

Calvin Lee (Primary Persona)



"I want to expand my horizons by actively doing something about the future."

Age: 19

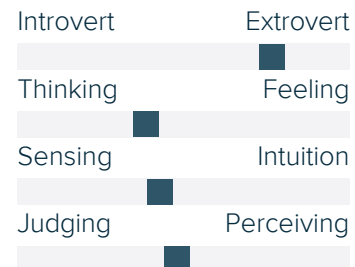
Status: Single

Occupation: Undergrad Student

Location: Pittsburgh, Pennsylvania

Character: The Inspired

Personality



Bio

Calvin is an undergraduate student studying Architecture at Carnegie Mellon University. A majority of his friends have gotten part time jobs or internships at companies and he feels pressured to do the same with his time. His parents also compare him to his friends and the kids of their friends and want him to succeed in finding work as a paid intern, but Calvin wants to explore something different than his current career path.

At one point in his childhood, Calvin struggled to keep up with his classes and he fell behind in English. From middle school until high school, he had a great tutor that really made a difference in developing his academic attitude and turning his grades around. He credits his tutor for his passion for learning and his choice to study Architecture. He believes that you "shouldn't judge a fish for its ability to climb a tree" and that everyone has a unique way of understanding.

Adventurous

Traveller

Friendly

Avid Hiker

Easy-going

Technology Usage

Samsung Galaxy S8 (got it as part of family plan)

Surface Book 2016 (for school work)

Tech Savviness

Goals

- He believes in the value of education and wants to do something to contribute to this cause.
- Try something he hasn't done before and see if he likes it.
- Enhance his resume and personality on paper to help him get a job after he graduates.
- Possibly develop a new network of people that he could reach out to in the future.

Frustrations

- He's concerned about being distracted from his school work with a part time job or internship.
- He doesn't really have any experience with teaching others so he's not sure he'll do a good job helping and it's a lot of pressure and commitment to be actively responsible for the future of these kids.
- His parents are pressuring him to go find a paying internship in Architecture so he can boost his resume and have an easier time finding a job after graduating.
- He's conflicted and unsure he's making the right choice for his career but at the same time, he feels as though he's young and should try new things.

Motivation

Peer Encouragement

Feeling Good and Active for a Cause

Self Improvement

Parental Pressure

Academic Experience

Brands & Influencers



Marketing Research

Teens, Social Media, Technology 2015

Convenience, Communication & Control (How Students use Technology)

From Centennials to Baby Boomers: Apps for Every Generation

Amelia Carpenter (Secondary Persona)



"An education protects and provides, and every child deserves to learn that and more."

Age: 39

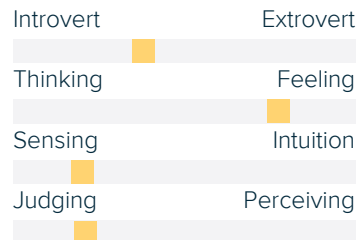
Status: Married with 2 kids

Work: Program Officer

Location: Battle Creek, Michigan

Character: The Defender

Personality



Bio

Amelia is a mother of two and a senior program officer for the W.K. Kellogg Foundation. She is a feminist and child's rights activist and believes that "literacy is the key to improving yourself and your life". The time she spent volunteering in developing Haitian communities in her 20s has given her an invaluable perspective on life and the drive to advocate the necessity of social change and increased education. With her family now rooted in Michigan, she continues to push for change from behind a desk but misses the direct gratification of feeling her hard work make a difference. Despite this, she knows the grander importance of her work and aims to provide good children's' programs with the funding they need.

Every other Saturday, Amelia's family volunteer at a reading program in their local library. She and her husband are an active part of their church's youth outreach effort. She regularly encourages her daughters to embrace their curiosity and to do something beyond themselves.

Passionate

Maternal

Enterprising

Responsible

Optimistic

Tech Profile

LG G6, 2017 (for \$0 with renewed plan)

9.7" iPad 2, 2012

Tech Savviness

Goals

- Help children receive an opportunity to learn and have positive childhood experiences and feel good about the part she plays.
- Feel like she has the power to affect change by advocating for quality programs that she believes will make a difference.
- Teach her daughters to value world issues, be proactive about their beliefs, and strive to better themselves through learning.

Frustrations

- The feeling of doing something good is often drowned out by the tremendous amount of paperwork and bureaucracy involved in grant application reviews.
- The number of applications she has to reject due to the charity's lack of preparation and research (submitting grant requests too late, calculation errors, and unspecific requests for example).
- Being, in some part, responsible for turning down perfectly great programs for not fitting or following WKKF's specific strategy guidelines.
- The general lack of funding for education in the US government!

