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Learner Persona Research Template

Salutations!

OVERVIEW

Craft targeted eLearning experiences by defining your learners with this streamlined template. Designed by Victoria Larsen, instructional design expert, to help you create impactful, learner-centered training.

Persona: [e.g., Marketing Manager Mia]

A. Core Profile

- **Role/Title:** [e.g., Mid-level Marketing Manager]
- **Industry:** [e.g., Digital Marketing]
- **Age Range:** [e.g., 25-35]
- **Education:** [e.g., Bachelor's in Business]
- **Location:** [e.g., Urban, Remote]

B. Goals & Drivers

- **Learning Objective:** [e.g., Master data-driven campaign strategies]
- **Motivations:** [e.g., Career advancement, increased ROI for campaigns]
- **Key Needs:** [e.g., Practical tools for immediate application]

C. Challenges

- **Pain Points:** [e.g., Limited time, complex analytics tools]
- **Learning Barriers:** [e.g., Overwhelmed by technical jargon]

D. Learning Style

- **Preferred Format:** [e.g., Short videos, interactive scenarios]
- **Device:** [e.g., Laptop, Mobile]
- **Environment:** [e.g., Flexible, on-the-go learning]

E. Skill Snapshot

- **Current Skills:** [e.g., Basic campaign management]
- **Knowledge Gaps:** [e.g., Advanced analytics interpretation]

F. Notes

- [e.g., Values concise content, prefers real-world examples]

How to Use

1. Complete one template per learner type for focused insights.
2. Use data to tailor content, activities, and delivery.
3. Update personas as you gather feedback for precision.

Ready to design training that resonates? Contact *Victoria Larsen* at
vlarsen@larsendesigned.com for expert instructional design solutions!