Think & Feel?

"I want something reliable."

"I want something engaging."

Excited

Open-minded

"I care about Regina and its future."

Passionate

Curious

SDGs in Regina is needed.

"I want to learn more about Regina."

Efficient design to draw people in

They see boring page layouts in many SDGs sites.

Hear?

The data is available somewhere. Some are not easily available.

Change is enacted in different provinces, except in Regina

See?

Users of Application
- Decision makers
- General public

Mostly all Canadian provinces have SDG websites. Regina needs one.

They see simple designs.

Some data aren't engaging

Say & Do?

"What's important in Regina in terms of SDGs?"

"Stay away from help desks or emails. Self-moderation and links instead."

A site that contains ALL SDG information

Galvanize action (volunteerring, participation

"We want a public (online) space to facilitate change."

"...Global framework and adapt it locally."

"...want to attract and engage with new funders, donors, [and the general public."

"The first priority is to get the data information showing."

Pain

Data is spread to different online places.

Many data websites are slow.

Basic and simple designs

Gain

Ease of use

Want to inspire community action

User friendly

Engaging design

Data management capacity - can hold a great amount of info