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Example	Needs (What)	Insights (Why)
Home page should include: Who we are, What we do, Call-to-Action for donations and volunteering.	Easy Navigation	Viewers continue to browse the site rather than clicking off.
Not too code heavy, allowing for the foundation to make faster edits at a beginner level.	Easy Maintainable Site	The founder enjoys being able to work on the website himself.
Foundation does not pull up on google.	Visibility, Ensure that keywords like “Autism Saskatchewan” bring up the site.	To have further reach within the community.
Current system uses Square manually. Needs a more professional and user-friendly donation platform (secure, easy, transparent).	Donation Page	Ensure customer safety when donating and allow the process to be easy. This will bring in more donations for the foundation.
The site should clearly explain why the organization matters.  Share the growing need for autism support, so donors and volunteers feel motivated.	Emotional Connection	To build trust with viewers.
Showcase the urgent need for volunteers. Create an attractive way for university students or part-time workers to apply (respite workers, assistants)	Volunteer Recruitment	To increase volunteer and community engagement.

Insight/Needs Charts for Group F of Reach Autism Learning