

# **Project Report Out**

## **Team name & Members:**

- Jacob Meyer
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## **Project Sponsor:**

Dr. Tim Maciag (ENSE 271 Lecturer)

## **Business need/ opportunity:**

As part of course-based learning activities, to work alongside the SSCF to explore new and innovative web designs that inspire people to action around community needs. High-level guidelines, principles, constraints, & assumptions include:

- ❖ Design approach: Design Thinking (Agile)/Fast Feedback Cycle
- ❖ License: Creative Commons Share & Share Alike (CC BY-SA 4.0)
- ❖ Technology/Programming environment: StoriesOnBoard (Tim/Adam will be creating user accounts), Adobe XD, Figma, WordPress, Local by Flywheel, GitHub (public repository required)
  - NOTE: You all have access to the developer "Search and Filter" plugin (provided by Tim)
- ❖ Initial design notes
  - An interactive interface with a focus on local community issues and how they connect to the global sustainable development goals
  - The ability to filter data by various regions, including south-west, southeast, and urban areas
  - The ability to filter data by focus area, for example, food security, homelessness, and mental health & wellbeing
  - The ability to view the following for each focus area and region
    - Infographic data overview
    - Long-form written data content
    - Community impact stories
  - Integrate a community advocacy lens and "calls to action" to help motivate and inspire community action

## **Northstar and Carryover Customers:**

Northstars are those who capture the core value of any product and deliver it to the customers at appropriate value/cost. Here the Northstar or target customers are the donors, Policy makers and also the organizations looking for the funding. The donors can also be existing donors or may be new donors who are interested in helping the communities. There are some other existing donors whose families have been donating since ages. The other type of Northstar customers are Policy makers. They might be the Government and also the other non- profit organizations that need data-driven decision making. The other set of customers are the Organisations looking for the funding from SSCF.

When it comes to the carryover customers, The Grapevine - friends and acquaintances of other users who may hear about the SSCF report or through the verbal conversation. They could be anyone in the group or some other people who might have heard about the SSCF maybe through social media or any other sources. The other group of customers are the Workers or the volunteers who work under an organization funded by SSCF. The SSCF internal employees are the other group of carryover customers because their impact on work will inspire them to stay in the position for longer and feel motivated and involve others to work for the organisation.

## **Assumptions and Constraints**

In project Management, the assumptions and constraints are the major aspects that might affect the outcome of a project. The major assumptions are the resources, cost and also the deadline dates for each activity. We thought that we couldn't make it on time. But our assumption was wrong. Initially we thought that websites like figma, StoriesOnBoard and Wordpress are too hard and expensive to use. Lack of resources in the beginning and less knowledge about the websites made us think the time wouldn't be enough to complete the project. But our assumptions were wrong.

On the other hand, there are several other constraints involved during our project. Time is a huge constraint involved while working on the project. Lack of practice is another constraint involved in the project. Initially, we didn't have enough time and practice while working on this project. We had another additional constraint that one of our team members had dropped the class for various reasons. Lack of human power is also a constraint while working on the project.

