ENE271 Project - Activity 1: Customer Notes

Empathy map and insights chart:

- Well organized and accurate documentation of project's needs and possible solutions

- VSCN can be excluded from insights chart, not a priority

- Main problem: provide a place for charities to go to for resources - donors should not be considered

Low-fidelity prototypes and site maps

- Description for organization's purpose displayed on home page would be valuable

- Carousel display is good for information

- Search bar and filters useful

- Utilize header with necessities only, keep it simple

- Financial services section is too small to be a main bucket, place it under another bucket

- Focus on business for charities

- Find a better term for 'operations' that would suit users better

- stories/impact should be a main bucket, highlight the importance of storytelling

- Separate granting and fundraising into its own categories

- Do not provide a description for external organizations, link users directly to their site (in case organization changes their direction)

- Resources/information excludes events

- Move FAQs under 'about us'