

Example	Needs	Insights
Website Design	Matching the SSCF Website	Doing this shows its relation to the already pre-existing site, meaning users can easily view this website as an extension of the SSCF website.
Accessibility	UI is as easy as possible to navigate	Creating an uncomplicated UI is pivotal as the hub itself will be full of different information. Making the UI accessible ensures users can retrieve the information with no trouble, eliminating the already existing pain of extensive research
Quality Information	Accurate and helpful resources -- nothing misleading	The intention behind the website is to create a hub that pulls in all necessary information into one place to eliminate any confusion. Information should be correct and should aim to be helpful towards the user.
Build Relief	Eliminate any uncertainty and confusion amongst Charities/Non-Profit organizations	Making the website contain information that is difficult to find facilitates relief off of charities/non-profs' shoulders, who are already busy running their own organizations. This ensures that they can quickly grab what is needed, and focus on what really matters within their campaigns, causes, etc.
Provide Opportunity	Charities/Non-Profit Organizations can build and grow themselves	Having opportunities available promotes the growth of charities and non-profit organizations through stronger knowledge, skills, and most importantly, networking/collaboration opportunities. This helps secure these organizations, while simultaneously getting their cause/name out there.