

LEARNERS PERSONAS FOR CIRCULAR CITY TRANSITIONS

T00L #



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• What is the objective of this tool?

 Define your target groups with an in depth approach to make sure your learning programme fits with your learner's profiles.





How to use this tool?

- Define 1 to 3 different learner profiles who will be involved in your capacity building programme
- Fill up the learner persona canvas.
- Use this canvas as a reminder for the following steps of your programme implementation

LEARNERS PERSONA



Age: 1-100 Work: job title Family: married, kids Location: city, country

Name: John doe

🏷 Bio

The bio should be a short paragraph to describe the learner journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the learner's personal and of professional life that make this learner a key target group for your training

♂, Pain points

The challenges this learner would like to avoid. An obstacle that prevents this user from achieving their goals. Problems with the available solutions.

ČPersonality

Introvert.		Extrovert			
Thinking		F	Feeling		
Sensing			Intuition		
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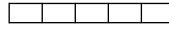
🖒 Motivation

Growth

Power

C Learning channels

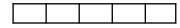
Online Computer



Online mobile



Blended learning





A task that needs to be completed. A life goal to be reached . Or an experience to be felt.

LEARNERS PERSONA



Age: Work: Family:

Location:

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Thinking	F	eeling	9
Sensing	Sensing Intuition		on
Judging	F	Percei	ving

C	Name:
J	Bio

Pain points ٢,

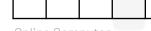
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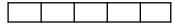




Online mobile



Blended learning







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