

Activity 3: Customer Notes

- ★ Need a “back” button from SDG Data page. Like, from the data popup to the pinwheel.
- ★ Streamline was easy to navigate.
- ★ Organized tabs.
- ★ SDG popups should be a quick look. It is too overwhelming. The back button should be on the top corners.
 - Have the longer information in another tab.
 - Simplicity is bliss!
- ★ The images aren’t as relevant. Dive into what it’s about!

Colleen’s Notes

- ★ Try to keep colors, font, and capitalization consistent!
- ★ Try to base the website on SDG colors!
- ★ Change the “Hey You” header on the homepage.
- ★ Bottom of home page: Use the SDGs (graphics) for the SDG cities
 - Consider accordions because the text is heavy!
- ★ Make the headings: “What Is It?” “Why It Matters” “Relevant Data” consistent placement and capitalization!
- ★ Data visualization graphics were basic. Consider using the SDG graphics or matching the colors.
- ★ The Data visualization was different from the homepage. Is there a way to make it feel more integrated?
- ★ The SDG title on the navigation bar and pinwheel should say: “UN SDG Framework” or the “UN SDGs”
- ★ The SDG popup in the “SDG page” looks different compared to the homepage.

Brooklyn’s Notes

- ★ Regina’s Six SDG Focus was confusing to navigate. The exit should be on the top right corner!
- ★ For the home page, she suggests to put the causes after Regina’s Six SDG Focus.
- ★ The Build Environment was well structured, but the quick info was a little overwhelming.
- ★ In the SDG pinwheel (the place where it says “view data”), she thought she would see graphs.
 - As an alternative, maybe have anchors and change the language to “learn more”