

Future Box Tourism



Method I Research Insights

Basics

Objective	Participants are able to work out the central findings from the data collected during the research and, in a next step, to define Design Challenges.
Competencies	The participants strengthen their competence to <ul style="list-style-type: none">● think critically● think systemically● think in a value-oriented way● think multi-perspectively● ...
Material	Stickies or metaplan cards or a virtual whiteboard (e.g., MIRO) ...
Form of social interaction	In a team of at least 3 to a maximum of 5 people
Duration	approx. 30 minutes

Brief Description

Data collected, visualised, synthesised and analysed during the research helps to highlight key / important findings, for example the biggest problems of potential people of a target group regarding a certain product / service ...

Preparation

The introduction must be prepared in advance: What are key insights anyway? It often helps to let the participants work out, in addition to the Design Challenge, why what they have formulated in the Design Challenge is important / relevant at all and which needs are exactly behind it.

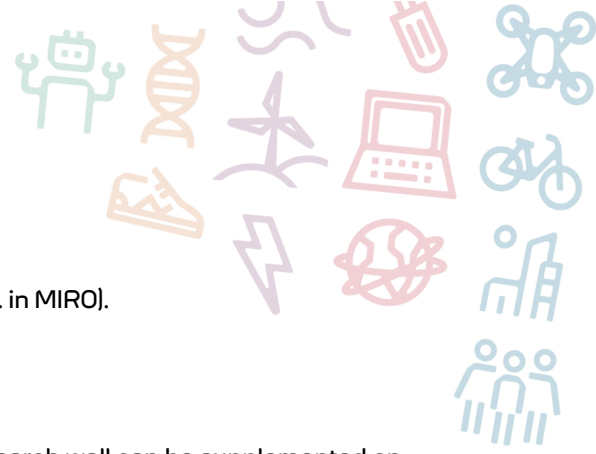
Implementation

1. Launch

Review the data you have collected and pictured on the research wall. Ask yourself the following questions: What needs are not being met? What expectations, motives, problems, and desires can you deduce directly or 'between the lines' from people's statements or behaviour?

2. Define

Each person for him/herself: define first insights. Use the example: 'Markus would like to do more sport because he wants to lose weight, but he doesn't have time'. Write down all the insights on a post-it and place them on the prepared surface. Exchange with your team members. Add other insights that are identified during the discussion.



Variations / Alternatives

The research wall can be created in analogue and/or virtual space (e.g. in MIRO).

Good to know

Use the Key Insights template as a guideline for the definition. The research wall can be supplemented on an ongoing basis.

Follow-up / securing results

Discuss results and the process.