

Learner Persona and Audience Analysis

Designing for the frontline healthcare learner

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I design for a specific person, not a generic audience. This persona represents the frontline healthcare staff my courses are built for, and it drives the format, length, and style decisions across the portfolio. The persona is a design tool; the name is illustrative.

Persona: Maria, Patient Access Representative

Role	Patient Access Representative, hospital front desk
Setting	Fast-paced, on her feet, helping patients and families back to back
Tenure	Eighteen months; her team sees regular turnover and frequent new hires
Access	Phone and shared workstation; little uninterrupted desk time

What Maria wants

- To handle tense conversations calmly and feel confident she did the right thing.
- To stay compliant without memorizing a policy binder.
- To finish required training quickly so she can get back to her work.

What frustrates her

- Long, narrated compliance modules that feel disconnected from her actual day.
- Training that never shows a real situation she recognizes.
- Courses that assume she has thirty quiet minutes and a big screen.

What works for this audience

Short, mobile-friendly lessons she can finish between tasks. Realistic scenarios over theory. Practical takeaways she can use in her next conversation. Plain language and immediate, useful feedback.

Design implications

- **Format:** micro-learning and short interactive lessons, mobile-first, finishable in one sitting.
- **Method:** scenario-based practice with consequences, not lecture.
- **Support:** a job aid she can keep for the moment she actually needs it.
- **Tone:** respectful, concrete, and free of jargon.

Broader audience

Beyond Maria, the audience includes new hires onboarding quickly, support and call-center staff, and administrative roles that handle patient information. They share the same constraints: limited time, high turnover, and a need for training that transfers directly to the job.