SAY

-- Wants more organized site
-- Wants easy maintaining site
-- Wants organized forms and policies lists
-- Wants to find safety and trainig courses

STAKEHOLDER

Staff

THINK

-- Resourses should be easily findable
-- where would I find staff directory
-- Will it keep me updated with news and events

DO

-- Find forms and policies for students
-- Find employment policies

FEEL

-- Unorganized and confused
-- There should be user feedbacks and error reporting

Problem statement

Stakeholder		Need		Insight
The website does not have simple and updated information	NEEDS A WAY TO	Simple and organized way of retrieving information	BECAUSE	Because they are ones uploading and updating the information for public
(describe person using empathetic language)		(needs are VERBS)		

Insights

Design Thinking Action Lab 2013