

AI Project Kickoff Checklist

10 Questions to Ask Before You Start

Define the purpose

What problem am I solving with the model? Is AI the right tool for the task?

Clarify success

What is a good result for this project? How can I measure it?

Pick the right tool

Which AI system (general LLM, image model, domain-specific tool) best fits my needs?

What are its limitations?

Set the tone

Do I need the model to challenge me, help me simplify, or fact-check? Am I framing my prompts clearly?

Check the data

Is the information I'm using sensitive or confidential? Do I know where the data might go?

Fact-check outputs

What verification process will I use? Can I triangulate with other tools?

Watch for bias

Does the result reinforce stereotypes or leave out perspectives? Have I challenged it enough?

Think about impact

Who is being affected by this project? Do you need to obtain approval from or inform other stakeholders?

Plan the workflow

How will I integrate AI's results into my work? What sort?

Reflect & improve

Did I achieve my results and add value? What should be changed next time?

Pro-tip: You can also brainstorm with a model using these questions.