

Team: Default Gestalts

Team Members: Dillan Zurowski, Dmytro Stepaniuk, and Robert Kraakman

Project sponsor: Dr. Tim Maciag (ENSE 271 Lecturer)

Business need/opportunity

The South Saskatchewan Community Foundation (SSCF) needs us to find a way to make their Vital Signs PDF report more interactive by creating a website that people can engage with, creating more empathy and relatability with the communities in need. The SSCF hopes to integrate community stories, and connect these stories and the community data to the UN Sustainable Development Framework to help community members understand how the work of local organizations make a significant impact on the work towards the global development goals. Through the interactions with the report, the goal is to call the community to rally towards action on these community issues. Ideally, the interactive report motivates and inspires people to donate their time and resources to improving their community.

As part of course-based learning activities, to work alongside the SSCF to explore new and innovative web designs that inspire people to action around community needs. High-level guidelines, principles, constraints

Reflections on project planning, execution, & closing

- **Selected north star & carryover customers**
 - NorthStar (target) customer: The donors are the NorthStar customers as they are the ones that will be engaging with the website the most. We want these donors to feel like they can relate to the community that they are donating to and making an impact on real life problems.
 - Carryover customers: One of the carryover customers include the charities as they will be the ones on the receiving end of the donations and can let people know how much is being donated where and the gap of what is needed in each community. Other carryover customers include volunteers and government officials as they will keep up with the progress of donations and be more engaged to donate themselves. Also, the community itself are carryover customers because they would be more aware of ongoing projects in their area.
- **Summary of assumptions made and constraints uncovered**
 - Limits were set by WordPress and its functionality. Some ideas, like creating responsive maps, were not implemented due to difficulty of operating with WordPress. Limitation was also set by first experience with WordPress. Every feature had to be explored and experimented with to find its use in our design.

Due to this, some elements in design were changed, some were dropped, and new things were added.

- Clear structure of the data was not accessible due to not having an updated report, so data from last year was used to determine the structure of the website and information.
- Client's feedback had a big impact on our progress that changed prototypes and prepared solutions.
- **Summary of key findings from affinity diagramming, empathy mapping**
 - Affinity diagram allowed us to see insights in the company itself. SSCF is a public and nonprofit volunteer sector that guides donors to help the community. This allowed us to change our thought process that would be more similar to the organization. The diagram also helped us prioritize what customer wants the most. The first priority was to keep users engaged on the website and to do so, things like interactive charts, images, links, different visuals, and clear filter options had to be implemented.
 - By creating an empathy map, we gained a better understanding of the emotional and behavioral factors that motivates SSCF in changing their approach of creating different representation for Vital Signs. We discovered the desire for convenience and ease of use, so we focused on creating a template that is simple and intuitive to navigate, with clear and concise instructions. Also, the desire for social connection and community, so we focused on incorporating social features like impact stories, positive and motivational pictures, pleasant color scheme.
- **Discussion of the initial & evolution of your USM/MVP**
 - In the first iteration of our user story map, we had included features such as the ability to log in and specify what region the user is in so results could reflect that. This idea was thrown after our first meeting with the SSCF representative who said the website should not require the user to login as it is simply an addition to the SSCF website. In the next few iterations, we decided to think more about what the client was really looking for and decided we needed to include a heavier focus on the visuals and immediate impact on the user as soon as they opened the page. We soon added easy to understand visuals to our MVP1 as we understood this has the biggest impact on the user. During our meets, we also heard from the client that one of the biggest functionalities he wanted to see was the ability to search and filter the data. This is one of the main reasons for this project, since the current report is too static, we were tasked with making it more static and readable by filtering and showing only the data the user wants to see. Another MPV1 task we added was the importance of the user seeing the progress and needs of the charities and communities in the form of a statistical graph.

- **Summary of prototyping activities and usability evaluation findings**
 - In terms of people-centered design principles, the prototype incorporated several key concepts. Ease in navigation and pleasurable looks were implemented as it was tailored to the needs and preferences of the target audience. User feedback and comments were used to guide and inform the design, ensuring that it was easy to use and engaging for users. Customer mentioned that he would not need extra features like a login or donation system. The focus was shifted on changing the format of Vital Signs report to a more interactive and engaging model.
 - Gestalt principles were also incorporated, using grouping and proximity to ensure that the visual elements are organized in a clear, logical, and meaningful way. The principle of proximity was used to group related elements together, such as charts and data tables and long form explanation to the provided data to make it more clear. Principle of similarity was used to make sure that similar data elements share a common visual style, such as using the same color scheme or chart type. Consistency across post pages would help users quickly recognize data and find necessary information.
 - Signifiers were used to indicate interactive elements and make them more visually prominent. We used icons to indicate the different types of charts or graphs available, and labels to explain what each chart represents. Also, by making charts interactive, users are able to engage with information on a deeper level. Additionally, we used colors to highlight key data points or to indicate the most important information like summarized blocks of information about certain regions or focus areas.
- **Summarize your final WordPress solution** Include screenshots of your final solution, linking back to prototyping activities, feedback/comments gathered, and lecture topics
 - The structure of the website ended up in the following categories:
Landing Page - introduces the purpose of this report and gives an opportunity to search through data. Also, it gives short information about all necessary components that are included in the report.

