

Learner Persona Profiles

Project Title: Design Thinking – Asynchronous eLearning Course

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Persona 1: Jordan the Problem-Solving Project Manager

- Role/Job Title: Project Manager – Operations Team
- Experience Level: Mid-career (5–10 years)
- Education: Bachelor's Degree in Business or Operations Management
- Technical Proficiency: Comfortable with digital tools and LMS platforms
- Design Thinking Familiarity: None to limited

Learning Goals

- Learn how to structure problem-solving using a repeatable framework.
- Gain confidence applying creative thinking in team-based settings.
- Improve project outcomes by better aligning solutions to user needs.

Challenges

- Often under time pressure to “solve and move on.”
- Struggles with cross-functional collaboration during early project phases.
- Has difficulty balancing innovation with operational efficiency.

Learning Preferences

- Practical, real-world examples
- Self-paced structure with downloadable resources
- Scenario-based exercises

Persona 2: Taylor the Aspiring Innovator

- Role/Job Title: Innovation Associate – Strategy Division
- Experience Level: Early career (1–3 years)
- Education: Bachelor's in Design Studies or Marketing
- Technical Proficiency: High – Familiar with collaborative tools and design software

- Design Thinking Familiarity: Moderate – Knows the terminology but lacks applied experience

Learning Goals

- Build a practical toolkit to support innovation workshops.
- Strengthen ideation and prototyping skills.
- Bridge the gap between theory and day-to-day team facilitation.

Challenges

- Lacks seniority and influence to push new ideas forward.
- Needs structure to apply creative ideas more effectively.
- Limited access to formal training and mentorship.

Learning Preferences

- Interactive content with real-world use cases
- Tools and templates to apply immediately
- Opportunities to reflect and self-assess

Persona 3: Morgan the Cross-Functional Collaborator

- Role/Job Title: Learning Experience Designer – HR/L&D Department
- Experience Level: 10+ years in instructional design and development
- Education: Master's in Instructional Design or Organizational Development
- Technical Proficiency: Expert – Uses LMS, Articulate, and design tools daily
- Design Thinking Familiarity: Limited but conceptually aligned

Learning Goals

- Incorporate Design Thinking into training design methodology.
- Enhance learner engagement through empathy-driven content.
- Apply iterative prototyping to eLearning development.

Challenges

- Balancing creativity with compliance and policy requirements.
- Convincing stakeholders to adopt new design methods.
- Risk aversion within the organization.

Learning Preferences

- Strategy-focused content tied to measurable outcomes
- Opportunities to map theory to their own practice
- Thought leadership articles and frameworks

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