JOHN SMITH

Age: 45
Location: Sydney
Occupation: Company Manager
Level: High-level

"A lot of changes in the way stores accept learning, new things all the time. happening all the time. A lot of changes in the programs."

PERSONAL BACKGROUND

John Smith, a manager at a large retail company in Australia and New Zealand, is using Quitch for the company's upskill program across all of its departments.

John has an intermediate level of technical skills, and likes the convenience of Quitch and that it does not provoke high stakes in knowledge and information delivery to the younger demographic users. John has a good understanding of various age groups and their working and learning environments.

John would want a program that can adapt and be fitted to a corporate formal setting, as data extraction can be a key element to enhance the learning experience across the company's retail stores. Also, John would like the interactions between learners and the business to be further enhanced with media sharing options.

KEY ATTRIBUTES

- Like the casualness
- Want something not too complicated so people can upgrade their knowledge/skills easily
- Long-term vision
- Understand the characteristics of each age group
- Good management skill
- Ambitious and pro-active

TASKS

- Upgrade employees' knowledge and skills in the respective fields that they are learning.
- Sharing data details and illustrating to others
- Manage individuals' performances