Target User #3:
Users who already have a specific natural disaster relief organization in mind, likely because they volunteer at an organization or have a close connection to someone who does. These users are active on social media and at relief centers to spread awareness and sponsor more aid for people affected by natural disasters. These users will not only use our web-app, but they will help us grow by sharing it among the members of their communities. These users are knowledgeable about the people and the areas that are affected by natural disasters and already have a sense of how they would like to help. Our web app makes it easy for them to choose many different items to easily and more efficiently help as many people as they can.

Product Description:
Our web app helps users send recommended aid packages to disaster relief organizations, and thereby to families affected by natural disasters that they are concerned with.

Product Logic:
On the user interface of our web app, our users will be able to search for specific products to add to a package. They can make as many unique aid packages as they like, and they can recommend these baskets to other users as well. After selecting the desired organization to support, they will be able to log into an online marketplace and place orders for the packages.

Input and Output:
The users input items that they want to add to an aid package and which organization they would like to send those items to. Our web app outputs an online order of the items to that selected organization.

Mockup: