

Curriculum Design Pattern

Global Learning by Design

Name of pattern

Personas

Quick look

Creating a #UserPersona for the students and staff in a course sets the stage for #LearnerCentred #CourseDesign .

Rationale

The creation of personas makes academic staff's implicit understanding of students and the teaching team concrete and visual. They also help the group to better understand the needs of staff, including the lead academic, sessional instructors, guest lecturers, or anyone else who will be integral to the success of a course.

Personas have been widely adopted in marketing and user-centred design since Alan Cooper introduced them in his 1998 book [The Inmates are Running the Asylum](#), but their use in higher education has not been widely documented. A few published examples do exist, for example from:

- [Purdue University](#), in the development of a new undergraduate major in human-centered design and development.
- [University of Hertfordshire](#) Computer Science Usability Group, to better understand their distance learners.
- [Ohio State University](#), by their instructional designers.

Learners/Context

Personas are a tool to highlight the needs of the different student and staff groups throughout the course design or updating process. Using them helps everyone involved in the project develop a shared understanding of these groups' needs and create a course or activity that is engaging and accessible to the widest group.

Personas represents a “hypothesized group of users” including their “behavior patterns, goals, skills, attitudes, and the environment” ([Wikipedia editors July 2015](#)). They combine demographic information with the kind of details and visuals that will help bring the personas to life..

Related patterns

None

Related category

Personalisation

Instructions/Process

Persona templates for students, teaching staff and the academic lead are available on the RMIT Drive (RMIT login required).

Create personas for everyone that will be involved in the course delivery, or for people that you would like to get involved at a future date (for example, and new student demographic not currently represented).

See also: #CourseMapping.

Resources/Technology

Student persona template available from the Digital Learning Team (RMIT login required)

<https://drive.google.com/a/rmit.edu.au/>

Wikipedia editors July 2015

[https://en.wikipedia.org/wiki/Persona_\(user_experience\)](https://en.wikipedia.org/wiki/Persona_(user_experience))

STUDENT PERSONA



NAME

GENDER Male Female X

AGE 18-20 21-25 26-35
 36-45 46+

LOCATION Local Regional International COUNTRY
 Onshore Offshore COUNTRY

EMPLOYMENT

Currently working? No Part time Full time

Experience in related industry? No Limited Extensive In career change
Other

EXPERIENCE WITH LEARNING

	LITTLE	SOME	LOTS
in directed class/group work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
self directed/project/inquiry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
through experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
through reflective practice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
in the workplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other			

EXPERIENCE WITH TECHNOLOGY

	LITTLE	SOME	LOTS
collaborating online?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
with searching the Internet?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
with mobile devices?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
with social media?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
producing digital content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other			

EXPECTATIONS

Of the course

Of lecturer

Other

THEIR STORY

.....
.....
.....