

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
savvy?

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

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
L5 a tool and not
a destination)

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)

no leader
support to
apply
learning

View /
engage in
accessible
content

Rate and
share
content
with others

too much scrolling
- make compact
view
(<https://ota.hopu.hg.com/content/a/gleagle-practice>)

Non OT staff
can't enroll in
certain vendor
courses

Feel
overwhelmed as
a beginner/not
sure where to
start

quickly find
what they
need to
help them

More focused 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

NEEDS & PAIN POINTS

Journey

for

Behavior

Action

Needs

Pains

Touchpoints

Demographic

Psychological

Mood

Mood Scale

1: Discovery

2: Engaging

3: Engaged

4: Disengaging



Lenny Learner

An engaged employee
that wants to learn more



Non-Integrated Persona



Gail Guest

A potential learner with restrictions.

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

| | | | |
|---|--|--|--|
| 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

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Business Partner Persona



[First Name]

[Role Description]

BEHAVIOR & ACTION FACTORS

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DEMOGRAPHIC & PSYCHOLOGICAL FACTORS

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NEEDS & PAIN POINTS

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| | ensuring content meets accessibility guidelines | | |
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| | | | |

Journey

for



[name]

[role description]

Behavior
Action

Needs
Pains

Touchpoints

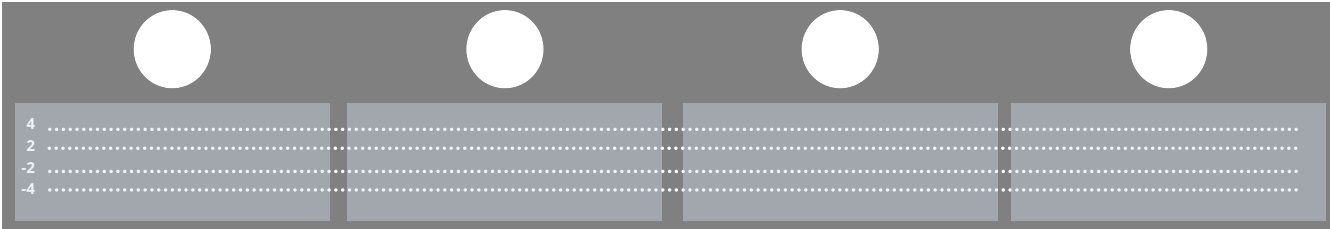
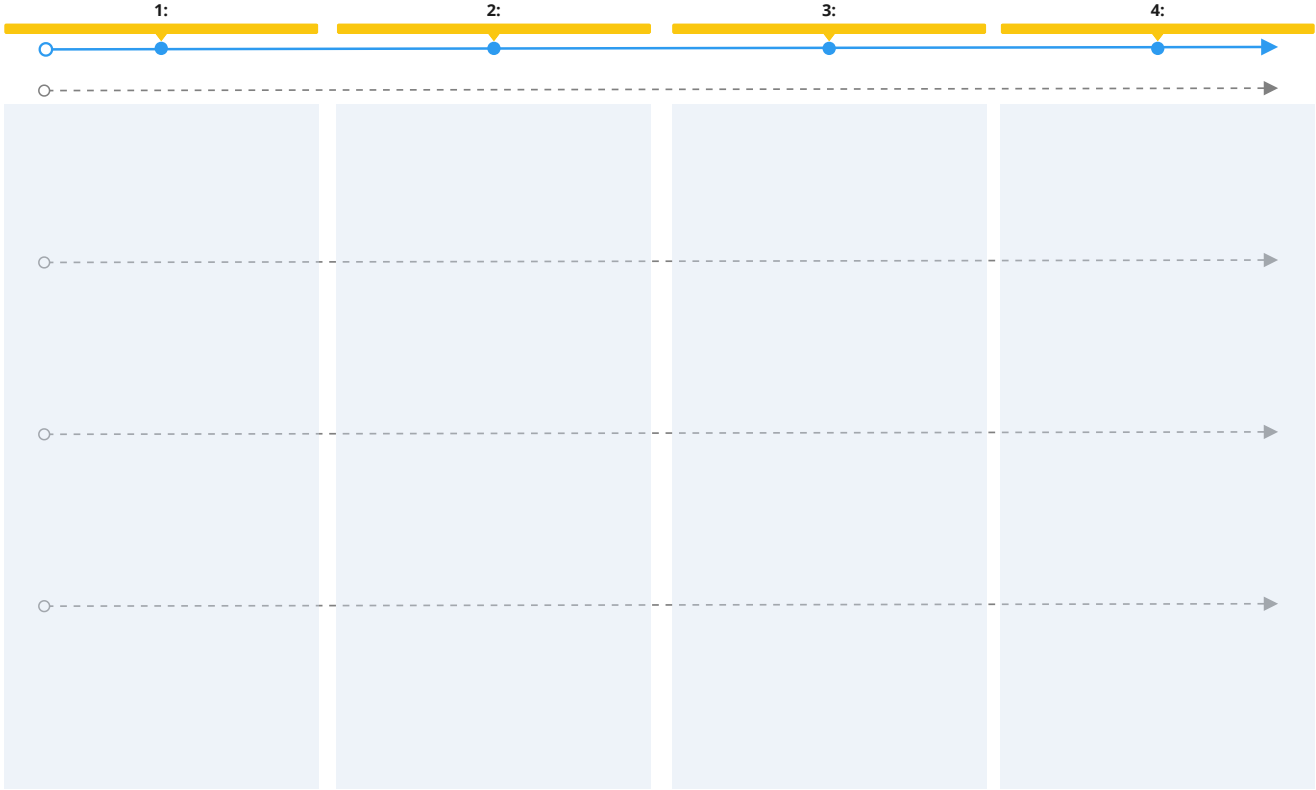
Demographic
Psychological



