



TRAINER AND LEARNER

PERSONAS



This is James, who is 40-50 years old. He is inspiring person, who loves training other adults

He is experienced with adult trainings provision and skilled in digital literacy.

He is an active listener, able to provide also feedback to learners. James is a professional using presentation skills.

James is a person with high level of empathy, able to create safe environment for the learners.

James is well-educated, loving coffee and reading books. He understands the language of people over 55.

This is Annie, she is over 55 and she is open minded and keen to learn new things.



She is not that skilled in digital literacy, but strong in other skills.

Her workplace has changed significantly throughout their career and she needs to adjust.

Annie prefers learning by doing rather than by listening.

She is able to learn at the workplace but also outside her office. Annie also likes to learn from others.