

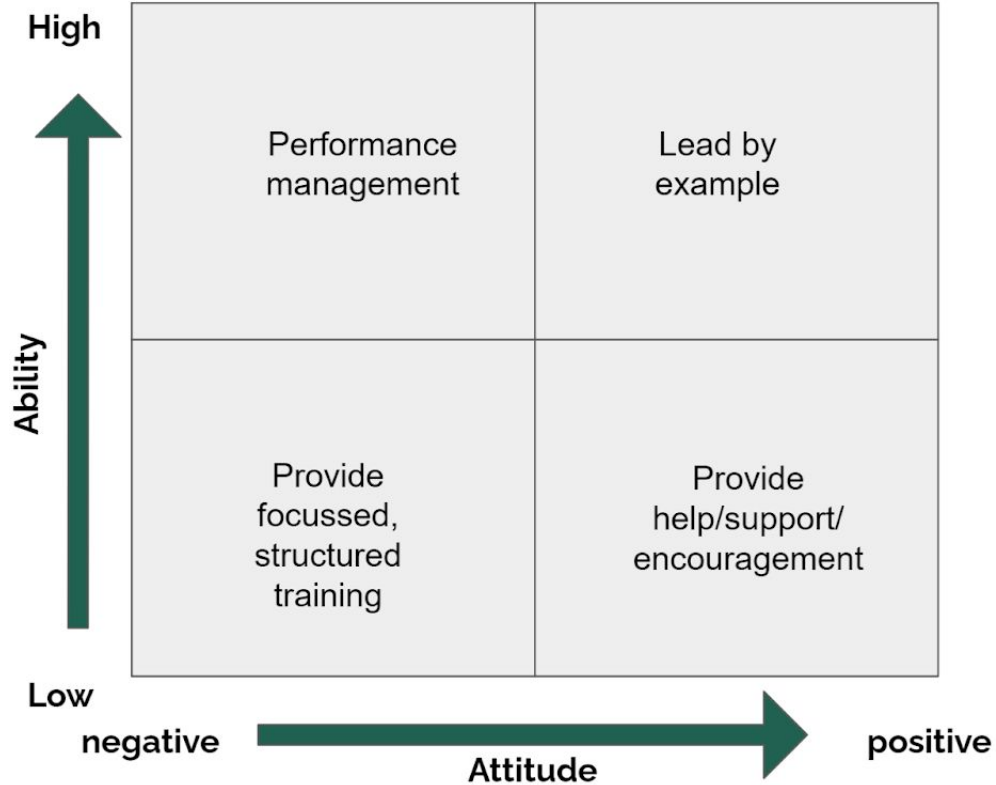
Learner Profiling



What's in a 'profile'?

- Demographics
- Learning needs
- Access/location (delivery platform)
- Available time
- Learning style (theoretical, practical, visual...)
- Barriers
- What's their motivation?
- Attitudinal profile (for behavioural change)

Attitudinal matrix



User Stories

As a ...[type of user]

I want to ...[goal]

So that I can ... [reason]

For this I need ... [solution]

Learner Story

As a programme researcher

I want to carry out a thorough recce

So that I can provide the team with all
they need to know

For this I need a checklist

Needs vs. wants



Does any of this work?