

## MOBILE APP & WEBSITE ANALYSIS





•**Objective:** Create a mobile app version of the Navjyoti India Foundation website to extend their reach and accessibility to a wider audience.

•**Key Features:** Information about the organization's mission, vision, and history updates on ongoing projects, events, and initiatives to support the foundation's work, volunteer registration and engagement opportunities.

•**Target Audience:** Donors interested in supporting social causes and volunteers looking for opportunities to contribute to the community members seeking assistance from Stakeholders and partners of the organization.

•**Design Preferences:** Reflect the branding and visual identity of Navjyoti India Foundation. Simple and intuitive navigation for easy access to information, mobile-friendly layout optimized for various screen sizes and platforms:

•**Performance Evaluation:** It helps assess how well your website is performing in terms of traffic, user engagement, and conversions.

•**User Experience Improvement:** By analyzing user behavior, you can identify areas for improvement in user experience, such as page load times, navigation issues, or content relevance.

•**Content Strategy:** Analyzing which content resonates with your audience can inform your content strategy, helping you create more relevant and valuable content.

•**Conversion Rate:** By analyzing user journeys and conversion rates, you can identify barriers to conversion and optimize your website to improve conversion rates.

•**Competitive Analysis:** Studying competitors' websites can provide insights into industry trends, best practices, and areas where you can differentiate yourself. Overall, website analysis enables data-driven decision-making to enhance the effectiveness and performance of your online presence.

