

# Clark Give Page Research Plan

Tianci Zhang tzhang@clarku.edu  
2016.8

## Empathy Map

- How can I help?
- How much should I donate?
- I want to support Scholarship.
- Is the site safe to donate?
- Where my money would go?
- I want to leave my name.
- What can I get from making donations

- I feel proud graduating from Clark.
- Helping others makes me happy.
- It's meaningful making donations.
- Want more people getting educated.
- It's awkward to donate on phone.
- Annoyed to be asked to donate again.

Think

Feel



Do

Say

- Check out the official website.
- Search on Google.
- Contact a specialist.
- Call the school.
- Received the Email and do nothing.
- Look for recent activities.
- Donate online.

- "I want to donate 1/5 of my salary."
- "Don't ask me for money again."
- "I feel good to help others"
- "Should help juniors"
- "I don't know what to do if there is no instruction about how to donate"

## Problems

- The current site is not welcoming
- The instructions are not at the right places
- How can I know what I can get for making a donation?
- Filling forms on phone is time consuming and difficult

## Goals

- Find information easily on the site
- Feel safe and smooth filling the give form
- Get enough proper instructions
- Don't bother us too much

# Clark Give Page Persona 1



## JIM GIBSON

*"I have never made any donation to my school before. But I would like to help junior students in my major."*

**AGE** 26

**OCCUPATION** Software engineer

**STATUS** Single

**LOCATION** Boston, MA

**EDUCATION LEVEL** Master's degree

**FORMER DONOR** No

## STORY

Jim got his master's degree in IT security two years ago. He is having an entry-level job in Boston and lives in the town nearby. Monthly, his 2/5 salary is used for paying the student loan.

## PERSONAL JOURNEY

### Donate or not

- Am I being asked or I volunteer to do it?
- Is it safe to donate online?
- Should I donate it once or multiple times?
- Is it easy to make donations?

## MINDSET

Jim has always had his eye on the horizon and he wants to make a difference in a larger world. Thanks to the graduate training, he can have this job. He has never donated before and doesn't know much about it.

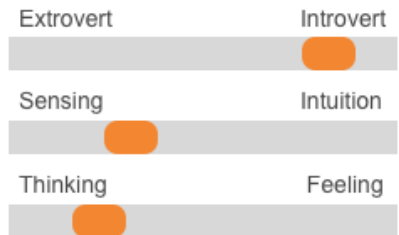
## GOALS

- Know the school is proud of students like him
- Get an idea of how donations make a difference
- Feel happy helping people

## KEY TASKS

- Check out famous alumni stories and their donations
- Check out how donations help other students
- Find out what is the good number to donate

## PERSONALITY



## MOTIVATIONS

### What drives me to donate?

- Experience at Clark
- School events
- Alumni activities
- Drive to help people

### What I will consider?

- Web page security
- What is a good number

### How can I access donation?

- Connection to alumni
- Email
- Mail
- Smart Phone

### Donation details

- How much do people usually donate?
- How much do others donate?
- What are levels of donations?
- Will my name shown on the website?
- How will I spend these money if I don't donate?

### Things related to donation

- Will I get any benefit from donations? What are they?
- Will I feel good after making donations?
- Will I really help people?
- Will I get more involved in alumni activities?
- Will other people appreciate my donations?

# Clark Give Page Persona 2



## JANE LYNCH

*"I want to help new students to enroll in the programs they like, pass along the value of Clark"*

**AGE** 33  
**OCCUPATION** Manager  
**STATUS** Single  
**LOCATION** Boston, MA  
**EDUCATION LEVEL** Bachelor's degree  
**FORMER DONOR** Yes

### STORY

Jane is a manager in a bank. She got her undergraduate degree at Clark 10 years ago. She has a lot of friends and very active socially. She donated before and would like to donate again.

### PERSONAL JOURNEY

#### Donate or not

- Am I being asked or I volunteer to do it?
- Should I donate regularly?
- How did and how will my donation help the university?
- Should I consider creating my own found/ scholarship?

### MINDSET

Jane cares about female rights, global warming and animal protection. She is quite resourceful and likes to help others. From the alumni activities, she wants to know more people and do meaningful things to the school. She donated to Clark before.

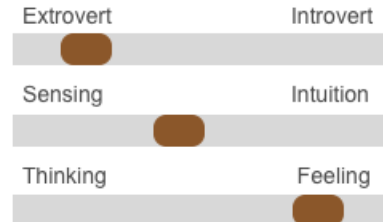
### GOALS

- Make easier recurring donations
- Knowing benefit of making donations
- Keeping touch with other alumni and big donors
- Have name listed on the site

### KEY TASKS

- Turn one-time donor to regular donor
- Remember her donating information and make returned donation process easier
- Make sure the donation is enough to show the name

### PERSONALITY



### MOTIVATIONS

#### What drives me to donate?

- Income and spend
- Alumni activities
- Help junior students

#### What I will consider?

- Time
- Flexibility on financial
- Easy access to donate

#### How can I access donation?

- Connection to alumni
- Gut feel
- Email
- Mail
- Smart Phone

#### Donation details

- What are the different levels of donations?
- What is my budget?
- Will my name shown on the website?
- Is there any social group for donors?

#### Things related to donation

- Will my children or relatives get any benefit if I am a big donor?
- Will I be informed if my donation makes a difference?
- How does my donations affect my tax return?