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

### Persona Quote (Attitude Towards R&D)

### Goals (What are their goals towards R&D projects?)

### Experience

- **Experience of R&D** (0 - None, 10 - Very Experienced)
- **Experience of collaboration** (0 - None, 10 - Very Experienced)
- **Experience of business support**
- **Experience of funding**

### Expectation

- **Timescales for communications**
- **Timescales for R&D process**
- **Simplicity of process**
- **Amount of paperwork**
- **Quality of business support**
- **Amount of communication required**

### Improvements

- **What can make your user happy?**
- **What can deter your user? What barriers might there be?**