

Design Document – Personas

Persona 1: Lisa Morales, Age 32



Background Information:

Lisa is a single mother living in a mid-sized city. She recently lost her job due to downsizing and has been struggling to make ends meet. Her biggest concerns are finding food assistance and temporary housing while she looks for work. She owns a smartphone and often uses free Wi-Fi from public libraries.

Behavior:

Lisa will use the app to locate nearby **food banks, shelters,** and **community clinics**. She appreciates that she can see **operating hours** and **contact information** easily without having to call multiple agencies.

Benefits:

- Finds local food banks and clinics quickly using **geolocation**.
- Saves time and stress by seeing which services are currently open.
- Can filter results based on services that welcome families or provide childcare.

Limitations:

- Limited data/Wi-Fi access may slow her experience.
- May have low digital literacy, needing a simple and intuitive interface.
- May feel overwhelmed if too many listings appear at once.

Persona 2: Marcus Green, Age 24



Background Information:

Marcus is a college student studying social work. He wants to volunteer regularly and give back to his community, especially at homeless shelters and community kitchens. His schedule is busy, so he values tools that help him easily find **volunteer opportunities** that fit his availability.

Behavior:

Marcus uses the app to search for **volunteer opportunities** and **events** at nearby community organizations. He checks filters for “volunteer work” and uses **calendar integration** to plan his participation around school and part-time work.

Benefits:

- Quickly finds volunteer options nearby.
- Can contact organizations directly through the app.

- Helps him track hours for his university's volunteer requirement.

Limitations:

- May need more detailed descriptions of each organization's needs.
- Might become frustrated if listings are not updated or confirmed.
- Would benefit from notifications or reminders about upcoming events.

Persona 3: Raymond “Ray” Johnson, Age 58



Background Information:

Ray is a veteran who has been experiencing homelessness

for the past two years. He receives a small pension and sometimes stays in shelters, but he often struggles to find open beds. He has an older smartphone that he keeps charged at local shelters or cafes.

Behavior:

Ray uses the app primarily to locate **shelters, free meal programs, and medical clinics**. He values the **real-time availability** and **map-based navigation**. Ray also appreciates that the app lists **veteran-specific services**.

Benefits:

- Saves time finding shelters with open beds.
- Easily locates nearby meal programs and healthcare centers.
- Can plan his routes efficiently using maps.

Limitations:

- May struggle with reading small text or complex menus.
- Occasionally loses phone access or battery power.
- Needs offline functionality or lightweight design for low data use.