

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."*