**Student Name: Botshelo Letebele**

**Student Number: ST10478568**

This is my competitor analysis review about Community centres (Websites) what I think they are doing poorly and what I have learned form their short coming as I would like to say.

**1. Competitor: Gift of the Givers (https://giftofthegivers.org/)**

**My First Impression of the NGOs (website) is that Ait is very professional, trustworthy, and very informationAdense. The sheer volume of their work is immediately clear.**

**What they do well (Strengths):**

* Navigation = Clear menu with logical dropdowns (“Projects,” “Get Involved”).
* Homepage =Prominent “Crisis Alert” banner draws attention to urgent needs; the red “Donate” button is omnipresent.
* Donation Process = Very user-friendly, secure, and transparent—donors can choose specific causes and see what their money provides.
* Storytelling = Robust news and press section, showing real-time impact.
* Mobile-Friendliness =Displays well across mobile devices.

**Weaknesses / Opportunities:**

* Overloaded homepage with dense information.
* Emphasis on large-scale disaster relief could feel impersonal.
* Opportunity for Ubuntu Rise: position as a more community-cantered, heartwarming alternative.

**2. Competitor: Breadline Africa (https://breadlineafrica.org/)**

**Strengths:**

* Navigation: Simple and intuitive, with clear sections for “Our Work,” “News,” “Who We Are,” etc.
* Homepage: Emotional storytelling and stats ("250 000 beneficiaries," "30+ years") build credibility. Prominent “Donate Today” buttons. (breadlineafrica.org)
* Project Visibility: Breakdown of infrastructure solutions like libraries, toilets, kitchens with clear cost details and impact. (breadlineafrica.org)
* Storytelling & Impact: Engaging blog posts, transformation stories, seaside outings for children—very humanizing. (breadlineafrica.org, Wikipedia)
* Transparency & Reach: Public-facing statistics and a “30 Years of Impact” PDF with numbers and milestones. (Relativ Impact, breadlineafrica.org)
* Mobile-Friendliness: Modern layout likely renders well on mobile (based on design).

**Weaknesses / Opportunities:**

* Some technical PDFs (like impact reports) may feel less accessible to casual visitors.
* Could enhance donation experience by showing more emotional storytelling within the donation flow (e.g., "your donation helped…").
* Opportunity for Ubuntu Rise: add volunteer spotlights or personal community stories in the donation flow to highlight deeper connection.

**Key Takeaways & Ideas for Ubuntu Rise**

**Common Features Across All Sites (User Expectations)**

* Prominent “Donate” button on every page.
* News/blog or stories section demonstrating impact.
* Clear descriptions of programs/projects.
* Strong visuals (photos, human stories) to create connection.
* Mission-focused messaging—often with impact metrics or milestones.
* Transparent contact info and registration details.

Thing to Do Differently (To Be Better)

Adopt a softer, more hopeful design reflecting Ubuntu spirit.

Use warm, earth-tone palettes (soft oranges, greens), authentic community imagery (smiling faces, local gatherings), and conversational copy ("Together we rise") to evoke belonging. Less pressure, more invitation.