Persona: Robi Hu

Goal: to educate locals to end violence towards animals. For local law enforcement to stop kidnappings of family pets.

Action	SEE KIDNAPPING / mass transportation	REPORT crime	LOCAL step up	VOLUNTEER Local chapter	EDUCATE Locals
Think	"Is this illegal? Who do I tell? I have to do something."	"I hope someone sees this soon, and sends help."	"I will reach out to the local help."	"Can I do more locally?"	"I want to learn more."
Do	Opens app. Finds "Report" to report to local chapter	Fills out **Report** form	• Reaches out to **local** law enforcement • Gathers local volunteers • Attempt to rescue animals	• Spends time at the local chapter's shelter • **Volunteers** to care for the animals at the shelter	• Meets with local community leaders • Builds rapport with locals • Educates locals
Say	"Can I save them in time? What if something goes wrong?"	"Wait a bit longer." "Please act fast."	"I can do more."	"Glad I came this far. Paying it forward."	"I can change hearts & minds. Torture is not culture."
Feel	Shock. Apprehension. Nervousness.	Overwhelmed. Angry. Frustrated. Yet hopeful	Frustrated, rushed	Satisfaction. Empathy. Empowered.	Hopeful
Pain Points/ Needs	• Needs fast, safe way to report. • On social/website, enable the sharing of such incidences to raise awareness	• Needs confirmation that it'll be used. • Partner with local community leaders & local law enforcement on app/site	• Needs community input • Have a plan ahead of time of what to do in such scenarios.	• Needs age-appropriate ways to contribute. • Have more open hours for volunteer times.	• Needs ongoing engagement + education. • Build better education tools.

Persona: Jane Good

Goal: to free animals from torture and abuse, and give them a new lease in life.

Action	SEES ABUSE / Yulin Festival video	REPORT crime	VOLUNTEER step up	VOLUNTEER Foster / Adopt	DONATE Verified organizations
Think	"How can this still happen?"	"I hope someone sees this soon, and sends help."	"I will reach out to the local help."	"I can do more."	"I hope this helps."
Do	Searches for ways to help. Opens AW app. Finds "Report" to report to local chapter	Fills out **Report** form	• Gathers local **volunteers** • Joins animal rescue(s) • Volunteer at local shelter/chapter	• Opens home to foster rescues • Acclimates fosters so that they are adoptable • Adopts	• Completes **donation** flow • Set monthly monetary donation • Considers a will
Say	"This breaks my heart."	"This looks legit." "Help is on the way!"	"I can do more."	"I getting more than I am giving. Paying it forward."	"Every bit counts."
Feel	Angry. Apprehension. Helplessness.	Angry. Frustrated. Yet hopeful	Cautious, but hopeful	Rewarded. Connection. Empowered	Generous. Ensure good causes are well-funded
Pain Points/ Needs	• Needs trustworthy way to help from afar • On social/website, enable the sharing of such incidences to raise awareness	• Needs confirmation and feedback. • Partner with local community leaders & local law enforcement on app/site	• Needs community input • Have a plan ahead of time of what to do in such scenarios.	• Needs opportunities to do more. • Fostering & adoption requirements checked	• Needs confirmation and transparency. • Ensuring that all monies will be used to help the animals

Persona: Momo Tran

Goal: to end the dog and cat meat trade in his country.

Action	SEES Mass tranportation	REPORT Suspicious activity	VOLUNTEER Step up	VOLUNTEER Foster / Adopt	EDUCATE Community
Think	"This looks suspicious. I know what this is."	"Please let someone follow up."	"How else can I help?"	"I can do more."	"People need to see the truth."
Do	Opens AW app. Finds "Report" to report to local chapter	Fills out **Report** form and submits with photos	• Joins local chapter, picks role • **Volunteer** at local shelter/chapter	• Opens home to foster rescues • Adopt	• Check with local chapter's events • Hosts info night or shares flyers
Say	"I have to stop this."	"Done. But what now?"	"I can do more."	"Let me foster or assist."	"We can make a change."
Feel	Outraged. Focused	Anxious. Determined	Excited. Capable.	Driven. Rewarded. Empowered	Passionate. Confident
Pain Points/ Needs	Needs fast, mobile-first reporting tool	• Needs confirmation and next steps. • Partner with local community leaders & local law enforcement on app/site	• Needs community input • Have a plan ahead of time of what to do in such scenarios.	• Needs flexibility, transparency, community • Fostering & adoption requirements checked	Needs shareable content + social proof