

**ENSE 885AW- PEOPLE CENTERED DESIGN**

**PILLAR 1**

**SUBMITTED TO**

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**PROBLEM DEFINITION**

The principal problem with the current RCE is that the content of the website is not organized properly and there is no data flow on the website. The sections of the website are not properly grouped and there is no symmetry on the website according to gusto's theory.

**VISION**

Our Vision of the website is to make it user friendly and organize the content of the website based on similarity. Also designing other additional functionalities that improve user experiences.

**RATIONALE**

We would like to solve the problems by highlighting the 17 goals of RCE which are not clearly visible in the design of the current RCE website. We would also like to demonstrate their work by explaining their vision, mission and what they are doing to the community.

**STAKEHOLDERS AND NORTH STAR CUSTOMER**

Our North Star customer is the general public and politicians because we believe that we need to project RCE Saskatchewan and it’s work to the common public so as to demonstrate its contribution towards UN goals and what it is doing for the local and global communities. In this way, we can also involve people in the RCE Saskatchewan working and they can also contribute to the community and development of RCE as well.

**CARRYOVER CUSTOMERS**

Our immediate carryover customers will be RCE partner organizations and local sustainability leaders.

**ASSUMPTION**

we will be able to manage all the data generated from the user interaction with the website.

**EMPATHY MAPPING**

**SAYS**

How we can organize our website?

What additional features can we add to our website?

How we can display our events and news?

How we can reach out to people?

What customer base should we focus on most?

How can we display our events ?

How can we rise funding through our website?

How can we connect to different RCEs ?

**Thinks**

Is there a way to organise our content?

How we can incorporate our vision of 17 goals to our website design?

We want something awesome?

What else we are missing in our current website?

Can we get solutions for the problems we are facing now?

How we can prove our information is viable to users ?

**Feels**

Anxious

Suspicious

Excited

**Does**

Share news and links

Upload stories, documentation

Recommend inspiring stories to others

Whether to subscribe or unsubscribe to the news