

## Support

Chatbots  
(idea)

Tools: Contact  
Advisor,  
Calculator etc

FAQ / Not  
sure where  
to start

Tutorials?

Company  
Important  
Contacts

## Navigation

Loves Clear  
Navigation

Accounts  
(save info and  
applications)

Easy  
buckets  
bars

Displays simple  
and understanding  
overview of each  
navigation sites

Directory  
with  
personality

## Clarity

"Has anyone  
heard of/seen  
\_"; "Depends  
on"; "That is  
a good  
question"

What age  
groups would  
this website  
be for?

Too  
much of  
an info  
dump?

Color  
preferability  
for the  
website

What is the focus  
task that needs  
the website to be  
provided  
mainly?

## Data-Orientation, User Feedback

Provide a  
Survey?

Attentive

Show data  
with proofs,  
maybe video  
evidence

Hand  
Gestures,  
Refers to  
Data alot

## Influence

Gave out a lot of  
different examples,  
resources also  
point out certain  
websites

Needing more  
help,  
incapable of 2  
people team

Striving for  
different  
ideas?

Easily available  
in US or other  
province in  
Canada

## Pain?

A linear  
approach

Not user  
friendly

Website  
Security  
Concerns

Lacks  
website  
Directory

extra  
unecessary  
info?

## Gain?

Provide  
buckets in  
navigation  
bars

Implement new  
things and key  
ideas for the  
website

Structured  
website,  
easy to  
understand

Purpose: To  
connect donors  
and businesses  
with the charities  
and the causes  
they care about.

User-  
Centered

Sustainable  
Website