



# OT Lauren - Potential Donor to FEA

## User Persona

### Background

Lauren is a mum with young kids, but also works full-time.

### 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.

### Background

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 donating

### Behavior

Lauren juggles many priorities, so isn't always time savvy and needs concise information, pictures and reminders to do non-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.

### Motivation

Lauren's mum struggles with Type-2 diabetes which has given her a passion for spreading information on prevention and nutrition information.

## Jobs to Be Done

### User Task

Receive regular communication about FEA activities and donation opportunities without directly visiting website or initiating communication.

### Current Problem

FEA do not have a strong social media presence or regular outgoing correspondence (i.e. newsletter) to update members on recent events and remind them to donate.

### Desired Outcome

Ongoing external communication to retain member traffic back to the website, encourage donations and show what donor money is contributing towards.

### User Task

When actively coming back to the website, to be able to see updates and other ways to engage with FEA (contact form/social media) and to easily find information for credibility before making a donation.

### Current Problem

The current FEA homepage is overwhelming due to excessive text that could easily be rewritten in a simpler way. Key information that impacts transparency and credibility is hard to find or not available.

### Desired Outcome

High rapport/engagement with donors through regular updates on activities and transparency on credibility (statistics on donor money spend, certifications, partnerships, etc.)

