

# Promoting Diversity & Inclusivity in AG2P Research

Community Workshop – AG2PI Seed Grant, 2021

Presented by the Public Science Collaborative, Iowa State University, USA.





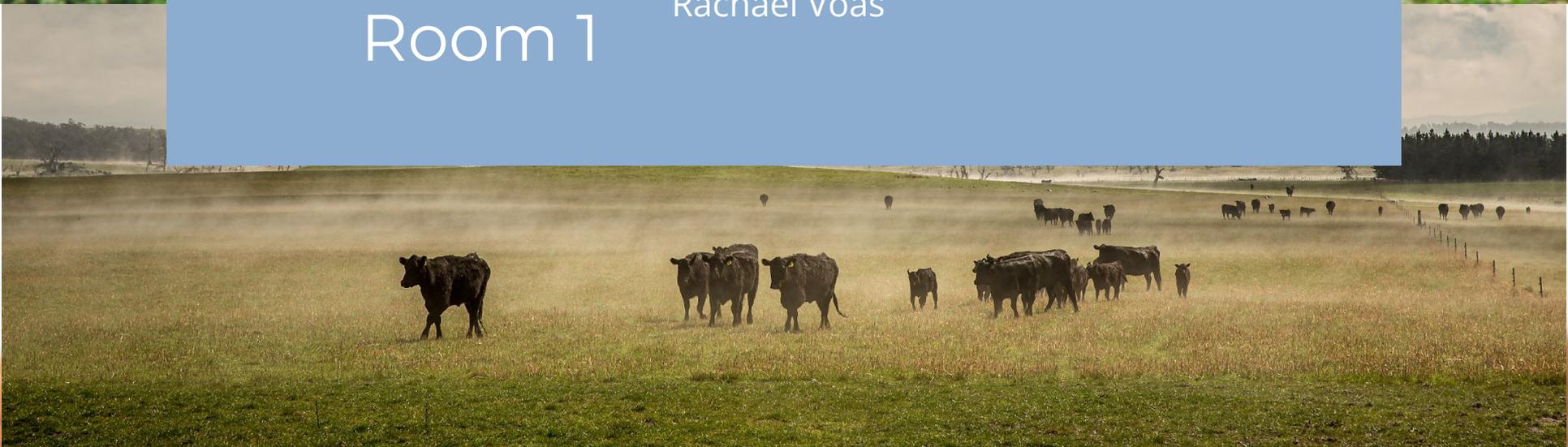
# Human Centered Design

Start with images of key users of AG2PI research, products, and services and develop 'personas' or ideal types to help you better understand and support the people who benefit from your work



# Breakout Room 1

Rachael Voas



# Persona Development

**Who is this person?** Job Title; Job Responsibilities; Age; Education Level; Industry; Organization Size? Background summary.

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**What are their biggest motivations?**  
Goals and Objectives?

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**What are their biggest challenges?** What are their pain points?  
What are the obstacles to success?

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**Why do they need your RCC?** How do they benefit?

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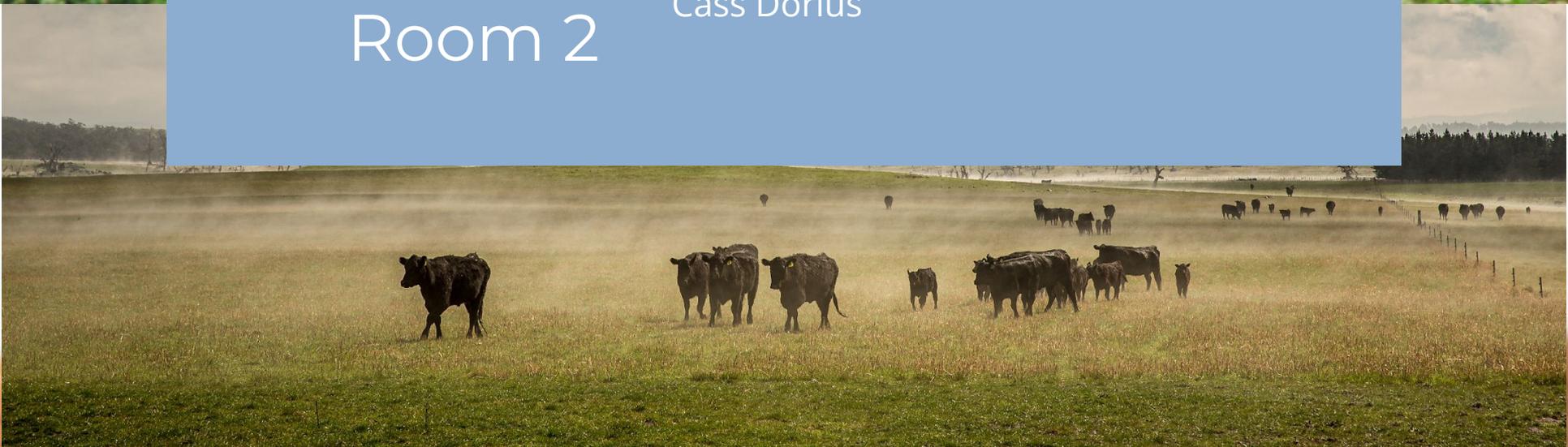






