**WHAT ARE YOUR INSIGHTS?**

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

**INSIGHTS**

5-10 Key Insights from all your interviews

**REMINDER**

Point-of-view (POV):
Makes an insight specific to a person or target group.

Person + Barrier/Motivation + Interpretation = POV