

NAME

Kate Mannausa

EDUCATED GUESS
Descriptor

Average young American with interest in helping others

ASPIRATIONAL
QUOTE

"I like to know some of the details about what's going on in the world around me"

"I'd like to do something more than just donate a few dollars here and there"



ACTUAL
WHO IS IT ?

Age: 27
Location: East Lansing, Michigan
Job: Waitress / Student
Technical Skills: moderate (computer skills, knowledge with mobile applications)
About: Interested in helping others on a more personal scale rather than simply donating money to an online cause. Wants to understand what it is like for the Syrian refugees and what contributions she can make to help improve their current quality of life.

ASPIRATIONAL
WHAT GOALS?

Doesn't feel connected enough to the refugees because the only information about their stories, and needs she obtains is from news sources. She is much more interested in hearing from the refugees themselves in order to understand what it's like for the people inside of these refugee camps. She wants to find non monetary things she can do to improve their quality of life.

ACTUAL
WHAT ATTITUDE?

Wants direct from the source information on what the refugees believe they need in order to improve their QUALITY of life. She likes mobile applications because of their ease of use. Believes that improving the happiness of refugees in the refugee camp can make a great difference for them as well as the citizens of their host countries.

ASPIRATIONAL
WHICH BEHAVIOUR?

Kate is a college student, so she has interest in obtaining knowledge about refugees and doing what she can to help with the current situation. However, because Kate is a student with a small waitressing job she does not have the finances to donate large sums of money or travel to the country in need to help in person. She is comfortable using mobile applications in order to obtain information, communicate with others, organize ideas, and make the contributions she can to help towards the Syrian Refugee crisis. Kate likes the idea of reading ideas and thoughts posted by refugees themselves on what they believe may improve their current quality of life. This allows Kate to feel more directly connected with the people she is helping and in return wants to do more and spread the word to others who may also be interested in helping.

ASPIRATIONAL

ACTUAL