~ <u>Overarching Goals</u> ~

<u>Basic Start</u>

1.) **Why does this site need to exist?**
   a. It exists in order to either help people involved in domestic violence, or people who want to assist the people involved whether it be indirectly or directly.

2.) **Are there any specific metrics that you or the client may be shooting for?**
   a. Something that is easy to navigate through and quick to access because some scenarios are needing to have almost immediate help.

3.) **What will make you look at this site as a success?**
   a. A simple yet direct site that gets the point across.

<u>Why, What, When, Where?</u>

- ♥ Site's Impact (Why):
   - o Solve a problem
   - o Support a goal
   - o Spread an idea
   - o Fulfill a need
   - o Make someone happy

- ♥ Site's Format (What):
   - o Archive: save, browse, share
   - o Service: organize, represent, remind
   - o Lesson: explain, persuade, inspire
   - o Community: introduce, connect, listen

- ♥ Visitor's Prompts (When):
   - o In pursuit of a goal
   - o During daily routines
   - o Upon certain life events
   - o After seeing others do it
   - o If reminded

- ♥ Visitors Context (Where):
   - o At home
   - o At work
   - o Out and about
   - o Somewhere new
   - o School

Client	What are the business goals, and if possible, what is their priority?

- ♥ Bring awareness of who they are and what their mission is
- ♥ Receive donated items whether it be money or objects to give away that are in good condition
- ♥ Give out sources to those in need
- ♥ Get other big organizations to help support their topic
- ♥ Connect with other organizations that have similar missions and donate and support them

Audience	What are the different types of goals that would have when visiting?

- ♥ Get help ASAP
- ♥ Want to get in touch for some not major help
- ♥ Looking for resources for someone else
- ♥ Donating
- ♥ Wanting to become a sponsor
- ♥ Wanting a presentation

Website	What are the website's priorities? These may share some of the client's priorities.

- ♥ Make information easy and quick to find and understand
- ♥ Raise money and resources through donations
- ♥ Make it simple to request resources
- ♥ Connect with other organizations

~ <u>**Specific Goals**</u> ~

User	Goal	Content/Action
Survivor/Victims/Supporter (Majority Female)	Get advice or assistance (whether it be for them or someone else); immediate or loosely	Persuade them to join the program and become involved with someone to help them; and maybe even continue to stay with them after their problem is solved
The Community/Family/ Friends	Spread awareness; attend to someone they know is in need; donations; find more volunteers; recommendations; show them what they can do to help	Being a very big encouragement for the patients; making bigger donations/events
Volunteers/Sponsors/ Organizations	Spreading their mission around and visually showing them off; showing them what they can do to help	Become a sponsor or staff member/volunteer to help the association grow and spread