

# User Persona

A comprehensive view of your target customer's needs, behaviors, and brand relationships

## Core Profile



**Name:** Ana Ramírez

**Age and gender:** 46 yo, female

**Job:** Continuing Education Coordinator

**Income range:** 300 000 - 350 000 MXN

**Location:** Mérida, Yucatán, México

## Background

**Short bio:** Ana Ramírez is a seasoned Continuing Education Coordinator at the Faculty of Accounting and Administration (FCA). For the past eight years, she has been the operational basis of the department.

### Lifestyle and values:

**Organized & Prepared:** Ana's love for order extends beyond work.  
**A Quiet Enthusiast:** She is an avid reader, mostly of historical fiction and organizational psychology books.  
**Deeply Values:** Reliability and Trust.  
**Motivated by:** Quiet Impact.

### Professional context:

Her role consists in putting things into order. She manages the whole lifecycle of 15-20 simultaneous programs, each with its own instructor, list of applicants, payment records, and attendance sheets.

## Audience Insights

### Goals:

- Short-term goals:
  - Master the new platform's workflow
  - Clean up the active event catalog
- Long-term goals:
  - Leverage historical data for planning
  - Become the department's workflow expert
- Key drivers and priorities:
  - Efficiency and control
  - Reliability and trust

### Barriers:

- Practical challenges:
  - Incomplete data migration or legacy records
  - Instructor reluctance to new processes
- Emotional frustrations:
  - "The spreadsheet was faster"
  - Loss of personal ownership
- Obstacles to success:
  - Lack of peer adoption

## Behavior and Personality

### Personality traits:

- Methodical

Coordinators handle structured tasks like setting up course offers, meticulously reviewing applicant documentation, confirming registrations, and analyzing post-event data, requiring systematic organization to avoid errors amid heavy workloads.

- Dependable

They ensure seamless program delivery for mid-career participants seeking career advancement

- Resilient / adaptable

### Tech proficiency:



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*My job is to make sure every course runs smoothly from the first announcement to the last grade. I need one reliable place to see everything: who's enrolled, who has paid, and what's coming up next.*

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## Related articles

### The Profile of Continuing Lecturer Professional Competency Conditions in Private Universities

This 2023 study made by researchers at a private Indonesian institution examines the competency levels of lecturers involved in ongoing professional development within private higher education settings. This shows how policies and age demographics influence competency in their industry.

### Demand for University Continuing Education in Canada: Who Participates and Why?

This article analyzes data from the 1995 National Graduates Survey (NGS) group of Canadian university graduates pursuing further education within five years of their bachelor's (in our case, licenciatura) or first professional degrees.

### Professional Socialization and Development Needs of Coordinators of Clinical Education

This 2025 study from the Journal of Athletic Training Education and Practice surveys 132 coordinators of clinical education from credited athletic training programs to assess their onboarding processes and training gaps.

### Decision support model to adopt big data analytics in higher education systems

This paper was made by Adel Alkhalil and published in the International Journal of Advanced and Applied Sciences. It examines how higher education institutions (like it would happen in the FCA context) transition legacy student data encompassing enrollment records, performance metrics, and administrative archives into modern analytics platforms.

More details in the User Research Report