



This lo-fi is based on the notion that the client wanted to see the visuals and customer stories first. This follows the Gestalt rules such as similarity, symmetry, and proximity. The main design thought process was based on the precedence that the client wanted to maximize the speed that the information is processed by the customer. This prototype shows the filtering options at the top then a two-column list of community needs with the title and visuals on the left and customer stories on the right. There will be a link on each box that will take the user to the full details of the donation. An affordance such as the filtering box is at the top so the user immediately knows the constraints of what they can do on the website.