

Persona Card - Learning Design



This work by the OU H817 module “Openness and innovation in elearning” (<http://www3.open.ac.uk/study/postgraduate/course/h817.htm>) is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 2.0 UK: England & Wales License](#).

See <http://www.ld-grid.org/resources/representations-and-languages/personas> for a short introduction to personas. To use this template, open it at <http://goo.gl/m1Fp6>, make a copy and edit.

	Name: Tom Grafton Gender: Transgender Age: 42 Tom is a gregarious French ex-pat who lives in Brooklyn, New York with his partner Truja. He likes dressing up in women’s clothes, playing basketball at the weekend and he likes to take his step-daughter to her baseball on a Sunday. He also likes coffee, gardening, hang-gliding and inviting his friends and neighbours to barbecues.
Education and experience	He has a Bachelor Degree in Economics and a Masters Degree in Finance. He has also completed a short course in bee-keeping although he’s never kept any bees. His first job was in an art museum and he worked there for 5 years from 17-22 years old.
Role and responsibilities	He works full time as an accountant for a firm called Archibalds and Partners and he loves his job. He has a step-daughter who he co-parents (he sees her on Tuesday and Wednesday evenings and Sundays. He has a cat called Poppy, a rabbit called Rab and a parrot called Archimedes. His favourite pet is his rabbit, who is 3 years old.
Technical skills	He rates his digital literacy as basic so tends to avoid online activity as much as possible. He is proficient with his work’s specialised software though and is an expert with spreadsheets, which he compiles on Microsoft Excel. He once made a website about his rabbit but it was awful so he stopped doing that immediately.
Subject domain skills and knowledge	He doesn’t have any skills or knowledge in the subject domain so this course will definitely be a challenge.
Motivation and desires	Tom wants to challenge himself and develop his online skills. He has never gotten over his failed website attempt so he wants to redeem himself.
Goals and expectations	He wants to start a business that will deliver online training so he expects this course to be a great starting point. He expects that he’ll probably want to try the rabbit website again at some point in the future with some renewed enthusiasm.
Obstacles to their success	His caring responsibilities don’t leave him a lot of time but he can dedicate three whole evenings to his course. As mentioned he also needs to improve his digital literacy so that might present an obstacle to surmount.
Unique assets	He speaks fluent French, can crochet a good doily and once earned a certificate for designing a new kind of spacesuit.