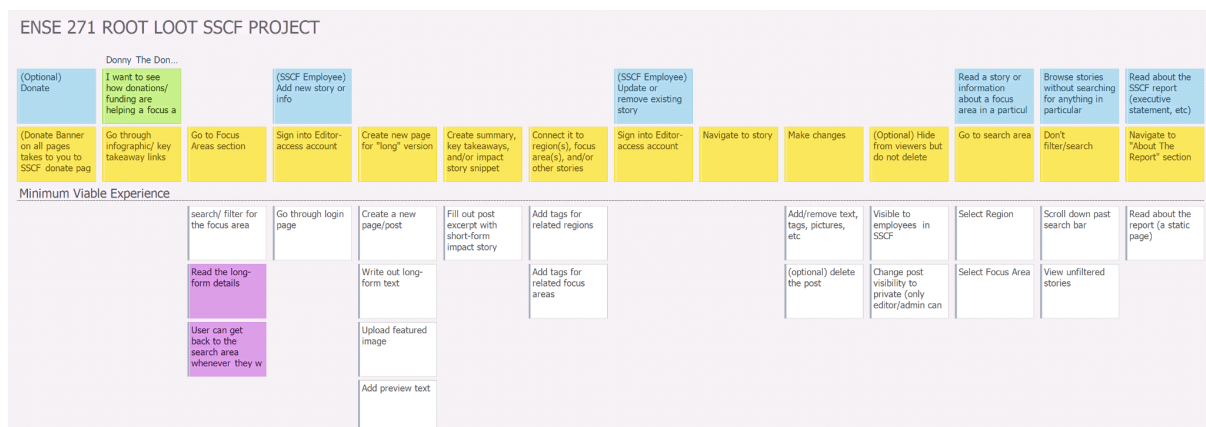
At last, we finally achieved and built the website successfully. There might be something in our website but we finally had built the project with several plugins and we got the pro version of the search & filter plugin at free cost. We also got access to the StoriesOnBoard and Wordpress website. We overcame all the constraints and the wrong assumptions here. But a few assumptions we made were correct and helped us to complete the project.

## Key Findings from Empathy and Affinity diagrams:

The affinity map diagrams were made using sticky notes. We were unsuccessful in completing the entire affinity diagram but we initially made an attempt and took some idea from the affinity diagram. We built the affinity diagram with the needs and rights of every customer, communities and organizations involved in the SSCF. The affinity diagram gave us better understanding about the initial phase of the planning and also helped us in working on the Empathy map as well as in the project.

The Empathy map template was given to us by Dr. Tim. We built multiple empathy maps for the Northstar (target) customers such as the donors, the volunteers, the organizations as well as the policy makers. We initially had some assumptions and also had some knowledge about how they think and feel about donating, working and receiving funds from the SSCF. The empathy map also explains to us about what they see and how they hear and what they will hear about the organization. The map also has some brief discussion about the pain and gain of every person involved in this organization.

## User Story Mapping (USM) & MVP



User story mapping is a modern version of the affinity diagram. We initially created separate story maps and linked our ideas together in a

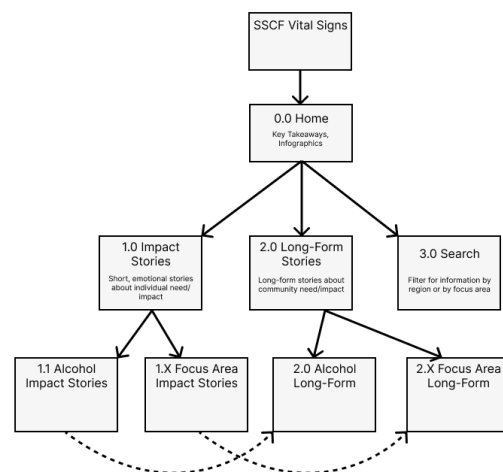
single story map. Initially, our story map contains separate ideas for the donors, volunteers and also the organizations and also the Minimum Viable Product(MVP) involved for each parent note and children notes in the story map. MVP's created for the SSCF and also for the regions and the focus areas

For the second activity, the MVP was edited and also added some of the points to it. The points added helps to navigate to the grants and donate page. To create a lo-fi prototype, we designed a story map with some of the options to be involved in this prototype. We also have some ideas to design and work on the lo-fi prototype.

For the Hi-fi prototype, we updated the story map with a lot more features. It was completely different from the initial story map. We created new pages and also the ideas needed to be included in updating the search and filter option and also involved in editing the stories involved here. The editor option is also included here in the story map. Finally, we updated the story map with all the features we included in our website.

### Prototyping Activities:

Initially, we created the affinity diagrams for the basic idea. Later we created separate empathy maps for each of the donors, volunteers as well as for the organizations. The StoriesOnBoard helps us to build USM with MVP needed to build this website. The Prototyping website we used here for designing the website in the initial phase was Figma. We initially created a lo-fi prototype as the base of our design. We can also create a lo-fi prototype with pen and paper. Our team members created three separate lo-fi prototypes for the first time and combined them together to build a common lo-fi model for the project. Before creating a prototype, we initially created a sitemap to build the website. The sitemap is built with several features to be included in the prototype. It is evolved by combining ideas from the three different sitemaps created by the team members.



