

NEEDS AND INSIGHT CHART

Example	Needs (what)	Insight (why)
Side/Top bar navigation	Organize categories into an easy-to-access design	Keeps website clean and organized and gives users access to key sections
Visuals/Images	Great appearance and easy-to-show data for users	People do not like to read massive amounts of text. Things like images tell the story of the data/info visually and help users retention.
SDG's tab, window, etc. (strictly unique to just SDG's.)	A quick reminder on what they are, no need to search in a new tab.	Users can quickly find the SDG's and how it's relevant to the information/data they are viewing without having to go to a separate website (functionality and efficiency)
Search Bar	Easily access specific information	Allows for easier navigation and finding information right away conveniently for users.
Large Text Quote/Hook	Gives the site identity and easily shows you what it's about	Helps with retention and clicks. This is a feature that shows users quickly what the site is for, why they should care t, and what they can expect from it