

## Case study – Learner personas

### Problem

The business had demographic data on learners but as partnerships with universities and programs offered diversified, there was a need for a clearer understanding of motivations attitudes, behaviours, challenges and expectations of learners on a more granular level to target potential learners and tailor messaging to both potential and existing learners.

### Approach

A mixed methods approach was used with a focus on qualitative research. Variety of stakeholders were consulted to triangulate the perspectives.

Initially the research team was involved in call listening (live and recorded) to provide an overview of the learner landscape. The interviews were conducted with team leaders and managers to understand from their perspective what learners 'look' like. These initial stages then fed into focus groups with those teams who interact daily with learners.

This data was analysed and 6 key persona types emerged. The research team met regularly to examine the initial personas the sought additional data (Google Analytics, Salesforce, end of subject student surveys) to further refine the personas. These were then taken back to the team leaders and managers for their views and input before final refinement.

### Impact

The personas were presented and adopted across the business. They were subsequently incorporated into the induction process, on-going training and development, script development for learner facing roles. The personas were shared with product development and marketing to support development of more granular learner journeys and contribute to product roadmap.