

streetcause.org landing page:

Key Principles:

1. Clean, clear, no clutter
2. Clear message: Impact that Street Cause has made, why should someone donate to us
3. Clear call to action (donate) with contrasting button, visual hierarchy to emphasise
4. No information overload like current layout.
5. Optimisation for mobile
6. Navigation to - Who we are, Visionaries behind Street Cause, Open Libraries, Street Cause on Social Media, Updates, Complaint/Whistleblower, Street Cause in the Media

Homepage					
	Who we are	(on hover)			
		Meet the team	(on click)		
			CEO's Office/PC		
			City 1		
			City 2		
		Our Projects			
			Mega Projects/Spotlight		
			2023-24		
			2022-23		
		Alumni			
			Alumni Spotlight		
			2023-24		
			2022-23		
		The Founders			
			Founders Page		
	Media	(on click)			
		Media Page (Articles, event pictures)			
	Open Library	(on click)			
		Audit Reports			
			2023-24		
			2022-23		

		Annual Reports			
			2023-24		
			2022-23		
		Policies			
		Constitution			
		Ways of working			
	Complaints	(On click)			
		Whistleblower			
	Contact Us				
		Contact Us page			
	For Volunteers	(On Hover)			
		Log in			
		Sign Up			
			SC member log in page		
		Volunteer Kit			
	Donate				
		Donate Portal			



Who we are	Visionaries behind the cause	Media	Open Library	Contact us	For Volunteers
Log in					Log in
Our Projects					Register

Street Cause is the living embodiment of the quote, "A life without a Cause is a life without an Effect." The slogan had been bringing in students of different ambitions and aspirations together and driving them to be more than passive spectators to the inequities in our society.

Akhilesh Jukareddy established Street Cause in 2009 at the Sreenidhi Institute of Science and Technology, Hyderabad, with a vision of serving humankind with a group of like-minded individuals who are passionately driven by one cause: "A life without a cause is a life without an effect". Street Cause today stands proud and tall, having come a long way since its inception. It has built for itself a desirable reputation few can match. All this could be achieved through vision, sheer dint of effort and ground-level execution of all our volunteers.

Street Cause has not only contributed to societal welfare but has had a significant impact on our volunteers in building character and shaping their personalities to grow up as valuable citizens. Street Cause has prepared the students to be lifelong achievers, keen collaborative learners, progressive thinkers, good communicators and responsible citizens.

Having been present in six cities and envisioning growing in many more, Street Cause is going through a remarkable transformation as a National Organization in every way. It is slowly taking one step at-a-time in making Vision 2030 possible.

Donate

to the cause, be a part of the change

16 years of service
1 lakh + lives impacted
10,000 + alumni network
6 cities across india
4 crore plus project spend
70 colleges across india and expanding



-High quality pictures from either run, OG human chain, or a vibey event with a lot of people next to the given content

-Donate button to be clickable to go to donate module

-‘Who we are’ to be on topbar, when cursor is hovered, to show as buttons:

‘about us’

‘our projects’

‘People behind the cause’ when hovered to show dropdown ‘Founders’, ‘The Team’ and ‘Alumni’

‘Media’,

‘Open Library’

‘contact us’ to be buttons.

