

Insights document

Root of customer wants and needs:

The OSI-Can representative expressed that the main issue of the website is information organization. This root cause leads to many issues that needs to be addressed, the main ones being:

- Reaching the appropriate target audience such as nurses and firefighters
- Trouble with navigation
- Unfriendly user interaction
- Unorganzied information from links and downloads
- Unclear donation button

Some questions that are wise to ask the representative would be:

- Which information is the highest priority to present?
- Is there any information that is less of a priority to declutter the main pages?
- What kind of aesthetic best suits your vision?
- What is the highest priority target audience that should be considered when building the main web pages?

Another way we gathered information is consulting potential users of the website, some users needed to say that:

- The website feels crowded
- There is unnecessary information and imagery
- Too much information to be analysed
- Needs a method to find information
- Unorganzied information

Going forward, the main methods we will use to fix and address the wants and needs will be:

- Focusing on the home page to be simple, clear with information, and easily direct viewers
- Better organize the information, links, and downloads
- Add a way to directly find information such a search bar
- Simplify the user interface
- Improved prioritization of information on what to show the user first