

Think

1. The website seems boring for the user.
2. User engagement is less.
3. The user thinks that there are better ways to design the “Profiles and Projects” section.

Does

1. The website should show the users what we do and educate them about Sustainable Development.

Says

1. We want the website to be “the place” where people can go to see what is happening.
2. We want to create curiosity if someone visits the website.
3. We want the “Profile and Project” section to be innovative.
4. We want to make the search more effective.
5. We want you to show the user visiting the website, “Who we are and what we do!”
6. The goal is to educate people about the 17 SDGs

Feels

Unhappy: About the search function.

Excited: About the upcoming design of the website.