



Personal Information

Name: Serena

Age: 17

Gender: Female

Marital Status: Single

Occupation: Secretary

Salary: \$600

Mobile Usage: Very High

Profile

Serena is very tech savvy and it does not take her long to find what she's looking for

Goals

- find the for girls
- find the activities
- find the videos
- find the blog



Personal Information

Name: Risa

Age: 30

Gender: Female

Marital Status: Single

Occupation: Creative Director (Volunteer)

Salary: \$800

Mobile Usage: Medium

Profile

Risa is a Creative Director with a busy schedule yet she manages to make time for the girl scouts she is mainly on her phone to make call and text but it took her a while to find the information she was looking for because she had to think logically where would the information she was looking for be. She also went exploring the website learning new thing about the girl's scouts

Goals

- find the Volunteering page
- find the For Adults
- find the Volunteer
- find the Volunteer training
- find the Give Now (donate)



Personal Information

Name: Bulma

Age: 35

Gender: Female

Marital Status: Married

Occupation: Nurse (Den Mother)

Salary: \$1000

Mobile Usage: Low

Profile

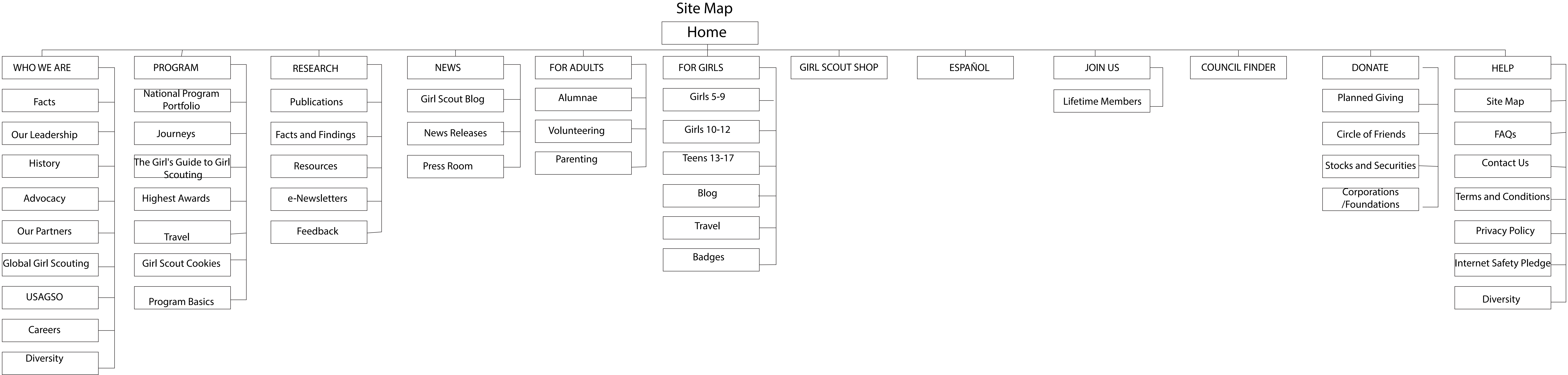
Bulma is a former girl scout who has become a dean mother. She is not very tech savvy and she had difficulty finding the information she needed about the New and the basic programs for the kids so she can see what badge does with what. It took her a while to find the information she was looking for; everything was very distracting and she couldn't find what she was looking for on the first couple of tries.

