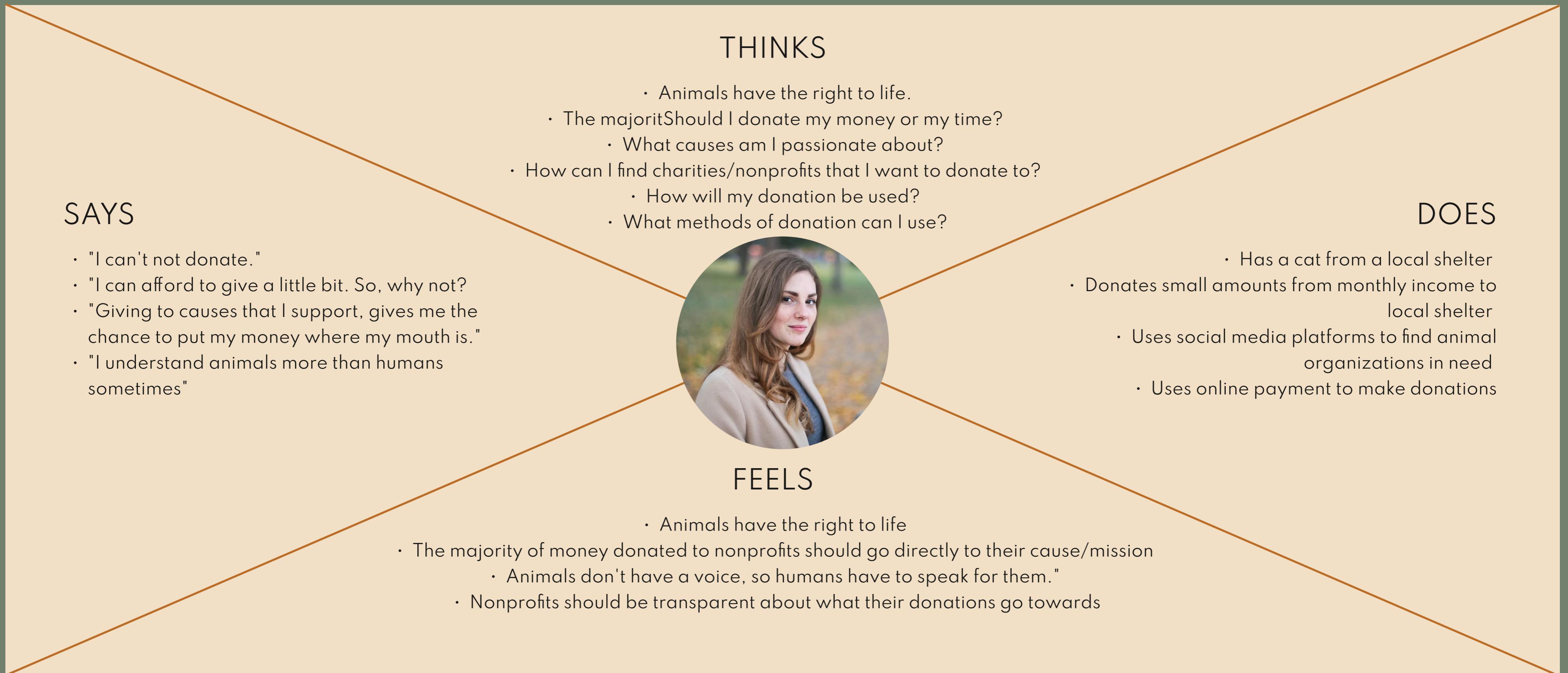


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PAINS

- Lack of privacy when donating
- Hates being asked to donate after you make first donation
- Superficial donors
- Nonprofits/charities that exploit vulnerable animal populations
- Not knowing where their money is going
- Takes a lot of effort to find a nonprofit that fits the donors wants and needs
- Can't support the world
- Spamming comes after you donate to an org
- Wants to give but is not financially stable to do so

GAINS

- Ability to self - educate on important causes that require attention
- Supporting animals that need people to depend on their survival
- Feels fulfilling to donate
- Ability to make a change in the world
- Help stop extinction

