

Project Report-Out

Team Name: Group C

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Project Sponsor

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Business Need / Opportunity

The South Saskatchewan Community Foundation (SSCF) recognized a significant gap in centralized support resources tailored for non-profits and registered charities across Saskatchewan. After collecting input from stakeholders and community leaders, it was clear that organizations were in need of a one-stop digital platform where they could access trustworthy information, training opportunities, event details, and resource materials.

This website, envisioned as a Charity Resource Hub, is designed to consolidate this fragmented information landscape and offer meaningful, actionable tools for capacity building, knowledge sharing, and community collaboration. The hub will allow users to efficiently find relevant resources without navigating multiple, disconnected platforms.

Reflections on Project Planning, Execution & Closing

North Star & Carryover Customers

North Star Customer:

- Brooklyn Coulson (Digital Impact Officer, SSCF)
- Community and non-profit organizations in Saskatchewan

Carryover Customers:

- Donors and philanthropists
- Charity board members outside of Saskatchewan

Assumptions & Constraints

Assumptions:

- All users will have basic web navigation knowledge
- SSCF will maintain and update the WordPress site
- Content will be provided by SSCF staff over time

Constraints:

- Time limitations (semester timeline)
- Limited access to real charity users for feedback
- Plugin/theme restrictions due to free version use

Key Findings from Affinity Diagramming & Empathy Mapping

- Users feel overwhelmed by scattered information across multiple sites
- Desire for credibility, local relevance, and simplicity
- Interest in real-world examples and templates

Evolution of USM/MVP

Initial MVP:

- Homepage with introduction and navigation
- Basic event calendar
- Resource list
- Storytelling examples and networking events

Final MVP:

- Structured resource categories with useful resources and CRA guidelines for governances
- Event page divided into webinars and events with a button to register for events and past and future event details
- About page emphasizing the importance of the resource hub.
- Storytelling workshops and examples
- Networking events and collaborations

We defined MVP as the smallest valuable version that helps users discover and access SSCF resources, events, and supports in one location.

Prototyping & Usability Evaluation

Tools Used: Figma, StoriesOnBoard, WordPress

Figma Link:

<https://www.figma.com/proto/L5uVOWHPQrmVOZFGi8kT3E/SSCF-Prototype?node-id=0-1&t=3TnjzHH2kbzEA8mg-1>

Feedback Highlights:

- Make resource categories more visual and have more content
- Be able to register for events on the website
- The events page had too many clicks because we had three pages so we merged into one page.
- Removing the give to cause button on the header

Changes Made:

- Resource hub was redesigned to have a tab for every important resources of the SSCF and accordions and dropdowns for better readability of information
- Added a button for events registration on the events page
- Give to cause button removed from the header and search bar moved to the top right
- Made the events page one and used a horizontal tab to navigate between webinars and events

People-Centered Design Links:

- Affordances: Clear buttons and icons indicate clickability
- Constraints: Locked login feature to simplify MVP
- Gestalt: Grouped related resources and events visually with consistent layout

- Similarity: Made the website similar to the SSCF website by maintaining same color scheme and button design while retaining its individual identity

Screenshots:

Take Advantage of Our Resource Hub

The Resource Hub section highlights three main areas: Fundraising, Financials, and Events.

- Fundraising:** We've digitized the entire fundraising process for ease of use.
- Financials:** Provide you with schedules of our upcoming events

