Users	Potential Problems	Environment	Payment Method	Types Of Charities	User Problems	Features	Accounts
Local Public	Scam and Fraud Charities	IOS	Users can donate to more then one charity at any time	local, national, international	Lack of information on a charity	Save their "starred"/favorite charities to donate to	Individual User Accounts
National Larger Charities?	Need permission from charities to link them to potential donors	Android	Monthly, Annualy, Per Basis	advertise local charities	Donate for the first time	Have little blurbs about each charity so users are learning about them	Charity Company Accounts
People new to the area	Issues with payment sources	Website	Credit/ Debit card	"Feature" several charities that cycle out depending on what problem is most pertinent	dealing with user finances	Group Charities based on what they advocate for: Domestic Violence, Refugees, Disaster Relief, etc.	Family Accounts?
Looking for charities in specific place	Marketing	Windows / Mac	Paypal/ Cash app		Find good donation amount	"Featured Charities" rotating weekly section	Social Engagement and Announcements on Page 2 →
	Help with first donation		Cash/Check by Mail		Lack of knowledge	Depending on what charities they donated to in the past, we can give them recommendations on who to donate to next	

Social Engagement

Facebook

Instagram

Twitter

Email

Announcements

Urgent Causes

Milestones

Featured Charity of the Day