



Says

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

"Create connections."

"I want this site to focus on reaching the decision maker "

"I want this to inspire and galvanize action"

"How do you summarize the data?"

Thinks

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



Personal voluntary experience influences mindset/behavior

Wants the site to display information conveniently and logically

Thinks the right design will inspire action

Thinks creating connections and engaging is greatly beneficial

Scott and Colleen

Chapter Lead and Director

Can see them raising community awareness about SDG's

Actively works with data

Exploring other community mapping sites

Participates in supporting non-profit voluntary sectors

Feels excited about having different types of teams to work on designing one goal

Feels hopeful about having a site to map SGD's for Regina

Feels that attracting, but not overwhelming visuals are key

Feels impatient with slow websites



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?