Mood



Mood Scale



Journey

for



[name]

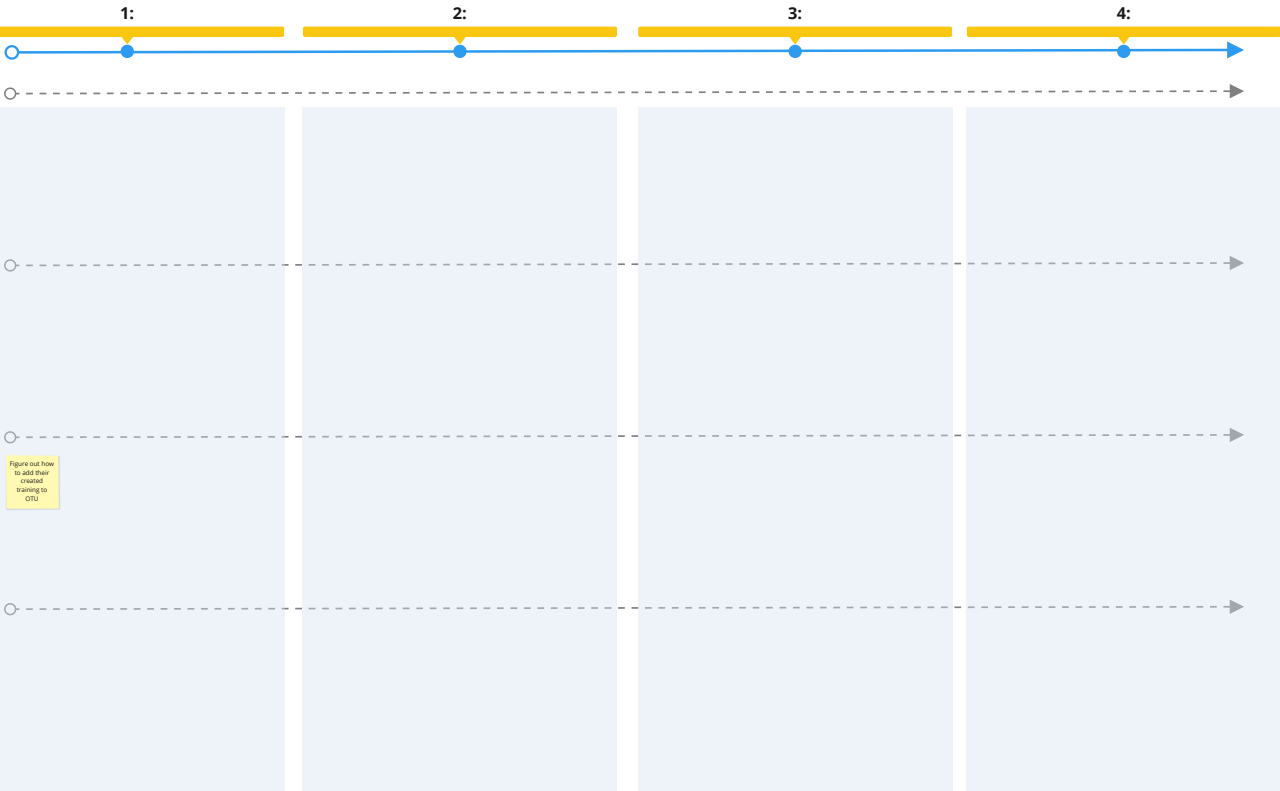
role description

Behavior
Action

Needs
Pains

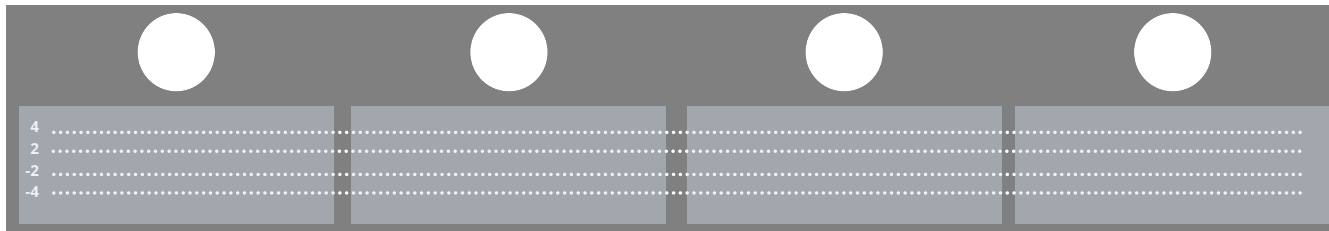
Touchpoints

Demographic
Psychological



Mood

Mood Scale



Admin Persona



[First Name]

[Role Description]

BEHAVIOR & ACTION FACTORS

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DEMOGRAPHIC & PSYCHOLOGICAL FACTORS

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NEEDS & PAIN POINTS

| | | | |
|--|---|--|--|
| | | | |
| | ensuring content meets accessibility guidelines | | |
| | | | |
| | | | |

Journey

for



[name]

