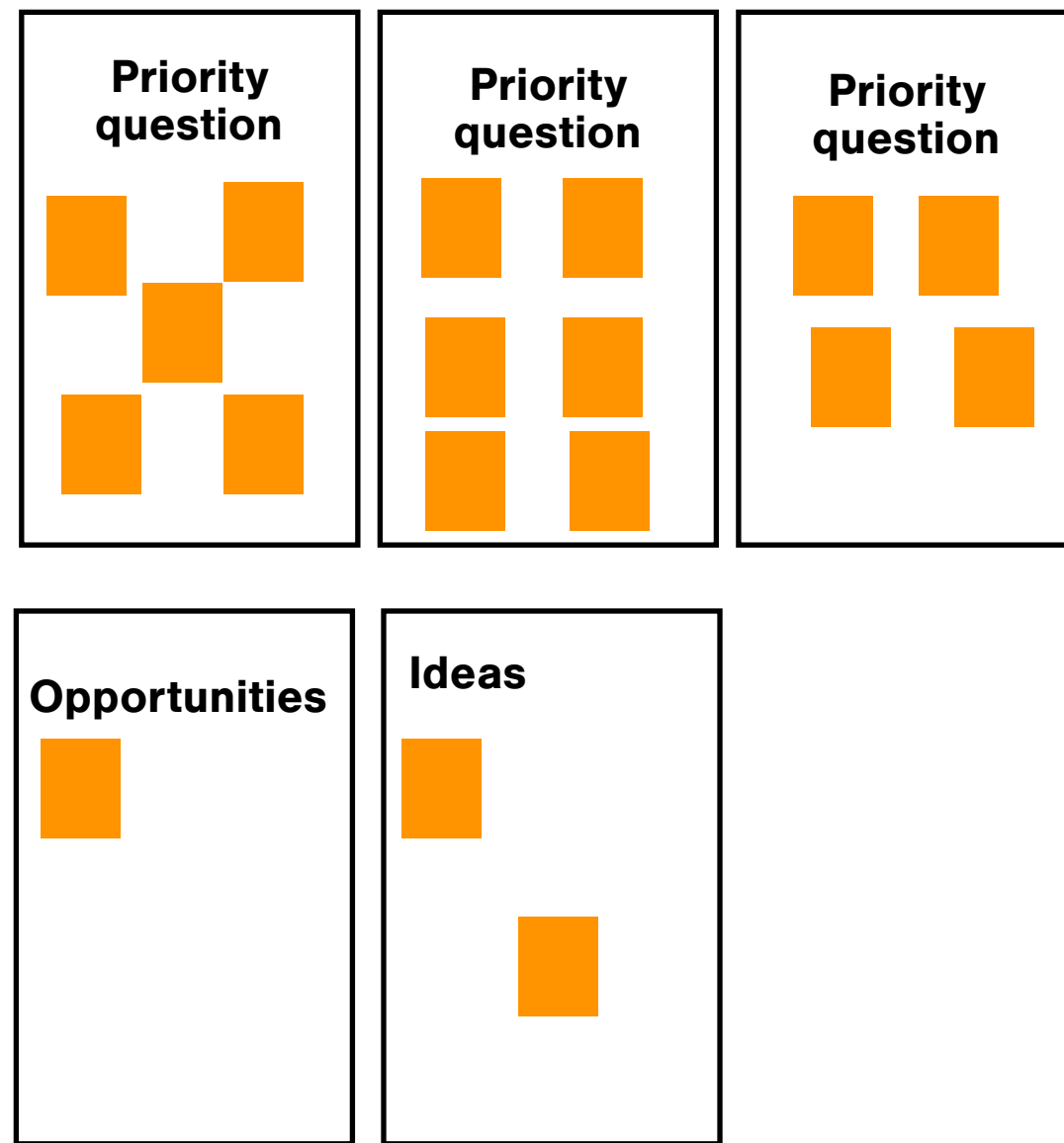


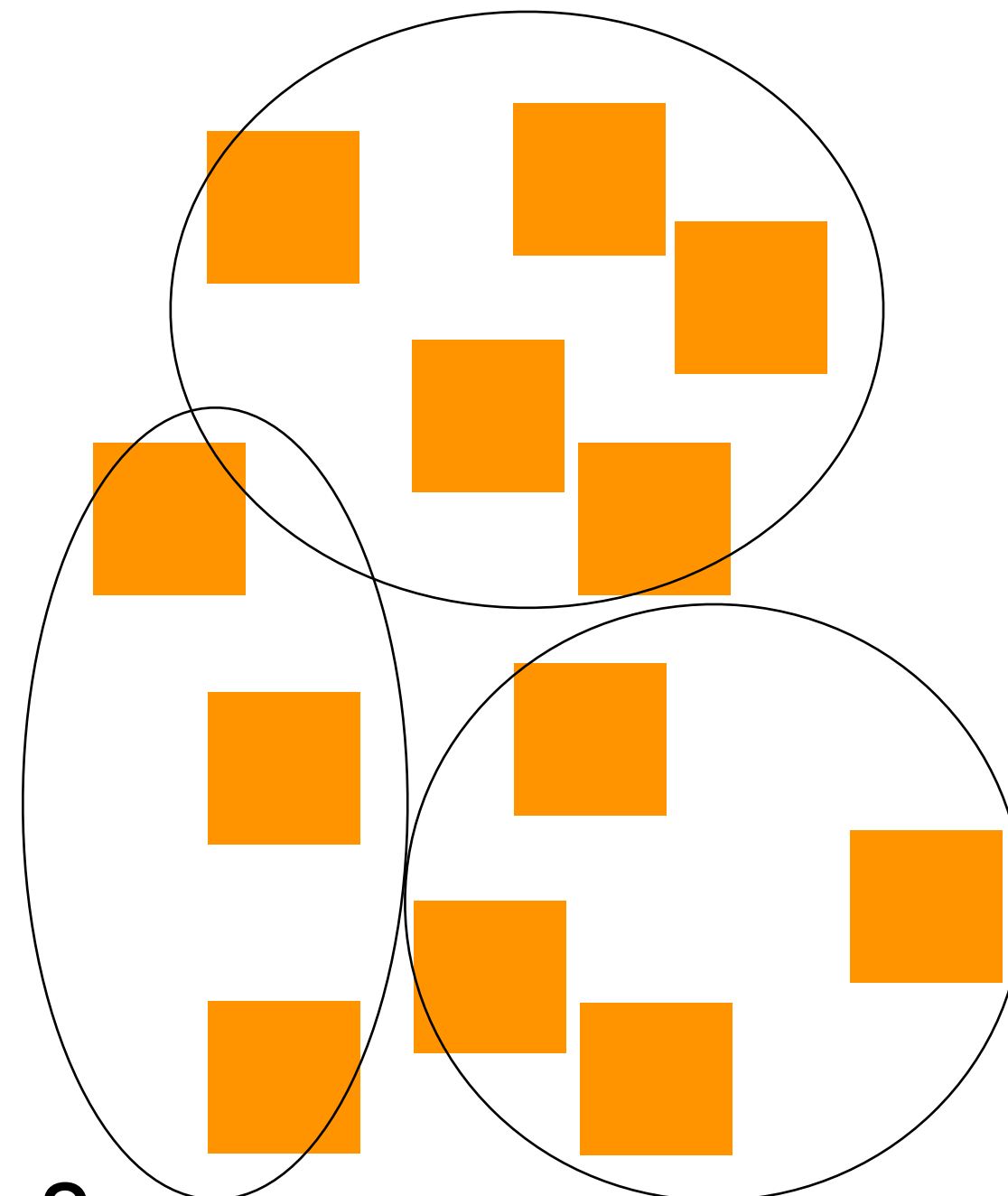
Four steps to make sense of discovery data and see opportunities for change



1

Pour the information

Organise all relevant data against your priority questions (or any other frames of analysis eg value proposition canvas or persona). Make note of any early opportunity areas and ideas.



2

Spot the patterns

Look at the categorised data and try to spot patterns that start to answer the priority questions. Label the clusters, analyse what you're learning, and summarise the patterns as themes and key points.

What has been learned

Insight

We learned that...

Evidence

Because we heard / saw that...

Significance

This is significant because...

3

Synthesise insights

From the patterns, write out each insight with the supporting evidence. Describe why this learning - this insight - is significant. Summarise your learning, perhaps through a storytelling approach.

Opportunity area 1

Name.....

Framing question

How might we.....?

Illustrative ideas

What if.....?

Opportunity area 2

Name.....

Framing question

How might we.....?

Illustrative ideas

What if.....?

Opportunity area 3

Name.....

Framing question

How might we.....?

Illustrative ideas

What if.....?

4

Frame opportunities

Where do you see opportunity to create change? Get creative! Frame the opportunities through 'How might we...?' questions. Include some initial ideas - 'What if.....?'