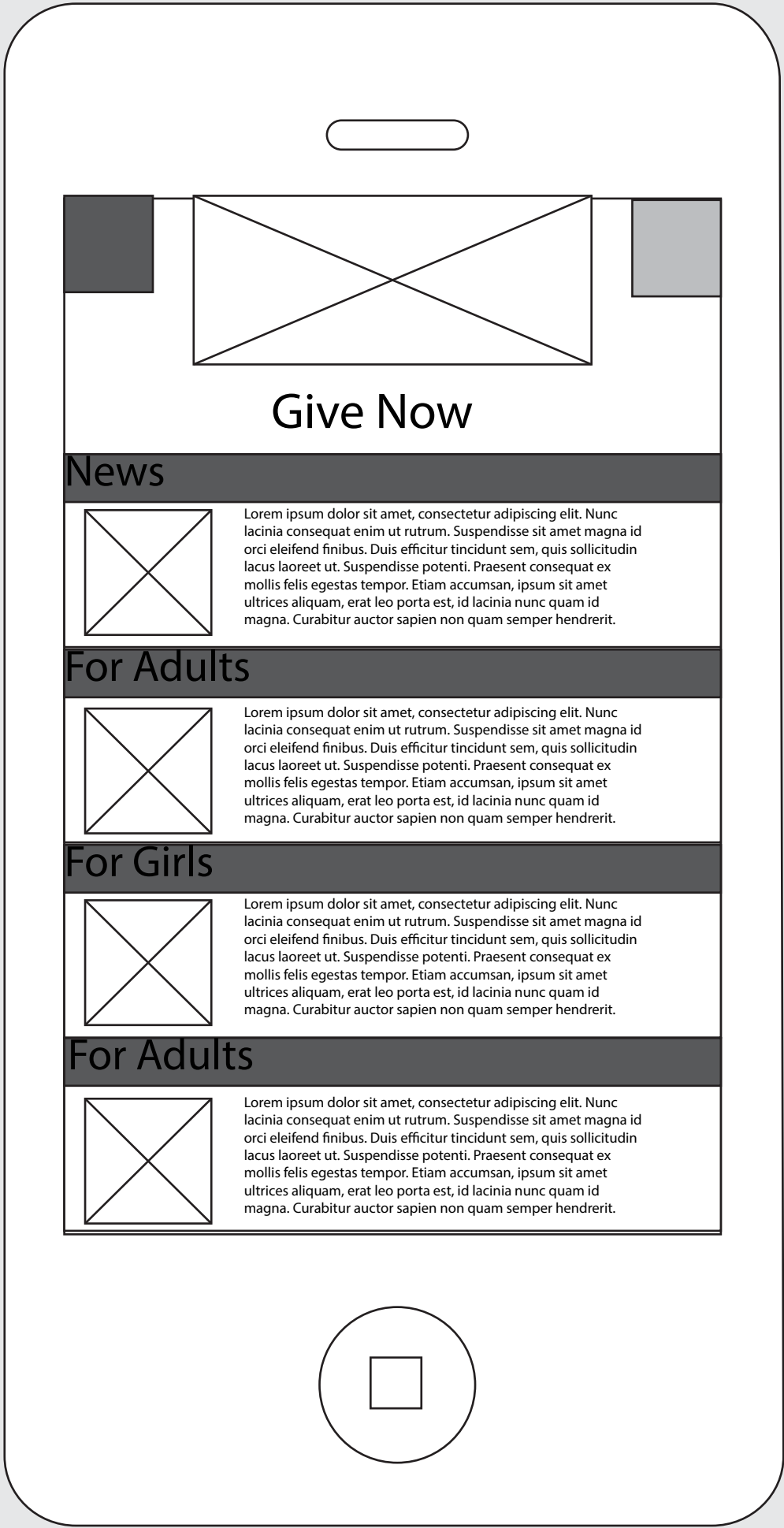
Goals

- find the Program Basic
- find the News Releases
- find the Badge
- find Our Leadership

