LEARNERS PERSONAS
FOR CIRCULAR CITY TRANSITIONS

Reflow

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

Reflow

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.

Goals

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

Personality

Introvert.   Extrovert

Thinking   Feeling

Sensing   Intuition

Judging   Perceiving

Motivation

Incentive

Growth

Power

Social

Learning channels

Physical

Online Computer

Online mobile

Blended learning

LEARNERS PERSONA

Reflow

Age:
Work:
Family:

Location:

↻ Name: --

↻ Bio
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↻ Goals
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↻ Pain points
_____
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_____

↻ Personality

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