

# WHY PERSONAS IN EAGLE?

## Personas enable a lot of things:

- Understanding topics with a real person in mind
- Cross-country identification of typical users
- Cross-cultural communication: different regions, different professional backgrounds, different ICT literacy, etc
- Discussions about users rather than requirements lists
- One document to be discussed by techies (e.g. developers) and non-techies (some users)
- Scenarios incorporating personas in current situation and future use
- Description of use of laptops, mobiles and other devices as personal choices

# MAIN EAGLE OBJECTIVES

- Simple access to knowledge exchange
- Digital learning for rural local government
- Specific learning & motivation strategy
- Change management tool to introduce learning
- Adaptable open learning resources (OER)
- e-Enabling with/for OER and OER tools
- Automatic question item generation for OER

## PROJECT COORDINATORS

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## Enhanced Government Learning

# USER PERSONAS EXPLAINED

[www.eagle-learning.eu](http://www.eagle-learning.eu)



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# WHAT IS A USER PERSONA?

User personas are fictitious users that are constructed using sample data that is collected from actual users. The purpose of personas is to create reliable and realistic representations of our key audience in local governments.

# BENEFITS OF PERSONAS

Personas help combine main features and abilities of individuals with general everyday behavior and settings of the user group. They can also be used to easily test and prioritize features throughout the development process.



**Louisa, 20**  
Civil Servant, IT Department

*„I know what I'm doing, I'm willing to try everything new“*

<b>Age</b>	20
<b>Job situation</b>	Employee
<b>Employment status</b>	Full-time
<b>Acceptance of Change</b>	Change agent
<b>General motivation level</b>	Explorer
<b>Languages (A1-C2)</b>	German (C2), French (C1), English (C2)
<b>Formal education</b>	Secondary education, Apprenticeship
<b>Impairments</b>	Hearing (low)
<b>Assistive technology</b>	Vibrating visual alert, Captioned telephone
<b>Device types</b>	PC, Laptop, Tablet, Smartphone
<b>Environment of Use</b>	Office, Public transport
<b>Computer skills</b>	Expert (also developer tools)
<b>Online activities</b>	Email, Web browsing, Online search, Publish social media content, Maintain website content, Host webinar
<b>Main activities</b>	Word processing, Dedicated programmes, IT maintenance / administration
<b>Availability of Learning environment</b>	Course programme online, Knowledge exchange, Course programme face2face, Knowledge management
<b>Learning roles in EAGLE</b>	Learner, Trainer, Content provider, Platform administrator

EXAMPLE  
PERSONA  
PROFILE



# THE EAGLE PERSONAS

