Affinity Diagram

User interface	Donation	Community	Charities	SSCF	Information Page
Engaging information	Easy to see where needs most help	Problems in community are easily identifiable	Can advertise most needed help first	Nonprofit and volunteer sector	Charts and infographics to display data
Only see important info in beginning	Progress of community issue	Relatable stories	Help community become hopeful	Secure transfer of funds/show where it went	Short description about region/the need
Dropdowns, links, images, charts	Empathy with customer	Progress of ongoing projects	Connect with donors and increase impact	Guide donors to help the community	Impact stories
Interesting visuals	Community becomes part of their identity	Community description/ needs assessment	Create social impact	Create connection between donor and customer	Long form written content
Data filter by region and focus area	Attract new investors	Engaging new volunteers	Strengthening and funding charities	Open to the public	
				Understand the need of community	