

Persona 01

ALTRUISTIC ALVIN

Intrinsically Motivated Gen Z
25 years old



Behaviour

- Genuinely wants to help out and volunteers in the industry of their interest

Goals

- Hoping their actions will help people
- **To inspire people around them** to help out together

Needs

- **Need more support** from more volunteers/those in the industry to make the work less hard for them

Pain points

- Sometimes they feel drained from helping out and wishes there were more **long term and consistent support system** in place

User Journey Map : Intrinsically Motivated Gen Z

Stage	Awareness	Consideration	Decide/ Participate	Learn	Advocate
Behaviour	Currently already actively follow events for social causes and participates in them.	If time and money allows them to do so.	Will only participate in social causes that interests/relates to them	Not a lot of things to learn for them.	Getting others involved by being the living example.
Thoughts	Their participation would have helped those in need	Time, effort, if there's people coming with me, location.	Generally would not consider another cause since they are already involved.	How to share their knowledge with people who are aiming to do the same.	how to get them involve how to build a community of supporters to advocate the cause
Goals/Needs	To contribute and gain personal satisfaction	Credible information, trustworthy organisations and the causes.	To help people	Sharing knowledge and skills	Educating and spreading awareness of the cause.
Opportunities	<p>HMW help users stay connected and be informed of opportunities to support social causes?</p> <p>HMW represent good endeavours visibly to encourage similar behaviour from others?</p>	<p>HMW inform on different ways of contribution?</p> <p>HMW present credibility of the benefiting organisation?</p> <p>HMW provide feedback or confirmation of impact upon doing good?</p>	HMW allow users to have fun while participating	HMW enable a community for mutual encouragement and knowledge sharing	HMW sustain their passion to allow others to do the same?

Persona 02

FUN LOVING FIONA

Extrinsically Motivated Gen Z
23 years old



Behaviour

- She is **only interested in social causes that appeals to her** or that **her friends are interested**
- She uses **social media** to share and **catch up with new things** happening around her

Needs

- She needs to have **activities that keeps her engaged** during her free time.
- She needs to socialise on digital platforms with her friends

Goals

- She is interested in everything that gives her a good time - performances, music, food, shopping
- Stay up to date to the **latest trends**

Pain points

- Have only **limited time and money** to contribute back to society
- Even if she wants to, she is **not sure how to do it**
- But she is open to participate if a **friend** is going with her

User Journey Map : Extrinsically Motivated Gen Z

Stage	Awareness	Consideration	Decide/ Participate	Learn	Advocate
Behaviour	Occupied with school and not a lot of time.	Won't take action if no friends showed any interest in this events.	Will only participate in social causes that interests/relates to them	Not a lot of things to learn for them.	Joins friends to post about this.
Thoughts	I have no time to participate in social causes and am only interested in things that I like.	If the event is fun and engaging, friend influence, time and effort.	How can I find out more about this place How can I navigate to my interested spot How can I take part in this with my friends? How can my friends and I enjoy this?	The event is interesting and just nice I've also learnt something new.	Just sharing to their friends to feel good
Goals/Needs	To de-stress from academics	Have fun whenever time allows take part in similar activity as friends	To have a fun day out.	Sharing knowledge and skills	Educating and spreading awareness of the cause.
Opportunities	How might we help users de-stress or provide entertainment? How might we plug Playpan's activities in users' schedule or present it as convenient-to-attend?	How might we engineer share-worthy moments for attendees? How might we incorporate social media and influence in Playpan?	How might we facilitate navigation and exploration by interest? How might we tap on friendships or relationships between attendees to advocate participation?	How might we present outreach of social causes interestingly? How might we extend engagement beyond the physical location and onto the digital site?	How might we facilitate or incentivise sharing of the event?

Persona 03

CHARLIE THE CHARITY

Participating
Social Enterprises



Behaviour

- Reaching out to everyone who might be drawn by the concept of thrifting
- Actively looking out for spaces to sell their products and **spread awareness** for their organisation.

Goals

- To **increase sales** of the thrift shop
- To **spread awareness** of the organisation and **convert users**
- Educating the public about their initiatives and building trust with the users.

Needs

- **Need more crowd** to visit Peace Center so they get traffic from a different location
 - To increase awareness
 - To increase sales

Pain points

- **Hard to get their names out** so that more people would have supported them
- **Inadequate channels** of reaching out to new people

User Journey Map : Social Enterprises

Stage	Awareness & Consideration	Decide/ Participate	Learn/Advocate
Behaviour	<p>Considers if Playpan's vision aligns with their social cause</p> <p>Considers participating requirements and logistics</p>	<p>Advocates for social cause and raise contributions through shop offerings</p> <p>Arranges for logistics in manpower or inventory</p>	<p>Advocates for continued support and contributions post-Playpan</p>
Thoughts	<p>Is this a good opportunity to increase my outreach?</p>	<p>How can I attract people to my shop and raise awareness of my cause?</p> <p>How can I motivate people to make contributions?</p>	<p>How can I stay updated on any events that's similar in nature?</p> <p>How can I stay in touch with attendees?</p>
Goals/Needs	<p>To ensure participation is feasible and easy</p>	<p>To raise contributions to aid social causes</p>	<p>To raise contributions to aid social causes</p>
Opportunities	<p>HMW ensure Playpan's vision is clear to the public?</p> <p>HMW earn credibility of the event to attract enterprises?</p>	<p>HMW use storytelling to showcase social causes to the public?</p> <p>HMW showcase their shop offerings in ways that attract/appeals to the target audience and encourage contributions?</p>	<p>HMW display contact information so the public may get in touch for enquiries/donation/etc?</p>