Secondary Persona (Patricia)

Patricia Barber (47, married, no kids, Pittsburgh, originally from the East Coast)

Patricia is not using our LMS, only the authoring tool for her school projects.

Quote: "Keep your face towards the sunshine, and shadows will fall behind you."

Profession: Director of Training ($125K/year)

Personal Background: BS and MS degrees on Special Ed. in NJ. She's working as a training director for GNC. She worked with handicapped people for more than a decade, especially students with reading disabilities. Moved to RI in 2007. Well trained in multisensory reading programs. Loves being in a state of flow in anything she does, be it gardening, cooking, or teaching. Values flexibility and efficiency. Not a fan of social media; yet, visits social media every other day to see what's trending. She's also an animal rights activist.

Goals: She is planning to renew the quiz policy. An authoring tool will enable her to prepare quizzes, preferably anytime, anywhere (hint: mobile). She is a happy employee, and shifting careers is not on her agenda.

Wants and Needs: She wants practical solutions. Out-of-the-box ideas inspire her.

Internet Profile: Uses tablet the most, more often than her desktop. She's not into what the LMS offers; she's more interested on the authoring side of nGage.

Favorite Sites: Google, Trainingmag.com, Pinterest, Coursera

Technological Profile: Samsung tablet, Google Pixel, Windows Desktop (work)

History with ePath LMSs: Never used ASAP. Knows nGage and uses it from time to time. Her main interest is the authoring tool, and she needs access to full authoring tool capabilities.

Physical Issues: She has slight hearing loss, and ringing in her ears that won't go away.

Psychological Issues: She's a healthy person in general. However, sometimes she has a depressed mood that lasts longer than two weeks. For the past year, she also displayed symptoms of social withdrawal, and loss of interest in things that used to be enjoyable.