

RACHEL PENCILTON

SUBURBAN TEACHER LOOKING FOR INSPIRATION

Education: MAT Secondary Education; BA in Literature

Experience: 25 years in the classroom

Family: 48 years old, two kids in college

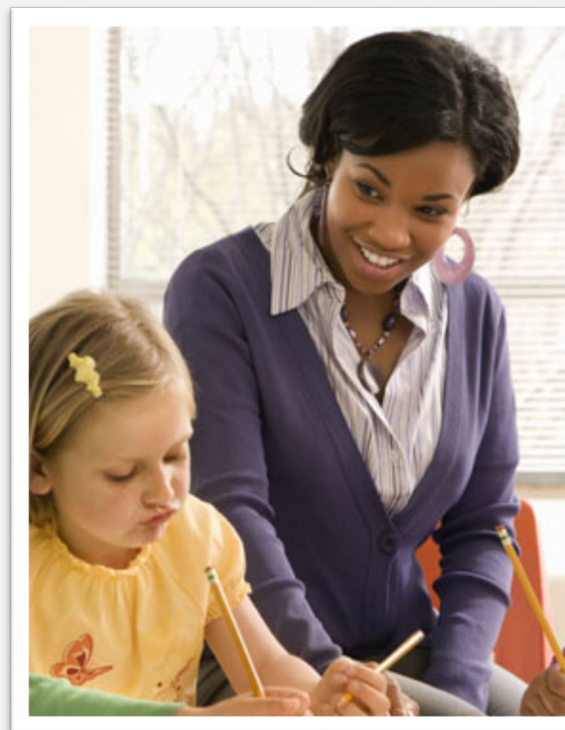
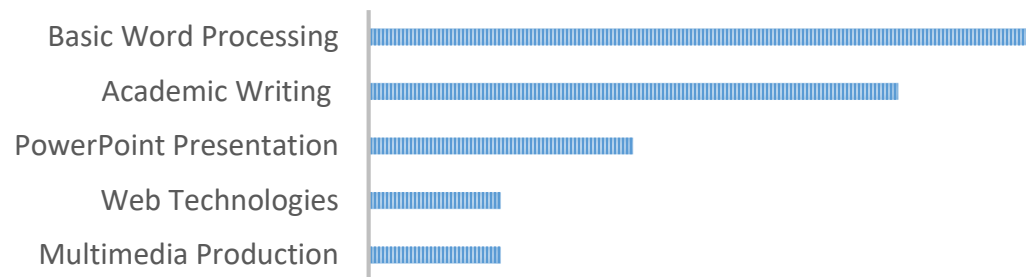
Interests: Runs an afterschool STEM club

GOAL: Learning something new that can immediately be applied to her teaching, and ultimately advance her career

MOOD: Apprehensive, but excited

FEAR: Time management and technology

ONLINE LEARNING SKILLS



“With so many technology tools coming at me so quickly, I find it hard to adapt my teaching and keep up”

“My classroom is starting to feel stale...I need better ways to reach the students ”

ENVIRONMENT

After her school day is done, Rachel opens up her Google Chromebook and logs into her online course. She completes the assigned reading from the instructor, while taking notes in her composition book. She reads comments on her discussion post from last week, and replies to three of her classmates by sharing an experience in her classroom earlier that day. She looks in her planner to see when her next assignment is due.

