

Red Route Analysis for Customer Persona

People

All	1. SignUp to Use the App		1. Check the leaderboard on the dashboard page to compare user progress with other top users.	1. Login 2. Check User Analytics on Dashboard Page to view user performance.
Most		1. Checks Protect land,sea & Wildlife page for special oppurtunities to participate in Activities to protect land , Sea & Wildlife.	1. Check the Donate&Buy on Services page to see the items to buy . 2. Check the Volunteer&Lead on Service Page to participate in volunteering	
Some		1. Checks Reuse,Reduce,Recycle page for more information on this service offered by App. 2. Checks Strengthen body,mind,sprit page for Motivation & Health Guidance.	1. Checks Advocate & Empower page to their issues that need advocation and also to see their services about Empowerment.	
Few				
	Few	Some	Most	All
	Time			