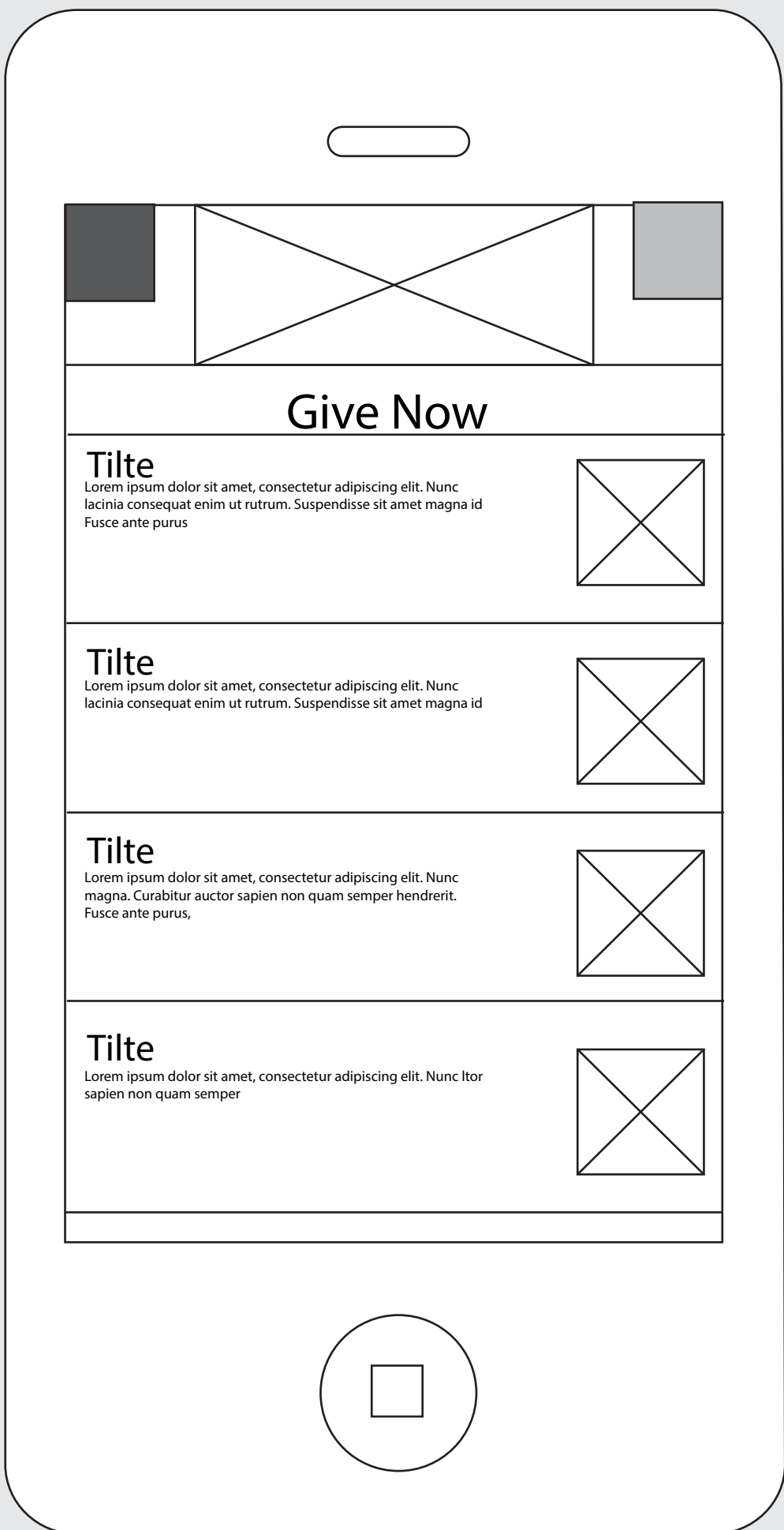
COMPETITIVE ANALYSIS

FACTOR	GIRL SCOUTS	STRENGTH	WEAKNESS	BOY SCOUTS	STRENGTH	WEAKNESS	IMPORTANCE TO CUSTOMER
Images	Excellent very clear	X		To high quality it make it look pixelated		X	important
Information	Has a lot great of information	X		Has a lot of information	X		Very important
Reliability	Easy to read has more information	X		Easy to read	X		Very important
Appearance	Very colorful bright and warm appealing to the eye	X		Simple		X	Very Important
Sales Method	Very professional organized appealing	X		It did what I was built for but it look unprofessional and unattractive	X		Very important
Advertising	none	X		none	X		Not important
links	They all work	X		Some of the are broken		X	Very Important

