

OSUF Website

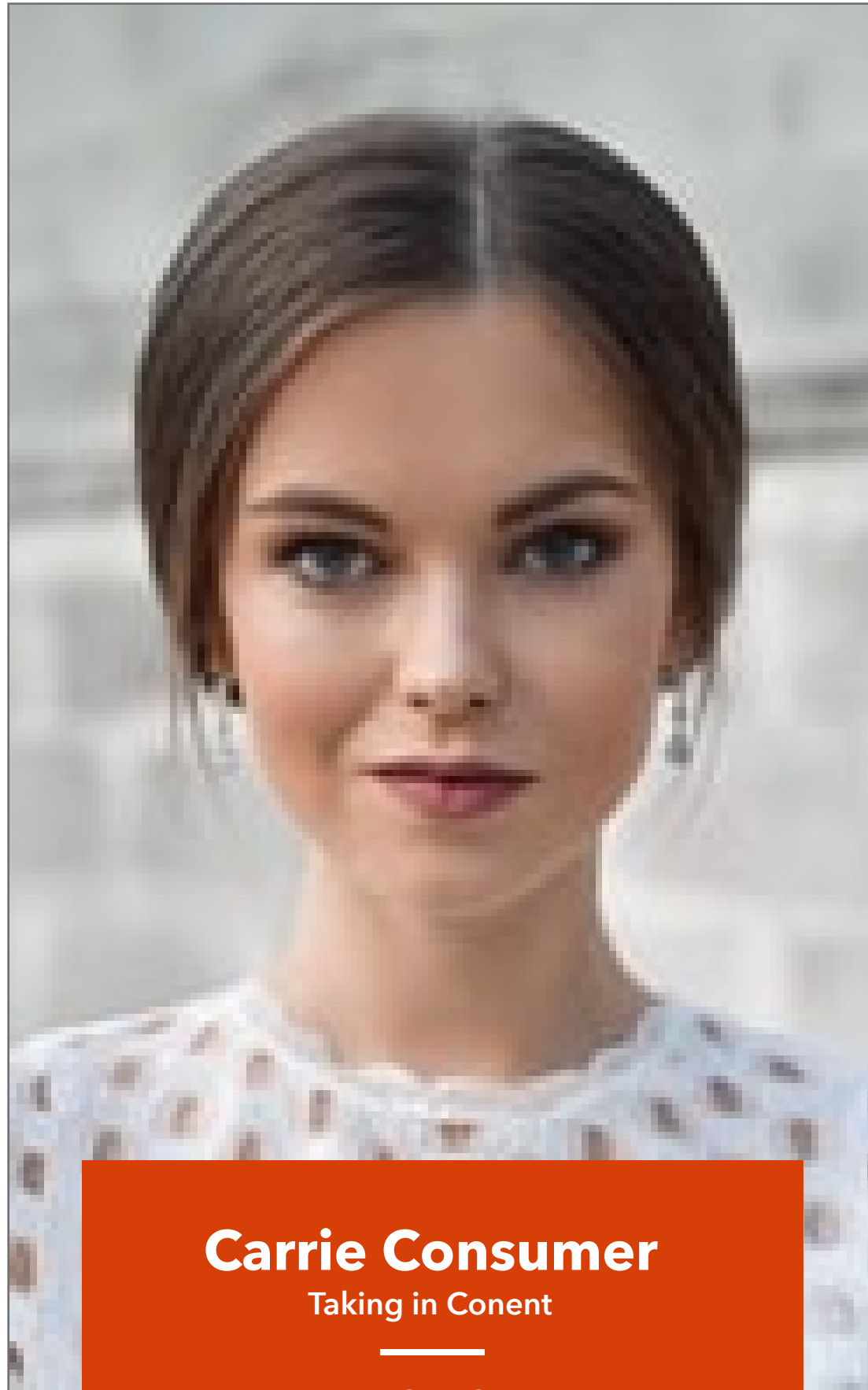


PERSONAS
VERSION 2

Affirma

Overarching Personas

*"I'm here to get info
and go about my day"*



Carrie Consumer

Taking in Content

Seeker of Information

Description

Carrie's interactions with the website are all about the website latest news, announcements, and events.

