

Summarized Customers Meeting

Meeting Summary

In the meeting, we presented our progress on the project so far by showing our **empathy map, affinity diagram, sitemap, and low-fidelity prototype**. These artifacts helped illustrate our understanding of user needs and the proposed structure of the hub.

After the presentation, we asked some clarifying questions. One key discussion point was how to handle **webinar resources**, such as videos and lecture documents. We asked whether she preferred hosting them directly on the website or providing downloadable links.

She clarified that the **hub's primary purpose is to serve as an information resource**. Additionally, we confirmed that there would be **no donation functionality integrated into the hub**.

Key Discussion Points:

- **Charity Resource Hub:** There is a recognized need for a hub that helps track and distribute food and other charity resources.
- **Navigation & Organization:** The platform should have five main navigation categories:
 1. Fundraising
 2. Granting
 3. Operations (noted as very valuable)
 4. Marketing
 5. Storytelling
 6. Financials
- **Resource Accessibility:** Many existing resources are difficult to access, making accessibility a key focus for this project.
- **Hosting vs. Linking Resources:** PDFs, documents, and external website links were identified as valuable formats.
- **Collaboration Opportunities:** Potential for partnerships between nonprofits and for-profit organizations.

Additional Insights:

- **Design Similarity to SSCF Website:** She liked the idea of designing the hub in a way that aligns with the **SSCF website**.

• **Website Linking Strategy:**

- The hub should **link back to the SSCF website** for major information to avoid duplication.
- **Registered charities and nonprofit organizations** should have a summary about their organization, with a **link back to their individual websites**.

Primary Requirements:

- Users should be able to locate various resources related to nonprofit organizations (NPOs) through the five navigation categories.
- The platform should maintain **consistency in navigation and link descriptions** to avoid confusion.
- The hub should **integrate with existing websites** rather than duplicating information.