

# ENSE 271 Project Summary Document

## **Project Team Members**

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## **Summarized project background & business need/opportunity**

Many small or starting charities lack the technical and financial resources to access professional tools for volunteer coordination, fundraising, and administrative tasks. By providing a discoverable and feedback-based web interface with essential resources, this project attempts to enable charities to operate more efficiently and allocate more time to their core missions. The website's provided resources can include but are not limited to volunteer management tools, fundraising strategies, grant application templates, marketing strategies, and statistical/quantitative feedback. The platform is a centralized Charity Hub to help charities manage their operations, improve outreach, and maximize their impact.

**Northstar customer:** small/starting charities

**Carryover customers:** bigger charities experimenting with gaining more website traffic, non-profit organizations, student organizations/clubs

## **Project assumptions**

- WordPress
- Figma
- Mural
- GitHub
- StoriesOnBoard

## **Project constraints**

- technology (Figma, WordPress, StoriesOnBoard, Mural)
- Cannot implement backend from our side, but the website needs to be able to work with the backend efficiently
- Easily accessible to everyone
- Branding consistency
- Scalability
- Currently no feedback from charities
- Limited meetings with our client (Brooklyn)