

Needfinding: 10 User Needs

1. Surprises and creative ways of moving around the page: possibly a horizontal scroll
2. Audio to pause when videos start playing
3. Essays too long and dense to read in such a format: make them in a pop up lightbox, accompanied with images
4. Consider pagination vs. long scroll
5. Find ways to make text more interesting, interactive Easter eggs
6. All elements, even image-based, are more engaging when interactive. Try to make all elements interactive
7. Should be clear explanation/artist statement behind the issue
8. A way to give feedback or for users to contribute in real time (even via comments or a poll) would be nice
9. Text size should be large enough to be reader-friendly, unless there is a reason to make it hard to read
10. Separate pages should be made for deeper content that link to the main collage, so that they can be focused on

