**Learner persona template**

Please fill out all the key information. One persona relates to one key learner demographic. These personas are used in the back-end of a project and are not visible to learners, although they will inform our approach to characters etc.

**The first has been completed as an example. This is in the context of a feedlot worker.**

|  |  |
| --- | --- |
| **Persona 1:** *Mill operator* | |
| **Name** | Jamie |
| **Age** | 18 |
| **Education and experience** | Finished Year 10 and has Certificate III in Agriculture from TAFE.  Level 2-3 LLN. |
| **Characteristics** | Likes staying active and getting things done.  Enjoys chilling out and making friends. |
| **Learning preferences** | Prefers learning through doing and viewing the content (imagery and videos). |
| **Needs for learning/particular gaps in understanding** | New starter in the feeding and milling team.  Needs to understand the key principles of feeding and milling.  Manager has asked him to complete the training to help him learn while he also learns on the job. |
| **Think** | “I feel responsible and proud when I do the job well and meet my targets.”  “This job takes a lot of skill and it’s really important to get it right.”  “I think I’ve got a quicker way of doing things. Why do we have to do things this way?” |
| **Feel** | “I want to be challenged and learn how to get better”  “If I find this boring, I might find something else to do” |
| **Do** | Active and compliant when challenged.  Can cut corners when unsure about the skills/parts of the role. |
| **What they hope the training achieves** | Build skill and efficiency in role. |

|  |  |
| --- | --- |
| **Persona 2:** | |
| **Name** | Representative name |
| **Age** | Representative age |
| **Education and experience** | Educational background and experience (e.g. positions, roles etc.) |
| **Characteristics** | Behavioural traits and interpersonal characteristics |
| **Learning preferences** | How they prefer to learn |
| **Needs for learning/particular gaps in understanding** | Where their knowledge gaps lie  Where they might require more or less support (e.g. strong numeracy skills, but weak literacy skills) |
| **Think** | What thoughts do they have about asbestos management now?  What thoughts would you like them to have? |
| **Feel** | How do they feel about asbestos management now?  How would you like them to feel about asbestos management? |
| **Do** | What do they do, relating to asbestos management now?  What would you like them to do? |
| **What they hope the training achieves** | What are they hoping to get from the training (e.g. explicit instructions on how to find the asbestos management policy and related documentation etc.) |

|  |  |
| --- | --- |
| **Persona 3:** | |
| **Name** |  |
| **Age** |  |
| **Education and experience** |  |
| **Characteristics** |  |
| **Learning preferences** |  |
| **Needs for learning/particular gaps in understanding** |  |
| **Think** |  |
| **Feel** |  |
| **Do** |  |
| **What they hope the training achieves** |  |