## What is the purpose of the visualization?

What is the main objective of the visualization?

List the (scientific) question(s) the visualization is trying to answer. Try to be specific.

What is the key evidence that is available to answer the question?

## Who is your audience?

List the primary groups or individuals you will be communicating to.

If you had to narrow that to a single person, who would that be?

What does your audience care about?

What action does your audience need to take?

## What is the importance of this project?

What are the benefits if your audience acts in the way that you want them to?

What are the risks if they do not?

## What is the key message of the visualization?

Write out in a single sentence the key message