

# Sarah Foster

42 Years, Marketing Manager

@Bristol



## ABOUT

Sarah is a successful marketing manager, living in a comfortable suburban home with her husband and two children. She has a stable income and is passionate about giving back to the community. Housing and Homelessness issues have always concerned her, and she's looking to make a meaningful contribution to charity that addresses these issues.

## NEEDS

- Information and Education
- Transparency and Accountability
- Engagement and Connection
- Inspiration and Personal Connection

## FRUSTRATIONS

- Difficult Website Navigation
- Lack of Clear Information
- Slow or Unresponsive Website

## CHARACTERISTICS

**Trait 1:** Compassionate

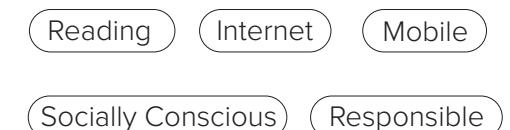
**Trait 2:** Inquisitive

**Trait 3:** Philanthropic

## TECHNOLOGY



## KEY WORDS



# CUSTOMER JOURNEY MAP

*Donating to Housing Matters*



Sarah Foster

## Scenario

Sarah discovers Housing Matters through a friend's Facebook post. Intrigued and deeply touched, she wants to explore their mission and impact with aid of a donation.

## Expectations

- Clear and Compelling Information
- Transparency
- Engagement Opportunities

## Painpoints

- Complex Navigation
- Lack of Impact Information
- Slow Loading and Technical Issues

## Discovery

- Sarah first learns about the charity through a friend's social media post about their work on housing-related issues.
- She clicks on the attached link and lands on their homepage.

## Explore

- On the homepage, Sarah clicks on the "About Us" tab in the navigation bar.
- She learns about the charity's history, mission and team.
- Moving onto the "Our Impact" page, she initially struggles to navigate the page but eventually finds the information she's looking for.

## Understanding

- From here, she is satisfied with her research and heads to the donation page.
- She notices an additional page about stories from previous clients, a short investigation concludes her research.
- From here, she is satisfied with the charity transparency and significance, and heads to the donation page.

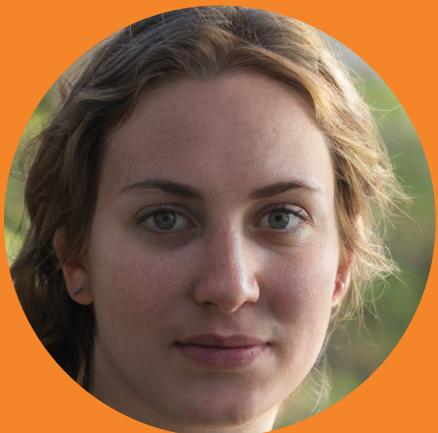
## Donation

- Feeling confident, she returns to the "Donate" page, selects the amount she's comfortable with, fills out her details and makes a secure payment online.

# Emily Anderson

35 Years, Retail Worker

@Bristol



## ABOUT

Emily has faced a series of unfortunate events over the past few years, including the loss of her job and a difficult divorce. She's struggling to find stable housing, leading to a period of homelessness. Emily is currently staying with a friend, but the living situation is unstable, and she's desperate to find affordable housing.

## NEEDS

- Clear Information and Guidance
- Inspiration and Hope
- Access to Supportive Services
- Effective Communication Channels

## FRUSTRATIONS

- Complex Bureaucracy
- Lack of Timely Responses
- Inadequate Online Resources

## CHARACTERISTICS

**Trait 1:** Resilient

**Trait 2:** Resourceful

**Trait 3:** Hopeful

## TECHNOLOGY



## KEY WORDS

Artistry   Internet   Desktops  
Friends and Family   Collaborative

# CUSTOMER JOURNEY MAP

## Seeking Aid from Housing Matters



Emily Anderson

### Scenario

Emily realises that she cannot continue relying on her friend's generosity and needs to find stable and affordable housing, from an extensive research period she lands on Housing Matters.

### Recognition

- Emily becomes aware of her need for stable and affordable housing as her current living situation becomes increasingly unsteady.
- Emily discovers Housing Matters' website during an online search for housing assistance.

