

ENSE 271 Project Report

Team Name : FeedBackers

Team Members:

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Business need and Opportunity:

In an interactive format, the SSCF hopes to integrate community stories, and connect these stories and the community data to the UN Sustainable Development Framework to help community members understand how the work of local organizations make a significant impact on the work towards the global development goals.

The last objective is to rally the community to take action on these local problems through encounters with the report. Ideally, the interactive report motivates and inspires people to donate their time and resources to improving their community.

As part of course-based learning activities, we will work alongside the SSCF to explore new and innovative web designs that inspire people to action around community needs.

NorthStar Customers:

- The South Saskatchewan Community foundation (SSCF) and any other Potential donors.
- Nonprofit and Voluntary Sector Studies Network, Luther College (NVSSN).

Carryover Customers:

- Charities, volunteers and related Organizations.
- Future Projects.

We carefully and accurately located our northstar and carryover customers during the project planning phase in order to produce a design that is useful, usable, and enjoyable for our customers.

Assumptions Made:

For the duration of this project, we assumed that we would work with WordPress and plugins in WordPress to create our designs because the SSCF website is built on WordPress and doing so will make integrating our work with the SSCF easier. We also assumed that we would use stories on board for our user story map to get our minimum viable products (MVP's) and document any steps or functionalities that might be included in our design.

Since the SSCF is not providing us with any actual data, it was assumed that we would be using fictitious information instead.

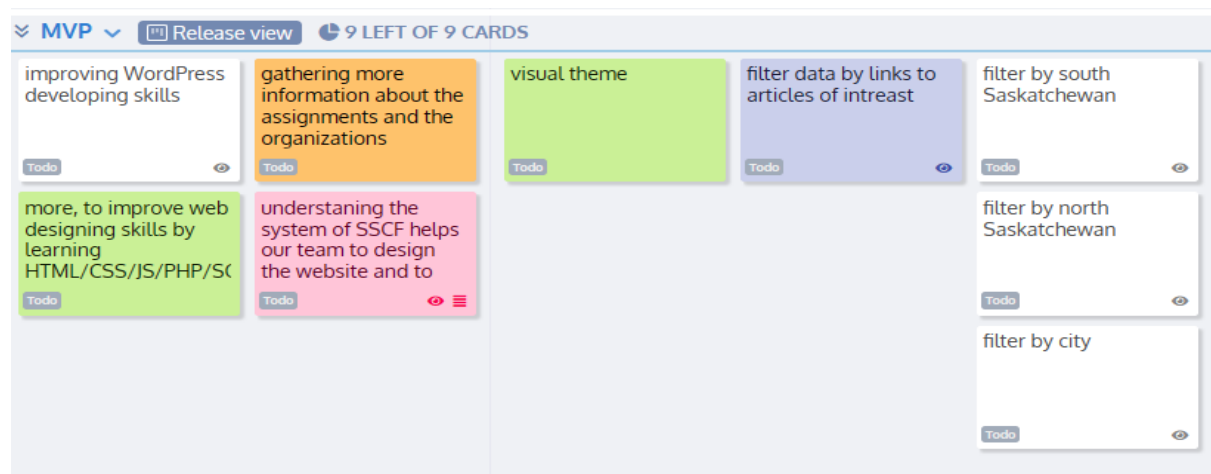
Constraints Encountered:

While working on this project, we discovered that, due to our inexperience using Wordpress and Github, we found it a little difficult to use Github to organize our files in a way that best suits our needs. We also encountered some difficulties selecting the best plugin for our needs, utilizing the full potential of our chosen plugin while working around its drawbacks. We also found it challenging to alter our design if feedback was provided and it was unclear how to incorporate the feedback into our design to meet user requirements due to the restricted feedback we could receive from our northstar customer.

Key Findings:

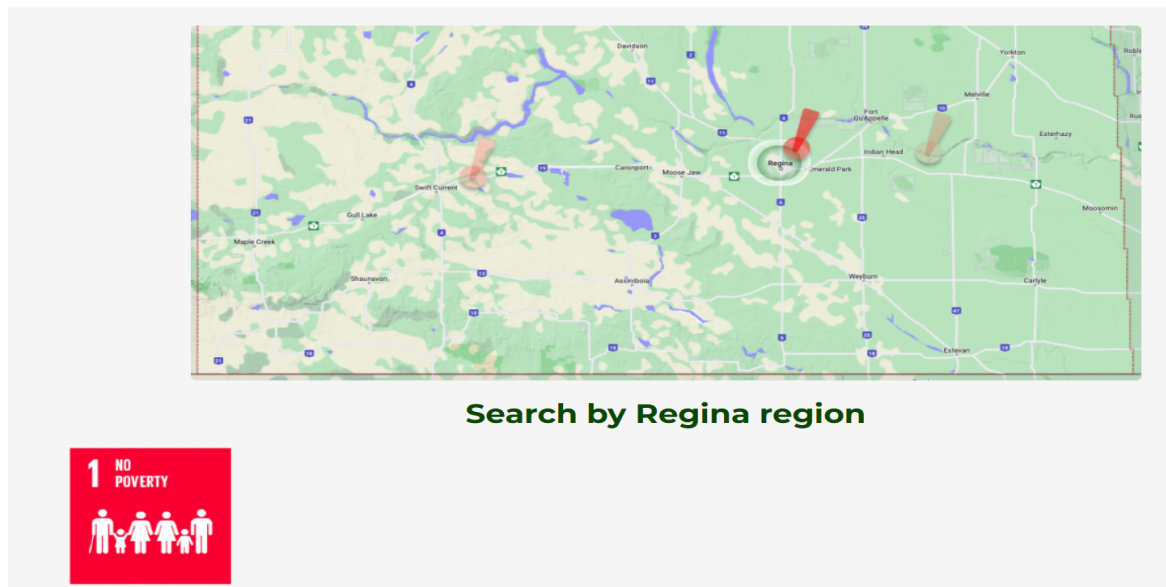
We discovered from our affinity diagramming that our customers needed a way to efficiently search for information on a specific subject or about a specific area on the page, as well as an interactive, clear showcase of data and solutions to help the community understand the problem at hand and the solution offered or the ongoing effort to fix it. Through the use of our empathy map, we were able to pinpoint the requirement for the information displayed on the website to be organized simply in order to prevent overload of information for the user. We recognized the requirement for material displayed on our website to be concise, allowing users to quickly access the most important information. A significant finding from our empathy map was the capacity of the information presented on the website to aid in successfully connecting with contributors.

With the intention of giving our customers all the features and functions we believed the website should have, we included a wide range of features in our initial iteration of our User Story Map. However, as a result of the frequent feedback from our customers, we have been able to remove some of the features that were not necessary for our design and prioritize the required features to meet the expected functionality requirements. With the help of the comments we got, we were able to reduce the number of features that were initially mentioned as MVPs because those features are not necessary for our design scope. Instead, we have lesser features in our MVPs because they are the ones that we will actually use in our designs because they are essential to the design functionalities, as can be seen in the example below.



When developing our final prototype, we looked into various concepts individually in the lo-fi stage before bringing each of our concepts together to decide on which prototype we would use in our hi-fi version. We subsequently chose concepts from each of our designs with the help of the feedback we received from our customers to include these ideas in our designs. We used proximity from gestalt during the design process to group things of the same category together. We also included affordances in our Hi-fi version and WordPress prototypes to make sure that user actions were represented on the interface. Feedback such as "Too much information on the Home page" was obtained during the usability evaluation process, which led us to decrease the amount of information given on the site in order to avoid confusing the user. As a result of feedback we received on having all contents on the same page, we were able to shift our attention away from the impractical functionalities and towards the ones that would best serve our customers. We also implemented affordances to make sure user actions would be reflected on the page. We were able to apply similarity from gestalt to make sure that our short form content was displayed in blocks of sections thanks to the input we got from our users.

Final Wordpress Solution:



We were able to use proximity from gestalt to group related user activities together with the aid of feedback received regarding having both search by area and region on the same screen.

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Impact on the community

SSCF has a significant impact on the South Saskatchewan community, providing funding and support to non-profit organizations and community initiatives.

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Areas of focus

SSCF supports a range of causes and initiatives in the South Saskatchewan region, including arts and culture, education, health and wellness, environment, and social services.

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We also used gestalt theory of similarity to group infographics together while applying feedback from our customer to reduce the amount of information that is provided to the user on this page. We also added signifiers in the form of buttons to direct users to a different page to access more information as recommended by our customers.

Appendix:

- Theme name: Astra
- Plugin name: MetaSlider
- User rating: 4.6/5 rated by 673 people
- Last updated: March 30, 2023
- Active Installations: 700,000+

Meta Slider is a carousel plugin that enables users to create Responsive and easy to use sliders with images, videos, posts, products and layers.