



“ When it comes to donation, I value trust and transperency”.

AGE 51
JOB TITLE Vender Manager
GENDER Male
LOCATION Evansville,Indiana

OUTGOING POSITIVE
ANALYTIC DATA DRIVEN



Grady Johnson

ABOUT

Grady is an senior Vender manager in a multi national compant. His organization is supporting NGOs and he is always taking part of it. Personaly he believes that helping will improve life.

USER BEHAVIOURS

- Mostly Donating through web.
- Likes to be part of something valuable
- Believing that education can change a generation in better way

PAIN POINTS

- Frustrated when the organization won't
- communicate the progress it has made towards the goal
 - No previous donation history.
 - No personalised recommendations

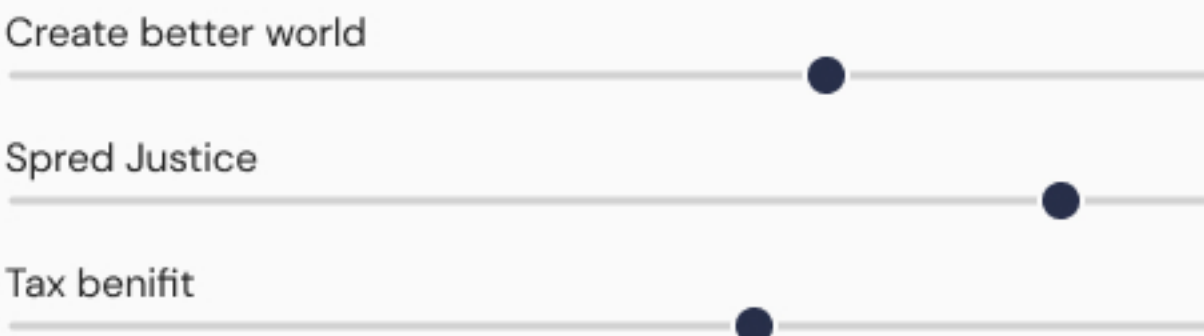
MOST USED APPS



GOALS

- Donating to organizations that are clearly
- communicate their short term and long term goals.
 - Willing long term commitment with suitable organization

MOTIVATIONS



PERSONALITY

