

POINT OF  
CONVERGENCE

# Insights Feedback Gathering from Communities

Effort ●●●●●

## Objective

To gather feedback on and validate the set of insights with key stakeholders, including the audience.



## Time needed

5–6 hours, depending on scope



## Participants

Design and research team, partners and stakeholders, individuals you are designing for

## How to use this tool

Before beginning idea generation, first, you should validate the insights distilled during the Define phase. There are many ways to do this with your participants. You can present the insights in large group sessions, small group sessions, or you can use a gallery walk where participants can individually evaluate how they feel about insights, what is resonating with them, and what they may be confused about or do not agree with. Use this template to prepare your insights for feedback, and to gather input from your audience and stakeholders.

1. **Prepare insight.** To prepare your insight for feedback, use the completed Lines of Inquiry template. Highlight the key data that informed your insight, as well as any “golden quotes” that help tell the story. Provide a visual that represent the insight or the story that you’re telling or even role-playing to explain it.
2. **Gather feedback.** Plan to meet with your audience and/or stakeholders to gather feedback. Use the template you prepared above. Discuss with your audience the relevancy of the insight. Identify any emerging design opportunities based on the feedback you receive.

POINT OF CONVERGENCE

Insights Feedback Gathering from Stakeholders

PROBLEM STATEMENT (Design Challenge): *HOW MIGHT WE QUESTION*

INSIGHT # \_\_\_\_

KEY DATA: *WHAT DID WE DISCOVER?*

GOLDEN QUOTES: *WHAT PEOPLE SAY*

PAINTING THE PICTURE OF THE INSIGHT IN THE CONTEXT

*MAKE IT VISUAL:*

- Place pictures that represent the insight or the **story that you're telling** or even **role-playing** to explain it (connect with real people stories or based on real situations).
- Place pictures or drawings in sequence to explain it through a **storyboard**.

**POINT OF CONVERGENCE**

**Insights Feedback Gathering from Stakeholders**

**DESIGN CHALLENGE**

*What is your "How Might We" question?*

**INSIGHT # \_\_\_\_\_**

**KEY DATA: WHAT DID WE DISCOVER?**

**GOLDEN QUOTES: WHAT PEOPLE SAY**

**HOW RELEVANT IS THIS FOR THE COMMUNITY: *Discuss***

*I LIKE ...*

*I DON'T LIKE ...*

*MAKES ME WONDER ...*

*MAKES ME THINK ...*

**EMERGING DESIGN OPPORTUNITIES**  
*Does it open unexplored opportunities to find solutions?*