

# Insight Framework

01 Why do we need to solve this problem?

+ *add your answer here*

02 What is stopping this from happening?

+ *add your answer here*

03 What evidence validates the problem?

- ☒ Data
- ☒ Customer Support
- ☐ User Research
- ☐ Social media
- ☐ Others

04 What are user needs & wants?

+ *add your answer here*

05 What user stories we'll be focusing on in this phase?

+ *add your answer here*

06 What would success metrics look like?

+ *add your answer here*

07 Rabbit holes we figured?

+ *add your answer here*

08 Any key findings from current processes?

+ *add your answer here*