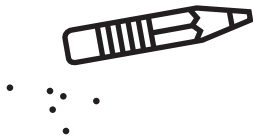
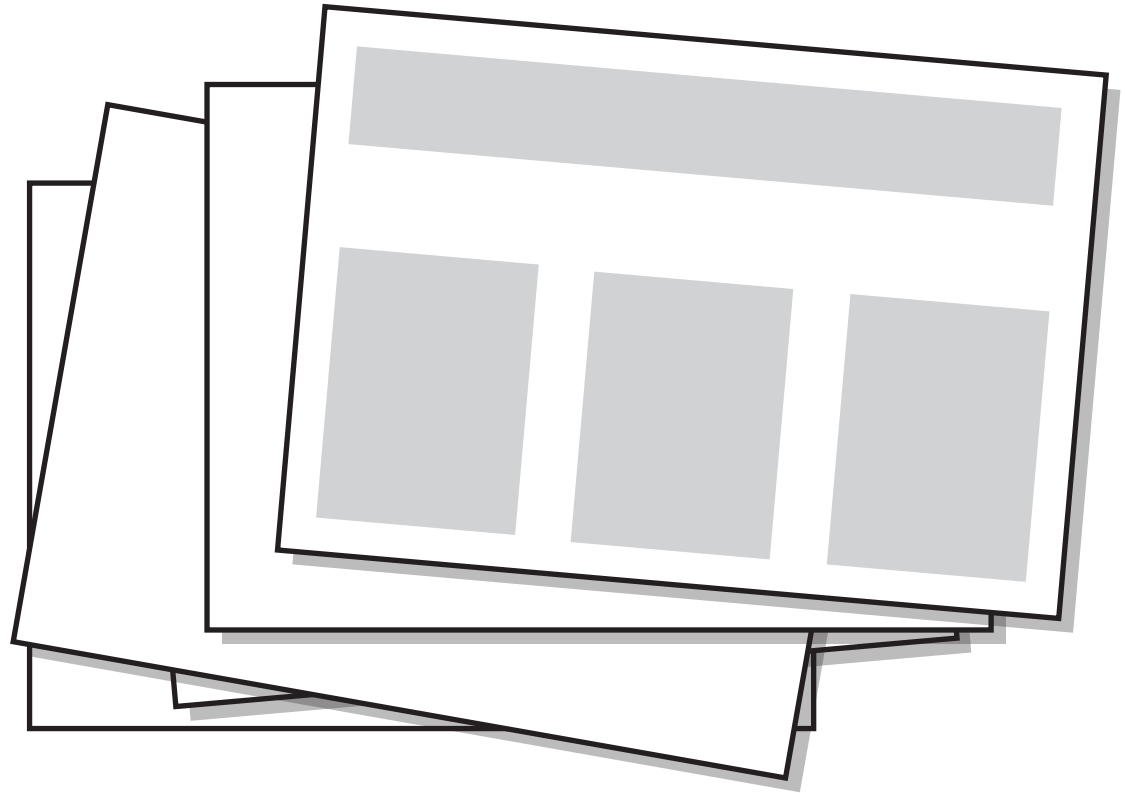


Ⓟ | Learner Profiles

Who Are Your Learners?

Use the following pages to build a clearer understanding of who you're designing for. You'll be able to reference these anytime you design a course.

Create as many profiles as you find helpful. We recommend filling out at least two or three, but some folks do as many as six or seven.





Learner Profiles

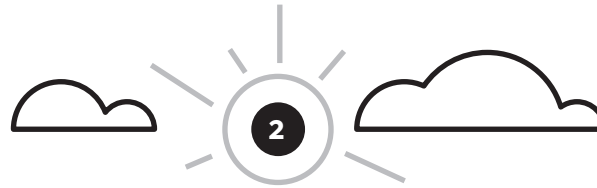
Name:

Person or profile name. For example: "Aisha", "Roberto", "The Business Man", "The Hobbyist", etc.



Description

What kind of person are they? Try for 3-5 sentences.



Aspirations

Why does he or she want to learn this? They want to...



Challenges

What real-life problems do they face related to your topic?

Handwriting lines for the Description section.

Handwriting lines for the Aspirations section, each starting with a small square icon.

Handwriting lines for the Challenges section, each starting with a small square icon.



Learner Profiles

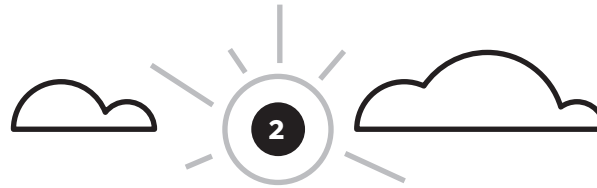
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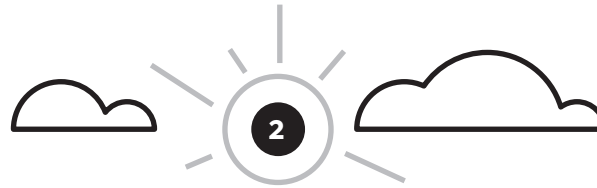
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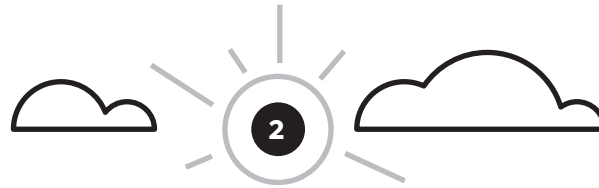
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Learner Profiles

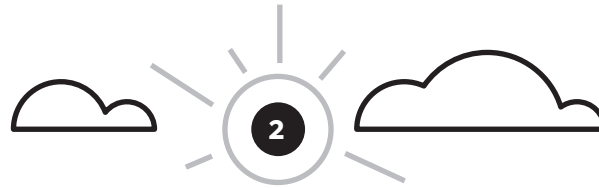
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