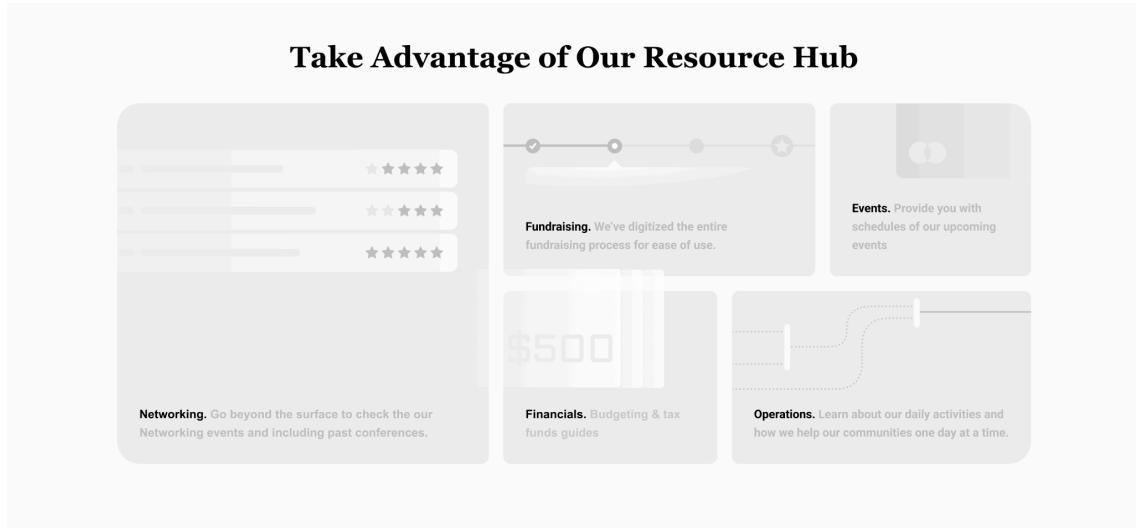
Final WordPress Solution: <https://group-c.softsys.ca/>

The final WordPress site includes:

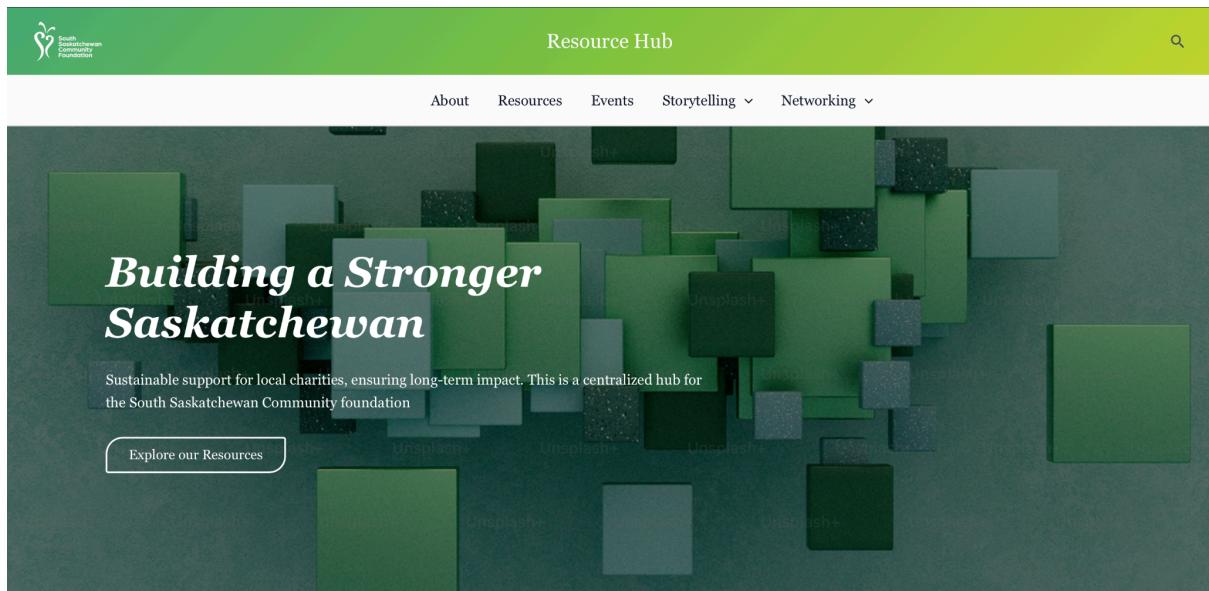
- A clear homepage with mission, navigation, and featured resources
- A categorized Resource Hub (Financials, Fundraising, Granting, Governance, Operations.)

