## Activity Title

Who are your students? Tuesday AM2

## Learning Outcomes

* Be able to define who your audience is
* Know why it is important to understand your learners’ needs

## Description of Activity

The presenter will provide a brief overview of why understanding learners is important, how this relates to user centred design and how this approach is enacted at the Open University.

**Activity 1: What are the characteristics of distance education learners in Myanmar (30 minutes total)**

Working in small groups for around 15 minutes, discuss:

* What do you think are the main characteristics?
* How could you test your assumptions?
* Where might you find information to support these characteristics?

Write your responses on flip chart paper and stick it on the wall.

Facilitators will circulate around the groups.

After the time is up, the facilitator will ask you to present back to the group.

Flipcharts are then gathered together by facilitators and shared on the wall.

**Activity 2: Develop a persona (40 minutes total)**

Working in small groups for around 25 minutes, use the persona templates provided to develop a persona for a distance education student at your institution.

Facilitators will circulate around the groups.

After the time is up, present your personas back to the group.

Templates are then gathered together by facilitators and shared on the wall.