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Project
Non-profit Redesign

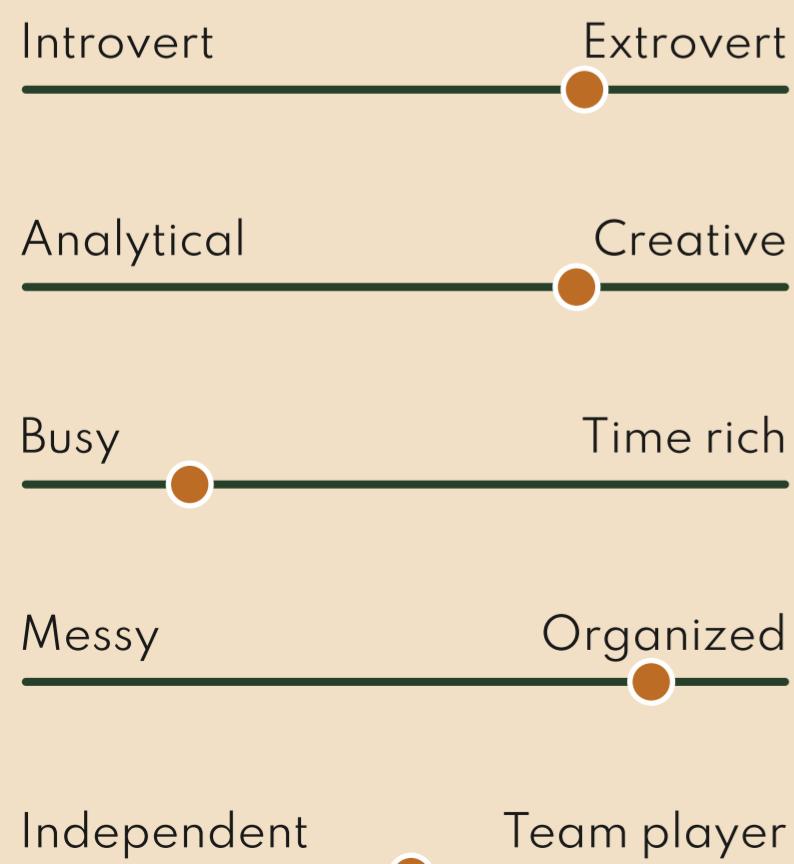
Client
Endangered Species International



30 years old
Systems Analyst
Everette, WA

Blythe works as a systems analyst for a local consulting firm in her city. She has a passion for nature and animals. Although she doesn't have as much free time to volunteer for the causes she supports, she does make room in her budget for monthly donations to various non-profits and charities. Since Blythe is an animal lover, she loves to specifically donate to animal causes because she enjoys seeing that her small contributions are creating a positive impact in the world.

PERSONALITY



BRANDS



BEHAVIOR TRAITS

PASSIONATE	EMPATHETIC
CURIOS	ADVENTUROUS
CARING	GIVING

GOALS

- Help stop extinction and protect endangered species
- Donate small amounts from her monthly income to animal organizations
- Find animal organizations that she feels personally inspired by or passionate about
- Understand how her donations will make an impact

NEEDS

- Needs to make sure the organization/nonprofit is legitimate
- Needs to validate where her money is going
- Needs a way to securely make donation payments online

PAIN POINTS

- Takes a lot of effort to find charities or nonprofits that align with her passions
- Finds it difficult to track her money/know how her donation will be used
- Hates getting spammed by charities and nonprofits after making a donation
- Finds it hard to narrow down on charities but knows she cannot donate to everything in the world
- Donations depend on her financial stability and current circumstances

INTERESTS

- Enjoys hiking and spending time outdoors
- Uses her free time to volunteer at the local shelter
- Loves spending quality time with family and friends
- Loves adventuring and revisiting the Disney parks every year



Blythe Hall

SCENARIO

Blythe wants to volunteer her time to help animal charities, due to her very limited time to help she decides that the next best way to help is to donate money to an organization that will make the biggest impact to help animals on our planet.

GOALS

Find a transparent trustworthy non profit that she can feel confident with no doubts that her money is going to save the animals

MOTIVATIONS

- Her love for animals
- Her love to make an impact
- She has the money to donate to help the animals

