



PERSONA 1

Name

Emilio Scalia

Age

67

Background

Emilio is a retired construction-worker, woodsman, ranch-hand, presently a leatherworker as his main hobby-job, and film-photography as his hobby. He is Republican in nature, but believes in the traditional America: where the American version of The Hajj is a family pilgrimage to Yellowstone National Park, buying products Made in America that his father bought, and frequents his grandchildren on camping/hiking treks as well as informing them of the different fauna & flora that flourish in his several hundred acre property, all while rocking a film camera. He believes that the heritage of America should be protected and be a gift to be enjoyed for all.

End Goal

Wants to learn how he can preserve his land so that others may enjoy it for generations to come.

Ideal Features & Content

Easy and fortuitous navigation.

Desired Experience

Would like to see how this company is reputable and the work its done to better America.

Frustrations

"There's too much shit on here, I'm confused."

Usability Needs

Site needs to be simplistic enough to engage with without getting lost or confused with too many things to click. A text-size adjustment feature would be nice too.



PERSONA 2

Name

Marybeth Greene

Age

45

Background

Marybeth is a 11th grade environmental sciences school teacher. She is fairly current with technology, is only two memes behind and enjoys sharing imagery and popular videos with her students. She uses her iPhone, tablet, and PC Laptop quite frequently and with an equal share for both personal and for work (presentation/sharing/data transitioning).

End Goal

Be able to teach children and show them resources on how they can care for the environment.

Ideal Features & Content

A easy to use area with stories or updates in recent news.

Desired Experience

Site optimized for mobile.

Frustrations

Site had so much content it took too long to find out what she wanted to find.

Usability Needs

Site loads quickly in order to show her students information, resources, or activities.



PERSONA 3

Name

Sven Jónsison

Age

34

Background

Sven is the owner of a large land plot with plenty of trees. He is married with two kids and enjoys spending time with his family. He believes in the green ideals but doesn't really know much about certification, or forest stewardship practices but wants to start somewhere. He's mostly engaged with donations. He is technologically adept.

End Goal

Wants to learn how to be an active part in increasing awareness for the protection of America's forests.

Ideal Features & Content

In addition to easily find out how to become certified, Sven also wants easy-to-track donation feature.

Desired Experience

Site is family friendly and easy to navigate.

Frustrations

Although site was fairly navigable, there was too much content, and content within content, and content with content within content. Donations page was a tad bit overwhelming.

Usability Needs

Wants decent interface.

TARGET AUDIENCE A.F.F.

Target Demographic

Mature Americans, mostly families, who own any-sized plots of land that contain a forest biome. They are probably near the upper spectrum of middle class to lower-upper class.

Demographic Age Range

27 to 55 years old. A secondary range also seems to target older retired individuals 55-70.

Donators demographics will probably range in younger individuals (20-30y/o) as well as from (30-50y/o) who will donate the majority funds.

Socio-Economic Background (Income, Marital, Edu. Race)

The AFF seems to engage the most interest in middle-middle-class to upper-middle-class families who cumulatively earn \$45k-\$120K per year. Lower-upper-class families may also be considered to be in the background. Additional attributes include that these families do have children, have blue collar or stable jobs, and have earned enough money to purchase a significant portion of land that has forests on them. The majority of this market will most likely be white males.

Donators demographics will probably range in 30-4

Behaviors or Values

These families have a strong relation with nature, whether they frequently hike, bike, travel, or engage in environmentally-conscious activities or events. These individuals have a concern for protecting and preserving the environment, because nature is large part of their lives. They themselves have probably grown in a family that also participated in the protection or exploration of the outdoors. Individuals make an effort to do their part in the preservation of the environment — recycling, trash removal from naturelands, planting of native flora/trees, and etc. These families or individuals may participate in the community, or have a strong knowledge of local news in regards to the environment and will actively engage in events that push forward green ideals or repeal urban development projects that endanger the natural beauty of the land. They frequently enjoy sharing information about environmentalism and preservation, stewardship, and these individuals have a strong familial bond and participate in traditional familial activities. They are disciplined, independent, and have a strong sense of duty or responsibility and maybe have a large fabric Made-in-USA flag hanging somewhere. These individuals do still firmly believe in the ideals of America and its heritage.

Donator behaviors will align themselves the same as stated above, but lacks the traditionalism or heritage. They have been indoctrinated by a society looking towards a greener future but raised in a generation of consumption and discard. They sympathize with the need to live green and preserve nature's treasures for future people. These donators trust their money is being spent wisely on a true and just cause.