She casually visits because of print, newsletters, or word of mouth.

The sub-personas that fall under her description are:

- Fran Foundation
- Frank Faculty
- Henry Harris
- Emily Engaged
- Jessie Job-Seeker

Goals

Carrie is seeking specific information. Her goals are to find what she is looking for easily and to be able to absorb the most important information on the page quickly without having to weed through large blocks of text.

She will find what she is looking for, and then happily move about her day because she is very pleased with what she just read.

Pain Points

- She often feels out-of-the-loop when it comes to having information about upcoming events
- Resorts to using the search feature because she has trouble finding what she is looking for
- She misses important content because it doesn't stand out

Technical Skill Level



Needs

- To be able to easily find specific information that is relevant to her
- To be able to connect to similar content once she finds what she is looking for
- To be made aware of easy entry points into becoming a participant (donor, member, event attendee, etc.)
- Eye catching components to convert her from a reader to more highly engaged doer.

“ I want to make a difference and see it through”



Peter Participant

Gets Information and Gives Back

Benefactor

Description

Connor encompasses every contributing interaction that a user might make on the website, whether it be registering for an event, finding a volunteer opportunity, submitting a resume, or finding a giving circle.

The sub-personas that fall under his description are:

- Abby Alumni
- Victor Volunteer
- Jessie Job-Seeker
- Bobby Beaver

Goals

Connor is engaging on every level with the website. He gives, volunteers, attends events, and is eager to make an impact.

He wants to know that his contributions are having a positive impact.

Pain Points

- He often “gets stuck” when trying to contribute online
- He is underutilizing his membership perks and lacks awareness of them
- Is not as in-the-know as he should be about upcoming events that he may want to attend

Technical Skill Level



Needs

- To feel recognition for his contributions
- Wants to be updated about the impact that his contributions make
- A follow-up that keeps contributing at the top of his mind
- His contribution scope may be narrow, so he needs to be informed on ways that his contributions could make the highest impact that interests him the most.

Internal Personas

“ I want the website to work better for me”



Fran Foundation

Foundation/Alumni Employee

Internal User

Description

Fran is an employee of the Foundation. She indirectly contributes to the website’s content as part of a team, and uses it to help drive the initiatives of the Foundation.

Goals

Fran wants the website to make her job easier. She wants to be able to get updates made quickly and to be able to depend on the website to help users accomplish their goals so that her interactions with users become more valuable.

Less emails and phone calls from confused users would give her more time to focus on other tasks.

Pain Points

- Have to learn where things are located on the site, it’s not always very intuitive to her to find what she is looking for
- Jump through a lot of hoops to be able to make updates (expensive, slow)
- Important content can be difficult to find because it doesn’t stand out

Technical Skill Level



Needs

- An easier, faster way to keep content fresh
- To be able to direct people to site to find what they need without a long description

“ I want a fast way to find information on our website”



Frank Faculty

OSU General Employee

Internal User

Description

Frank is part of the OSU Staff and is often driven to the website by monthly email that comes from the CEO.

He sometimes uses it for his job to reference certain information.

Goals

Frank likes to check in and see what OSU's Foundation is up to. He likes to see when his college is being recognized for its successes.

He wants to learn more about the fundraising process and sometimes makes reporting requests, and would like that process to be easier so that his project can become a priority.

Pain Points

- He gets a bit lost trying to find the information he needs
- He is unaware of potential ways he could benefit from utilizing the site
- He needs to come to the website on his own rather than by email too that he can find things at his own pace

Technical Skill Level



Needs

- To quickly find his way around the site
- To stay in the know about relevant OSU successes without being flooded with too much information

External Personas

"I want to be able to easily send folks to the website to accomplish their goals."



Victor Volunteer

Highly Engaged Volunteer

External User

Description

Victor visits the OSUF website often to read the gift announcements. It's important for him to keep up with the latest press releases as well as stay updated on big initiatives that OSUF is pursuing at the moment.

Goal

Victor would like to stay up to date with the Foundation's missions and successes.

He also hopes to see the fruits of his labor do great things for the Foundation, and would like to be able to stay informed.

