Ransem Foundation Stakeholder Personas

Persona 1: Sarah the Beneficiary

Age: 19, Secondary School Graduate, Nakuru

Income: Family earns ~15,000 KSH/month from small farming

Goals: Complete university education, find stable employment, support family financially

Pain Points: Limited internet access, expensive data bundles, lacks career guidance, financial constraints

Behaviors: Uses basic smartphone, prefers WhatsApp/SMS, accesses internet at cyber cafes, relies on mobile money (M-Pesa)

Quote: *"I want to study IT but don't know where to start or if I can afford it. I need someone to guide me."*

Persona 2: James the Mentor

Age: 32, Software Engineer, Nairobi

Income: 180,000 KSH/month

Goals: Give back to community, share technical skills, help young people access opportunities

Pain Points: Busy work schedule, difficulty coordinating with mentees, lacks structured mentoring process

Behaviors: Tech-savvy, uses multiple devices, prefers email/calls for professional communication, active on LinkedIn

Quote: *"I grew up in Kibera and someone helped me get my first programming job. I want to provide the same opportunity."*

Persona 3: Grace the Program Director

Age: 28, Education Program Director

Income: 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."*

Persona 4: Michael the Alumni

Age: 24, Bank Teller, Mombasa
Income: 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."*

Persona 5: Dr. Peter the Board Member

Age: 45, University Professor
Income: 250,000 KSH/month
Goals: Ensure strategic oversight, maintain transparency, measure organizational impact
Pain Points: Limited time for foundation activities, needs quick access to key metrics, requires professional reporting
Behaviors: Email-focused, prefers detailed reports, uses desktop/laptop primarily, values data-driven decisions
Quote: *"I need clear data to make strategic decisions and ensure we're truly making a difference."*

Persona 6: Jane the Administrative Staff

Age: 35, Office Manager
Income: 35,000 KSH/month
Goals: Serve beneficiaries efficiently, maintain accurate records, support program directors
Pain Points: Repetitive data entry, difficult to find information quickly, outdated filing systems
Behaviors: Basic computer skills, prefers simple interfaces, uses phone for most communication, detail-oriented
Quote: *"When someone calls asking about a beneficiary, it takes me forever to find their file. We need better organization."*

Persona 7: David the Board Chairperson

Age: 52, Business Executive
Income: 500,000+ KSH/month
Goals: Ensure foundation sustainability, maintain donor confidence, drive strategic growth
Pain Points: Limited time availability, needs executive-level summaries, concerned about

operational efficiency

Behaviors: Delegate-focused, mobile device user, prefers visual dashboards, values concise communication

Quote: *"I need to see the big picture quickly - are we achieving our mission and using resources wisely?"*

Key Insights Across Personas:

Technology Patterns:

- **High-tech users:** James (Mentor), Dr. Peter (Board Member)

- **Mobile-first users:** Sarah (Beneficiary), Michael (Alumni), David (Board Chair)

- **Basic tech users:** Grace (Program Director), Jane (Admin Staff)

Communication Preferences:

- **SMS/WhatsApp:** Sarah, Michael, Jane

- **Email:** James, Dr. Peter, David

- **Phone calls:** Grace, Jane

- **In-person:** Sarah, Grace

Priority Needs:

- **Beneficiaries:** Accessibility, affordability, guidance

- **Staff:** Efficiency, simplicity, automation

- **Leadership:** Strategic insights, transparency, impact measurement

- **Volunteers:** Flexibility, meaningful engagement, clear processes

System Design Implications:

- Must work on basic smartphones with limited data

- Simple, intuitive interfaces for non-technical users

- Robust reporting capabilities for leadership

- Offline functionality for areas with poor connectivity

- Multi-language support (English/Swahili)

- Integration with M-Pesa for payments