

Complementary Persona (Joshua)

Joshua is an E-Learning expert. He's using our demo version.

Joshua Redman (44, married, three kids, LA, originally from Maine)



Quote: “The best ad is a good product.”

Profession: E-Learning Expert, Blogger, Speaker (\$260K/yr)

Personal Background: BS in Mass Communication, PhD in Educational Teaching.

Organizes workshops and webinars. Thought leader and speaker. Has a widely visited blog. He analyzes various LMS platforms every year, and writes about them in his blog. He travels all year round. A big fan of gamification, cares about UX and writes about “Augmented Reality in LMS” nowadays. Clients take Joshua’s impression on an LMS platform serious, and a critically acclaimed product might be a considerable advantage to win future clients.

Goals: His agenda is always full. Nowadays he’s working on promoting his company, Joshua Redman Group, where the main goal is to find, identify and recommend LMSs and tools that best meet their clients’ needs, budgets and requirements.

Wants and Needs: Wants to be known and appreciated as “the most knowledgeable person when it’s time to choose an LMS& authoring tool”.

Internet Profile: Proficient internet skills. Uses everything from desktop to wearable devices. Frequently checks his blog, uses social media. Personally uses Android the most.

Favorite Sites: Google, blogs, personal blog

Technological Profile: Apple, Samsung and Google products

History with ePath LMSs: Knows ASAP well. He also knows that nGage is out soon. He already signed up the for demo.

Physical Issues: Spinal disc and cervical disc hernia caused by a car accident years ago. Refuses to have surgery, he swims frequently as it helps him manage his spinal pain.

Psychological Issues: He has mild ADHD, he uses ritalin occasionally to keep focused.