

An Introduction to Personas and Introducing the Data Persona

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Have *fun*.

Create *problems*

Think *critically*.

What is a *persona*?

Archetype of a specific
demographic.

Used to identify and solve problems.

Helps us construct different mental
models.

Built around key questions and facts
(data).

Bridget DAY


A typical use

Web designers and marketers use personas to refine features, navigation, and services to meet different user needs.

Data is gathered about users in different demographics to assemble a persona.

AGE 26
OCCUPATION Marketing Director
STATUS Single
LOCATION New York, NY
TIER Enthusiast
ARCHETYPE The Marketer

Ambitious Admired Focused



"I would like to find and learn skills that would help me grow my business footprint online."

MOTIVATIONS



GOALS

- To grow a strong industry reputation
- To build her own Blog
- To expand and learn new skills

FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

BIO

Bridget's business has been slowing lately and she could really use a set of skills that would help her understand evolution of her work.

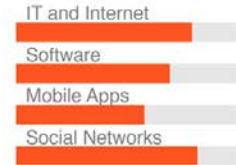
ACTION

Read How To articles
Looking for expert analysis

PERSONALITY



TECHNOLOGY



JLleclainche.wordpress.com

How does this
relate to data
management?

Adapt the tool.

Data Personas

Archetype of a researcher and their research data.

Used to identify and solve problems.

Helps us construct different mental models.

Built around key questions and personal experience (research-lite).

Sample Data Persona

Ecology professor who studies
beavers.

Dedicated to his students.

Frustrated that he doesn't have
access to someone else's
data.

Isn't the most tech-savvy.

Is developing a device he hopes
to patent.

Digitizing historic records.

Persona Name: Dr. Jonas Castor



Quote

"We worked hard for this
data. If others aren't sharing
why should I?"

Age: 52 Status: Associate prof.

Location: Mid-west land-grant Univ.

Discipline: Ecology

Researching: Beavers and beaver
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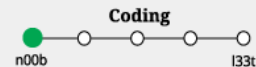
Goals

1. Lead a successful NSF
grant to enhance lab
reputation.
2. Co-author papers with grad
student to jump start their
careers.
3. Convert historic records
into digital data points for
analysis.

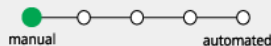
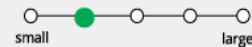
Frustrations

1. Prior study data on otters
hasn't been shared despite
reaching out to the PI.
2. No one in the lab has the
skills needed to develop &
maintain a database.
3. Digitizing historical records
is more complicated than
anticipated.

Skills



Data Profile



Getting the details just right

Personas are precise but not *average* or necessarily *accurate*.

For example:

Dr. Castor, who works in Iowa, will need a hunting permit to legally handle and photograph beavers.

Permission and permits can affect data collection and sharing (~~precise~~ problem).

Your *average* wildlife ecologist isn't studying beavers in Iowa.

Creating your researcher


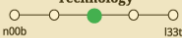
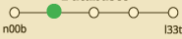
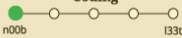
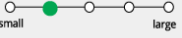



Open the envelop and pull out the yellow bundle (part 1).

Part 1 is where you develop details about your researcher.

There is no correct order to building a persona, feel free to jump around.

Each persona is a *competent researcher* but no one is perfect.

Flaws make personas believable.

Persona Name: <u>Dr. Jonas Castor</u>	
	Goals <ol style="list-style-type: none">1. <u>Lead a successful NSF grant to enhance lab reputation.</u>2. <u>Co-author papers with grad student to jump start their careers.</u>3. <u>Convert historic records into digital data points for analysis.</u>
<p>Quote "We worked hard for this data. If others aren't sharing why should I?"</p>	Frustrations <ol style="list-style-type: none">1. <u>Prior study data on otters hasn't been shared despite reaching out to the PI.</u>2. <u>No one in the lab has the skills needed to develop & maintain a database.</u>3. <u>Digitizing historical records is more complicated than anticipated.</u>
Age: <u>52</u> Status: <u>Associate prof.</u> Location: <u>Mid-west land-grant Univ.</u> Discipline: <u>Ecology</u> Researching: <u>Beavers and beaver deternate devices (beaver deceiver).</u>	Skills <p>Technology: </p> <p>Databases: </p> <p>Coding: </p>
	Data Profile <p>small: </p> <p>simple: </p> <p>manual: </p> <p>shared: </p>

Creating your researcher

Each table has been assigned a random **Goal**, **Frustration**, and **Research Topic**.

You can modify or completely change them - they're just prompts to help you get started.

Persona Name: Dr. Jonas Castor



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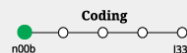
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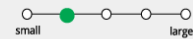
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Skills



Data Profile



Creating your researcher

Choose settings that are familiar enough that your group can provide details.

For example you may want to:

Borrow lab or office set-ups from past experiences.

Choose a specific institution so you can dig into policies and procedures.

Create a data profile that someone at the table has worked with.

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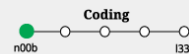
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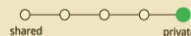
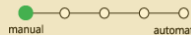
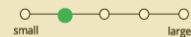
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Skills



Data Profile



Work on Part 1:

Creating Your Researcher

Develop Data Details

Part 2 - the blue bundle - is devoted to describing the data and research.
There are four sections:

Research and Data

Overview of who's involved, description of the data, workflows, software, etc.

Data Security

How secure is the data? Are any laws or regulations applicable?

Data Sharing

How much, when, and where.

Data Preservation

What's the long-term plan?

Digging into the data

Things will get a little messy, that's OK.

Balance details with generalizations.

Work with what you're familiar with but also get creative!

Research and Data

Lab crew:
- Dr. Castor
- 2-4 grad students
- 1 undergraduate.

NSF Funded Grant

Most Field sites are on public land but a few are on private property, which he has permission to access. Anyone going into the field, will need hunting licenses with the correct stamps in order to trap, photograph, and collect samples from the beavers.

Field data is recorded primarily with digital cameras and water-proof field notebooks.

The data is then entered into spreadsheets back at the lab and the digital photos transferred to the same computer.

Dr. Castor plans to organize and store all of the data in one database hosted on a computer housed in his lab. Most data is small but the genetic sequence data will larger (GBs).

Both historical and newly collected data is being used. Ex: Stream flow, GPS coordinates, behavior observations, genetic samples, and more. Most of the historical data will need to be digitized by-hand from publications and old reports. Some water data comes from public USGS datasets.

Except for the genetic data, Dr. Castor isn't aware of any data or metadata standards that apply to his research.

The university plans to patent the beaver deceiver.

Data Security

- Private land GPS coordinates
- Public land GPS coordinates

Data for the beaver deceiver needs to be protected.

Working with IT to set up password system and firewalls for the lab computer and database.

Data Sharing

Will only share minimum amount of data possible to comply with NSF's policies.

Only promised to share data subsets related to published research articles.

Will deposit data in Dryad.

Data Preservation

Depositing data subsets in Dryad but has no budget to cover costs maintaining the lab computer or the database after the grant.

Manual periodic back-ups on USB drive and department server.

Work on Part 2:

Develop Data Details

Putting it all together

Create a “greatest hits” summary of your group’s data persona using the supplied poster paper and markers.

Be prepared to share:

- An overview of who the persona *is*
- What the persona is researching and how they are storing their data.
- Their best and most worrisome data management practices.
- One piece of advice your group would offer the persona.

Share:

1. An overview of your group's data persona.
2. Their best and most worrisome data management practices.
3. One piece of advice your group would offer the persona.