

[Click "File" then "Make a copy..." to create an editable document for your project]

INSIGHTS PROJECT INTAKE

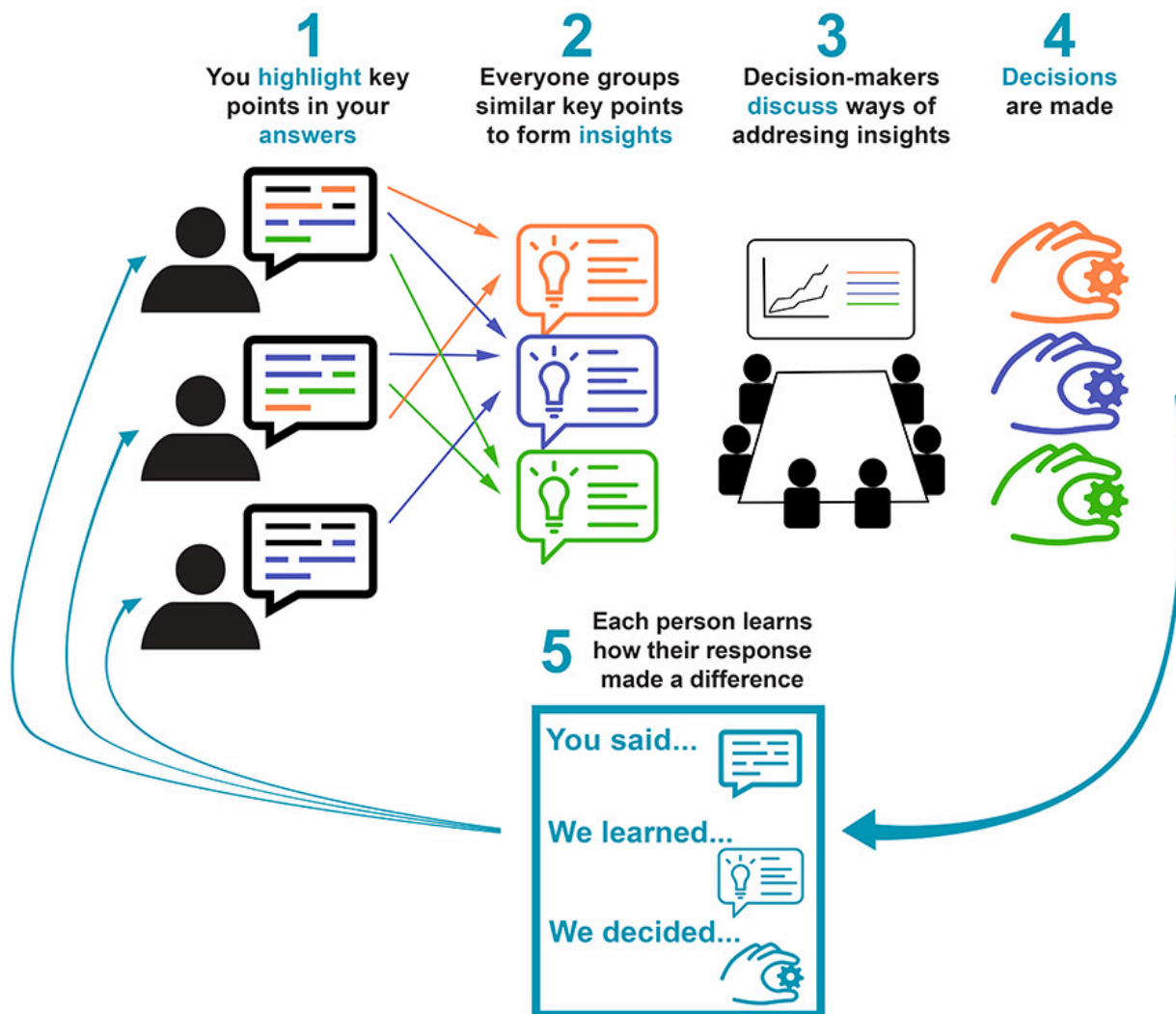
PROJECT TITLE:

LAUNCH DATE:

WHY AN INSIGHTS PROJECT?

- Insights is a website that enables decision makers to ask a group of people one question and develop insights and decisions based on that input.
- Insights is social—it allows people to interact with one another's answers.
- Insights enables participation in several ways, including SMS, in-person meetings, website pop-ups, and others.

