INSIGHTS CHART:

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| Category | Key Insights (what) | Why? |
| Sustainable development | * Strong alignment with SDG | * Enhances global and local impacts |
| Community Engagement | * Involve community influencers | * They have high impact on the community and greater social reaches |
| Challenge-Adaptation to change | * Flexible for future changes | * Allows for course correction, embraces change of evolving project |
| Challenge-Stakeholder alignment | * Clear communication and expectations from stakeholders * Success metric | * Relevant deliverables * Encourages more investors and donors |
| Ease of Usability | * No sign ups required (High) * No dropdown in navbar (Low) | * It will be easy for anyone, even those not familiar with tech and websites to navigate through it. |
| Inspire Community Action | * Provide data that is relevant to the community’s goals | * It will help the community feel more empathetic towards the goal and situation which inspires them to act |
| Granular information | * Ease of readability and understandability of provided data | * It will help folks to understand what they are looking at and understand the visual provided. |
| Education and awareness | * Emphasize the role of the website in providing credible information to the community | * Promotes sustainable practices within the community |
| Design is important | * Appeals to the community and encourages them to look around and learn about SDG’s | * To attract the community and have them take part of Saskatchewan’s SDG’s |