

LEARNING PERSONA

By working with personas, a differentiated view of the target group can be gained.
It's helpful if the personas come as alive as possible. And, don't forget: Always verify in the field,
and keep it flowing. They always remain hypotheses!

BIOGRAPHICAL

> Name, age, place of residence, background

ACTIVITIES

> Working experience, development goals and plans

LEARNING CONTENT

> Preferred channels and formats

SPECIAL FEATURES

> Special issues and potentials

NEEDS / FEARS

> What is behind it?

DECISION MAKING

> How are decisions made and who has influence?

MOTIVATION TO LEARN

> Passion and interests for topics