FORLIC
First series of personas

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Persona 1: Emma
Mood board Emma
Overachiever, lost interest in school as the regular curriculum is no longer challenging

Social skills have not kept up with intellectual development
Teachers take charge to find a solution for Emma outside of school. They create a program made up of OER modules of different suppliers:

- Social sciences at Stanford
- English via the BBC
Emma

Side-effect is an improvement in her social skills and self management.

Emma makes new friends in her online study group such as Sofia from Spain.
Persona 2: Chanta
Moodboard Chanta
Chanta

Started school in France without speaking a word of French

At school, Chanta is withdrawn, not making friends. At home she is only focused on her younger sister.
Counsellor of Futuroscope day care center notices Chanta’s withdrawn behaviour and deficiency in French, and discusses options with her parents.

It soon becomes clear that Chanta’s school can’t help her due to lack of resources.
Futuroscope takes matters into their own hands, and use their education voucher scheme to hire a teacher and purchase access to holographic language software for non-French speaking children called ‘Enfants du Monde’.
Persona 3: Bruno
Moodboard Bruno
Bruno

Very intelligent, hyperactive

Very bored at his traditional school
Auto-didact using technology, loves to experiment

To impress Julia, he creates wearable lighting fabricators, which he has now patented and is selling through his own company (at least via his mum).
Bruno

He wonder why school doesn’t allow him to learn in his own style, and sees a new project looming.

He likes to socialize with other kids at school, and could use a bit of structure and feedback from adults. But why does it have to be so boring, he wonders.
Persona 4: Ingrid
Ingrid

Worked as bike messenger in London, got into a horrible accident which left her quadriplegic.

Moved back in with her parents in Jutland to recover. Ingrid uses online self-help groups to deal with her traumatic experience.
Online, Ingrid befriends fellow quadriplegic Kwame from Sierra Leone, who does not have access to medical technology and cannot leave his bed.

She gets infuriated, and decides to take action to help developing countries gain access to modern medical technology.
Ingrid

In order to be of help, she has to learn all there is to learn about medical and technological support systems for disabled people in developing countries.

She takes educational modules at various institutions, and uses her knowledge to appeal to MEP’s to make the export of medical technology easier.
Persona 5: Joshua
Joshua just finished vocational hotel school, but finds that his skills are not needed. Robots have taken over simple hotel work, only high-end hotels still have staff.

And he doesn’t have the required language (mandarin or hindi) skills and knowledge of cultural etiquettes to work there.
Although family pushes him to work in a local pub, Joshua is determined and gets a loan at the UK education investment agency to study.

He invests the money in the Namaste learning programme to learn the Hindi language and customs.
Joshua loves the augmented reality software, as it allows him to meet and interact with virtual Indian guests in real life settings.

Namaste constantly monitors his progress. When he reaches level 3, he would qualify for some of the positions at the boutique hotels he admires.
Persona 6: Sven
Moodboard Sven
Sven was a stay at home dad for 12 years, with no further education since he was 16. Decides to re-enter the workforce.

Faced with labour shortages, the Swedish government set up an ‘arbete’ agency for people like Sven that want to get back to work.
He gets tested on his current skills and knowledge, that he might have acquired informally. It turns out that Sven is good at bookkeeping and has a lot of dietary and child development knowledge.
Sven’s dream is to open a day care centre, and he now knows what additional education he needs. He decides to start working as an educational assistant and use the learning vouchers of the Arbete agency to pay for educational modules from private tutors and open courseware.
Persona 7: Martina
Martina had a high powered career in computer programming, but her skills became obsolete with the rapid emergence of neural networks.

Martina worries that she might never find a job at her senior level again.
Fortunately, Martina saved some cash. She and her wife decide that she should go back to formal education for two years.

For Martina, retaining seniority is very important and therefore the prestige of the degree she gets is essential to her. She takes a very expensive online MBA course at INSEAD, which still uses human teachers.
When she graduates, Martina wants to go back to business life and take a senior management position at companies that have complex data intensive projects.
Persona 8: Slavi
Slavi has been promoted into the management of the nanobot division of BulgaTech, Europe’s leading biotechnology company.

He fears the transition from being a senior scientist towards senior management as he feels he lacks leadership skills.
He wants to learn senior management skills without anyone knowing it.

Slavi accesses Fourth Life, a virtual world where he simulates difficult situation he faces with avatars mimicking real life people.
Slavi

Slavi is not interested in a degree, but just wants to learn how to be a good manager. Whilst following the training in Fourth Life, he finds that he also lacks intercultural skills, something which is crucial for Bulgatech’s operations.
Persona 9: Frank
Moodboard Frank
Frank

Frank is a life long teacher that reached the retirement age, but does not want to stop working.

Rather, he believes he can help younger teachers to improve their teaching.
Frank

He starts his own consultancy company to help educators to get back to traditional teaching.

Although Frank is quite technology literate, he believes it is essential that teachers maintain their “classical” pedagogical practices. “In the end it is the pedagogy that matters.”
One of his favourite workshops is when young teachers have to teach without any technology. Frank believes that technology is an enabling tool and not a means in itself, and sees it as his duty to spread this message.
The following slides provide some reference material with regards to the style of the visualisations of the personas, building on the first sketches presented above.
Reference material: Motel
Reference material: the Gorillaz
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