

Recommendations

They want to...

- They are...

- Cautious

- Doesn't trust information

- They are motivated by..

- Information that allows them to be confident in their decision

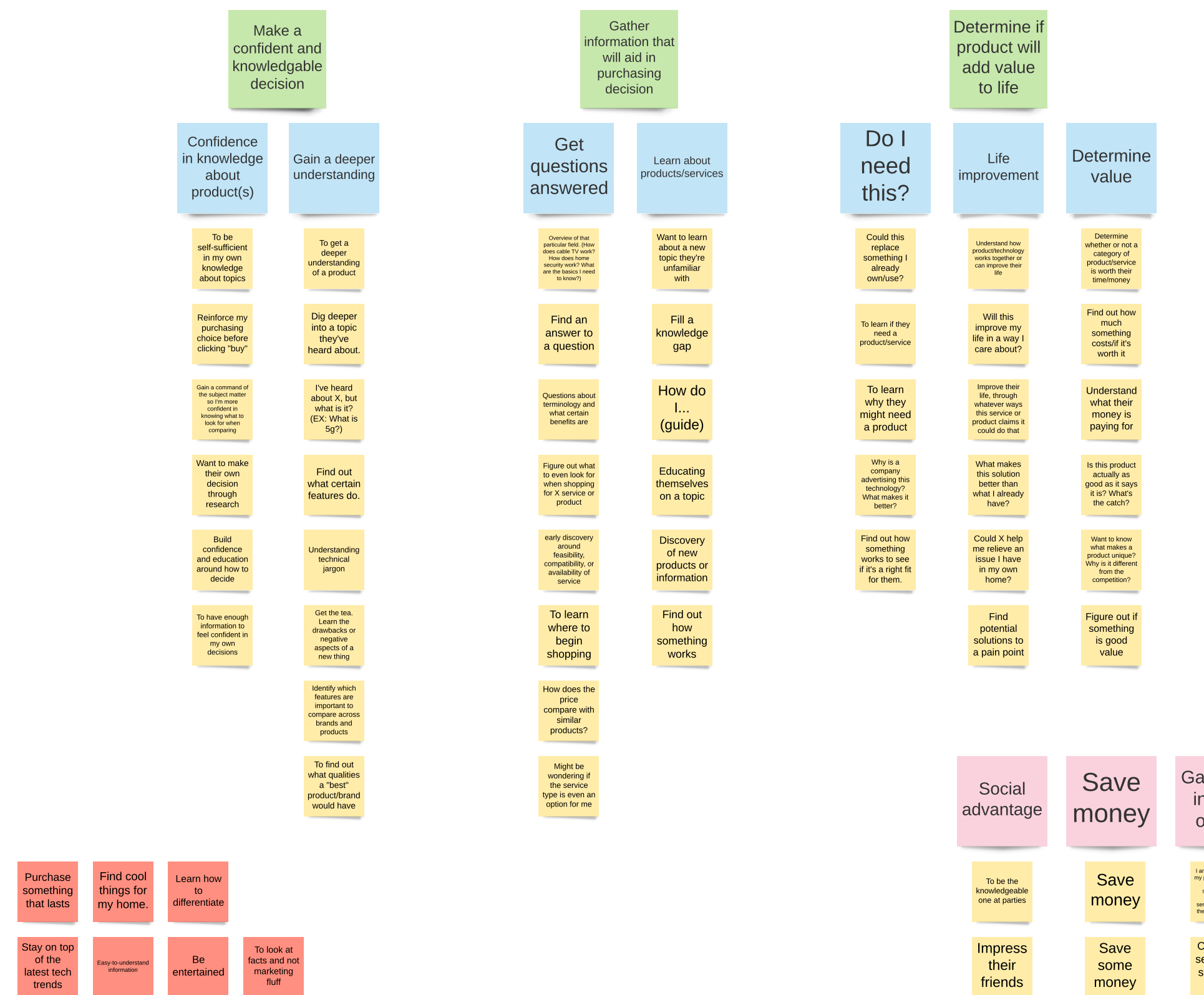
OR

They are affected by...

- Information overload/Too much information

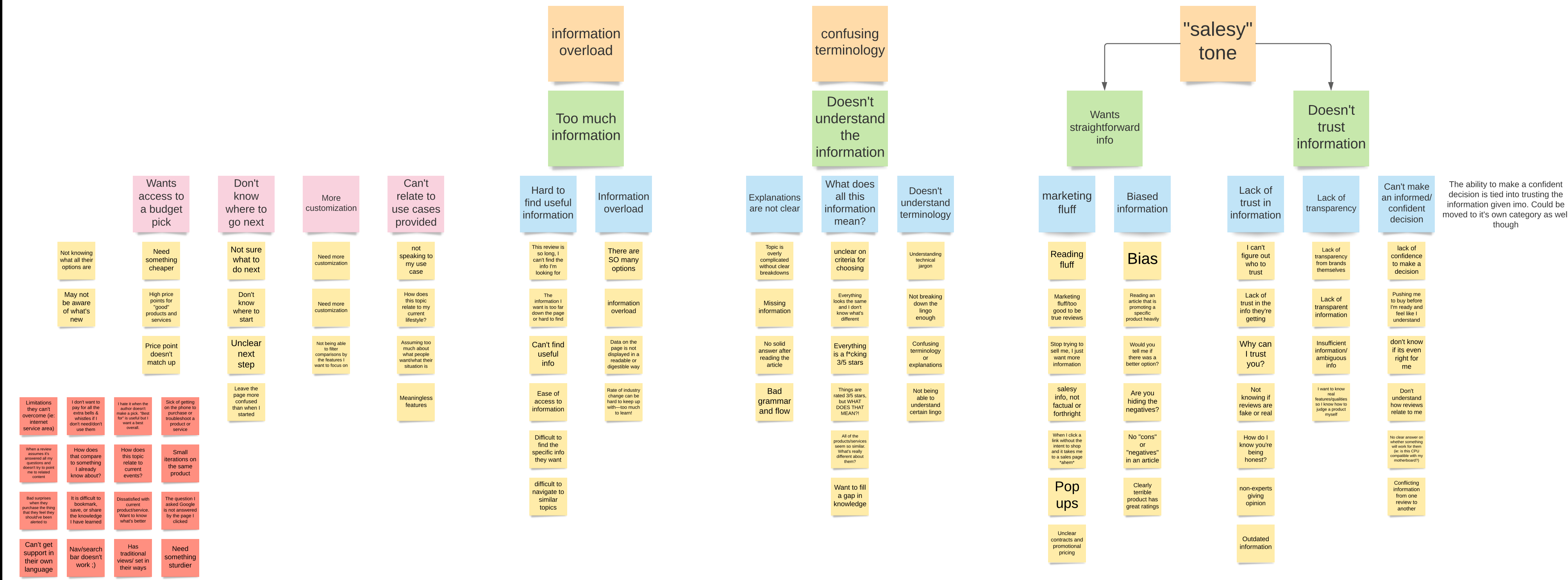
Behaviors/Traits

Goals/Motivations



Frustrations/Pain Points

Could information overload also apply to "doesn't understand the information"? Could be a stretch, but things often seem like information overload when a person doesn't understand the information presented



I feel like "salesy" tone can apply to both the Learner wanting straightforward info and not trusting the information....if a page has a "salesy" tone, the learner might not trust the information and they will want more straightforward information

