



Innovatr Academy.

Tools & templates



Insights

What is an insight?



(noun) deep understanding, observation, judgement, realization, recognition, vision



DON'T BE INTIMIDATED...An insight is just a collection of clues



WHAT IT IS

When hunting for insight we occasionally stumble across a single flash of inspiration. But more usually we need a way to clash together many different observations to see which new inspirational insight emerges.

Rummaging through and comparing many clues helps us to make sense of many different perspectives.

Clues are single observations without interpretation; statements of absolute fact; something that you have seen, heard or read.

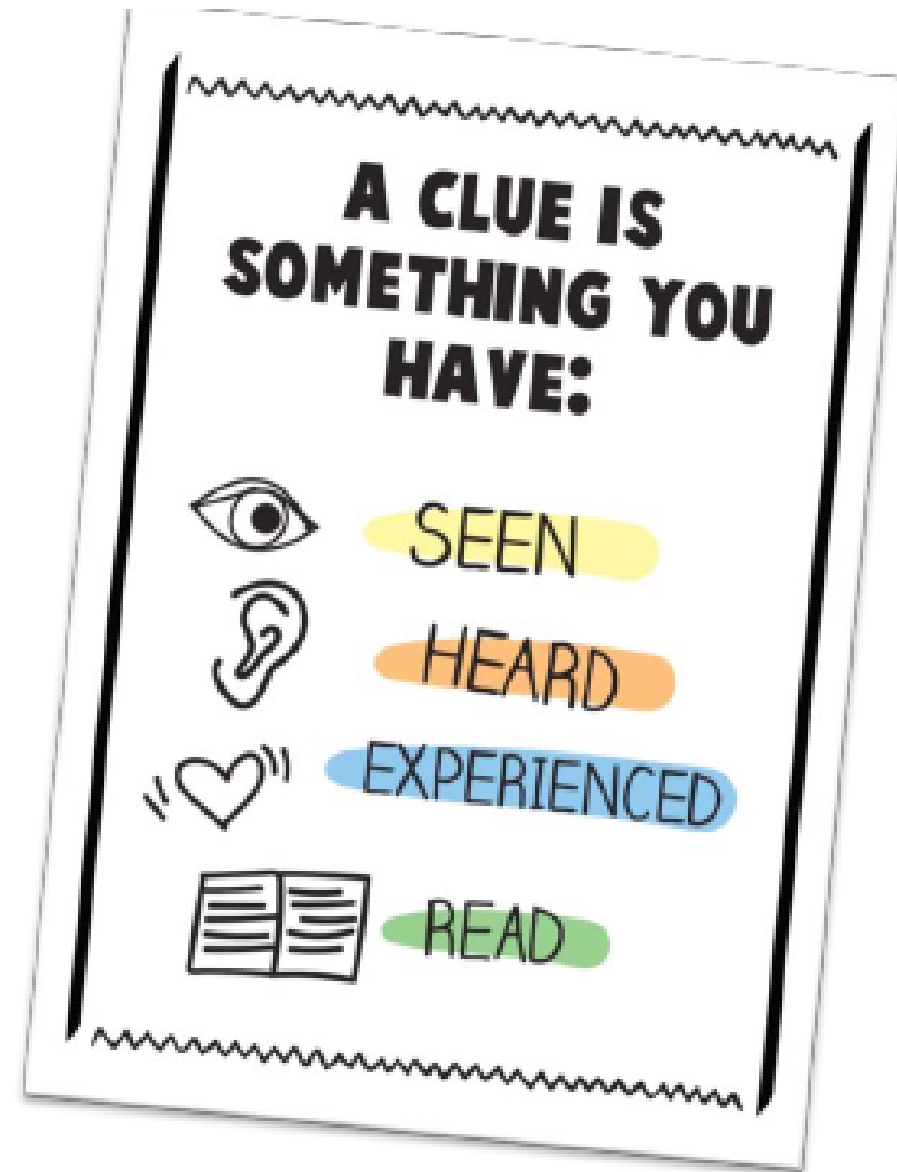
Clues in themselves are not insight.

And it is important not to try to leap to the insight too early.

We use clues as a raw material, we review all the clues, interpret them and then iterate through hunches, themes to opportunity platforms.

So we don't need to obsess over clues, some will be high value, some won't.

The main thing is to get a broad range of new perspectives.





EXAMPLES

Clues can be about all sorts of situations.

If you have found something interesting, energising or inspirational, then that is the sign of a good clue.

Some examples of potentially useful clues...

'I saw a room full of women in their 40's turn into giggling schoolgirls when discussing Green and Black's chocolate'.

