

User Persona

"I have a strong core belief in making sure people can access **nutrition information**. I love to give back to my community and often donate to causes where I can see the outcome of my contribution."

"I believe that **food education should be a right to everyone.**"



"Those who make the donation, they actually don't get anything in return. Nowadays, there is a lot of scam when it comes to money on the internet. **IF you want us to make donation, you need to make us feel trust and appreciated**"

"If I trust the organization and then I can see the results of what they're doing. That's fine for me.... If they keep stealing my money, that's something I can control. What I can do is just, **obviously I'm not giving my money in a random organization.**"

Lauren, 35 

Occupational Therapist


- Full time worker earning average - above average salary
- **Time poor - working mom**
- Core values in nutrition and healthy eating to prevent health conditions

Background 

- Lauren and her family donate at least **once a year**, and occasionally look for **new organisations to donate to that align with her values.**
- Lauren works as an occupational therapist, **she sees the effects of poor nutrition in her clients** who are ageing or have a disability.

Behavior 

- Lauren uses social media often, but like periodic emails for upcoming events and reminders i.e. Tax time donation.
- Lauren juggles many priorities, so isn't always time savvy and **needs concise information, pictures and reminders** to do no-essential things like donating or volunteering.

Motivation 

- Many of Lauren's core values revolve around good nutrition, she believes **feeding herself and her family nutritious food is an essential part of her day.**
- **Lauren's mum struggles with Type-2 diabetes** which has given her a passion for spreading information on nutrition.