

## Summarized Customer Notes

The customer provided feedback with our presentation indicating favourable feedback to the first prototype presented regarding the flow and information pathway. Beyond that the customer has interest towards an interactive map that can support further filtering, and engagement and although not critical has hinted of interest for further exploration of this concept.

The need for a landing page that provides an effective summary of what to expect from the website was identified as a critical aspect, due the need to retain users on the website, providing enough information that can be engaging. While it has been referenced again not to emphasis the donation, in kind services, and volunteer aspect. These are topics that are in the back of the customers mind and can be explored but not at the cost of the main objective: presenting the Vital Signs Report in an emotionally engaging manner.

The client indicated some future and current data information that could be useful especially regarding how the Saskatchewan region could be broken down to (in their organizations roughly three regions), and further details about how SGE is applied to charitable organizations. Knowing that there will be roughly 3 regions supports understand of the filtering process, and if moving towards an interactive map style.

The website and information on the site or page are not to be focused on current news, or dynamic information. The information present on the site and its pages will be right from the Vital Signs report that can be 1 to 2 years prior to an updated report. The site and page should not focus on the idea of having update current news or stories other than that found in the Vital Signs Report. This allows a static, but consistent approach data extraction.