| **Example(Findings)** | **What(insights)** | **Needs(Why)** |
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| The OSI-CAN website is difficult to navigate. | We want to make the website more A user friendly | Need clear, simple navigation for different user groups. |
| Service information is scattered across multiple pages. | Users struggle to find key resources quickly. | Need centralized, well-structured resource hubs. |
| OSI-CAN wants to expand beyond core groups. | Make it clear that OSI-CAN support extends beyond Occupational PTSD, it also includes trauma not related to a person’s employment | Need messaging that emphasizes trauma-informed care for *all* affected by operational/occupational stress injuries and trauma not related to a person’s employment |
| The site has no clear distinction between peer vs. professional support. | Users don’t understand service categories. | Need visual cues and clear labels separating support types. |
| The website lacks multilingual or culturally adapted content. | Diverse users may not feel represented or supported. | Need culturally sensitive, possibly multilingual resources. |
| The OSI-CAN website has no footer. | Users lack quick access to key navigation links and contact info at the bottom of the page. | Users lack quick access to key navigation links and contact info at the bottom of the page. |
| A resource that helps them to know where to start.” | Users don’t know what step to take first. | Need an onboarding/journey guide (e.g., “New here? Start here”). |
| OSI-CAN wants to extend to rural areas. | The current service model doesn’t fully reach remote communities. | Need digital-first delivery (virtual peer groups, easy-to-access resource hubs, low-bandwidth site design). |
| The donation button is small/unengaging. | Users may not notice or feel compelled to donate. | Need a visually engaging donation call-to-action that communicates impact clearly (“Your gift supports veterans & first responders”). |
| Each provincial OSI-CAN site is separate, with no clear cross-links. | Each provincial OSI-CAN site is separate, with no clear cross-links. | Need **regional navigation links** to unify the experience and help people find local support. |