BUSINESS CASE	
Proposed Project	Char - Charity Organizer
Date Produced	September 21, 2021
Background	Finding a charity worth supporting is a difficult task. This is not because an individual callously lacks the interest to support a noble cause, but rather, information is distributed in such a way that makes the task burdensome, especially when dealing with smaller, more local organizations. By their very nature these organizations don't have the grand scale and resources to advertise their goals, even though their purpose may be of interest to many in the local community. It may be that potential supporters may not even know the organization exists, but another facet is that potential supporters may be unsure that their money or time volunteering is being used in a way they deem appropriate.
Business Need/ Opportunity	By processing open charity data and displaying it in a meaningful, robust, and aesthetically pleasing manner, we can better serve those looking to support local, or otherwise meaningful to them, charities. If they do not agree to support that specific charity, we could recommend another charity inline with their specific interests. A type of recommendation engine can be used to help relevant organizations be found. Once a charity is found for an individual, they can be shown how they can help said charity. For example, a specific volunteer spot opening or donation link for a drive.

To enable clearer communication from organization or individual, we could allow the organization to take control of their own space. Alongside their immutable details, one could have information that the organization itself provides. This information could be a call to action for others to help or otherwise noteworthy events. Whatever the organization deems helpful to their cause. |
| **Options** | 1. Focus on the project on giving the information about charities financial details, providing a greater focus on displaying the information without allowing the organization a total controlled presence.
2. Allow the charity organization to have complete control over what their entry on the service looks like. That allows them to choose what they disclose.
3. Create a social media like option, where there are posts and pages of comments and users. Including friends, likes, follows, etc.
4. Do nothing. |

Benefit-Drawback Analysis

Option#	Benefits	Drawbacks
#1	- Gives the most accurate picture of a charities resources - More trustworthy for users - Easier to format information universally, rather account for organization's choosing - Simpler implementation	Organizations may be hesitant to engage without total control
#2	Organization may be more likely to use the service if they have control	- May hide useful information from users - Will not solve the problem of finding a charity's resources unedited
#3	- Familiar to a wide range of users - Better serves a connection between people and organizations	- Requires many additional features unrelated to project goal - More competition, people already have many social media platforms
#4	- Free - No commitment	- Project Required by class - Leaves a niche of local charity information unproduced

Recommendation

Most likely #1: Focus on information