Motivation

Personal Identity

Family

Vision and Ideals

Sense of Life Purpose

Guilt and Recognition of Inequality

Brands & Influencers



Marketing Research

[From Centennials to Baby Boomers: Apps for Every Generation](#)

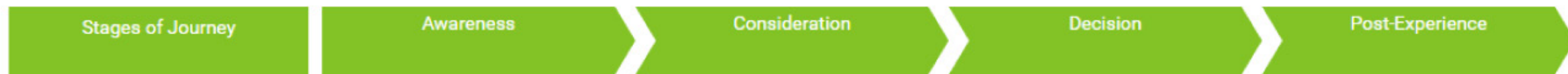
[Marketing to the "Likable" Mom \(Gen X Moms and Technology\)](#)

[Gen X Mobile Device Usage \(2016 Nielsen Social Media Report\)](#)

[Media Activism \(Wikipedia\)](#)

[Grant Makers Reveal the Most Common Reasons Grant Proposals Get Rejected](#)

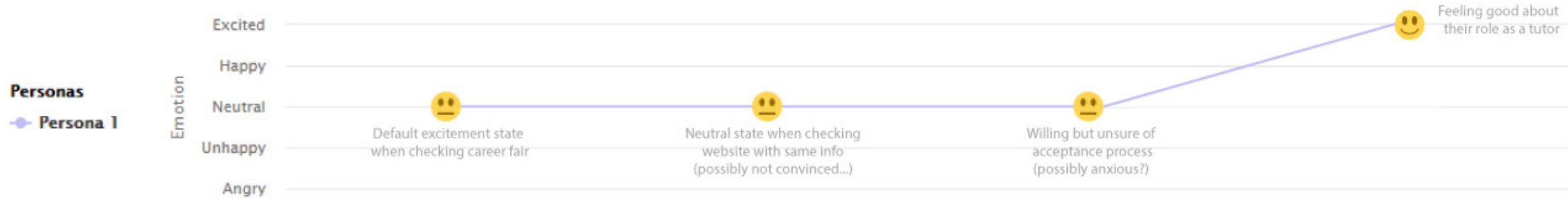
[The Pros & Cons of Working in the Non-Profit Sector](#)



P Persona 1 Calvin Lee	Awareness	Seeing booth and talking with recruiters	Consideration	Looking at organization's information, checking out the tutor requirements and benefits	Decision	Submitting an online application	Post-Experience	Tutoring for Uplift
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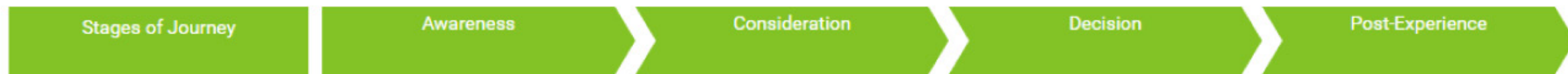
Customer Experience

Touchpoints	Interacting with Uplift's table at his college's career fair	Uplift's website	Uplift's website	Uplift's tutoring facility
Thinking & Feeling	"What's this table for?"	"I already know I can get a course credit for this..."	"I do this if they accept my application..."	"It's so rewarding when a kid you've been working with finally has a breakthrough. It's like WE DID IT!"



Recommendations

Ideas for Improvement	Hand out small advertisements packages for Uplift: cool stickers simply with the website on it for low entry info, and pamphlets with more info if they show interest.	Some embedded youtube videos with past tutors and kids sharing & speaking of their positive experiences so if the prospective tutor has already heard the spiel, we have more to offer on the website.	1) Tutor requirements so applicants have a better idea of how to structure their application. 2) Streamlined, easy application process 3) Clear expectations	1) Opportunities for feedback for Uplift's recruitment process. 2) Opportunities to continue as a tutor after school credit fulfilled. 3) Have old tutors mentor/introduce new tutors to the process.
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P Persona 1 Amelia Carpenter	Uplift's grant application shows up on their desk	Looking at Uplift's information, checking out their Mission/Visions, history of using their grants, and programs	Emailing / Calling Uplift to accept grant application for funding	Receiving a check in from Uplift after the program has been in effect
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Customer Experience

Touchpoints	Uplift's grant application form	Uplift's website / Uplift representative	Uplift's website / Uplift representative	Email / Uplift's website
Thinking & Feeling	"Let's see if this applicant has what it takes."	"Their organization looks legitimate but we'll need to review the proposal specs for this program."	"Their program & proposal fit our guidelines perfectly. This will benefit so many undereducated children!" I'm so glad I can let them know the good news."	"I helped provide these kids with math lessons!"

Personas
 ● Persona 1



Recommendations

Ideas for Improvement	1) Submit application early 2) Only apply to grants with guidelines that our programs fit within 3) Check applications carefully & follow guides exactly	1) Highlight specific info that grant reviewers are looking for so it's easy. 2) Make grant reviewer feel like they are a part of the rewarding tutoring experience & providing the kids with positive experiences directly	1) Big CTA for emailing / contacting Uplift with grant approval 2) A thank you video message from the kids that plays after contacting, make them feel as though they are directly helping the kids	1) Send a personalized thank you message from Uplift kids. 2) Demonstrate the effects of the funding and how the program has grown.
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