

Insight Framework

+ start by defining the goal

01. Why do we need to solve this problem?

02. What is stopping this from happening?

03. What evidence validates the problem/opportunity?

(Data, Customer Support, User Reserach, Social Media, Benchmark)

04. What are the top support queries currently?

05. What are the key findings from current processes?

06. User stories we'll be focusing on (Phase 1, 2, 3 ...)

07. What are the potential rabbit holes we've figured?

08. What would success metrics look like?