Insights and Needs Document (Group E)

Example	Needs (what);	Insights (why):
User-Friendly Navigation	A very simple, clear navigation throughout website	Having a clear and easy to navigate website will help users quickly find what they are looking for without getting frustrated or upset.
Sustainability	Make our message clear on what our purpose is.	Outlining what our purpose of our website to help build credibility and ensure users understand what we value.
Data	We need charts, data, images, etc.	This will help digest information easier and help users understand it. This will also enhance user experiences and build trust.
Design	Clean and visually appealing interface	Having this will enhance user experiences and encourage those to return and use the site again. Will also help those not feel too overwhelmed.
Consistency	Need consistency on every page or design, etc.	This will enhance user experience as well as professionalism, we don't want to overwhelm users with multiple layouts, fonts, pages, etc.
Trust	Engage in language and professionalism	This will increase credibility, trust and help those know we are a reliable resource hub that will help and support users