

Persona #1 Student / Volunteer

Jessica



Goals:

- I want to have systematic online training for myself and other members of my nonprofit organization.
- I want to be guided by an experienced social impact consultant.
- I want to make our nonprofit organization have great social impacts.

Frustrations:

- There is no mature e-learning platform for social impact learners.
- Have no idea where to find social consultants for personalized advice.
- Do not know where to network with potential funders

Jessica is a new graduate who just got her Bachelors in Social Science degree at Western University. She treats everyone around her friendly and genuinely. She has rich volunteer experience. She used to volunteer at a local library as a librarian for two years back in high school. She also volunteered to solve many problems in the community she lives in.

She just recently graduated from university but she does not want to find a job. She desires to form a nonprofit organization with her friends in order to contribute to the community they live in and have some social impacts. She gathers with her friends and finds out they do not have enough knowledge to start. She realizes that they need a social impact consultant and courses that train them systematically. Since some of her friends have jobs, she thinks that an e-learning platform would be great. She also has concerns about where she can find funders to fund her NPO. She believes her NPO would be outstanding if there is a platform that can solve all her problems in one site.

Persona #2 “Instructional Designer” / Teacher

Zachary



Zachary is a middle aged man living in Toronto. He graduated from highschool and decided to directly enter the construction industry. He is a very outgoing man with a wife of 2 years named Katie. Zachary is very hard working, both in his construction duties as well as with his extensive list of hobbies. Every day Zachary wakes up to prepare breakfast with his wife before they both head off to work. After Zachary's long day at work he likes to spend some time volunteering for his community. His main interest is planting trees. Not only does he have a wonderful garden in his backyard with various trees and plants, but he also likes to plant trees for the community and often assists in whatever ways he can.

Zachary realized that no matter how hard he tries to better his community, one man can only do so much. He decided to begin to look for ways to teach his friends and family how to effectively plant trees. Zachary's years of planting trees taught him many things. On top of how to effectively plant a tree, he also has the knowledge of where in the city he can plant them, how to care for them, and the many different types of trees that can survive Ontario's varying climate.

Katie, Zachary's more tech savvy wife, figured there's no reason to limit Zachary's desires to teach to only family and friends. She recently heard of a rise in e-learning platforms that are meant for experienced educators to spread any knowledge they think is important. She does more research for Zachary to figure out the best possible platform for him.

Persona #3 Charity organization

Josephine



Josephine is a 46 year old woman working at Red Cross. She is a mother of 4, living in a cozy home with her husband and youngest child that is still in high school. Her family also consists of four cats; storm, spots, bunny, and bat. Every morning Josephine wakes up to bunny jumping around in her bed, getting her attention so she can feed him breakfast. After she finishes feeding her cats she then drives her son to school and heads off to work. Josephine's husband Todd works as a police officer and is usually up and out of the house before her. Since Todd finishes earlier he tends to grab their son from school on his way back home.

Josephine has been working at Red Cross for almost 10 years, currently employed as the head of IT. At work Josephine oversees many of the company's technical duties. After 10 years of excellent work and a promotion to IT Lead, she has accumulated extensive knowledge revolving around everything technological at Red Cross. Lately Red Cross has been trying to diversify Josephine's niche knowledge to the rest of the IT workers at the company, their goal is to create less of a bottle neck with their tools and have any worker be able to fix or operate the technology there. Specifically Josephine has realized she has trouble transferring knowledge related to the large video board they have outside of their main office that they use for advertising. This board uses an outdated interface and many new workers don't have this knowledge. She has also realized that many other Non-profit organizations use similar video boards and also seem to have trouble operating them. Josephine decides that she would like to create some sort of archive that she can point Red Cross employees to, as well as any new hires which will teach them how to easily operate the video board. However she doesn't want to stop there, Josephine also wants to relay her knowledge to anyone who is having trouble operating this same video board, in an attempt to help other non-profit organizations out there facing the same issue.