

Isobel

primary persona



"You need to be well connected. In that sense you make your own luck."

New in her role, placed in a lab group with someone from her college. Feels settled in her role.

Life Goals:

- » Advance her field, participate
- » Feels a sense of challenge, achievement
- » Build reputation
- » Gain recognition
- » Build a network
- » Invest in social capital

End goals:

- » Let people know who she is, what is she good at, her interests
- » Get help from a specialist from areas of knowledge / skills they lack
- » Share information from quick comments to whole books, this seen as natural part of the process
- » Discover shortcuts and tips
- » Learn from others
- » Add relationships to, and follow their "gurus"
- » Know how to get information they need from people
- » Find people she already knows
- » Ask for peer review

Experience goals:

- » Sense of entitlement to learn from others
- » Wants to feel part of something
- » Accepted in a prestigious community
- » Looking to impress others
- » Find out how people could help them
- » Show their connection to "gurus"
- » Constant opportunities for dialogue, debate, conversation - every conversation has potential

Motivations:

- » To do well, and be recognised
- » Collect a network of people who can help them in a range of ways
- » Improve her work
- » Keep up with the field
- » Recognise which ideas are novel

Frustrations:

- » Balancing "wish to share" vs "intellectual property"
- » May experience lack of clarity in new role
- » Challenges of building a reputation
- » Always piling too much hay on the fork

Challenges of the persona:

- » High expectations: fast, easy, useful
- » Already has a whole network & way of managing it
- » Does not see that institutional boundaries apply to their research

Peter

secondary persona



*"It took me a week to find out
I was supposed to check my
email"*

3 months at university, still not sure what is expected of him.

Life Goals:

- » Feel he does a good job
- » Live up to expectations
- » Not let anyone down
- » Get the right work - life balance
- » Advance his field
- » Prove himself

End goals:

- » Wants specific types of people to contact him for clear goals
- » Be guided by people he respects
- » Emulate people he respects
- » Get timely help
- » Make contact in appropriate ways, without troubling anyone
- » Fit around others
- » Know who to contact about what and how
- » Have a clear idea of what the "right thing" looks like
- » Allow relevant people to know his skills, without appearing to boast
- » Share information that he knows is useful with a well-defined group
- » Locate individuals / groups who he feels have a very high relevance

Experience goals:

- » Feel settled
- » Feel valued
- » Gain relevant knowledge / expertise
- » Gain confidence
- » Find intellectual stimulation from people he knows and respects; Reflect on it
- » Do things the "right way"
- » Feel he is not missing something
- » Feel welcome
- » Not feel overwhelmed

Motivations:

- » Build relationships with certain key people
- » Fit in with institutional culture

Frustrations:

- » Lack of guidance and assistance
- » Concerned about interrupting, disturbing people
- » Not sure who or how to contact
- » Fears being overwhelmed by irrelevant people and information

Challenges of the persona:

- » He needs to be told by a person in authority, or feel using it is standard
- » He is skeptical about the concept of social networking
- » He is only interested in precisely relevant information and people
- » He worries about being overwhelmed by "rubbish"

Kate

secondary persona



*"I plan days for my research,
but it never works out..."*

Writing up research with approaching deadline. Experienced in her role.

Life Goals:

- » Seeking to regain balance
- » Build and maintain secure reputation and recognition
- » Find time to publish research
- » Advance her field - being a leader
- » Give back to academic community, enjoy benefit after hard work
- » Sense of challenge - know where to look for it

End goals:

- » Manage contacts
- » Make herself useful by sharing information
- » Continue hearing different viewpoints
- » Discover what other people are working on
- » Knowing how and when to communicate with people
- » Helping others through engagement and dialogue

Experience goals:

- » Sense of achievement
- » Provide emotional support
- » Human contact
- » Perpetual learning
- » Offer and receive intellectual stimulation, satisfaction
- » Dialogue: different viewpoints
- » Feel informed about what is going on around her
- » Avoid falling behind - don't be a luddite

Motivations:

- » Manage contacts effectively
- » Balance "work time" and "contact time"

Frustrations:

- » No time to change profile
- » Suffering of the consequences of not being able to handle interruptions effectively
- » No sense of progress, for example when doing research

Challenges of the persona:

- » Very time pressured
- » She intends to limit her network
- » She makes quick judgements