

Insights	Example	Need
Users get frustrated by the lack of centralized information	Organization spend a significant amount of time to find information which in the end makes them uninterested	Create a centralised “Resource Hub” organised by catagories
Not having access to updated information easily	User spends our to go through several websites just to find out outdated informations	Add a filtered search bar to save time and make the website easy to update for the admins.
The website does not get enough fundraising opportunity	Organization can not keep up with changing grant requirements	Add a separate “Funding and Grant” section
User sometimes lose the track of fundraising events and donation programs	Volunteers and small organization forget the opportunities to donate	Make a “My account” section where user can bookmark events and articles
People have to rely on personal networks for funding	The only way to know upcoming events or funding is through their community.	Make a “Networking” section to collaborate
People attend workshops but can not review the materials after the event	Often they forget the things that might catch their attention during those workshop	Make a “Learning Resource” hub that will have previous events’ resources, in case someone can not attend physically, they can access through the website