role description

Behavior
Action

Needs
Pains

Touchpoints

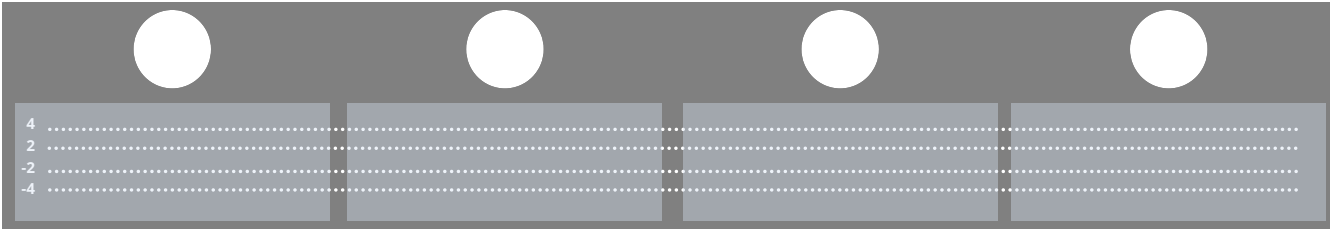
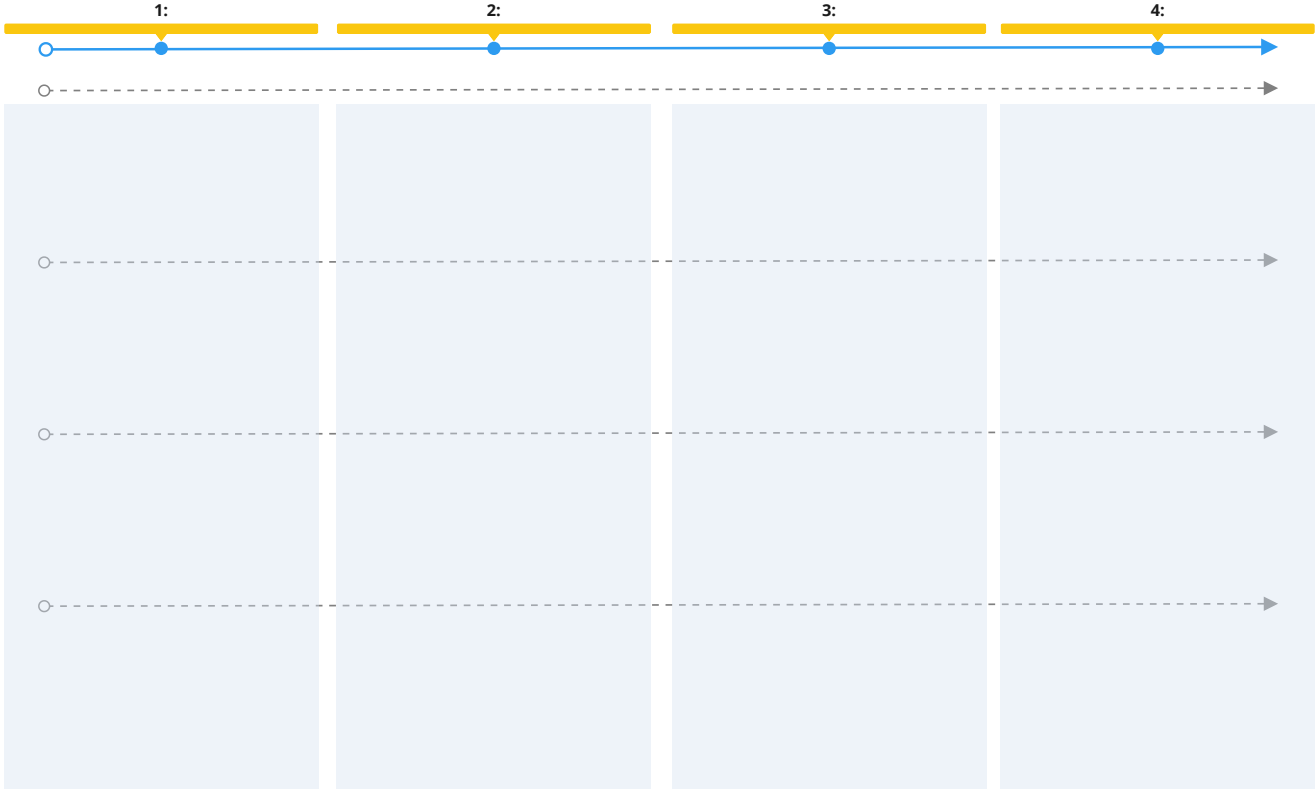
Demographic
Psychological



Mood



Mood Scale



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
- Quizzes
- 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

Admininstrators
(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)