website project plan

# Theme

Crowdfunding for people leaving and recovering from family and domestic violence.

# Target audience

* Victims of FDV seeking funding (adults)
* People who care about victims of FDV and want to donate, including charity groups

# User profile – FDV victims

* Primarily women, smaller representation of men
* With or without children
* With or without other dependents, such as elderly parents
* With or without pets
* With or without dependents with disability or special needs
* Often leaving with just the clothes on their back and few other personal items
* Women with children often leaving with no stable income or secure living arrangements
* Safety and anonymity is a priority
* Often require long-term support, but can benefit from ‘booster’ funding that allows them to leave the situation

# User needs – FDV victims

Most recipients will require either money or goods.

Money for:

* House deposit (rent or bond)
* Buying new furniture
* Buying new clothes
* Health care
* Legal fees
* Their children
* Food, groceries and living expenses
* Car
* Other dependents (people in their care such as elderly parents, people with disability or special needs)
* Pets

Goods such as:

* Hygiene products
* Clothing
* Toys
* Food
* Furniture
* Home goods (electrical, white goods, linen etc)

These things may be needed by the user, but are out of scope for this website:

* Legal advice
* Housing or accommodation
* Services such as recruitment advice, education and training
* Health care
* Cheap or discounted services, such as from hair salons or children’s sport activities

# User profile – Donators

* Likely to have a personal experience with FDV that drives them to this cause, e.g. a past victim, or friends and relatives of FDV victims, working in spaces with people who experience FDV
* Volunteers, charity groups and support services

# User needs – Donators

* Donate a specified amount of money to a specific recipient.
* Donate a specified amount of money to multiple recipients, to be distributed by the website administrator based on set criteria or completely random.
* Find recipients they would like to donate to, this is likely to be emotionally driven based on personal experience and knowledge of FDV. Factors could include whether the recipient is:
  + Single and lacking other supports
  + Caring for children
  + Caring for pets
  + Caring for other dependents
  + Caring for dependents with or without disability or special needs
  + Currently in the FDV environment and needs the funds to escape
  + Seeking funds specifically to obtain housing and accommodation.
* May want the ability to offer goods or services to those who need them, rather than donate money.
* Volunteers and charity groups may want to reach out to those currently in FDV environments to offer support. This carries risk that will be explored in the risk table below.

# Risks and mitigation options

|  |  |  |
| --- | --- | --- |
| ID | Risk | Mitigation options |
| R01 | Perpetrators of FDV may try and use this as an avenue for locating their victims | * Ensure identifying information is not accessible, including:   + Name   + Address or rough location   + Phone numbers   + Email addresses   + Specific details of children or dependents (names, ages, schools, specific care needs etc)   + Details of FDV experience * Reduce or remove the ability for people to communicate privately through the website * Look at options for user authentication and security when creating an account, logging in or changing a password:   + “The email or password you entered is incorrect or doesn’t exist, please try again or create a new account” instead of “incorrect password”. This means perpetrators trying to find out of their victim has an account will not get a firm answer through log in attempts.   + Similar to above when creating a new account “Not a valid email address, please try again” instead of “an account with this email address already exists” or, consider allowing duplicate accounts with the same email and ensure no identifiable data is ever sent to that email address   + Optional ‘buddy-system’ when trying to reset a lost password. Where both your phone number and a trusted friend or relatives phone number receive a verification message, both must agree before a new password can be set. This way, if the perpetrator gains access to the victims phone, they can’t also access their account. * See mitigation actions for **R04** |
| R02 | FDV victims currently in an FDV environment using the website before they have left, and the risks posed with being caught using the website by the offender | * Have a quick-logout button available on all views. When clicked, the account will be logged out without any verification message and redirect you to a generic website. * Have a false-front for the website, this way if someone uses the quick-logout and then hits the back button, it also takes you to a generic looking website. * The false-front page would include links to FDV support resources in either a ‘support’, ‘settings’ or ‘help’ link. Access to the real site is only available through user log in. This creates risk **R07.** |
| R03 | Keeping the anonymity of FDV victims | * User personal info secure and not displayed * Random generated username for display, something that the victim cannot use to accidentally identify themselves (e.g. randomly generates the name of an animal and a string of numbers, usernames could be “Rabbit885” or “ * Random generated avatar image instead of profile image, or a selection of images to choose from |
| R04 | Assisting FDV victims in safely obtaining support resources, e.g. through safe drop locations for goods | * Engage stakeholders who can provide support in these situations, such as the women’s refuge. Ask if they are happy to act as a safe-drop location for goods, the donator can label the items with the username receiving the goods either for collection or a volunteer could then deliver the goods to the recipient. * Include advice on how to safely collect goods from donators, e.g. meet them in a public place, ask a trusted relative or friend to collect the goods, never give out your address as the recipient, let a trusted friend or relative know the address and time of where you are going and when you should be back so they can call police if they don’t hear from you etc… |
| R05 | Triggering people who have experienced FDV or similar treatment through the oversharing of personal, detailed information about offences and experiences | * As much as possible, restrict what users can share about their personal situation or experience. Keep the details relevant to their support needs. * Provide links to external support resources on the website * Consider a ‘trigger warning’ where necessary |
| R06 | Male victims in particular may be uncomfortable asking for financial support, resulting in a lack of use of the website | * Ensure gender of users is not revealed to avoid stigma, or a lack of support from people who may consciously or unconsciously favour female victims with their donations * Review this approach after release and gain user feedback to establish whether there is a need to change this, e.g. charity groups who specifically support male FDV victims |
| R07 | Low traffic due to lack of online presence if the ‘false-front’ mitigation action in risk **R02** is implemented. This would result in people not knowing about the page and therefore not receiving donations. | * Seek technical advice on whether it’s possible for the ‘back’ button to be redirected somewhere else, rather than have a false-front. * Consider whether the false-front view can be a safe-mode option when a user creates their account. Selecting the safe-mode option results in all views of the website appearing more generic (similar to a news story page or online shopping website). Not selecting the safe-mode options shows you the default view and would be used by donators mostly. \*\* The safe-mode option requires significant extra work to implement. * Market the website to established charities and support services for FDV victims. This somewhat relies on a word-of-mouth approach to gain traffic which could prove less effective. |
| R08 | How to verify legitimate charity and support groups who want to provide additional support to a recipient, to protect the recipients identify and personal safety. | * Create a verification process for charity and support groups and that clearly identify them on the website. * Restrict private communication to only charity and support groups. Consider whether this needs to be initiated or accepted by the user. * Direct both users to engage outside of the website if they choose, link to the charity or support groups contact information rather than provide avenues for communication within the website. |

