

# WHO ARE YOUR LEARNERS?



## 4 STEPS TO DEFINING YOUR AUDIENCE

### STEP 01

#### List immediate learners

Collect information and write down the learners or groups that are directly involved in or reached by your topic. Who will participate in your designed experience?

*Use a Post-it Note system (analog or virtual), so you can adapt your overview!*

For Example:

International Learners  
Co-op Students  
Indigenous Learners

### STEP 02

#### Expand your brainstorming

Add learners or groups who are peripherally relevant, or are associated with your direct audience. What are their roles? Be specific!

*Think broadly and openly about your learners. Challenge yourself when defining your Learner Personas!*

For Example:

Teaching and Learning Services (TLS)  
Student Experience Office & CPD Team

### STEP 03

#### Build an Overview

Think about the connections these learners have with your topic. Who are the fans? Who are the skeptics? Who do you need the most? What will your learners need to do? Why do they need to do this?

*Create a visual overview of your experience's goals.*

For Example:

How might your learning experience appear as a line on a resume?

### STEP 04

#### Create a Visible Map

Keep a map of the learners involved in a visible place for you to revisit over the course of the learning experience. Explore empathy maps and learning journey maps!

*What are your learners saying, doing, thinking, and feeling?*

For Example:

