

The Desk Research Card

Research name:	Duration:
Research lead:	Deadline:

STEP 1: ASSUMPTION / QUESTION

We want to understand / We assume that

Clarify what you’re trying to learn or confirm from existing sources.

STEP 2: DATA SOURCES

To learn about this, we’ll review

List internal reports, analytics, industry studies, competitors, websites, etc.

STEP 3: DATA

We will collect or summarize

Specify what you’ll extract – e.g. statistics, quotes, patterns.

STEP 4: CRITERIA

We will know we found something useful if

Define what counts as an insight or evidence that informs next steps.