

Hannah Matthews

Demographic Information

Age: 31

Relationship: Married

Occupation: Mother



Key Attributes

Hannah has been married for nine years and is the mother of two young children. A couple years ago, her small family suffered a terrible tragedy. Hannah had a miscarriage at fifteen weeks of pregnancy. After this, Hannah and her husband both suffered a very dark and difficult time. Although Hannah knew that others must have suffered through the same kind of grief, she felt that no one was willing to talk about it, and she couldn't find the support she needed. Now that it has been a couple years, Hannah has had time to grieve and heal, but she is still affected, which makes her very passionate about helping others who have suffered the loss of an unborn child.

Values

Above all, Hannah values her relationship with Christ. Her other strongest value is her family. She believes that being a mother is an important calling. This belief not only led her to be a full-time mother, but also inspires her to try and help other women through the difficult role of being a mother.

Use Case

Because of her experience, Hannah feels called to support others who are suffering the same kind of grief. While talking to a friend about this, her friend says that there is an organization called the Early Pregnancy Loss Association and suggests Hannah should look it up. Several days later, Hannah puts her kids down for a nap and gets a chance to sit down. She pulls out her laptop and does a google search of the name. Looking at the search results, she sees that EPLA has a website and clicks on it. She wants to know more about what the association does and if its mission is something she feels she could support. The first thing she clicks on is the "About Us" tab at the top of the page. She reads over the mission and likes what she sees. After reading about two-thirds of it, she moves on to the values. She feels like EPLA truly cares about the people they are trying to reach and that their values match up with hers. She also sees information on how they use other organizations, such as churches and clinics, to reach people. Next, she finds a "Get Involved" tab. She clicks on this and reads about EPLA's model for using resources and partnerships. She continues to the "Donate to

EPLA” page and finds donation forms and information on how EPLA uses donations. She sets this aside to think about it for a while.

Hannah talks to her husband and some of her friends about donating, and about a week later comes back to the website. She doesn’t know for sure if she wants to support EPLA, but she is definitely interested. She quickly skims over the mission again, then decides to go to the “Contact Us” tab. She scrolls to the bottom and fills out the contact form. She makes sure to write several questions in the comments sections and specifies that she is still uncertain but wants more information. Hannah submits the form and waits for a reply, hoping it comes soon.

Goals and Objectives

Goal: Create website content that will make Hannah feel welcomed and comforted and that will encourage her to trust and donate to EPLA.

Objectives:

- Make EPLA’s mission statement easy to find and understand so that Hannah can quickly find out what they do and consequently what she could support.
- Provide content that is sensitive to the pain Hannah has experienced and that will help her understand that EPLA is a safe and caring community for those in pain.
- Make information about donating easy to find so Hannah feels she understands what her money would be going to.
- Provide enough information about how EPLA uses resources to help Hannah feel that they are trustworthy.