

ENSE 271 Term Project Document  
GROUP F

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ENSE 271 - People-Centered Design  
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Activity 1

## Project Background

The South Saskatchewan Community Foundation (SSCF) is an organization which connects donors and charities across southern Saskatchewan. They support local charities and provide funding services to develop communities. Doing this requires a very long, time and resource-consuming process of strategy building which is both efficient and makes a large impact on the community. There are multiple charities and non-profit organizations all over Saskatchewan making it difficult to link all of them together to ensure better workflow. Thus, a simple solution to this problem would be a resource hub.

Our goal is to design a destination hub which will provide services such as fundraising, granting, marketing, storytelling, etc. and provide a common platform for charities and non-profit organizations to easily exchange resources. The first step is to identify the business need and target customers. Next, there is a lot of brainstorming and ideas are put together to create affinity maps and user story maps. Based on this, site maps and some low fidelity prototypes will be made to generate a basic layout of the project.

## North Star Customers

Saskatchewan charities and non-profit organizations focused on community impact, struggling to find the proper resources, opportunities, and partnerships to support themselves.

- o Non-profit organizations - <https://ngobase.org/ci/CA.SK.RG/regina-ngos-charities>

## Carryover Customers

- o Donors
- o Vital Signs community
- o Volunteers – People who volunteer in social work
- o Government – For giving grants and implementing policies
- o Corporate businesses – to improve branding and PR

### Project Assumptions

- o This project will be done using WordPress, assuming it functions according to our needs.
- o Information on the hub will be frequently updated and there will be an admin team to constantly monitor the website.
- o Organizations will provide all the necessary information such as videos of webinars and seminars
- o There is sufficient funding to keep the hub up and running
- o There is sufficient traffic on the hub, i.e. charities and other communities are constantly engaging with the website and the services provided by it.

### Project Constraints

- Limited knowledge of WordPress
- Need approval from multiple charities and NGOs to add them to the directory.
- Limited knowledge (everything done from scratch with little knowledge about web design)
- Accuracy of information provided by organizations.
- No logins on the website in order to fulfill client wishes
- The size of the website must not be too large
- The website must not be too complex, i.e. usable without a tutorial
- Limited interaction with the client

### James Clinton - Theory Used in Prototype

In my prototype, I used multiple concepts discussed in class to design my prototype. With the knowledge of the False-Consensus Effect, I tried to make my design intuitive and simple to understand. For this, I had to put aside designing something for me, and instead the user. I used Feedforward to think of a solution, and I will use Feedback in the future. To think of solutions, I worked with my group to discover alternatives and solutions as Feedforward. I thought of what could improve my design while making it. For example, after designing a few pages I decided more white space should be in the pages as the images were overwhelming. I used conceptual models to understand how the user might think and feel, and how my design affected that. Affordances were used as well in the context of menus and buttons, using large buttons with centred text usually indicates a button, but I tried to think deeper than that. Placing buttons in spots that make it obvious what it will do and its meaning relative to other elements. As well as for all elements I thought placement was very

important. I tried to think about the entire experience of my design, and what it communicated to the user. My understanding was that it was a place to provide the most help and functionality to charities while being as convenient as possible.

#### Kayla - Theory Used in Prototype

In my prototype, I used Gestalt principles. I applied closure for some of the information by putting it into a box. Proximity was utilized to group similar items together like with the search, filter by date and location. I used continuity in things like the grant catalogue or in the skills pages. The chart with the lines guides the user's eye along a path downward.

I used affordances and signifiers. Like a circle beside a title suggesting it is a button. Then I used a signifier of an arrow so that it lets the user know to click it. I have many other titles with a square around that encourages the idea of a button, but then it uses a signifier of underlined text so users know to click on it. Using these principles has helped my design have good discoverability so that people can understand what they can do and how to do it.

#### Anjolaoluwa's Low Fidelity Prototype:

In designing the low-fidelity prototype for the SSCF Charity Hub, I incorporated key UX/UI principles to create an intuitive and user-friendly experience. One of the primary principles I applied was User-Centered Design, ensuring that the prototype focused on the needs of donors, volunteers, and charity organizers. The layout was structured to make key actions, such as grants or finding causes, easily accessible. I also emphasized Simplicity & Minimalism which we discussed in class by using a clean and straightforward wireframe that highlighted essential functionalities without unnecessary distractions. This was reinforced through Consistency, as I maintained uniform button styles, fonts, and layouts across different pages to ensure seamless navigation. Additionally, Accessibility played a crucial role in my design. I used large, readable text and ensured sufficient contrast to accommodate users with visual impairments. Alternative navigation methods, such as a search bar and categorized filters, were also included to help users quickly locate relevant resources. Lastly, I applied Information Hierarchy by positioning the most critical actions at the top of the interface, using headings and spacing to guide users logically. By integrating these principles, I ensured that the SSCF Charity Hub prototype was user-friendly, accessible, and effective in supporting charitable engagement.

#### Ishankumar - Theory used in prototype

In my prototype, I have used a couple of theories to come up with a reliable design. Firstly, I used the concepts of user-interface theory. For example, I used the home button icon which is quite suggestive to users that it takes them to the homepage. Next, I maintained consistency by adapting the same general layout for every page so that users do not have trouble finding content and navigation becomes an involuntary action. Secondly, I used arrows in the design which makes the user think that it has a dropdown action, thus, fulfilling its purpose. Next, by

keeping the false-consensus effect in mind, I tried to create the prototype such that it uses icons and buttons such that their purpose is self-explanatory and users do not get a different meaning out of it. This was achieved by going to several websites and studying the UI/UX as me being a user myself. The next thing I used is the 'read more...' button. This was done to direct the users into thinking that - 'yes, this button can be clicked and it's not just plain text.' This is an example of the affordances. I also used arrow icons which convey the idea that once it is clicked, it will take you to that page. All in all, we are not the users! So I tried my best to make the prototype as simple and user-friendly as possible by putting myself in the user's shoes.