

Insights Checklist

Well crafted insights can inspire great design.

Work through this checklist for each of your insights to see where you can strengthen and refine.

1

Well-informed.

Is it informed by multiple data points—including secondary research, lived experience, and subject matter expertise?

2

More than an observation.

Does it offer insight into how or why a phenomenon is occurring?
Does it offer a compelling reframe of something we already know?

3

So what?

Does it help people understand why it matters? Does it capture a tension or a shift that needs to happen? Does it connect to project impact objectives and learning aims?

4

Sticky.

Is it memorable, interesting, and repeatable? Can we link to a metaphor?

5

Actionable.

Does it inspire action and novel solutions? Does it spark generative design opportunities?