



Psychological Needs:

- Need: A clear and simple donation process (easy to find, fast checkout)
- Insight: If the process is confusing or takes too long, donors will abandon the page and not contribute.

Safety Needs:

- Need: Secure payment systems and transparent donation tracking.
- Insight: Visitors will only donate or sign up to volunteer if they feel their information and money are safe

Social Needs:

- Need: Easy ways to sign up for volunteering and join community events.
- Insight: People are motivated when they feel part of a supportive community making a difference.

Esteem Needs:

- Need: Recognition for contributions (thank-you messages, badges, or public acknowledgment).
- Insight: Donors and volunteers want to feel valued for their effort, which encourages repeat support

Self-Actualization (Top):

- Need: A website that inspires users by showing impact stories, event successes, and progress in autism learning.
- Insight: When people see how their support transforms lives, they are more likely to stay engaged long-term.