

Insights and Needs Chart: Group C

Example:	Needs (What):	Insights (Why):
Accessible for All	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.
Sustainability	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.
Inspire Community	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.
Design	Captivating Interface	Engaging design interface and visuals capture user attention, allowing exposure to the website and fostering user trust.
Awareness and Trust	Engaging Language and Professionalism	Compelling and professional language displays credibility and establishes a connection with the users, encouraging participation and support.