Pain Points

- Often misses some of the most important homepage updates because he is usually drawn in to the site from email links about specific topics
- Isn't able to easily direct others to the website to accomplish certain tasks

Technical Skill Level

Low  High

Needs

- To establish a habit of coming to the homepage on a regular basis
- Doesn't want to miss out on exciting news and details
- To feel like his personal contributions are making a big impact

“ I love to network with my fellow OSU grads!”



Abby Alumni

Grad of OSU

External User

Description

Abby is a passionate graduate of Oregon State University. She takes pride in being part of a network of likeminded grads.

She may not be ready to give yet, but she enjoys knowing that her Alumni dues help current students.

Goal

Abby wants to find ways to regularly engage with her Alumni community. She also wants to see how her membership dues are having a positive impact on current students.

Pain Points

- She sometimes misses out on alumni events because she isn't properly informed
- Falls off after attending one event
- Constantly being asked to donate can be frustrating

Technical Skill Level



Needs

- To get excited about regularly visiting the homepage to stay updated
- A safe way to participate in Alumni events during the pandemic
- To feel like she is involved in the Alumni community
- Needs eye-catching visuals to help initiate engagement

“ I’m excited to see the impact that my gift is making for OSU!”



Bobby Beaver

Annual Donor/OSUAA Member

External User

Description

Bobby is a big fan of OSU. As a OSUAA Member, he gets to be part of that special community, have access to exclusive events, and make donations directly to the programs/ projects of his choice.

He is a young and idealistic cause-based donor. He is about halfway through his career, and he engages regularly with the school. He is also thinking about being on a board.

Goal

Bobby wants to feel recognized for his contributions.

It’s important for Bobby to find a giving circle to be a part of that makes him feel included and part of a community.

Pain Points

- Isn’t always able to take advantage of his membership perks
- Huge blocks of text keep him from getting all the great information
- Has a difficult time navigating the site to make a gift, reverts to old methods

Technical Skill Level



Needs

- To feel valued and included in his community
- To see the impact of his gifting
- To be able to get where he wants to go on the website without making any wrong turns

"I want to contribute my gift easily, but have a hard time navigating."



Henry Harris

Major Gift Donor

External user

Description

Henry has made the ultimate commitment of giving to OSU. He is older, and therefore less technically savvy than most, but he still wants to be involved in events and kept up-to-date with the latest impact that his gift is helping to make happen.

Goal

He wants recognition for his generous gifts

He wants to be made aware of the difference his gift is making

To be able to make pledge payments seamlessly through the website

Pain Points

- Henry sometimes gets lost when trying to explore the impact stories his gift makes
- He sometimes misses the details of the impact of his generosity

Technical Skill Level



Needs

- His most desired emotion is to be feeling great about his gift, not any frustration around the process
- To be kept in the loop about the positive impact his contribution makes

“ Our family loves OSU!”



Emily Engaged

Mom of Students

External User

Description

Though she did not attend, Emily’s children graduated from OSU. She is a big fan of the school and believes in their work.

She has moved to Corvallis to be closer to her graduated children and she loves the area.

Goal

Emily wants to increase her involvement with the school.

She wants to learn more about what the school is doing, and find out how she can help.

Pain Points

- Her university interest is a bit narrow and could be broadened
- She doesn’t know her way around the current website
- She doesn’t know the best way to find more avenues to engage

