

## INSIGHTS CHART:

Category	Key Insights (what)	Why?
Sustainable development	<ul style="list-style-type: none"> <li>Strong alignment with SDG</li> </ul>	<ul style="list-style-type: none"> <li>Enhances global and local impacts</li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>Involve community influencers</li> </ul>	<ul style="list-style-type: none"> <li>They have high impact on the community and greater social reaches</li> </ul>
Challenge-Adaptation to change	<ul style="list-style-type: none"> <li>Flexible for future changes</li> </ul>	<ul style="list-style-type: none"> <li>Allows for course correction, embraces change of evolving project</li> </ul>
Challenge-Stakeholder alignment	<ul style="list-style-type: none"> <li>Clear communication and expectations from stakeholders</li> <li>Success metric</li> </ul>	<ul style="list-style-type: none"> <li>Relevant deliverables</li> <li>Encourages more investors and donors</li> </ul>
Ease of Usability	<ul style="list-style-type: none"> <li>No sign ups required (High)</li> <li>No dropdown in navbar (Low)</li> </ul>	<ul style="list-style-type: none"> <li>It will be easy for anyone, even those not familiar with tech and websites to navigate through it.</li> </ul>
Inspire Community Action	<ul style="list-style-type: none"> <li>Provide data that is relevant to the community's goals</li> </ul>	<ul style="list-style-type: none"> <li>It will help the community feel more empathetic towards the goal and situation which inspires them to act</li> </ul>
Granular information	<ul style="list-style-type: none"> <li>Ease of readability and understandability of provided data</li> </ul>	<ul style="list-style-type: none"> <li>It will help folks to understand what they are looking at and understand the visual provided.</li> </ul>
Education and awareness	<ul style="list-style-type: none"> <li>Emphasize the role of the website in providing credible information to the community</li> </ul>	<ul style="list-style-type: none"> <li>Promotes sustainable practices within the community</li> </ul>

Design is important	<ul style="list-style-type: none"><li>• Appeals to the community and encourages them to look around and learn about SDG's</li></ul>	<ul style="list-style-type: none"><li>• To attract the community and have them take part of Saskatchewan's SDG's</li></ul>
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