

## Segmentation Worksheet Quinn Nilsson

Profile of ideal person in: student with part time job(decent money)

Name		Kelly	Roland	Susan
Define:	What is the need of this person	Wants to feel she is doing good with what little she has	A constant way to give back, doesn't have to think about it	Wants to donate to a cause she cares about
Goals:		Wants to be able to donate monthly	Wants to graduate college and have a lot of money to travel	Wants to start a family
Motivations/frustrations		Motivated by a desire to do good. Frustrated by inconvenient and unexpected expenses	Motivated by his family members who volunteer and donate to local organizations. Frustrated by his feeling of guilt	Motivated by stories! Frustrated by priorities
Behaviors/Patterns		Often at school or work, little time for socializing. Most socializing is done on social media	Any free time is spent working on personal projects. Donates usually at the grocery store	Very busy with school, taking 18+ credits. Donates usually to Facebook charities
Feeling about technology		Very comfortable with it. Tech savvy	Very comfortable with it, would prefer if most everything was online	Not too tech savvy but is comfortable with online credit card payments
Feeling about learning		Loves to learn	Willing to learn	Willing to learn
Differences between other persons		Is very particular about what kind of cause she will donate to	Has the money, but doesn't want to spend a lot of time researching places to donate to	Donating is not her priority, will take more persuasion (stories) to get a donation