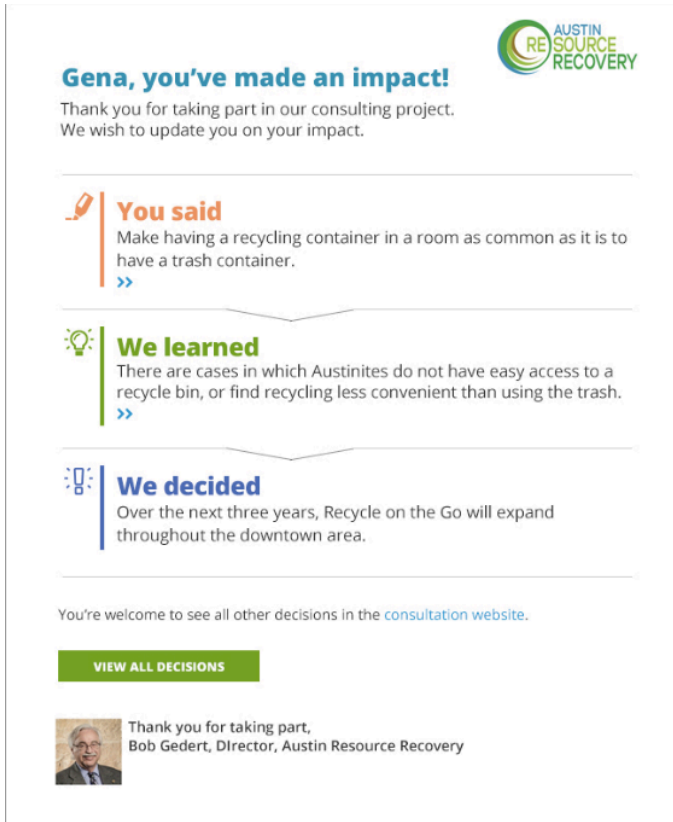
How it works for users after they answer the question:



Why you might want an Insights project versus a survey:

- Too often engagement efforts leave participants guessing what happened as a result of their involvement. If people sense nothing happened, they may consider future participation a waste of time.
- Insights closes the feedback loop automatically by individually sharing with each participant how their answer made an impact.
- Insights allows you to ask people for their individual “truth” or how they see the situation and it allows you to process that information in a meaningful way.
- Insights gets at the “why” behind the quantitative data you may already have so you can better understand your participants’ perspectives more deeply

Each participant gets individual feedback on how they have made an impact:



Gena, you've made an impact!

Thank you for taking part in our consulting project.
We wish to update you on your impact.

You said
Make having a recycling container in a room as common as it is to have a trash container.

We learned
There are cases in which Austinites do not have easy access to a recycle bin, or find recycling less convenient than using the trash.

We decided
Over the next three years, Recycle on the Go will expand throughout the downtown area.

You're welcome to see all other decisions in the [consultation website](#).

[VIEW ALL DECISIONS](#)

Thank you for taking part,
Bob Gedert, Director, Austin Resource Recovery

WHAT IS REQUIRED OF YOUR TEAM

A successful Insights project requires:

- 12-19 weeks (depending on scope) for Pre-Launch, Question Launch and Engagement, and Post-Engagement Decision-Making
- Between 150-250 hours of your staff's total time depending on project scope
- Zone of control or influence over the topic and decision-making
- Total commitment of a team, especially the decision-makers
- Access to your department's corporate communication channels and promotional support from your public information office (ideally, one of your team members)

Definition of the following roles:

Project Sponsor(s) / Decision Maker(s) - Estimated time commitment is 25+ hours over 19 weeks

Project Manager(s) - Time commitment: 60+ hours over 19 weeks

Campaign Moderators - Time commitment: 30+ hours over 3 weeks

Promoter/Communications Manager - Time commitment: 30+ hours over 12 weeks

Usability testers - Time commitment: 10+ hours over 2 weeks

Here is more [detailed information on roles and time commitments](#)

PROJECT SETUP

ABOUT YOUR AUDIENCE

Who is your audience?

What expertise do you want from them?

Why might they be incentivized to participate?

Which specific groups or names of participants would you like to target?

