Ensemble –Journey path

**Product definition**

Our product

**List of personas and journey paths**

* User 1 : NGO working with health

**Profile:** Modibo, head of NGO (Mali Health)

**Need:** Accessing from headquarters in Bamako wants information on Ebola needs

Information on how to start new projects does not know who else is working on Ebola. He is seeking partners and wants to funds/grants. He is searching for updated stats.

**Link to Ensemble:** Found website in Google, looks for information on HIV

**Devices:** Using computer,

**Functionality:** Looks for list of NGOs working with HIV in Mali

**Area covered:** statistics information on other NGOs and government,

**Situation:** writing a project to donor, needs information, looking for partners, funds, grants, etc.

**Emotion:** feeling confused. Time pressure is relevant lost.

**User Story:**

***As the head of a local NGO, I want updated information on who is working on health issues to establish new partnerships.***

* User 2 : International institutions (outside the country)

**Profile:** Steve, assistant head of Africa Division for the WB

**Where:** their headquarters

**Link to Ensemble:** Google / Internet finds, site

**Devices:** powerful computers, good Internet

**Functionality:** looks for NGOs to fund, expects to have enough information on what NGOs are doing

**Areas:** Who is doing what and where and how much areas underrepresented; their links to official websites, external sources to help in monitoring and evaluating reports

**Emotion:** distant

**User Story:**

***As a worker in an international grantor, I want information on who is doing what on the field, to look for potential grantees and write my monitoring and evaluation reports.***

* User 3: Health worker

**Profile** : Amadou, Doctor assistant at a distant city context in the field on a small town.

**Link to Ensemble:** heard about it from a friend – uses computer on his workplace

**Devices:** not very fast computers

**Functionality:** basic information on health issues to better inform population

Looking for material assistance (leaflets, money, medicine, etc)

**Emotions:** scared, helpless, anxious, tired and sleepy.

**User Story:**

***As a healthcare professional in the field, I want to find NGOs who provide updated information on health issues so that I can update my knowledge.***

* User 4 : Citizen

**Profile:** Ibrahim, a farmer in a small town

**Link to Ensemble:** heard about phone service about health

**Device:** uses dumb phone to access calls messages,

**Functionality:** does not understand what it is for; gets only information about NGOs and he goes to other references to solve his problem.

**Feelings:** frustrated and home sick

**User Story:**

***As a citizen, I want to find out more information on health so that I can take any preventive measures to protect myself and my family.***