### Contact

- She explores the website's homepage to gather information about their services, including their latest Impact Report.
- The lack of intuitive navigation frustrates her, as she struggles to locate the information she needs.
- Emily finds contact information on the website, leading her to call the helpline for assistance.

### Expectations

- Clear Navigation
- Comprehensive Resources
- Timely and Supportive Follow-Up

### Painpoints

- Outdated Content
- Difficulty in Accessing Resources

### Resources

- Emily navigates the website to access resources, but the resources page lacks anything relating to her situation.
- The inability to locate her specific query within the pages leaves her rather frustrated.

### Follow-Up

- Emily additionally searches for application forms for potential subsidised housing programs, but submitting them marks the beginning of a waiting period.
- She now waits in anticipation, uncertain of what's to come next.

# Danial Tebo

7, Primary School Pupil

@Jamacia



## ABOUT

Danial Tebo is a 7-year-old primary school pupil living in Bristol. He has lived in England since he was one year old when his parents moved from Jamaica. Danial has a love for learning and is amazed by the world around him. He is incredibly close to his mother, who has always been his primary caregiver and role model. Danial often needs to support his mother in navigating online due to her lack of technology skills. Danial's family is currently facing a persistent issue of black mould. The living conditions are far from ideal.

## NEEDS

- Assistance with Housing
- User-Friendly Technology
- Support and guidance
- Accessibility

## FRUSTRATIONS

- Complex Technology
- Difficulty Explaining
- Limited Independence

## CHARACTERISTICS

**Trait 1:** Curios

**Trait 2:** Resilient

**Trait 3:** Empathetic

## TECHNOLOGY



## KEY WORDS

Pupil      Resilient      7 Years Old  
Caregiver      Living Conditions

# CUSTOMER JOURNEY MAP

## Seeking Housing Advice on Mobile



Danial Tebo

### Decide

- Danial and his mother realize their living conditions are deteriorating due to black mould.
- They decide to seek help from a housing charity to improve their situation in Bristol.
- After exploring several websites Danial and his mum are drawn to Housing Matters Bristol

### Scenario

Danial and his mother are living in a home affected by persistent black mould. Danial is helping his mother as she has limited technology knowledge, and he wants to make their living conditions better. They need support to find a solution to their housing issue.

### Engage

- Using a mobile phone, Danial proceeds to the charity's website.
- They find the website's homepage and look for information on housing support.
- Danial, with his mother beside him, clicks on the "Helpful Resources" tab and begins to explore the resources available

### Expectations

- Expects the website to be easy to use.
- Hopes to find contact details.
- Hopes to receive clear confirmation of contact.

### Exit

- Danial guides his mother in clicking the "Contact Us" tab.
- They locate information about the charity's advice line and the drop-in locations in Bristol.
- They find the advice line number and consider calling it for further assistance.

### Painpoints

- May struggle with an unclear layout.
- Main contact information may not be highlighted clearly, causing confusion.

### Reflects

- They appreciate finding the advice line number but wish the website had been simpler to navigate.
- They decide to call the advice line for support in addressing their housing issue
- Doing so their family receive the appropriate help and advice and are grateful for the support

# Aiden Elmer

34, High Potential Investor

📍 Bristol



## ABOUT

Aiden Elmer is a 34-year-old high-potential investor based in Bristol, United Kingdom. With a strong background in finance and a keen eye for emerging market trends, Aiden has made a name for himself in the world of investments. He holds a master's degree in finance and currently works as an investment analyst for a prominent asset management firm in Bristol. Beyond his career, Aiden has a soft spot for supporting charities and is aiming to donate to organisations more frequently.

