



**Age:** 28  
**Gender:** Female  
**Location:** Mumbai, India  
**Occupation:** Marketing Executive  
**Education:** Bachelor's Degree in Business Administration  
**Marital Status:** Single

# Neha Sharma

"Embrace the opportunity to make a difference in your community, for it is through your actions that you can inspire positive change. In the tapestry of life, your contributions, no matter how small, weave a brighter and more compassionate world for all."

## GOALS AND MOTIVATIONS

Neha is eager to find meaningful volunteer opportunities in her local community through the CleanUp app. Her motivations include:

## BIO

Neha Sharma is a young, vibrant professional living in Mumbai, India. She works as a marketing executive in a tech startup, and her job keeps her busy during the weekdays. In her free time, she's passionate about giving back to her community and contributing to social causes. Neha believes in making a positive impact on society and has been actively involved in volunteering for the past few years.

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- Community Engagement:** Neha wants to actively engage with her local community by participating in various volunteer events.
  - Social Impact:** She seeks opportunities to make a positive impact on causes she cares about, such as environmental conservation and children's education.
  - Personal Growth:** Neha believes that volunteering helps her develop new skills and broaden her horizons.

## NEEDS AND EXPECTATIONS

Neha's primary goal is to find and register for volunteer events in her community. To achieve this, she has specific needs:

1. Trust in the Platform: Neha values trustworthiness and looks for reviews and feedback from other volunteers who have participated in CleanUp's events. She wants to hear about their experiences and whether they found the events fulfilling.
2. Preparation Information: Neha often wonders how she should prepare for an event, what to wear, and what items to bring. She appreciates clear guidelines and tips provided by the app.
3. Alternative Event Suggestions: In case she can't attend a particular event due to schedule conflicts, Neha would like the app to suggest similar volunteer opportunities that she might be interested in.

## HOW TO ADDRESS NEHA'S NEEDS

- Event Reviews and Testimonials: Include a section on the app where users like Neha can read and post reviews and testimonials about their volunteer experiences. Encourage past participants to share their thoughts and ratings.
- Event Details: Provide comprehensive event descriptions, including the cause, location, date, time, and any special requirements. Include a checklist of items to bring and suggest appropriate attire.
- Event Recommendations: Implement an algorithm that suggests similar events based on user preferences and past participation. Send personalized event recommendations to Neha's profile.

## HOW TO ADDRESS NEHA'S NEEDS

- Lack of detailed information about events, making it challenging for her to decide which one to attend.
- Difficulty in finding reviews and testimonials from previous volunteers.
- Limited guidance on event preparation and what to expect.