WHAT ARE YOUR INSIGHTS?

INSIGHTS are a concise expression of what your have learned from your research and inspiration. They are the “AHA” (or even “HAHA!”) moments and unexpected learnings.

REMINDER

POINT-OF-VIEW (POV):
Makes an insight specific to a person or target group.
PERSON + BARRIER/MOTIVATION + INTERPRETATION = POV

INSIGHTS

5-10 KEY INSIGHTS FROM ALL YOUR INTERVIEWS