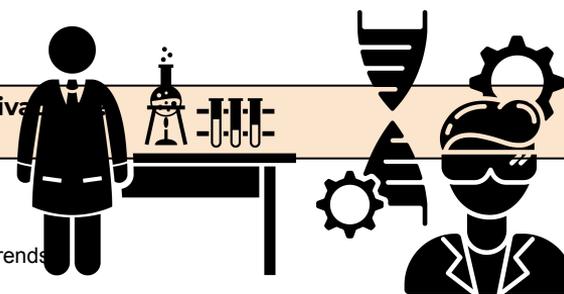
# Breakout Room 2

Cass Dorius





# Persona Development



**Who is this person?** Job Title; Job Responsibilities; Age; Education Level; Industry; Organization Size? Background summary.

- Som the Scientist
- Very smart and have a PhD
- Professional responsibilities-
- Societal responsibilities-
- Currently searching for funding
- To produce true investigations, provide ethical outcomes
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**What are their biggest motivations?** Goals and Objectives?

- Passion to do the science
- Do their job
- Interested in future and future trends
- Paid
- Fame
- Solve the world's problems
- Exciting discoveries
- Competing science- PhD, Thesis, papers
- Not satisfied by the status quo
- patents
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**What are their biggest challenges?** What are their pain points? What are the obstacles to success?

- Navigating funding pressures when producing ethical science
- Finding funding to do the work- keep teams in place
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- Actually solving the world's problems
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- publications
- Remain competitive
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**Why do they need AG2PI?** What will they use the information for? How do they benefit?

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- Build on our work
- Collaboration- amplify our efforts
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- Find collaborators
- Community building
- AG2PI seed grants!
- Learn from each other
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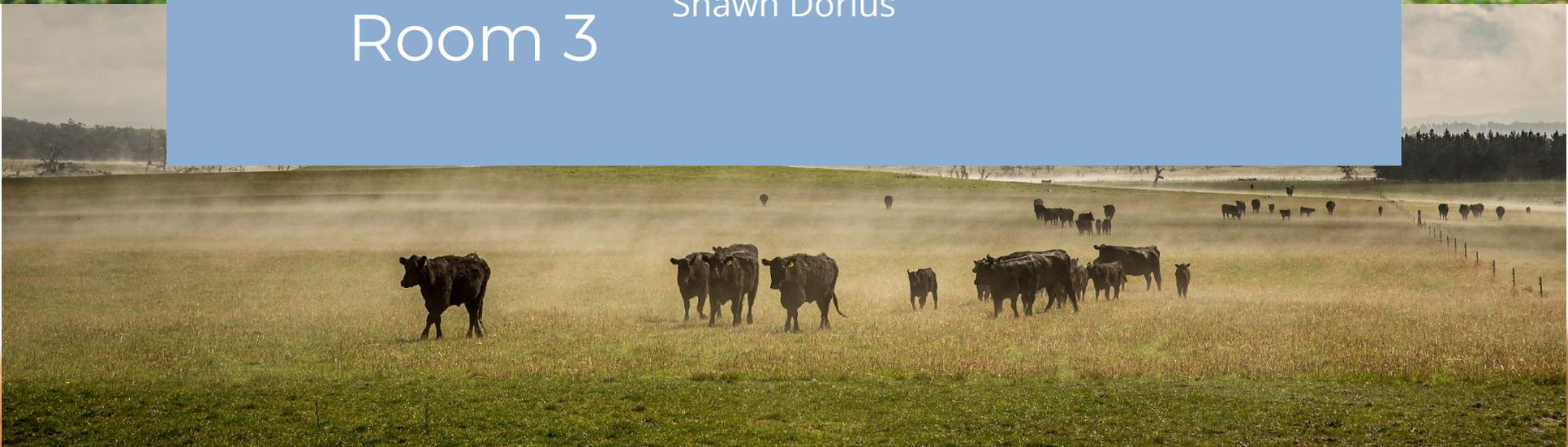






# Breakout Room 3

Shawn Dorius













# All Silhouettes

From Persona Tool





