



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Persona’s name

Short summary of the persona

Insufficient alignment between research efforts and organizational goals.

Promote knowledge sharing and the exchange of research methodologies.

Reduced effectiveness in providing actionable insight.

Difficulty in prioritizing research projects .Limited collaboration between research teams.

Create a collaborative workspace or platform for sharing insights and best practices.

Develop a systematic process for prioritizing research projects based on organizational goals and impacts.

Establish clear data ownership and access controls.

Identify skill gaps within research teams and provide training and development programs.

Inefficient research process leading to delayed project delivery and missed opportunities.

Encourage continuous learning and certification in emerging research methodologies and technologies.

Lack of standardized research methodologies.

Difficulty in balancing short-term and long-term research goals .



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

 [See an example](#)