

Hear

- Need visual (search option, Map etc.)
- Need user friendly and interactive interface

Think and Feel

- No winner or Loser
- Volunteer
- Optimistic
- More interactive design
- Community is the heart of sustainability

See

- Focuses on Goal 17 (partnership and to mobilise community)
- Self-driven

Say and Do

- Emphasize on annual end event
- Impact Locally and Globally
- Gives award to rightful recipient

Pain

- Less follower or engagement

Gain

- Self Satisfaction
- Building better world