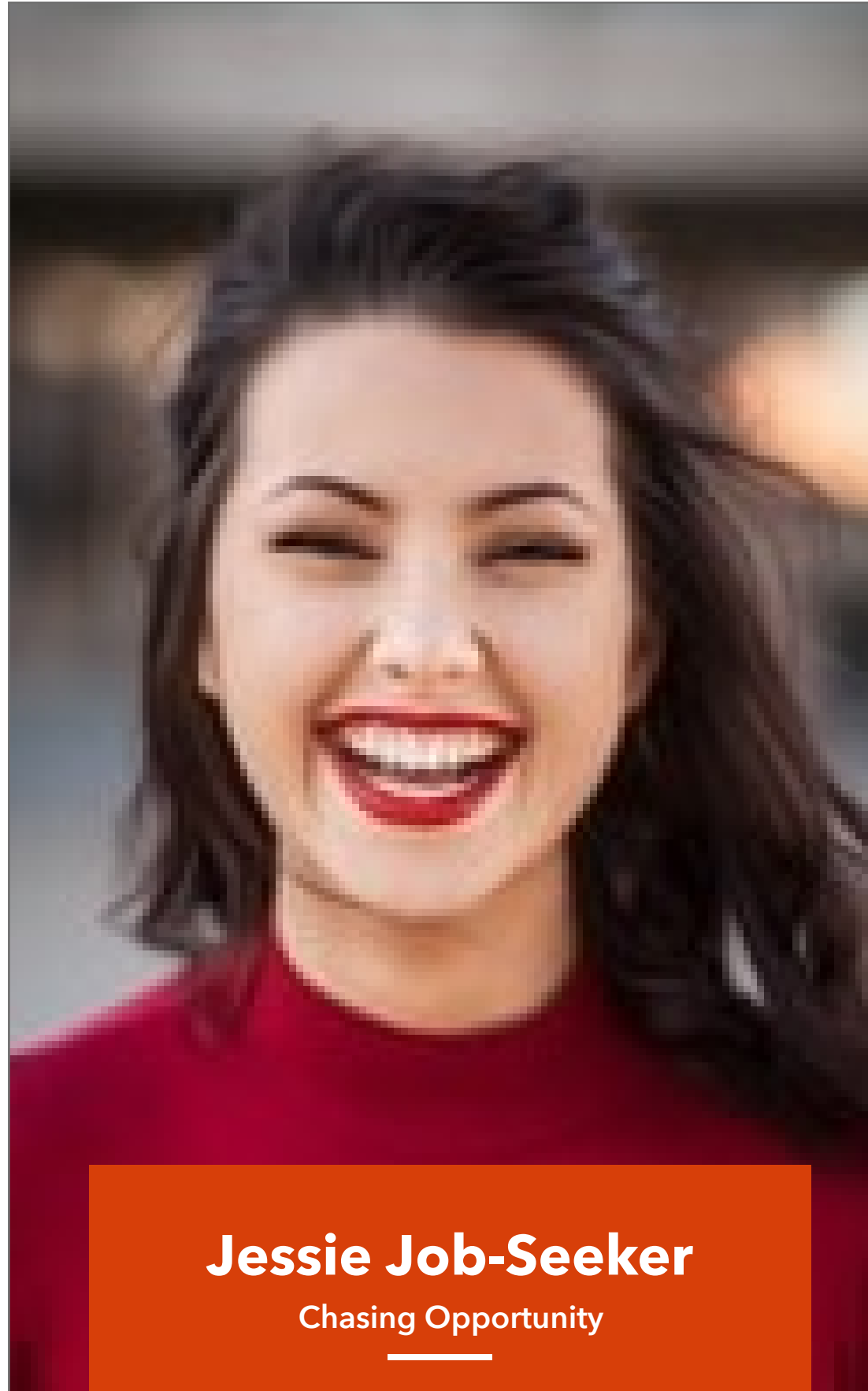
Technical Skill Level



Needs

- To learn more about the value giving a gift could have
- Follow-up after events to keep her coming back
- To hear all about the impact her engagements have on OSUF

“What is it like to work at OSU?”



Jessie Job-Seeker

Chasing Opportunity

External User

Description

Jessie is currently seeking new job opportunities. She has come across a few postings from OSUF and wants to further investigate what the culture is like.

Goal

She wants to strengthen her career by finding an opportunity at a place that meets her goals and expectations. She wants to get a better feel for the culture at OSUF and Corvallis.

Pain Points

- The third-party job website she uses doesn't give her enough information about OSUF
- “Careers” section is hard to find
- Not easily able to find all the great selling points Corvallis/Portland has to offer

Technical Skill Level



Needs

- To be able to quickly get a feel for OSUF's culture
- To know what the current employees love most about working at OSUF
- To be informed of OSUF's core values and learn more about why it is the “Best Place to Work”