

Says

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

Thinks

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



How can one help?

How long is the process for reaching goals?

Spread information to other users

Has the information made its point?

Will the information make any benefit to user's lifestyle?

Does one need to know this?

More easy navigation in the webpage

Can one know the relation between the data and SDG?

What will happen if such statistics are avoided?

Have I been inofrmed with enough data?



General User

Inquires more information

Researches more about SDG and global resources

Contributes to the society

Donate fundings to institutions working for the cause

Will spend more time browsing the webpage

Becomes more aware

More curious

Feels enthusiastic

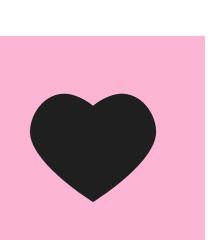
Excitment for contributing to community

Satisfied with webpage user experience



Does

Feels



Pain

Not enough organized and concise webpage design might lead user to more confusion then clarity. Abundant collection of data also blurs the goal of the webpage.

Gain

The precise information will raise awareness among users. As a result, contributions to the community's benefit will increase, as will SDG progression.