**Affinity Diagram**

| **User interface** | **Donation** | **Community** | **Charities** | **SSCF** | **Information Page** | **Report** |
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| 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 | Revamping approach to report |
| 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 | Connect old methods with new |
| 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 | Make it more accessible |
| 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 | Interactive representation |
| Data filter by region and focus area | Attract new investors | Engaging new volunteers | Strengthening and funding charities | Open to the public |  | Easy to digest by public and government officials |
|  |  |  |  | Understand the need of community |  | Update with new and relevant data |