## NEEDS

- Impactful programs
- Transparency and accountability
- Alignment with values
- Accessibility

## FRUSTRATIONS

- Complex giving option
- Lack of Personal Connection
- Inefficiency

## CHARACTERISTICS

**Trait 1:** Analytical

**Trait 2:** Ambitious

**Trait 3:** Tech-Savvy

## TECHNOLOGY



## KEY WORDS

Investor      Values      34 Years Old  
Business Man      Eye for detail

# CUSTOMER JOURNEY MAP

## Donating to Housing Matters



Aiden Elmer

### Decide

- Aiden lands on the Housing Matters website, motivated by his desire to make a positive impact on housing issues.
- Aiden is impressed by the stories and photos of individuals who have benefited from the charity's housing initiatives. This engagement reinforces his decision.
- He navigates to the "Donate Now" button on the homepage.

### Scenario

Aiden is motivated to donate to a housing charity. He is inspired by his personal belief that everyone deserves a safe and comfortable place to call home and wants to make a positive impact in his community.

### Engage

- Aiden proceeds through the donation process and appreciates the option to donate monthly
- Aiden enters the amount he would like to donate monthly to the charity
- He enters his personal information and payment details into the donations tab

### Expectations

- Clarity of the charity's mission
- Transparency on donation spending
- Efficient and secure donation process
- Emotional connection to the cause

### Exit

- Aiden completes the donation process successfully, receiving thanks and an immediate confirmation message.
- The website offers him the option to sign up for the charity's newsletter, which he chooses to stay connected and engaged.
- He exits the website with a sense of accomplishment, knowing that his contribution

### Painpoints

- Clarity on which page he has selected/is on
- Aiden realizes that the website could improve by providing more engagement options, such as sharing donation stories

### Reflects

- In the days following his donation, Aiden receives a thank-you email from the charity, providing more information about their work and the impact of his contribution.
- He reflects on his donation experience and feels a sense of satisfaction, knowing he has supported a cause close to his heart.

# Dominika Wonda

37 Years

📍 Bristol



## ABOUT

Dominika has just given birth in the last two months but recently her husband has passed away. Being out of work due to the baby she is now unable to find a job quickly and does not have enough income to pay rent.

Dominika is confident with a phone but not comfortable using a desktop.

## NEEDS

- To feel heard
- Reliable charity
- Contact advice
- Clear communication

## FRUSTRATIONS

- Language barrier
- Not finding what she seeks
- Poor navigation

## CHARACTERISTICS

**Trait 1:** Patient

**Trait 2:** Anxious

**Trait 3:** Cautious

## TECHNOLOGY



## KEY WORDS

Mother      Barrier      Widow  
Friends and Family      Mobile Apps

# CUSTOMER JOURNEY MAP

Seeking Housing Advice on Mobile



Dominika Wonda

## Scenario

Dominika's husband has recently passed away and she is currently out of work looking after her new born baby. Her landlord has informed her if she cannot pay next months rent she will be evicted.

## Expectations

- Find contact details quickly
- Talk to someone
- Feel heard

## Painpoints

- Frustration they may face if the process is slow and not simple
- Lack of accessibility

## Decide

- Through the search, "Housing advice Bristol" she comes across housing matters as the second option.

"This site looks easy and welcoming"

"I need help quickly!"

## Contact Us

- Enters the page and notices the page isn't overly crowded and icons help with knowing options.
- Looking for contact details, Dominika scrolls to the bottom of the page.
- Unable to find a phone number or email she scrolls to the top.

"I thought the details would be at the bottom"

## Housing Symbol

- Facing a house problem she clicks on the house icon
- Scrolls down a little and finds contact details as well as email and postcode

"Picking the house made sense"

## Next Step

- Gives the number a call but is unable to get through
- She sends an email but feels like it doesn't convey things well enough due to the language barrier
- Does not notice the link in the text for an alternative number

"Who else can I contact?"

"Found the details, time to get advice"

# 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



## KEY WORDS

Donate   Internet   Desktops  
Charity   Volunteering   Student

# CUSTOMER JOURNEY MAP

## Donating to Housing Matters



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"

### 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

"Where is the donation button"

"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"

# Ricky Johnson

43 Years, Director of Sweet Dreams

@Bristol



## ABOUT

Ricky Johnson has been building his charity for over two years alongside working in the business sector. He feels the next step to his charity is to build connections and partner with local charities in a similar field to his. Ricky has been unsuccessful due to his high standards for his potential partnerships.