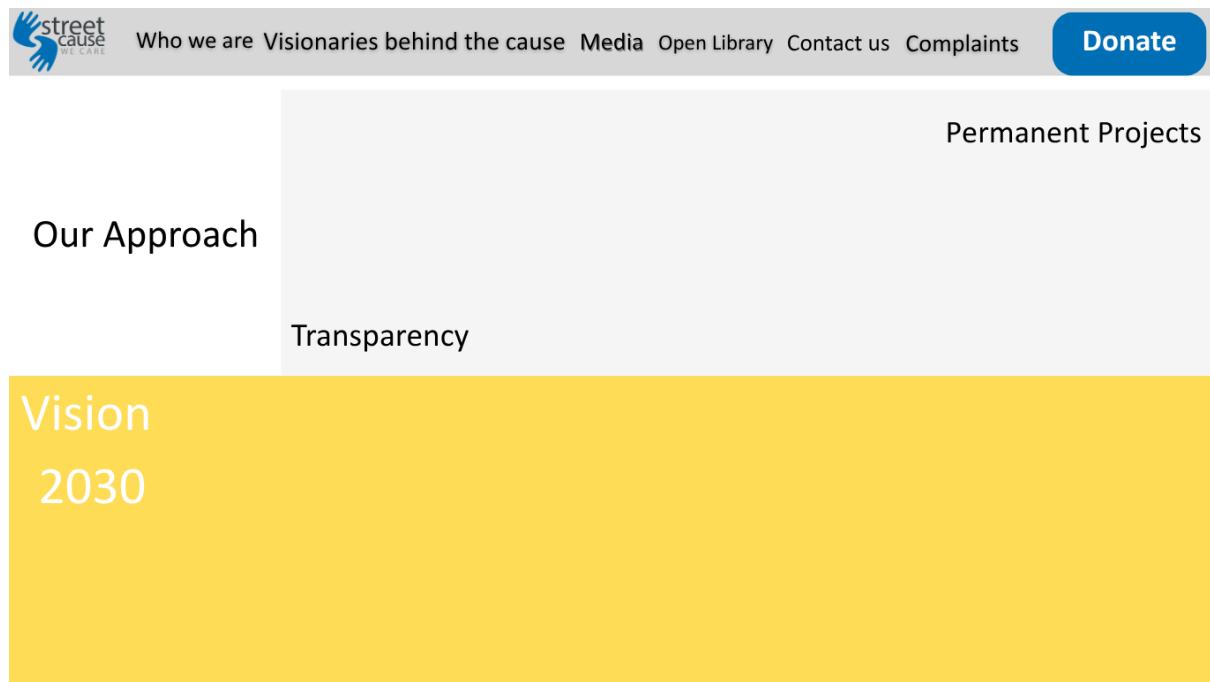
‘For volunteers’ button when hovered over, to show dropdown ‘log in’ and

‘Register’ and ‘volunteer handbook’ for the volunteers.

Second page (First Scroll Down)

-After scrolling, topbar to accommodate blue colour donate button on top right.

-Entire top bar to have a different background



- Permanent projects to be hyperlinked to projects page. Content to be given with a good background picture of a permanent project with low opacity
- Transparency to be hyperlinked to open library, certificates/80g, audit reports page
- Vision 2030 to have yellow background (most pleasing/positive colour) and info about vision 2030

Third Page (Second Scroll)

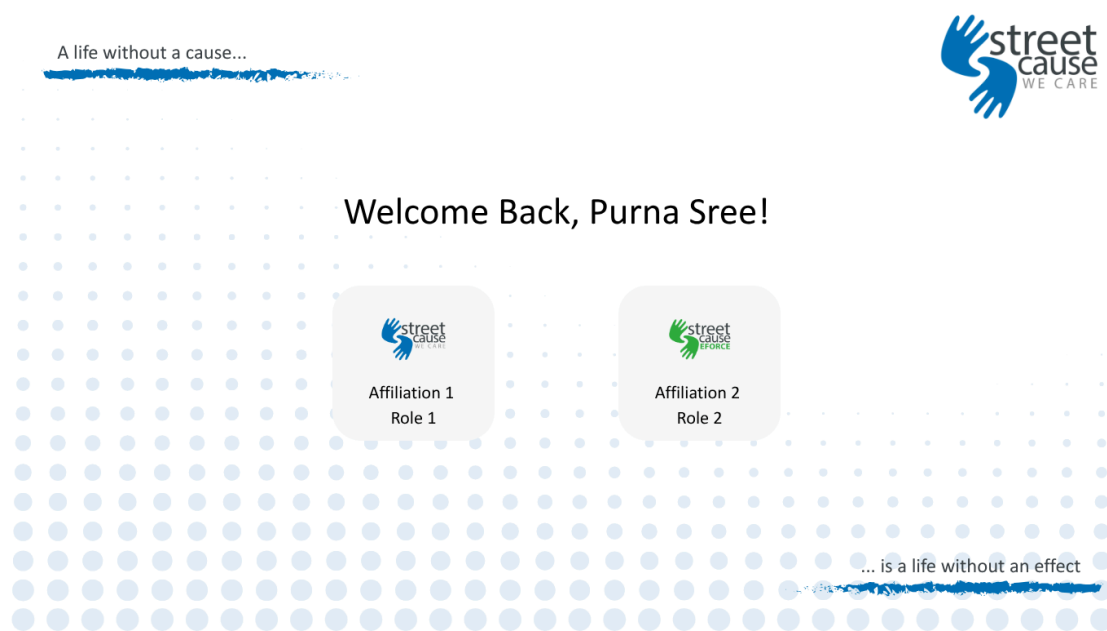
- Ways of working, Tenets
- Current cities names with links to projects pages of those cities

