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Learning Customization

Creating personas for customized trainings with the help of AI

Target group

All

Observation

Companies can offer different sort of trainings to improve the performance of their employees. There are certain learning methods emerging together with the hectic pace of the digital era that range from interactive methods to computer-based and e-learning training. According to the kind of work performed, some methods can match better than others. On the other hand, the way of thinking and behavior patterns of employees are starting to be considered as well.

Conclusion

Mindsets and employees' personalities should mostly be taken into consideration when evaluating the way they may empower their knowledge to perform better and keep motivated. Generally speaking, there are already studies that aim to create "learner personas" by identifying specific profiles present in each group of learners. Describing in deep any "archetype of learner" can help program designers to create more productive and appealing material that the learner can put into practice.

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Solution

A learning customization program may be implemented in corporations to engage more with each group of employees and take their best. In a work place, varied profiles of employees exists. Matching their personalities and mindsets through the use of big data can help each to fit properly with a customized training without forcing them to take awkward directions that might lead into frustrating outcomes.



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How would you stage or advertise your hack?

As there are diverse types of mindsets, even in a specific work place, the program may be promoted emphasizing the interest of knowing the needs and mindsets of each employee to lead them to fulfill their personal goals in the best way possible.

At the moment of creating learner personas, an Ai system linked with social networks and employees' data gathers information of any of them such as basic demographics, needs, interactions in the work environment, preferences and personality. On-line gamification quizzes may also be sent to employees to complement the storage.

Then, this information is analyzed in full to the point of grouping similar traits and defining the outcoming archetypes including their patterns, long and short-term expectations, skills, belief and opinions. At the moment of designing the training program, each employee would also take part as a member of a design team that would conduct his o her customized course.



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Creative's profile



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Creative's top 5 skills

Animation, Copywriting English, Graphic Design, Illustration

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