

Observations

A collection of observations that are evidence of the same problem or opportunity.

The team’s collected detailed research findings that are evidence of a specific problem or opportunity in the user experience. Observations from many different sources may appear here, but they all illustrate the same problem or opportunity.

These observations are facts - we can show evidence that they are true.

Use this worksheet with the second page to move from this raw data to actionable design directions.



Title

A catchy phrase to label the ideas on this worksheet.

Solution Criteria

What this means for the project.

Create an action statement. What should be done about what we saw?

Brainstorm Topics

Specific questions to ask the team that might lead to cool ideas.  
Try to think of multiple questions to ask that address the  
Action Statement from different angles.



Insight

Summary of observations and our interpretation.

There are two parts to the insight. First, summarize the observations in a sentence or two. Second, explain why this is a problem or an opportunity in the user experience.



Use this worksheet with the second page to ground actionable design directions in design research observations.