



“When donating to charities, I like to know how my donation directly impacts the community they serve ”

AGE	36
JOB TITLE	Marketing Manager
GENDER	Female
LOCATION	Florida, USA

PASSIONATE

EMPATHETIC

CURIOUS

LEADER

Lisa May

ABOUT

Lisa is a marketing manager at a fortune 500 companies. She is passionate about supporting social causes and is an avid donor to communities and organizations support various causes that feel important to her.

USER BEHAVIOURS

- Finds it convinient to donate through a website
- Likes videos to visually support the mission of the organization
- Likes to know where her money is going exactly while donating

PAIN POINTS

- Doesn't like it when there is no communication with the organization post donation about how it is being used
- Concerned about security and trust while donating on websites
- Concerned about how the donation is being utilized by the organizations

MOST USED APPS



GOALS

- Donating to organizations that are creating a visible impact in the community they are working with
- Recieving gratification and seeing the organizations work directly as a donor

MOTIVATIONS



PERSONALITY