# Scope

This project will be undertaken in two stages. Stage 1 is the development of backend functionality (logic and data), stage 2 will be front-end development (visuals and user interface). However, planning the website requires consideration of both front and back-end requirements.

In-scope:

* Donations of money
* Anonymous user profiles
* Filter funding requests based on criteria
* Quick log-out and redirect feature
* Ambiguous error messaging around incorrect account details (safety feature)

Out of scope (may be included in future technical releases):

* Donations of goods
* Donations of services
* False-front and other additional safety features (like the safe-drop locations)
* Secure private messaging options
* Communications and marketing strategies for implementing website

# User journey mapping and requirements

User – not logged in:

* Home page navigation
  + Contact us
  + Support
  + Log in
* Home page display
  + Website title
  + Description
  + 3 most recent closed and funded projects (feel-good stories) – static i.e. no link to original post
    - Project must be closed and have reached its goal
    - Name of project
    - Goal amount
    - Amount reached
    - Optional gratitude message from recipient
  + Call to action – create an account to donate
    - Link directly to create an account
* log in
  + email
  + password
  + link to create an account
  + link to forgot password
  + failed log-in
    - message displays “the details you have entered are incorrect or an account does not exist, please try again or create a new account”
* create account
  + randomised username **– Check technical requirements**
  + email
    - if account already exists with this email, message displays “Invalid email address, please use a different email address”.
  + Name
  + User id – auto and hidden
  + Mobile number
  + Secure-buddy mobile number (optional) for forgotten password verification in case perpetrator obtains victims phone **– may be out of scope at this stage**
  + Bank or paypal details for receiving funds - **out of scope for this project**
  + Avatar image – **pre-populate at random, may be out of scope at this stage**
* forgot password
  + Enter your email address
  + Submit
  + Message “A verification message will be sent to your phone and secure-buddy, if you have nominated one. You will receive an email with a link to update your password once you both confirm access.”
  + Verification messages sent to both user mobile and buddy mobile - **out of scope for this project**