DEVICES

iPhone 10

Chromebook

Kindle Fire

FAVORITE APPS



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Motivating Factors

- Job Security
- Engagement w/ Students
- Principal Approval

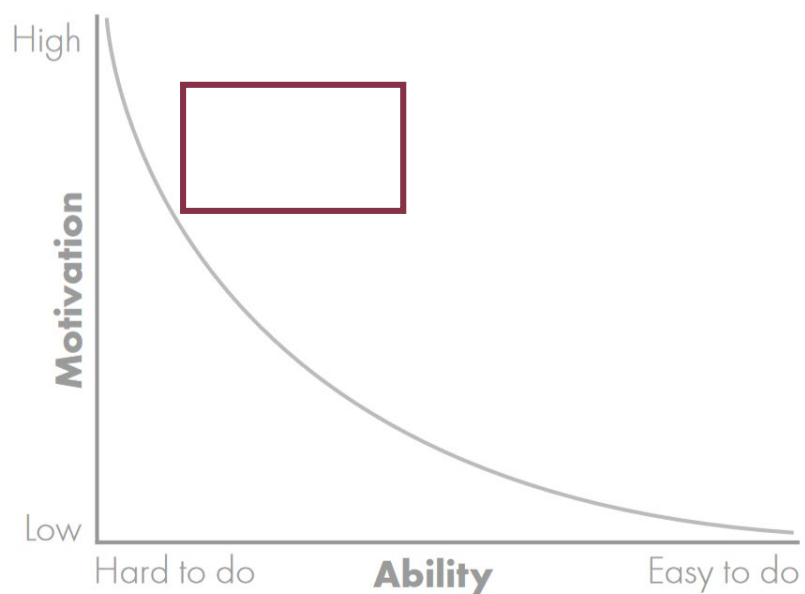
Inhibiting Factors

- Cost
- Fear of Technology

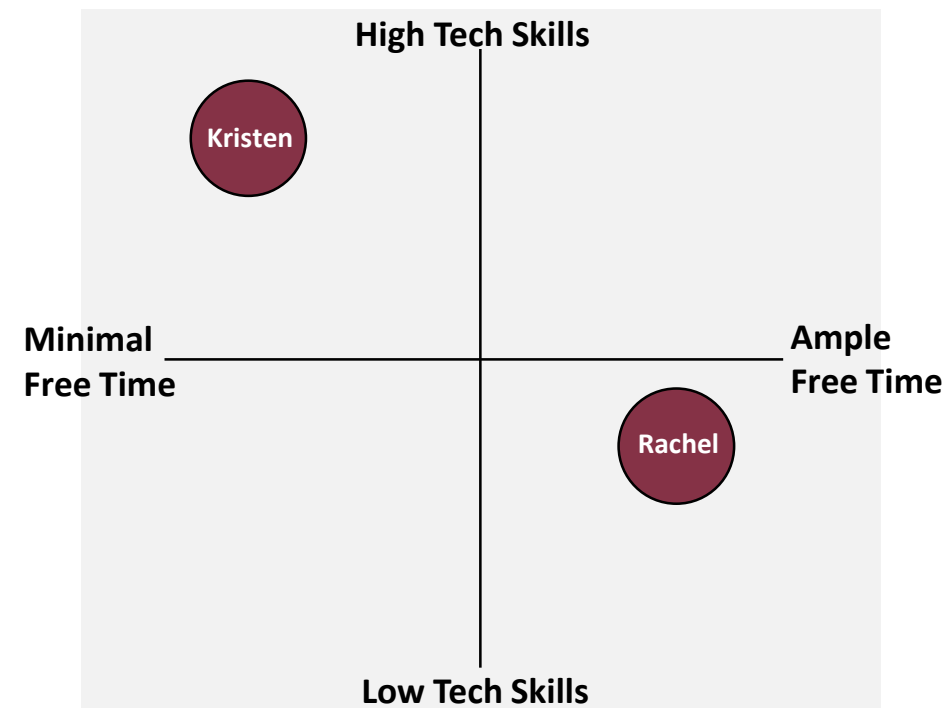
Possible Triggers

- Exposure to new tech
- Lack of relatable content

MOTIVATION VS ABILITY



Related Personas



Influencer

Principal

Always looking to improve the quality of instruction and integration of new technology

Influencer

Students

Each year the students become more tech savvy and more easily distracted in class

KRISTEN BROWAN

TIME-PRESSED WORKING MOTHER

Education: BS Web Design and Development

Experience: 15 years as a technologist in higher education

Family: 38 years old, two kids ages 10 and 12

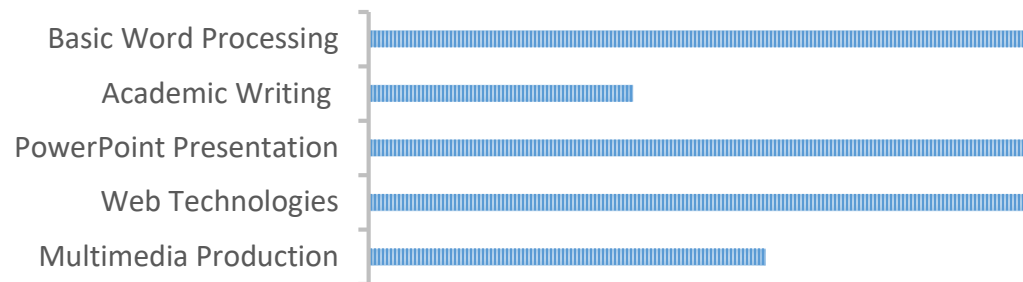
Interests: Increasing voter registration and turnout

GOAL: Obtain credentials to gain respect

MOOD: Tired but ready to learn

FEAR: Missing deadlines and/or time with kids

ONLINE LEARNING SKILLS



"I have the work experience – but in order to move up and be respected in the field, I need a Masters Degree"

"With my kids in middle school, I will have more time to focus on schoolwork"

ENVIRONMENT

It's been a busy day. While sitting in the car during practice, Kristen reads the assigned articles from her professor, mentally highlighting key points for her assignment. Later that night, when the kids are in bed, she begins writing her paper that's due later in the week by creating an online draft in WordPress using her laptop. Before bed, she briefly glances at the discussion board to see if anyone has commented.

