

Bryan R.

AGE 60

OCCUPATION Retiree

LOCATION Seattle, WA

GENDER Male

Role Donor



*"I just want to donate
to support a great cause."*

MOTIVATIONS

Bryan wants to donate because he knows an acquaintance who has a family member living with hydrocephalus. He looks forward to making his first donation to the association. He greatly appreciates the efforts of the Hydrocephalus Association, but he is not interested in receiving email updates.

GOALS

- Make a general donation
- Only donate

FRUSTRATIONS

- Being confused on where to start donating
- A checkout process that requires too much time and information
- Inadvertently being subscribed to an e-mail distribution list

BIO

Bryan is enjoying retirement and likes to help others when he can. He is moderately active on the internet, browsing news and social media. He spends the rest of his time golfing and working on projects around the house.

Jacque Q.

AGE 25

OCCUPATION Full-Time Mother

LOCATION Bethesda, MD

GENDER Female

ROLE Fundraiser/ Walker



*"I want to raise awareness
and support for my
daughter and others like her."*

MOTIVATIONS

Jacque dedicates her time caring for her baby daughter. Her daughter was born with a rare health condition called hydrocephalus. Jacque is an active member of the Hydrocephalus Association. The association is a leader in research to discover new ways to treat hydrocephalus. Each year she uses the organization's fundraising website and participates in their walk event. The event is a drive to raise funds and awareness for her daughter and others like her.

GOALS

- Make it easy for people to donate
- Be able to monitor fundraiser status
- Easily manage fundraising page

FRUSTRATIONS

- Ability to easily share information about the Hydrocephalus Association
- Has to explain the difference between a "walk" versus donation
- Has to explain how to navigate the website to donate

BIO

Jacque and her husband lived and worked in Australia. While in Australia, they had a baby girl who was born with a rare health condition. Jacque returned to the U.S. early so that her daughter could receive specialized healthcare. Her husband had to stay behind in Australia to fulfill his work commitment.

Jessica T.

AGE 30

OCCUPATION Nurse

LOCATION San Diego, CA

GENDER Female

Role Donor/ Walker



"I want to support my friend and a great cause."

MOTIVATIONS

Jessica has a friend with a family member affected by hydrocephalus. She shows her support by donating for a particular person. She also joins a team every year for a walk event to raise awareness for hydrocephalus.

GOALS

- Donate for a particular person
- Share fundraiser website through social media
- Join a team and raise awareness through a walk event

FRUSTRATIONS

- Has to help people who want to join her team navigate the website
- Has to explain to people how to find her team on the website
- Not easy to share fundraiser website

BIO

Jessica is a young professional who enjoys helping other people. Outside of work she likes to be active in her community and does many things to support her close friends. She enjoys being outdoors and exercising.