

Identifying meaningful insights in research data

Narrative Workshop Series

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Fundamentals

An insight is a provocative statement of truth about human behavior.

Experience	Emotional Insight	Narrative, Stories & Value			
The things and pressures on people that define and shape their interactions	Finding meaning in data by looking at it from the perspective of people	Stories of how a person can achieve their goals, and the value they get from an experience			
Empathy					

Fundamentals

It's the "big-rock" upon which we'll anchor new product and service capabilities.

Experience	Emotional Insight	Narrative, Stories & Value			
The things and pressures on people that define and shape their interactions	Finding meaning in data by looking at it from the perspective of people	Stories of how a person can achieve their goals, and the value they get from an experience			
Empathy					

Applicability

Now that we've identified themes in our research, we'll begin to *interpret* and *assign subjective meaning* to the data.

Design isn't objective; our goal is to change the world, not simply understand or document it.

The research-to-themes-to-insights process is a move from observation to interpretation. We'll begin to add our perspective to the data, and assign meaning to the things we saw and observed.

Our main tool for identifying insights: asking, and answering, the question "Why?"—with incomplete data.

I saw participants <u>behave a certain way</u>. *Why did they behave that way?* I don't know, but I can take an informed guess.

Our main tool for identifying insights: asking, and answering, the question "Why?"—with incomplete data.

I saw participants <u>feel a certain way</u>. *Why did they feel that way?* I don't know, but I can take an informed guess.

Our main tool for identifying insights: asking, and answering, the question "Why?"—with incomplete data.

I saw participants <u>think a certain way</u>. *Why did they think that way?* I don't know, but I can take an informed guess.

Start with the themes you've gathered from research.

1 - Matt (line 15)

I'm addicted to technology. I'm on it 24/7. I try not to be on it during social situations, with like family, because I think it's rude. I know that teenagers have that stereotype of being so addicted, and I am, but I don't like to be the typical "on facebook all the time."

1 - Francine (line 24)

It's sad that social life is all about technology. I like to try and communicate without it - so I don't end up like those people who cant communicate in person. I guess I learned a lot of that from my mom because she points that out to me. Theme: There is a stigma associated with forming digital connections, as compared to physical ones.

Ask: why?

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Be more specific in your question.

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Answer the specific *why* question.

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And again...

3 - Peter (line 17)

I couldn't get into any of my required classes. It didn't seem fair; there were a few sections, but they filled up in minutes.

11 - Mary (line 24)

I don't get a lot of help in registering for classes. All of the upperclassman seem to get them first. Theme: Educational institutions plan their course offerings around logistics, rather than student need.

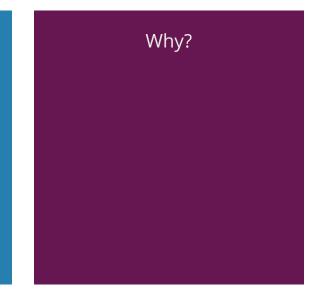
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14

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...ending with another *why* answer.

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Insight: Educational institutions have gotten so large that they can't optimize for learning; instead, they optimize for operations. This diminishes the quality of education. We should strive for personalized attention. **Narrative**

Identifying insights in data

These are insight statements.

Insights are framed as universal truths, even though they are based on a small, biased data set. Insights make statements about generalized behavior.

A good insight is provocative: it should cause debate, potentially offend some readers, and make people uncomfortable.

A good insight can be traced to the group(s) used to generate it.

Insight: Digital connections are less valuable than physical ones, because they don't fulfill innate human needs like eye contact and physical touch. We should seek to minimize these relationships. Insight: Educational institutions have gotten so large that they can't optimize for learning; instead, they optimize for operations. This diminishes the quality of education. We should strive for personalized attention. **Narrative**

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We should seek to minimize these relationships.	We should strive for •- personalized attention.	Provocation

These are insight statements.

Insights are written as:

Definitive

You don't have a comprehensive data sample, but don't worry—make a concrete, authoritative statements.

Provocative

A good answer to this question makes someone react (and not necessarily with a positive reaction).

Complete

The answer should stand on its own, without you there to explain it.

Insight: Digital connections are less valuable than physical ones, because they don't fulfill innate human needs like eye contact and physical touch.

> We should seek to minimize these relationships.

