

Generating Insights

What it is

After gathering data and building information from tools such as Persona, Journey Maps and other resources, it is time to give meaning to the research.





This is a reflective moment where we analyse the findings and transform them into opportunities.


Why use it

Analyzing insights allows you to reflect on your findings and leverage the research into actionable opportunities that connect with the user.

How to use it

Use this template to generate insights and transform them into opportunities:

1. Start by going back to your Persona , Journey Maps and other resources and analyse the data with particular attention to the Think, Feel, Do elements.
2. Identify and post findings that surprised you or broke with how you perceived reality. 
3. Identify and post findings that seem to be a mismatch between how the user feels, what he thinks and what he does.. 
4. Identify and post key needs, pain points and objectives that seem to be critical to the user 
5. For each row, rephrase each insight into an opportunity to work on. 

RESEARCH FINDINGS AND INSIGHTS		
Surprising Findings	Contradictory Findings	Urgent Needs
		
NEW OPPORTUNITIES		
There's an opportunity to...	There's an opportunity to...	There's an opportunity to...
		

Tips & Tricks

TEAM

2-5 people. The whole team would be ideal.

TIME

Between 40 and 60 minutes. If you need more time, prepare different rounds.

MATERIALS

Large paper, markers, sticky notes, masking tape, printed versions of your Persona, Journey Map and other resources you have used.

FOR BEST RESULTS

Pay particular attention to users behaviors, how they feel, what they think and what they do. Explore the research and the data by constantly asking "why", and reading between the lines. The insight is rarely what someone says directly, but rather the interpretation of the underlying need, desire, objective or pain point that underpins their point of view.

WHAT IT HELPS YOU ACHIEVE

- A deeper understanding of your project and how it will impact users
- A direction to keep pursuing
- An opportunity to change direction early and ensure the success of your idea and project

FOR AGILE

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TOOLS AND ACTIVITIES BEFORE YOU START

- In-Depth Interviews
- Ecosystem Map
- Personas
- Journey Maps (for analysis)

TOOLS AND ACTIVITIES FOR AFTERWARDS

- Ideation Canvas
- Concept Map
- Journey Maps (for ideation)

Generating Insights

RESEARCH FINDINGS AND INSIGHTS

Surprising Findings

Place surprising findings gathered from your Personas and Journey Maps.

Uses call center to manage account

She has issues with finding out if she has been paid

Her freelance account is shared with her partner.

Pick 3 to focus on

Identify findings from your research that either surprised you or broke with your perceived notion of reality

Contradictory Findings

Place contradictory findings gathered from your Personas and Journey Maps.

DO

Consults account via call center

FEEL

Intimidated by tech/apps

THINK

I wish I didn't have to use call center for my day-to-day activities

Pick 3 to focus on

Identify findings that seem to be contradictory by uncovering mismatches between how the user feels, what he thinks or what he does.

Urgent Needs

Place urgent needs gathered from your Personas and Journey Maps.

Cashflow issues when clients are late paying

Wants to pay her bills on time

Needs to feel better prepared for her retirement

Pick 3 to focus on

From your research, detect pain point and data that points to urgent needs or desires

NEW OPPORTUNITIES

There's an opportunity to...

... help her be more self-sufficient managing her account.

...improve shared accounts management features

... to be more pro-active in notifying her about client payments.

There's an opportunity to...

... provide an easy access channel for simple Q&A

There's an opportunity to...

...provide financial cover in case of client non-payment

...help her better plan and foresee longer term financial goals

...help her better foresee potential cashflow issues



Depthness in insight analysis

Are all insights created equal? No, there is a range of depthness when gathering and analyzing insights.

We can distinguish 3 different levels of depthness when analysing insights:

1. Low level or direct insights: this is the most superficial level, taking direct quotes or feedback (what is the user saying) from the research and analysing as is. Though quick and usually quite tactical at solving an immediate need, it doesn't get to the core of an underlying cause of the need.
2. Mid level or observational insights: more time consuming than direct insights, observational insights are gathered from what you saw in the field (what the user

does), and its context. This leads to a deeper understanding of the user and will help identify and prioritize tactical opportunities within a project.

3. High level or giving meaning to the data : the most time consuming, it requires us to make sense of the gathered data by connecting the dots (what the user thinks, feels, and does) and make out what implicit knowledge the research is telling us. This allows us to get to the core of the user's needs, and helps guide the strategic nature of a project.

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