

Ronny Williams

24 Years, Graduate

@Bristol



ABOUT

Ronny is a recent graduate and like many others suffered throughout the housing crisis leaving university with very little money. Having recently got his first job after graduating he is looking to donate to a reliable charity who will help advice others as he was helped during his time of need.

NEEDS

- To feel their actions are making a difference
- Reliable charity
- Easy donation process
- To know where their donation is going

FRUSTRATIONS

- Processes that take a while
- Website designs that appear unreliable
- Poor navigation

CHARACTERISTICS

Trait 1: Passionate

Trait 2: Caring

Trait 3: Impatient

TECHNOLOGY

Apps ● ● ● ○ ○

Internet ● ● ● ● ●

Social media ● ● ● ○ ○

KEY WORDS

Donate

Internet

Desktops

Charity

Volunteering

Student