

User: Giver
Scenario: Been asked to donate or gift koha

	Phase 1: Decision to donate	Phase 2: Donation	Phase 3: Follow up
Doing	<ul style="list-style-type: none">Decides to donate or not donatePrepares for donation<ul style="list-style-type: none">pull cash out for kohaput koha in an envelopeget bank account details.	<ul style="list-style-type: none">Marae: Hand envelope overMake a bank transferPay via online serviceHand over or send Prezzy cardDonates services (not money)Donates kai.	<ul style="list-style-type: none">Marae: procedure after giving kohaObtain receipt (online).
Thinking	<p>“During tangi it can be stressful if you forget to visit the ATM. Especially for rural marae.”</p> <p>“(feels)Normal. It's what we do when it's based on our tikanga.”</p> <p>“Not knowing who to contact. Not wanting to contact the whānau pani while they are grieving. Although you also do not want to wait too long after the tangihanga.”</p> <p>“It was tricky contacting someone connected to the whānau pani, to ask for bank details etc. It may not be really obvious also who's the account the money is going to.”</p> <p>“What can I afford”</p>	<p>“My family would rarely want to pass it on via a powhiri, it would be better if we could just give them the koha in a private manner.”</p> <p>“(fearful of) Bank transfer its obvious how much you gave- as your name is attached, which can make you feel whakama if you are only able to give a smaller amount at the time.”</p> <p>“(forgetting, giving coins!(shameless). I've had a few instances where someone has had to run off to the ATM before a pohiri.”</p> <p>“The frustration of doing the mahi that should have been in place, and the worry, as Māori, that the koha would be okay for the recipients.”</p> <p>“(prefer)Bank transfer — because I can koha even if I'm not with someone in person. ”</p> <p>“An app would be great, that you can connect to the whānau pani, or marae directly and give koha with a mihi.”</p> <p>“It feels good to share what you can afford as a token of aroha, manaaki, whānau, awhi, and Kotahitanga.”</p> <p>“Feeling inadequate if I can only afford a smaller amount”</p> <p>“Mostly worrying I was doing it wrong.”</p> <p>“I'm happy to donate. ”</p> <p>“Koha laid out on marae the easiest way for me ”</p>	<p>“Making sure it goes to what koha is given for.”</p> <p>“It's an honour to give koha. To be able to celebrate someone's Mahi and or achievements. Good to acknowledge the hard work of other's”</p> <p>“Knowing the destination and final use of the koha.”</p> <p>“(memorable)Knowing that I contributed to the koha from my family. People want to give, they just need to be guided in the process/principles.”</p> <p>“Very warmly acknowledged.”</p>
Pain points	<ul style="list-style-type: none">Practicality — accessing cash, as it's not carriedFinding ATMForgetting about the eventKnowing who to contactHaving to find out bank accountConfusion on who to contact to giveGetting locked into a long term arrangement.	<ul style="list-style-type: none">Needing guidance of who to give the koha to in personGetting out cash is a painNo guidance around amount of koha to giveDisorganisation from receiver or organiserWhen the giver doesn't know the account and has to find other ways to giveWanting guidance of how the koha should be given in personAccuracy of bank account details (getting it wrong).	<ul style="list-style-type: none">Use of koha unknown — fear of misuseUncertainty if koha arrived and made it to the right people.
Feeling	<ul style="list-style-type: none">Tikanga — Proud to be askedPrivate — wants to remain anonymousTrust the security of the paymentFeeling of contribution & acknowledgment of circumstancesCautious — Mistrust authenticity of the event.	<ul style="list-style-type: none">Importance of kaupapaFeels good to carry on traditionHappy to giveFearful of forgetting to prepareFearful that donation/gift isn't enoughFrustration when organisation isn't done.	<ul style="list-style-type: none">Felt respect for the culture and people involvedFelt blessed to be able to contributeThankful but embarrassed (corrected on cultural protocol).
Insights	<ul style="list-style-type: none">Optional anonymity is good.Recognisable platforms and tools to donate creates brand trust.	<ul style="list-style-type: none">Getting guidance on amountGuidance around proceduresBeing able to do it online (and choose the amount)An online option would be good, however rural marae may struggle with reception to facilitate virtual KohaCash is more symbolic because people give it in personNo monetary goal, and instead it's about the sentiments from the givers — potentially has a goal option, but not highlighted in designSome would rather have an organiser.	<ul style="list-style-type: none">Acknowledgment that koha was received would be good.Online education / guide would help after koha is given.Ability to get a receipt.A way for people to leave messages when they make their donation.Communication of the final outcome of where the funds were spent.