Learner Personas and Journey Map

Purpose:

These resources and guiding questions support creation of learner personas and a journey map using information available from current programs. A learner persona is a hypothetical learner developed by aggregating demographic data. Institutions likely serve a handful of common personas. A map is a visual representation of the entire student experience within a program including milestones, touchpoints, pain points, and success points.

Before You Begin…

- Gather information about students and their experience to help develop a learner persona and map. It may be necessary to collect additional data via interviews or focus groups directly with learners and staff who engage regularly with learners. Start by seeking data from a program that is similar with the same kind of learners expected to participate in direct assessment CBE programs.

- Review Learner Experience Design: Intentionally Building for Working Adults by Dr. Lisa McIntyre-Hite et. al for guidance on the sense making and data collection process. This guide provides a sample personal on pg. 6 and a map on pg 7.

- Refer to the "Student Types" section of the California Community College Student Success metrics website for an additional reference on how to think through your student support needs.

Guiding Questions

- What are learners' key motivations and/or goals (e.g. to advance in their careers, to transition to a new career, to find a higher-paying job etc.)?
- What would success look like for learners at the end of the program?
- What challenges and/or pain points do learners currently face?
- What types of support will these learners need? Within a CBE context?
- When will learners need support along their journey (i.e., when will they need what)?
- What support services already exist within your college? List all the learner support services currently available at your college and respond to the following questions (refer to pg. 93 of the Leader's Guide to Competency Based Education (Long et al, 2018)).