



Jane Allen

22 Years Old, Student

Jane is a 22 year old student. She is currently studying world affairs and is looking for a great cause to donate to. The more opportunities for her to volunteer, the better. She spends her free time staying current on world issues, reading non-fiction books and articles, and helping with local charities and organizations. Donating money to this organization would be ideal because she doesn't have the funds to travel and help in person as she is a student.

Technology Skills

Stays up to date on expert skills because of her generation.

End Goals

End site will allow Jane to donate money and understand exactly how it will be used.

Ideal Feature or content

Understanding the breakdown of where her donation will go in a visual way.

Desired Experience

Easy to navigate, information that is easy to find.

Frustration in Past

Websites that don't have a information for where the money goes. Frustrating because she won't know how her donation will help.

Usability Needs

Obvious buttons, great navigation, a call to action to donate on every page.

Likes

Helping people in need or those less fortunate than her.

Dislikes

Getting stuck through long processes and that seem redundant or tedious.



Green Construction Management

Local CM company

Green CM is a local construction management company that is interested in giving back. They specialize in the management of complex and unique projects. They have a history of completing projects on time and well under budget and feel that their services would be put to good use donating funds and ideas to non-for-profit organizations such as this. They are Ottawa based but are looking to develop into foreign and international markets.

Technology Skills	Excellent tech skills. Up to date on architecture code as well as new technology for higher performance and more efficient work.
End Goals	End site will allow Green CM to donate money as well as expertise to this organization.
Ideal Feature or content	Finding out where their help is needed and how they can donate not only money, but ideas.
Desired Experience	To build a lasting work relationship with this NFP company.
Frustration in Past	Information was scattered and hard to find. It made donating money easy but difficult to help with building ideas and management.
Usability Needs	Great navigation, lots of information on what they need, well organized.
Likes	Expanding their network, charity work.
Dislikes	Not enough info to help Green CM help others, slow load times.