

SAM LERNERS



👤	Age:	22
🌐	Nationality:	British
📍	Location:	London, England
🎒	Occupation:	Undergraduate Design Student

Sam is a second-year design student who regularly works on theory-based assignments alongside practical design work. While motivated to learn, Sam often struggles with dense academic texts and prefers content that explains concepts clearly and efficiently.

GOALS

- Understand design psychology concepts clearly for coursework
- Quickly find key information relevant to assignments
- Learn through examples and visuals, not long theoretical text

BEHAVIOURS

- Skims content before reading in detail
- Focuses on highlighted points, visuals, and examples
- Uses websites as a reference while working on assignments
- Likely to leave a page if information feels too dense

FRUSTRATIONS

- Long paragraphs and overly academic language
- Walls of text without examples
- Poor visual hierarchy that makes content hard to scan
- Losing focus when information feels overwhelming

NEEDS

- Clear explanations in simple language
- Short, well-structured sections with headings
- Visual support such as diagrams, illustrations, or examples
- Content that is easy to scan and revisit

“I just want concepts explained clearly, with examples I can actually understand.”