Vital Signs

Vital Signs® is a community check-up that measures the region's health and vitality, identifies significant trends, and provides in-depth, up-to-date information about the people in these communities and the environments in which they live, work, and go to school. Local data gathered through the program is used to support evidence-based, locally-relevant solutions to improve the quality of life at the community level. Vital Signs aims to inspire civic engagement, to provide focus for public debate, and to help a range of actors take action and direct resources where they will have the greatest impact. It is Canada's most extensive community-driven data program, spearheaded by Community Foundations of Canada and led by community foundations in Canada and around the world. More than 65 community foundations in Canada and 41 around the world take part, producing Vital Signs reports, hosting "Vital conversations" and more.

Search by Category

All Needs

SUBMIT

About SSCF

Vital Signs Report

Back to SSCF Site

Sustainable Development Goals - the name of this page signifies to users about the goal of this organization. The data is positioned in a way that users would be engaged to read through and find some new information. All important data is highlighted with colors.

Communities Well-Being Impact

As impact of Covid and other changes in society occur organizations and community members have identified Mental Health of the Communities, Economic Hardship, Loss in the Sense of Belonging, and Food Insecurity as examples of needs not met.

Survey responses revealed that

- 🔍 **mental health of the communities became the leading issue of concern** (35% reporting) followed by
- 🔍 **economic hardships** (17%),
- 🔍 **loss in the sense of belonging** (15%) and
- 🔍 **food insecurity** (12%).

Communities Creative Solutions

Below are some examples of how communities have sought to address some of the major concerns reported in our communities.

Mental Health

- Established "Mental Health bites" - presentations on a variety of relevant topics at no cost.
- Implemented monthly wellness

Homelessness & Affordable Housing

- Launched a new housing project in Regina to address the need for low barrier housing for seniors involved in the criminal justice system.

Community needs page - the purpose of this page is to create sympathy from users and create connection with user's communities, challenges, and needs. Choose a Community Need signifies to users are able to search through the needs and find information quickly to make the website even more useful.

An Organizations ability to go beyond its mandate is a sign of its passion, and not always its capabilities.

51% of organizations went above their mandate but

- 44% require stable long term funding
- 11% need staff and support
- 7% need support for fundraising



Choose a Community Need

All Needs

All Needs
 Drug Abuse and Addiction (1)
 Homelessness and Affordable Housing (1)
 Mental Health and Wellbeing (1)
 Racism towards Immigrants and Indigenous peoples (1)
 region (3)
 Safety in communities (1)
 Sustaining Rural Communities (1)
 Through COVID-19 and Beyond (1)

Communities require additional funding to address their challenges:

- 37% more funding
- 12% more staff

Challenges Faced by Organizations

Regions and Focus Areas - this page contains all detailed data from the report that can be sorted and filtered. Each post has a consistent template that allows users to quickly allocate all necessary data. Each post contains images, charts, and the same structure so the user will be engaged in going through the data, developing a deeper connection to the issue at stake, and using more of the long-term memory as the user is browsing through the posts.



FOCUS AREA

Mental Health and Wellbeing

Asset Mix as of December 31, 2021 Investments into the region No Data Found Working to close the gap between Saskatchewan regions and Index of Well-being and GDP You contribution allows us to [Read more...](#)

By dsj361, 2 days ago

FOCUS AREA

Racism towards Immigrants and Indigenous peoples

Asset Mix as of December 31, 2021 Investments into the region No Data Found Working to close the gap between Saskatchewan regions and Index of Well-being and GDP You contribution allows us to [Read more...](#)

By dsj361, 2 days ago



FOCUS AREA

Safety in Communities

Asset Mix as of December 31, 2021 Investments into the region No Data Found Working to close the gap between Saskatchewan regions and Index of Well-being and GDP You contribution allows us to [Read more...](#)

