Insights/needs chart/document (i.e. example, what, why)

| **Example** | **Needs (What)** | **Insight (Why)** |
| --- | --- | --- |
| UI | Interactive/engaging | Current method (PDF) is too long and not easily digestible |
|  | Ability to filter data | Helps provide only desired info, increases relatability |
|  | Visuals first | Fast understanding of data |
|  | Colouring theme | Know that the site is still a part of the SSCF |
| Purpose | Sort by what area needs the most help | Allows for those areas to be prioritised and potentially get the help they need first |
|  | Section for community stories | Community collaboration to increase relatability and empathy |
|  | Easier to update more frequently | Statistics change frequently and donors want to see the progress/needs of each of the emergent needs |
|  | How local work contributes to UN Goals. | Understand impact level and how charities are setting priorities |
|  | “Call to action” statement, state the need for help | Make people feel like they should help |
| ADD A COUPLE DAY |  |  |