Fourth page (third scroll)

- testimonials
- SC in media

Post Log in Landing Page:

The initial landing page post log in is supposed to display the name of the user and the affiliations that the user is currently part of. From here, the user is to select their affiliation which will redirect them to the affiliation landing page.



Important pointers:

- Ensure that the Street Cause logo is displayed
- Avoid empty white spaces preferably using textures/noise that is blue themed (Org theme blue/white)
- Affiliations associated with the user to be displayed clearly with affiliation name and role held by the user in the affiliation
- Affiliation logo on the box of the affiliation would be even more intuitive

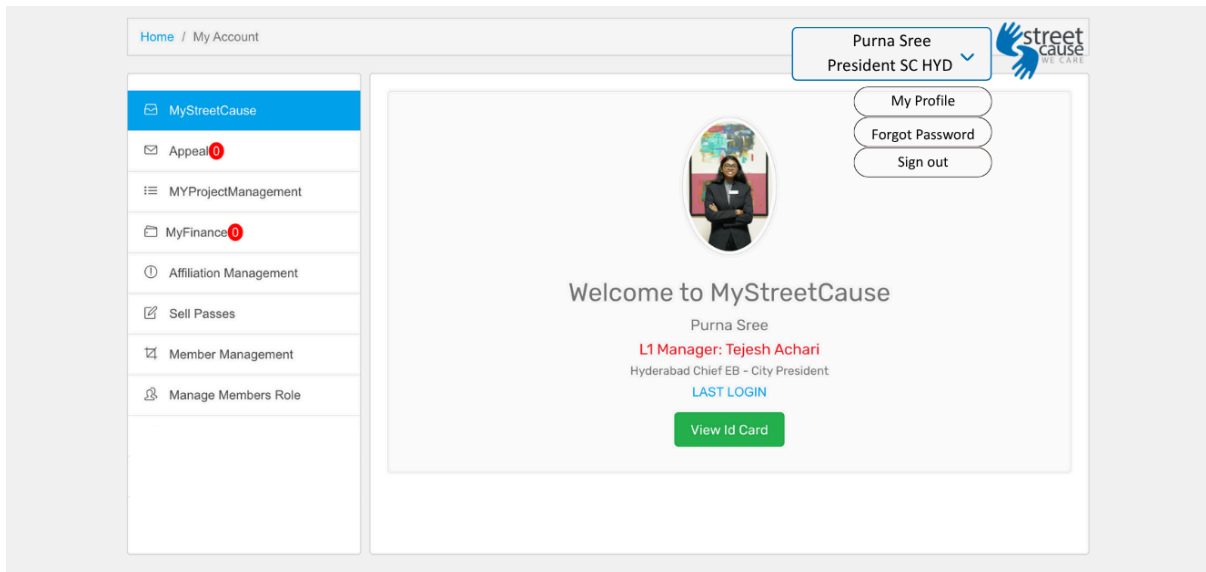
Post selection of affiliation:

After the affiliation is selected, the affiliation landing page is to display the profile picture of the user, name of the user selected affiliation and role held by the user on the top right **at all times** in a button (for all modules, pages). When selecting this button a **dropdown** should appear, showing my profile, change password, and sign out.

On the centre of the page, the picture of the user as uploaded is to appear, below which the name, designated manager, affiliation and role is to be mentioned, and a **button to display ID Card** of the user.

