**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."*