1. Who is going to use the output(s), for what, when and how?

Understand primary audience and reflect on the human context in which you will deliver your analysis. Anticipate needs and concerns, tailor your analysis to suit their challenges and goals.

What are key decisions that need to be informed?

Which policy or practical issues are they concerned with?

Who are they, how big is the group?

Put yourself in their shoes: Which policy or practical issues are they concerned with? What do they care about and why? What are their concerns and priorities? How can you tailor your analysis to suit their challenges and goals?

Identify alternative sources of information they use:

Can you access data safely and freely be short or long, in paragraphs or bullets, with few or many visuals? Is it possible to capture the essence of your message in one or a few graphics?

Determine if collaboration can improve the quality of your analysis:

Determine if collaboration can improve the quality of your analysis: Is there an existing conceptual framework that can support data collection and analysis, e.g., i.e., MIRA framework or feedback framework? Do you need to adapt or create one?

Identify key partners and subject experts: What are the resources and expertise you would turn to for help to inform your analysis? Will you need to approach them just in time or is the required input?

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