User – logged in

* Home page navigation
  + Contact us
  + Support
  + Username (account)
  + Log out
  + Quick log out link e.g. ‘EXIT’, ‘immediate log out’, ‘End session’, or ‘safe-close’
* View account
  + Username
  + Name
  + Email
  + Phone number
  + Secure-buddy number
  + Avatar image
  + Bank or paypal details for receiving funds - **out of scope for this project**
  + Edit account
    - Same fields as create account, minus username
    - Save / Submit
  + Delete account
    - Message “are you sure you want to delete this account?”
    - Confirm
      * “Your account has been deleted”
      * Redirect to home page
    - Cancel
      * Redirect back to view account
  + Report an issue or harassment
    - Redirect to contact us form with additional fields **– Check technical requirements**
      * Username of account causing harassment / issue
      * Link to project where harassment / issue occurred
      * Describe the issue
      * Include contact information for police
* log out
  + Redirect to home page
* quick log out (safety feature)
  + large, obvious link that appears on every view
  + when clicked, logs out without any confirmation message of being logged out
  + redirects to a generic website, possibly <https://www.coles.com.au/browse/household>
  + redirect in a new window and close existing window, so they can’t press the back button **– Check technical requirements**
* contact us - form
* support – to find additional support services
  + emergency contact info 000 and 131 444
  + accommodation services
  + legal services
  + informative resources (how to identify a FDV situation, how to plan your escape etc…)
  + mental health support
* 3 most recent closed and funded projects (feel-good stories) – static i.e. no link to original post **[must be logged in]**
  + Project must be closed and have reached its goal
  + Name of project
  + Username of recipient (if not anonymous)
  + Goal amount
  + Amount reached
  + Optional gratitude message from recipient
* 2 most recently created and open projects, and the oldest 2 open projects that have not reached their goal **[must be logged in]**
  + links to page view
  + displays
    - Name of project
    - Username of recipient (if not anonymous)
    - Goal amount
    - Amount reached so far
    - Date created
* browse all funding projects **[must be logged in]** –
  + sort and order
    - date
    - goal amount
    - amount left
    - ‘high needs’ **– may be out of scope at this stage**
      * Currently in fdv situation
      * Needs urgent accommodation & has dependents
  + Filter
    - Age of project
    - Goal amount
    - Amount left
    - Recipient situation
      * Currently in fdv situation
      * Has children or dependents
      * Recipient or dependents have special care needs
      * Has pets
      * Currently has no place to stay
    - Recipient needs
      * Accommodation (rent, bond, house deposit, temporary accommodation)
      * Home goods (furniture, white goods, linen, kitchenware etc)
      * Clothing (adult and children) **– out of scope unless donating goods**
      * Health care costs (medication or ongoing treatment)
      * Legal fees
      * Food, groceries and living expenses such as bills and clothing
      * Car and transport
      * Pet care
  + identify ‘priority’ projects **– may be out of scope at this stage**
* search for specific funding projects **[must be logged in]**
  + username
  + project title
  + same sort and order, and filter options as above
* Create a funding project **[must be logged in]**
  + Project title
  + Goal amount
  + Reasons for seeking funds:
    - Currently in FDV situation and planning escape - Yes / No
    - Housing and accommodation - Yes / No
    - Home goods - Yes / No
    - Health care - Yes / No
    - Legal fees - Yes / No
    - Living expenses, such as groceries, clothing and bills - Yes / No
    - Car and transport - Yes / No
    - Pet care - Yes / No
    - Caring for children or other dependents - Yes / No
  + Personal details (for filtering and search)
    - Children involved, including current pregnancy? Yes / No
    - Other dependents (such as caring for parents that live with you)? Yes / No
    - Pets? Yes / No
    - You, or any dependents with special care, health or medical needs? Yes / No
    - Has stable living arrangements? Yes / No
  + Shuffle through generic images (to prevent accidental disclosure of personal information through uploading an image) **– Check technical requirements**
  + Short text field description (optional) – limit characters to reduce chance of oversharing personal info
  + username – auto
    - option to hide username from publication
  + date & time created – auto
  + submit
    - on success, redirects to new post with edit and close options
* edit a funding project **[must be logged in & user authenticated]**
  + edit all fields as above
  + date & time edited
  + ‘delete’ donator comments without deleting donation (if abusive, to ensure safety etc) **– Check technical requirements, maybe hide instead of delete?**
  + save / submit
    - on success, redirects to new post with edit and close options
* close a funding project **[must be logged in & user authenticated]**
  + optional message of gratitude
  + close / submit
    - on success, redirects to home page
* view a funding project **[must be logged in]**
  + Project title
  + Goal amount
  + Reasons for seeking funds “I am seeking funding for accommodation and living expenses” (list items?)
  + Personal details “I have children, and pets” (list items?)
  + Image
  + Short text field description
  + username
  + date & time created
  + donate **[if user not authenticated as project author]**
    - pledge amount
      * calculation in back end to take pledged amount off goal amount
        + logic in back end to recognise when a goal is reached and/or exceeded vs not met
    - optional message (public, short character length)
    - username – auto
      * option to hide username from publication
    - date & time - auto
    - submit
      * on success, show thank you message and redirect to view project
    - payment details **– out of scope for this project, consider placeholder field as example**
  + edit project **[must be logged in & user authenticated]**
  + close project **[must be logged in & user authenticated]**

# User flow diagram

<https://www.figma.com/file/1umuqNbcWwem6INBBqAb3X/Crowdfunding-website?node-id=0%3A1&t=WU4yQTgJGjGCyw9N-1>

Diagram

Description automatically generated