On the left side, a sidebar containing names of modules is to be displayed according to the permissions and level of the user. Common modules for all levels are:

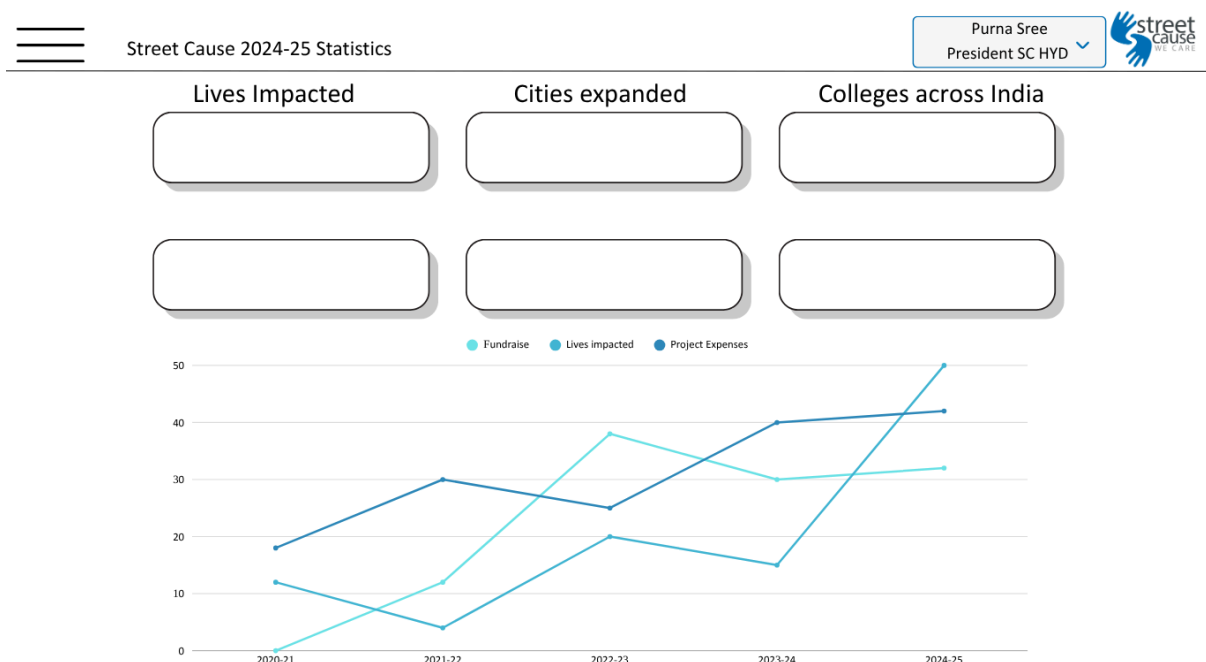
1. Project Management
2. Finance Management
3. Sell Pass
4. Reports
5. Open Library
6. About



Upon Scrolling down, all levels of users are to see the statistics of the previous year in Street Cause, the data should be updated through the admin page of the website, **data is not to be hard coded.**

A line graph showing year on year growth/numbers of lives impacted, fundraise, expense, the data should be updated through the admin page of the website, **data is not to be hard coded.**

The side menu is to be collapsed into a hamburger upon scrolling down .



User Persona:

Age: 19-22

Digital Literacy: Grew up in the digital age, able to identify common icons, navigate through apps, webpages with ease

Demeanor: Short Attention span, should be able to complete tasks with minimum interaction cost

Preferences: Clean UI, minimalistic design

Lifestyle: Uses the Street Cause app quickly in between classes, during break, or after college to get permissions, create events, or browse through stats when needed mostly.

- As a user of any level, I should be able to first see the affiliations that I am a part of. Then, I should be able to select my affiliation and be taken to my landing page.
- At the landing page, I should be able to navigate to all my modules at a glance, show my Street Cause ID card wherever, or quickly see statistics or show it to anyone I'm pitching to.
- I would like to see my currently selected affiliation and role at all times throughout my navigation so that I'm not confused, or wasting time raising wrong requests.
- I want the landing page to look pleasant and clean