OSI-CAN Site Owner

Think & Feel?
- The site can help people
- The current site may not fully reach the entire target demographic
- The site may turn people away
- The website is too overwhelming & confusing
- This charity & service is important and needed
- The website can be used to reach more people

See?
- A site that needs work
- People who need help

Hear?
- People's stories
- What people are going through
- That there are people who need/want help

Say & Do?
- Offers support & resources to those with PTSD & Operational/occupational stress injury
- Family Support groups
- Peer Support groups
- Equine therapy programs
- "The website is confusing"
- They do support groups
- Supply & fund Service dogs
- Extension of Canadian mental health association
- Operational/occupational stress injury Canada
- "A person should easily be able to find what they are looking for!"
- Indigenous Sweats
- Hosts events for Support & funding purposes

Pain
- Site is not user-friendly enough, confusing
- resources section is not organized
- Parts of it are hard to look through
- Site does not represent the entire target demographic

Gain
- Likes the link to change province
- Search ability
- Wants site to be user friendly
- Wants user to easily & quickly find help &/or what they are looking for
- public visibility
- Likes current site colours
- Highlight volunteers
- Better looking Sponsor section
- Wants a good way to feature donations
- Better ways to reach target demographic
- A nice main page

Person who is looking for support with an O.S.I

Think & Feel?

- Frustrated: They can't find what they are looking for
- Sad/depressed
- "The site is messy"
- Annoyed: was taken to a new tab
- Hopeful
- Thankful
- Relieved: found the support/resources they were looking for
- "There are so many options"
- A potentially Overwhelming amount of resource links
- Nervous/anxious
- Interested: The support groups &/or events seem useful, fun, interesting
- Lost
- Overwhelmed: certain sections of the site contain big blocks of information

Hear?

- Other people's experiences with PTSD or an OSI
- The featured podcasts

See?

- External resources
- Crisis/emergency help lines
- Images of the target demographic
- Images of past events
- A lot of resource options & option groups
- Others who have used OSI-CAN resources
- Social media links
- A "Resources" section on the website
- A "Blogs & Podcasts" Section on the site
- "Province Selection" button
- An "FAQ" Section on the site
- "Events" Section
- Information on & explanations of PTSD, CPTSD, OSIs
- An OSI-CAN discord group
- Video testimonials
- An email link

Say & Do?

- Interact with featured blogs & social media
- Listen to featured podcasts
- Ask a question via email
- Join the discord group
- Look into the events
- Watch video testimonials
- Browse the resources
- Go to external websites
- Read the "about" pages
- Look into OSI-CAN events
- Call the listed numbers
- Search for support
- Share the site/resources with others
- Look to see if the resources & support are for them
- Change province
- Search for help
- Search for resources
- Fill out the support form

Pain

- Can't find what they are looking for
- Website is overwhelming
  - too much information
  - large chunks of information
- "About OSI-CAN" button takes you to a new tab
- Occasional massive font sizes
- Might miss some information
- Cannot anonymously ask questions

Gain

- A more organized site
- Search ability
- A site offered in other languages
  - french, etc
- More visible crisis/help phone number
- A cleaner resource section
- A cleaner, more easy-to-read target demographic section
- More testimonials of others who have used OSI-CAN resources
- More recent testimonials

Think & Feel?

↳ Frustrated: Cannot find where to donate
↳ Annoyed   ↳ Happy   ↳ Helpful
↳ Useful
↳ Supportive: just donated money/ plans on donating
↳ "I cannot find where to donate"
↳ "I don't know how my donated money is going to be used"
↳ "How am I helping?"

Hear?

OSI-CAN donor/potential donor

See?

↳ Images used on the site
↳ The notice about eTransfers
↳ A "DONATE NOW" button
↳ A "How to Donate to OSI-CAN" page under "About"
↳ Link to official donation campaign
↳ Different donation options
↳ The target demographic
↳ The "About" section
↳ The "Programs" section
↳ The "Home" page
↳ The "Events" page

Say & Do?

↳ Use the donate link to send money
↳ Look for what their money will be used for
↳ Look for reasons to care about the charity
↳ Browse the site
↳ Send an eTransfer to OSI-CAN
↳ Read the "How to Donate to OSI-CAN" page
↳ Press "Donate Now" button
↳ Donate money
↳ Share the charity with others
↳ Read the "About OSI-CAN" page
↳ Look for ways to donate
↳ Tell others to donate

Pain

↳ The "How to Donate to OSI-CAN" page can be difficult to find
↳ Cannot see what their donated money will be used for
↳ The "DONATE NOW" button on the site header does not look like a button
↳ Looks like highlighted text
↳ Some text on the "How to Donate to OSI-CAN" page may be incorrect

Gain

↳ A page showing what is done with the donated money
↳ Clear Donation Section on the site
↳ not hidden under "About"
↳ Corrected text
↳ Easily found written &/or video testimonials of OSI-CAN
↳ Anonymous donations
↳ More reasons for the user to care enough about the charity to donate

Center: OSI-CAN Volunteer / Potential Volunteer

Hear?
- ↳ "The text on this page is huge"
- ↳ The experiences & stories of others
- ↳ "This website page is messy"
- ↳ Important: They are using their experience to help others
- ↳ Helpful

Think & Feel?
- ↳ Annoyed: They missed the link in the dropdown "Volunteer" menu
- ↳ Surprised: Surprised by the way the banner works
- ↳ "I'm happy I can help"
- ↳ "How can I help"
- ↳ "How can I contact OSI-CAN"

See?
- ↳ Images used on the site
- ↳ The "Events" section
- ↳ A "Volunteer" tab on the website
- ↳ The site "Home" page
- ↳ Main website header
- ↳ OSI-CAN contact phone number & email
- ↳ The service's target demographic
- ↳ The service's sponsors & partners
- ↳ OSI-CAN's target demographic

Say & Do?
- ↳ Read the "About OSI-CAN" page
- ↳ Look for reasons to care about OSI-CAN & their cause
- ↳ Fill out volunteer application form
- ↳ Look to see if they can help
- ↳ Look for information about events
- ↳ Look for a way to get involved
- ↳ Look at past events
- ↳ Press the "Apply Here!!" button on the "Volunteer Opportunities" page
- ↳ Browse the website
- ↳ Share the site/charity with other potential volunteers

Pain
- ↳ The dropdown under "Volunteer" on the main menu is annoying
- ↳ Volunteer application page is messy
- ↳ Application page banners are small, open in full screen mode when you click on them, have small navigation arrows
- ↳ Titles on volunteer pages are huge

Gain
- ↳ Photos of previous volunteers
- ↳ A better way to access the volunteer page
- ↳ A better organized & designed "Volunteer Opportunities" page
- ↳ Smaller titles
- ↳ Better displayed banners
- ↳ Bigger navigation arrows on the banners
- ↳ Better designed volunteer application page