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Persona Name: _____

Are they a parent, learner, or someone else? _____

Personal characteristics

- How old are they?
- What language do they speak?
- What part of the world are they from?
- What type of schooling do they use outside of Outschool?
- Any other personal traits to mention?

Learning interests

- What are they passionate about?
- What teaching style do they prefer?
- What bores them?
- What excites them?
- What kind of classes would they enjoy? (Think: format, length, etc.)

Challenges and pain points

- What problem do they need to solve?
- What would they consider a “bad” learning experience?
- Do they have any unique learning needs?
- Is there anything that’s prevented them from signing up for an online class in the past?

Goals & motivations

- What do they want to get out of an online class?
- What does learning success look like to them?
