

User Centric Learning Experience Design

A Persona Template for Corporate Learning

This user persona template is a tool to design corporate learning programs, workshops, trainings and events with a user centric approach.

The tool is meant to be used to design a learning experience and paint a picture of the participants strengths, challenges and the desired impact of the experience.

A common pitfall in corporate learning design is to jump directly to the content and activities of the training or learning program. By starting the design with the user, you will ensure the learning experience is relevant to the participants and has a better chance of creating impactful learning.

How to use the template

You can use the template on your own or get the planning group of the learning experience together and reserve 30-45min to work through the different stages.

Start with Impact as it is crucial to define what the learning experience will enable the participants to do differently or better. By framing the question like this, the focus is not only on developing understanding but to developing the capacity to perform.

The Strengths in Context and Learning Opportunity enables you to build on the current state of the participants' knowledge.

Fast Forward Testimonials will then give an idea of what you would like the participants to feel and say after the experience as if they were talking to colleagues back at work. You can use "I statements", such as "I especially enjoyed the hands-on activities!"

1. Ideate freely. Don't restrict ideas, just write down everything that comes to mind.
2. Prioritise. Choose for each area, what are the most important points (3-4 max).
3. Review. Look at the participant persona you created and start sharing ideas on the activities and content which are needed in order to reach the desired impact.

What next?

Book a separate time slot for the actual design of the learning experience. You can choose to do it directly after building the persona as well, but as a separate exercise.

Our expert facilitators regularly facilitate learning design workshops for companies, to enable them to create engaging learning experiences. If you would like to explore how we create impactful learning experiences, tools and games, please get in touch.

