## Problem Statement 1

COVID-19 Pandemic is an unprecedented time for which the world was not prepared. It has threatened everyone’s way of life especially the vulnerable population like senior citizens, children, people with pre-existing medical conditions, refugees, migrants, wage workers.

The aim is to create a donation website that will help the communities the resources they need to protect the vulnerable population. The website should address the following goals.

1. Create a donation platform where money can be raised.
2. Users should be able to set up their preference on where they want their money to be used.
3. Users should have some support for positive thinking in the form of motivational quotes, images, videos or podcasts.
4. Website should depict availability of masks, sanitizers, PPE equipment funded from donation to eligible people (eg. Frontline workers, healthcare workers) and procedure to claim it.

## Problem Statement 2

The onset of COVID-19 has changed the way local businesses must run. Your website should aim to address critical problem areas detailed below.

Moving from offline to online

Help businesses like restaurants, grocery stores, and your favorite mom and pop shops get online. Apps that make it easy to get set up online, highlight products, enhance online stores, and get prepared to sell quickly are in demand.

Communicating with customers

Merchants are looking for the right channels and best ways to keep their customers engaged, from on-page messaging like banners and pop-ups, to new ways to connect like SMS, and chat bots.

Helping increase online sales

Many merchants have products ready to sell but need help finding new customers through SEO and marketing. Equally important is helping merchants increase sales by offering discounts, creating bundles, and pre-orders.

Pickup and delivery

Social distancing is a way of life for now but customers still need products. Apps that enable scheduling and curbside pickup or new ways of shipping like contactless delivery can help bridge the gap.