

# three personas

## Non-Technical Learner

### Characteristics:

- Limited experience with technology
- Prefers simple and straightforward instructions
- Needs clear and concise explanations
- May require additional support and guidance

### Content Considerations:

- Use plain language and avoid technical jargon
- Provide step-by-step tutorials with visual aids
- Include FAQs and troubleshooting guides
- Ensure easy navigation and accessibility

## Partially Technical Learner

### Characteristics:

- Some experience with technology
- Comfortable with basic technical tasks
- Can follow instructions but may need occasional help
- Prefers a mix of text and visual content

### Content Considerations:

- Use a balanced approach with text and visuals
- Provide intermediate-level tutorials and guides
- Include links to additional resources for further learning
- Ensure the site is user-friendly and intuitive

## Tech-Savvy Learner

### Characteristics:

- Advanced experience with technology
- Comfortable with complex technical tasks
- Prefers detailed and in-depth explanations
- Include technical documentation and resources
- Ensure the site is fast and responsive

**Content Considerations:**

- Use detailed and comprehensive content
- Provide advanced tutorials and guides
- Include technical documentation and resources
- Ensure the site is fast and responsive