The other Prototyping used in this project is Hi-fi prototyping which looks similar to the real website. Here, we have a menu option and also multiple options to get back to the website. There are several other options built in this prototype for better use and understanding of the website. The prototype created has all other components involved in the website like header, footer and also the features like home, search and also the content to be included inside each post of the SSCF prototype. The donation page, search and filter page and the stories, infographics and key takeaways to be involved in the SSCF site. Everything was updated accordingly and helps us in building a website with all the features and the key takeaways.

### **Feedback/comments given by the folks and customers:**

After completing each activity, we got feedback from the customers which gave us the deep understanding about the Northstar and carryover customers and also the audience we need to focus on and also helps us to know what the customers usually need and how to work on the site. It helps us to understand the tasks that need to be prioritized. Then we got ideas about the infographics, impact stories and key takeaways that needed to be updated in the prototype as well as to build it in the website. Customers also explained that Podcasts, Social media and some other websites may give us better understanding about building the website. After that they gave us a better idea to develop multiple versions of the website (i.e., Desktop, Tablet, Mobile).

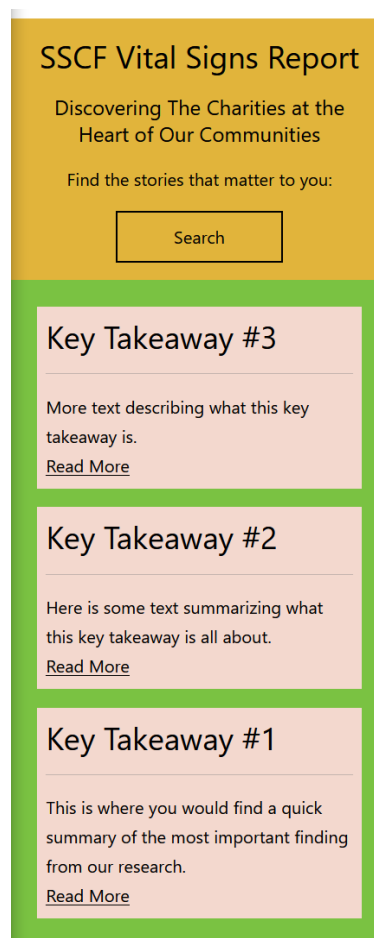
When we discussed the prototypes with the folks, they gave us some valuable feedback which helps to improve the ideas and helps us to rectify the mistakes we failed to notice in the prototype. They also mentioned that we created a lot more ways to go for the search options which is not necessary. The search is not flexible in the prototype. Both search options should be included which are not there in our prototype. Infographics and more charts need to be included here so that customers get better understanding while using the website.

### **Lecture Topics:**

There are several topics like constraints, affordances and continuity used here. We can find the continuity in the website with several data and stories in a continuing manner. There are several constraints involved in this project discussed above. They also have affordances which is

one of the most important lecture topics discussed here. The affordances can be clearly seen in the prototype as well as in the website.

## Wordpress Solution:



Homepage From High Fidelity Prototype (Left) vs Wordpress Solution (Right)

Wordpress website contains the header, footer, search and some other important content like Long form stories, impact stories, infographics and key takeaways. We have a sticky header with SSCF logo and menu options on the top. We used the pro version for our search & filter which helps us to build the option better. We also used several plugins for the users to submit a post without logging in to the wordpress for adding a new post and

also for the sticky header. This website helps users to navigate and helps to gain better understanding about the website. This is an interactive website with videos, images and text also included in the website for the users as well as to the customers. We also have several widgets in the footer. There are several social media icons like facebook, twitter, spotify and so on. That will take them to the SSCF posts, podcasts and so on.



