

Insights and Needs Chart: Group C

Example:	Needs (What):	Insights (Why):
Public	User Friendly Design	Users/targeted audiences are more likely to interact and engage with a website that is easy to navigate and visually appealing, elevating the overall user experience.
Public	Targets SDGs as Intended	Producing a website with the targeted SDGs ensures that our purpose is clear and relevant, gaining user trust and commitment to the purpose.
Public	Data Is Easy to Digest and Displayed Well	A clear visualization and presentation of the data increases user comprehension, making informed decisions and actions possible.
Public	Captivation Interface	Engaging design interface and visuals capture user attention, allowing exposure to the website and fostering user trust.
Public	Engaging Language and Professionalism	Compelling and professional language displays credibility and establishes a connection with the users, encouraging participation and support.