

NorthStar Customers Insight

Themes Emerged	Sub-Themes Extracted	Need (What)	Insight (Why)
Communication	Membership Related	For new members to join	For becoming a part of growing community and investing in good cause
	Contact	Contacting board members and organization	Interested visitors might have questions related to CCDP, organization etc.
Design/Front-end	Navigation	To navigate between pages	This helps in navigating and finding appropriate information at the right place and enhances UI experience
	Event Related	To view upcoming and past events	Visitors are also interested in media foot print and gaining knowledge on the experience an organization can provide. This can lead to increase in potential members
	Media Related	To view podcast, blogs, events etc.	Podcast, blogs, talk shows etc. are very popular way to drive in the traffic and gain insight into organization which leads to increase in members and ultimately grows community
Management	Administration	To delete and add events, blogs etc.	This is a management way to keep the audience updated when it comes to upcoming events
	Forms	To view and fill forms with required information	To update forms and increase or decrease in membership prices depending on organization