Angela | Age: 30 | Location: San Diego, California

	Awareness					Initial Exploration							Self Evaluation				Takes Action				Results Reflection							
Actions	Just gave birth	Starts breastfeeding	Realizes she has excess milk and doesn't know what to do with it	Throws away milk and feels sad about it	Questions what else she could do with it	Discovers and researches what donating process looks like (storage process etc)	Asks friends if they know of a place to donate milk	Researches different milk banks in the area via social media/ google search	Asks hospital if they have an affiliation to a milk bank	Discovers UC Health Milk Bank Website	Has slight difficulty navigating the site with ease	Gets in touch with UC Health employee to request more info	Has some concerns around her own health and if she'll qualify	Worries about continuing to produce enough for her baby	Worries about fitting drop-off into her busy/unpredictable schedule as a parent	Concerned about putting trust in the mail system to handle this time-sensitively	Decides to fill out initial forms	Staff contacts her	Staff answers her questions and eases her concerns	Decides to proceed with the process and goes to get blood test	Gets approved and begins the donating process	Sets up drop-off appointment time via MyChart	Drops-off first 100 ounces to the drop-off site closest to her home	Feels good about the success and ease of the process	Tells her friends about her positive experience with UC Health	Prepares to donate again once she accumulates more oversupply	Receives test results that give her valuable nutrition insights
Emotional Response	New mother	Slight overwhelm with new adjustment	Upset about the waste of her milk			Interested in learning about milk donation	Slight stress surveying options through her network	Happy that her hospital has an affiliation with UC Health		Frustrated at the lack of usability of the website		Relief after talking to employee, most questions answered	Questions about her own health history and donor eligibility	Slight overwhelm with her busy schedule/logistics			Happy she found a reputable, hospital affiliated site		Blood testing		Happy to be approved for donation	Happy to help babies and clear up freezer space	Thrilled to make a difference and for a smooth process throughout	Excited to share the positive experience of UCH Milk Bank and also the feeling of giving back		Thrilled to make a difference and for a smooth process throughout	
Touch Points	At hospital		Wonders if there is another way to store or use her extra milk			Learns about donation process		Researches different local milk banks		Visits UCH Milk Bank website		Talks to UCH Milk Bank employee	Questions about her and her child's nutrition						Blood draw				Drops off milk				
Opportunities								Improve SEO so that UC Health is more findable	Add AI chat feature on the site to get questions asked quickly	Emphasize unique value proposition of a nonprofit company that is University/ hospital affiliated		Clear communication of process from UC Health employee end	Add a resources section that quickly educates mothers on some common myths when it comes to eligibility concerns	Ensure mothers don't feel pressure to donate but only do so if they have the supply and bandwidth	Transparent shipping instructions/ hygiene protocol on website						Notify donor of application approval	Sets up drop-off appointment time and communicates to donor	Transparent shipping instructions/ hygiene protocol on website	Direction to social pages/community page	Social media optimized/ Shareable email after successfully donating milk	Encourage profile sign-up for ease with future donations	Sees valuable information regarding her child's nutrition