

**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 Gestalt 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**

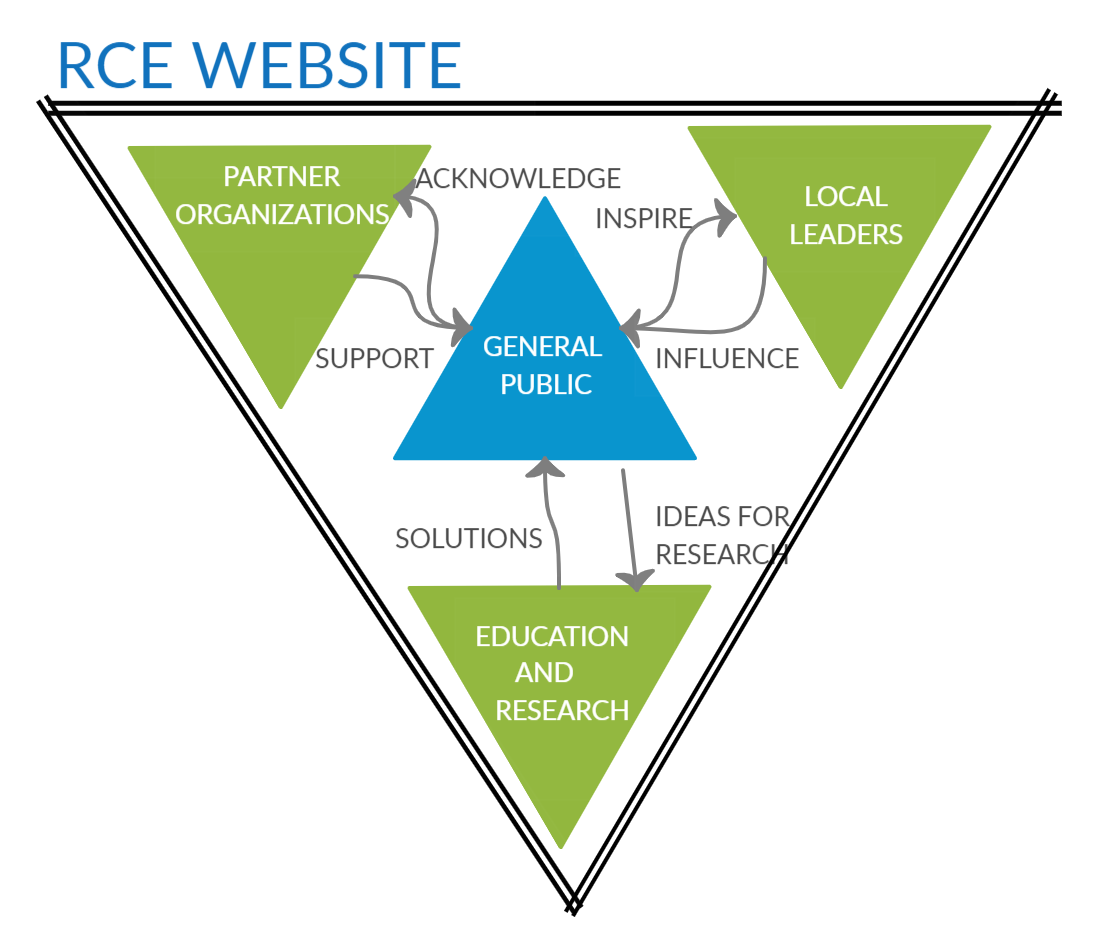
Our immediate carryover customers will be RCE partner organizations and local sustainability leaders.

**ASSUMPTION**

* we will be able to manage all the data generated from the user interaction with the website.
* ensure privacy of our user
* Who we share data with [sentimental analysis of visitors]
* Design constraints[ easy access for differently able people ]

**ECO SYSTEM**

We would like to take an incremental approach for development of the website our main focus is to connect general public which is our north star customer with the RCE SK this will intern attract other carry over customers like local leaders, local partner organizations and Education and research community. In the next phase we will develop functionalities for this customer base and keep expanding the functionalities. So at the core of customer ecosystem is our north star customer that is general public and local community.



**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

exited

confused

curious

fear

**Does**

Share news and links

Upload stories

Recommend inspiring stories to others

subscribe or unsubscribe to the news

**EMPATHY MAPPING**

**CUSTOMER:** GENERAL PUBLIC

**SAYS:**

How we can join this organization?

What benefits do we get?

How can we contribute to RCE?

How does RCE works?

Can we customize the website experience based on individual needs?

Who are collaborating with RCE?

How can we align our work with goals and Vision of RCE?

Is the site easy to excess?

Who can we approach for more information ?

**THINKS**

Will it be beneficial to join this organization?

How can I be a member?

Can we contact partner organization if we are interested in their work?

Will I have time to regularly contribute to RCE?

What is the privacy policy of RCE?

Can I recommend something to RCE?

**FEELS**

Confused

Exited

Struggle

Fear

Suspicious

**DOES**

Sign up and Sign in

Take virtual tour of RCE

Subscribe to news

view the blogs and share it

comment on blogs

Discuss their idea on forum

Make donations

Share new ideas

Influence other organizations to join RCE

get feed of latest development in the area of interest based on subscription

Get global by viewing the work done by other RCE's

Provide feedbacks