Translated User Persona Profile

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Location of Research: Avaye Hamdeli Charity Headquarters

Project: Avano App Ecosystem

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1. Persona Name: "The Conscious Giver" (Amir-Hossein)

"I want to help, but I need to know my money actually reaches the person in need, not just a bank account."

Attribute	Profile Detail
Age	34–48 years old
Occupation	Mid-to-senior level professional (e.g., Engineer, Educator, or Small Business Owner)
Location	Urban centers (e.g., Tehran, Mashhad, or International Diaspora)
Tech Literacy	High; uses banking apps, social media, and expects seamless digital experiences.
Primary Goal	Fulfilling religious (Khums/Zakat) and humanitarian obligations with 100% transparency.

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2. Psychographic & Behavioral Insights

Based on Mrs. Khanjani's qualitative interviews and testing sessions at Avaye Hamdeli, the following behaviors were identified:

- **Skepticism of Tradition:** Amir-Hossein is wary of traditional "black box" charities where funds disappear into general overhead. He seeks a "digital paper trail."

- **Emotional Connection:** He is moved by stories and visual evidence. He doesn't just want a receipt; he wants to see the photo of the food package or the medical supply he funded.
- **Time-Poor:** He is busy. He prefers setting a "Recurring Donation" so his charity is handled automatically every month without manual intervention.
- **Socially Minded:** While he values "Anonymous Giving" for religious humility, he enjoys sharing impact stories on social media to encourage others to join a cause.

3. Pain Points & User Challenges

- **The "Opaque" Barrier:** A lack of updates after a donation leads to "donor fatigue" and a loss of trust.
- **Complex Navigation:** Difficulty in finding specific categories (e.g., differentiating between Sadaqah and a specific Emergency Relief campaign).
- **Payment Friction:** Any lag or lack of security assurance during the payment gateway process causes him to abandon the transaction.

4. Key Requirements for UI/UX Design

Based on Mrs. Khanjani's testing of the Figma exports, the design team must prioritize the following:

- **The Transparency Feed:** The "Impact Visualization" must be the heart of the dashboard. Use progress bars and "Live Tracking" icons to show exactly where the funds are in the distribution cycle.
- **The "Story" Component:** UI cards should prominently feature high-quality images and short "Impact Stories" to bridge the gap between the donor and the recipient.
- **Clarity in Categories:** Use distinct iconography for Religious (Khums/Zakat) vs. Humanitarian Aid to avoid user confusion during the selection process.
- **Trust Indicators:** Display SSL/PCI-DSS badges and charity vetting status clearly on the payment and "About" screens.

5. User Journey Highlights

1. **Discovery:** Amir-Hossein sees a shared post on Instagram about a specific medical campaign on Avano.
2. **Onboarding:** He signs up via Google for speed.
3. **Selection:** He browses the "Women's Empowerment" category and selects a project.
4. **Transaction:** He completes a secure payment and opts into "Recurring Monthly Giving."
5. **Validation:** Two weeks later, he receives a push notification: *"Your donation has reached the family. View the photo here."* This converts him into a lifetime advocate for the app.

Persona Name: "The Empathetic Connector" (Leila)

"It's not just about the money; it's about feeling connected to the people we are helping and inspiring my friends to join in."

Attribute	Profile Detail
Age	28–35 years old
Occupation	Digital Marketing Specialist, Teacher, or Community Organizer
Location	Urban or Suburban (e.g., Tehran, Isfahan, or Shiraz)
Tech Literacy	Very High; "Digital Native." Lives on Instagram and WhatsApp; expects high-end visual design and seamless social integrations.
Primary Goal	Active engagement with specific emotional causes (e.g., Women's Empowerment, Children's Aid) and mobilizing her social network to contribute collectively.

2. Psychographic & Behavioral Insights

Based on Mrs. Khanjani's qualitative interviews and testing sessions at Avaye Hamdeli, the following behaviors were identified:

- **Motivated by Narrative:** Unlike Amir-Hossein who looks for data charts, Leila looks for the "Photos and Stories" feed. She needs an emotional hook—a face to the cause—before she commits.
- **Social Motivator:** She views charity as a communal activity. She is highly likely to use features like "Leaderboards & Rewards" not for competition, but for community building. She wants her giving to be visible to encourage others.
- **Active Participant:** She doesn't just "set and forget." She frequently logs in to check the news feed, read comments on projects, and occasionally ask questions using the feedback tools.

- **Cause-Specific:** While she may pay religious dues occasionally, her passion lies in specific campaigns, particularly "Women's Empowerment" and urgent "Emergency Relief."

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3. Pain Points & User Challenges

- **Clunky Sharing Mechanisms:** If the app's "Social Sharing" feature generates ugly graphics or takes too many clicks to post to her Instagram Stories, she will abandon the action entirely.
- **Generic Feedback:** Receiving a generic automated "Thank You" message feels cold to her. She gets frustrated if she donates to a specific child's medical need but gets a general update about the whole program.
- **Lack of Community Activity:** If the "Commenting and Feedback" sections on a project are empty, she perceives the project as stagnant or untrustworthy.

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4. Key Requirements for UI/UX Design

Based on Mrs. Khanjani's testing of the Figma exports, the design team must prioritize the following:

- **Social Proof Integration:** The UI needs to highlight community activity. Show "5 friends also donated to this" (if integrated with social contacts) or prominently display active comment threads on project pages.
- **Shareable Assets:** The post-donation screen needs a very prominent, one-click "Share Impact" button that auto-generates visually appealing, pre-formatted images suitable for Instagram/Facebook Stories.
- **Emotional UI Hierarchy:** On the dashboard, the "Photos and Stories" feed should take visual precedence over statistical charts for this user segment.
- **Campaign Urgency Indicators:** Use visual cues (e.g., "Only 3 days left" countdowns or progress bars turning red) for Emergency Relief campaigns to trigger her impulse to act quickly.

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5. User Journey Highlights

1. **Discovery:** Leila receives a push notification about an urgent fundraiser for earthquake victims via the app.
2. **Engagement:** She reads the campaign story and views photos of the affected area in the app's feed.
3. **Transaction:** She makes a one-time, significant donation via Apple Pay for speed.
4. **Amplification:** Immediately after the payment success screen, she clicks "Share to Instagram Story," tagging three friends to challenge them to match her.
5. **Loop:** later that day, she returns to the app to see if her friends donated and checks the campaign's progress bar on the leaderboard.