

**What is the purpose of the site?**

The purpose of the site is to help victims who had their civil rights violated by providing them with information or asking for help. The site is also made so that others can help those who are in need of help by volunteering or donating.

**What are the goals of the site?**

We will achieve this by providing any victims of civil rights abuse to get instant information or help. Other people will have the chance as well by either giving donations or signing up for volunteering.

**Persona 1: Donors****Personal**

Name: Sam Johnson

Age : 50 years old

Gender: Male

Race: Black

Education: Phd in Law

Income: 150k a year

## **Professional**

John has been running a law firm for 9 plus years and has been on the business to find and solve any civil injustices in America. John may be inclined to visit our site in order to learn about the organization. Learn about the different stories and give help through donations. Although nothing major has happened to John and his family, he fears for something like this could happen to his children one day. John most likely access the site in his office firm when looking for new cases or finding ways to help people who were subjected to civil injustice in America.

## **Technical**

John primarily uses his office PC/laptop or mobile phone. Chrome is John's primary go to search engine but he does use internet explorer from time to time. He primarily uses his phone when he needs to access information right away. John spends around 7 plus hours surfing the internet per day looking at civil injustice cases and ways to help.

## **User Motivation**

Since John and his family haven't been a subject of civil injustice in America, he still fears for his children. John's greatest motivation is his children who he wants to protect and doesn't want them to live in fear. John is looking for ways to learn about these stories and find ways to help. John may be inclined to give donations or find other ways to help the cause. John's greatest need is to give help, in order to give back to the community and lessen the wrongs of civil injustice in America.

## **Persona 2: Volunteers**



### **Personal**

Name: Sera A Smith

Age : 25 years old

Gender: Female

Race: Black

Education: Currently working on her Masters in Sociology

Income: 60k a year

### **Professional**

Sera is a full time employee in a Newsletter firm that she has started working for the last 3 plus years. She is a sociologist in the firm working with clients and learning about the clients needs and wants. She is looking to make a name for herself and get experience to add to her resume. Sera is inclined to visit our site in order to learn ways to get volunteering experience and also help people in

need. Sera's looking to get the info and use the sign up for volunteering in order to add experience to her resume and do something to give back to the community as well as stop the spread of civil injustice in America. Sera will be accessing the site when she will look for ways to volunteer for a good purpose, while surfing her laptop or smartphone.

### **Technical**

Laptop and phone are Sera's primary devices. She uses her Iphone or mac laptop to use safari to access the site. She primarily uses her cell phone for everyday web surfing. Sera ends up surfing the internet for 12-15 plus hours a day, finding ways to volunteer and get signed up easily without any hassle.

### **User Motivation**

She wants to get experience to add to her resume and also find connections through learning about others stories. Plus make a change in order to lessen the spread of civil unrest to minorities.

### **Persona 3: Victims**



## **Personal**

Name: Darek King

Age : 22 years old

Gender: Male

Race: Black

Education: Currently working on his undergraduate degree

Income: 22k a year

## **Professional**

Darek is just a part timer looking to get to a better position in life through getting his degree. He works in a store to pay his tuition. He has been arrested at a certain point for no reason and forced to spend time in jail only to be released with little to no explanation. Darek didn't get any apology from the police, and he doesn't know who to talk to or have the money to get a lawyer when faced with the circumstance.

## **Technical**

Darek mainly uses his cell phone, he uses his android to access websites through chrome. He mostly uses his cell phone to access information from the web and share on social media. Darek typically spends around 8-10 hours a day searching the web.

## **User Motivation**

Darek was once prosecuted by the police and was stripped of his civil rights and had them violated. He is looking for information to tackle these situations and to get help from us.