## Search

### Type Of Story:

- ☐ Impact Story (5)
- ☐ Key Takeaways (3)
- ☐ Long Form Stories (7)

### Regions

All Regions ▼

All Regions

South Saskatchewan (7)

Moose Jaw (1)

Regina (2)

South East (2)

Carlyle (1)

Yorkton (1)

Search Page From High Fidelity Prototype (Left) vs Wordpress Solution (Right)

## Reflections On Project Results

Initially, we were excited about this project and we really thought that it was going to be a wonderful Experience. It is the first software project for one of our team members. Gradually, we all started working on the project and it was a good experience. Initially we were good in the first phase of the project. While working on the Prototyping, we faced some struggles while working on it . Later on, we developed our skills and contributed well. Working with our team members made the project more interesting and exciting. While working on the wordpress we hate changing the settings in the plugins. Wordpress is an interesting website to play with. We have that as we need a pro version for every plugin to use advanced features. Overall, we enjoyed the project but it is time consuming so it even affected our schedule in most of the other courses.

While working on the project, we had a clear idea about what we need to do and when we should do those activities. We also managed our time effectively, which is the best thing that helps us to complete the project on time.

The unexpected thing that happened or the thing that didn't go well is that one of our team members dropped the course. Initially it was hard, then we somehow managed to complete this project. We also encountered some technical issues and lack of knowledge about the web applications were some of the things that didn't go well.

Overall, we didn't turn our translating prototypes into exact wordpress reality. Our team was unsuccessful in turning the prototypes into reality. We just added a few features into the wordpress website from the translating prototypes. But we are sure that our website will meet the expectations of the customers and we'll achieve success in this project.

The people-centered design discussed in lectures really helped in our design explorations. As a designer, we should know what the customer actually needs. The designer's needs or flexibility doesn't matter in building the design. In the lecture, Dr.Tim said that the designer should prioritize the user's needs and their thoughts doesn't involved here.

In our future projects, we even want to use the same strategies involved in this project. Initially, we will communicate with the team members,



we plan and also manage the time effectively. So that we can include the crucial elements in the project and also complete the project on time.

In our future projects, we can use different ideas while working on the project. Initially, we would try to gain a better understanding about the software/web applications used in any of the future projects. So, I will seek help from the people who are expertise in using the specific software/web applications.

In the future, we would like to explore more opportunities in building a website/ design. While working for a company, we would like to prioritize the customers needs and try to design accordingly. I would like to do research about the needs of the customers and plan accordingly to build the design.

## Appendix: Wordpress Themes and Plugins

**Theme:** Twenty Twenty-One

**Plugin Name:** TaxoPress

**User Rating:** 4.5 stars, 127 ratings

**Last Updated:** April 2023

**Current Active Installations:** 70 000+

**Description:** TaxoPress allows you to create and manage custom Tags, Categories, and all your WordPress taxonomy terms.

**Plugin Name:** Search & Filter Pro

**User Rating:** 4.5 stars, 192 ratings

**Last Updated:** March 2023

**Current Active Installations:** 50 000+

**Description:** Search & Filter Pro is an advanced search and filtering plugin for WordPress. It allows you to Search & Filter your posts / custom posts / products by any number of parameters allowing your users to easily find what they are looking for on your site, whether it be a blog post, a product in an online shop and much more. Users can filter by Categories, Tags, Taxonomies, Custom Fields, Post Meta, Post Dates, Post Types and Authors, or any combination of these easily.

**Plugin Name:** User Submitted Posts

**User Rating:** 5 stars, 877 ratings

**Last Updated:** March 2023

**Current Active Installations:** 20 000+

**Description:** User Submitted Posts (USP) provides a front-end form that enables visitors to submit posts and upload images.

**Plugin Name:** Sticky Menu (or Anything!) on Scroll

**User Rating:** 4.5 stars, 631 ratings

**Last Updated:** March 2023

**Current Active Installations:** 100 000+

**Description:** The WP Sticky Menu (or Sticky Header) On Scroll plugin allows you to **make any element on your pages “sticky”** as soon as it hits the top of the page when you scroll down. Although this is commonly used to keep menus at the top of your page to create floating menus, the plugin allows you to make any element sticky.