DEVICES

iPhone 7s

Dell Laptop

iPad Pro

FAVORITE APPS



KRISTEN BROWAN

TIME-PRESSED WORKING MOTHER

Motivating Factors

- Raise and Promotion
- Exposure to New Tech
- Networking with Peers

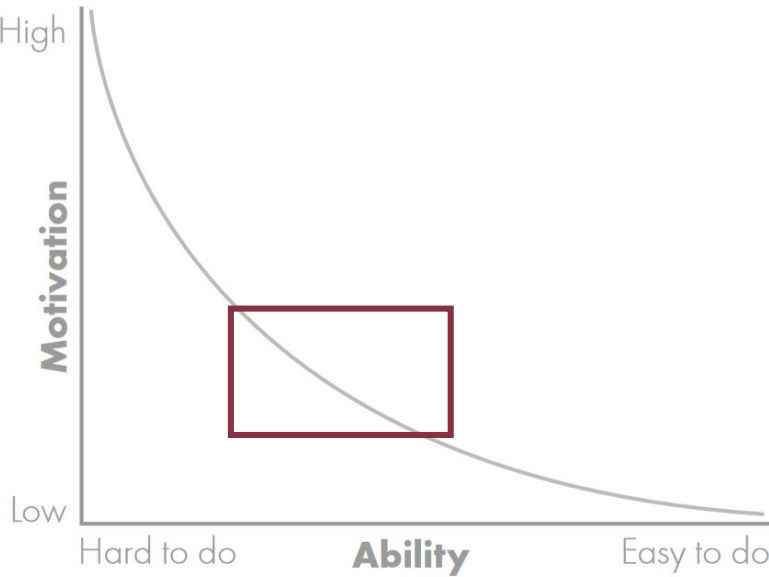
Inhibiting Factors

- Limited Time
- Distraction of Children

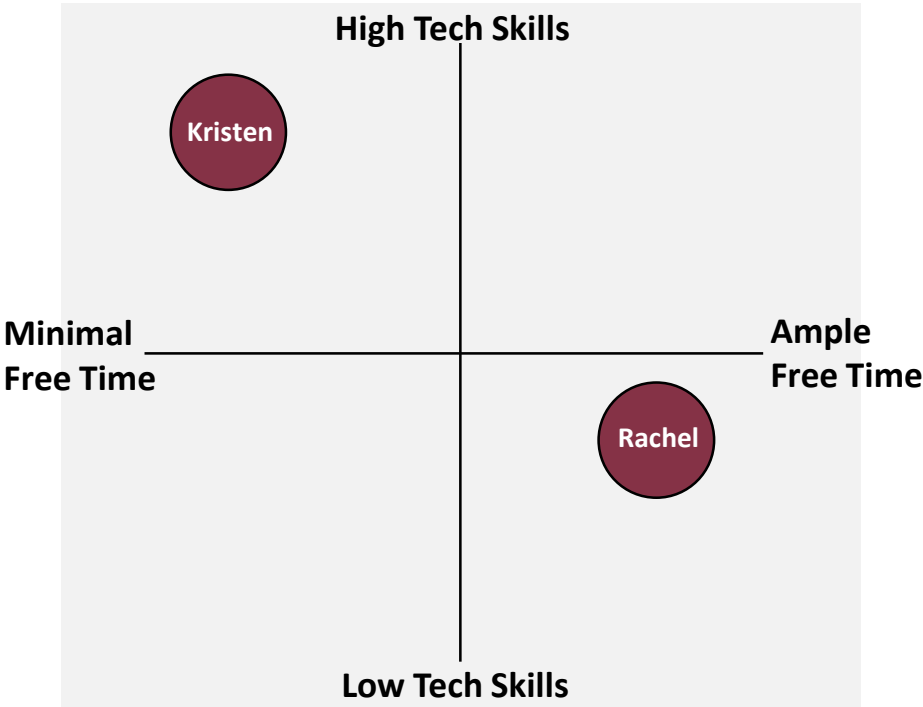
Possible Triggers

- Strict Deadlines
- Required Live Meetings

MOTIVATION VS ABILITY



Related Personas



Influencer

Coworkers

As peers pursue further education, the job market becomes more competitive

Influencer

Children

Kids need assistance with homework, rides to practice, and general life guidance!