



Says

What have we heard them say?
What can we imagine them saying?

Required data is easily searchable

Will use the webpage's data for future project planing

Up-to-date data can be found in the page

Might inquire for more data

Will refer other users to this site

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



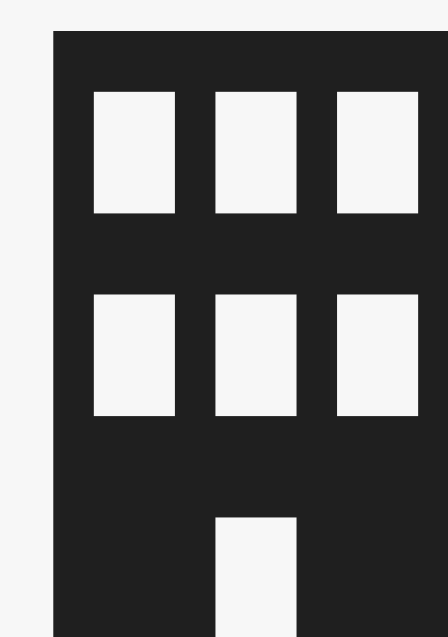
The impact of their work on community

Time usage for data analysing has been optimized

How they can be benefitted more through represented data

If feedback from community is positive or negative?

Significant ideas gathered



Non-Government Organizations

Advocate/promote their cause using different platforms

Might plan their next moves by prediction using the data

Can identify which areas in community need more attention

Might use the webpage as their base source of data collection

Will find contact of various related indiviual or organization working for same cause

Concern about funding regarding presented data

Encouraged by seeing positive impact of their work on presented data

Satisfied using the webpage with ease

Won't feel fatigued browsing through the webpage

Curious to know about other areas of social resources

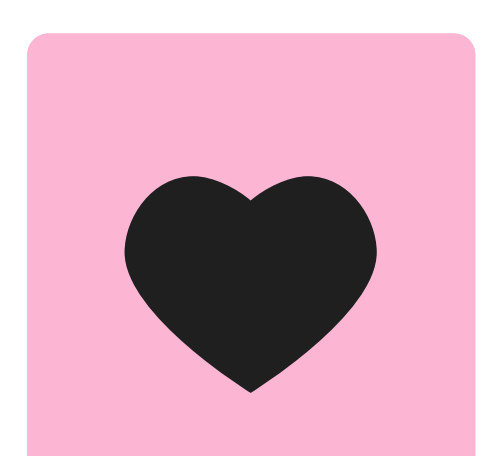


Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



[See an example](#)

Pain

If the necessary design is not provided, the user will be unable to locate the desired information. Resulting in further stress and uncertainty since much effort is wasted finding precise information.

Gain

The NGO will benefit from using the website to collect additional data on progress tracking. It should be considerably easier for them to collect multiple data sets in one location.