



Ronny Williams

Scenario

Ronny has recently graduated and found himself a job, sympathising with those who are looking for housing he is looking for a place to donate to on his desktop.

Expectations

- Easy use and accessible
- Quick to accomplish
- Feel they have made a difference

Painpoints

- Frustration they may face if the process is slow and not simple
- Don't feel their donation has done anything

Decide

- Looking for a charity to donate to searching, "Donate to housing charity Bristol".
- Not happy with a few of the searches and comes across housing matters.

"I can't wait to make a difference"

Engage

- Enters the page and notices the nice welcoming layout and builds some trust.
- Looking for donation button - finds it after a while.
- Scrolls on page to see if charity is the right one for them
- Clicks the donate button

"This seems like a reliable place, this is the one for me"

"Where is the donation button"

Donate

- Directed to new page but the donate button is still there leading to confusion
- Scrolls down and sees donation button
- Gets to donation page after three pages

"I thought I had clicked donate"

Finished Donating

- Filled out details in donating and signed up for information to be shared so they can hear about their impact
- Thanked for donating - feels good

"I'm so glad I did this, can't wait to hear how I helped"