



Persona Capture Template



How to use this tool

Personas should be based on user research and data analysis. In your team create several different personas to give a broad enough spectrum of your users. Think about extreme users but not stereotypes. Describe their background, motivation, attitudes and expectation towards the service. this will help you to bring the user's voice into key decision points.

Person	Name	Job Title	
	Gender	Employer	
	Age	Location	
	Professional/Technical Background		
	Needs/Wants		
Experience	Goals (What are their goals towards R&D projects?)		Persona Quote (Attitude Towards R&D)
	Experience of R&D (0 - None, 10 - Very Experienced)		Experience of collaboration (0 - None, 10 - Very Experienced)
	Experience of business support		Experience of funding
	Timescales for communications		Timescales for R&D process
Expectation	Simplicity of process		Amount of paperwork
	Quality of business support		Amount of communication required
	What can make your user happy?		What can deter your user? What barriers might there be?
	Improvements		Improvements