

ENSE 271

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Group B

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## **1.0 Project Background & Business Needs**

A community foundation discusses its role in providing support to charities through sustainable funding programs. This foundation acts as a connecting element between the donor and the charity. After surveying, it was concluded that a centralized platform was needed. This platform would provide services such as fundraising, granting, operations, marketing, storytelling and many other services.

## **2.0 NorthStar & Carryover customers**

The targeted customers of such a platform would be charities and grant seekers. This platform would primarily focus on providing charities with services such as collaborating with organizations as well as funding. This platform also wants services with clear instructions on granting applications for grantseekers whether it is for individuals or organizations.

The carryover customers for this platform would be donors and grant providers. This platform also aims to provide services to carryover customers that are easy to execute. Unlike charities and grant seekers that must keep on checking their application statuses, the carryover customers may not access the platform as frequently as the northstar customers.

While not being a primary objective for this platform, we also hope that this platform's functionalities would be utilized by other institutions and organizations. If that was the case, it would be a new tool that can be expanded to achieve greater efficiency.

### **3.0 Project Assumptions**

WordPress was the assigned web content management system for this project. Initially, some of us have no experience with this platform; however, we are trying to understand all the features provided to maximize the quality of the platform. Other tools used include Figma, and StoriesOnBoard. Figma is an incredibly helpful tool that helps designers visualize the user-interfaces implemented in their projects. It was also really easy to understand the primary features that contribute to the design. StoriesOnBoard is another platform we used to create the user-story maps. Initially, some did not understand the purpose of such a tool; however, after experimenting with Figma, we realized it helped set the foundation of our design.

### **4.0 Constraints**

Since we are students, it is reasonable that we struggle with figuring out how to implement a solution to certain problems. Many of us who have not been involved in group projects are just learning the aspects of different tools. Other constraints include the difference of schedules, meaning that we all must work on certain aspects of the platform at different times.