S-0009

Creating Learning Environment User Personas

Phase	Type		Themes	
⊘ Early	⊘ Strategy	○ Collaboration & teamwork	○ Professional development & support	
⊘ Implementation	○ Tool	○ Curriculum	○ School structures & organisation	
⊘ Consolidation		⊘ Design affordances	⊘ Spatial competencies	
		⊘ Design & process	⊘ Student experience	
		⊘ Evaluation	⊘ Teacher experience	
		○ Leadership & change	⊘ Technology	
		○ Pedagogy	○ Time	

What does this do?

Creating learning environment user personas is a strategy adapted from the technology industry and applied in education. Personas is a concept utilised in user-experience (UX) that represents a group of users who behave in similar ways in terms of products purchased, technology used, lifestyle choices, and customer service preferences. Personas are developed to better understand users of products and services. In the school context, schools and educators can develop a set of personas based on the students and educators who will occupy the space and then use these personas to evaluate the learning space.

How can it help?

Creating personas can help educators develop greater understanding of the needs, motivations, expectations, goals, and challenges of their students in the learning space. Personas can be used during the design and re-design process to inspire new ideas, evaluate the design, and keep students in mind so that the learning space is more suitable for both students and educators. Personas are also useful when examining issues and determining solutions that more effectively meet the needs of students.

An example in practice

Educators who are designing or redesigning their learning space develop personas for their current students. Examples of personas include: 1) Pat who likes working on his own and prefers a quiet space with access to computers. 2) Andy who uses crutches and also likes to take part in group activities. By developing personas for actual users of the learning space, educators can configure the space as well as purposely select furniture, equipment, and resources that suit their students better. For students like Pat, workstations with noise-cancelling headphones and access to computers could be made available in the learning space. Whereas, providing adjustable or moveable furniture to accommodate students with special needs will make the learning space more equitable for students like Andy.

Where can I find this?[1]

Further information on incorporating personas into the design space can be found here: https://www.brightspotstrategy.com/learning-experience-design-user-journey/

Examples of personas for students and school staff are freely available on the New South Wales (Australia) Government website: https://education.nsw.gov.au/gef/products/education-nsw-gov-au/user-needs/personas#Schools1

[Correct as at 22 April 2020].

1. All Spatial Transition Pathway 'Strategies and Tools' are licensed under a Creative Commons Attribution-Non Commercial 4.0 International License and available from iletc.com.au

User personas

We recognise the value of field research meeting with our users to understand what they need and how they do things. We have built up a collection of personas that give you an inside view to who is using our websites, intranets and other digital systems.

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