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?