

# Group A Reflections

Group A: Tom Goncin Zifran Chowdhury Gabriel Sampaga  
Project sponsor: Dr. Tim Maciag (ENSE 271 Professor)

## **Business need/opportunity**

To address the South Saskatchewan Community Foundation's need for accessible resources for their partnered Charitable Foundations. Our aim here at Group A is designing a clear, navigable extension to their website titled “Charity Resource Hub” for charities and foundations; while leveraging our semester's learning.

### **The Charity Resource Hub Extension Constituents:**

- **Find Volunteers:**

To connect charities with potential volunteers (individuals, groups, and corporations) and provide tools for effective volunteer management.

- **Funding & Grants:**

To help charities identify and secure funding opportunities through Grant opportunities, fundraising resources, and donation management.

- **Legal & Compliance:**

To provide charities with information on legal and regulatory requirements; these include: charity law, financial compliance, and accountability when residing within Canada & Saskatchewan. This also includes important documents and tax forms and what to keep an eye for when handling the charities documents that may be demanded upon audits.

- **Marketing & Events**

To help charities promote their cause, engage their community, and organize successful events. This is encouraged by providing tips and resources on marketing and communications, event planning and public relations.

- **Featured Resource/Tip**

Many of the pages include a current resource or tip about something going on, or that is about to happen, or just in general important for a charitable organization to keep an eye out for.

## Key Design Considerations

### *User-Friendly Navigation*

- Laid complexity to aid users to have a favoured, and memorable experience, along with allowing our signifiers and affordances to aid in the website's discoverability
- Clear and consistent menu structure.
- Use of headings, subheadings, and bullet points for readability.
- Intuitive labeling of links and buttons.

### *Filtering and Search*

- The home page provides a search bar for the ability to look for something specific in case they are in a rush and on a mission. This searches all content within our website from the homepage.

### *Accuracy and Relevance*

- We personally searched all of the linked websites to ensure all information posted and linked to is relevant for our users, because this is designed for them and their experience.
- Prioritize local or regional resources where possible.

### *Clear Calls to Action*

- Use prominent calls to action to encourage users to take the desired next step (e.g., "Post a Volunteer Opportunity," "Find Funding").

### *Organization*

- Present information in a well-organized manner, similar to Charity Central's structure, with resources grouped by topic.

## Reflections on project planning, execution, & closing

- **State the selected North Star & carryover customers selected**

Applying the "North Star" strategy, charities will be the guiding light for sustained alignment and impact, we will empower charities to excel in volunteer acquisition, funding, compliance, and outreach. A central, ethical leader embodies this strategy, ensuring focus on long-term objectives and a consistent, impactful charitable experience.

- **Summarize assumptions made and constraints uncovered.**

- Based on discussions during the team meeting, we understand that an external partner is utilized for request form and email services.
- Attainment of necessary WordPress proficiency within the project timeline to achieve defined objectives.
- Verification that WordPress platform capabilities align with the project's design and functional requirements.
- Ensured team availability to meet project milestones.
- Timely and comprehensive client feedback to facilitate iterative development.

- **Summarize key findings from affinity diagramming and empathy mapping.**

- Desire for Simplicity and Efficiency: Users across all scenarios value ease of use, processes and readily accessible information.
- Need for Clarity and Transparency: Users want a clear understanding of processes, organizational information, and relevant details.
- Positive User Experience: Engaging visuals, user-friendly interfaces, and a sense of connection to SSCF's mission. Poor navigation and overwhelming information detract from the experience.
- Value of Information Accessibility: Users look for easy ways to gather information

- **Discuss the initial & evolution of your USM/MVP (why is what you produced an MVP?)**

Our evolution has changed immeasurably. We ended up designing essentially a new website since we failed to understand our objective. We had trouble understanding that we were also doing a research project since all of the information we had gathered wasn't actually on the website; which was what we initially thought and presumed the target in mind was designing a more navigable and user-friendly website. Our target has changed.

- **Summarize your final WordPress solution. Include screenshots of your final solution, linking back to prototyping activities, feedback/comments gathered, and lecture topics**

Reflections on project results within our GitHub

- **Summarize how you felt about this project (likes/dislikes)**

The project was great; it was fun. Although the only thing that a lot of students resonated with was that we were all under the impression that this was a part of the SSCF's control, meaning not another company. I think the expectation was at times a bit vague. I understand that the project was unique, but sometimes it seemed a bit much and came at the cost of other classes.

- **Summarize what went well during the project.**

We truly believe that once we got the objective right that we all designed a well-made product; one we were proud of and one that we would believe was worth competing in the free market.

- **Summarize what did not go well during the project.**

Our entire initial project was thrown out and had to be redesigned because of our interpretation of the goal and from falling in love with the first design.

- **How successful was your team in translating prototypes into WordPress reality?**

Very successful and became proficient. I am not sure how readily used WordPress is in the market, but I believe if it is that I could create a company creating websites for people.

- **Did the people-centred design ideas discussed in lectures help/hinder your design explorations?**

Big time, although a lot of the designs used did come from ideas that were thought of before learning about the people centered ideas, however, the class gave us the ability to refine them.

- **What would you do the same for future projects?**

Our final project execution: Listen, ask why, why, why, research, test, feedback, repeat. Along with using the standards and models that allowed us to visualize where we stand and where we wanted to go... Those current/future stream maps really allowed us to create sprint, milestones and benchmarks to keep a good pace and understand our goals.

- **What would you do differently on future projects?**

Nothing really when we compare our final mindset. We would begin with the momentum from the beginning. Nothing fails like success and the exposure was valuable in itself. Through also these team meetings we gained the shame that stained an experience that we will remember for future projects. Shame moves mountains and nothing shapes a person like a bit of experience and reflection.

- **Summarize opportunities and design ideas for future work.**

An easy way to put it, without being overly redundant is with what I said above about becoming proficient enough that we believe we could create a company making websites on WordPress.

## Appendix: WordPress themes and plugins (Only Main Listed)

- *Beaver Builder*

- *All in One SEO*

- Used for custom post types

- Over 3,000,000 active installations

- 4 ½ Star Rating- 4700 user rating

- Last Updated: 2 weeks ago

- It's the fastest way to optimize WordPress SEO settings, add schema markup, create XML sitemap, add local SEO, track SEO keyword rankings, automate internal linking, perform SEO audits, add Author SEO (EEAT), monitor SEO revisions, connect Google search console, and basically everything a SEO Pro would use to rank higher in search engines.

- *Google Analytics for WordPress by MonsterInsights*

- See how visitors find and use your website, so you can keep them coming back.

- 2,000,000 Active installations

- 4 ½ Star rating- 3042 user ratings

- Last update: 2 weeks ago

- MonsterInsights allows you to enable all advanced Google Analytics tracking features with just a few clicks (no need to hire a developer).

- *W3 Total Cache* ○ Dramatically improve the speed and user experience of your site.

- 1,000,000+ Active installations

- 4 ½ star rating – 5403 user ratings

- Last update: 3 Weeks ago

- Speed up your site tremendously, improve core web vitals and the overall user experience for your visitors without having to change your WordPress host, theme, plugins or your content production workflow.

- *The Ultimate Addons for Beaver Builder*

- Dramatically improve the speed and user experience of your site.

- 30,000+ Active installations

- 5 star rating – 324 user ratings

- Last update: 1 Week ago

- Enjoy an intuitive experience with modules requiring no coding, making website building efficient and hassle-free. Free yourself from complex development tasks and focus on creativity.