



Says

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

system or  
methods.

optimization;  
seeing ways  
to optimize  
processes.

Gap in  
knowledge;identifying  
a gap in existing  
knowledge or  
literature and  
formulating a problem  
statement around it.

Thinks

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



background  
information and  
references,scope  
and limitations .

research  
objectives  
and research  
questions or  
hypothesis

methods or  
approach and  
expected  
outcomes.



Research scientist

Short summary of  
the persona

excitement  
,frustration,nervousness.

curiosity,  
confidence,  
patients,  
passion

doubt,  
strees,  
satisfaction

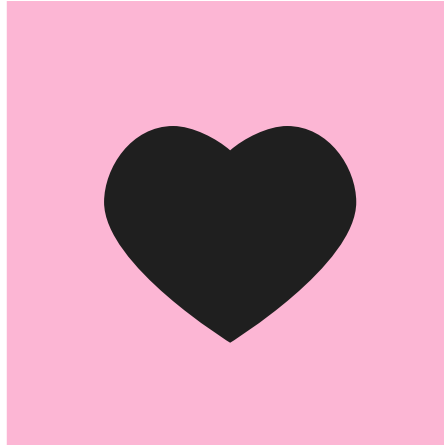


Does

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