GROUP H

PROJECT TEAM MEMBERS

1. Chinedu Godswill Nwoye

2. Oluwatobiloba Akinmade

3. AbdurRahman Khawaja

4. Chiemego Emmanuel Nwokolo

PROJECT BACKGROUND AND BUSINESS NEED/OPPORTUNITY

Reach Autism Learning is a non-profit organization that helps families with autistic people to teach skills like reading, writing, math, and counting. The organization's website was presented to us as a team highlighting some work that could be done to make the website more user-friendly and reach more of its desired audience.

We are tasked with preparing an empathy map based on information provided to us by the organization's owners, analyzing what users would say, hear, feel and think while using the website. Following this is an affinity diagram to help organize and prioritize our observations, thoughts, and ideas. It also helps to ensure that team members have the same mindset about the client and task at hand moving forward. Next would be an insight needs chart highlighting what steps we would take and why we would take these steps. Navigation site maps to provide an idea of how we intend on making the website easy to navigate; low fidelity prototypes to provide a visual representation of what our clients should expect in the final product; and a user story map to provide user stories would also be required for the success of this project.

At a first glance of the website, it is not difficult to point out that the website, its homepage especially, requires more user interaction; details about what the organization has to offer its customers seem to be hidden and not presented in the best possible way. Volunteers and sponsors, who are the next important users after the families with autistic people, would also find it tough to find information that is for them. It is with this little observation that we've been able to find a background and foundation to kickstart this project.

NORTHSTAR AND CARRYOVER CUSTOMERS

NORTHSTAR CUSTOMERS: Families with autistic people.

CARRYOVER CUSTOMERS: Secondary users of the website like sponsors and volunteers.

PROJECT ASSUMPTIONS

- Figma for site mapping
- Word press for website creation
- Stories on board for user story map
- Microsoft word for word document with details
- Sticky notes for interactive empathy map and affinity diagramming

PROJECT CONSTRAINTS

1. Diversity of team members: As much as this would not be so difficult to overcome, the differences in the background of group members is a non-negligible constraint.
2. Budget
3. Client's requirements: The website will not a facelift per se. Our clients have provided us with constraints that are to guide our creativity and reduce the possibilities of the final product. We are to maintain the color theme and many other features as it represents autism.