

Volunteers/People  
wanting to get  
involved

*Think & Feel?*

How can we help  
spread awareness of  
these issues

Feeling  
lost of how  
to help  
SDGs

Ease of  
use of  
website

Stating the  
main  
issues at  
hand

Easy to read  
charts about  
data for each  
sustainable  
goal

News and  
headlines  
of SDGs

Giving a  
generalized  
idea of how  
to get  
involved

*See?*

*Say & Do?*

-Figuring out how to get more  
people involved and take action  
- Taking action to target these  
goals and create a successful  
way to improve on these goals

*Hear?*

People that are  
affected in different  
areas

*Pain*

Unreadable/  
Not very  
easy to use

Data/charts are  
hard to  
understand

No mail  
goal to  
target on

*Gain*

Attracting  
people to  
get more  
involved in  
SDGs

Attracting new  
communities from  
different parts of  
the world to take  
part of SDGs