

## **Project Problem Definition:**

The current website of RCE Saskatchewan has documents which are unorganized. RCE has a lot of content in its content management system which is not linked to the website properly. Website lacks to provide good customer experience and is an urgent problem to solve.

## **Project Vision:**

Our vision is to design the RCE website to showcase the principal goals of RCE, activities, local opportunities, achievements, and resources in a way to achieve customer delight.

## **Rationale:**

RCE is a global platform for many users and supports many sustainable development events which encourage RCE users, members, and also other general public to show that there are other sustainable ways of living and managing society. RCE has a huge source of content, although the resources are not linked properly to the RCE website platform. This makes it hard for the RCE to display all the content which in turn leads to bad customer interaction.

Our team would like to solve this major problem by designing an updated website where all the content can be linked properly. Our solution would help RCE to influence, inspire, and also spread hope to others in the path of Sustainable Development (SD).

## **Stakeholders:**

- RCE Saskatchewan

## **North Star Customer:**

- RCE Partner Organizations (Organizational & Educational Institutions)

We choose this particular customer group because we think that it has a better carryover as it includes a large number of people. Schools (Educational Institutions) can help students influence at a very young age (K-12).

## **Assumptions:**

- We hope our design would be feasible to develop considering any technological backdrops.
- We assume that the carryover will be more with this group.

- We assume that we achieve fast-feedback with our approach (iterative process).

### Constraints:

- Any restrictions by United Nations university (Tokyo) on the design.

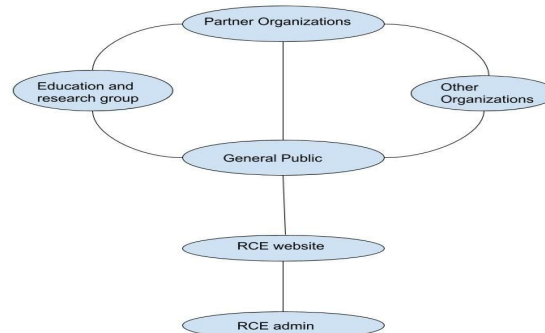
### Carryover customers:

- Education and research community, other Organizations, General Public & Politicians

**Why Education and Research community:** As the Education and research community related to SD programs would be interested in the work the institution is doing to promote sustainable development, the researchers will get motivation and resources required for their own work and will follow the institution.

**Why Other organizations:** If an organization is recognized by RCE for its work, then their competitors will try to follow the same path which will increase the customer base.

**Why General Public and Politicians:** RCE's goal is to motivate the general public towards SD and give them a new hope of other ways of life. When Organizations showcase their work for SD, the word spreads, and the public will be inspired and encouraged.



### High-level customer needs/requirements:

- The website should enhance their (partner organizations) work on sustainability and spread globally.
- Should provide transparency in all aspects and also guide to achieve their goals with required resources.
- Should have a global search option of the website.
- Should be user friendly.
- Easy access to the website from any device (computers/mobiles).