**Prioritization for Men's Mental Health Community Website**

**Must Haves (Essential Features)**

These are critical for the website to fulfil its core purpose of supporting men’s mental health and organizing walking events.

**Browsing Events/Walks**

* View cards for events with details like distance, location, and date.
* Click to see event details, including Group Leader and attendees.
* Submit a form to join a walk.

**Mental Health and Crisis Advice**

* Quick access to crisis helplines and emergency information.
* Browse basic mental health advice tailored for men.

**About Us**

* Information about the charity’s mission and goals.
* Contact details or a simple contact form.

**General Navigation**

* Intuitive, mobile-friendly design for easy browsing.
* Search functionality to find events, advice, or locations.

**Should Haves (Important but Not Critical)**

These add significant value but aren’t strictly necessary for the website to function.

**Fundraising and Organizing**

* Basic guidance on organizing a fundraising walk.
* List of current fundraisers with donation links.

**Group Locations**

* Map or list of walking groups near users.
* Basic group details (meeting times, location).

**Improved Event Interactions**

* Allow users to filter events by location, distance, or date.
* Display event photos or a map of the walk route.

**Encouraging Participation**

* Include testimonials or success stories to inspire engagement.

**Could Haves (Nice to Have)**

These are features that enhance the user experience but can be postponed without affecting the core functionality.

**Advanced Event Features**

* Show attendee profiles or allow users to see who else has joined.
* Interactive map-based event search.

**Fundraising Extras**

* Downloadable resources like posters or fundraising guides.
* Success metrics on fundraisers (e.g., progress bars).

**Advanced Group Features**

* Filters to find groups by proximity, type, or activity level.
* Embedded navigation links to group meeting points.

**Content Enhancements**

* Shareable content on social media (walks, advice, fundraisers).
* Expanded advice categories (e.g., work, relationships).

**Prioritization Plan**

* **Focus on Must Haves first**: Ensure the website’s essential functionality and purpose are met.
* **Address Should Haves next**: These add significant value and are important for enhancing the user experience.
* **Incorporate Could Haves as time permits**: These can be included as future iterations or enhancements.

Would you like to discuss this plan further or map it into a timeline or task list?