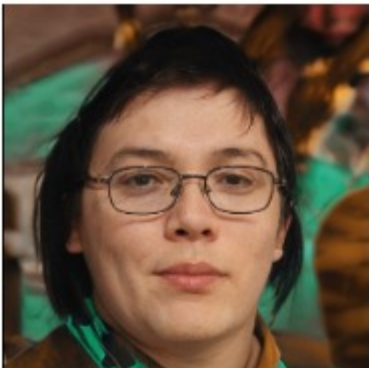


Persona: Jason Smith

Phase of journey	Registration	Onboarding	First session
Goals What does the person want to do?	Jason seeks to donate to a charity with a non-random benefit to be received for a loner period of time.	Jason selects Charity Bounce as the Charity he wishes to donate to. He speaks to those at his store	Jason attends an event hosted by Charity Bounce
Actions What does the person do?	Research various charities Compare charities Narrow down charities	Responds to Charity Bounce emails Views Charity Bounce information Decides to subscribe Is notified of Charity Bounce events	Is able to interact Does donate
Touchpoint What part of the service do they interact with?	Charity Bounce website Charity Bounce contacts	Charity Bounce emails Charity Bounce website Charity Bounce contacts	Personal emails Charity Bounce events Charity Bounce contacts
Thought What is the person thinking?	What charity is best? I hope they don't scam me What Charity is relatable	Charity Bounce is relatable Donation benefits are good Personal touch Has a great program	Excited for a valued incentive
Feeling/Experience What is the person feeling?	Happy Worried	Happy Excited Positive	Happy Excited
Opportunities Possible solutions to the issue		3 point club	3 point club



Persona: Jason Smith

Phase of journey	Registration	Attempting to onboard	Wandering
Goals What does the person want to do?	Jason seeks to donate to a charity with a non-random benefit to be received for a loner period of time.	Jason has researched and has not found a suitable charity to donate to.	Jason still has not found a suitable charity and gives up on donating.
Actions What does the person do?	Research various charities Compare charities Narrow down charities	Researching Comparing charities Contacts charities	Still researching Gave up on donating
Touchpoint What part of the service do they interact with?	Charity Bounce website Charity Bounce contacts	None	None
Thought What is the person thinking?	What charity is best? I hope they don't scam me What Charity is relatable	Still searching Hasn't found a charity Many charities	Annoyed with the search
Feeling/Experience What is the person feeling?	Happy Worried	Unhappy Worried Positive	Unhappy Frustrated
Opportunities Possible solutions to the issue	Appropriate donor targeting 3 point club makes this easier	Donor engagement 3 point club makes this easier	3 point club for events makes this easier