

Insight Document

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Team: Bridging the Gulfs

Team Members

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Example	Need (What)	Insight (Why)
- Menus - Animations - Movement	Interactive browser based experience.	The current format of the reports are fairly boring and monotonous. If it were more fun and engaging to read/navigate then it will make it more enticing for someone to read.
- Nav bars - Wide menus - Collapsible options	Easy way to filter data.	The report information is presented as a pdf right now, and it makes it impossible to read the information we care about. It's also overwhelming to be presented with so much information that doesn't really interest me as well.
- Graphs - Diagrams - Impact stories - Raw data - Audio/Video	Different types of content.	When reading information, especially analytical data, it makes it hard to digest the numbers and statistics when it's just paragraphs of information. It gets frustrating and overwhelming to be "thrown into the deep end" of information rather than being eased into with supporting graphs/diagrams and impactful community stories.
- Volunteering - Donating	A call towards action.	Helping out the community is something lots of people wish to accomplish. Impacting people, feeling like you're part of something bigger; but sometimes it's hard to know where to start. It would be nice to have a way to see what's out there depending on an issue you're passionate about, and the options available for us to contribute.
- Charts - Diagrams - Summaries	Understanding how funding is being distributed and handled.	Donating to a cause is a fantastic way to give back to your community, but how is my dollar actually being given back? Where is it going, and if I'm someone who is interested in giving back even more by starting my own charity organization, how likely am I to receive some funding based on the nature of the issue my organization is addressing?