Group H: SSCFCharityHub Customer Notes for Initial WordPress Prototype

General Design & Accessibility

- Titles should be larger.

- Make boxes bigger for accessibility.

- Use at least 16px font (nothing less).

- The logo should include "Resource Hub" somewhere.

- Fix the footer. It's too bright (light on light, bad for colour blindness)

Marketing

- Needs more information in sections.

- Content should be posted at least 3-5 times a week (consistent content).

- Example post: Follow the 80/20 rule (80% valuable content, 20% promotional).

- Needs external links for specific topics.

- Sections should have more description and be larger

Fundraising

- Keep a consistent layout across pages for intuitive navigation.

- Buttons that link to different websites are good.

- Bullet points alone are not enough—add more explanation and try to answer main user questions:
1) **Why should I care about this?**
2) **How does this add value to the charity?**
3) **How can they achieve that?**
4) **What is the value added?**

Combining Marketing & Fundraising Elements

- More details + more information in each section.

- Every section should have:

    1. Subtopic

    2. Description of the subtopic

3. Key takeaways

4. "Learn more" links (3-4 different links)

- Capture why and how but maintain a minimalist design.

- Goal: Efficiently answer user questions.

Testimonials & Storytelling

- Purpose: Highlight services received from organizations (not from the website itself).

- Instead of testimonials in marketing:

  - Use storytelling.

  - Provide examples of strong narratives charities can follow.

  - Include links or posts with navigation aspects (e.g., a slider).

Governance

(No specific feedback provided—consider reviewing and adding clarity.)

Home Page

- Should be clear that it's a resource hub.

- Remove the newsletter section

- Emphasize that this is a learning page, not a service-providing website.

- The home page should answer:

  - Do users understand what this website is about?

  - Can they easily find what they need?

- Include:

  - Mission statement.

  - Topics to guide new users.

  - A "Not sure what you're looking for?" section (should be easily noticeable).