

USER TARGET:

20-65 years

young adults and adults who
can make a donation because
is financially independent

SCENARIO:

The user wants to make a donation to a good cause because he/she believes it is important to help those in 2024 who are in social and political crisis, such as children living in a place at war. However, she/he has always been very suspicious of charities, so he/she decides to donate to UNICEF.

TASK 01

Find out what UNICEF is doing for children in the Gaza Strip and in what areas it is intervening, particularly focusing on education.

TASK 02

After learning about how UNICEF is acting on the crisis in Gaza, decide to make a monthly donation for children living in an area in crisis because of the war

TASK 03

You are questioning whether to make a general donation to UNICEF, get informed about how it does its work

TASK 04

After learning about how it does its work, you decide to learn more about UNICEF's history and watch their video about it.

TASK 05

You decided to make a general donation to UNICEF itself for just this one time. Make the donation of 100 euros.