

Needs Analysis Template

(Questions Vary by Project)

Goals & Success Metrics

- What does success look like for you as the program creator? (Can be multiple factors, is there something you are tracking?)
- What barriers do you foresee coming between you and success?
- What does success look like for your learner?
- What will people do, say, or perform differently?
- How do we measure this? How might we measure incremental progress?
- What barriers do you foresee coming between the learner and success?
- What skills must you have to demonstrate expertise in this area

Learner Analysis

- Target Persona:
- What types of trainings on this topic have learners likely taken in the past? Where is there a gap?
- What aspects of the learning experience are most important to the learner feeling like he or she is getting value out of the program?
- Are there any learner constraints around time, technology, etc.?
- What motivates a learner to seek this program?
- What might the typical learner be feeling about the goal of this program? What parts are inspiring and which are frustrating/frightening?

Next Steps: