



AMBER LEE DAVIS

VOLUNTEERING STUDENT



Age: 18



Location: Local (Hot Springs, AR)



Communication Preference:
via phone and social media

VOLUNTEER GOALS

- To find a local charity to do volunteer hours at (required for school)
- To engage in a cause she can have fun with and that matters to her personally

VOLUNTEER CHALLENGES

- Only available after school and on weekends to volunteer
- Has limited experience with animal handling

HER THOUGHTS ABOUT VOLUNTEERING AT G.A.



WHAT'S APPEALING?

- "I love the idea of spending time volunteering to take care of cats and kittens."
- "I don't have to travel far to the shelter."



COMMON QUESTIONS

- Where's their social media?
- How do I get more info?
- How much interaction would I get with the cats?

OBJECTIONS TO USING OUR CURRENT PRODUCT

- "The website is not designed for phone browsers."
- "Their website has limited info about volunteering."
- It's visually boring; it doesn't evoke excitement to volunteer