## NEEDS

- To know their partner will be reliable
- The vision and values of their potential partner
- How established their partner is
- Case studies from potential partner

## FRUSTRATIONS

- Inability to find information quickly
- No accessibility to contact
- Poor navigation

## CHARACTERISTICS

**Trait 1:** Empathetic

**Trait 2:** Determined

**Trait 3:** Driven

## TECHNOLOGY



## KEY WORDS

Director   Internet   Driven  
Partnership   Cooperative

# CUSTOMER JOURNEY MAP

Find Potential Partnership



Ricky Johnson

## Scenario

Ricky is looking to expand his charity and he believes the next step is to network and find connections with local charities/businesses.

## Expectations

- Good navigation
- Easy to find desired information
- Contact if standards are met

## Painpoints

- Poor navigation
- Unable to contact
- Cannot find information or request it if not able to find

## Decide

- Due to high standards Ricky has been unable to find any potential partners that meet his criteria.
- On his search he comes across Housing Matters.

*"This looks like it could be a potential partner"*

## Vision & Values

- Enters the page he notices the rebranding and comes to the conclusion that this is an established company.
- Ricky looking at the nav bar clicks on "Our Impact" to find information.
- Moves to "Your Stories" for case studies.
- Looks in the "About Us" he finds a subheading called "Our Partnerships".

*"This is very established and has clear information"*

## Contact Us

- Noticing in the "About Us" he clicks on "Work With Us" but cannot find how to do so.
- Proceeds to click on "Contact Us" to find information.
- Glad to see information on how to contact but is unclear if the email is for funders/partners or clients.

*"I believe this is the partner for me, I would like to contact"*

## Final Verdict

- Finding details he decides to send an email but is not sure if this is the correct email.
- He is unsure of whether he will get a response due to being unsure if they took the correct action.

*"I hope I hear back soon"*

# Helping Hands

Fundraiser Group

UK



## ABOUT

Helping Hands is a large UK-based foundation, eager to expand its efforts into the Bristol area. They are interested in forging meaningful partnerships with charities, such as Housing Matters Bristol to address housing and homelessness issues and create a positive impact on the local communities. With larger funds available, they hope to successfully find the appropriate charities

## NEEDS

- Information and Transparency
- Impact Assessment
- Collaboration
- Easy Communication

## FRUSTRATIONS

- Complex Systems
- Lack of knowledge
- Outdated Content

## CHARACTERISTICS

**Trait 1:** Community-Minded

**Trait 2:** Dedicated

**Trait 3:** Effective Communicators

## TECHNOLOGY



## KEY WORDS

Fundraiser   Positive   UK-Based  
Diverse   Communication

# CUSTOMER JOURNEY MAP

Potential Funder through website



Helping Hands

## Decide

- Helping Hands decides to explore the Housing Matters website with the goal of becoming a potential funder.
- Landing on the homepage they browse around discovering information and details on who the charity are and what they do

## Engage

- They spend some time on the "About Us" tab discovering current funders, and what the charity does
- They easily locate the trustee and staff profiles and feel more engaged with the project
- After reading some client stories they can see the positive impacts the charity has delivered
- They struggle to find impact and annual reports at first

## Scenario

Helping Hands, is eager to explore opportunities to collaborate with Housing Matters. They aim to become a potential funder and support the charity's initiatives in addressing housing issues in the community. They visit the Housing Matters website through a laptop.

## Expectations

- To find clear information about how to become a funder or collaborate with the charity
- To access contact details for the charity to initiate communication

## Painpoints

- Found difficulty in the correct contact address/method for a funder
- Found issues in locating certain information such as impact reports

## Exit

- Happy with what they have discovered, they enter the contact page to get in touch with the charity
- Uncertain about whether they are emailing the correct address as a funder. They continue with the admin email to make initial contact.
- They are also unsure about phoning as there is only an advice line number for clients?

## Reflects

- From what they discovered about the charity Helping Hands is happy with its decision to make contact with the charity
- After receiving a reply they understand they emailed the correct address but wish it could have been specified clearer