

# Personas and Use Cases

Somali Bantu Association of America  
Website Redesign

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# Overview

## **PERSONAS**

The two personas in this document represent the two main types of people in the target audience for the Somali Bantu Association's website.

1. Someone who has come to the website to donate.
2. Someone who has heard of the Somali Bantu Association of America and wants to find out more.

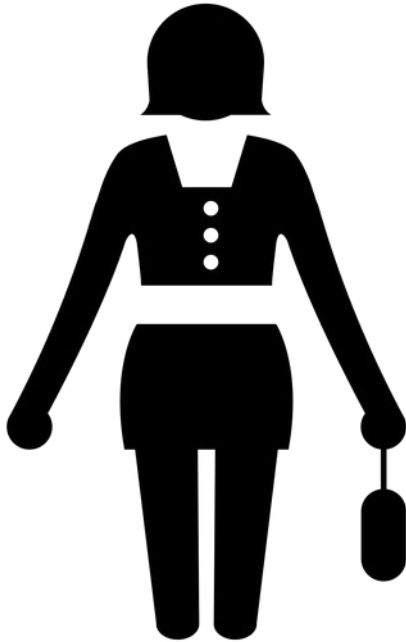
## **USE CASES**

The use cases represent ways we expect the personas to use the SBAOA website. They outline common tasks that the website should enable the user to complete.

## **PRIMARY TASKS & TAKEAWAYS**

The tasks and takeaways outline tasks we want users to be able to accomplish easily and questions we want users to be able to answer after viewing the site.

# Persona 1 - Lisa Stephens



## OVERVIEW

Someone who is visiting SBAOA.org to donate.

## PERSONA

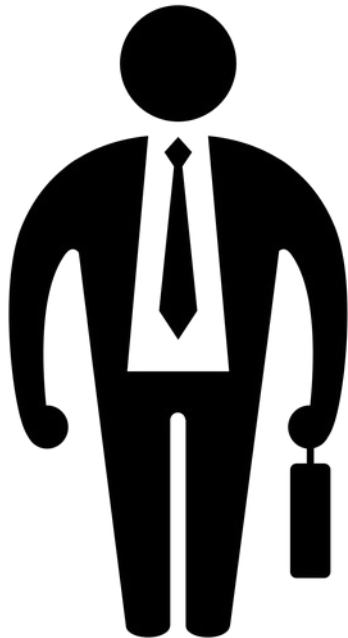
- 47 years old
- Married
- Lives in San Diego
- Upper-middle class
- Has a budget for donating to causes she cares about and a list of organizations that she and her husband donate to
- Third year donating to the SBAOA

## USE CASE

1. Lisa goes to the SBAOA website.
2. She reads up on current and recent events that the SBAOA has organized to understand what her donation has helped accomplish.
3. Lisa is happy with what the organization has done in the past year.
4. She donates \$100 to the SBAOA.

\* Icon Credit: Hyun Jun Kwon from The Noun Project

## Persona 2 - Alex Forte



### OVERVIEW

Someone who has heard of the Somali Bantu Association of America and wants to find out more.

### PERSONA

- 32 years old
- Single
- Lives in San Diego
- Middle class
- Works in the non-profit space
- Heard about SBAOA from a friend who volunteers there on Saturdays

### USE CASE

1. Alex's friend tells him that he has started volunteering at the Somali Bantu Association of America.
2. Alex wants to learn more about the SBAOA so he Googles the organization and visits the SBAOA website.
3. Alex uses the site to learn the SBAOA's mission, programs, and the people involved in the organization.
4. He signs up for the SBAOA's newsletter to stay informed about events that he can get involved in with his friend.

\* Icon Credit: Hyun Jun Kwon from The Noun Project

# Primary Tasks and Takeaways

## **TASKS**

- Donate \$50 to the SBAOA.
- Understand recent happenings at the SBAOA.
- Learn about the Somali Bantu Association as a whole—the mission, the programs, the staff, etc.
- Sign up for the SBAOA email newsletter.

## **QUESTIONS/TAKEAWAYS**

- What is the Somali Bantu Association of America's mission?
- What type of programs does the Somali Bantu Association of America organize and run?
- How big is the Somali Bantu's impact? (How many people are they helping and where?)
- How would a donation help the SBAOA reach their goal?