By dsj361, 2 days ago

Reflections on project results

- **Summary of our relation about this project**
 - We were all excited to work with a real client to solve a real world problem that could potentially be used and maintained in the future. We enjoyed having a consistent meeting with the SSCF representative to receive feedback on our thoughts and ideas regarding the direction of the product. This prepares us for a real world agile workflow that we could see in a career post-grad.
 - This project allowed us to truly apply what we were learning in class, allowing us to put theory of design principles into an actual real world setting. Not only building confidence in our skills but also in our knowledge.
- **Summary of what went well during the project**
 - Each of us had our own strengths and we found a way to utilize them to maximize effort as a group. Another thing that went well was that the three of us got along well and were able to easily ask for help or feedback from one another which made difficult challenges easier.
 - Discussions and problem solving were a strong suit for us. Developing the affinity and empathy map went well, and adjustment to the storyboard.
- **Summary of what not went well during the project**
 - The timing and communication could have been better but that is unavoidable as each of us were free at different times throughout the day. Wordpress was also difficult to manage at times as it often did not want to work the way we wanted it to work and seemed to “fight back” the more we tried things. Also conflicting visions made it slightly harder to find common ground on layout and functionality
 - Issues that arose was having big ideas that were outside of the abilities or plugins in word press.
 - Translating from figma hi-fidelity prototype to wordpress was not straightforward, and resulted in trying to find free plugins to make the basic actions in figma into wordpress. This led to abandoning some interactive components.
- **Discussion about our success in translating prototypes into WordPress reality**
 - We were able to translate the general page layout and concepts but in the end the final Wordpress ended up quite a bit different then our prototype mainly due to the limitations of WordPress and our knowledge of WordPress.
 - Even after addressing some of the changes required, it was difficult to have design features work or line up correctly.
 - Transferring the basic concepts of our lo and hi-fidelity prototype to word press required alterations and adjustments. This however may have been an improvement due to the requirement to have a more simplistic design, and

reduce overly enthused design features that may not have supported the site's purpose.

- **Discussion about the usefulness of people-centered design ideas discussed in lectures**

- The topic of people-centered design definitely helped us think more about who the real customers are first, then creating a design around those users. This forced us to think about what the user wanted to see in the website rather than what us as the designers wanted to see. This was one of the focus points mentioned by the client as he mentioned sometimes users will only be on the website for a couple of seconds so we needed to find a way to catch the users attention within those seconds to give them the information they need.
- The people centered approach even after the conversations with the client allowed us to think further outside of the box regarding what potential user demographics were, how they use the internet, how they may be led to engage, and what type of content should be available.
- It allowed us to critically analyze our process to not be tailored and concise not only with content but design and interactions on the site.

- **Things we would do the same for our future products**

- The prototyping and fast-feedback cycle was very effective and would be beneficial to do again for future projects. Even if we decided to create new prototypes based off of our current product it would help us come back to the roots of the project and guide us towards a more accurate design.

- **Things we would do differently for our future products**

- Future projects would include a better inventory list of available plugins and their uses at the beginning. An issue was the reactive nature of planning specific design aspects without actually knowing which plugins to use and then having to search for them. A better approach may be to be more general and identify a list of plugins and their attributes, and then seek to design around them. This could benefit in both maintaining a budget, and refining the design plan.
- Already working on a final report from the start. This would allow us to keep better track of things we did and what was used to achieve certain goals. This would provide better reflection and better understanding of the process.

- **Summary of opportunities and design ideas for future work**

- Opportunities available in the future would be an ability to better identify the target demographic. It may have been beneficial if SSCF was able to provide an idea regarding the age/gender of donors. This could allow a better idea of design features and principles to incorporate. Particularly we started to think that an assumption could be that individuals who donate would be above a

certain age (45) and this could see higher levels of accessibility needs: vision, hearing, computer literacy, etc.

Appendix: WordPress themes and plugins

- Documentation of the WordPress theme(s) and plugin(s) selected in your proposed WordPress instance
 - Elementor: Hestia Theme, 4.7 out of 5 stars with 6,485 reviews, last update march 15, 2023
 - Wonder slider lite 4 stars from 24 reviews, last update March 31, 2023 with 10,000+ active installations.
 - Search Filter Pro 4.5 stars from 142 reviews last updated March 26, 2023.
 - All in one WP Migration 4.5 stars with 7,157 reviews last updated March 31, 2023.
 - WPforms lite 5 stars from 12,857 reviews last updated March 31, 2023 and has 5+million active installations.