Create Insight Statements

A critical piece of the Ideation phase is plucking the insights that will drive your design out of the huge body of information you've gathered.

You've heard a lot from a lot of different people, downloaded learnings, and identified key themes from your research. The next step in the synthesis process is to Create Insight Statements, succinct sentences that will point the way forward. Insight statements are incredibly valuable as they'll help you frame How Might We (p. 85) questions and give shape and form to subsequent Brainstorms (p. 94). It's not always easy to create them, and it will probably take some work editing them down to the three to five main insights that will help you drive toward solutions.

STEPS

TIME
60 minutes

DIFFICULTY
Hard

WHAT YOU'LL NEED
Pens, Create Insight Statements worksheet p. 176, your work from Find Themes

PARTICIPANTS
Design team

01 Take the themes that you identified in Find Themes (p. 80) and put them up on a wall or board.

02 Now, take one of the themes and rephrase it as a short statement. You're not looking for a solution here, merely transforming a theme into what feels like a core insight of your research. This is a building block, not a resolved question.

03 Once you've done this for all the themes, look back at your original design challenge. Sift through your insight statements and discard the ones that don't directly relate to your challenge. You only want three to five insights statements.

04 Take another pass at refining your insights. Make sure that they convey the sense of a new perspective or possibility. Consider inviting someone who is not part of your team to read your insight statements and see how they resonate.

METHOD IN ACTION

Create Insight Statements

Working with Eram Scientific, an eToilet manufacturer in India, an IDEO.org team set out to help them make their electronic toilet experience more intuitive, user-friendly, and safe. Eram's eToilet is self-cleaning, coin-operated, and programmed to gather data on its usage, but there were key pieces of the user and brand experience that were ripe for a rethink.

The design team focused on Eram's target market in urban areas of southern India, and began their field research in Bangalore and Trivandrum. The team conducted over 100 interviews ranging from those who avoided using public toilets to frequent users. In addition, the team undertook extensive research with Eram staff, cleaning and service personnel, and even government officials.

Some key themes the team found were that cleanliness, reliability, and viability for women were the biggest concerns people had when making the choice to use a public toilet. The following worksheet shows some of the insights that this design team used as a starting point when identifying their opportunities for design. It's not an easy process, but one that your team will rely on as it drives toward an ultimate solution. You might take a couple stabs at forming your insight statements to get the hang of it.

Create Insight Statements

Write Your Design Challenge

Our design challenge is to make the eToilet experience more intuitive, user-friendly, and safe.

Theme: Women's needs

Insights:

1. Women want a private space in which to enter and exit the toilet.

2. Women greatly prefer single-sex toilets, but may still use unisex if they are clearly labeled.

3. Most women are forced to dispose of sanitary products by flushing them down the toilet.

Theme: Cleanliness

Insights:

1. Cleanliness is the defining quality of any toilet experience.

2. Without proper maintenance, toilets will become dirty very quickly.

3. Most people feel that free toilets are dirtier than paid ones, but many are still more likely to use a free toilet.

Theme: Reliability

Insights:

1. Reliability drives routine and gets people to return and use facilities frequently.

2. The people who live and work near a public toilet play a crucial role in directing users toward or away from it.

3. Most people care more about basic functionality than extra technology.