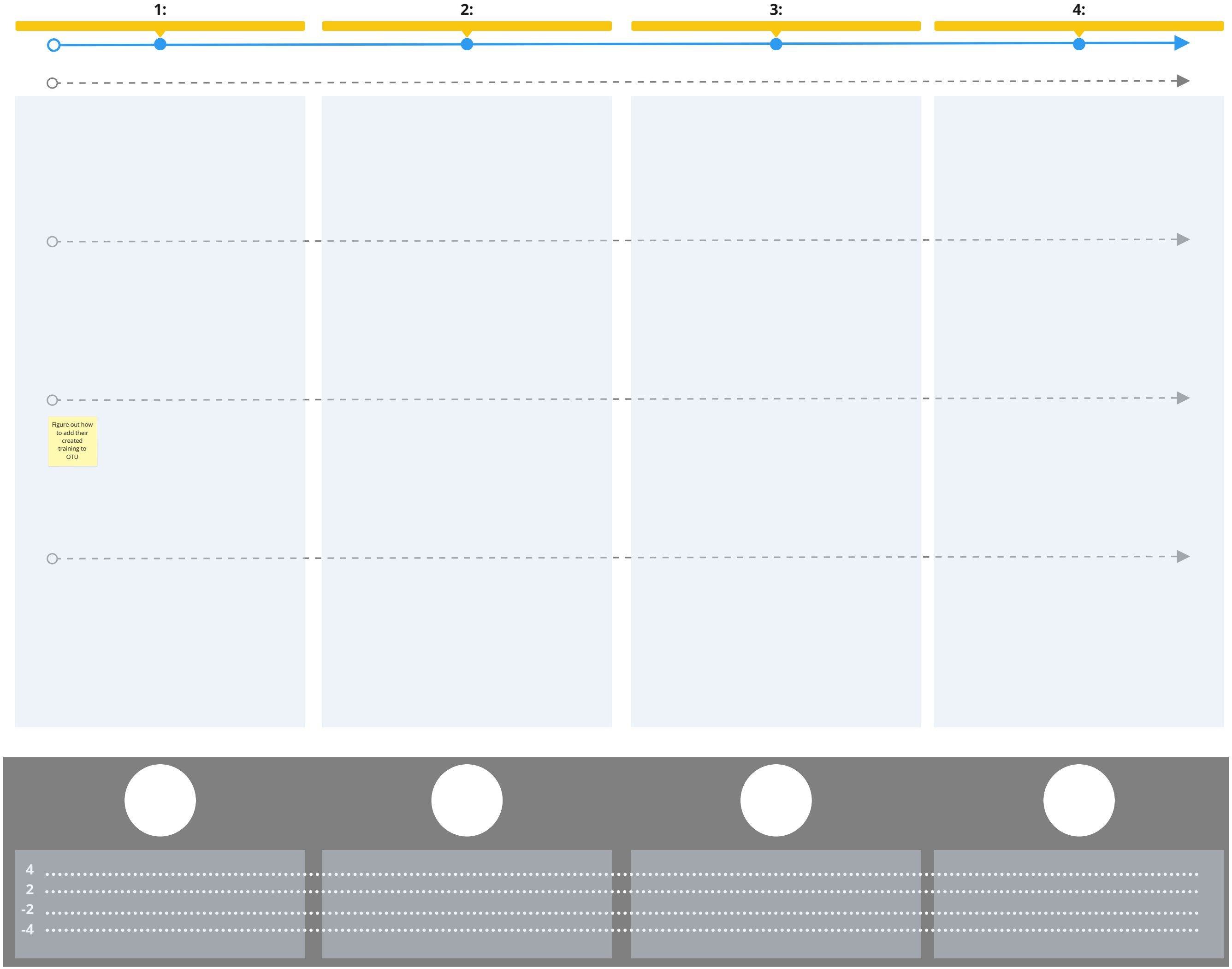
	1:	2:	3:	4:
Behavior Action				
Needs Pains				
Touchpoints				
Demographic Psychological				
😢 🙂 Mood	○	○	○	○
◇ Mood Scale	4 2 -2 -4			

Journey

for

[name]

role description



1:
2:
3:
4:
Behavior
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Needs
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Demographic
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Mood
Mood Scale
4
2
-2
-4

Figure out how to add their created training to OTU

Admin Persona

[First Name]

[Role Description]

BEHAVIOR & ACTION FACTORS

DEMOGRAPHIC & PSYCHOLOGICAL FACTORS

NEEDS & PAIN POINTS

ensuring content meets accessibility guidelines

Journey

for

[name]

role description

	1:	2:	3:	4:
Behavior Action				
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Demographic Psychological				
😢 🙂 Mood	○	○	○	○
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LMS Feature Research

BASE ON MOODLE.ORG AND COURSERA.ORG

USER INTERFACE

- Modern (compass list and card views)
- Consistent Course Presentation
- Mobile as well as desktop
- Explore Careers (learning paths with levels)
- Consistent modules attached to courses:
    - Course about page
    - requirements checklist
    - Motivations for taking the course form
    - Pre-tests
    - Glossary
    - Forum connected to course
    - Additional URLs
    - Resource and prerequisites
    - Timed Tasks (w deadline)
- Course sections
    - Essentials
    - Why this course
    - Material
        - Ability to upload assignment work
    - Course Check and Feedback
    - Learn More

COURSE CONTENT PATTERNS

- Page turner
- Exercises
- Quizes
- Assignments (w/(out) due dates)
- Pre-tests
- Post-tests
- Badges
- Discussions (in forums)
- Peer-workshop/peer-assessment (peers assigned to provide feedback for a min number of peer student assignments submitted, per course assignment)

PERSONALIZATION

- Career Path identification through on-boarding experience
    - Makes "up skill" recommendations based on career path on-boarding
    - Can change career path
- My Courses
- User Dashboard
- User Menu
- Course progress on course page
- Able to find other who are sign up for a course
- Shows your "calendar" view of assigned courses
- Shows up-coming courses
- Messaging center
- Course grades
- Associate course with competency (in our case, learning goals)
- Student profiles with badges (searchable and viewable by others)

COLLABORATION

- Course Forums
- Course feedback

NOTIFICATIONS

- Student Messaging (personal and group)
- My Courses - course list with progress and overdue presentation

TRACKING

- In-course progress
- Start where you left off
- Tasks paradigm (as opposed to whole module or whole course)

PERSONA IDENTIFICATION WORKSHOP

Optum Tech Employees not leadership

- Engineers
- Tech
- Tech Development Program / Early Career
- Non Engineers

Optum Tech Employees

- Executive Leadership Team
- Senior Leadership for Technology
- Engineering Leadership

Non-UHG Employees (Contractors)

- Non-Integrated Entities
- External

UHG Employees that are not OT

- Business Leaders
- Business Staff
  - (like Community and State business employees)

Executive Learners

Learners

Non-integrated Learner

Admininstators (professors of OTU)

TARGETED PERSONAS

IN-SCOPE

Learners

Non-Integrated Learners

Administrators

Business Partner

OUT-OF-SCOPE

SMEs (who need to collaborate on content building)

Trainers (who need to gather materials for training delivery)