

HUW JOHNSON

Empathetic

Loyal

Supportive



“My best mate is my greatest influencer for the charity I donate to.”

Sources

Family & Friends



Donation Drive



Personal Experience



About

I donate once a year to ensure that I can support my nominated charity without disruption. However, I will gladly donate more if my best mate, who works for the charity, informs me of the need to do so. I also trust the charity to spend my donation wisely.

Delights

- The ‘Donate’ button is easy to find
- The online donation process is easy and fast
- I’m supporting the work that my best mate is doing

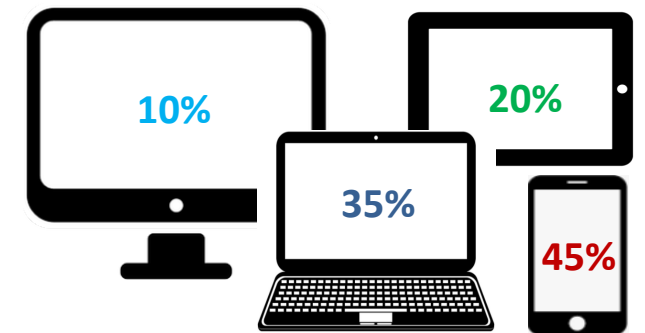
Motivations

- I want to make the world a better place
- I want to contribute to a good cause
- I want to give back to society

Frustrations

- It is difficult to find information on how the donations are used
- Tiered donation amounts create a psychological bias and I felt pressured to donate more
- Feel pressured by cold calls to donate more than I am able to
- Charities making tax deductions the selling point for giving to charity

Technology



Influencers

- Best mate who works for the charity
- My parents do a lot of work for charity
- My wife works for a charity