

ENSE 271: Group B

Activity #1

Observe and Frame

What to do/Submit by February 9th



~~Update UR Courses Team Wiki (team name, project description, GitHub & USM links, northstar and carryover customers.~~



~~Update everything on GitHub.~~



~~FIVE Empathy Maps~~



~~Pictures of Affinity Diagramming~~



~~Insights/needs chart/document (i.e. example, what, why)~~



~~User story map (PDF export from StoriesOnBoard) with envisioned MVPs~~



~~Summarized customer notes from scheduled customer/team check-ins~~



~~Self/peer review files (uploaded individually to URCourses only)~~

Group Members:

- Nathan
- Robert
- Samantha
- Hashir
- Rudra

Group Title Ideas:

- We Are the FutURe
- R-inspired
- Reg-community care

Project Background/Description

In collaboration with Colleen Strauch and Scott Wells, we will create a Regina community website to display open-source data regarding the UN Sustainable Development Goals (SDGs) and our progress in society. We have been tasked to create a website that can provide local data and SDG mapping for Regina. Primarily, this information will be targeted towards "decision makers", and professionals who can actively use the data provided to elicit change in our community. Secondly, there will be detailed information for the general public on SDG data and how Regina as a community is achieving those goals. Also, we hope to provide volunteer and community resources.

Project Assumptions

- Using WordPress
- Using Figma to create the UI
- Different skill sets
- No budget
- Regina based
- Data is fairly accurate and recent
- Addressing a wide range of SDGs
- Self functioning website (no maintenance)

Project Constraints

- Lack of clarity (regularly engaging with our customers to clarify expectations)
- Crunched time could lead to low performance and design
- Project quality (no user feedback)
- Lack of knowledge of software designs
- Limited Data provided
- Responsive design (computer vs mobile)

Northstar Customers

(AKA Target Customers):

“Decision makers”, non-profit, private, and public business owners or project managers who can elicit change. Particularly, project managers or professionals who make use of the type of Data the website provides.

Carryover Customers

The general public can be considered as our carryover customers because the Regina SDG site can help inform citizens about Regina’s well-being and is available for those who are interested in learning about it (ex. Immigrants who want to move here). NGOs.

Insights/Needs Chart

User	Need (What)	Insight (Why)
Public	Easy Navigation	Because it will touch on an individual’s short/long-term memory. People do not like confusing apps. If it's hard to navigate it might make the customer frustrated to use the app.
Public	Data is easy to read	Do not want to confuse the people but want to inform them. If the data is difficult to read it will make the user close the app and find it elsewhere.
Public	Clickable Design (ex. color)	Engaging design that will draw the user in. It could potentially encourage learning and inspire change. So the user has a good experience browsing the website and it will be a desirable experience.
Public	Short and concise description for data	Should be a bullet point so it's easier to understand for an average person.
Public	Data management capacity	They need an extensive website that can display loads of information without slowing it down.

Questions to ask



~~Are there any specific SDGs we should focus on or highlight on the website?~~



~~What are some features and functionalities you want on the website?~~



~~Do you have any design preferences for the website? Is there anything we should avoid?~~



~~Would you prefer the UI on the home screen to have SDGs or industries as categories?~~



~~How do you want to structure the content? What categories would you like it to be organized into?~~



~~Can we add news/reports to our website because it needs some maintenance? Or should we avoid it?~~

Summarized Activity 1 Notes

- Data display management and filters
 - Colleen and Scott will give the data and tell us what to focus on etc.
 - There will be targets depending on the data given
- Data sorted by cause category
- Search bar is good for people who don't want to search for
- Listing the charities and community after - second priority link to 211
- First priority - accessible and available (aggregate)
 - Simplified version for people to understand by glance.
- Least clicks to get to the destination
- Insights are clear - they should be able to understand and take it in without being experts.
 - Sparks conversations - "knowledge is power"
- Need to add where the data is from and how it was collected?
- Regina is the first city in Saskatchewan to have a community indicator website on SDGs.
- Data percentage of completion will depend on the SDG cause.
- Changemakers (government) don't like percentage completion because it makes them feel accountable. But Scott says that's okay!
- Where we are succeeding in SDGs - how do we collectively do better?
- Stay away from generic text! Focus on being engaging and professional.
- Take caution (do not use) with images that are produced from the City of Regina!
- Make the date more engaging.

