

## **Student Persona Articulation**

You can use this guide to begin clarifying the learner archetypes for your course or program. Use the prompts below to help articulate your archetype(s). The goal is to envision the diversity of your learners to inform content selection, modality & technology for delivery and authenticity in assessing schemes.

An intro prompt might be - *“A common learner I have experienced in my ‘Intro to Accounting’ course is....”*

### **Persona 1**

<i>Background:</i>	
<i>Goals:</i>	
<i>Challenges:</i>	
<i>Name:</i>	

### **Persona 2**

<i>Background:</i>	
<i>Goals:</i>	
<i>Challenges:</i>	
<i>Name:</i>	

*\*\*\*It is recommended to create no more than 3-4 personas to assist with clarity.*

### **Persona 3**

<i>Background:</i>	
<i>Goals:</i>	
<i>Challenges:</i>	
<i>Name:</i>	

### **Persona 4**

<i>Background:</i>	
<i>Goals:</i>	
<i>Challenges:</i>	
<i>Name:</i>	

*\*\*\*It is recommended to create no more than 3-4 personas to assist with clarity.*