

INSIGHTS – EVIDENCE OF NEED

What is the problem you are trying to address?

The clearer you are on the problem or issue that you are trying to address through your project, the easier it will be to plan and evaluate.

Insights Checklist – Have You?



Clarified your problem?



Identified your target group?



Looked into relevant local research/data?



Engaged with your target group?



Use ideas from your target group to plan your project?



Gathered evidence to show why your project will help address the problem? E.g., evidence from key enablers/influencers, potential or previous participants. Through surveys, focus groups, behaviour observation...