

AMANDA

"As a grandmother who's daughter was in the military, I want to be able to share what I'm doing on my social media so that I can show people what I'm doing and get them to join Charity Miles to help my cause/charity."

The 'Charity Walker'

Age: 54

Job: Retired Nurse

Activity level: Middle

Motivation: Charity Support, Exercise for a good cause, Supporting Family.

Home



Hobbies



Tech



Behavior

- Donates monthly
- Personally connected to her charity
- Playing games on her phone
- Exercises Outdoors and Indoors

Behavior with Charity Miles

- Uses app daily
- Walks and hikes with app
- Found the app on Facebook
- Long time Charity Miles user
- Uses social media to promote CM
- Shares activity on Facebook
- Chooses the same charity every time.
- Created a team.



- Feels connected when using social media.
- Likes to know total amounts raised.
- Loves to meet new people
- Likes working out with friends.
- Competing with friends.
- Likes to know total miles walked



- Can't find a way to request charity
- Forgets to turn on/off the app.
- Lack of team profile clarity (information and help)
- Information gets lost when out of service.
- Can't really customize the team page.

Needs

- Total contribution to charity (on profile and team page)
- See full activity history.
- Ability to set goals.
- Ability to see other members profiles.
- More clarity on teams.
- Ability to customize team pages.
- Social community within the app.
- Ability to show off achievements.
- Notifications to meet daily goals.

Social

- Would join people based on proximity.
- Would join groups to walk/run.



As her children are located far away, Amanda relies on social media to help her stay connected with them and their growing families. Having had one child go into the military, Amanda is very passionate about helping Wounded Warriors. She really loves the fact that she can contribute to their cause, even by walking, which has been helping herself and her husband lose a lot of weight and get healthy. But that isn't enough, she wants to be able to share both her project and cause with her family to show her support, and get others to join them in helping out these charities as much as possible.

Applications used:

