

## User Persona: Michael Barry

### Basic Information:

- Age: 37
- Gender: Male (He/Him)
- Location: Goodyear City, Arizona
- Occupation: Instructional Designer at a technology company

### Background:

- Education: Master's degree in Education Technology.
- Work Experience: Has been working in instructional design for about 10 years, primarily focusing on e-learning and corporate training materials.

### Skills and Knowledge:

- Proficient in designing and developing educational content and training modules.
- Skilled in using various e-learning tools and platforms.
- Basic understanding of diversity and inclusion principles, but limited knowledge specifically in gender-neutral and LGBTQIA+ affirming language.
- Experienced in creating content for a variety of professional contexts, but less exposure to inclusive language practices.

### Goals and Motivations:

- To enhance his skills in creating inclusive and diverse training materials.
- To ensure that his instructional designs are sensitive to and inclusive of all audiences.
- To stay current with best practices in instructional design, especially regarding inclusivity.
- Personal commitment to professional growth and ethical responsibility in content creation.

### Challenges and Pain Points:

- Uncertainty about how to incorporate gender-neutral and LGBTQIA+ affirming language into instructional materials without prior experience.
- Concern about keeping content engaging while also being inclusive and respectful.
- Balancing inclusivity with the technical and topic-specific requirements of his projects.
- Navigating feedback from a diverse group of stakeholders with varying views on inclusivity.

### Learning Style:

- Prefers a mix of theoretical learning and practical application, with examples directly relevant to instructional design.
- Appreciates opportunities for hands-on practice, such as redesigning existing materials with a focus on inclusivity.
- Values collaborative learning environments where he can share ideas and learn from others.

Technological Proficiency:

- Highly proficient with digital instructional design tools and software.
- Comfortable with online learning platforms and virtual collaboration tools.

Personal Attributes:

- Open to new ideas and approaches in his professional work.
- Detail-oriented and focused on quality in instructional design.
- Approachable and willing to engage in discussions on sensitive topics.
- Committed to lifelong learning and adapting to changes in his field.

Michael represents a learner who is skilled in his profession but seeks to broaden his expertise to include inclusive language practices. His motivation stems from a desire to enhance the quality and relevance of his instructional designs and to contribute positively to workplace inclusivity.