STUDENT JOURNEY ORIENTATION

PERSONA

A fictional character of a typical student or a typical group of students

0. Name of the phase

Student Journey Orientation

1. Name of the tool

Persona

2. Duration

15 – 20 minutes per student or a student group

3. Materials used

Please mention if some are specifically for individual and group delivery or virtual delivery.

- Markers and pens of different colors
- Paper, minimum size A4, or a whiteboard, or an electronic file

4. What is this tool and what is its purpose and benefit?

Persona is a fictional character that represents a typical student or group of students sharing similar characteristics represented by one character. It is based on real students and increases understanding of them as it explores their lifestyle, needs, and motivations. It can be used for planning curriculum, setting the learning, evaluation, or other educational purposes.

A persona contains such information as the name, demographics, background, pains, and gains, lifestyle, behaviors, needs, interests, and other relevant information of a student.

5. Steps how to use this tool in practice

1. Start by identifying different types of typical students from your student material to create a persona for each of these types. You can also create less personas depending on the need. You can write the characteristic of the students first on sticky notes that you will group by each persona type.
2. Take a persona among a grouped persona notes and start creating personas, put one persona on its own template. You can think these as visual curriculum vitae templates with a student's photo and qualities listed. Make each persona as realistic as possible. Write for each of them a short persona description that includes: name, demographics including age, background, lifestyle, education, behaviors, needs, interests, desires,

attitudes, values, goals, pains and gains, and any other information that may be relevant. You can also choose a photo to represent the student persona.

Verify your persona in relation to your student material. You can also discuss about this with other teachers.

6. Tips and hints for using this tool

- More than one persona can be created.
- A persona can also be created together with students. This might help them understanding more about themselves.