5 x mature women in focus group, Sandton

...and why these are useful.

It's about a specific consumer, but also shows contradictory behaviours that could apply elsewhere.

"You never have a fat day when you go shoe shopping"

36 year old woman, Durban

It's identifying a specific point in time, maybe it is making a comparison to clothes shopping, it's about very strong emotions.

A woman told me she always made her own baby food, but there was lots of Heinz in the cupboard. She explained it was for when her mother-in-law minded the kids

Home visit with 28 year old mother of 3

It's showing a contradiction and compromises.

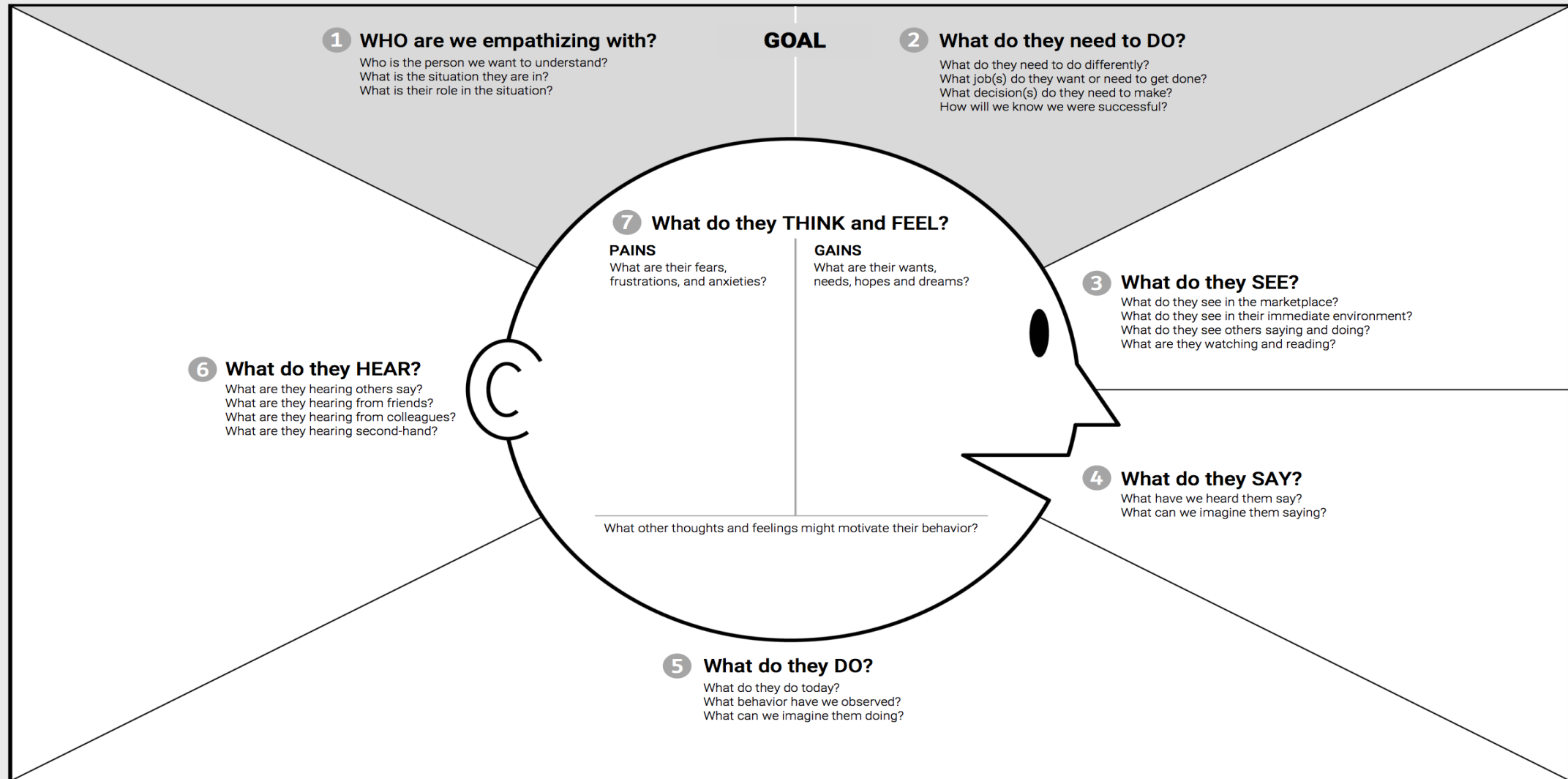
Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:



Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

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