


User Personas

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Emma Harmony



Caring

Go-Getter

Busy

Content

Goals

- Is enjoying her experience volunteering
- Is happy to help Volunteering Victoria by sharing her thoughts

Frustrations

- Would like the survey to not be too long/repetitive
- Hopes she can be reminded to do the survey in case she forgets
- Would like to skip very long questions

Bio

Emma is a full-time student who also helps as a volunteer for her local organisation. Her primary reason for volunteering is to help those around her as well as have a volunteering role to put on her resume. Emma is fairly busy juggling these two activities in her day, and does not have time to actively check the Volunteering Victoria app for new surveys. She prefers short and straightforward surveys, as they take less time.

"I volunteer to help the community and to put something on my resume."

Age: 21

Role: Volunteer

Work: Student

Location: Melbourne, Victoria

Character: Diligent, Energetic, Enthusiastic

Personality

Introvert

Thinking

Sensing

Judging

Extrovert

Feeling

Intuition

Perceiving

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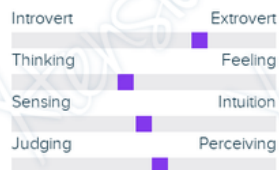
Olivia Dickson



"I'm interested in getting feedback from our volunteers. I hope we can send some meaningful results to a politician when asking for some changes"

Age: **43**
Work: **Volunteer Coordinator**
@ **Volunteering Victoria**
Location: **Melbourne, Australia**
Character: **Hard-Working,**

Personality

**Ambitious****Curious****Considerate**

Goals

- Wants a way to send surveys to the volunteers underneath the organisation
- Hopes to be able to record the changes in response between two surveys
- Wishes to gather meaningful information about how the company is operating

Frustrations

- Hopes to have all the data easily presentable - with little work to be done herself
- Understands that some questions may have to be allowed to be skipped as they are too long

Bio

Olivia is a coordinator who works for Volunteering Victoria and is in charge of overseeing the volunteers under the company. She is hoping to collect data from the different volunteers through an initial survey, and then record the changes in response by sending the same survey a couple of months later. She is hoping the data that is collected can be used as evidence when asking the government for any changes to the organisation

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David Elijah



Curious

Pragmatic

Realistic

Goals

- Wants to have hassle-free experience with Volunteering Victoria
- Wishes to view survey results for his organisation
- Wishes to gather meaningful information about how the organisation is running

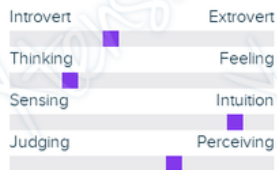
Frustrations

- Fears it could be hard to add/remove employees under the organisation
- Hopes volunteers will answer the optional survey

"I'm hoping to improve the conditions for the volunteers working for my organisation"

Age: **61**
Work: **Volunteering Coordinator @ Unimelb**
Location: **Melbourne, Australia**
Character: **Resolute, Pragmatic**

Personality



Bio

David is the volunteering coordinator at the University of Melbourne. His role relies on liaising with Volunteering Victoria and coordinating the volunteers who help out the university. David hopes to view the survey results and make any improvements possible for his organisation. He hopes that the survey process is smooth and Volunteering Victoria can effortlessly gather data from the volunteers

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