(If you have names, email addresses, and phone numbers, you may upload them to the platform. This will help reduce the login participation barrier. Send an excel file to innovation@austintexas.gov)

TIMELINE

When do you need to have decisions made? What action-forcing deadlines do you have? (In our prior experience, we have found that projects take 12-19 weeks depending on scope)

PROJECT ROLES

[\(detailed info on roles and time commitments\)](#)

Person responsible for final approval of content before project launch:

Project Sponsor(s) / Decision Maker(s):

Project Manager(s):

Campaign Moderators:

Promoter/Communications Manager:

Usability testers:

Content strategist:

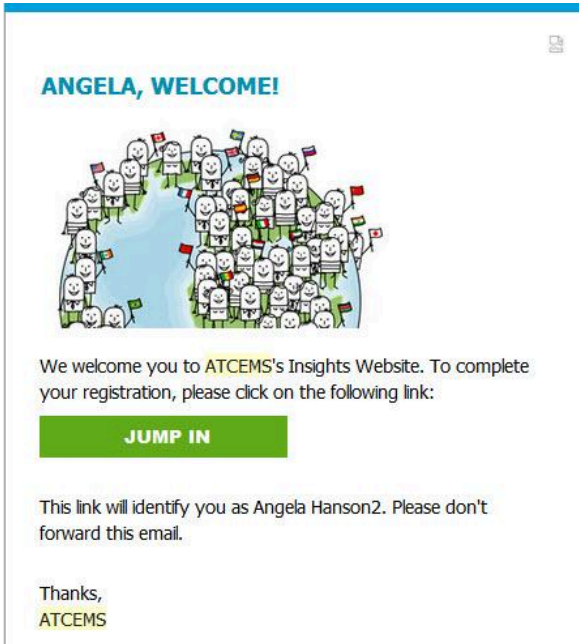
Innovation consultants:

COMMUNICATION

Which channels will you use to connect to participants? [Here](#) are the options.

Invitation emails include a login token so users don't have to register and login before being able to answer. This language is customizable. What would you like it to say?

Example:



Your email text:

Whom should correspondence and emails be from? (What goes in the "From" line? It's "ATCEMS" in the example above)

SITE CONFIGURATION

How open would you like your site? Members only or Open for all.

How would you like to moderate answers? Pre-posting or after posting?

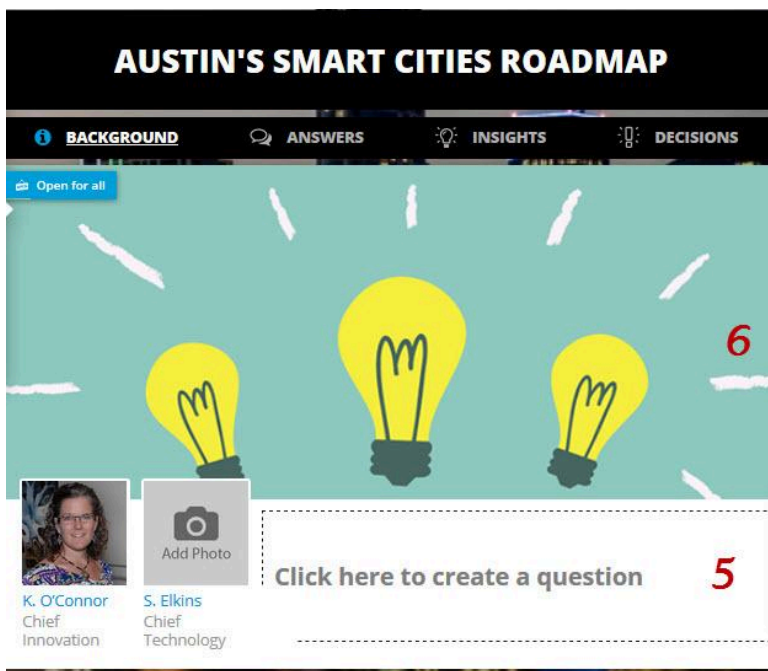
How will you be creating Insights based on highlights? This can be completely crowd-sourced or up to the project staff. Describe how you would like for this to go.

USABILITY TESTING

On what date or week will you test the platform, invitation channels, and content understandability? This needs to happen prior to launching. This will be coordinated by the Usability Testers and Content Strategist.

CONTENT

We need some content in order to launch the project. Reference the numbers in this example and develop in this order. You can leave the question for last and we can discuss with you how to frame it.



In short...

Click here to add short description	1
+ CLICK HERE TO ADD A DETAILED BACKGROUND	2
+ CLICK HERE TO ADD FUTURE PLANS	3
+ CLICK HERE TO ADD IMPORTANT REFERENCES	4

1. "In Short" (brief background)

2. "Detailed Background" (Go in depth on what brought this project about. This can include photos, links)

3. "What's Next" (include your future plans and what will be done with the input)

4. "Further Reading" (include important references, links, thought leadership on the topic)

5. Create your question(s). You may ask in two or more different ways depending on the audience, but all answers will be funneled together.

6. Project photo and branding: upload photo here and include any color swatches you'd like for the project title header.