

Example

Insights Matrix: Queensbridge Connected

Category	Existing Issue	Insight	Design Criteria	How This Informed Website
Communication	Navigating information	Some residents feel in the dark about changes happening around them by the city Don't know where to go for resources Minimal uptake at available programs Some service offerings at various organizations are confusing	Present hyper local information	Display local resources
Disenfranchisement + disengagement	Changing economic landscape in Long Island City	Some residents have experienced hiring exclusions from new local economic development Some residents feel like redevelopment is not for them Some residents feel disengaged from broader LIC community	Create a position for a resident liaison to work with the LIC economic development corporation or similar	Include an events calendar with events from broader community Display a news link with helpful information on what's happening in the city like nyc.gov's City Scoop
Training	Digital illiteracy	Some residents don't know how to safeguard themselves on the internet Digital illiteracy is not exclusive to just seniors	Pop-up message about how to erase browsing history Program evaluation should consider unintended consequences of enhancements and propose new solutions	Include a digital citizenship and digital resources section

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