

PERSONA FULL NAME

PERSONA NICKNAME



KEY STATS

AGE:

EXPERIENCE: How long have they been in role?

TEAM SIZE:

TEAM DETAILS: Describe a little bit about this persona's role and the team dynamic they exist in at work.

PERSONAL PROFILE

This is just a little bit of a blurb about the persona. Who they are, what makes them tick. General background information.

MOTIVATORS AND GOALS

GOALS

- Goal 1
- Goal 2
- Goal 3
- Goal 4

MOTIVATED BY

- Motivator 1
- Motivator 2
- Motivator 3
- Motivator 4
- Motivator 5

REMEMBER: Your personas goals and motivations are unlikely to have anything to do with learning! What do they want from their job? What about outside work? Who are they as a human?!

KEY TRAITS

- Key trait 1
- Key trait 2
- Key trait 3
- Key trait 4
- Key trait 5

This is about them as a human - nothing to do with learning!!!

EMOTIONAL DRIVERS

NEEDS

- Need 1
- Need 2
- Need 3
- Need 4
- Need 5

Emotional drivers aren't always about learning. Your persona may not necessarily *need* learning, they might need more support at work, more guidance from their managers, and so on.

INSPIRED BY

Provide some insight into what inspires your persona.

Remember they're a human, their inspirations are unlikely to be your learning! It can be anything... Barak Obama, career progression, Tay Tay... who knows?! (You do, from your research!)

PAIN POINTS

- Pain point 1
- Pain point 2
- Pain point 3
- Pain point 4
- Pain point 5