- An Events Page with upcoming and past sessions
- An About page, with resource hubs mission, philosophy and Contact section
- Storytelling and Networking page.
- Clean layout using Spectra blocks, BlockArt, and Elementor

Screenshots:



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The screenshot shows a website header with the logo 'South South Central Community Foundation' and a green bar containing the text 'Resource Hub'. Below the header is a navigation menu with links: About, Resources, Events, Storytelling ▾, Networking ▾, and a search icon. The main title 'Networking' is displayed in large, bold, black font. To the right of the title is a photograph of several people's hands joined together in a circle on a wooden table, with papers and a laptop visible in the background. Below the title, there is a paragraph of text about networking for a charity hub. At the bottom of the page, there are two sections: 'Partnered Organization' with a small thumbnail image and 'Vital Sign Community Network' with another small thumbnail image.

Reflections on Project Results

What We Liked

- Collaborating with a real organization (SSCF)
- Creative freedom in design
- Applying people-centered design topics practically

What Went Well

- Smooth team communication using GitHub and Google Suite
- Clear task breakdown with StoriesOnBoard
- Easy-to-use WordPress tools for building the site

What Didn't Go Well

- Limited access to real charity users for usability testing
- Elementor conflicts with some block plugins
- Time crunch near final presentation
- Filtering for certain pages like the resource page and events page.

MVP Success?

Yes. The final site contains all critical features required to support charity users, matches our USM goals, and reflects iterative feedback.

People-Centered Design Insights

Affordances, Gestalt principles, and feedback cycles helped us simplify layouts, improve visual grouping, and focus on what users needed most.

Lessons Learned

Personal Reflections:

Working on the SSCF project was a valuable learning experience. We particularly enjoyed the collaborative aspect, where our team brainstormed and iterated together. It was rewarding to see abstract design ideas evolve into a working WordPress site. I liked applying real-world design thinking and people-centred methods to build something meaningful.

That said, there were some frustrating moments, especially during plugin compatibility issues and aligning the design vision across the team. But overall, the challenge was engaging and helped us grow both technically and creatively.

What Went Well:

- **Team Communication:** We maintained consistent communication using Discord, WhatsApp, and Google Docs, which helped us stay aligned throughout the process.
- **Wireframing and Prototyping:** The design phase went smoothly. Using Figma, we created clean and functional mockups that made development more structured.
- **User Feedback:** Incorporating feedback from our initial usability test allowed us to make smart adjustments to our content and layout early on.
- **WordPress Implementation:** Translating our prototype into WordPress using Elementor and custom CSS was more successful than expected.

What Didn't Go Well:

- **Technical Challenges:** There were moments where WordPress limitations, especially with free plugins, made it hard to replicate our exact prototypes.
- **Design Consistency:** Minor inconsistencies in fonts and spacing slipped through due to different team members working on different pages.

From Prototype to WordPress:

Our team was quite successful in bringing the prototype to life on WordPress. We maintained our overall layout, color scheme, and content structure, although some animations and transitions from Figma couldn't be replicated without paid tools. However, the essence of our design was captured well.

People-Centred Design – Help or Hindrance?

The people-centred design ideas from lectures were extremely helpful. Thinking through user needs, accessibility, and usability early on helped us avoid design pitfalls. It reminded us that this wasn't about what we liked, it was about what worked for *users*. It did slow us down initially, but in hindsight, it saved us time during revisions.

Some Changes Made during the process:

- **Resource Page:** Changed the layout of the page from multiple pages to horizontal tab to reduce number of clicks and page reload. The layout was changed from the first image to the second image.

Fundraising

Granting

Marketing

Operations

Governance

Resources

This Charity Resource Hub will provide charities with access to funding opportunities, networking, operational support, and industry best practices—all in one place

Fundraising

Financials

Governance

Granting

Operations

What is Fundraising and how can you raise Funds?

Fundraising is the process of gathering voluntary contributions from individuals, corporations, foundations, or government agencies to support your organization's mission. It's essential for sustaining operations, launching new programs, and increasing community impact.

What Are the Different Ways You Can Fundraise?

