

Team Meeting Notes

Summary February 4th, 2025

Purpose and Direction of the Project

- The discussion centers around whether the new project is an add-on or a replacement for an existing website.
- The goal is to simplify and improve the organization of information, particularly regarding resources for charities.
- The new project will eliminate redundancy and possibly remove the existing resources page.
- The project aims to be an informational hub rather than an interactive event-hosting platform.

Target Audience and Donations

- The primary audience for donations (cash, services, commodities) is individuals aged 40-60.
- Clients can sponsor events, donate money or services, and create grants/foundations.
- Charities typically do not have excess funds to organize events independently.
- Donations can be facilitated through a partnership, where funds are channeled via an intermediary.

Website Analytics and User Tracking

- The organization uses a plugin to track user activity, including session duration and referral sources.
- There was interest in accessing these analytics to assess user engagement and website effectiveness.
- A concern was raised about data potentially being skewed due to increased event-driven traffic.

Website Functionality and User Requests

- The team wants a streamlined request system to categorize inquiries (e.g., funding, donations, partnerships).
- A plugin is already in place for form submissions, and a responsible team member filters incoming requests.
- The team is considering a submission process for businesses to be added to the directory.

Training Materials and Accessibility

- Preferred formats for training and informational content include PDFs and external links.
 - Videos were considered but not prioritized at this stage.
 - Users have found it difficult to navigate the current website's resources.
- ### **6. Design and User Experience Considerations**
- The new layout is designed with an older audience in mind, focusing on easy navigation.
 - The homepage will be structured to minimize text-heavy sections.
 - The navigation will emphasize clear categories for different user needs (e.g., donors, funding seekers).
 - The new project will not require major technological changes but will enhance accessibility and structure.

Clarifications on Existing Content

- The "About Us" section will remain on the main website.
- The resources page will be removed and replaced with the new system.
- The project should not slow down the website and should link smoothly to necessary sections.