SUMMARIZED INSIGHTS
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The overall reaction towards our website was quite positive; however, there were minor adjustments that had been brought up and requested for the final version of the website.
The website as a whole was created with an easy to understand interface that didn't involve incredibly flashy visuals or flashy interactions, as the goal of this website was to help Charities and Non-Profit Organizations have an easier time searching for resources, not the opposite. When asking about this aspect, it was mostly well-regarded. The design itself reached the mark of being simple and easy to maneuver; however, it was still flawed in different aspects and areas – The most obvious being the issues in relation to navigation within the website.

The navigation bar itself was fine, and so was everything when moving forward into the website; however, the navigational flow choked a bit when we began including back-tracking. In most cases, a user would have to exit a page to access another corresponding page, which can be quite unpleasant and clunky for a user and their overall experience due to the unnecessary increase of the amount of clicks added to the flow. Being able to access these corresponding pages directly would be more ideal, and amplify the user experience rather than hinder it.

In relation to text, it was brought to our attention that the text fonts were considered too big and some completely unnecessary. The lack of images made the entire website classified as text heavy, ultimately taking away from the user experience. When tested, Users preferred the use of images in place of text.
This improves the entire affordance of the design for the user.

The website iconography was also put to question as the icons used to represent some of the pages were not considered as the best possible match in comparison to others. Use of better fit icons was recommended and noted.

(See Opportunities Icon → viewed as dangerous rather than exciting)

The webinar page also required some extra work as the webinars were mixed up and ordered in no particular way. Users couldn't filter the content to find specific videos, and the upcoming events weren't separated from the past events making it significantly more

challenging for users to find what they wanted. Not being able to navigate these differences wasn't user friendly. Users requested that the page require a filter feature, and events needed to be separated based on past and upcoming webinars.
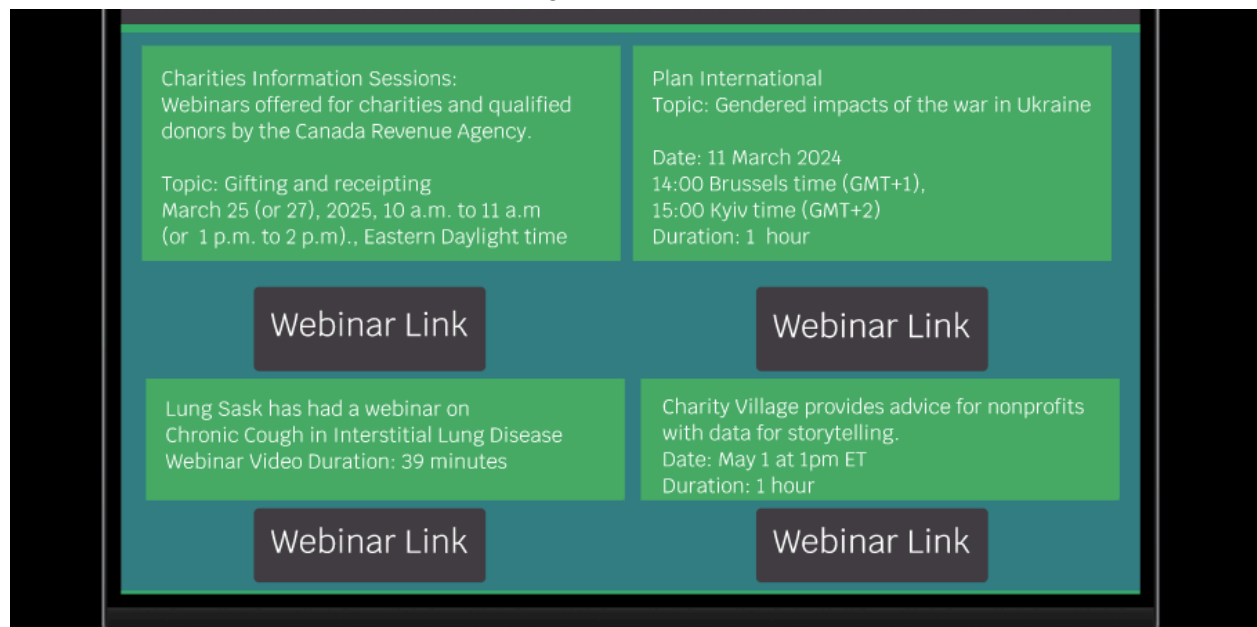
(Example image of the old Webinar page setup)

The entire business page was also put to question as the entirety of the page was not fully understood. The concept of this page was lost between the user/customer and us as the designers. This could have been due to a miscommunication of expectations for this specific page, or due to lack of clarity on the part of the designer; however, the purpose of the business page is to simply act as a resource page for the businesses that supply the resources used to aid charities, and then – of course – providing a link to their respective pages.

In general the design of the website was ok and the general idea behind its functionality was good and well understood. The flaws users experienced and brought to our attention were found through the execution and implementation of the design concepts, like iconography, fonts and navigation; however, after appropriate feedback, users can expect significant improvement in the design of our resource hub website.

COLLECTED DATA CHART BASED ON USER'S EVALUATION

AREAS THAT ARE GREENLIGHTED (based on Questionnaire)	AREAS THAT STILL NEED WORK (based on Questionnaire)
The general visual appearance of the Website: Style choices, Colours, etc.	Typography: Needs to be smaller → Larger size makes it appear 'childish'
Opportunities page: The layout was understandable and the page itself, concept-wise, was exciting	Name/Titling: Create more specific and understandable titling names for some of the menu options, EX: Business is too vague
Contacts: Having links to the legitimate contacting page instead of having repeated information between the two sites.	Re-Imagine Business Page: Talk about the businesses providing the resources for the charities and non-profit organizations.
Page necessity: Every page felt necessary and had a purpose → nothing was out of place or a waste of space.	Marketing Opportunities: Dig deeper into opportunities concerning marketing → what more can we provide?
Buttons: The buttons were clear as to where each one would take you, and what their purpose was for.	Granting Dilemma: Pull apart the Granting resource page. Ensure that the granting resource page is meant for support only, while the opportunities page features the actual application submission.
Frustration levels: The website was understandable to use with minimal frustration issues, despite any areas that need more attention.	Icons: Consider using different Icons for some of the menus → some of them may be jarring/taken differently which can deter users from interacting with that page.
Opportunities content separation: Some of the content on the opportunities secondary pages are separated well using colour blocks that clearly indicate what is related and what is not.	Webinars: Filter out Webinars by topics rather than having them all clumped together!
Iconography: Despite any icons that need switching, the idea of having icons in the menus was well-received.	Images: Website is text heavy → seeing more images would help make the website more visually appealing
Resource Content: The content of each resource that was utilized had been chosen by the customer, who was thrilled to see that it had been properly looked over!	Resources: Find a way to make it easier to tell things apart as well as what things are VISUALLY.
	Page Connections: Have secondary pages within the same main page connect to each other in order to avoid too many button clicks (having to go back and then forward multiple times.
	TOO MANY EXTRA CLICKS!!!