



# Christopher Smith

61 Years Old, Architect

Christopher is a 61 year old experienced architect. He has worked as an architect for over 35 years and is almost ready to retire. He loves to travel and read. Before he is ready to let go of his work, Christopher would love to volunteer his time to a good cause. He wants to know that he has helped the world in some way. Christopher is looking to get involved in a non for profit organization that will keep him busy after he retires.

## Technology Skills

Medium skills has learned through the years likes simple and intuitive sites.

## End Goals

End site will allow Christopher to learn more about the organization and how he can help.

## Ideal Feature or content

Learning more about the organization in a fast and easy way.

## Desired Experience

Easy to navigate, information that is easy to find.

## Frustration in Past

Websites that don't have a information for Volunteers and information that is complicated

## Usability Needs

Obvious buttons, great navigation that is accessible at all times.

## Likes

Helping people, architecture, feeling good about his action.

## Dislikes

Wasting his time on things that are slow and not worth it.



# Sarah James

## 37 Years Old, Stay at Home Mom

Sarah is a stay at home mom of 3 kids, 14, 11 and 9 she loves her kids more than anything else. Now that her kids are older Sarah is ready to get back into the work place but would like to get back into it with a possible volunteer position. Sarah wants to work that is interesting and fun.

Technology Skills	Medium to great. Her kids keep her in touch with new trends.
End Goals	End site will allow Sarah to learn more about the organization and make her want to donate her time.
Ideal Feature or content	Finding out about the work and how she can help close to home possibly.
Desired Experience	Fast and pertinent content.
Frustration in Past	Information overload that makes it hard to find what she wants.
Usability Needs	Great navigation, fast load time.
Likes	Kids, organizing, helping, feeling needed.
Dislikes	Waiting for sites to load and searching For information.