

	Finding	Solution	Priority	Impact	Feasibility	Audience/User Type
Clarity/Concept	Unclear Involvement Process	Call to Action	High	High	High	Volunteer/Recipient
	Unclear location of past and future projects	Visual Map	Medium	High	Low	Volunteer/Recipient
	No Supporting Information to legitimize the organization	Testimonials/Reviews/Partnering Organizations	High	High	High	Volunteer/Recipient
	Special events unclear (gives impression that this is only project)	Remove the page	High	High	High	Volunteer/Recipient
	Unclear information regarding organization and project process	Add info to Homepage, add FAQ page, differentiate process between volunteer and recipient roles	High	High	High	Volunteer/Recipient
	Unclear messaging about whether a recipient qualifies or not	FAQ Page	High	High	High	Recipient
	Lacking sense of community	Clear social Media Presence	Medium	High	High	Recipient
	Insufficient info on Homepage	Add info to Homepage	High	High	High	Volunteer/Recipient
	Insufficient information about donations money	Address in FAQ and add info to Donations page, embed GoFundME widget	High	High	High	Volunteer/Recipient
	Users have repetitive questions about the organization and process	Add a FAQ page/section	High	High	High	Volunteer/Recipient
Contact/Sign Up	No convenient method to contact the organization	Introduce a form on the page	High	High	High	Volunteer/Recipient
	Visitors feel uncomfortable expressing emotions right away	provide a basic embedded questionnaire, calendar schedule phone interview with Jen to obtain more details	Medium	Medium	High	Recipient
Multimedia	Videos are inconvenient based on time consumption	Make videos supplementary to content	Medium	High	High	Volunteer/Recipient
	Images aren't explained well	Quote + Image to create hope	Medium	High	High	Volunteer/Recipient
	Videos and Images aren't easily accessible	Reposition multimedia to support content on site	Medium	High	High	Volunteer/Recipient