

Need (What)	Insight (Why)
Make information easier to digest	Currently, the Vital Signs Report is not formatted in an easy to read way. A website will allow people to easily read about a specific section without having to search through a pdf document for it
Information filtered by region and focus areas	Having information filtered will make it easy for people to find what they need
Three types of content	Gives users different views on the information. i.e. impact stories show the user a community members experience
Calls to action	Inspire and motivate people to donate and volunteer
Easy to update data each year	A new report is not necessary, the information will just be updated on the website