Key Insights & Findings

Home & Fundraising

- **Issue:** The scroll feature is overwhelming and does not translate well to mobile layout.

- **Solution:** Replace scrolling with titled sections linking to relevant content.

- **Issue:** Statistics lack purpose or supporting data.

- **Solution:** Remove unnecessary statistics or provide relevant supporting data.

Resources

- **Issue:** Lack of external resources for easier management.

- **Solution:** Add useful links for additional support.

About Us

- **Issue:** Reviews are unnecessary.

- **Solution:** Remove review section.

- **Issue:** Content focuses too much on SSCF instead of the charity hub.

- **Solution:** Refocus description to highlight the charity hub's purpose and link to SSCF's main website.

Organization & Storytelling

- **Positive Feedback:** Users liked the design and layout.

- **Positive Feedback:** The "Submit Stories" section was well received.

- **Recommendation:** Explore a "Not sure where to start?" section to enhance user guidance.

General Notes

- **Content Layout:**

  o Break up long paragraphs for readability.

  o Maintain a consistent layout across all sections (use Organization & Storytelling as a reference).

- **Design & Aesthetic Issues:**

  o Current look feels like a **low-fidelity (lo-fi) prototype,** making content difficult to engage with.

  o **Poor color scheme, font, and overall design** do not align with SSCF's branding.

  o Fix footnote & logo placement.

- **Action:** Redesign and ensure complete, well-structured content.

2. User Feedback & Suggestions Table

Category	User Feedback	Suggested Improvements
Navigation	Scrolling is overwhelming, hard to use on mobile	Replace scrolling with categorized sections
Design & Layout	Feels outdated, inconsistent color scheme & font	Align with SSCF branding, modernize UI
Content Clarity	Information is useful but hard to read in long blocks	Break up paragraphs, use structured headings
Overall Usability	Site is functional but needs polish for engagement	Improve layout consistency, fix footer & logo

3. Recommendations & Action Plan

- Improve navigation by replacing scrolling with categorized sections.
- Break up long paragraphs to improve readability.
- Remove unnecessary statistics and reviews.
- Ensure consistency in layout across all pages.
- Redesign UI with modern, clean, and brand-aligned colors & fonts.
- Improve mobile responsiveness to enhance the experience across devices.