Insight: Educational institutions have gotten so large that they can't optimize for learning; instead, they optimize for operations. This diminishes the quality of education.

We should strive for personalized attention.

- Provocation

Our path to insights was methodical and rigorous.

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	see law school is a good graduate program - I should have no problem paying back my loans, bu
recorded you, and it was what do yo	very simple.
grade. I had no idea, my dad's a law	
know, I did the soul searching after	I didn't have any expectation; I don't know. I just remembered after I feel like the whole process or 15 minutes, and I was like, that guickly it sank in, ok – now I'm on the hook for a lot of money
year off, took a burch of those - no	or 15 minutes, and I was like, that guickly it sank in, ok – now I m on the nook for a lot or money know; I just remember having that thought, that was – that was a lot more simple than I was this
profession you should - that your p	know; I just remember having that mought, that was that was a lot more simple than I was this would be.
I always loved having intellectual de	
are going to try to argue and win, yo	I guess that was after I received, I got accepted into certain law schools, then you - I think that's
where to each dinner, and extendin	works - I choose to go to UT, then I applied for federal loans, clicked a few buttons, and was dor
lawn, anything like that. You can't ji	I'm sure at that point - that's when my dad was sick, he passed away right around there. I'm sur
it up. I still wasn't sure; it was worki think I can do.	asked him or my mom to double check if it was right, but it was very simple.
Going to school it was always know	It was all on the computer. I didn't have to talk to a single person. Click click, ok, here's your
people don't have that opportunity.	When you asked, what was the process - I think it was after I was accepted, but the fact of the n
school, my brother is an optometry.	was that it was so simple and easy, I don't remember too much about it, I did it real quick and th
law school, I was going to take out I	it. It's wasn't a big thing, so it was a blur in my memory.
So, I mean, UT – that was laying th scholarship, taking out more loans	I was looking at tuitions of the different law schools, to roughly calculate how much I would be t out, weighing after my scholarship, easily 20000 cheaper than another school, without any schol
scholarship, taking out more loans into, was one of the better ones, an	I think I got the dean's scholarship, which is 7500, and another 5000 in grants. Which I think I ma
schools, not by much, but 10k chear	I think I got the dearr's scholarship, which is 7500, and another 5000 in grants. Which I think I ma applied for, financial assistance, which is how I got that, But again it was clicking a button, apply
enous, me by much, but 10k cheap	applied for, imancial assistance, which is how I got that. But again it was clicking a button, apply financial assistance, this is how much I make, I'm getting no assistance from my parents, click a c
	financial assistance, this is now much I make, I'm getting no assistance from my parents, click a c buttors and it just went through.
	Each semester, I'm paying for tuition online; I cick a button, paying with financial aid, student lo
	that automatically goes through and whatever is remaining is direct deposit into my account. Iu:
	any job where you put cirect deposit information, it was the same thing. I remember doing the o
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It's sad that social life is all about technology. I like to try and communicate without it - so I don't end up like those people who cant communicate in person. I guess I learned a lot of that from my mom because she points that out to me. There is a stigma associated with forming digital connections, as compared to physical ones.

Why is there a stigma associated with forming digital connections, as compared to physical ones?

Digital connections are less valuable than physical ones, because they don't fulfill innate human needs like eye contact and physical touch. We should seek to minimize these relationships.

The input for this method is qualitative research: quotes from real users, gathered through ethnography, voice of the customer, surveys, etc. The data is "exploded" into individual utterances, so they can be manipulated.

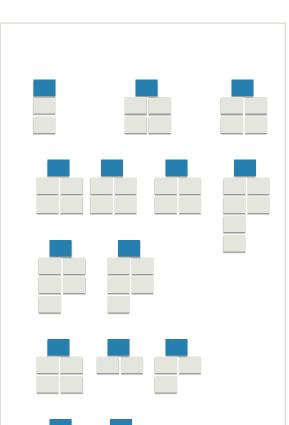
The data is grouped based on inferential connections, and the connections are named through observational theme statements.

Then, we provoke a question about the theme: why is it true?

Insights are developed by asking, and answering, the question *why*.

How to get to insights:

Start with your themes.



There is a stigma associated with forming digital connections, as compared to physical ones.