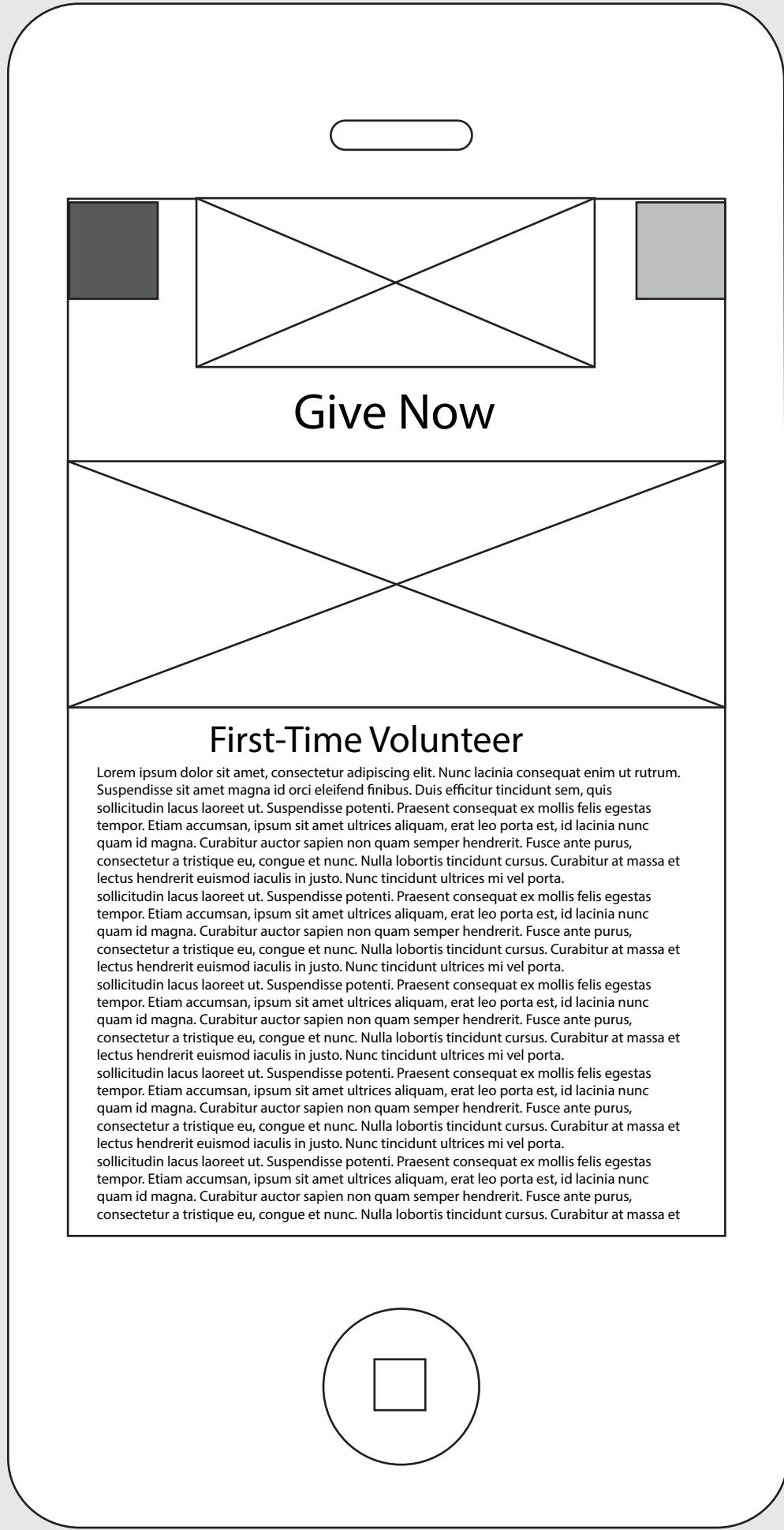




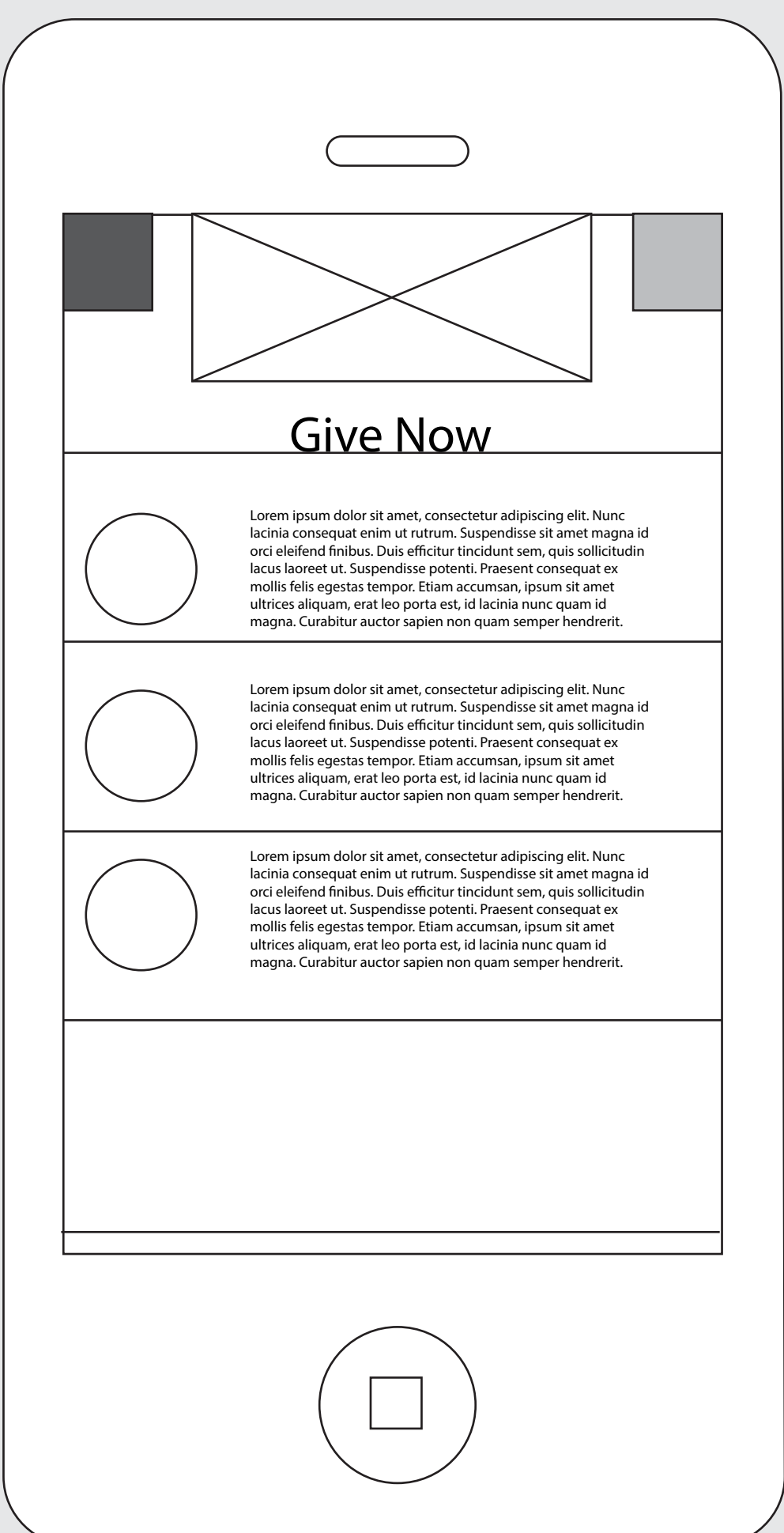
Home



New Releases



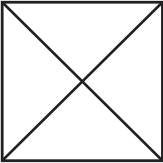
Volunteering



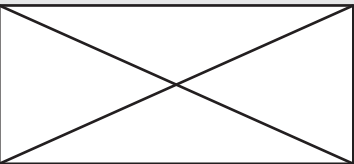
Activities



drop down menu



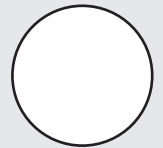
images



logo



locator



girl scouts