Ransem Foundation Stakeholder Personas

First Persona: Grace

Age: 28, Education Program Director, 85,000 KSH/month
Goals: Maximize program impact, streamline operations, provide quality support to beneficiaries
Pain Points: Manual record-keeping, time-consuming reporting, difficulty tracking program effectiveness
Behaviors: Moderate tech skills, uses Excel heavily, relies on phone calls for coordination, works long hours
Quote: *"I spend too much time on paperwork instead of actually helping people. We need better systems."*

Second Persona: Michael

Age: 24, Bank Teller, Mombasa, Alumni, 45,000 KSH/month
Goals: Give back to foundation, mentor current beneficiaries, advance career through networking
Pain Points: Limited disposable income, wants to help but unsure how, desires connection with other alumni
Behaviors: Mobile-first user, active on social media, prefers affordable giving options, values peer connections
Quote: *"The foundation changed my life. I want to help others like me, even if I can only give a little."*