


HERE IS THE RESEARCHER'S PERSONA




Personal name - Aisha
Age 30 years old
Occupation reporter
Archetype - reaserch reporter

the Researching Reporter: Aisha is a 35-year-old journalist based in Morocco. She is interested in writing about the impact of donations on cities in Morocco and wants to gather information and data about the cities and the projects that are being funded. She is looking for a website that provides comprehensive information about the cities and the organizations that are receiving donations, including financial reports, project updates, and other relevant data.

Technology expertise level


Internet	●	●	●	●	●
Mobile apps	●	●	●	●	●
Software	●	●	●	●	●
Social media	●	●	●	●	●



Goals
Aisha's goal is to gather information and data about the impact of donations on cities in Morocco. She is interested in understanding how donations are being used, the impact they are having, and what projects and cities are in most need of support. She is looking for a website that provides comprehensive information about the cities and projects being funded and is willing to conduct additional research as needed

Frustrations
Difficulty finding comprehensive information about the cities and projects being funded, which may limit the quality of her reporting.
Limited access to financial data or other relevant information, making it challenging to understand the impact of donations on the communities.
Inaccurate or outdated information on the website, which may lead to errors in her reporting.

HERE IS THE CHARITY PERSONA





Personal name - Khalid
Age unkown
Location Morocco
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Khalid is a representative from a charity organization in Morocco. He is interested in collaborating with your organization to support cities in need. He is looking for a website that provides information about the projects and cities that are being funded, as well as the organizations and individuals who are contributing. He wants to connect with your organization and explore opportunities for partnership and collaboration.

Technology expertise level

Internet	●	●	●	●	●
Mobile apps	●	●	●	●	●
Software	●	●	●	●	●
Social media	●	●	●	●	●

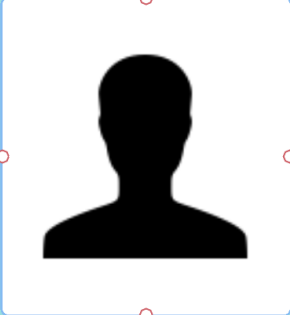




Goals
Khalid's goal is to collaborate with your organisation to support cities in need in Morocco. He is looking for a website that provides information about the projects and cities that are being funded and the organizations and individuals who are contributing. He wants to connect with your organization and explore opportunities for partnership and collaboration, including joint projects, shared resources, and other initiatives

Frustrations
Khalid's goal is to collaborate with your organization to support cities in need in Morocco. He is looking for a website that provides information about the projects and cities that are being funded and the organizations and individuals who are contributing. He wants to connect with your organization and explore opportunities for partnership and collaboration, including joint projects, shared resources, and other initiatives.

HERE IS THE STUDENT DONER PERSONA



Personal name Hassan

Age 20 years old



Occupation N/A

Archetype - the Student Donor

Hassan is a 20-year-old university student in Morocco. He is passionate about giving back to his community and supporting social causes. He has limited financial resources but wants to contribute what he can to cities in need. He is looking for a website that is easy to use, accepts small donations, and provides information about the impact of his contribution

Technology expertise level

Internet	<div></div> <div></div> <div></div> <div></div> <div></div>
Mobile apps	<div></div> <div></div> <div></div> <div></div> <div></div>
Software	<div></div> <div></div> <div></div> <div></div> <div></div>
Social media	<div></div> <div></div> <div></div> <div></div> <div></div>



Goals

Hassan's goal is to make a meaningful contribution to cities in need in Morocco. He wants to support social causes and make a positive impact on his community, despite his limited financial resources. He is looking for a website that makes it easy for him to donate and provides information about the impact of his contributions

Frustrations

Difficulty navigating the donation website, resulting in a frustrating user experience.

A lack of transparency about how his donations will be used, making him unsure if his contributions will have a meaningful impact.

Limited payment options or barriers to donating online, which may make it difficult for him to contribute to causes he cares about.

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