

EXPLORE - SHARE

SONYAH.

AGE 53

OCCUPATION Teacher

LOCATION Edinburg, TX

GENDER Female

TIER Senior

MOTIVATIONS

As a teacher Sonya gets to be involved in many volunteering roles that have helped develop her want to donate to as many good causes as she can. Sonya is a frequent Internet user, but has fallen in love with the mobile experience as opposed to web. However, even though there's an abundance of donor/charity web applications she finds it a bit irritating that not many have produced a user-friendly mobile experience. She wishes there was a mobile app like other popular crowdsourcing products where a user can explore, donate and share about charity causes she cares about.

GOALS

- Explore charities and foundations to donate to by mobile
- Promote charities and causes she cares about with her friends
- View details of campaign with ease

FRUSTRATIONS

- Can't find a good mobile solution
- Unable to easily share a charitable campaign I care about through mobile
- Searching for charitable foundations to donate to is tough on mobile

BIO

Sonya whole-heartedly believes that "no one has ever become poor by giving." Anything extra she has to give she does so with her time or money. After she got her first iPhone she found herself using it more and more to access the internet. Unfortunately, she hasn't been able to find a mobile application that can easily help her perform the same donation tasks that she can through web. She wishes this wasn't the case. When she makes time for herself she loves to cook and travel.



"The ability to search for good causes and share them with my friends."

FUNDRAISE & DONATION EASE

EDDIE.

AGE 52

OCCUPATION Homebuilder

LOCATION San Antonio, TX

GENDER Male

TIER Senior

MOTIVATIONS

Eddie has been building homes since he was 16-years old. Having grown up in a poor household he has always been the generous type. There were times when he was growing up when him and his family needed to rely on the good graces of others and now that he's successful with his own business he tries to give back where he can. Eddie doesn't just like to donate he also takes pride in organizing local fundraisers for his community. The challenge he faces is that he's unable to easily edit and create these fundraising campaigns through his preferred mobile device.

GOALS

- Create fundraising campaigns from mobile device
- Make/View donations
- Search by category and filter

FRUSTRATIONS

- Unable to edit/create fundraise campaigns from mobile device
- Difficulty searching for current fundraising campaigns through mobile
- Unable to track donations and fundraisers

BIO

Eddie loves being the person that can help families build the home of their dreams. A lot of times his job can be pretty lucrative so he always makes sure that he's giving back to his community some way. When work gets hectic he'll look to be a donor to a cause of his interest, but when times are slow he loves taking the lead on fundraising for charitable foundations. In the rare times he feels like being selfish he loves to take his son fishing and hunting.



"Really need a way to organize, edit and create my fundraisers through mobile."