



“When I volunteer, I feel like I cast my vote every day about the kind of community I want to live in.”



### Biography

Page is a retired nurse who immigrated forty years ago from Vietnam to the US. She never had kids, but has adopted several pets. She is passionate about the environment and wildlife, and sees Schuylkill Center as a means to pursue her mission in life: helping orphaned animals and preserving their habitat.

### Motivations

- Getting involved in causes she cares deeply about
- Connecting and engaging with nature on a daily basis
- Continuing to use her experience and nursing skills
- Positively impacting her community and the world as a whole

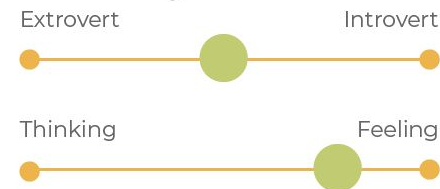
### Pain points

- Fears that the center does not have enough volunteers or financial resources
- Believes that there's poor communication with community members
- Frustrated that the wildlife clinic does not have a licensed rehabilitator on staff
- Dislikes that the center has some of its land for sale

### Tech proficiency



### Personality



### Goals

- Wants honesty and transparency
- Website should provide adequate information to potential volunteers
- Statistics on animal mortality and rehabber/animal ratio are important data for her to see online

## Passionate Page

**Age:** 70 years old

**Profession:** Retired nurse

**Location:** East Falls, PA



## Outdoorsy Ophelia

**Age:** 35 years old

**Profession:** Pediatrician

**Location:** East Falls, PA

“My son comes home absolutely filthy from camp everyday. I’m so glad there is a place that he can be encouraged to explore and play in the dirt just like I did as a kid.”



### Biography

Ophelia is a visitor to the Schuylkill Center who is interested in signing her children up for preschool, kindergarten, summer camp, or just exploring the trails with her family. She wants to experience the outdoors in an educational setting.

### Motivations

- Find a nature-oriented preschool
- Enroll somewhere that also offers weekend activities
- Find a place where kids have time to play outside
- Would like to find a school close to work or home for easy drop-off and pick-up
- Patient and experienced teachers are a must-have
- Explore trails with her family

### Pain points

- Worries about choosing the safest preschool
- During the day, she misses her kids - she'd like to have an online system so she can check on them and get regular updates

### Tech proficiency



### Personality



### Goals

- Find detailed program information online
- Make an appointment to take a tour online
- Find relevant events and activities on the website



## Artsy Antonio

**Age:** 35 years old

**Profession:** Artist

**Location:** Philadelphia, PA

“The LandLab residency offers an incredible space to discover new [artistic] approaches that can expand awareness of the environmental challenges we face.”



### Biography

Antonio is a practicing artist with a studio in Philadelphia. He creates site-specific sculptures that respond to their environment, as well as studio work inspired by nature. He is always looking for exhibit and residency opportunities, especially those that fit within his environmental interests.

### Motivations

- Creating artwork that lives within an environment and allows the public to engage with it
- Responding to issues of climate change, deforestation, and pollution
- Finding funded residencies or selling his work
- Wants to expand his network and meet other artists working within this space

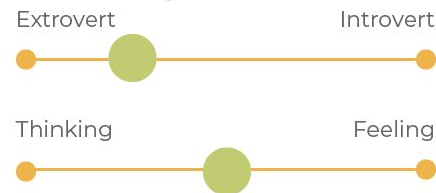
### Pain points

- As an artist, is always looking for fair compensation
- Finds it difficult to create site-specific work while living in an urban area
- Applying for artist opportunities can be tedious and time-consuming, especially if a website is unclear about requirements

### Tech proficiency



### Personality



### Goals

- Wants clarity about application requirements, deadlines, and notifications
- Would like a streamlined online application system