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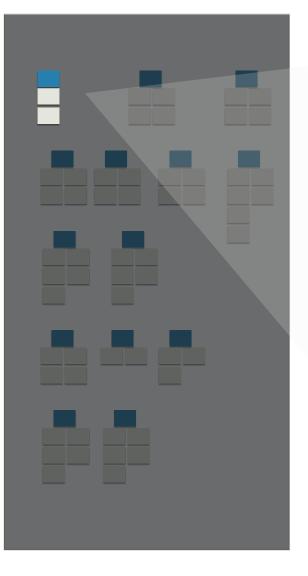
4 - Francine (line 24)

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How to get to insights:

Start with your themes.

Select a single grouping for the entire team to consider.



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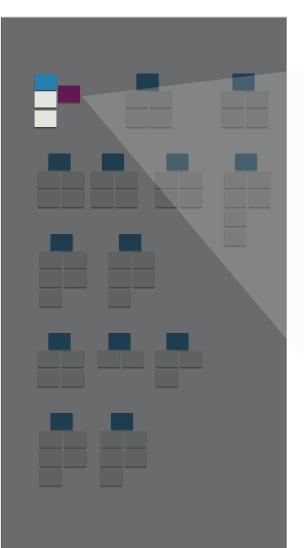
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Ask "Why?" about the grouping.



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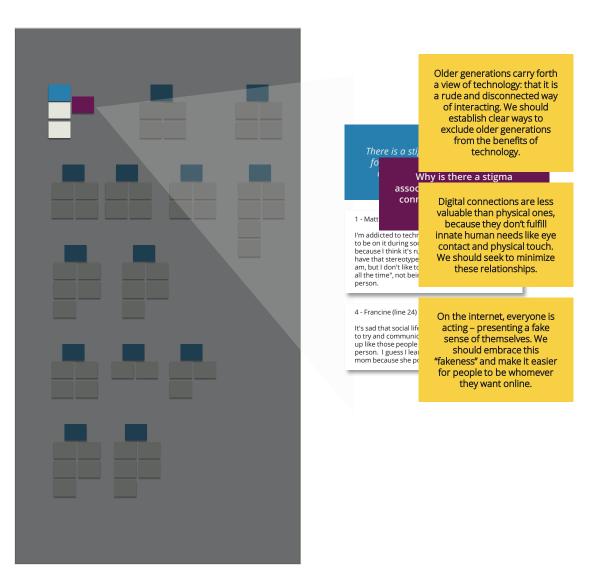
How to get to insights:

Start with your themes.

Select a single grouping for the entire team to consider.

Ask "Why?" about the grouping.

Individually (quietly), write a provocative, definitive, and complete answer to this "Why?" question (set a timer for 2 minutes).



How to get to insights:

Start with your themes.

Select a single grouping for the entire team to consider.

Ask "Why?" about the grouping.

Individually (quietly), write a provocative, definitive, and complete answer to this "Why?" question (set a timer for 2 minutes).

As a group, review each answer. Try and combine these answers into a single, definitive, and complete answer to the question. Dial-up the provocation: will someone react with passion to your insight?



How to get to insights:

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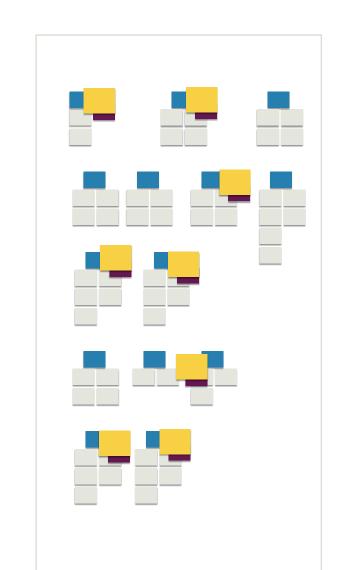
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As a group, review each answer. Try and combine these answers into a single, definitive, and complete answer to the question. Dial-up the provocation: will someone react with passion to your insight?

Repeat until your team has written insight statements for the top 10 groupings.





Summary

Our insights frame the problem space, so we can start to design solutions.

Experience	Emotional Insight	Narrative, Stories & Value		
The things and pressures on people that define and shape their interactions	Finding meaning in data by looking at it from the perspective of people	Stories of how a person can achieve their goals, and the value they get from an experience		
Empathy				

Thank you!

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