Fundu App - Analytics Dashboard & Product Direction

# 1. Dashboard UX Structure

\*\*Quick View\*\*

- Designed for first-time or casual users (e.g., student campaign managers).  
- Features a sticky KPI summary panel with:  
 • Total Raised  
 • Donor Count  
 • Goal Progress (%)  
 • Avg Donation  
- Expandable accordion sections for:  
 • Donor Insights (Top 5, New vs. Returning)  
 • Donation Trends (Simple graphs)  
 • Recent Activity (Latest donations and messages)

\*\*Deep Dive\*\*

- Designed for more engaged users or reporting purposes.  
- Retains the same sticky KPI panel for context.  
- Includes tabbed navigation for:  
 • Overview (summary and auto-generated insights)  
 • Donor Trends (LTV, churn, frequency)  
 • Outreach Impact (email, share stats, referrals)  
 • Forecasts (donation projections, momentum)  
 • Engagement (event tracking, peak activity)  
- Friendly, plain-English summaries in each tab.

# 2. Campaign Assistants

\*\*Penny\*\* – Handles donation alerts and recognizes donor activity.  
\*\*Goalie\*\* – Notifies when a campaign slows down and offers screen tips.  
\*\*RAISE\*\* – Answers user questions, explains metrics, and guides decisions.

RAISE starts as a rule-based explainer system and can evolve into an NLP-driven assistant using OpenAI or keyword matching in future phases.

# 3. Sidebar Behavior

- Doubles as a notification center and coaching assistant.  
- Quick View: Lightweight summaries and alerts.  
- Deep Dive: Expanded smart insights, tips, and suggested actions.

# 4. Social Media Tracking

- No deep social API integration needed.  
- Each org member gets a unique, trackable campaign link and QR code.  
- Tracks clicks, referrals, and channel attribution.  
- Donor sharing behavior can be inferred through link activity.

# 5. Product Focus Strategy

- The mobile app will primarily serve campaign creators (students, org members).  
- Core tools: campaign creation, editing, sharing, analytics, and smart alerts.  
- Donor experience will be hosted on mobile-optimized web pages to reduce friction.  
- Web pages include donation flows, thank-you messages, share options, and receipts.

# 6. Onboarding & Coaching

- Welcome modal for first-time users with a 3-minute walkthrough.  
- Guided tour highlights:  
 • Sticky KPIs  
 • Quick View vs. Deep Dive  
 • Assistant sidebar  
- Optional tooltip or button for “Not sure what to do next?” with coaching suggestions.