There are many creative and effective ways your organization can raise money. You might host:

- Event-based fundraisers like walkathons, community dinners, or auctions that bring people together.
- Peer-to-peer fundraising allows your supporters to champion your cause and collect donations on your behalf.
- Online campaigns—through social media or email—can help you reach a wide audience with minimal costs.
- For long-term support, consider launching a monthly giving program with automated recurring donations.
- You can also explore legacy or planned giving, where donors include your organization in their wills or estates.
- There are corporate sponsorships—local businesses often offer financial or in-kind support for causes they care about.

- **Events Page:** Made similar changes to the events page, it had a calendar and three pages linked and we used a horizontal tab to differentiate between webinars and events. We also added an events registration link which links back to the SSCF events page for registration. The layout was changed from the first image to the second image.

3.0 Events

3.1 Event Information

3.2 - Event Calendar

3.3 Webinars

Event Information

Event Calendar

Webinars

Event Information

Event Calendar

Webinars

Events

Explore upcoming events & webinars designed to inspire, educate, and bring the community together.

Sign Up for Events

Webinars **Events**

Unlocking Community Potential – Grant Writing & Funding Opportunities
March 7, 2025
Join the South Saskatchewan Community Foundation (SSCF) for an insightful webinar on navigating the world of grants and funding opportunities for community initiatives. This session will provide practical guidance on writing compelling grant applications, understanding SSCF funding programs, and maximizing your organization's impact. Whether you're a nonprofit leader, community advocate, or someone passionate about making a difference, this webinar will equip you with valuable tools and resources.

Mastering Marketing for Nonprofits – Strategies to Grow Your Impact
February 7, 2025
Learn how to effectively tell your organization's story, engage your audience, and maximize outreach through digital and traditional marketing channels. This session will cover branding, social media, email campaigns, and community engagement techniques to help your nonprofit thrive. Whether you're looking to attract donors, increase awareness, or strengthen community connections, this webinar will provide practical tools and insights to elevate your marketing efforts.

What I'd Keep the Same:

- Using Figma early to align design ideas.
- User testing during mid-stage development.
- Regular check-ins and task division.

What I'd Do Differently:

- Set clearer boundaries on scope to avoid last-minute stress.
- Spend more time exploring plugin options before development as that prevented us from implementing filter
- Define a design style guide early to ensure consistency on wordpress because we had to manually integrate the styling for each element.

Opportunities and Future Design Ideas:

There's room to explore integrating AI-powered tools, like live chat support or recommendation engines, into future iterations. We could also create a version of the site that's more mobile-first, considering how much traffic comes from phones. Another opportunity is using analytics to track user interaction and improve UX continuously.

Overall, the SSCF project was a rewarding journey in designing with people in mind, not just for aesthetics, but for impact.

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Plugins and WordPress Theme

Plugin Name	Description	Rating	Last Update	Active Installations
Blockart Blocks	Incorporates user-friendly customizable blocks and pre-built templates. Has some more advanced blocks than the standard block editor. We used these blocks for many pages.	5 stars 14 total ratings	March 2025	10,000+

Spectra Guttenberg Blocks	Simple to use block editor that allows for advanced blocks and fast loading sites without the need for any code. We used this plugin to format many blocks on most of our pages.	4.5 stars 1728 total ratings	April 9, 2025	1+ million
Elementor	Page builder plugin that utilizes drag and drop features to add blocks. Has many additional features, some being theme building, templates, and widgets. We used elementor for the about page and stages of the events page.	4.5 stars 7033 total ratings	April 2025	10+ million
Fonts Plugin	Allows designer to choose from 1455 different fonts and has a live preview feature to easily test different styles.	5 stars 1153 total ratings	April 2025	200,000+
Google Analytics	Allows easy access to activity and performance information of the site. This gives useful quantitative data that can be used to improve the site.	4.5 stars 3024 total ratings	March 2025	2+ million
Kadence Blocks	Includes visually appealing, advanced and highly customizable wordpress blocks that do not require any additional code. (We only used this	5 stars 279 total ratings	April 2025	500,000+

	add-on for the accordion menu on the Example of Storytelling page)			
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