

Root Loot - Project Plan

Activity #1

Team Members

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Project Background

South Saskatchewan Community Foundation (SSCF)

SSCF is a small but powerful nonprofit in Saskatchewan that has a significant impact on the province's economy as well as the health and wellbeing of its residents. They provide funding for initiatives and services in key areas like child care, housing, and health as well as the arts, jobs, and education.

The SSCF combines donors' and organizations' donations and funds into one investment pool and uses the interest gained on these investments to give back to the community. This serves to protect the investment pool from shrinking as well as keeping a reliable income stream for the long term.

Vital Signs Report (2019 and 2021)

[View 2019 Report](#)

Vital Signs Report helps inform communities to partner and collaborate with each other to solve similar challenges occurring in their community. It allows donors and volunteers to understand what's essential to their communities, how community issues intersect, and how they should work together to focus on the right solutions. It also guides how government and non-profit organizations (including the SSCF) review the effectiveness of

their policies and spending on community groups.

Problem Description

The current problem is that the report is “hard to digest” in its current form as a single, 36-page document. With the report-style format, every piece of information had to be placed in some sort of order from start to finish by some sort of author or authoring group.

A big benefit of updating the format to a web-based experience is to be able to connect different parts of the report through links instead of being constrained to a “first page to last page” linear format (that is often largely skipped over). **Our opinion is that it is critical to design the experience so users can discover connected ideas and explore them at the whim of their own interest.** This will operate to capture and hold a user’s attention for longer, providing more exposure to the material, and will hopefully encourage a more rewarding experience through the free exploration of available options instead of what somebody else thought they should read first, second, and last.

In short: the reader is constrained to discover meaning through a given order of information, rather than being free to explore. [The report was both the “how” and the “what;” the web app will only be the “how” and the user selects their own “what” based on their interests.]

Target Customers

“North Star” or Primary Customers

1. Donors

- a. New Donors
- b. Continuing Donors (have donated previously or are continuously donating): keeping donors is as important as making new ones; new donors don’t do much if they only mitigate preventable losses
- c. Descendant or Inheritor of Previous Donor
 - i. e.g. someone who set up a donation stream passes away and a different group, such as their family, now has the power to decide to

keep donating or put the money into something different

2. Policy Makers

- a. Government
- b. Any non-profit or charity board/administration that needs data-driven decision making

3. Key Stakeholders

4. Researchers (group or individual)

“Carryover” or Additional Customers

1. **The Grapevine** - friends and acquaintances of other users who may hear about the SSCF report through word-of-mouth.
 - a. They could be anybody, possibly including other groups listed here. Not every grapevine-r gets involved, but they may talk to somebody who will!
 - b. This group is quite significant because they would be the result of achieving a low-threshold user-experience: the interaction “start-up lag” of getting into the report is so short that people can readily and easily access and share it at a moment’s notice.
2. **Organizations Looking For Funding**
3. **Workers or Volunteers** that work under an organization funded by the SSCF
 - a. Being informed of the impact their work does may inspire them to stay at their position longer, or possibly even motivate them to do more or get others involved.
4. **SSCF Internal Employees**
 - a. It’s nice to have something you’re proud of that you can point to! ☐ ☐

Project Assumptions

1. We will be developing this using the **Design Thinking** and **Fast Feedback Cycle** design paradigms
2. We will be using the [Creative Commons Share & Share Alike \(CC BY-SA 4.0\)](https://creativecommons.org/licenses/by-sa/4.0/) license

3. Data will be provided by the SSCF
4. Impact stories have a **many-to-one relationship** with long-form stories
 - a. I.e. multiple impact stories can all relate to a single long-form story
 - b. I.e. A single impact story can relate to multiple long-form stories
5. Video (and other media elements) are able to be **embedded** in the website content
 - a. (e.g. an impact story would have text, an image, and/or a video)
6. Long-Form stories are each contained in their own page (like a blog or news site)
7. **Any** user should be able to use this software to quickly discover meaning through a story and/or more detailed info that compels them to act (e.g. donate, sign up as volunteer, or even just tell a friend about the SSCF or what they learned from the report)
 - a. Tech-unfamiliar people
 - b. People who are not fluent in English (some blurry lines with 3rd party auto-correct)
8. Any action we guide a user towards has to already be contained in the SSCF website
 - a. E.g. donate to a cause
 - b. **NOT** signing up to volunteer (SSCF does not handle this)
9. Each content article should have actions (e.g. buttons to press) that link out to the **different types of articles** that it is related to
 - a. E.g. you read an impact story of Terry who was homeless in Regina but was able to get into a homeless shelter. You should then be prompted to:
 - i. Find more stories about homelessness
 - ii. Read about more problems in Regina
 - iii. Find more stories about homelessness across Saskatchewan

Project Constraints

1. Our web app is a stand-alone extension to the SSCF website
2. SSCF database has robust/quality data that supports filtering by multiple variables
 - a. E.g. filtering for stories only about homelessness in Regina
 - b. E.g. filtering for long-form stories about hunger (all of Saskatchewan)
 - c. E.g. filtering for drug use issues in Saskatoon
3. All non-key-takeaway content (e.g. impact stories, long-form stories, focus area breakdowns, etc) are **dynamically generated**
 - a. This facilitates anybody being able to get a story of some sort **without doing anything first**
 - i. Then if someone is searching for something in particular, they can skip past/ignore it
4. All the data has attributes that can link different datum (i.e. you can filter impact stories by location, focus area, etc)